

OFCCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

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REGION/ NATION	6
Base : All respondents	
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Base : Those responsible for the household's landline service	
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Base : Those responsible for the household's landline service	
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Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months	
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Base : Those responsible for the household's mobile service	

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Base : Those who have changed supplier in the last twelve months	
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Base : Those responsible for mobile phone network	
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Base : Those who have received notification	
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Base : Those responsible for the household's mobile service	
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Base : Those responsible for the household's mobile service	
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Base : Those responsible for the household's mobile service	
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Base : Those responsible for the household's mobile service	
Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?	633
Base : Those responsible for the household's mobile service	

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Base : Those responsible for the household's broadband service	
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Base : Those responsible for the household's broadband service	
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Base : Those responsible for the household's broadband service	
Q24. Did you contact your provider to receive a discount or did they contact you?	660
Base : Those who have received a discount from their fixed broadband service provider in the last twelve months	
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Base : Those who have received a discount from their fixed broadband service provider in the last twelve months	
Q25. Did you contact your provider to add extra or improved services or did they contact you?	668
Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months	
Q26. Did you contact your provider to reduce or downgrade services or did they contact you?	672
Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months	
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Base : Those responsible for the household's broadband service	
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Base : Those responsible for the household's broadband service	
Q28C. Which provider did you previously use for your fixed broadband service?	700
Base : Those who have changed supplier in the last twelve months	
Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.	708
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Base : Those who have not changed supplier in the last year	
Q29B. How long has (PROVIDER) been providing your fixed broadband service?	716
Base : Those responsible for the household's broadband service	
Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?	720
Base : Those in contract who have been with their supplier for more than 18 months	
Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.	724
Base : Those responsible for fixed broadband service	
Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?	728
Base : Those who have received notification	

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"	732
Base : Those responsible for the household's broadband service	
Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"	736
Base : Those responsible for the household's broadband service	
Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"	740
Base : Those responsible for the household's broadband service	
Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"	744
Base : Those responsible for the household's broadband service	
Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?	748
Base : Those responsible for the household's broadband service	
Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?	752
Base : Those responsible for the household's television service	
Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?	756
Base : Those responsible for the household's television service	
Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... ..	764
Base : Those responsible for the household's Pay television service	
Q24. Did you contact your provider to receive a discount or did they contact you?	770
Base : Those who have received a discount from their Pay TV service provider in the last twelve months	
Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?	774
Base : Those who have received a discount from their Pay TV service provider in the last twelve months	
Q25. Did you contact your provider to add extra or improved services or did they contact you?	778
Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months	
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Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months	
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Base : Those responsible for the household's television service	
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Base : Those responsible for the household's television service	
Q28D. Which provider did you previously use for your TV service?	810
Base : Those who have changed supplier in the last twelve months	
Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.	814
Base : Those who have ever changed supplier	
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Base : Those who have not changed supplier in the last year	
Q29B. How long has (PROVIDER) been providing your TV service?	822
Base : Those responsible for the household's television service	

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Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?	826
Base : Those in contract who have been with their supplier for more than 18 months	
Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.	830
Base : Those responsible for Pay TV service	
Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?	834
Base : Those who have received notification	
Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"	838
Base : Those responsible for the household's Pay television service	
Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"	842
Base : Those responsible for the household's Pay television service	
Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"	846
Base : Those responsible for the household's Pay television service	
Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"	850
Base : Those responsible for the household's Pay television service	
Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?	854
Base : Those responsible for the household's Pay television service	
LANDLINE - SUMMARY OF BEHAVIOUR	858
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	863
Base : Those responsible for the household's landline service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	868
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR	873
Base : Those responsible for the household's standalone landline service (SIMPLE)	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	878
Base : Those responsible for the household's standalone landline service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	883
Base : Those responsible for the household's standalone landline service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	888
Base : Those responsible for the household's standalone landline service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	893
Base : Those responsible for the household's standalone landline service (SIMPLE)	
MOBILE PHONE - SUMMARY OF BEHAVIOUR	899
Base : Those responsible for a mobile phone	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	904
Base : Those responsible for a mobile phone	
MOBILE PHONE - SUMMARY OF BEHAVIOUR	909
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	914
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	919
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	929
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR	937
Base : Those responsible for the household's fixed broadband service	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	942
Base : Those responsible for the household's fixed broadband service	
PAY TV - SUMMARY OF BEHAVIOUR	947
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	952
Base : Those responsible for the household's Pay TV service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	957
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR	962
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	967
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS	972
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	977
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	987
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
FREE TV - SUMMARY OF BEHAVIOUR	992
Base : Those responsible for the household's Free TV service	
FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS	997
Base : Those responsible for the household's Free TV service	
DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1002
Base : Those responsible for the household's Dual Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	1007
Base : Those responsible for the household's Dual Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	1016
Base : Those responsible for the household's Dual Play package (SIMPLE)	
DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR	1021
Base : Those responsible for the household's Dual Play package (REGARD)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1026
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR	1031
Base : Those responsible for the household's Triple Play package (SIMPLE)	

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER	1036
Base : Those responsible for the household's Triple Play package (SIMPLE)	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER	1046
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR	1051
Base : Those responsible for the household's Triple Play package (REGARD)	
Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?	1056
Base : All respondents	
Q34AB. Which provider did you use for your Landline service?	1061
Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service	
Q34AC. Which provider did you use for your Mobile Phone service?	1066
Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service	
Q34AD. Which provider did you use for your Fixed Broadband service?	1076
Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service	
Q34AE. Which provider did you use for your TV service?	1086
Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service	
Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?	1091
Base : Those responsible for the household's TV service who do not have a Pay TV service	
Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?	1096
Base : All respondents	
Q35. Do you tend to look at deals from your own provider, from other providers or both?	1101
Base : Those who look at deals for communications services such as mobile, landline, broadband and TV	
Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?	1106
Base : All respondents	
Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?	1111
Base : All respondents	
Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?	1116
Base : All respondents	
Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?	1121
Base : All respondents	
Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?	1126
Base : Those responsible for the household's fixed broadband service	
Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available	1131
Base : All respondents	
Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to	1136
Base : All respondents	
Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost	1141
Base : All respondents	
Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal	1146
Base : All respondents	

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Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change	1151
Base : All respondents	
Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider	1156
Base : All respondents	
Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal	1161
Base : All respondents	
Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal	1166
Base : All respondents	
Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal	1171
Base : All respondents	
Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere	1176
Base : All respondents	
Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media	1181
Base : All respondents	
Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers	1186
Base : All respondents	
Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?	1191
Base : All respondents	
Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?	1196
Base : Those who are the decision maker for the household's gas service	
Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?	1201
Base : Those who are the decision maker for the household's electricity service	
Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?	1206
Base : Those responsible for a bank current account	
Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?	1211
Base : Those who have changed their household's gas service supplier in the last 12 months	
Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?	1216
Base : Those who have changed their household's electricity service supplier in the last 12 months	
C1. Which of these – if any – impact or limit your daily activities or the work you can do?	1221
Base : All respondents (giving their consent to answer this question)	
C2. Which one of these groups best describes your ethnic group or background?	1236
Base : All respondents (giving their consent to answer this question)	
C3. What is the total number of people in the household (including yourself and any children)?	1246
Base : All respondents	
C4. And what is the total number of children aged under 18 in the household?	1251
Base : All respondents	
C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?	1256
Base : All respondents	
C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?	1268
Base : All respondents	

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C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?	1278
Base : Those responsible for the household's fixed broadband service whose household receives any government benefits	
C6. Which one of these bands describes your total household income before tax or any other deductions are made?	1283
Base : All respondents	
FINANCIAL VULNERABILITY	1292
Base : Those where it is possible to calculate the Financial Vulnerability Index	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S1. NATION

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
England	2723	216	1540	436	1319	994	762	170	124	2076	366	2204	238	1509	933	388
	82%	78%	82%	81%	81%	82%	81%	82%	83%	82%	82%	82%	84%	83%	80%	86% b
Scotland	306	26	183	48	160	105	104	21	13	234	45	252	27	156	123	28
	9%	9%	10%	9%	10%	9%	11%	10%	9%	9%	10%	9%	10%	9%	11% c	6%
Wales	211	28	108	36	100	86	50	15	10	146	22	158	10	97	71	19
	6%	10% b	6%	7%	6%	7%	5%	7%	6%	6%	5%	6%	4%	5%	6%	4%
Northern Ireland	94	5	54	16	44	32	27	3	2	75	11	80	6	52	34	15
	3%	2%	3%	3%	3%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

S1. NATION

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
England	2723	461	1661	697	1426	1253	869	290	194	372	877	489	760
	82%	82%	82%	82%	81%	82%	81%	82%	84%	81%	82%	81%	82%
Scotland	306	50	199	76	173	128	122	33	17	42	109	53	97
	9%	9%	10%	9%	10%	8%	11%	9%	7%	9%	10%	9%	11%
Wales	211	35	117	48	104	97	55	21	13	26	56	31	51
	6%	6%	6%	6%	6%	6%	5%	6%	6%	6%	5%	5%	5%
Northern Ireland	94	15	60	27	48	45	31	10	8	20	26	27	19
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	5% b	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

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 99% confidence level.

S1. NATION

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
England	2723	595	655	128	**	166	426	**	**	1249	592	2113	610
	82%	82%	82%	82%	**	83%	82%	**	**	82%	82%	81%	85%
Scotland	306	65	86	18	**	15	45	**	**	151	60	251	55
	9%	9%	11%	11%	**	7%	9%	**	**	10%	8%	10%	8%
Wales	211	44	37	7	**	17	30	**	**	81	47	174	36
	6%	6%	5%	5%	**	9%	6%	**	**	5%	7%	7%	5%
Northern Ireland	94	25	22	3	**	3	16	**	**	47	20	74	20
	3%	3%	3%	2%	**	2%	3%	**	**	3%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

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 99% confidence level.

S1. NATION

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
England	2723	624	610	124	349	1028	325	1014	891	2229	484	183	785	995	934
	82%	81%	82%	84%	81%	82%	81%	80%	82%	81%	85% b	87%	81%	81%	83%
Scotland	306	72	74	19	38	104	34	138	92	264	41	15	90	125	90
	9%	9%	10%	13%	9%	8%	9%	11%	8%	10%	7%	7%	9%	10%	8%
Wales	211	50	39	3	29	90	30	84	68	183	28	9	64	76	71
	6%	6%	5%	2%	7%	7%	8%	7%	6%	7%	5%	4%	7%	6%	6%
Northern Ireland	94	27	17	2	16	33	11	31	37	79	13	3	24	33	36
	3%	3%	2%	1%	4%	3%	3%	2%	3%	3%	2%	1%	3%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

S1. NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
England	2723	1406	1290	778	752	556	606	2723	-	-	**	347	901	794	864	1329
	82%	81%	82%	84% d	82%	80%	79%	100% bc	-%	-%	**	82%	80%	83%	79%	82%
Scotland	306	159	145	66	80	80	76	-	306	-	**	43	105	80	105	151
	9%	9%	9%	7%	9%	12% a	10%	-%	100% ac	-%	**	10%	9%	8%	10%	9%
Wales	211	113	96	56	54	36	63	-	-	211	**	16	85	59	83	99
	6%	7%	6%	6%	6%	5%	8%	-%	-%	100% ab	**	4%	8% a	6%	8%	6%
Northern Ireland	94	56	37	26	27	19	20	-	-	-	**	17	32	20	36	38
	3%	3%	2%	3%	3%	3%	3%	-%	-%	-%	**	4%	3%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
North East	205	14	116	27	103	59	71	6	3	166	25	174	16	101	89	38
	6%	5%	6%	5%	6%	5%	8% c	3%	2%	7%	6%	6%	6%	6%	8%	8%
Yorkshire and Humberside	188	13	104	33	83	55	61	8	7	153	19	162	9	93	78	25
	6%	5%	6%	6%	5%	5%	7%	4%	5%	6%	4%	6%	3%	5%	7%	6%
North West	438	34	247	62	219	174	107	42	33	325	60	343	42	240	145	55
	13%	12%	13%	12%	13%	14%	11%	20% b	22% b	13%	13%	13%	15%	13%	12%	12%
West Midlands	375	35	200	75	160	142	93	25	16	273	59	289	42	208	123	58
	11%	13%	11%	14% b	10%	12%	10%	12%	10%	11%	13%	11%	15%	11%	11%	13%
East Midlands	163	6	104	20	90	57	52	5	4	121	30	133	18	103	48	30
	5%	2%	6%	4%	6%	5%	6%	2%	2%	5%	7%	5%	6%	6%	4%	7%
South West	323	29	191	60	160	122	98	19	13	249	41	266	24	188	102	51
	10%	10%	10%	11%	10%	10%	10%	9%	9%	10%	9%	10%	9%	10%	9%	11%
East of England	319	26	191	54	164	133	85	18	11	232	48	251	29	174	107	28
	10%	9%	10%	10%	10%	11%	9%	8%	7%	9%	11%	9%	10%	10%	9%	6%
South East	541	43	307	78	273	199	152	38	31	421	65	442	44	304	182	82
	16%	16%	16%	14%	17%	16%	16%	18%	21%	17%	15%	16%	16%	17%	16%	18%
Greater London	172	16	79	28	68	53	42	9	7	137	20	144	13	99	59	21
	5%	6%	4%	5%	4%	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	5%
Scotland	306	26	183	48	160	105	104	21	13	234	45	252	27	156	123	28
	9%	9%	10%	9%	10%	9%	11%	10%	9%	9%	10%	9%	10%	9%	11% c	6%
Wales	211	28	108	36	100	86	50	15	10	146	22	158	10	97	71	19
	6%	10% b	6%	7%	6%	7%	5%	7%	6%	6%	5%	6%	4%	5%	6%	4%
Northern Ireland	94	5	54	16	44	32	27	3	2	75	11	80	6	52	34	15
	3%	2%	3%	3%	3%	3%	3%	2%	1%	3%	2%	3%	2%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
North East	205	31	129	46	114	88	73	22	15	29	76	38	67
	6%	6%	6%	5%	7%	6%	7%	6%	6%	6%	7%	6%	7%
Yorkshire and Humberside	188	36	110	59	88	82	65	14	10	21	63	39	46
	6%	6%	5%	7%	5%	5%	6%	4%	4%	5%	6%	6%	5%
North West	438	72	266	101	237	209	130	54	39	56	153	70	138
	13%	13%	13%	12%	14%	14%	12%	15%	17%	12%	14%	12%	15%
West Midlands	375	58	220	99	179	156	122	40	24	55	113	75	94
	11%	10%	11%	12%	10%	10%	11%	11%	10%	12%	11%	12%	10%
East Midlands	163	29	110	42	96	78	61	19	15	29	51	33	47
	5%	5%	5%	5%	5%	5%	6%	5%	6%	6%	5%	5%	5%
South West	323	57	199	91	165	156	100	31	18	39	100	54	86
	10%	10%	10%	11%	9%	10%	9%	9%	8%	9%	9%	9%	9%
East of England	319	38	215	73	180	155	98	31	19	45	104	59	90
	10%	7%	11%	9%	10%	10%	9%	9%	8%	10%	10%	10%	10%
			a										
South East	541	99	324	131	292	252	171	62	43	78	177	98	157
	16%	18%	16%	15%	17%	17%	16%	17%	19%	17%	17%	16%	17%
Greater London	172	41	87	55	73	79	49	17	10	19	40	24	36
	5%	7%	4%	6%	4%	5%	5%	5%	4%	4%	4%	4%	4%
		b											
Scotland	306	50	199	76	173	128	122	33	17	42	109	53	97
	9%	9%	10%	9%	10%	8%	11%	9%	7%	9%	10%	9%	11%
Wales	211	35	117	48	104	97	55	21	13	26	56	31	51
	6%	6%	6%	6%	6%	6%	5%	6%	6%	6%	5%	5%	5%
Northern Ireland	94	15	60	27	48	45	31	10	8	20	26	27	19
	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	2%	5%	2%
												b	

Columns Tested: a,b - a,b - 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 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
North East	205	40	64	10	**	7	31	**	**	105	37	162	42
	6%	6%	8%	7%	**	3%	6%	**	**	7%	5%	6%	6%
Yorkshire and Humberside	188	39	46	6	**	23	31	**	**	85	54	123	65
	6%	5%	6%	4%	**	11%	6%	**	**	6%	8%	5%	9% a
North West	438	95	114	24	**	25	53	**	**	209	79	348	90
	13%	13%	14%	16%	**	13%	10%	**	**	14%	11%	13%	12%
West Midlands	375	92	77	15	**	25	52	**	**	168	77	311	65
	11%	13%	10%	10%	**	13%	10%	**	**	11%	11%	12%	9%
East Midlands	163	37	43	8	**	10	23	**	**	80	33	116	47
	5%	5%	5%	5%	**	5%	5%	**	**	5%	5%	4%	6%
South West	323	74	65	20	**	18	69	**	**	139	87	251	71
	10%	10%	8%	13%	**	9%	13%	**	**	9%	12%	10%	10%
East of England	319	68	80	15	**	26	51	**	**	149	76	257	62
	10%	9%	10%	10%	**	13%	10%	**	**	10%	11%	10%	9%
South East	541	127	128	27	**	25	86	**	**	255	111	426	115
	16%	17%	16%	17%	**	12%	17%	**	**	17%	15%	16%	16%
Greater London	172	22	37	2	**	8	29	**	**	60	37	120	53
	5%	3%	5%	1%	**	4%	6%	**	**	4%	5%	5%	7% a
Scotland	306	65	86	18	**	15	45	**	**	151	60	251	55
	9%	9%	11%	11%	**	7%	9%	**	**	10%	8%	10%	8%
Wales	211	44	37	7	**	17	30	**	**	81	47	174	36
	6%	6%	5%	5%	**	9%	6%	**	**	5%	7%	7%	5%
Northern Ireland	94	25	22	3	**	3	16	**	**	47	20	74	20
	3%	3%	3%	2%	**	2%	3%	**	**	3%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
North East	205	48	51	7	31	72	33	66	73	173	32	10	70	68	67
	6%	6%	7%	5%	7%	6%	8%	5%	7%	6%	6%	5%	7%	6%	6%
Yorkshire and Humberside	188	43	48	8	16	75	19	52	65	135	49	14	37	61	87
	6%	6%	7%	5%	4%	6%	5%	4%	6%	5%	9% bd	7%	4%	5%	8% ab
North West	438	89	111	21	55	165	62	176	139	378	58	20	143	159	133
	13%	11%	15%	14%	13%	13%	16%	14%	13%	14%	10%	9%	15%	13%	12%
West Midlands	375	82	66	24	54	150	66	138	128	333	43	19	128	148	99
	11%	11%	9%	16% b	12%	12%	17% be	11%	12% e	12% e	8%	9%	13% c	12% c	9%
East Midlands	163	40	39	6	25	52	13	64	45	122	41	12	48	52	63
	5%	5%	5%	4%	6%	4%	3%	5%	4%	4%	7% cd	6%	5%	4%	6%
South West	323	78	74	17	32	122	33	132	90	255	66	24	94	111	116
	10%	10%	10%	11%	8%	10%	8%	10%	8%	9%	12%	11%	10%	9%	10%
East of England	319	85	70	11	54	100	23	120	120	263	55	15	66	132	119
	10%	11%	10%	7%	12% e	8%	6%	9%	11% a	10%	10%	7%	7%	11% a	11% a
South East	541	124	124	24	63	208	55	195	183	433	108	56	142	207	192
	16%	16%	17%	16%	14%	17%	14%	15%	17%	16%	19%	27% abcd	15%	17%	17%
Greater London	172	36	27	7	20	84	21	71	46	138	33	13	57	56	59
	5%	5%	4%	5%	5%	7%	5%	6%	4%	5%	6%	6%	6%	5%	5%
Scotland	306	72	74	19	38	104	34	138	92	264	41	15	90	125	90
	9%	9%	10%	13%	9%	8%	9%	11%	8%	10%	7%	7%	9%	10%	8%
Wales	211	50	39	3	29	90	30	84	68	183	28	9	64	76	71
	6%	6%	5%	2%	7%	7%	8%	7%	6%	7%	5%	4%	7%	6%	6%
Northern Ireland	94	27	17	2	16	33	11	31	37	79	13	3	24	33	36
	3%	3%	2%	1%	4%	3%	3%	2%	3%	3%	2%	1%	3%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

REGION/ NATION

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
North East	205	111	93	53	46	50	54	205	-	-	**	25	75	55	69	97
	6%	6%	6%	6%	5%	7%	7%	8%	-%	-%	**	6%	7%	6%	6%	6%
								bc								
Yorkshire and Humberside	188	96	91	57	50	36	42	188	-	-	**	20	62	48	65	86
	6%	6%	6%	6%	6%	5%	6%	7%	-%	-%	**	5%	5%	5%	6%	5%
								bc								
North West	438	228	204	116	133	80	103	438	-	-	**	66	154	124	157	200
	13%	13%	13%	13%	15%	12%	13%	16%	-%	-%	**	16%	14%	13%	14%	12%
								bc								
West Midlands	375	192	182	109	94	82	90	375	-	-	**	62	130	101	131	175
	11%	11%	12%	12%	10%	12%	12%	14%	-%	-%	**	15%	12%	11%	12%	11%
								bc								
East Midlands	163	89	73	44	41	36	38	163	-	-	**	19	55	38	58	66
	5%	5%	5%	5%	4%	5%	5%	6%	-%	-%	**	5%	5%	4%	5%	4%
								bc								
South West	323	159	158	96	83	72	67	323	-	-	**	40	107	94	96	153
	10%	9%	10%	10%	9%	10%	9%	12%	-%	-%	**	10%	9%	10%	9%	9%
								bc								
East of England	319	150	165	82	87	82	65	319	-	-	**	45	107	85	94	162
	10%	9%	11%	9%	10%	12%	9%	12%	-%	-%	**	11%	9%	9%	9%	10%
								bc								
South East	541	278	259	157	157	103	116	541	-	-	**	54	182	181	160	292
	16%	16%	17%	17%	17%	15%	15%	20%	-%	-%	**	13%	16%	19%	15%	18%
								bc						a		
Greater London	172	104	63	63	60	14	32	172	-	-	**	16	30	66	32	99
	5%	6%	4%	7%	7%	2%	4%	6%	-%	-%	**	4%	3%	7%	3%	6%
		b		c	c			bc						b		a
Scotland	306	159	145	66	80	80	76	-	306	-	**	43	105	80	105	151
	9%	9%	9%	7%	9%	12%	10%	-%	100%	-%	**	10%	9%	8%	10%	9%
						a			ac							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

REGION/ NATION

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Wales	211	113	96	56	54	36	63	-	-	211	**	16	85	59	83	99
	6%	7%	6%	6%	6%	5%	8%	-%	-%	100% ab	**	4%	8% a	6%	8%	6%
Northern Ireland	94	56	37	26	27	19	20	-	-	-	**	17	32	20	36	38
	3%	3%	2%	3%	3%	3%	3%	-%	-%	-%	**	4%	3%	2%	3%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
16-24 years	400	36	92	62	65	74	53	25	8	325	25	333	17	221	129	94
	12%	13%	5%	12%	4%	6%	6%	12%	5%	13%	6%	12%	6%	12%	11%	21%
		b		b				ab		b		b				ab
25-34 years	563	34	227	70	191	141	120	45	29	420	63	446	36	292	191	91
	17%	12%	12%	13%	12%	12%	13%	21%	20%	17%	14%	17%	13%	16%	16%	20%
								ab	a							
35-44 years	703	62	369	112	319	256	175	51	35	546	87	583	50	402	231	99
	21%	23%	20%	21%	20%	21%	19%	25%	24%	22%	20%	22%	18%	22%	20%	22%
45-54 years	526	31	355	73	313	228	158	37	31	407	75	431	51	313	169	70
	16%	11%	19%	14%	19%	19%	17%	18%	21%	16%	17%	16%	18%	17%	15%	16%
			a		a											
55-64 years	563	37	426	87	376	267	196	25	23	434	97	474	56	313	218	47
	17%	13%	23%	16%	23%	22%	21%	12%	15%	17%	22%	18%	20%	17%	19%	10%
			a		a	c	c							c	c	
65-74 years	356	27	276	61	242	161	142	16	14	260	67	279	48	184	143	32
	11%	10%	15%	11%	15%	13%	15%	8%	9%	10%	15%	10%	17%	10%	12%	7%
							c				a		a		c	
75 years or over	210	47	136	70	113	83	99	10	9	131	30	138	23	84	77	16
	6%	17%	7%	13%	7%	7%	10%	5%	6%	5%	7%	5%	8%	5%	7%	3%
		b		b			ac									
Prefer not to say	12	2	4	2	4	5	1	-	-	8	1	8	1	5	4	2
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
16-24 years	400	84	110	114	80	114	80	45	14	73	63	92	44
	12%	15%	5%	13%	5%	7%	7%	13%	6%	16%	6%	15%	5%
		b		b				abd		b		b	
25-34 years	563	160	269	203	227	251	179	94	49	77	156	101	132
	17%	29%	13%	24%	13%	16%	17%	27%	21%	17%	15%	17%	14%
		b		b				ab					
35-44 years	703	132	427	197	362	336	223	83	62	80	247	117	210
	21%	24%	21%	23%	21%	22%	21%	23%	27%	17%	23%	19%	23%
45-54 years	526	70	373	114	330	271	173	60	47	75	217	94	198
	16%	13%	18%	13%	19%	18%	16%	17%	20%	16%	20%	16%	21%
			a		a								a
55-64 years	563	58	439	107	389	305	191	39	33	85	210	105	189
	17%	10%	22%	13%	22%	20%	18%	11%	14%	18%	20%	17%	20%
			a		a	c	c						
65-74 years	356	34	281	68	247	161	153	22	19	45	125	60	110
	11%	6%	14%	8%	14%	11%	14%	6%	8%	10%	12%	10%	12%
			a		a	c	ac						
75 years or over	210	19	134	42	112	80	74	10	9	24	48	31	42
	6%	3%	7%	5%	6%	5%	7%	3%	4%	5%	5%	5%	4%
			a				c						
Prefer not to say	12	3	4	3	4	5	3	-	-	1	2	1	2
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
16-24 years	400	83	54	29	**	18	20	**	**	136	39	380	20
	12%	11%	7%	19%	**	9%	4%	**	**	9%	5%	15%	3%
		b		b		b				b		b	
25-34 years	563	109	124	35	**	22	63	**	**	233	85	516	47
	17%	15%	15%	23%	**	11%	12%	**	**	15%	12%	20%	7%
												b	
35-44 years	703	169	159	39	**	33	73	**	**	327	106	627	77
	21%	23%	20%	25%	**	16%	14%	**	**	21%	15%	24%	11%
										b		b	
45-54 years	526	140	151	22	**	31	76	**	**	292	107	447	79
	16%	19%	19%	14%	**	15%	15%	**	**	19%	15%	17%	11%
												b	
55-64 years	563	133	161	16	**	46	112	**	**	294	158	376	187
	17%	18%	20%	10%	**	23%	22%	**	**	19%	22%	14%	26%
			c									a	
65-74 years	356	67	103	11	**	39	92	**	**	170	131	190	166
	11%	9%	13%	7%	**	19%	18%	**	**	11%	18%	7%	23%
											a		a
75 years or over	210	26	47	4	**	12	80	**	**	72	92	69	141
	6%	4%	6%	2%	**	6%	15%	**	**	5%	13%	3%	20%
						a					a		a
Prefer not to say	12	2	1	-	**	-	1	**	**	3	1	7	4
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	*%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
16-24 years	400 12%	36 5%	40 5%	4 3%	37 8%	283 23%	400 100%	- -%	- -%	400 15%	- -%	- -%	400 42%	- -%	- -%
					a	abcd	bcdef			bcef			bc		
25-34 years	563 17%	85 11%	98 13%	17 11%	79 18%	286 23%	- -%	563 44%	- -%	563 20%	- -%	- -%	563 58%	- -%	- -%
					a	abc		acdef		acef			bc		
35-44 years	703 21%	138 18%	169 23%	24 17%	104 24%	270 22%	- -%	703 56%	- -%	703 26%	- -%	- -%	- -%	703 57%	- -%
					a			acdef		acef				ac	
45-54 years	526 16%	136 18%	150 20%	36 24%	61 14%	144 11%	- -%	- -%	526 48%	526 19%	- -%	- -%	- -%	526 43%	- -%
		e	e	de					abdef	abef				ac	
55-64 years	563 17%	189 24%	151 20%	35 24%	75 17%	119 9%	- -%	- -%	563 52%	563 20%	- -%	- -%	- -%	- -%	563 50%
		de	e	e	e				abdef	abef					ab
65-74 years	356 11%	118 15%	94 13%	23 16%	49 11%	74 6%	- -%	- -%	- -%	- -%	356 63%	- -%	- -%	- -%	356 32%
		e	e	e	e						abcdf				ab
75 years or over	210 6%	68 9%	36 5%	7 5%	27 6%	73 6%	- -%	- -%	- -%	- -%	210 37%	210 100%	- -%	- -%	210 19%
		be									abcd	abcde			ab
Prefer not to say	12 *%	2 *%	1 *%	1 1%	- -%	8 1%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

S4. AGE OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
16-24 years	400	181	211	93	91	60	151	325	34	30	**	58	108	92	186	137
	12%	10%	13%	10%	10%	9%	20%	12%	11%	14%	**	14%	10%	10%	17%	8%
			a				abc								b	
25-34 years	563	244	312	120	208	125	106	460	56	34	**	80	183	183	172	267
	17%	14%	20%	13%	23%	18%	14%	17%	18%	16%	**	19%	16%	19%	16%	16%
			a		ad	a										
35-44 years	703	359	336	181	236	164	118	554	82	51	**	113	225	233	196	360
	21%	21%	21%	20%	26%	24%	15%	20%	27%	24%	**	27%	20%	24%	18%	22%
					ad	d						b			a	
45-54 years	526	284	239	173	114	126	105	441	44	26	**	59	168	192	153	281
	16%	16%	15%	19%	12%	18%	14%	16%	14%	12%	**	14%	15%	20%	14%	17%
				bd		b								ab		
55-64 years	563	299	262	178	136	117	125	450	48	43	**	74	214	159	163	313
	17%	17%	17%	19%	15%	17%	16%	17%	16%	20%	**	17%	19%	17%	15%	19%
															a	
65-74 years	356	234	119	103	83	68	99	301	26	19	**	22	132	65	111	183
	11%	13%	8%	11%	9%	10%	13%	11%	9%	9%	**	5%	12%	7%	10%	11%
		b											ac			
75 years or over	210	125	84	78	42	30	57	183	15	9	**	16	91	29	103	74
	6%	7%	5%	8%	5%	4%	7%	7%	5%	4%	**	4%	8%	3%	9%	5%
				bc									ac		b	
Prefer not to say	12	7	4	-	3	2	5	10	1	-	**	-	2	1	5	2
	*%	*%	*%	-%	*%	*%	1%	*%	*%	-%	**	-%	*%	*%	*%	*%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S5. GENDER

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Man	1734	154	1020	301	873	702	473	127	85	1278	246	1367	157	1005	519	272
	52%	56%	54%	56%	54%	58%	50%	61%	57%	50%	55%	51%	56%	55%	45%	60%
						b		b						b		b
Woman	1568	116	857	229	744	508	465	81	64	1225	197	1298	125	794	628	175
	47%	42%	45%	43%	46%	42%	49%	39%	43%	48%	44%	48%	44%	44%	54%	39%
							ac								ac	
Non-binary	13	2	-	2	-	1	1	-	-	13	-	13	-	9	4	4
	*%	1%	-%	*%	-%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	1%
		b														
Prefer to use my own term	5	1	1	1	1	1	1	-	-	4	1	5	-	2	4	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%	*%	*%	-%
Prefer not to say	15	1	7	3	6	5	3	-	-	11	-	11	-	4	7	-
	*%	1%	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	1%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

S5. GENDER

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Man	1734	297	1084	452	929	845	536	201	131	262	532	332	463
	52%	53%	53%	53%	53%	56%	50%	57%	57%	57%	50%	55%	50%
						b							
Woman	1568	250	945	379	816	662	532	151	101	196	532	266	462
	47%	44%	46%	45%	47%	44%	49%	43%	43%	43%	50%	44%	50%
						a							
Non-binary	13	7	-	7	-	5	2	2	-	1	-	1	-
	*%	1%	-%	1%	-%	*%	*%	*%	-%	*%	-%	*%	-%
		b		b									
Prefer to use my own term	5	2	2	3	1	2	3	-	-	1	1	2	-
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	-%
Prefer not to say	15	5	7	7	6	9	4	-	-	-	3	-	3
	*%	1%	*%	1%	*%	1%	*%	-%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

S5. GENDER

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Man	1734	391	404	84	**	123	272	**	**	795	394	1326	408
	52%	54%	51%	54%	**	61%	52%	**	**	52%	55%	51%	56% a
Woman	1568	337	391	71	**	77	240	**	**	727	316	1261	306
	47%	46%	49%	45%	**	38%	46%	**	**	48%	44%	48% b	42%
Non-binary	13	1	-	1	**	1	3	**	**	1	5	11	1
	*%	*%	-%	*%	**	1%	1%	**	**	*%	1% a	*%	*%
Prefer to use my own term	5	-	2	-	**	-	-	**	**	2	-	4	1
	*%	-%	*%	-%	**	-%	-%	**	**	*%	-%	*%	*%
Prefer not to say	15	-	3	-	**	-	3	**	**	3	3	10	5
	*%	-%	*%	-%	**	-%	1%	**	**	*%	*%	*%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S5. GENDER

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Man	1734	437	374	76	226	630	181	604	583	1368	359	125	426	643	658
	52%	56%	51%	52%	52%	50%	45%	48%	54%	50%	63%	59%	44%	52%	58%
		e							ab		abcd	abd		a	ab
Woman	1568	331	363	71	205	602	211	649	501	1361	203	84	524	575	464
	47%	43%	49%	48%	47%	48%	53%	51%	46%	49%	36%	40%	54%	47%	41%
							ef	ef	e	ef			bc	c	
Non-binary	13	-	-	-	-	13	7	5	-	12	1	-	10	2	1
	*%	-%	-%	-%	-%	1%	2%	*%	-%	*%	*%	-%	1%	*%	*%
						a	bcde						bc		
Prefer to use my own term	5	1	-	-	1	4	1	3	1	5	-	-	2	3	1
	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
Prefer not to say	15	4	3	-	-	7	-	6	3	9	4	1	2	5	6
	*%	1%	*%	-%	-%	1%	-%	*%	*%	*%	1%	1%	*%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

S5. GENDER

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Man	1734	1734	-	577	414	375	350	1406	159	113	**	178	604	574	523	859
	52%	100%	-%	62%	45%	54%	46%	52%	52%	54%	**	42%	54%	60%	48%	53%
		b		bcd		bd							a	ab		a
Woman	1568	-	1568	345	492	310	406	1290	145	96	**	242	506	375	550	751
	47%	-%	100%	37%	54%	45%	53%	47%	47%	46%	**	57%	45%	39%	51%	46%
			a		ac	a	ac					bc	c			
Non-binary	13	-	-	2	3	1	6	10	1	1	**	1	7	2	10	1
	*%	-%	-%	*%	*%	*%	1%	*%	*%	*%	**	*%	1%	*%	1%	*%
															b	
Prefer to use my own term	5	-	-	-	1	2	2	4	-	1	**	-	3	-	3	1
	*%	-%	-%	-%	*%	*%	*%	*%	-%	*%	**	-%	*%	-%	*%	*%
Prefer not to say	15	-	-	2	4	3	2	13	2	-	**	1	2	3	2	5
	*%	-%	-%	*%	*%	*%	*%	*%	1%	-%	**	*%	*%	*%	*%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
AB	926	94	573	172	496	397	270	84	55	697	120	745	72	529	289	125
	28%	34%	30%	32%	31%	33%	29%	40%	37%	28%	27%	28%	26%	29%	25%	28%
C1	914	57	546	133	470	358	245	60	50	704	142	758	87	543	303	120
	27%	21%	29%	25%	29%	29%	26%	29%	33%	28%	32%	28%	31%	30%	26%	27%
			a													
C2	691	52	394	112	333	245	200	34	22	536	88	564	60	356	268	96
	21%	19%	21%	21%	21%	20%	21%	16%	15%	21%	20%	21%	21%	20%	23%	21%
DE	766	71	353	116	308	208	217	29	20	570	89	601	58	372	287	104
	23%	26%	19%	22%	19%	17%	23%	14%	13%	23%	20%	22%	21%	21%	25%	23%
		b					acd								a	
Don't know	38	-	20	3	16	9	11	2	2	24	5	25	5	15	15	5
	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
SUMMARY																
ABC1	1839	152	1119	305	966	755	515	144	105	1401	262	1503	160	1071	592	245
	55%	55%	59%	57%	59%	62%	55%	69%	71%	55%	59%	56%	57%	59%	51%	54%
						b		b	b					b		
C2DE	1457	123	747	228	642	453	417	63	42	1107	176	1165	118	728	555	200
	44%	45%	40%	43%	40%	37%	44%	30%	28%	44%	40%	43%	42%	40%	48%	44%
							acd								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
AB	926	146	612	227	531	492	266	116	69	136	330	175	290
	28%	26%	30%	27%	30%	32% b	25%	33% b	30%	30%	31%	29%	31%
C1	914	166	589	250	504	445	309	104	71	118	272	161	230
	27%	30%	29%	30%	29%	29%	29%	29%	30%	26%	25%	27%	25%
C2	691	107	424	170	361	299	232	65	46	101	246	131	217
	21%	19%	21%	20%	21%	20%	22%	18%	20%	22%	23%	22%	23%
DE	766	134	392	188	338	273	253	66	44	100	217	129	187
	23%	24%	19%	22%	19%	18%	23% a	19%	19%	22%	20%	22%	20%
Don't know	38	9	20	13	17	13	16	3	2	4	3	4	3
	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	*%	1%	*%
SUMMARY													
ABC1	1839	311	1201	477	1035	937	575	219	140	255	602	336	520
	55%	55%	59%	56%	59%	62% b	53%	62% b	60%	55%	56%	56%	56%
C2DE	1457	241	816	358	699	572	485	131	90	201	463	260	404
	44%	43%	40%	42%	40%	38%	45% ac	37%	39%	44%	43%	43%	44%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
AB	926	233	233	53	**	70	143	**	**	466	212	764	161
	28%	32%	29%	34%	**	35%	28%	**	**	30%	30%	29% b	22%
C1	914	179	212	37	**	49	168	**	**	391	217	737	177
	27%	25%	27%	24%	**	24%	32%	**	**	26%	30%	28%	24%
C2	691	178	169	36	**	42	84	**	**	347	125	550	141
	21%	25%	21%	23%	**	21%	16%	**	**	23% b	17%	21%	20%
DE	766	139	178	30	**	36	117	**	**	316	154	538	228
	23%	19%	22%	20%	**	18%	23%	**	**	21%	21%	21%	32% a
Don't know	38	-	8	-	**	5	6	**	**	8	10	23	14
	1%	-%	1%	-%	**	2%	1%	**	**	1%	1%	1%	2%
SUMMARY													
ABC1	1839	411	445	90	**	118	311	**	**	857	429	1501	338
	55%	56%	56%	57%	**	59%	60%	**	**	56%	60%	57% b	47%
C2DE	1457	317	347	66	**	78	201	**	**	664	279	1088	369
	44%	44%	43%	43%	**	39%	39%	**	**	43%	39%	42%	51% a

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
AB	926	236	233	43	116	302	93	300	352	745	180	78	213	354	358
	28%	30%	31%	29%	27%	24%	23%	24%	32%	27%	32%	37%	22%	29%	32%
		e	e						abd		ab	abd		a	a
C1	914	246	177	45	137	314	91	444	250	785	125	42	300	349	261
	27%	32%	24%	30%	32%	25%	23%	35%	23%	28%	22%	20%	31%	28%	23%
		be			be			acdef		cef			c	c	
C2	691	138	184	27	87	257	60	288	243	591	98	30	185	289	215
	21%	18%	25%	18%	20%	20%	15%	23%	22%	21%	17%	14%	19%	24%	19%
			a					aef	af	a				c	
DE	766	141	145	30	87	365	151	224	230	606	155	57	257	224	280
	23%	18%	20%	21%	20%	29%	38%	18%	21%	22%	27%	27%	27%	18%	25%
						abd	bcdef			b	bcd	b	b		b
Don't know	38	13	1	2	4	17	4	10	14	28	8	4	9	12	15
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
SUMMARY															
ABC1	1839	481	409	88	253	616	185	745	602	1531	305	119	513	704	619
	55%	62%	55%	60%	59%	49%	46%	59%	55%	56%	54%	57%	53%	57%	55%
		e		e	e			a	a	a					
C2DE	1457	279	329	58	174	622	211	513	473	1197	253	87	442	513	495
	44%	36%	44%	39%	40%	50%	53%	40%	43%	43%	45%	41%	46%	42%	44%
			a			ad	bcdf								

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
AB	926	577	345	926	-	-	-	778	66	56	**	43	215	469	245	529
	28%	33%	22%	100%	-%	-%	-%	29%	21%	26%	**	10%	19%	49%	23%	33%
		b		bcd				b					a	ab		a
C1	914	414	492	-	914	-	-	752	80	54	**	85	338	285	248	493
	27%	24%	31%	-%	100%	-%	-%	28%	26%	26%	**	20%	30%	30%	23%	30%
			a		acd								a	a		a
C2	691	375	310	-	-	691	-	556	80	36	**	97	281	138	215	332
	21%	22%	20%	-%	-%	100%	-%	20%	26%	17%	**	23%	25%	14%	20%	21%
						abd						c	c			
DE	766	350	406	-	-	-	766	606	76	63	**	191	283	61	368	254
	23%	20%	26%	-%	-%	-%	100%	22%	25%	30%	**	45%	25%	6%	34%	16%
			a				abc			a		bc	c		b	
Don't know	38	18	16	-	-	-	-	31	4	2	**	6	5	1	12	9
	1%	1%	1%	-%	-%	-%	-%	1%	1%	1%	**	1%	*%	*%	1%	1%
												c				
SUMMARY																
ABC1	1839	991	837	926	914	-	-	1530	146	110	**	128	554	754	493	1022
	55%	57%	53%	100%	100%	-%	-%	56%	48%	52%	**	30%	49%	79%	45%	63%
				cd	cd			b					a	ab		a
C2DE	1457	725	715	-	-	691	766	1162	156	99	**	288	564	199	583	586
	44%	42%	46%	-%	-%	100%	100%	43%	51%	47%	**	68%	50%	21%	54%	36%
						ab	ab		a			bc	c		b	
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
In full time employment	1621	128	898	260	766	616	411	123	83	1243	212	1327	128	953	502	249
	49%	47%	48%	48%	47%	51%	44%	59%	55%	49%	48%	49%	46%	53%	43%	55%
						b		b	b					b		b
In part time employment	524	41	277	80	238	176	142	29	21	413	63	436	40	273	203	65
	16%	15%	15%	15%	15%	15%	15%	14%	14%	16%	14%	16%	14%	15%	17%	15%
Unemployed	146	9	53	16	46	21	41	6	3	119	10	122	7	67	62	23
	4%	3%	3%	3%	3%	2%	4%	3%	2%	5%	2%	5%	2%	4%	5%	5%
							a									
A student	126	6	26	15	17	19	14	7	3	97	10	102	5	63	44	22
	4%	2%	1%	3%	1%	2%	1%	3%	2%	4%	2%	4%	2%	3%	4%	5%
				b												
Full-time responsibility for home/ family	157	5	86	19	71	53	38	6	5	128	17	136	9	85	59	22
	5%	2%	5%	4%	4%	4%	4%	3%	3%	5%	4%	5%	3%	5%	5%	5%
Retired	663	79	496	137	438	311	264	33	30	456	123	493	86	326	253	55
	20%	29%	26%	25%	27%	26%	28%	16%	20%	18%	28%	18%	31%	18%	22%	12%
						c	c				a		a	c	ac	
Other	92	6	46	8	44	18	34	4	4	69	10	73	6	42	37	9
	3%	2%	2%	1%	3%	1%	4%	2%	3%	3%	2%	3%	2%	2%	3%	2%
							a									
Refused	6	*	3	1	2	3	-	*	-	6	-	6	-	6	-	3
	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	1%
																b

SUMMARY

TOTAL EMPLOYED	2145	169	1175	340	1004	792	553	153	103	1656	275	1763	169	1226	706	315
	64%	62%	62%	63%	62%	65%	59%	73%	69%	65%	62%	65%	60%	68%	61%	70%
						b		b						b		b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
In full time employment	1621	322	989	465	846	805	506	213	131	232	564	305	491
	49%	57%	49%	55%	48%	53%	47%	60%	56%	51%	53%	51%	53%
		b		b		b		ab	b				
In part time employment	524	76	311	125	262	238	150	47	28	67	174	99	141
	16%	14%	15%	15%	15%	16%	14%	13%	12%	15%	16%	17%	15%
Unemployed	146	24	64	32	56	34	55	13	9	12	35	17	29
	4%	4%	3%	4%	3%	2%	5%	4%	4%	3%	3%	3%	3%
							a						
A student	126	26	29	36	20	36	20	13	7	29	15	31	13
	4%	5%	1%	4%	1%	2%	2%	4%	3%	6%	1%	5%	1%
		b		b						b		b	
Full-time responsibility for home/ family	157	32	94	49	77	78	48	16	13	21	51	28	44
	5%	6%	5%	6%	4%	5%	4%	5%	6%	5%	5%	5%	5%
Retired	663	58	499	116	441	303	254	43	38	90	206	110	186
	20%	10%	24%	14%	25%	20%	24%	12%	16%	20%	19%	18%	20%
			a		a	c	c						
Other	92	20	47	21	46	25	42	8	7	7	23	8	22
	3%	4%	2%	2%	3%	2%	4%	2%	3%	1%	2%	1%	2%
							a						
Refused	6	3	3	4	2	4	2	-	-	2	-	2	-
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SUMMARY													
TOTAL EMPLOYED	2145	398	1300	590	1108	1043	655	260	158	299	738	405	632
	64%	71%	64%	70%	63%	69%	61%	74%	68%	65%	69%	67%	68%
		b		b		b		b					

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
In full time employment	1621	407	389	93	**	80	190	**	**	796	270	1442	180
	49%	56%	49%	60%	**	40%	37%	**	**	52%	38%	55%	25%
		b								b		b	
In part time employment	524	121	119	22	**	33	69	**	**	240	103	447	77
	16%	17%	15%	14%	**	17%	13%	**	**	16%	14%	17%	11%
												b	
Unemployed	146	16	30	8	**	7	26	**	**	46	33	97	49
	4%	2%	4%	5%	**	3%	5%	**	**	3%	5%	4%	7%
												a	
A student	126	26	17	8	**	5	1	**	**	44	6	110	16
	4%	4%	2%	5%	**	2%	*%	**	**	3%	1%	4%	2%
						b				b		b	
Full-time responsibility for home/ family	157	36	36	6	**	12	25	**	**	72	37	136	22
	5%	5%	5%	4%	**	6%	5%	**	**	5%	5%	5%	3%
Retired	663	116	181	19	**	57	186	**	**	296	243	319	344
	20%	16%	23%	12%	**	28%	36%	**	**	19%	34%	12%	48%
			ac								a		a
Other	92	5	25	-	**	7	19	**	**	30	26	58	33
	3%	1%	3%	-%	**	4%	4%	**	**	2%	4%	2%	5%
			a									a	
Refused	6	*	2	-	**	-	2	**	**	2	2	4	2
	*%	*%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
SUMMARY													
TOTAL EMPLOYED	2145	529	508	115	**	113	259	**	**	1037	373	1888	256
	64%	73%	64%	74%	**	56%	50%	**	**	68%	52%	72%	36%
		b								b		b	

Columns Tested: a,b,c,d - 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 99% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
In full time employment	1621	338	390	71	216	613	152	872	585	1608	10	-	547	830	241
	49%	44%	53%	48%	50%	49%	38%	69%	54%	58%	2%	-%	57%	68%	21%
		a					ef	acdef	aef	acef			c	ac	
In part time employment	524	109	121	21	68	206	94	215	191	500	23	2	171	219	133
	16%	14%	16%	14%	16%	16%	23%	17%	18%	18%	4%	1%	18%	18%	12%
							bef	ef	ef	ef			c	c	
Unemployed	146	27	20	4	15	82	39	45	58	143	3	-	65	48	32
	4%	3%	3%	3%	3%	7%	10%	4%	5%	5%	3%	-%	7%	4%	3%
						abd	bcdef	ef	ef	ef			bc		
A student	126	13	6	3	10	94	96	26	2	125	-	-	116	7	1
	4%	2%	1%	2%	2%	7%	24%	2%	3%	5%	-%	-%	12%	1%	3%
						abd	bcdef	ce		bcef			bc		
Full-time responsibility for home/ family	157	35	37	4	21	61	11	78	68	157	-	-	45	80	32
	5%	4%	5%	3%	5%	5%	3%	6%	6%	6%	-%	-%	5%	7%	3%
							e	ef	ef	ef				c	
Retired	663	228	147	42	92	155	-	1	137	139	518	204	-	8	649
	20%	30%	20%	29%	21%	12%	-%	3%	13%	5%	91%	97%	-%	1%	57%
		bde	e	e	e				abd	ab	abcd	abcde			ab
Other	92	21	18	2	10	43	7	29	44	80	12	4	19	34	39
	3%	3%	2%	1%	2%	3%	2%	2%	4%	3%	2%	2%	2%	3%	3%
Refused	6	3	-	-	-	3	*	1	2	3	1	1	1	2	2
	3%	3%	-%	-%	-%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
SUMMARY															
TOTAL EMPLOYED	2145	447	512	92	284	819	246	1087	776	2109	33	2	718	1049	374
	64%	58%	69%	62%	66%	65%	61%	86%	71%	77%	6%	1%	75%	85%	33%
			a		a	a	ef	acdef	aef	acef	f		c	ac	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
In full time employment	1621	976	630	509	546	365	195	1319	159	100	**	120	539	689	413	897
	49%	56%	40%	55%	60%	53%	25%	48%	52%	47%	**	28%	48%	72%	38%	55%
		b		d	cd	d							a	ab		a
In part time employment	524	147	373	99	123	117	174	440	38	31	**	108	188	105	172	259
	16%	9%	24%	11%	13%	17%	23%	16%	12%	15%	**	26%	17%	11%	16%	16%
			a			a	abc					bc	c			
Unemployed	146	73	73	14	12	15	105	118	11	13	**	48	32	9	86	34
	4%	4%	5%	1%	1%	2%	14%	4%	4%	6%	**	11%	3%	1%	8%	2%
							abc					bc	c		b	
A student	126	59	63	32	44	19	29	100	14	9	**	22	27	14	50	44
	4%	3%	4%	3%	5%	3%	4%	4%	5%	4%	**	5%	2%	2%	5%	3%
												bc				
Full-time responsibility for home/ family	157	18	135	30	22	48	57	119	19	13	**	51	40	21	75	47
	5%	1%	9%	3%	2%	7%	7%	4%	6%	6%	**	12%	4%	2%	7%	3%
			a			ab	ab					bc			b	
Retired	663	409	249	218	159	110	168	549	57	38	**	54	272	101	240	314
	20%	24%	16%	24%	17%	16%	22%	20%	18%	18%	**	13%	24%	11%	22%	19%
		b		bc			c						ac			
Other	92	47	43	23	9	16	37	73	8	8	**	17	24	15	51	21
	3%	3%	3%	3%	1%	2%	5%	3%	3%	4%	**	4%	2%	2%	5%	1%
							ab					c			b	
Refused	6	4	1	-	-	2	2	6	-	-	**	*	1	-	3	-
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	**	*%	*%	-%	*%	-%
SUMMARY																
TOTAL EMPLOYED	2145	1124	1002	608	669	482	369	1759	197	130	**	229	727	793	585	1156
	64%	65%	64%	66%	73%	70%	48%	65%	64%	62%	**	54%	65%	83%	54%	71%
				d	ad	d							a	ab		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Mobile phone	3167	215	1853	474	1594	1168	900	187	138	2531	444	2694	282	1814	1161	450
	95%	78%	98%	88%	98%	96%	95%	90%	93%	100%	100%	100%	100%	100%	100%	100%
			a		a	c	c									
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2882	167	1869	425	1611	1155	880	192	143	2156	439	2316	279	1591	1004	360
	86%	61%	99%	79%	99%	95%	93%	92%	96%	85%	99%	86%	99%	88%	86%	80%
			a		a						a		a	c	c	
Landline phone (i.e. home phone) or line rental	2701	275	1885	536	1624	1217	943	209	149	1996	413	2137	272	1471	938	336
	81%	100%	100%	100%	100%	100%	100%	100%	100%	79%	93%	79%	96%	81%	81%	75%
											a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2654	195	1707	433	1469	1068	834	163	123	2021	395	2168	248	1471	945	328
	80%	71%	91%	81%	90%	88%	88%	78%	82%	80%	89%	80%	88%	81%	81%	73%
			a		a	c	c				a		a	c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Mobile phone	3167	494	2007	779	1722	1457	1044	326	217	440	1060	581	919
	95%	88%	98%	92%	98%	96%	97%	92%	94%	96%	99%	97%	99%
			a		a	c	c				a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2882	561	2038	848	1751	1523	1076	353	232	415	1052	552	915
	86%	100%	100%	100%	100%	100%	100%	100%	100%	90%	98%	92%	99%
											a		a
Landline phone (i.e. home phone) or line rental	2701	345	1976	607	1714	1360	962	288	194	373	1030	502	901
	81%	61%	97%	72%	98%	89%	89%	81%	84%	81%	96%	84%	97%
			a		a	cd	c				a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2654	379	1846	636	1589	1306	919	270	180	460	1068	601	927
	80%	68%	91%	75%	91%	86%	85%	76%	78%	100%	100%	100%	100%
			a		a	cd	cd						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Mobile phone	3167	716	785	153	**	195	486	**	**	1501	682	2502	665
	95%	98%	98%	98%	**	97%	94%	**	**	98% b	95%	96% b	92%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2882	696	771	146	**	182	435	**	**	1467	617	2324	558
	86%	96%	96%	94%	**	91%	84%	**	**	96% b	86%	89% b	77%
Landline phone (i.e. home phone) or line rental	2701	662	741	139	**	166	420	**	**	1403	586	2121	579
	81%	91%	93%	89%	**	83%	81%	**	**	92% b	82%	81%	80%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2654	728	800	156	**	201	517	**	**	1528	718	2113	540
	80%	100%	100%	100%	**	100%	100%	**	**	100%	100%	81% b	75%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Mobile phone	3167	747	736	147	428	1122	369	1202	1060	2631	526	179	892	1190	1074
	95%	97%	99%	100%	99%	89%	92%	95%	97%	95%	93%	85%	93%	97%	95%
		e	ae	e	ae		f	f	abdef	aef	f			a	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2882	773	740	147	414	822	293	1106	984	2384	490	163	779	1090	1004
	86%	100%	100%	100%	96%	65%	73%	87%	90%	87%	86%	78%	81%	89%	89%
		de	de	de	e			af	adf	af	af			a	a
Landline phone (i.e. home phone) or line rental	2701	773	740	147	368	686	243	961	953	2158	533	202	640	1017	1033
	81%	100%	100%	100%	85%	55%	61%	76%	88%	78%	94%	96%	66%	83%	91%
		de	de	de	e			a	abd	a	abcd	abcd		a	ab
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2654	628	740	147	383	770	269	942	932	2142	507	186	675	983	992
	80%	81%	100%	100%	89%	61%	67%	74%	86%	78%	90%	88%	70%	80%	88%
		e	ade	ade	ae			a	abd	a	abd	abd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Mobile phone	3167	1637	1500	873	886	664	713	2605	293	181	**	390	1067	930	1005	1573
	95%	94%	96%	94%	97%	96%	93%	96%	96%	86%	**	92%	95%	98%	92%	97%
					ad			c	c					ab		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2882	1492	1362	829	820	593	608	2357	270	173	**	328	971	901	889	1472
	86%	86%	87%	90%	90%	86%	79%	87%	88%	82%	**	78%	86%	95%	82%	91%
				d	d	d							a	ab		a
Landline phone (i.e. home phone) or line rental	2701	1421	1255	793	737	569	577	2203	253	171	**	331	915	801	864	1346
	81%	82%	80%	86%	81%	82%	75%	81%	82%	81%	**	78%	81%	84%	79%	83%
				bd	d	d										
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2654	1364	1271	776	727	560	567	2174	248	160	**	312	907	804	843	1370
	80%	79%	81%	84%	80%	81%	74%	80%	81%	76%	**	74%	81%	84%	77%	85%
				d	d	d							a	a		a
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Mobile phone	2976	187	1806	440	1553	1130	863	181	136	2531	444	2694	282	1814	1161	450
	89%	68%	96%	82%	96%	93%	92%	87%	92%	100%	100%	100%	100%	100%	100%	100%
			a		a	c										
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
	78%	47%	99%	72%	99%	93%	92%	87%	93%	76%	97%	77%	97%	80%	78%	70%
			a		a	c					a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2357	168	1678	400	1446	1031	816	159	122	1811	384	1953	242	1337	858	289
	71%	61%	89%	75%	89%	85%	86%	76%	82%	72%	86%	72%	86%	74%	74%	64%
			a		a	c	c				a		a	c	c	
Landline phone (i.e. home phone) or line rental	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
	65%	100%	100%	100%	100%	100%	100%	100%	100%	64%	86%	65%	88%	67%	67%	54%
			a								a		a	c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Mobile phone	2976	407	1949	684	1672	1371	985	301	205	407	1032	545	894
	89%	73%	96%	81%	95%	90%	92%	85%	88%	88%	97%	91%	96%
			a		a	c	c				a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
	78%	100%	100%	100%	100%	100%	100%	100%	100%	78%	98%	83%	98%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2357	276	1814	526	1565	1223	868	244	166	460	1068	601	927
	71%	49%	89%	62%	89%	80%	81%	69%	72%	100%	100%	100%	100%
			a		a	cd	cd						
Landline phone (i.e. home phone) or line rental	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
	65%	19%	93%	42%	94%	76%	77%	61%	67%	63%	90%	68%	91%
			a		a	cd	cd				a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Mobile phone	2976	689	750	144	**	183	471	**	**	1439	654	2345	631
	89%	95%	94%	93%	**	91%	91%	**	**	94% b	91%	90%	87%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2599	663	745	136	**	171	426	**	**	1408	597	2077	522
	78%	91%	93%	87%	**	85%	82%	**	**	92% b	83%	79% b	72%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2357	728	800	156	**	201	517	**	**	1528	718	1847	510
	71%	100%	100%	100%	**	100%	100%	**	**	100%	100%	71%	71%
Landline phone (i.e. home phone) or line rental	2160	580	671	115	**	146	389	**	**	1251	535	1646	514
	65%	80%	84% c	74%	**	73%	75%	**	**	82% b	75%	63%	71% a
Columns Tested: a,b,c,d - 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 99% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Mobile phone	2976	718	718	147	418	988	350	1116	1012	2479	488	161	833	1115	1018
	89%	93%	97%	100%	97%	79%	88%	88%	93%	90%	86%	77%	86%	91%	90%
		e	ae	ae	ae		f	f	abdef	ef	f			a	a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
	78%	100%	100%	100%	94%	43%	48%	78%	86%	77%	83%	73%	65%	82%	85%
		de	de	de	e			a	abdf	a	adf	a		a	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2357	608	740	147	371	504	179	813	875	1867	485	177	526	877	949
	71%	79%	100%	100%	86%	40%	45%	64%	80%	68%	86%	84%	55%	71%	84%
		e	ade	ade	ae			a	abd	a	abcd	abd		a	ab
Landline phone (i.e. home phone) or line rental	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
	65%	100%	100%	100%	65%	19%	32%	55%	78%	61%	86%	87%	40%	67%	84%
		de	de	de	e			a	abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q3. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Mobile phone	2976	1524	1423	817	846	624	659	2442	279	168	**	368	1012	879	948	1488
	89%	88%	91%	88%	93%	90%	86%	90%	91%	80%	**	87%	90%	92%	87%	92%
			a		ad			c	c					a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2599	1381	1194	758	755	531	526	2122	249	152	**	286	890	836	764	1368
	78%	80%	76%	82%	83%	77%	69%	78%	81%	72%	**	68%	79%	88%	70%	85%
				d	cd	d							a	ab		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2357	1232	1109	702	648	490	494	1932	222	135	**	265	820	717	728	1239
	71%	71%	71%	76%	71%	71%	65%	71%	73%	64%	**	63%	73%	75%	67%	77%
				d	d								a	a		a
Landline phone (i.e. home phone) or line rental	2160	1174	973	667	603	445	425	1755	209	137	**	244	735	668	669	1121
	65%	68%	62%	72%	66%	64%	55%	64%	68%	65%	**	58%	65%	70%	62%	69%
		b		bcd	d	d							a	a		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2295	155	1577	371	1361	997	735	191	115	1734	429	1892	271	1353	810	312
Effective Weighted Sample	2018	131	1397	323	1204	866	662	149	104	1521	397	1664	249	1189	719	259
Total	2357	168	1678	400	1446	1031	816	159	122	1811	384	1953	242	1337	858	289
Freeview (through a set-top box or television set)	984	92	686	182	597	426	352	59	44	765	146	820	92	560	352	108
	42%	55% b	41%	45%	41%	41%	43%	37%	36%	42%	38%	42%	38%	42%	41%	38%
Sky TV (satellite TV, monthly subscription)	904	65	685	174	576	445	305	68	54	663	189	730	122	524	329	119
	38%	39%	41%	44%	40%	43%	37%	43%	44%	37%	49% a	37%	50% a	39%	38%	41%
Virgin TV (cable TV)	403	12	334	34	312	188	157	37	25	313	66	334	45	238	141	59
	17%	7%	20% a	8%	22% a	18%	19%	23%	20%	17%	17%	17%	19%	18%	16%	20%
BT TV	272	26	198	59	164	126	97	25	17	200	47	210	36	168	78	49
	12%	15%	12%	15%	11%	12%	12%	16%	14%	11%	12%	11%	15%	13%	9%	17% b
NOW	246	23	141	48	116	101	62	21	14	200	24	213	12	151	73	35
	10%	14%	8%	12%	8%	10%	8%	13%	12%	11% b	6%	11% b	5%	11%	9%	12%
Freesat (satellite TV, no monthly subscription)	212	25	143	51	117	95	73	19	14	157	35	173	20	132	61	29
	9%	15% b	9%	13% b	8%	9%	9%	12%	11%	9%	9%	9%	8%	10%	7%	10%
TalkTalk TV	94	8	68	13	64	51	26	9	4	82	5	84	2	56	31	13
	4%	5%	4%	3%	4%	5%	3%	5%	4%	5% b	1%	4% b	1%	4%	4%	5%
YouView (no monthly subscription)	76	12	43	15	39	35	20	7	3	57	13	59	11	53	17	13
	3%	7% b	3%	4%	3%	3%	2%	4%	3%	3%	3%	3%	5%	4%	2%	5%
Plusnet TV	32	8	15	13	10	20	3	10	9	21	6	24	3	25	2	11
	1%	5% b	1%	3% b	1%	2% b	*% b	7% ab	7% ab	1%	2%	1%	1%	2% b	*% b	4% b
Other satellite TV	29	2	19	4	17	14	6	6	6	26	3	27	2	20	9	4
	1%	1%	1%	1%	1%	1%	1%	4% b	5% ab	1%	1%	1%	1%	1%	1%	2%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2295	155	1577	371	1361	997	735	191	115	1734	429	1892	271	1353	810	312
Effective Weighted Sample	2018	131	1397	323	1204	866	662	149	104	1521	397	1664	249	1189	719	259
Total	2357	168	1678	400	1446	1031	816	159	122	1811	384	1953	242	1337	858	289
None of these	110	8	52	17	43	31	29	8	7	87	14	91	10	54	47	14
	5%	5%	3%	4%	3%	3%	4%	5%	6%	5%	4%	5%	4%	4%	5%	5%
SUMMARY																
ANY PAY TV SERVICES	1656	94	1256	262	1088	766	585	122	90	1275	282	1377	181	964	593	229
	70%	56%	75% a	65%	75% a	74%	72%	76%	74%	70%	74%	71%	75%	72%	69%	79% b
ANY FREE TV SERVICES	1124	107	778	214	672	485	401	75	55	869	169	932	105	651	387	131
	48%	64% b	46%	53%	46%	47%	49%	47%	45%	48%	44%	48%	44%	49%	45%	45%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2295	327	1753	576	1504	1243	837	288	174	443	907	572	778
Effective Weighted Sample	2018	290	1547	505	1328	1081	747	239	155	400	797	509	687
Total	2357	276	1814	526	1565	1223	868	244	166	460	1068	601	927
Freeview (through a set-top box or television set)	984	136	719	231	624	498	357	96	70	108	250	140	219
	42%	49%	40%	44%	40%	41%	41%	39%	42%	24%	23%	23%	24%
		b											
Sky TV (satellite TV, monthly subscription)	904	74	758	193	639	505	327	89	62	336	551	429	458
	38%	27%	42%	37%	41%	41%	38%	37%	37%	73%	52%	71%	49%
			a							b		b	
Virgin TV (cable TV)	403	13	366	38	341	196	184	48	30	31	363	54	340
	17%	5%	20%	7%	22%	16%	21%	20%	18%	7%	34%	9%	37%
			a		a		a				a		a
BT TV	272	33	211	65	179	152	92	42	19	70	159	98	131
	12%	12%	12%	12%	11%	12%	11%	17%	12%	15%	15%	16%	14%
								b					
NOW	246	60	157	89	128	142	75	43	23	107	79	123	63
	10%	22%	9%	17%	8%	12%	9%	18%	14%	23%	7%	21%	7%
		b		b				ab		b		b	
Freesat (satellite TV, no monthly subscription)	212	40	150	67	123	121	69	27	16	37	30	42	25
	9%	14%	8%	13%	8%	10%	8%	11%	10%	8%	3%	7%	3%
		b		b						b		b	
TalkTalk TV	94	11	74	15	70	54	31	8	2	23	56	26	53
	4%	4%	4%	3%	4%	4%	4%	3%	1%	5%	5%	4%	6%
YouView (no monthly subscription)	76	15	47	18	44	43	18	9	1	18	22	22	19
	3%	5%	3%	3%	3%	4%	2%	4%	1%	4%	2%	4%	2%
		b											
Plusnet TV	32	6	17	10	13	19	4	10	2	13	12	18	7
	1%	2%	1%	2%	1%	2%	1%	4%	1%	3%	1%	3%	1%
								ab				b	
Other satellite TV	29	8	19	10	17	17	9	7	6	20	3	20	3
	1%	3%	1%	2%	1%	1%	1%	3%	4%	4%	3%	3%	3%
		b								b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2295	327	1753	576	1504	1243	837	288	174	443	907	572	778
Effective Weighted Sample	2018	290	1547	505	1328	1081	747	239	155	400	797	509	687
Total	2357	276	1814	526	1565	1223	868	244	166	460	1068	601	927
None of these	110	31	55	40	45	47	38	14	10	-	-	-	-
	5%	11%	3%	8%	3%	4%	4%	6%	6%	-%	-%	-%	-%
		b		b									
SUMMARY													
ANY PAY TV SERVICES	1656	144	1381	325	1200	884	641	183	120	460	1068	601	927
	70%	52%	76%	62%	77%	72%	74%	75%	72%	100%	100%	100%	100%
			a		a								
ANY FREE TV SERVICES	1124	161	817	273	705	575	403	118	79	134	272	167	239
	48%	58%	45%	52%	45%	47%	46%	48%	47%	29%	25%	28%	26%
		b		b									

Columns Tested: a,b - a,b - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2295	653	697	166	85	235	585	50	33	1350	820	1792	503
Effective Weighted Sample	2018	563	628	134	75	216	539	45	30	1190	755	1566	453
Total	2357	728	800	156	92	201	517	42	28	1528	718	1847	510
Freeview (through a set-top box or television set)	984	176	183	30	**	157	468	**	**	358	626	684	300
	42%	24%	23%	19%	**	78%	91%	**	**	23%	87%	37%	59%
							a				a		a
Sky TV (satellite TV, monthly subscription)	904	375	512	70	**	4	12	**	**	887	16	782	122
	38%	51%	64%	45%	**	2%	2%	**	**	58%	2%	42%	24%
			ac							b		b	
Virgin TV (cable TV)	403	207	186	49	**	5	4	**	**	394	9	330	72
	17%	28%	23%	31%	**	2%	1%	**	**	26%	1%	18%	14%
										b			
BT TV	272	143	86	31	**	18	25	**	**	229	43	234	38
	12%	20%	11%	20%	**	9%	5%	**	**	15%	6%	13%	7%
		b		b						b		b	
NOW	246	126	60	38	**	18	42	**	**	186	60	234	12
	10%	17%	7%	25%	**	9%	8%	**	**	12%	8%	13%	2%
		b		b						b		b	
Freesat (satellite TV, no monthly subscription)	212	44	24	17	**	69	75	**	**	67	145	158	54
	9%	6%	3%	11%	**	34%	15%	**	**	4%	20%	9%	11%
		b		b		b					a		
TalkTalk TV	94	46	33	13	**	6	9	**	**	80	15	75	19
	4%	6%	4%	8%	**	3%	2%	**	**	5%	2%	4%	4%
										b			
YouView (no monthly subscription)	76	29	12	10	**	15	21	**	**	40	36	63	13
	3%	4%	1%	6%	**	8%	4%	**	**	3%	5%	3%	2%
		b		b							a		
Plusnet TV	32	22	3	10	**	6	1	**	**	25	7	31	1
	1%	3%	1%	7%	**	3%	1%	**	**	2%	1%	2%	1%
		b		b		b							
Other satellite TV	29	16	8	2	**	3	2	**	**	23	6	25	4
	1%	2%	1%	2%	**	2%	1%	**	**	2%	1%	1%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2295	653	697	166	85	235	585	50	33	1350	820	1792	503
Effective Weighted Sample	2018	563	628	134	75	216	539	45	30	1190	755	1566	453
Total	2357	728	800	156	92	201	517	42	28	1528	718	1847	510
None of these	110	-	-	-	**	-	-	**	**	-	-	86	24
	5%	-%	-%	-%	**	-%	-%	**	**	-%	-%	5%	5%
SUMMARY													
ANY PAY TV SERVICES	1656	728	800	156	**	43	84	**	**	1528	128	1406	250
	70%	100%	100%	100%	**	21%	16%	**	**	100%	18%	76%	49%
										b		b	
ANY FREE TV SERVICES	1124	203	203	47	**	201	517	**	**	406	718	789	335
	48%	28%	25%	30%	**	100%	100%	**	**	27%	100%	43%	66%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2295	705	511	168	430	495	151	792	852	1795	496	173	504	838	949
Effective Weighted Sample	2018	664	483	159	388	435	128	679	768	1569	448	154	422	734	863
Total	2357	608	740	147	371	504	179	813	875	1867	485	177	526	877	949
Freeview (through a set-top box or television set)	984	368	192	29	139	258	49	265	378	692	288	107	172	296	512
	42%	61%	26%	20%	37%	51%	27%	33%	43%	37%	59%	61%	33%	34%	54%
		bcde			bc	bcd			abd		abcd	abcd			ab
Sky TV (satellite TV, monthly subscription)	904	175	353	94	167	128	81	327	343	751	151	39	210	366	326
	38%	29%	48%	64%	45%	25%	45%	40%	39%	40%	31%	22%	40%	42%	34%
			ae	abde	ae		ef	ef	ef	ef				c	
Virgin TV (cable TV)	403	8	259	47	65	23	29	156	158	343	59	24	89	183	130
	17%	1%	35%	32%	18%	5%	16%	19%	18%	18%	12%	13%	17%	21%	14%
			ade	ade	ae	a		e	e	e				c	
BT TV	272	41	120	12	50	50	39	73	89	201	70	25	77	73	122
	12%	7%	16%	8%	13%	10%	22%	9%	10%	11%	15%	14%	15%	8%	13%
			ace		a		bcd				b		b		b
NOW	246	65	57	4	36	84	34	96	83	212	33	9	83	90	72
	10%	11%	8%	2%	10%	17%	19%	12%	9%	11%	7%	5%	16%	10%	8%
		c			c	abcd	cdef	ef		ef			bc		
Freesat (satellite TV, no monthly subscription)	212	94	20	5	35	58	18	67	68	153	59	18	45	63	104
	9%	16%	3%	3%	9%	12%	10%	8%	8%	8%	12%	10%	9%	7%	11%
		bcd			bc	bc					cd				b
TalkTalk TV	94	17	45	1	15	16	18	30	29	77	17	13	31	28	36
	4%	3%	6%	1%	4%	3%	10%	4%	3%	4%	3%	7%	6%	3%	4%
			ac				bcde								
YouView (no monthly subscription)	76	19	15	3	13	27	16	22	23	62	14	4	29	17	30
	3%	3%	2%	2%	3%	5%	9%	3%	3%	3%	3%	2%	6%	2%	3%
						b	bcdef						b		
Plusnet TV	32	4	6	1	7	13	11	12	6	29	3	3	18	10	4
	1%	1%	1%	1%	2%	3%	6%	1%	1%	2%	1%	2%	3%	1%	1%
						a	bcde						bc		1%
Other satellite TV	29	14	2	1	3	10	3	8	15	26	3	1	6	11	12
	1%	2%	1%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%
		b				b									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2295	705	511	168	430	495	151	792	852	1795	496	173	504	838	949
Effective Weighted Sample	2018	664	483	159	388	435	128	679	768	1569	448	154	422	734	863
Total	2357	608	740	147	371	504	179	813	875	1867	485	177	526	877	949
None of these	110	43	-	-	14	54	4	62	24	90	20	13	32	46	32
	5%	7%	-%	-%	4%	11%	2%	8%	3%	5%	4%	7%	6%	5%	3%
		bc			b	bcd		cd				c			
SUMMARY															
ANY PAY TV SERVICES	1656	272	740	147	270	241	146	598	627	1372	281	89	399	649	605
	70%	45%	100%	100%	73%	48%	82%	74%	72%	73%	58%	51%	76%	74%	64%
			ade	ade	ae		ef	ef	ef	ef			c	c	
ANY FREE TV SERVICES	1124	432	205	33	160	297	67	314	419	799	321	122	213	338	569
	48%	71%	28%	22%	43%	59%	37%	39%	48%	43%	66%	69%	41%	38%	60%
		bcde			bc	bcd			b		abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2295	1150	1130	754	646	367	504	1891	209	131	64	248	805	707	715	1211
Effective Weighted Sample	2018	1013	996	671	584	328	450	1665	183	113	58	214	699	631	621	1070
Total	2357	1232	1109	702	648	490	494	1932	222	135	67	265	820	717	728	1239
Freeview (through a set-top box or television set)	984 42%	561 46% b	417 38%	301 43%	272 42%	191 39%	209 42%	811 42%	82 37%	51 38%	** **	109 41%	341 42%	281 39%	305 42%	526 43%
Sky TV (satellite TV, monthly subscription)	904 38%	491 40%	409 37%	290 41%	231 36%	195 40%	182 37%	729 38%	93 42%	56 41%	** **	101 38%	309 38%	310 43%	282 39%	476 38%
Virgin TV (cable TV)	403 17%	205 17%	198 18%	110 16%	100 15%	107 22%	86 17%	329 17%	42 19%	20 15%	** **	52 20%	134 16%	112 16%	128 18%	212 17%
BT TV	272 12%	158 13%	114 10%	122 17% bcd	58 9%	50 10%	42 9%	223 12%	28 12%	11 8%	** **	17 7%	89 11%	95 13% a	89 12%	134 11%
NOW	246 10%	135 11%	110 10%	80 11%	53 8%	60 12%	53 11%	207 11%	20 9%	12 9%	** **	27 10%	91 11%	81 11%	82 11%	129 10%
Freesat (satellite TV, no monthly subscription)	212 9% b	129 10%	82 7%	71 10%	56 9%	45 9%	35 7%	169 9%	22 10%	15 11%	** **	31 12%	86 10%	49 7%	67 9%	102 8%
TalkTalk TV	94 4%	48 4%	46 4%	23 3%	22 3%	18 4%	28 6%	80 4%	7 3%	4 3%	** **	15 6%	43 5% c	19 3%	39 5%	38 3%
YouView (no monthly subscription)	76 3%	36 3%	40 4%	25 4%	19 3%	8 2%	24 5%	61 3%	7 3%	2 1%	** **	15 6%	22 3%	20 3%	33 5%	33 3%
Plusnet TV	32 1%	22 2%	10 1%	11 2%	7 1%	8 2%	6 1%	26 1%	4 2%	- -%	** **	4 1%	12 2%	9 1%	18 2% b	9 1%
Other satellite TV	29 1%	20 2%	9 1%	12 2%	8 1%	4 1%	5 1%	26 1%	2 1%	2 1%	** **	4 1%	7 1%	13 2%	9 1%	14 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2295	1150	1130	754	646	367	504	1891	209	131	64	248	805	707	715	1211
Effective Weighted Sample	2018	1013	996	671	584	328	450	1665	183	113	58	214	699	631	621	1070
Total	2357	1232	1109	702	648	490	494	1932	222	135	67	265	820	717	728	1239
None of these	110	43	66	24	40	17	24	91	11	7	**	13	36	35	33	60
	5%	4%	6%	3%	6%	4%	5%	5%	5%	5%	**	5%	4%	5%	4%	5%
			a													
SUMMARY																
ANY PAY TV SERVICES	1656	866	784	506	426	376	340	1355	161	90	**	185	568	532	525	860
	70%	70%	71%	72%	66%	77%	69%	70%	72%	67%	**	70%	69%	74%	72%	69%
						b										
ANY FREE TV SERVICES	1124	638	479	347	309	221	236	927	100	59	**	128	399	315	350	597
	48%	52%	43%	49%	48%	45%	48%	48%	45%	43%	**	48%	49%	44%	48%	48%
		b														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2170	149	1516	354	1311	961	704	181	106	1634	413	1787	260	1289	758	297
Effective Weighted Sample	1907	126	1342	309	1159	835	634	140	96	1433	382	1571	239	1131	673	245
Total	2247	160	1626	383	1403	999	786	151	115	1724	370	1862	232	1283	811	275
Sky TV (satellite TV, monthly subscription)	857	53	663	160	555	418	298	62	49	631	178	697	112	490	320	106
	38%	33%	41%	42%	40%	42%	38%	41%	43%	37%	48% a	37%	48% a	38%	39%	38%
Freeview (through a set-top box or television set)	585	63	370	114	319	234	199	30	24	453	82	485	51	319	217	58
	26%	39% b	23%	30% b	23%	23%	25%	20%	21%	26%	22%	26%	22%	25%	27%	21%
Virgin TV (cable TV)	374	8	318	26	300	174	153	30	21	296	59	313	41	221	134	53
	17%	5%	20% a	7%	21% a	17%	19%	20%	18%	17%	16%	17%	18%	17%	16%	19%
BT TV	139	9	102	32	80	55	56	8	5	103	23	109	17	79	47	20
	6%	6%	6%	8%	6%	6%	7%	6%	4%	6%	6%	6%	7%	6%	6%	7%
Freesat (satellite TV, no monthly subscription)	114	16	71	30	57	46	41	10	8	87	15	95	6	65	36	12
	5%	10% b	4%	8% b	4%	5%	5%	7%	7%	5%	4%	5%	2%	5%	4%	4%
NOW	74	7	26	11	21	20	13	4	4	60	5	65	-	45	20	13
	3%	4%	2%	3%	2%	2%	2%	2%	3%	4%	1%	4% b	-%	4%	2%	5%
TalkTalk TV	59	1	47	2	46	34	15	3	2	57	2	58	1	38	21	9
	3%	1%	3%	*%	3% a	3%	2%	2%	2%	3% b	1%	3%	1%	3%	3%	3%
YouView (no monthly subscription)	19	2	14	2	14	8	9	*	-	14	4	14	4	12	6	2
	1%	1%	1%	1%	1%	1%	1%	*%	-%	1%	1%	1%	2%	1%	1%	1%
Other satellite TV	16	-	10	1	9	6	4	2	2	15	1	16	-	8	8	3
	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%
Plusnet TV	9	2	6	5	2	6	2	2	2	7	2	8	*	7	2	2
	*%	1%	*%	1%	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	*%	1%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2170	149	1516	354	1311	961	704	181	106	1634	413	1787	260	1289	758	297
Effective Weighted Sample	1907	126	1342	309	1159	835	634	140	96	1433	382	1571	239	1131	673	245
Total	2247	160	1626	383	1403	999	786	151	115	1724	370	1862	232	1283	811	275
SUMMARY																
ANY PAY TV SERVICES	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
	68%	49%	72% a	62%	72% a	71%	68%	73%	73%	68%	73%	68%	74%	69%	68%	74%
ANY FREE TV SERVICES	718	81	454	146	389	287	248	41	31	554	101	594	60	396	259	71
	32%	51% b	28%	38% b	28%	29%	32%	27%	27%	32%	27%	32%	26%	31%	32%	26%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2170	288	1688	525	1451	1182	794	270	162	443	907	572	778
Effective Weighted Sample	1907	255	1488	460	1280	1028	708	223	144	400	797	509	687
Total	2247	246	1759	486	1519	1175	830	231	156	460	1068	601	927
Sky TV (satellite TV, monthly subscription)	857	62	733	179	616	477	319	81	58	322	535	415	442
	38%	25%	42%	37%	41%	41%	38%	35%	37%	70%	50%	69%	48%
			a							b		b	
Freeview (through a set-top box or television set)	585	104	377	157	324	282	199	58	40	-	-	-	-
	26%	42%	21%	32%	21%	24%	24%	25%	26%	-%	-%	-%	-%
		b		b									
Virgin TV (cable TV)	374	3	352	26	329	180	175	39	28	18	356	39	335
	17%	1%	20%	5%	22%	15%	21%	17%	18%	4%	33%	7%	36%
			a		a		a				a		a
BT TV	139	9	112	27	93	73	48	14	7	29	110	48	90
	6%	3%	6%	6%	6%	6%	6%	6%	5%	6%	10%	8%	10%
Freesat (satellite TV, no monthly subscription)	114	26	73	42	57	64	35	15	10	-	-	-	-
	5%	11%	4%	9%	4%	5%	4%	7%	6%	-%	-%	-%	-%
		b		b									
NOW	74	31	31	40	23	40	23	15	7	66	8	68	6
	3%	13%	2%	8%	1%	3%	3%	6%	4%	14%	1%	11%	1%
		b		b				b		b		b	
TalkTalk TV	59	2	53	3	52	37	18	5	2	6	53	8	51
	3%	1%	3%	1%	3%	3%	2%	2%	2%	1%	5%	1%	6%
					a						a		a
YouView (no monthly subscription)	19	3	15	3	15	9	9	*	-	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*%	-%	-%	-%	-%	-%
Other satellite TV	16	5	10	5	9	10	4	3	3	16	-	16	-
	1%	2%	1%	1%	1%	1%	*%	1%	2%	4%	-%	3%	-%
										b		b	
Plusnet TV	9	2	5	3	3	4	2	-	-	3	6	6	2
	*%	1%	*%	1%	*%	*%	*%	-%	-%	1%	1%	1%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2170	288	1688	525	1451	1182	794	270	162	443	907	572	778
Effective Weighted Sample	1907	255	1488	460	1280	1028	708	223	144	400	797	509	687
Total	2247	246	1759	486	1519	1175	830	231	156	460	1068	601	927
SUMMARY													
ANY PAY TV SERVICES	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
	68%	46%	74%	58%	74%	70%	71%	68%	68%	100%	100%	100%	100%
		a	a										
ANY FREE TV SERVICES	718	133	464	202	395	354	243	74	50	-	-	-	-
	32%	54%	26%	42%	26%	30%	29%	32%	32%	-%	-%	-%	-%
		b		b									

Columns Tested: a,b - a,b - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2170	653	697	166	85	235	585	50	33	1350	820	1692	478
Effective Weighted Sample	1907	563	628	134	75	216	539	45	30	1190	755	1478	431
Total	2247	728	800	156	92	201	517	42	28	1528	718	1761	486
Sky TV (satellite TV, monthly subscription)	857	348	509	63	**	-	-	**	**	857	-	742	116
	38%	48%	64%	40%	**	-%	-%	**	**	56%	-%	42%	24%
			ac							b		b	
Freeview (through a set-top box or television set)	585	-	-	-	**	138	448	**	**	-	585	362	223
	26%	-%	-%	-%	**	68%	87%	**	**	-%	81%	21%	46%
							a				a		a
Virgin TV (cable TV)	374	192	182	41	**	-	-	**	**	374	-	307	68
	17%	26%	23%	26%	**	-%	-%	**	**	24%	-%	17%	14%
										b			
BT TV	139	84	55	19	**	-	-	**	**	139	-	123	16
	6%	12%	7%	12%	**	-%	-%	**	**	9%	-%	7%	3%
		b								b		b	
Freesat (satellite TV, no monthly subscription)	114	-	-	-	**	55	59	**	**	-	114	76	38
	5%	-%	-%	-%	**	27%	11%	**	**	-%	16%	4%	8%
						b					a		a
NOW	74	53	21	24	**	-	-	**	**	74	-	73	1
	3%	7%	3%	15%	**	-%	-%	**	**	5%	-%	4%	1%
		b		ab						b		b	
TalkTalk TV	59	33	26	6	**	-	-	**	**	59	-	44	15
	3%	4%	3%	4%	**	-%	-%	**	**	4%	-%	2%	3%
										b			
YouView (no monthly subscription)	19	-	-	-	**	8	11	**	**	-	19	13	6
	1%	-%	-%	-%	**	4%	2%	**	**	-%	3%	1%	1%
											a		
Other satellite TV	16	13	4	1	**	-	-	**	**	16	-	14	2
	1%	2%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
										b			
Plusnet TV	9	7	2	2	**	-	-	**	**	9	-	8	1
	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2170	653	697	166	85	235	585	50	33	1350	820	1692	478
Effective Weighted Sample	1907	563	628	134	75	216	539	45	30	1190	755	1478	431
Total	2247	728	800	156	92	201	517	42	28	1528	718	1761	486
SUMMARY													
ANY PAY TV SERVICES	1528	728	800	156	**	-	-	**	**	1528	-	1310	218
	68%	100%	100%	100%	**	-%	-%	**	**	100%	-%	74%	45%
										b		b	
ANY FREE TV SERVICES	718	-	-	-	**	201	517	**	**	-	718	451	267
	32%	-%	-%	-%	**	100%	100%	**	**	-%	100%	26%	55%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2170	654	511	168	414	437	148	719	822	1689	477	162	466	786	914
Effective Weighted Sample	1907	615	483	159	373	384	125	615	742	1476	431	144	390	688	832
Total	2247	565	740	147	357	450	175	751	851	1777	465	164	494	831	917
Sky TV (satellite TV, monthly subscription)	857	166	345	91	159	110	69	315	333	716	139	35	192	355	309
	38%	29%	47%	62%	44%	24%	39%	42%	39%	40%	30%	22%	39%	43%	34%
			ae	abde	ae		f	ef	ef	ef				c	
Freeview (through a set-top box or television set)	585	297	-	-	82	206	30	150	222	401	183	78	97	177	310
	26%	53%	-%	-%	23%	46%	17%	20%	26%	23%	39%	47%	20%	21%	34%
		bcd			bc	bcd			b		abcd	abcd			ab
Virgin TV (cable TV)	374	2	258	46	57	12	19	148	152	319	55	23	75	175	124
	17%	*%	35%	31%	16%	3%	11%	20%	18%	18%	12%	14%	15%	21%	14%
			ade	ade	ae	a		e	e	e				c	
BT TV	139	3	85	10	20	21	21	33	51	106	32	4	37	41	59
	6%	*%	12%	7%	6%	5%	12%	4%	6%	6%	7%	2%	7%	5%	6%
			ade	a	a	a	bcd								
Freesat (satellite TV, no monthly subscription)	114	58	-	-	15	41	7	35	37	80	34	11	22	32	60
	5%	10%	-%	-%	4%	9%	4%	5%	4%	4%	7%	7%	4%	4%	7%
		bcd			bc	bcd									
NOW	74	18	5	-	8	43	12	35	22	70	4	1	36	20	17
	3%	3%	1%	-%	2%	9%	7%	5%	3%	4%	1%	*%	7%	2%	2%
		b				abcd	cef	e		e			bc		
TalkTalk TV	59	1	43	1	10	4	10	21	19	50	9	6	19	20	21
	3%	*%	6%	*%	3%	1%	6%	3%	2%	3%	2%	4%	4%	2%	2%
			ace		a										
YouView (no monthly subscription)	19	11	-	-	4	5	2	6	6	14	6	2	5	4	11
	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%
		b													
Other satellite TV	16	9	-	-	1	7	3	6	7	16	1	-	6	7	4
	1%	2%	-%	-%	*%	2%	2%	1%	1%	1%	*%	-%	1%	1%	*%
		b			b										
Plusnet TV	9	-	4	-	2	3	2	3	1	6	3	3	4	1	3
	*%	-%	1%	-%	1%	1%	1%	*%	*%	*%	1%	2%	1%	*%	*%
												c			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2170	654	511	168	414	437	148	719	822	1689	477	162	466	786	914
Effective Weighted Sample	1907	615	483	159	373	384	125	615	742	1476	431	144	390	688	832
Total	2247	565	740	147	357	450	175	751	851	1777	465	164	494	831	917
SUMMARY															
ANY PAY TV SERVICES	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
	68%	35%	100%	100%	72%	44%	78%	75%	69%	72%	52%	44%	75%	74%	59%
			ade	ade	ae	a	ef	ef	ef	ef			c	c	
ANY FREE TV SERVICES	718	366	-	-	101	251	39	191	265	495	222	92	124	213	380
	32%	65%	-%	-%	28%	56%	22%	25%	31%	28%	48%	56%	25%	26%	41%
		bcde			bc	bcd					abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1106	1051	724	599	352	476	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	972	926	644	542	314	425	1572	172	107	57	203	664	593	588	1010
Total	2247	1189	1044	678	608	473	470	1841	211	129	66	253	784	683	696	1179
Sky TV (satellite TV, monthly subscription)	857	459	395	273	222	189	168	694	86	51	**	94	289	299	262	455
	38%	39%	38%	40%	36%	40%	36%	38%	41%	40%	**	37%	37%	44%	38%	39%
														b		
Freeview (through a set-top box or television set)	585	326	253	171	175	103	128	487	46	37	**	58	205	157	169	317
	26%	27%	24%	25%	29%	22%	27%	26%	22%	29%	**	23%	26%	23%	24%	27%
Virgin TV (cable TV)	374	184	190	103	93	97	81	308	37	19	**	48	123	106	112	203
	17%	15%	18%	15%	15%	21%	17%	17%	17%	15%	**	19%	16%	16%	16%	17%
BT TV	139	75	63	53	30	29	27	112	13	7	**	7	51	45	52	67
	6%	6%	6%	8%	5%	6%	6%	6%	6%	5%	**	3%	7%	7%	7%	6%
Freesat (satellite TV, no monthly subscription)	114	61	52	38	34	22	17	89	11	10	**	16	44	28	32	59
	5%	5%	5%	6%	6%	5%	4%	5%	5%	8%	**	6%	6%	4%	5%	5%
NOW	74	36	37	19	22	16	16	61	10	2	**	14	28	20	31	30
	3%	3%	4%	3%	4%	3%	3%	3%	5%	1%	**	6%	4%	3%	4%	3%
TalkTalk TV	59	24	35	10	19	9	19	55	1	1	**	5	31	13	18	27
	3%	2%	3%	1%	3%	2%	4%	3%	*%	1%	**	2%	4%	2%	3%	2%
							a									
YouView (no monthly subscription)	19	8	11	3	8	*	8	16	2	-	**	7	4	7	8	11
	1%	1%	1%	*%	1%	*%	2%	1%	1%	-%	**	3%	1%	1%	1%	1%
												b				
Other satellite TV	16	10	6	6	4	4	3	15	1	1	**	3	4	6	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**	1%	1%	1%	1%	1%
Plusnet TV	9	8	1	2	1	3	3	6	3	-	**	2	4	1	7	1
	*%	1%	*%	*%	*%	1%	1%	*%	1%	-%	**	1%	*%	*%	1%	*%
															b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set?

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1106	1051	724	599	352	476	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	972	926	644	542	314	425	1572	172	107	57	203	664	593	588	1010
Total	2247	1189	1044	678	608	473	470	1841	211	129	66	253	784	683	696	1179
SUMMARY																
ANY PAY TV SERVICES	1528	795	727	466	391	347	316	1249	151	81	**	172	530	491	487	792
	68%	67%	70%	69%	64%	73% b	67%	68%	72%	63%	**	68%	68%	72%	70%	67%
ANY FREE TV SERVICES	718	394	316	212	217	125	154	592	60	47	**	80	254	192	209	387
	32%	33%	30%	31%	36% c	27%	33%	32%	28%	37%	**	32%	32%	28%	30%	33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Netflix	2102	122	1205	309	1019	755	573	132	97	1627	283	1737	173	1206	704	299
	63%	44%	64%	58%	63%	62%	61%	63%	65%	64%	64%	64%	62%	66%	61%	66%
			a											b		
Amazon Prime Video	1748	123	1035	267	891	683	475	121	85	1358	234	1442	151	1023	569	265
	52%	45%	55%	50%	55%	56%	50%	58%	57%	54%	53%	54%	54%	56%	49%	59%
			a											b		b
Disney+	1122	72	601	157	516	402	271	67	48	888	144	935	98	701	332	191
	34%	26%	32%	29%	32%	33%	29%	32%	32%	35%	32%	35%	35%	39%	29%	42%
														b		b
NOW	342	32	168	54	146	118	82	22	12	258	40	271	27	208	90	50
	10%	12%	9%	10%	9%	10%	9%	10%	8%	10%	9%	10%	10%	11%	8%	11%
														b		
Apple TV+	250	39	104	52	92	100	43	25	12	177	31	186	22	160	48	52
	8%	14%	6%	10%	6%	8%	5%	12%	8%	7%	7%	7%	8%	9%	4%	11%
		b		b		b		b						b		b
Discovery+	194	31	100	46	85	82	49	17	7	132	38	147	24	131	40	37
	6%	11%	5%	9%	5%	7%	5%	8%	5%	5%	9%	5%	8%	7%	3%	8%
		b		b							a			b		b
ITV Hub+/- STV Player VIP (premium service with no adverts)	175	29	77	41	65	69	37	18	10	136	18	139	16	110	44	38
	5%	11%	4%	8%	4%	6%	4%	9%	7%	5%	4%	5%	6%	6%	4%	8%
		b		b				b						b		b
Paramount+	164	16	95	24	87	70	41	15	11	113	32	118	27	107	37	30
	5%	6%	5%	5%	5%	6%	4%	7%	7%	4%	7%	4%	10%	6%	3%	7%
													a	b		b
BritBox	147	19	81	33	67	67	33	20	11	108	22	113	17	95	35	25
	4%	7%	4%	6%	4%	6%	3%	10%	7%	4%	5%	4%	6%	5%	3%	5%
								b						b		
All4+ (premium service with no adverts)	91	14	45	23	36	45	15	19	10	68	11	72	7	62	17	25
	3%	5%	2%	4%	2%	4%	2%	9%	6%	3%	2%	3%	2%	3%	1%	6%
		b		b		b		ab	b					b		b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Hayu	79	11	30	15	26	28	12	7	1	57	13	61	9	50	19	19
	2%	4%	2%	3%	2%	2%	1%	3%	1%	2%	3%	2%	3%	3%	2%	4% b
STARZPLAY	76	10	37	13	33	34	13	5	2	52	16	56	12	51	17	10
	2%	3%	2%	2%	2%	3%	1%	2%	1%	2%	4%	2%	4%	3%	1%	2%
MUBI	30	10	7	10	7	16	1	9	3	18	4	19	3	22	-	8
	1%	4%	*%	2%	*%	1%	*%	4%	2%	1%	1%	1%	1%	1%	-%	2%
		b		b		b		ab	b					b		b
Any other paid-for streaming services	50	4	23	12	16	19	9	4	4	38	5	40	2	28	14	10
	2%	2%	1%	2%	1%	2%	1%	2%	3%	1%	1%	1%	1%	2%	1%	2%
No, none	721	88	426	134	380	255	259	29	24	535	96	563	67	323	308	55
	22%	32%	23%	25%	23%	21%	27%	14%	16%	21%	22%	21%	24%	18%	27%	12%
		b				c	acd							c	ac	
SUMMARY																
ANY OTT SERVICES	2613	186	1460	403	1243	962	684	180	125	1996	349	2130	214	1492	853	395
	78%	68%	77%	75%	77%	79%	73%	86%	84%	79%	78%	79%	76%	82%	73%	88%
			a			b		ab	b					b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Netflix	2102	372	1333	575	1130	1041	664	259	165	330	775	436	669
	63%	66%	65%	68%	65%	68%	62%	73%	71%	72%	73%	73%	72%
						b		b	b				
Amazon Prime Video	1748	317	1142	479	981	905	554	212	138	279	662	367	575
	52%	57%	56%	56%	56%	59%	52%	60%	59%	61%	62%	61%	62%
						b		b					
Disney+	1122	226	677	323	579	578	324	140	87	191	412	247	356
	34%	40%	33%	38%	33%	38%	30%	40%	37%	42%	39%	41%	38%
		b		b		b		b					
NOW	342	82	188	107	163	179	91	57	25	85	94	99	80
	10%	15%	9%	13%	9%	12%	8%	16%	11%	19%	9%	17%	9%
		b		b		b		b		b		b	
Apple TV+	250	54	118	67	105	130	42	41	15	53	75	62	66
	8%	10%	6%	8%	6%	9%	4%	12%	7%	12%	7%	10%	7%
		b				b		b		b			
Discovery+	194	26	112	44	94	94	44	16	8	51	77	64	64
	6%	5%	6%	5%	5%	6%	4%	4%	3%	11%	7%	11%	7%
ITV Hub+/- STV Player VIP (premium service with no adverts)	175	37	89	51	76	86	41	30	16	35	58	44	48
	5%	7%	4%	6%	4%	6%	4%	8%	7%	8%	5%	7%	5%
								b					
Paramount+	164	28	107	37	98	97	38	29	18	36	75	41	70
	5%	5%	5%	4%	6%	6%	4%	8%	8%	8%	7%	7%	8%
						b		b	b				
BritBox	147	29	87	43	73	85	31	27	10	23	54	35	42
	4%	5%	4%	5%	4%	6%	3%	8%	4%	5%	5%	6%	4%
						b		b					
All4+ (premium service with no adverts)	91	16	48	24	40	47	18	21	8	16	32	25	23
	3%	3%	2%	3%	2%	3%	2%	6%	4%	3%	3%	4%	3%
								ab					

Columns Tested: a,b - a,b - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Hayu	79	17	34	22	28	35	15	10	2	23	14	23	14
	2%	3%	2%	3%	2%	2%	1%	3%	1%	5% b	1%	4% b	2%
STARZPLAY	76	16	41	21	36	41	16	9	3	22	24	24	23
	2%	3%	2%	2%	2%	3%	1%	3%	1%	5%	2%	4%	2%
MUBI	30	12	8	13	6	17	2	9	1	12	4	12	4
	1%	2% b	*% b	2% b	*% b	1% b	*% b	3% b	*% b	3% b	*% b	2% b	*% b
Any other paid-for streaming services	50	17	24	24	18	26	15	10	8	6	8	8	6
	2%	3% b	1%	3% b	1%	2%	1%	3%	3%	1%	1%	1%	1%
No, none	721	88	434	134	388	257	265	39	34	56	162	72	146
	22%	16%	21% a	16%	22% a	17% c	25% acd	11%	15%	12%	15%	12%	16%
SUMMARY													
ANY OTT SERVICES	2613	474	1603	714	1363	1265	812	314	198	404	906	529	781
	78%	84% b	79%	84% b	78%	83% b	75%	89% ab	85% b	88%	85%	88%	84%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Netflix	2102	559	546	124	**	109	233	**	**	1105	342	2102	-
	63%	77%	68%	79%	**	54%	45%	**	**	72%	48%	80%	-%
		b		b						b		b	
Amazon Prime Video	1748	456	485	99	**	111	201	**	**	942	312	1748	-
	52%	63%	61%	64%	**	55%	39%	**	**	62%	43%	67%	-%
						b				b		b	
Disney+	1122	316	288	69	**	52	107	**	**	603	160	1122	-
	34%	43%	36%	44%	**	26%	21%	**	**	39%	22%	43%	-%
		b								b		b	
NOW	342	107	73	37	**	16	46	**	**	179	62	342	-
	10%	15%	9%	24%	**	8%	9%	**	**	12%	9%	13%	-%
		b		ab								b	
Apple TV+	250	79	49	26	**	14	12	**	**	128	26	250	-
	8%	11%	6%	17%	**	7%	2%	**	**	8%	4%	10%	-%
		b		b		b				b		b	
Discovery+	194	75	53	20	**	3	4	**	**	128	7	194	-
	6%	10%	7%	13%	**	2%	1%	**	**	8%	1%	7%	-%
				b						b		b	
ITV Hub+/- STV Player VIP (premium service with no adverts)	175	56	36	24	**	8	7	**	**	92	15	175	-
	5%	8%	5%	16%	**	4%	1%	**	**	6%	2%	7%	-%
				ab						b		b	
Paramount+	164	63	47	16	**	8	5	**	**	111	13	164	-
	5%	9%	6%	10%	**	4%	1%	**	**	7%	2%	6%	-%
						b				b		b	
BritBox	147	44	32	15	**	14	16	**	**	77	29	147	-
	4%	6%	4%	10%	**	7%	3%	**	**	5%	4%	6%	-%
				b								b	
All4+ (premium service with no adverts)	91	30	18	14	**	4	8	**	**	48	12	91	-
	3%	4%	2%	9%	**	2%	2%	**	**	3%	2%	3%	-%
				b								b	

Columns Tested: a,b,c,d - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Hayu	79	26	11	11	**	3	6	**	**	37	9	79	-
	2%	4%	1%	7% b	**	2%	1%	**	**	2%	1%	3% b	-%
STARZPLAY	76	30	17	9	**	3	5	**	**	46	8	76	-
	2%	4%	2%	6% b	**	2%	1%	**	**	3% b	1%	3% b	-%
MUBI	30	16	-	8	**	3	1	**	**	16	4	30	-
	1%	2% b	-%	5% b	**	1%	*% b	**	**	1%	1% b	1% b	-%
Any other paid-for streaming services	50	4	9	-	**	6	10	**	**	14	16	50	-
	2%	1%	1%	-%	**	3%	2%	**	**	1%	2%	2% b	-%
No, none	721	71	148	6	**	53	214	**	**	218	267	-	721
	22%	10%	18% ac	4%	**	27%	41% a	**	**	14%	37% a	-%	100% a
SUMMARY													
ANY OTT SERVICES	2613	658	652	150	**	148	303	**	**	1310	451	2613	-
	78%	90% b	82%	96% b	**	73% b	59%	**	**	86% b	63%	100% b	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Netflix	2102	433	542	97	293	743	320	961	648	1929	167	43	771	876	449
	63%	56%	73%	66%	68%	59%	80%	76%	60%	70%	29%	20%	80%	71%	40%
			ae		ae		cdef	cdef	ef	cef			bc	c	
Amazon Prime Video	1748	371	478	83	230	593	240	754	572	1567	179	43	577	731	438
	52%	48%	65%	56%	53%	47%	60%	60%	53%	57%	32%	20%	60%	59%	39%
			ade				ef	cef	ef	ef	f		c	c	
Disney+	1122	210	283	53	151	432	209	579	296	1084	37	8	486	499	136
	34%	27%	38%	36%	35%	34%	52%	46%	27%	39%	7%	4%	50%	41%	12%
			a		a	a	cdef	cdef	ef	cef			bc	c	
NOW	342	70	68	10	43	150	63	146	100	308	32	10	144	121	76
	10%	9%	9%	7%	10%	12%	16%	11%	9%	11%	6%	5%	15%	10%	7%
							cef	ef		ef			bc	c	
Apple TV+	250	34	49	9	33	127	59	115	58	231	19	3	118	89	43
	8%	4%	7%	6%	8%	10%	15%	9%	5%	8%	3%	1%	12%	7%	4%
					a	a	bcdef	cef		cef			bc	c	
Discovery+	194	28	43	16	31	77	22	90	63	175	19	3	64	81	48
	6%	4%	6%	11%	7%	6%	6%	7%	6%	6%	3%	1%	7%	7%	4%
				a	a	a		ef	f	ef					
ITV Hub+/ STV Player VIP (premium service with no adverts)	175	23	39	9	19	85	39	91	40	170	6	-	87	68	20
	5%	3%	5%	6%	4%	7%	10%	7%	4%	6%	1%	-%	9%	6%	2%
						a	cef	cef	ef	cef			bc	c	
Paramount+	164	24	46	17	23	56	24	78	52	154	10	3	59	73	32
	5%	3%	6%	11%	5%	4%	6%	6%	5%	6%	2%	1%	6%	6%	3%
			a	ade			ef	ef	e	ef			c	c	
BritBox	147	25	37	7	23	56	22	62	52	136	10	1	53	63	30
	4%	3%	5%	5%	5%	4%	6%	5%	5%	5%	2%	*%	5%	5%	3%
							ef	ef	ef	ef			c	c	
All4+ (premium service with no adverts)	91	14	20	3	15	39	31	46	9	86	4	2	59	25	5
	3%	2%	3%	2%	3%	3%	8%	4%	1%	3%	1%	1%	6%	2%	*%
							bcdef	ce		ce			bc	c	

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Hayu	79 2%	12 2%	9 1%	2 2%	12 3%	43 3% a	17 4% cef	47 4% cef	15 1% e	79 3% ce	- -%	- -%	41 4% c	33 3% c	5 *%
STARZPLAY	76 2%	12 2%	13 2%	5 3%	14 3%	32 3%	13 3% ef	37 3% e	21 2%	71 3% e	4 1%	- -%	31 3% c	32 3%	13 1%
MUBI	30 1%	4 *%	- -%	1 1%	4 1%	21 2% ab	9 2% ce	16 1% e	4 *%	30 1%	- -%	- -%	16 2% c	13 1% c	1 *%
Any other paid-for streaming services	50 2%	15 2%	5 1%	2 1%	3 1%	26 2%	4 1%	22 2%	16 1%	42 2%	8 1%	2 1%	12 1%	22 2%	16 1%
No, none	721 22%	224 29% bde	111 15%	29 20%	82 19%	279 22% b	20 5%	124 10% a	265 24% abd	409 15% ab	308 54% abcd	141 67% abcde	67 7%	156 13% a	494 44% ab
SUMMARY															
ANY OTT SERVICES	2613 78%	549 71%	628 85% ae	118 80%	350 81% a	977 78% a	380 95% bcdef	1143 90% cdef	823 76% ef	2346 85% cef	259 46% f	69 33%	896 93% bc	1073 87% c	636 56%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Netflix	2102	1023	1058	613	604	442	427	1697	213	134	**	253	674	727	667	1066
	63%	59%	68%	66%	66%	64%	56%	62%	69%	64%	**	60%	60%	76%	61%	66%
			a	d	d	d								ab		
Amazon Prime Video	1748	891	843	570	492	345	327	1429	150	124	**	199	555	621	538	918
	52%	51%	54%	62%	54%	50%	43%	52%	49%	59%	**	47%	49%	65%	49%	57%
				bcd	d	d								ab		a
Disney+	1122	540	568	325	335	225	228	897	110	82	**	138	362	374	393	541
	34%	31%	36%	35%	37%	33%	30%	33%	36%	39%	**	33%	32%	39%	36%	33%
			a		d									b		
NOW	342	178	159	101	85	75	79	271	36	23	**	34	128	113	134	158
	10%	10%	10%	11%	9%	11%	10%	10%	12%	11%	**	8%	11%	12%	12%	10%
Apple TV+	250	150	99	108	73	38	29	210	20	14	**	31	71	107	87	112
	8%	9%	6%	12%	8%	6%	4%	8%	7%	7%	**	7%	6%	11%	8%	7%
				bcd	d									b		
Discovery+	194	91	101	59	37	54	42	159	16	14	**	24	73	57	99	60
	6%	5%	6%	6%	4%	8%	6%	6%	5%	7%	**	6%	6%	6%	9%	4%
						b									b	
ITV Hub+/- STV Player VIP (premium service with no adverts)	175	89	86	50	51	31	41	131	16	17	**	30	59	52	72	62
	5%	5%	5%	5%	6%	4%	5%	5%	5%	8%	**	7%	5%	5%	7%	4%
															b	
Paramount+	164	90	73	50	44	35	35	121	20	17	**	23	56	59	67	69
	5%	5%	5%	5%	5%	5%	5%	4%	7%	8%	**	6%	5%	6%	6%	4%
BritBox	147	80	65	58	40	18	32	124	10	6	**	19	69	41	63	63
	4%	5%	4%	6%	4%	3%	4%	5%	3%	3%	**	5%	6%	4%	6%	4%
				c												
All4+ (premium service with no adverts)	91	52	38	31	24	12	23	68	10	8	**	19	18	34	40	33
	3%	3%	2%	3%	3%	2%	3%	3%	3%	4%	**	4%	2%	4%	4%	2%
												b		b	b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films – using a TV set or any other type of device?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Hayu	79	26	52	24	24	14	16	64	8	6	**	8	27	25	35	30
	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	**	2%	2%	3%	3%	2%
			a													
STARZPLAY	76	36	39	13	24	17	19	55	10	8	**	14	27	20	32	30
	2%	2%	2%	1%	3%	3%	2%	2%	3%	4%	**	3%	2%	2%	3%	2%
MUBI	30	17	12	7	8	6	9	25	3	2	**	5	12	9	18	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	2%	*%
															b	
Any other paid-for streaming services	50	30	20	12	20	12	5	40	6	5	**	8	15	18	23	23
	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	**	2%	1%	2%	2%	1%
					d											
No, none	721	408	306	161	177	141	228	610	55	36	**	98	264	111	241	327
	22%	24%	20%	17%	19%	20%	30%	22%	18%	17%	**	23%	23%	12%	22%	20%
		b					abc					c	c			
SUMMARY																
ANY OTT SERVICES	2613	1326	1261	764	737	550	538	2113	251	174	**	324	860	842	847	1290
	78%	76%	80%	83%	81%	80%	70%	78%	82%	83%	**	77%	77%	88%	78%	80%
			a	d	d	d								ab		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
BT	587	141	446	218	369	211	376	33	21	454	66	474	46	299	220	58
	27%	51% b	24%	41% b	23%	17%	40% acd	16%	14%	28% b	17%	27% b	18%	25%	28%	24%
Sky	534	19	516	93	441	323	211	41	31	410	107	441	76	314	203	53
	25%	7%	27% a	17%	27% a	27%	22%	20%	21%	25%	28%	25%	30%	26%	26%	22%
Virgin Media	426	9	417	44	383	228	199	43	31	333	70	352	50	254	148	66
	20%	3%	22% a	8%	24% a	19%	21%	21%	21%	21%	18%	20%	20%	21%	19%	27% b
TalkTalk	191	21	170	34	158	111	80	16	12	173	6	175	3	107	72	21
	9%	8%	9%	6%	10%	9%	9%	8%	8%	11% b	1%	10% b	1%	9%	9%	8%
Plusnet	107	2	105	16	92	91	17	18	15	82	16	87	11	66	32	11
	5%	1%	6% a	3%	6%	7% b	2%	9% b	10% b	5%	4%	5%	4%	5%	4%	5%
EE	92	15	76	40	51	70	22	14	6	15	64	41	38	47	32	10
	4%	6%	4%	8% b	3%	6% b	2%	7% b	4%	1%	17% a	2%	15% a	4%	4%	4%
Vodafone	86	9	78	28	58	74	12	19	17	31	44	57	18	48	28	9
	4%	3%	4%	5%	4%	6% b	1%	9% b	11% b	2%	12% a	3%	7% a	4%	4%	4%
NOW/ NOW Broadband	39	7	32	10	29	34	5	10	5	36	1	37	*	21	16	5
	2%	2%	2%	2%	2%	3% b	1%	5% b	3% b	2% b	*%	2%	*%	2%	2%	2%
Shell Energy/ Post Office	24	11	13	12	12	18	6	6	5	22	-	22	-	14	8	2
	1%	4% b	1%	2% b	1%	2%	1%	3% b	3% b	1%	-%	1%	-%	1%	1%	1%
Utility Warehouse	20	3	17	4	16	16	5	-	-	12	7	12	7	14	5	3
	1%	1%	1%	1%	1%	1%	*%	-%	-%	1%	2%	1%	3% a	1%	1%	1%
John Lewis	9	3	5	3	5	7	1	3	2	7	-	7	-	4	4	*
	*%	1%	*%	1%	*%	1%	*%	2% b	1%	*%	-%	*%	-%	*%	1%	*%

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

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
KCOM	6	2	4	2	4	2	4	1	-	4	-	4	-	3	1	-
	%	1%	%	%	%	%	%	%	-%	%	-%	%	-%	%	%	-%
OVO/ SSE	4	1	3	1	3	4	-	1	1	3	-	3	-	2	1	-
	%	%	%	%	%	%	-%	%	1%	%	-%	%	-%	%	%	-%
POP Telecom	3	3	-	3	-	3	-	1	-	1	-	1	-	1	-	*
	%	1%	-%	%	-%	%	-%	%	-%	%	-%	%	-%	%	-%	%
		b		b												
The Phone Co-op	1	-	1	-	1	1	-	-	-	1	-	1	-	1	1	1
	%	-%	%	-%	%	%	-%	-%	-%	%	-%	%	-%	%	%	%
Other supplier	29	29	-	29	-	23	6	4	4	27	1	28	-	17	10	4
	1%	11%	-%	5%	-%	2%	1%	2%	2%	2%	%	2%	-%	1%	1%	2%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
BT	587	39	468	117	390	246	261	38	25	131	123	156	98
	27%	37%	25%	33%	24%	21%	31%	17%	16%	45%	13%	38%	12%
		b		b			acd			b		b	
Sky	534	7	508	77	438	313	202	40	29	8	448	78	378
	25%	7%	27%	22%	27%	27%	24%	18%	18%	3%	47%	19%	45%
			a			c					a		a
Virgin Media	426	4	408	34	378	209	204	49	34	23	317	38	302
	20%	4%	22%	10%	23%	18%	24%	23%	22%	8%	33%	9%	36%
			a		a		a				a		a
TalkTalk	191	3	175	15	162	101	76	21	15	36	52	38	50
	9%	3%	9%	4%	10%	9%	9%	10%	10%	12%	5%	9%	6%
					a					b			
Plusnet	107	2	104	14	92	85	21	22	19	16	7	19	4
	5%	2%	5%	4%	6%	7%	2%	10%	12%	6%	1%	5%	1%
						b		b	b	b		b	
EE	92	11	69	32	48	55	26	8	5	33	1	33	1
	4%	11%	4%	9%	3%	5%	3%	4%	3%	11%	1%	8%	1%
		b		b						b		b	
Vodafone	86	2	78	21	59	72	8	19	18	18	5	21	3
	4%	2%	4%	6%	4%	6%	1%	9%	12%	6%	1%	5%	1%
						b		b	ab	b		b	
NOW/ NOW Broadband	39	3	33	6	30	30	6	7	3	5	6	5	5
	2%	3%	2%	2%	2%	3%	1%	3%	2%	2%	1%	1%	1%
						b		b					
Shell Energy/ Post Office	24	3	13	4	12	11	5	3	2	5	-	5	-
	1%	3%	1%	1%	1%	1%	1%	2%	1%	2%	0%	1%	0%
										b		b	
Utility Warehouse	20	1	17	2	16	13	6	1	-	6	-	6	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%
										b		b	
John Lewis	9	2	5	2	5	5	2	2	2	2	-	2	-
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
		b											

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

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
KCOM	6	-	4	-	4	-	4	-	-	2	-	2	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	1%	-%	*%	-%
OVO/ SSE	4	1	3	1	3	3	1	-	-	-	-	-	-
	*%	1%	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%
POP Telecom	3	*	-	*	-	*	-	*	-	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%
		b											
The Phone Co-op	1	-	1	-	1	1	1	-	-	-	-	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%
Other supplier	29	26	2	27	1	18	10	5	4	6	2	7	1
	1%	25%	*%	8%	*%	2%	1%	2%	2%	2%	*%	2%	*%
		b		b						b		b	

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

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
BT	587	108	145	18	**	56	165	**	**	254	221	426	161
	27%	19%	22%	15%	**	38%	42%	**	**	20%	41% a	26%	31%
Sky	534	203	253	34	**	7	25	**	**	456	32	452	83
	25%	35%	38%	29%	**	5%	6%	**	**	36% b	6%	27% b	16%
Virgin Media	426	174	165	38	**	9	30	**	**	339	39	339	87
	20%	30%	25%	33%	**	6%	8%	**	**	27% b	7%	21%	17%
TalkTalk	191	36	52	10	**	15	42	**	**	88	57	131	61
	9%	6%	8%	8%	**	10%	11%	**	**	7%	11%	8%	12% a
Plusnet	107	12	11	4	**	19	40	**	**	23	60	66	41
	5%	2%	2%	4%	**	13%	10%	**	**	2%	11% a	4%	8% a
EE	92	18	17	8	**	10	22	**	**	34	32	75	17
	4%	3%	2%	7%	**	7%	6%	**	**	3%	6% a	5%	3%
Vodafone	86	14	9	-	**	14	22	**	**	23	36	71	15
	4%	2%	1%	-%	**	9%	6%	**	**	2%	7% a	4%	3%
NOW/ NOW Broadband	39	8	3	2	**	3	13	**	**	11	16	31	8
	2%	1%	*%	2%	**	2%	3%	**	**	1%	3% a	2%	2%
Shell Energy/ Post Office	24	2	3	-	**	-	13	**	**	5	13	7	17
	1%	*%	*%	-%	**	-%	3%	**	**	*%	2% a	*%	3% a
Utility Warehouse	20	2	4	1	**	4	5	**	**	6	9	13	8
	1%	*%	1%	1%	**	3%	1%	**	**	*%	2%	1%	1%
John Lewis	9	-	2	-	**	3	2	**	**	2	5	5	3
	*%	-%	*%	-%	**	2%	1%	**	**	*%	1%	*%	1%

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

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
KCOM	6	-	2	-	**	1	-	**	**	2	1	6	1
	*%	-%	*%	-%	**	*%	-%	**	**	*%	*%	*%	*%
OVO/ SSE	4	-	-	-	**	2	1	**	**	-	3	3	1
	*%	-%	-%	-%	**	1%	*%	**	**	-%	*%	*%	*%
POP Telecom	3	-	-	-	**	-	-	**	**	-	-	3	-
	*%	-%	-%	-%	**	-%	-%	**	**	-%	-%	*%	-%
The Phone Co-op	1	-	-	-	**	-	1	**	**	-	1	-	1
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	-%	*%
Other supplier	29	3	5	1	**	4	8	**	**	8	12	18	11
	1%	*%	1%	1%	**	3%	2%	**	**	1%	2%	1%	2%
											a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
BT	587	305	85	10	76	116	27	142	231	399	186	76	81	181	324
	27%	40%	12%	7%	27%	50%	21%	20%	27%	24%	38%	42%	21%	22%	34%
		bcd			bc	abcd			b		abcd	abcd			ab
Sky	534	60	345	91	22	16	33	206	206	445	87	17	114	227	191
	25%	8%	47%	62%	8%	7%	26%	30%	24%	27%	18%	9%	29%	28%	20%
			ade	abde			f	ef	ef	ef	f		c	c	
Virgin Media	426	84	258	46	33	8	21	151	180	352	74	30	74	195	157
	20%	11%	35%	31%	12%	3%	17%	22%	21%	21%	15%	16%	19%	24%	17%
		e	ade	ade	e			e	e	e				c	
TalkTalk	191	124	43	1	11	15	17	52	75	144	46	18	39	56	95
	9%	16%	6%	1%	4%	6%	13%	7%	9%	9%	9%	10%	10%	7%	10%
		bcde	c			c									
Plusnet	107	86	4	-	16	2	1	25	48	74	33	20	13	34	60
	5%	11%	1%	0%	6%	1%	1%	4%	6%	4%	7%	11%	3%	4%	6%
		bcde			bce							abd			
EE	92	14	-	-	64	13	9	30	34	73	19	6	21	30	41
	4%	2%	0%	0%	23%	6%	7%	4%	4%	4%	4%	3%	5%	4%	4%
		b			abce	abc									
Vodafone	86	35	-	-	45	8	5	34	37	77	9	2	19	42	25
	4%	5%	0%	0%	16%	3%	4%	5%	4%	5%	2%	1%	5%	5%	3%
		bc			abce	b		e		e				c	
NOW/ NOW Broadband	39	27	5	-	1	6	6	15	14	35	4	1	11	16	12
	2%	4%	1%	0%	1%	3%	4%	2%	2%	2%	1%	1%	3%	2%	1%
		bd					e								
Shell Energy/ Post Office	24	13	-	-	-	11	*	9	6	15	9	6	1	11	13
	1%	2%	0%	0%	0%	5%	1%	1%	1%	1%	2%	3%	1%	1%	1%
		b				abcd						c			
Utility Warehouse	20	10	-	-	7	3	2	9	7	18	3	3	3	11	6
	1%	1%	0%	0%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
					b	b									
John Lewis	9	5	-	-	-	3	3	1	3	6	2	1	3	1	4
	1%	1%	0%	0%	0%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
						b	b								

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
KCOM	6	4	-	-	-	2	2	2	1	5	2	-	2	2	2
	*%	1%	-%	-%	-%	1%	1%	*%	*%	*%	*%	-%	1%	*%	*%
OVO/ SSE	4	3	-	-	-	1	-	2	2	3	1	-	1	2	1
	*%	*%	-%	-%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
POP Telecom	3	-	-	-	-	3	-	3	-	3	-	-	2	1	-
	*%	-%	-%	-%	-%	1%	-%	*%	-%	*%	-%	-%	*%	*%	-%
						a									
The Phone Co-op	1	1	-	-	-	-	-	-	-	-	1	-	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
Other supplier	29	-	-	-	2	27	1	12	7	20	9	4	6	8	15
	1%	-%	-%	-%	1%	11%	1%	2%	1%	1%	2%	2%	2%	1%	2%
					a	abcd									

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

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Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
BT	587	321	262	216	147	112	106	462	57	43	**	54	181	200	189	307
	27%	27%	27%	32% bd	24%	25%	25%	26%	27%	31%	**	22%	25%	30%	28%	27%
Sky	534	271	259	163	150	117	102	431	62	32	**	64	187	182	159	296
	25%	23%	27%	24%	25%	26%	24%	25%	30%	24%	**	26%	25%	27%	24%	26%
Virgin Media	426	224	202	116	120	102	87	355	45	17	**	53	138	120	129	223
	20%	19%	21%	17%	20%	23%	20%	20%	22%	12%	**	22%	19%	18%	19%	20%
TalkTalk	191	100	91	42	55	43	50	156	13	15	**	18	79	41	60	94
	9%	9%	9%	6%	9%	10%	12% a	9%	6%	11%	**	7%	11% c	6%	9%	8%
Plusnet	107	68	38	35	31	18	22	93	6	5	**	14	35	35	33	55
	5%	6%	4%	5%	5%	4%	5%	5%	3%	4%	**	6%	5%	5%	5%	5%
EE	92	60	31	34	21	18	16	77	5	7	**	14	38	20	31	36
	4%	5%	3%	5%	3%	4%	4%	4%	2%	5%	**	6%	5%	3%	5%	3%
Vodafone	86	57	29	26	34	12	13	73	4	6	**	7	30	29	21	43
	4%	5%	3%	4%	6%	3%	3%	4%	2%	5%	**	3%	4%	4%	3%	4%
NOW/ NOW Broadband	39	15	23	8	12	6	12	28	8	3	**	7	13	10	11	19
	2%	1%	2%	1%	2%	1%	3%	2%	4%	2%	**	3%	2%	2%	2%	2%
Shell Energy/ Post Office	24	15	10	4	10	4	6	18	2	4	**	4	10	7	7	9
	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	**	2%	1%	1%	1%	1%
Utility Warehouse	20	12	8	4	9	3	4	16	3	1	**	2	6	11	7	12
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	**	1%	1%	2%	1%	1%
John Lewis	9	5	4	5	2	-	1	7	-	2	**	2	1	3	2	6
	*%	*%	*%	1%	*%	-%	*%	*%	-%	1%	**	1%	*%	*%	*%	1%
KCOM	6	2	5	1	3	2	1	6	-	-	**	3	2	1	4	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	1%	*%	*%	1%	*%
OVO/ SSE	4	2	2	2	1	-	1	4	-	-	**	1	2	1	2	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6A. Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
POP Telecom	3	1	2	2	*	*	-	2	1	-	**	-	1	-	*	1
	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	**	-%	*%	-%	*%	*%
The Phone Co-op	1	1	1	-	-	-	1	1	-	-	**	1	1	-	1	1
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	**	*%	*%	-%	*%	*%
Other supplier	29	20	8	12	7	8	3	25	3	1	**	1	12	9	13	13
	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	**	*%	2%	1%	2%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
I am currently within my minimum contract period	1490	146	1344	321	1168	847	643	174	123	1112	273	1202	182	844	541	187
	69%	53%	71%	60%	72%	70%	68%	83%	83%	69%	71%	69%	73%	70%	69%	77%
			a		a			ab	ab							a
My minimum contract period has ended, I am out of contract	353	46	307	86	267	230	123	20	12	272	56	297	31	213	115	33
	16%	17%	16%	16%	16%	19%	13%	10%	8%	17%	15%	17%	12%	18%	15%	14%
						bcd										
I don't know whether I am within my minimum contract period or whether it has ended	203	39	164	65	138	100	102	13	11	148	38	160	27	108	79	14
	9%	14%	9%	12%	8%	8%	11%	6%	7%	9%	10%	9%	11%	9%	10%	6%
		b														
I'm not sure/don't know if I ever had a contract	114	43	71	63	51	39	75	2	2	78	16	85	9	48	45	8
	5%	16%	4%	12%	3%	3%	8%	1%	2%	5%	4%	5%	4%	4%	6%	3%
		b		b			acd									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
I am currently within my minimum contract period	1490	55	1350	223	1181	820	585	185	135	193	687	279	600
	69%	52%	71%	63%	72%	71%	70%	86%	87%	67%	71%	68%	71%
			a		a			ab	ab				
My minimum contract period has ended, I am out of contract	353	18	303	56	265	206	115	16	7	45	173	65	153
	16%	17%	16%	16%	16%	18%	14%	8%	5%	16%	18%	16%	18%
						cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	203	24	163	48	139	98	89	10	9	28	77	33	71
	9%	23%	9%	14%	8%	8%	11%	5%	6%	10%	8%	8%	8%
		b		b			c						
I'm not sure/don't know if I ever had a contract	114	8	73	26	55	37	44	5	4	24	25	31	17
	5%	7%	4%	7%	3%	3%	5%	2%	2%	8%	3%	8%	2%
				b						b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
I am currently within my minimum contract period	1490	396	483	85	**	102	265	**	**	879	367	1146	344
	69%	68%	72%	74%	**	70%	68%	**	**	70%	69%	70%	67%
My minimum contract period has ended, I am out of contract	353	123	96	24	**	20	52	**	**	218	72	289	64
	16%	21%	14%	21%	**	14%	13%	**	**	17%	14%	18%	12%
		b										b	
I don't know whether I am within my minimum contract period or whether it has ended	203	43	61	3	**	18	37	**	**	104	55	156	47
	9%	7%	9%	2%	**	12%	10%	**	**	8%	10%	9%	9%
I'm not sure/don't know if I ever had a contract	114	18	31	3	**	7	35	**	**	48	41	56	59
	5%	3%	5%	2%	**	5%	9%	**	**	4%	8%	3%	11%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
I am currently within my minimum contract period	1490	547	534	106	195	121	93	480	578	1152	333	119	283	555	647
	69%	71%	72%	72%	70%	52%	73%	69%	68%	69%	69%	65%	73%	68%	68%
		e	e	e	e										
My minimum contract period has ended, I am out of contract	353	118	135	23	41	38	16	125	147	288	65	22	55	160	138
	16%	15%	18%	15%	15%	16%	13%	18%	17%	17%	13%	12%	14%	20%	15%
														c	
I don't know whether I am within my minimum contract period or whether it has ended	203	71	53	15	30	35	13	72	83	167	35	10	38	82	82
	9%	9%	7%	11%	11%	15%	10%	10%	10%	10%	7%	6%	10%	10%	9%
						b									
I'm not sure/don't know if I ever had a contract	114	38	18	3	14	41	5	15	42	62	52	32	13	20	81
	5%	5%	2%	2%	5%	17%	4%	2%	5%	4%	11%	17%	3%	2%	9%
						abcd			b		bcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6J. Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
I am currently within my minimum contract period	1490	816	669	428	436	310	301	1212	136	100	**	162	532	443	446	777
	69%	69%	69%	64%	72% a	70%	71%	69%	65%	73%	**	67%	72%	66%	67%	69%
My minimum contract period has ended, I am out of contract	353	214	136	149	97	59	45	275	40	26	**	33	111	149	122	193
	16%	18% b	14%	22% bcd	16%	13%	11%	16%	19%	19%	**	14%	15%	22% ab	18%	17%
I don't know whether I am within my minimum contract period or whether it has ended	203	90	111	68	43	53	39	176	19	5	**	27	55	59	63	98
	9%	8%	11% a	10%	7%	12%	9%	10%	9%	4%	**	11%	7%	9%	9%	9%
I'm not sure/don't know if I ever had a contract	114	54	58	22	27	23	40	92	14	5	**	21	37	17	38	53
	5%	5%	6%	3%	4%	5%	9% ab	5%	7%	4%	**	9% c	5%	3%	6%	5%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1443	144	1299	309	1134	851	592	222	122	1047	301	1139	209	847	501	203
Effective Weighted Sample	1259	115	1144	262	997	729	530	173	110	912	281	998	193	738	447	165
Total	1490	146	1344	321	1168	847	643	174	123	1112	273	1202	182	844	541	187
Very certain	1057	94	963	192	865	604	453	133	98	791	198	855	134	599	390	131
	71%	64%	72%	60%	74%	71%	70%	77%	80%	71%	73%	71%	74%	71%	72%	70%
					a											
Fairly certain	357	43	314	109	248	202	156	35	22	268	59	291	36	210	117	50
	24%	30%	23%	34%	21%	24%	24%	20%	18%	24%	21%	24%	20%	25%	22%	26%
				b												
Not very certain	59	4	54	15	43	34	25	4	2	43	12	46	9	28	27	4
	4%	3%	4%	5%	4%	4%	4%	2%	2%	4%	4%	4%	5%	3%	5%	2%
Don't know	17	5	12	5	12	7	9	1	1	9	4	11	3	6	7	3
	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1443	65	1303	223	1145	821	547	212	136	191	541	257	475
Effective Weighted Sample	1259	55	1151	194	1010	714	491	175	122	176	485	232	425
Total	1490	55	1350	223	1181	820	585	185	135	193	687	279	600
Very certain	1057	**	971	127	879	586	419	137	102	139	468	180	426
	71%	**	72%	57%	74%	72%	72%	74%	76%	72%	68%	65%	71%
				a									
Fairly certain	357	**	316	85	250	197	138	44	29	41	184	82	143
	24%	**	23%	38%	21%	24%	24%	24%	22%	21%	27%	30%	24%
				b									
Not very certain	59	**	51	11	41	32	19	4	3	7	27	11	24
	4%	**	4%	5%	3%	4%	3%	2%	2%	4%	4%	4%	4%
Don't know	17	**	12	1	12	4	9	1	1	5	7	5	7
	1%	**	1%	*%	1%	*%	2%	*%	1%	3%	1%	2%	1%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1443	341	391	91	48	120	306	22	15	732	426	1093	350
Effective Weighted Sample	1259	292	361	70	43	111	286	20	14	653	397	946	315
Total	1490	396	483	85	56	102	265	18	13	879	367	1146	344
Very certain	1057	275	332	**	**	72	200	**	**	607	272	795	262
	71%	69%	69%	**	**	71%	75%	**	**	69%	74%	69%	76%
Fairly certain	357	102	123	**	**	25	52	**	**	225	78	293	65
	24%	26%	26%	**	**	25%	20%	**	**	26%	21%	26%	19%
Not very certain	59	16	18	**	**	5	10	**	**	35	15	46	12
	4%	4%	4%	**	**	4%	4%	**	**	4%	4%	4%	4%
Don't know	17	3	10	**	**	-	3	**	**	13	3	11	5
	1%	1%	2%	**	**	-%	1%	**	**	1%	1%	1%	2%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1443	643	366	119	214	113	82	446	558	1086	353	123	261	521	657
Effective Weighted Sample	1259	605	345	113	193	91	64	378	505	941	320	110	212	452	598
Total	1490	547	534	106	195	121	93	480	578	1152	333	119	283	555	647
Very certain	1057	414	361	79	133	80	**	310	435	799	256	85	173	381	501
	71%	76%	68%	75%	68%	66%	**	65%	75%	69%	77%	72%	61%	69%	77%
		b							b		bd				ab
Fairly certain	357	108	149	20	48	33	**	150	114	299	56	23	97	144	114
	24%	20%	28%	19%	25%	28%	**	31%	20%	26%	17%	19%	34%	26%	18%
			a					ce		ce			c	c	
Not very certain	59	22	18	4	11	3	**	16	28	46	13	3	7	27	24
	4%	4%	3%	4%	6%	3%	**	3%	5%	4%	4%	3%	3%	5%	4%
Don't know	17	2	6	2	2	5	**	4	2	8	8	7	5	3	9
	1%	*%	1%	2%	1%	4%	**	1%	*%	1%	2%	6%	2%	1%	1%
						a					cd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1443	762	676	461	427	229	309	1178	129	95	41	154	523	428	445	744
Effective Weighted Sample	1259	664	592	405	386	203	273	1027	112	82	38	132	447	381	379	660
Total	1490	816	669	428	436	310	301	1212	136	100	43	162	532	443	446	777
Very certain	1057	591	462	312	309	214	208	863	94	**	**	125	367	299	305	563
	71%	72%	69%	73%	71%	69%	69%	71%	70%	**	**	77%	69%	67%	68%	72%
Fairly certain	357	183	174	92	104	82	79	283	37	**	**	34	139	118	113	181
	24%	22%	26%	22%	24%	26%	26%	23%	27%	**	**	21%	26%	27%	25%	23%
Not very certain	59	37	22	21	18	10	10	50	5	**	**	3	21	24	19	29
	4%	5%	3%	5%	4%	3%	3%	4%	3%	**	**	2%	4%	6%	4%	4%
Don't know	17	5	11	3	4	5	3	17	-	**	**	1	5	2	9	5
	1%	1%	2%	1%	1%	2%	1%	1%	-%	**	**	*%	1%	*%	2%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	352	51	301	93	259	232	120	31	10	265	61	292	34	217	109	44
Effective Weighted Sample	307	41	265	79	228	198	109	21	9	229	56	254	30	186	97	33
Total	353	46	307	86	267	230	123	20	12	272	56	297	31	213	115	33
Very certain	185	**	166	**	148	118	67	**	**	144	**	158	**	112	63	**
	52%	**	54%	**	56%	51%	54%	**	**	53%	**	53%	**	53%	55%	**
Fairly certain	131	**	110	**	92	95	36	**	**	97	**	106	**	83	37	**
	37%	**	36%	**	35%	41%	30%	**	**	36%	**	36%	**	39%	32%	**
Not very certain	27	**	21	**	17	12	15	**	**	22	**	23	**	13	11	**
	8%	**	7%	**	6%	5%	12%	**	**	8%	**	8%	**	6%	10%	**
Don't know	10	**	10	**	10	5	5	**	**	10	**	10	**	5	4	**
	3%	**	3%	**	4%	2%	4%	**	**	4%	**	3%	**	3%	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	352	24	298	64	258	207	115	26	8	51	141	70	122
Effective Weighted Sample	307	20	263	55	227	177	104	17	6	44	127	60	111
Total	353	18	303	56	265	206	115	16	7	45	173	65	153
Very certain	185	**	167	**	148	114	62	**	**	**	84	**	78
	52%	**	55%	**	56%	55%	54%	**	**	**	48%	**	51%
Fairly certain	131	**	106	**	92	78	37	**	**	**	68	**	58
	37%	**	35%	**	35%	38%	32%	**	**	**	39%	**	38%
Not very certain	27	**	22	**	17	10	12	**	**	**	13	**	8
	8%	**	7%	**	6%	5%	11%	**	**	**	7%	**	5%
Don't know	10	**	8	**	8	4	4	**	**	**	9	**	9
	3%	**	3%	**	3%	2%	4%	**	**	**	5%	**	6%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	352	111	81	28	11	25	61	3	2	192	86	283	69
Effective Weighted Sample	307	95	74	21	10	23	59	2	2	169	81	245	62
Total	353	123	96	24	12	20	52	1	1	218	72	289	64
Very certain	185	64	**	**	**	**	**	**	**	107	**	144	**
	52%	52%	**	**	**	**	**	**	**	49%	**	50%	**
Fairly certain	131	54	**	**	**	**	**	**	**	88	**	114	**
	37%	44%	**	**	**	**	**	**	**	40%	**	39%	**
Not very certain	27	3	**	**	**	**	**	**	**	14	**	21	**
	8%	3%	**	**	**	**	**	**	**	6%	**	7%	**
Don't know	10	2	**	**	**	**	**	**	**	10	**	10	**
	3%	2%	**	**	**	**	**	**	**	4%	**	4%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	352	144	97	27	44	41	17	122	146	285	67	23	59	153	140
Effective Weighted Sample	307	135	92	24	40	33	13	103	130	246	62	21	47	133	128
Total	353	118	135	23	41	38	16	125	147	288	65	22	55	160	138
Very certain	185	66	**	**	**	**	**	56	89	151	**	**	**	78	85
	52%	56%	**	**	**	**	**	45%	61%	52%	**	**	**	49%	62%
								b							
Fairly certain	131	42	**	**	**	**	**	50	52	112	**	**	**	67	39
	37%	36%	**	**	**	**	**	40%	35%	39%	**	**	**	42%	28%
Not very certain	27	9	**	**	**	**	**	14	6	20	**	**	**	11	10
	8%	8%	**	**	**	**	**	11%	4%	7%	**	**	**	7%	7%
Don't know	10	1	**	**	**	**	**	6	-	6	**	**	**	4	5
	3%	1%	**	**	**	**	**	4%	-%	2%	**	**	**	3%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?

Base : Those responsible for the household's landline service responding they are out of contract

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	352	212	138	162	92	46	50	274	40	27	11	37	112	141	125	185
Effective Weighted Sample	307	185	120	143	83	40	44	241	34	22	10	30	98	125	107	163
Total	353	214	136	149	97	59	45	275	40	26	12	33	111	149	122	193
Very certain	185	117	65	69	**	**	**	144	**	**	**	**	55	87	61	108
	52%	55%	48%	46%	**	**	**	52%	**	**	**	**	50%	59%	50%	56%
Fairly certain	131	80	51	62	**	**	**	101	**	**	**	**	44	50	49	65
	37%	37%	38%	42%	**	**	**	37%	**	**	**	**	39%	34%	40%	34%
Not very certain	27	13	14	14	**	**	**	21	**	**	**	**	9	11	7	16
	8%	6%	10%	9%	**	**	**	8%	**	**	**	**	9%	7%	5%	8%
Don't know	10	4	6	4	**	**	**	9	**	**	**	**	3	1	6	4
	3%	2%	4%	3%	**	**	**	3%	**	**	**	**	3%	1%	5%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	885	145	740	279	606	501	384	100	44	638	174	698	114	514	298	120
Effective Weighted Sample	765	121	647	237	531	422	343	71	39	554	159	609	103	443	266	93
Total	918	162	756	307	610	494	424	71	48	676	153	731	98	502	327	99
Within the last 2 years	449	49	399	118	330	285	164	53	**	343	76	371	48	267	152	59
	49%	30%	53%	38%	54%	58%	39%	75%	**	51%	49%	51%	49%	53%	46%	59%
			a		a	b		ab								
Longer than 2 years ago	387	97	290	158	229	178	209	15	**	277	64	299	42	201	140	33
	42%	60%	38%	52%	37%	36%	49%	21%	**	41%	42%	41%	43%	40%	43%	33%
		b		b		c	ac									
Don't know	82	16	66	31	51	31	51	3	**	56	14	61	8	34	35	7
	9%	10%	9%	10%	8%	6%	12%	4%	**	8%	9%	8%	8%	7%	11%	7%
						a										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	885	67	736	196	607	471	332	96	52	128	336	185	279
Effective Weighted Sample	765	57	645	169	533	404	298	73	45	113	296	161	246
Total	918	61	752	199	614	461	352	75	51	127	410	199	338
Within the last 2 years	449	**	396	94	328	272	150	**	**	63	200	100	164
	49%	**	53%	47%	53%	59%	43%	**	**	50%	49%	50%	49%
						b							
Longer than 2 years ago	387	**	288	85	236	154	167	**	**	55	171	78	148
	42%	**	38%	43%	39%	33%	47%	**	**	43%	42%	39%	44%
						a							
Don't know	82	**	68	20	49	35	35	**	**	9	39	22	26
	9%	**	9%	10%	8%	7%	10%	**	**	7%	9%	11%	8%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	885	221	243	56	22	71	159	9	7	464	230	678	207
Effective Weighted Sample	765	185	222	41	19	64	142	8	7	406	206	582	184
Total	918	241	296	47	25	61	152	8	7	537	213	707	211
Within the last 2 years	449	127	137	**	**	**	73	**	**	264	106	364	85
	49%	53%	46%	**	**	**	48%	**	**	49%	50%	52% b	40%
Longer than 2 years ago	387	97	129	**	**	**	66	**	**	226	92	283	104
	42%	40%	44%	**	**	**	43%	**	**	42%	43%	40%	49%
Don't know	82	18	30	**	**	**	14	**	**	47	15	59	23
	9%	7%	10%	**	**	**	9%	**	**	9%	7%	8%	11%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	350	216	68	139	116	59	312	316	687	195	80	186	335	361
Effective Weighted Sample	765	328	203	63	123	98	47	264	282	591	172	70	151	290	323
Total	918	293	309	58	124	139	67	326	325	719	196	86	194	359	362
Within the last 2 years	449	165	159	**	56	43	**	193	144	360	87	**	104	180	163
	49%	56%	51%	**	45%	31%	**	59%	44%	50%	45%	**	54%	50%	45%
		e	e					cde							
Longer than 2 years ago	387	103	122	**	59	82	**	111	158	299	86	**	66	155	164
	42%	35%	39%	**	48%	59%	**	34%	49%	42%	44%	**	34%	43%	45%
					a	ab			b						
Don't know	82	25	28	**	8	14	**	22	23	59	23	**	24	23	36
	9%	9%	9%	**	7%	10%	**	7%	7%	8%	12%	**	12%	6%	10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6P. When did you sign up to your CURRENT Landline phone or line rental service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	441	439	309	236	140	196	730	84	51	20	104	302	279	293	433
Effective Weighted Sample	765	378	383	269	212	124	172	633	72	43	18	87	255	250	246	383
Total	918	467	446	286	243	190	194	749	92	56	21	106	313	282	303	450
Within the last 2 years	449	236	212	144	144	89	69	386	**	**	**	43	169	155	148	219
	49%	51%	47%	50% d	60% d	47%	35%	52%	**	**	**	41%	54%	55%	49%	49%
Longer than 2 years ago	387	192	192	115	82	87	103	298	**	**	**	57	121	107	131	191
	42%	41%	43%	40%	34%	46%	53% ab	40%	**	**	**	54% bc	39%	38%	43%	42%
Don't know	82	38	43	28	17	15	23	65	**	**	**	6	22	19	24	40
	9%	8%	10%	10%	7%	8%	12%	9%	**	**	**	6%	7%	7%	8%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	885	145	740	279	606	501	384	100	44	638	174	698	114	514	298	120
Effective Weighted Sample	765	121	647	237	531	422	343	71	39	554	159	609	103	443	266	93
Total	918	162	756	307	610	494	424	71	48	676	153	731	98	502	327	99
Yes	213	36	178	64	150	134	80	31	**	164	38	174	27	141	61	30
	23%	22%	24%	21%	25%	27%	19%	43%	**	24%	25%	24%	28%	28%	19%	30%
						b		ab						b		
No	646	114	532	224	422	326	320	34	**	473	104	515	63	328	249	63
	70%	70%	70%	73%	69%	66%	76%	48%	**	70%	68%	70%	64%	65%	76%	64%
						c	ac								ac	
Don't know	59	12	46	19	39	35	24	6	**	39	11	42	7	33	17	6
	6%	8%	6%	6%	6%	7%	6%	8%	**	6%	7%	6%	8%	7%	5%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	885	67	736	196	607	471	332	96	52	128	336	185	279
Effective Weighted Sample	765	57	645	169	533	404	298	73	45	113	296	161	246
Total	918	61	752	199	614	461	352	75	51	127	410	199	338
Yes	213	**	175	42	149	116	75	**	**	31	90	45	75
	23%	**	23%	21%	24%	25%	21%	**	**	24%	22%	23%	22%
No	646	**	529	146	424	314	256	**	**	89	298	144	242
	70%	**	70%	73%	69%	68%	73%	**	**	70%	73%	72%	72%
Don't know	59	**	48	11	41	31	20	**	**	8	22	10	20
	6%	**	6%	6%	7%	7%	6%	**	**	6%	5%	5%	6%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	885	221	243	56	22	71	159	9	7	464	230	678	207
Effective Weighted Sample	765	185	222	41	19	64	142	8	7	406	206	582	184
Total	918	241	296	47	25	61	152	8	7	537	213	707	211
Yes	213	67	54	**	**	**	32	**	**	121	46	174	39
	23%	28%	18%	**	**	**	21%	**	**	22%	22%	25%	18%
No	646	162	224	**	**	**	113	**	**	386	156	487	159
	70%	67%	76%	**	**	**	74%	**	**	72%	73%	69%	75%
Don't know	59	12	18	**	**	**	7	**	**	30	11	46	13
	6%	5%	6%	**	**	**	5%	**	**	6%	5%	6%	6%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	885	350	216	68	139	116	59	312	316	687	195	80	186	335	361
Effective Weighted Sample	765	328	203	63	123	98	47	264	282	591	172	70	151	290	323
Total	918	293	309	58	124	139	67	326	325	719	196	86	194	359	362
Yes	213	77	65	**	28	31	**	90	64	171	41	**	54	85	73
	23%	26%	21%	**	23%	22%	**	28%	20%	24%	21%	**	28%	24%	20%
No	646	194	229	**	89	97	**	213	239	495	149	**	120	253	271
	70%	66%	74%	**	72%	70%	**	65%	73%	69%	76%	**	62%	71%	75%
															a
Don't know	59	22	14	**	6	11	**	23	23	53	6	**	20	21	18
	6%	8%	5%	**	5%	8%	**	7%	7%	7%	3%	**	10%	6%	5%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	a	b	c	a	b
Unweighted total	885	441	439	309	236	140	196	730	84	51	20	104	302	279	293	433
Effective Weighted Sample	765	378	383	269	212	124	172	633	72	43	18	87	255	250	246	383
Total	918	467	446	286	243	190	194	749	92	56	21	106	313	282	303	450
Yes	213	114	99	64	63	45	41	183	**	**	**	27	76	70	81	91
	23%	24%	22%	22%	26%	23%	21%	24%	**	**	**	25%	24%	25%	27%	20%
No	646	334	307	203	164	134	143	521	**	**	**	73	225	195	206	330
	70%	72%	69%	71%	68%	70%	73%	70%	**	**	**	69%	72%	69%	68%	73%
Don't know	59	19	40	20	16	12	11	44	**	**	**	6	12	17	16	29
	6%	4%	9%	7%	7%	6%	6%	6%	**	**	**	5%	4%	6%	5%	7%
			a													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
VERY CERTAIN IN CONTRACT	1057	94	963	192	865	604	453	133	98	791	198	855	134	599	390	131
	49%	34%	51% a	36%	53% a	50%	48%	64% ab	66% ab	49%	52%	49%	54%	49%	50%	54%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	620	88	532	186	434	362	258	60	38	460	105	494	72	358	208	76
	29%	32%	28%	35% b	27%	30%	27%	29%	26%	29%	28%	28%	29%	29%	27%	32%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	205	64	141	97	108	77	127	8	7	143	31	158	17	90	85	12
	9%	23% b	7%	18% b	7%	6%	14% acd	4%	5%	9%	8%	9%	7%	7%	11% ac	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	93	10	83	24	69	54	39	3	3	72	16	80	9	54	34	11
	4%	4%	4%	5%	4%	4%	4%	2%	2%	4%	4%	5%	4%	4%	4%	4%
VERY CERTAIN OUT OF CONTRACT	185	19	166	36	148	118	67	5	2	144	31	158	17	112	63	12
	9%	7%	9%	7%	9%	10% cd	7% c	2%	2%	9%	8%	9%	7%	9%	8%	5%
SUMMARY																
IN CONTRACT	1677	182	1495	378	1299	967	710	193	137	1251	304	1349	206	957	598	208
	78%	66%	79% a	70%	80% a	79%	75%	92% ab	92% ab	78%	79%	77%	83%	79%	77%	86% b
OUT OF CONTRACT	278	29	249	61	217	173	106	8	5	216	47	238	26	166	97	22
	13%	11%	13%	11%	13%	14% cd	11% cd	4%	4%	13%	12%	14%	10%	14%	12%	9%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
VERY CERTAIN IN CONTRACT	1057	35	971	127	879	586	419	137	102	139	468	180	426
	49%	33%	51%	36%	54%	51%	50%	63%	66%	48%	49%	44%	51%
			a		a			ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	620	36	529	133	432	341	224	69	46	88	287	141	234
	29%	34%	28%	38%	26%	29%	27%	32%	30%	30%	30%	35%	28%
				b									
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	205	20	144	49	115	73	91	3	2	30	68	41	57
	9%	19%	8%	14%	7%	6%	11%	1%	2%	10%	7%	10%	7%
		b		b		c	acd						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	93	5	79	17	67	46	37	4	2	10	55	17	47
	4%	5%	4%	5%	4%	4%	4%	2%	2%	3%	6%	4%	6%
VERY CERTAIN OUT OF CONTRACT	185	9	167	28	148	114	62	4	2	23	84	29	78
	9%	9%	9%	8%	9%	10%	7%	2%	1%	8%	9%	7%	9%
						cd	cd						
SUMMARY													
IN CONTRACT	1677	71	1500	260	1311	927	643	205	148	227	754	322	660
	78%	67%	79%	74%	80%	80%	77%	95%	96%	79%	78%	79%	78%
			a		a			ab	ab				

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
OUT OF CONTRACT	278	14	245	44	215	161	99	8	4	32	139	46	125
	13%	13%	13%	13%	13%	14%	12%	4%	3%	11%	14%	11%	15%
						cd	cd						

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 18

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
VERY CERTAIN IN CONTRACT	1057	275	332	62	**	72	200	**	**	607	272	795	262
	49%	47%	49%	54%	**	49%	51%	**	**	49%	51%	48%	51%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	620	173	202	36	**	46	92	**	**	375	138	500	120
	29%	30%	30%	32%	**	32%	24%	**	**	30%	26%	30% b	23%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	205	39	59	4	**	11	52	**	**	98	63	127	78
	9%	7%	9%	3%	**	8%	13%	**	**	8%	12% a	8%	15% a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	93	30	34	7	**	3	8	**	**	64	11	80	13
	4%	5%	5%	6%	**	2%	2%	**	**	5% b	2%	5%	3%
VERY CERTAIN OUT OF CONTRACT	185	64	43	6	**	13	37	**	**	107	50	144	41
	9%	11% b	6%	5%	**	9%	9%	**	**	9%	9%	9%	8%
SUMMARY													
IN CONTRACT	1677	448	534	98	**	118	292	**	**	982	410	1296	382
	78%	77%	80%	86%	**	81%	75%	**	**	78%	77%	79%	74%
OUT OF CONTRACT	278	94	77	12	**	17	45	**	**	171	62	224	54
	13%	16%	12%	11%	**	11%	12%	**	**	14%	12%	14%	11%

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
VERY CERTAIN IN CONTRACT	1057	414	361	79	133	80	54	310	435	799	256	85	173	381	501
	49%	54%	49%	54%	48%	34%	42%	45%	51%	48%	53%	47%	45%	47%	53%
		e	e	e	e						b				a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	620	205	220	40	84	73	48	254	193	495	122	51	150	245	222
	29%	27%	30%	27%	30%	31%	38%	37%	23%	30%	25%	28%	39%	30%	23%
							ce	cde		c			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	205	59	51	9	28	58	15	42	90	147	58	29	29	63	113
	9%	8%	7%	6%	10%	25%	11%	6%	11%	9%	12%	16%	7%	8%	12%
						abcd			b		b	bd			b
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	93	28	38	9	12	8	5	30	42	77	16	6	15	51	27
	4%	4%	5%	6%	4%	3%	4%	4%	5%	5%	3%	3%	4%	6%	3%
														c	
VERY CERTAIN OUT OF CONTRACT	185	66	70	10	23	16	6	56	89	151	34	11	21	78	85
	9%	8%	9%	7%	8%	7%	5%	8%	10%	9%	7%	6%	5%	10%	9%
SUMMARY															
IN CONTRACT	1677	620	581	119	216	152	102	564	628	1293	378	136	323	625	723
	78%	80%	79%	81%	77%	65%	80%	81%	74%	78%	78%	75%	83%	76%	76%
		e	e	e	e			c					bc		
OUT OF CONTRACT	278	94	108	19	35	23	11	86	131	228	50	17	36	130	112
	13%	12%	15%	13%	12%	10%	9%	12%	15%	14%	10%	9%	9%	16%	12%
									e					a	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
VERY CERTAIN IN CONTRACT	1057	591	462	312	309	214	208	863	94	71	**	125	367	299	305	563
	49%	50%	47%	47%	51%	48%	49%	49%	45%	52%	**	51%	50%	45%	46%	50%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	620	324	295	190	177	125	125	514	54	36	**	68	224	195	213	291
	29%	28%	30%	28%	29%	28%	29%	29%	26%	27%	**	28%	31%	29%	32% b	26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	205	91	110	59	41	51	54	166	27	8	**	28	59	49	62	109
	9%	8%	11% a	9%	7%	11%	13% b	9%	13%	6%	**	12%	8%	7%	9%	10%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	93	51	42	38	25	15	15	69	11	11	**	10	29	38	28	51
	4%	4%	4%	6%	4%	3%	4%	4%	5%	8%	**	4%	4%	6%	4%	5%
VERY CERTAIN OUT OF CONTRACT	185	117	65	69	52	41	22	144	23	10	**	13	55	87	61	108
	9%	10% b	7%	10% d	9%	9%	5%	8%	11%	7%	**	5%	8%	13% ab	9%	10%
SUMMARY																
IN CONTRACT	1677	915	757	501	485	338	334	1376	148	107	**	193	591	495	518	853
	78%	78%	78%	75%	80%	76%	79%	78%	71%	78%	**	79%	80% c	74%	77%	76%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
OUT OF CONTRACT	278	168	107	107	77	56	37	213	33	21	**	22	84	125	89	158
	13%	14%	11%	16%	13%	13%	9%	12%	16%	15%	**	9%	11%	19%	13%	14%
				d										ab		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
TOTAL IN CONTRACT	1490	146	1344	321	1168	847	643	174	123	1112	273	1202	182	844	541	187
	69%	53%	71%	60%	72%	70%	68%	83%	83%	69%	71%	69%	73%	70%	69%	77%
			a		a			ab	ab							a
VERY CERTAIN	1057	94	963	192	865	604	453	133	98	791	198	855	134	599	390	131
	49%	34%	51%	36%	53%	50%	48%	64%	66%	49%	52%	49%	54%	49%	50%	54%
			a		a			ab	ab							
NOT 'VERY CERTAIN'	433	52	381	129	304	243	190	40	25	321	75	348	48	244	151	56
	20%	19%	20%	24%	19%	20%	20%	19%	17%	20%	20%	20%	19%	20%	19%	23%
				b												
TOTAL OUT OF CONTRACT	353	46	307	86	267	230	123	20	12	272	56	297	31	213	115	33
	16%	17%	16%	16%	16%	19%	13%	10%	8%	17%	15%	17%	12%	18%	15%	14%
						bcd										
VERY CERTAIN	185	19	166	36	148	118	67	5	2	144	31	158	17	112	63	12
	9%	7%	9%	7%	9%	10%	7%	2%	2%	9%	8%	9%	7%	9%	8%	5%
						cd	c									
NOT 'VERY CERTAIN'	168	27	141	50	118	112	56	15	10	128	25	139	14	101	52	21
	8%	10%	7%	9%	7%	9%	6%	7%	6%	8%	6%	8%	6%	8%	7%	9%
						b										
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	203	39	164	65	138	100	102	13	11	148	38	160	27	108	79	14
	9%	14%	9%	12%	8%	8%	11%	6%	7%	9%	10%	9%	11%	9%	10%	6%
		b														
NOT SURE IF EVER HAD A CONTRACT	114	43	71	63	51	39	75	2	2	78	16	85	9	48	45	8
	5%	16%	4%	12%	3%	3%	8%	1%	2%	5%	4%	5%	4%	4%	6%	3%
		b		b			acd									

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
TOTAL IN CONTRACT	1490	55	1350	223	1181	820	585	185	135	193	687	279	600
	69%	52%	71%	63%	72%	71%	70%	86%	87%	67%	71%	68%	71%
			a		a			ab	ab				
VERY CERTAIN	1057	35	971	127	879	586	419	137	102	139	468	180	426
	49%	33%	51%	36%	54%	51%	50%	63%	66%	48%	49%	44%	51%
			a		a			ab	ab				
NOT 'VERY CERTAIN'	433	20	379	97	303	233	166	49	33	53	219	99	174
	20%	19%	20%	27%	18%	20%	20%	23%	21%	18%	23%	24%	21%
				b									
TOTAL OUT OF CONTRACT	353	18	303	56	265	206	115	16	7	45	173	65	153
	16%	17%	16%	16%	16%	18%	14%	8%	5%	16%	18%	16%	18%
						cd	cd						
VERY CERTAIN	185	9	167	28	148	114	62	4	2	23	84	29	78
	9%	9%	9%	8%	9%	10%	7%	2%	1%	8%	9%	7%	9%
						cd	cd						
NOT 'VERY CERTAIN'	168	9	137	29	117	92	53	12	5	22	89	36	75
	8%	8%	7%	8%	7%	8%	6%	6%	3%	8%	9%	9%	9%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	203	24	163	48	139	98	89	10	9	28	77	33	71
	9%	23%	9%	14%	8%	8%	11%	5%	6%	10%	8%	8%	8%
		b		b			c						
NOT SURE IF EVER HAD A CONTRACT	114	8	73	26	55	37	44	5	4	24	25	31	17
	5%	7%	4%	7%	3%	3%	5%	2%	2%	8%	3%	8%	2%
				b						b		b	

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
TOTAL IN CONTRACT	1490	396	483	85	**	102	265	**	**	879	367	1146	344
	69%	68%	72%	74%	**	70%	68%	**	**	70%	69%	70%	67%
VERY CERTAIN	1057	275	332	62	**	72	200	**	**	607	272	795	262
	49%	47%	49%	54%	**	49%	51%	**	**	49%	51%	48%	51%
NOT 'VERY CERTAIN'	433	121	151	23	**	30	65	**	**	273	95	350	82
	20%	21%	23%	20%	**	20%	17%	**	**	22%	18%	21%	16%
												b	
TOTAL OUT OF CONTRACT	353	123	96	24	**	20	52	**	**	218	72	289	64
	16%	21%	14%	21%	**	14%	13%	**	**	17%	14%	18%	12%
		b										b	
VERY CERTAIN	185	64	43	6	**	13	37	**	**	107	50	144	41
	9%	11%	6%	5%	**	9%	9%	**	**	9%	9%	9%	8%
		b											
NOT 'VERY CERTAIN'	168	59	53	18	**	7	15	**	**	112	22	145	23
	8%	10%	8%	16%	**	5%	4%	**	**	9%	4%	9%	5%
				b						b		b	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	203	43	61	3	**	18	37	**	**	104	55	156	47
	9%	7%	9%	2%	**	12%	10%	**	**	8%	10%	9%	9%
NOT SURE IF EVER HAD A CONTRACT	114	18	31	3	**	7	35	**	**	48	41	56	59
	5%	3%	5%	2%	**	5%	9%	**	**	4%	8%	3%	11%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
TOTAL IN CONTRACT	1490	547	534	106	195	121	93	480	578	1152	333	119	283	555	647
	69%	71%	72%	72%	70%	52%	73%	69%	68%	69%	69%	65%	73%	68%	68%
		e	e	e	e										
VERY CERTAIN	1057	414	361	79	133	80	54	310	435	799	256	85	173	381	501
	49%	54%	49%	54%	48%	34%	42%	45%	51%	48%	53%	47%	45%	47%	53%
		e	e	e	e						b				a
NOT 'VERY CERTAIN'	433	132	173	26	62	41	40	170	143	353	77	33	109	175	146
	20%	17%	23%	18%	22%	18%	31%	25%	17%	21%	16%	18%	28%	21%	15%
			a				ce	ce					c	c	
TOTAL OUT OF CONTRACT	353	118	135	23	41	38	16	125	147	288	65	22	55	160	138
	16%	15%	18%	15%	15%	16%	13%	18%	17%	17%	13%	12%	14%	20%	15%
														c	
VERY CERTAIN	185	66	70	10	23	16	6	56	89	151	34	11	21	78	85
	9%	8%	9%	7%	8%	7%	5%	8%	10%	9%	7%	6%	5%	10%	9%
NOT 'VERY CERTAIN'	168	52	65	12	18	22	10	69	58	137	31	11	34	81	53
	8%	7%	9%	8%	6%	9%	8%	10%	7%	8%	6%	6%	9%	10%	6%
														c	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	203	71	53	15	30	35	13	72	83	167	35	10	38	82	82
	9%	9%	7%	11%	11%	15%	10%	10%	10%	10%	7%	6%	10%	10%	9%
						b									
NOT SURE IF EVER HAD A CONTRACT	114	38	18	3	14	41	5	15	42	62	52	32	13	20	81
	5%	5%	2%	2%	5%	17%	4%	2%	5%	4%	11%	17%	3%	2%	9%
						abcd			b		bcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
TOTAL IN CONTRACT	1490	816	669	428	436	310	301	1212	136	100	**	162	532	443	446	777
	69%	69%	69%	64%	72%	70%	71%	69%	65%	73%	**	67%	72%	66%	67%	69%
					a											
VERY CERTAIN	1057	591	462	312	309	214	208	863	94	71	**	125	367	299	305	563
	49%	50%	47%	47%	51%	48%	49%	49%	45%	52%	**	51%	50%	45%	46%	50%
NOT 'VERY CERTAIN'	433	225	207	116	127	97	92	349	41	29	**	38	165	144	141	215
	20%	19%	21%	17%	21%	22%	22%	20%	20%	21%	**	15%	22%	22%	21%	19%
TOTAL OUT OF CONTRACT	353	214	136	149	97	59	45	275	40	26	**	33	111	149	122	193
	16%	18%	14%	22%	16%	13%	11%	16%	19%	19%	**	14%	15%	22%	18%	17%
		b		bcd										ab		
VERY CERTAIN	185	117	65	69	52	41	22	144	23	10	**	13	55	87	61	108
	9%	10%	7%	10%	9%	9%	5%	8%	11%	7%	**	5%	8%	13%	9%	10%
		b		d										ab		
NOT 'VERY CERTAIN'	168	97	71	80	45	18	23	131	18	16	**	21	56	62	62	85
	8%	8%	7%	12%	8%	4%	5%	7%	9%	12%	**	9%	8%	9%	9%	8%
				bcd												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	203	90	111	68	43	53	39	176	19	5	**	27	55	59	63	98
	9%	8%	11%	10%	7%	12%	9%	10%	9%	4%	**	11%	7%	9%	9%	9%
			a													
NOT SURE IF EVER HAD A CONTRACT	114	54	58	22	27	23	40	92	14	5	**	21	37	17	38	53
	5%	5%	6%	3%	4%	5%	9%	5%	7%	4%	**	9%	5%	3%	6%	5%
							ab					c				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3008	185	1762	430	1517	1132	815	232	136	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2657	156	1556	375	1338	978	735	181	125	2205	464	2370	293	1648	1011	409
Total	2976	187	1806	440	1553	1130	863	181	136	2531	444	2694	282	1814	1161	450
EE	653 22%	34 18%	415 23%	96 22%	352 23%	249 22%	200 23%	35 19%	27 20%	567 22%	86 19%	604 22%	49 17%	349 19%	305 26% ac	88 20%
O2	508 17%	33 18%	313 17%	71 16%	275 18%	169 15%	176 20% a	25 14%	20 15%	508 20% b	- -%	508 19% b	- -%	263 14%	245 21% ac	62 14%
Vodafone	419 14%	26 14%	266 15%	70 16%	223 14%	157 14%	135 16%	20 11%	15 11%	365 14%	54 12%	391 15%	28 10%	210 12%	209 18% ac	43 10%
'3' / Three	294 10%	25 13% b	140 8%	46 11%	118 8%	100 9%	65 7%	18 10%	12 9%	294 12% b	- -%	294 11% b	- -%	192 11%	102 9%	43 9%
Tesco Mobile	209 7%	18 10%	135 7%	34 8%	119 8%	86 8%	66 8%	16 9%	12 9%	209 8% b	- -%	209 8% b	- -%	114 6%	95 8% c	19 4%
Sky	174 6%	9 5%	131 7%	30 7%	110 7%	92 8%	48 6%	10 6%	8 6%	49 2%	125 28% a	95 4%	79 28% a	148 8% b	26 2%	38 8% b
GiffGaff	173 6%	11 6%	86 5%	29 7%	68 4%	68 6% b	29 3%	16 9% b	12 9% b	173 7% b	- -%	173 6% b	- -%	126 7% b	46 4%	30 7%
Virgin Media	170 6%	4 2%	116 6%	17 4%	103 7%	65 6%	55 6%	12 7%	9 7%	83 3%	87 20% a	115 4%	55 20% a	100 6%	70 6%	17 4%
BT	92 3%	7 4%	60 3%	16 4%	51 3%	33 3%	35 4%	4 2%	2 1%	25 1%	68 15% a	40 1%	52 18% a	72 4% b	21 2%	14 3%
iD Mobile	68 2%	7 4%	39 2%	11 3%	34 2%	30 3%	15 2%	10 6% b	5 4%	68 3% b	- -%	68 3% b	- -%	57 3% b	11 1%	20 4% b
Lebara	43 1%	2 1%	20 1%	2 1%	20 1%	15 1%	7 1%	6 3% b	6 4% b	43 2% b	- -%	43 2%	- -%	38 2% b	5 *% b	24 5% ab
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3008	185	1762	430	1517	1132	815	232	136	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2657	156	1556	375	1338	978	735	181	125	2205	464	2370	293	1648	1011	409
Total	2976	187	1806	440	1553	1130	863	181	136	2531	444	2694	282	1814	1161	450
Smarty	34	3	16	6	13	13	6	2	2	34	-	34	-	31	3	18
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1% b	-%	1%	-%	2% b	*%	4% ab
Plusnet	31	2	22	6	18	17	7	3	3	14	17	21	10	27	4	6
	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	4% a	1%	4% a	1% b	*%	1% b
VOXI	25	-	9	-	9	6	3	-	-	25	-	25	-	22	3	6
	1%	-%	*%	-%	1%	*%	*%	-%	-%	1%	-%	1%	-%	1% b	*%	1% b
Asda Mobile	15	1	6	1	6	4	3	1	-	15	-	15	-	13	2	5
	1%	1%	*%	*%	*%	*%	*%	1%	-%	1%	-%	1%	-%	1%	*%	1% b
TalkTalk	13	1	4	2	3	3	2	-	-	12	2	12	1	11	2	6
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	1%	*%	1% b
Lycamobile	12	1	2	1	2	2	1	-	-	12	-	12	-	8	4	3
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	1%
Utility Warehouse	10	-	7	-	7	6	1	-	-	3	7	3	7	9	1	-
	*%	-%	*%	-%	*%	1%	*%	-%	-%	*%	2% a	*%	3% a	1%	*%	-%
Talkmobile	9	-	8	-	8	4	4	-	-	9	-	9	-	6	4	1
	*%	-%	*%	-%	1%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
Other supplier	22	3	13	3	13	11	4	2	2	22	-	22	-	18	4	7
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	-%	1%	*%	2% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3008	496	1945	783	1658	1447	994	363	225	403	877	530	750
Effective Weighted Sample	2657	446	1716	694	1462	1262	885	307	202	367	770	474	662
Total	2976	407	1949	684	1672	1371	985	301	205	407	1032	545	894
EE	653	74	450	142	382	305	219	66	48	114	217	132	198
	22%	18%	23%	21%	23%	22%	22%	22%	23%	28% b	21%	24%	22%
O2	508	79	333	117	295	213	199	40	27	70	197	92	176
	17%	19%	17%	17%	18%	16%	20% ac	13%	13%	17%	19%	17%	20%
Vodafone	419	53	288	98	243	197	144	39	24	71	136	87	120
	14%	13%	15%	14%	15%	14%	15%	13%	12%	17%	13%	16%	13%
'3' / Three	294	60	154	83	131	128	86	32	22	33	85	49	69
	10%	15% b	8%	12% b	8%	9%	9%	11%	11%	8%	8%	9%	8%
Tesco Mobile	209	25	142	42	125	97	71	26	23	19	66	29	57
	7%	6%	7%	6%	7%	7%	7%	9%	11%	5%	6%	5%	6%
Sky	174	6	138	31	113	99	45	13	11	2	121	36	87
	6%	2%	7% a	5%	7%	7% b	5%	4%	5%	*% a	12% a	7%	10%
GiffGaff	173	36	92	54	75	86	42	29	14	18	55	26	47
	6%	9% b	5%	8% b	4%	6%	4%	9% b	7%	4%	5%	5%	5%
Virgin Media	170	6	134	29	112	71	69	10	7	14	76	22	69
	6%	2%	7% a	4%	7%	5%	7%	3%	3%	4%	7% a	4%	8% a
BT	92	5	68	16	57	31	42	6	3	18	20	19	19
	3%	1%	3%	2%	3%	2%	4% a	2%	1%	4%	2%	3%	2%
iD Mobile	68	14	41	19	37	38	17	9	5	12	18	13	17
	2%	4%	2%	3%	2%	3%	2%	3%	2%	3%	2%	2%	2%
Lebara	43	12	20	12	20	24	9	10	8	6	7	6	7
	1%	3% b	1%	2%	1%	2%	1%	3% b	4% b	1%	1%	1%	1%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3008	496	1945	783	1658	1447	994	363	225	403	877	530	750
Effective Weighted Sample	2657	446	1716	694	1462	1262	885	307	202	367	770	474	662
Total	2976	407	1949	684	1672	1371	985	301	205	407	1032	545	894
Smarty	34	12	17	15	14	20	9	5	4	8	5	9	4
	1%	3%	1%	2%	1%	1%	1%	2%	2%	2%	1%	2%	*%
		b		b									
Plusnet	31	2	23	4	21	19	6	6	5	*	8	3	5
	1%	*%	1%	1%	1%	1%	1%	2%	2%	*%	1%	1%	1%
									b				
VOXI	25	9	9	9	9	9	9	2	2	7	5	7	5
	1%	2%	*%	1%	1%	1%	1%	1%	1%	2%	*%	1%	1%
		b											
Asda Mobile	15	2	6	2	6	2	6	1	*	1	3	1	3
	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	*%	*%
TalkTalk	13	-	4	1	3	1	3	-	-	-	2	1	1
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	*%	*%
Lycamobile	12	6	2	6	2	6	2	2	1	6	1	6	1
	*%	2%	*%	1%	*%	*%	*%	1%	*%	1%	*%	1%	*%
		b		b						b			
Utility Warehouse	10	1	7	1	7	7	1	-	-	3	-	3	-
	*%	*%	*%	*%	*%	1%	*%	-%	-%	1%	-%	1%	-%
Talkmobile	9	-	8	-	8	5	3	-	-	1	4	1	4
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	*%	*%
Other supplier	22	4	12	4	12	12	4	3	2	4	5	4	5
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3008	621	659	155	79	220	547	45	31	1280	767	2346	662
Effective Weighted Sample	2657	535	594	124	70	204	514	40	29	1129	718	2055	606
Total	2976	689	750	144	86	183	471	36	26	1439	654	2345	631
EE	653	178	152	34	**	44	88	**	**	331	132	539	115
	22%	26%	20%	24%	**	24%	19%	**	**	23%	20%	23% b	18%
O2	508	111	157	22	**	17	82	**	**	268	99	407	101
	17%	16%	21%	15%	**	9%	17% a	**	**	19%	15%	17%	16%
Vodafone	419	84	124	11	**	26	74	**	**	208	100	340	79
	14%	12%	16% c	8%	**	14%	16%	**	**	14%	15%	14%	13%
'3' / Three	294	54	64	16	**	18	45	**	**	118	63	235	59
	10%	8%	9%	11%	**	10%	9%	**	**	8%	10%	10%	9%
Tesco Mobile	209	43	42	16	**	17	53	**	**	86	70	142	67
	7%	6%	6%	11%	**	9%	11%	**	**	6%	11% a	6% a	11% a
Sky	174	47	76	7	**	2	13	**	**	123	15	134	40
	6%	7%	10%	5%	**	1%	3%	**	**	9% b	2%	6%	6%
GiffGaff	173	44	29	10	**	9	23	**	**	73	32	139	34
	6%	6%	4%	7%	**	5%	5%	**	**	5%	5%	6%	5%
Virgin Media	170	44	47	8	**	11	24	**	**	91	35	130	40
	6%	6%	6%	5%	**	6%	5%	**	**	6%	5%	6%	6%
BT	92	21	17	8	**	10	16	**	**	38	26	67	26
	3%	3%	2%	5%	**	6%	3%	**	**	3%	4%	3%	4%
iD Mobile	68	18	11	3	**	7	14	**	**	30	21	53	15
	2%	3%	1%	2%	**	4%	3%	**	**	2%	3%	2%	2%
Lebara	43	6	6	1	**	4	9	**	**	13	13	35	8
	1%	1%	1%	1%	**	2%	2%	**	**	1%	2%	1%	1%
Smarty	34	8	5	-	**	4	6	**	**	13	11	25	10
	1%	1%	1%	-%	**	2%	1%	**	**	1%	2%	1%	2%
Plusnet	31	6	2	2	**	3	8	**	**	8	11	18	13
	1%	1%	-%	1%	**	2%	2%	**	**	1%	2%	1%	2% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3008	621	659	155	79	220	547	45	31	1280	767	2346	662
Effective Weighted Sample	2657	535	594	124	70	204	514	40	29	1129	718	2055	606
Total	2976	689	750	144	86	183	471	36	26	1439	654	2345	631
VOXI	25	8	4	3	**	2	3	**	**	12	5	23	3
	1%	1%	1%	2%	**	1%	1%	**	**	1%	1%	1%	*%
Asda Mobile	15	2	2	-	**	2	2	**	**	4	4	9	7
	1%	*%	*%	-%	**	1%	*%	**	**	*%	1%	*%	1%
TalkTalk	13	-	2	-	**	-	1	**	**	2	1	11	3
	*%	-%	*%	-%	**	-%	*%	**	**	*%	*%	*%	*%
Lycamobile	12	5	2	3	**	1	1	**	**	7	2	12	1
	*%	1%	*%	2%	**	1%	*%	**	**	1%	*%	*%	*%
Utility Warehouse	10	1	2	-	**	2	2	**	**	3	4	4	6
	*%	*%	*%	-%	**	1%	*%	**	**	*%	1%	*%	1% a
Talkmobile	9	4	1	-	**	-	2	**	**	5	2	9	-
	*%	1%	*%	-%	**	-%	*%	**	**	*%	*%	*%	-%
Other supplier	22	6	3	2	**	2	5	**	**	9	7	14	8
	1%	1%	*%	1%	**	1%	1%	**	**	1%	1%	1%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3008	859	496	168	487	1012	311	1135	1025	2471	528	172	827	1105	1067
Effective Weighted Sample	2657	814	469	159	442	903	272	980	924	2170	485	158	711	967	978
Total	2976	718	718	147	418	988	350	1116	1012	2479	488	161	833	1115	1018
EE	653	161	186	-	113	192	77	261	217	554	99	28	195	254	204
	22%	22%	26%	-%	27%	19%	22%	23%	21%	22%	20%	18%	23%	23%	20%
		c	ce		ce	c									
O2	508	140	168	-	29	170	39	210	181	430	76	24	130	211	164
	17%	20%	23%	-%	7%	17%	11%	19%	18%	17%	16%	15%	16%	19%	16%
		cd	cde		c	cd		a	a	a					
Vodafone	419	104	118	-	70	128	52	159	139	350	69	23	104	175	140
	14%	14%	16%	-%	17%	13%	15%	14%	14%	14%	14%	14%	13%	16%	14%
		c	c		c	c									
'3' / Three	294	70	69	-	15	139	41	125	96	262	29	5	104	117	70
	10%	10%	10%	-%	4%	14%	12%	11%	9%	11%	6%	3%	13%	10%	7%
		cd	cd			acd	ef	ef	f	ef			c	c	
Tesco Mobile	209	77	56	-	10	65	19	50	85	154	52	21	39	57	110
	7%	11%	8%	-%	2%	7%	6%	4%	8%	6%	11%	13%	5%	5%	11%
		cde	cd			cd			b		bd	abd			ab
Sky	174	22	7	91	35	32	12	68	67	146	27	7	36	72	66
	6%	3%	1%	62%	8%	3%	4%	6%	7%	6%	6%	5%	4%	6%	6%
				abde	abe	b									
GiffGaff	173	37	48	-	7	80	35	77	43	155	18	8	77	52	44
	6%	5%	7%	-%	2%	8%	10%	7%	4%	6%	4%	5%	9%	5%	4%
		cd	cd			cd	ce	ce					bc		
Virgin Media	170	29	18	46	45	31	17	54	68	139	31	7	39	63	68
	6%	4%	3%	31%	11%	3%	5%	5%	7%	6%	6%	4%	5%	6%	7%
				abde	abe										
BT	92	3	3	10	58	18	13	21	31	65	26	9	22	27	42
	3%	*%	*%	7%	14%	2%	4%	2%	3%	3%	5%	5%	3%	2%	4%
				abe	abe	a					bd	b			
iD Mobile	68	24	15	-	3	27	10	24	28	61	7	3	22	23	23
	2%	3%	2%	-%	1%	3%	3%	2%	3%	2%	1%	2%	3%	2%	2%
		d													
Lebara	43	13	7	-	*	22	5	17	10	32	11	4	10	18	15
	1%	2%	1%	-%	*%	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%
		d				d									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3008	859	496	168	487	1012	311	1135	1025	2471	528	172	827	1105	1067
Effective Weighted Sample	2657	814	469	159	442	903	272	980	924	2170	485	158	711	967	978
Total	2976	718	718	147	418	988	350	1116	1012	2479	488	161	833	1115	1018
Smarty	34 1%	12 2%	4 1%	- -%	1 *%	17 2%	4 1%	12 1%	13 1%	28 1%	6 1%	2 1%	9 1%	11 1%	14 1%
Plusnet	31 1%	3 *%	3 *%	- -%	19 5%	6 1%	* *%	10 1%	10 1%	21 1%	10 2%	4 2%	5 1%	11 1%	15 1%
					abce										
VOXI	25 1%	5 1%	3 *%	- -%	2 *%	16 2%	10 3%	10 1%	3 *%	24 1%	1 *%	- -%	17 2%	7 1%	1 *%
							bcde						bc		
Asda Mobile	15 1%	3 *%	3 *%	- -%	- -%	9 1%	5 2%	3 *%	1 *%	10 *%	6 1%	3 2%	6 1%	3 *%	7 1%
							bcd				c	bcd			
TalkTalk	13 *%	1 *%	1 *%	1 *%	1 *%	10 1%	7 2%	3 *%	1 *%	11 *%	2 *%	1 1%	9 1%	1 *%	4 *%
							bcd						b		
Lycamobile	12 *%	1 *%	1 *%	- -%	- -%	10 1%	4 1%	5 *%	4 *%	12 *%	- -%	- -%	7 1%	4 *%	2 *%
Utility Warehouse	10 *%	- -%	- -%	- -%	7 2%	3 *%	- -%	4 *%	2 *%	5 *%	5 1%	3 2%	- -%	4 *%	6 1%
					abe						d	bcd			
Talkmobile	9 *%	4 1%	4 *%	- -%	- -%	1 *%	1 *%	- -%	5 *%	6 *%	3 1%	3 2%	1 *%	1 *%	7 1%
											b	bd			
Other supplier	22 1%	8 1%	3 *%	- -%	2 *%	9 1%	- -%	4 *%	10 1%	13 1%	9 2%	6 4%	1 *%	4 *%	18 2%
											bd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3008	1470	1507	902	873	492	707	2475	276	171	86	362	1028	892	972	1496
Effective Weighted Sample	2657	1300	1335	807	785	441	635	2188	242	149	78	318	898	793	854	1326
Total	2976	1524	1423	817	846	624	659	2442	279	168	86	368	1012	879	948	1488
EE	653	337	313	178	180	156	132	534	66	44	**	74	197	227	191	354
	22%	22%	22%	22%	21%	25%	20%	22%	23%	26%	**	20%	20%	26% b	20%	24%
O2	508	237	265	155	136	112	100	425	35	24	**	65	177	148	160	259
	17%	16%	19%	19%	16%	18%	15%	17%	13%	15%	**	18%	18%	17%	17%	17%
Vodafone	419	212	201	120	123	98	72	348	40	22	**	44	143	133	121	217
	14%	14%	14%	15%	15%	16%	11%	14%	14%	13%	**	12%	14%	15%	13%	15%
'3'/ Three	294	147	144	79	80	47	87	234	30	19	**	37	100	91	88	151
	10%	10%	10%	10%	9%	7%	13% c	10%	11%	11%	**	10%	10%	10%	9%	10%
Tesco Mobile	209	101	108	48	55	52	53	171	13	16	**	33	78	42	83	87
	7%	7%	8%	6%	6%	8%	8%	7%	5%	9%	**	9% c	8% c	5%	9% b	6%
Sky	174	88	83	45	57	26	43	139	24	7	**	23	61	43	59	85
	6%	6%	6%	6%	7%	4%	6%	6%	8%	4%	**	6%	6%	5%	6%	6%
GiffGaff	173	86	83	44	44	33	49	148	16	7	**	22	53	55	63	74
	6%	6%	6%	5%	5%	5%	7%	6%	6%	4%	**	6%	5%	6%	7%	5%
Virgin Media	170	84	84	41	57	29	41	143	19	8	**	24	57	40	54	89
	6%	5%	6%	5%	7%	5%	6%	6%	7%	5%	**	6%	6%	5%	6%	6%
BT	92	61	30	26	23	27	17	74	8	6	**	12	42	19	32	48
	3%	4% b	2%	3%	3%	4%	3%	3%	3%	4%	**	3%	4%	2%	3%	3%
iD Mobile	68	35	32	20	19	12	15	49	10	6	**	8	21	23	21	32
	2%	2%	2%	2%	2%	2%	2%	2%	4%	3%	**	2%	2%	3%	2%	2%
Lebara	43	32	11	14	13	7	8	35	5	1	**	6	13	15	11	25
	1%	2% b	1%	2%	2%	1%	1%	1%	2%	*%	**	2%	1%	2%	1%	2%
Smarty	34	23	10	10	17	2	6	30	1	3	**	1	12	13	8	18
	1%	2%	1%	1%	2% c	*%	1%	1%	*%	2%	**	*%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6B. Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3008	1470	1507	902	873	492	707	2475	276	171	86	362	1028	892	972	1496
Effective Weighted Sample	2657	1300	1335	807	785	441	635	2188	242	149	78	318	898	793	854	1326
Total	2976	1524	1423	817	846	624	659	2442	279	168	86	368	1012	879	948	1488
Plusnet	31	20	11	4	13	8	6	27	3	2	**	2	11	9	10	9
	1%	1%	1%	*%	2%	1%	1%	1%	1%	1%	**	*%	1%	1%	1%	1%
VOXI	25	16	8	8	9	4	5	22	3	1	**	2	15	5	15	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	**	*%	2%	1%	2%	1%
Asda Mobile	15	6	9	4	2	4	6	14	*	-	**	6	5	2	7	3
	1%	*%	1%	*%	*%	1%	1%	1%	*%	-%	**	2% c	1%	*%	1%	*%
TalkTalk	13	9	4	3	4	1	6	11	2	-	**	1	7	3	6	4
	*%	1%	*%	*%	*%	*%	1%	*%	1%	-%	**	*%	1%	*%	1%	*%
Lycamobile	12	6	6	4	2	1	5	10	2	-	**	4	3	2	5	3
	*%	*%	*%	*%	*%	*%	1%	*%	1%	-%	**	1%	*%	*%	1%	*%
Utility Warehouse	10	4	6	3	4	-	3	7	-	3	**	2	6	3	2	8
	*%	*%	*%	*%	*%	-%	*%	*%	-%	2% a	**	*%	1%	*%	*%	1%
Talkmobile	9	6	3	7	1	1	-	5	2	-	**	-	4	4	6	3
	*%	*%	*%	1%	*%	*%	-%	*%	1%	-%	**	-%	*%	*%	1%	*%
Other supplier	22	14	9	4	8	4	6	19	-	1	**	3	7	3	6	11
	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	**	1%	1%	*%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
Sky	641	27	509	100	436	319	217	41	33	485	111	519	77	354	242	62
	25%	21%	27%	26%	27%	28%	25%	23%	24%	25%	26%	25%	28%	24%	27% c	20%
Virgin Media	584	13	408	47	374	218	203	40	30	437	87	469	54	324	200	85
	22%	10%	22% a	12%	23% a	19%	24%	22%	21%	23%	20%	23%	20%	22%	22%	27%
BT	548	8	446	85	369	169	285	19	12	431	70	451	50	302	199	63
	21%	6%	24% a	22%	23%	15%	33% acd	11%	9%	22% b	16%	22%	18%	21%	22%	20%
TalkTalk	242	12	168	25	156	104	76	15	11	214	4	217	1	131	87	25
	9%	10%	9%	7%	10%	9%	9%	8%	8%	11% b	1%	10% b	*%	9%	10%	8%
EE	125	9	71	30	51	62	18	10	7	31	77	63	44	69	39	16
	5%	7%	4%	8% b	3%	6% b	2%	5% b	5%	2%	18% a	3%	16% a	5%	4%	5%
Plusnet	125	6	105	19	92	91	20	19	16	96	16	101	12	75	37	15
	5%	4%	6%	5%	6%	8% b	2%	10% b	12% b	5%	4%	5%	4%	5%	4%	5%
Vodafone	116	6	77	25	58	69	14	16	15	51	54	78	27	68	36	15
	4%	4%	4%	6%	4%	6% b	2%	9% b	11% b	3%	12% a	4%	10% a	5%	4%	5%
NOW/ NOW Broadband	50	3	34	7	31	32	6	7	3	40	2	41	2	23	19	7
	2%	3%	2%	2%	2%	3% b	1%	4% b	2%	2%	1%	2%	1%	2%	2%	2%
Shell Energy/ Post Office	21	2	13	3	12	10	5	4	3	20	-	20	-	13	8	1
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	-%	1%	-%	1%	1%	*%
Hyperoptic	19	5	-	5	-	5	-	3	3	15	1	15	1	12	3	3
	1%	4% b	-%	1% b	-%	*%	-%	2% b	2% b	1%	*%	1%	*%	1%	*%	1%
Utility Warehouse	18	*	17	1	16	13	5	-	-	9	7	9	7	12	5	*
	1%	*%	1%	*%	1%	1%	1%	-%	-%	*%	2% a	*%	3% a	1%	1%	*%

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

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Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
Community Fibre	10	3	-	3	-	2	1	*	-	9	-	9	-	8	1	5
	*/%	2%	-%	1%	-%	*/%	*/%	*/%	-%	*/%	-%	*/%	-%	1%	*/%	1%
		b		b												b
OVO/ SSE	10	3	3	3	3	4	1	*	-	10	*	10	*	9	1	2
	*/%	2%	*/%	1%	*/%	*/%	*/%	*/%	-%	1%	*/%	*/%	*/%	1%	*/%	1%
		b														
Zen	10	8	-	8	-	7	1	-	-	8	-	8	-	6	2	1
	*/%	6%	-%	2%	-%	1%	*/%	-%	-%	*/%	-%	*/%	-%	*/%	*/%	*/%
		b		b												
KCOM	9	-	4	-	4	-	4	-	-	9	-	9	-	7	2	2
	*/%	-%	*/%	-%	*/%	-%	*/%	-%	-%	*/%	-%	*/%	-%	*/%	*/%	1%
John Lewis	7	-	6	-	6	5	1	2	2	7	-	7	-	4	3	1
	*/%	-%	*/%	-%	*/%	*/%	*/%	1%	2%	*/%	-%	*/%	-%	*/%	*/%	*/%
									b							
Gigaclear	6	3	1	4	-	3	1	*	-	3	1	4	-	4	-	2
	*/%	2%	*/%	1%	-%	*/%	*/%	*/%	-%	*/%	*/%	*/%	-%	*/%	-%	1%
		b		b												b
The Phone Co-op	4	3	1	3	1	4	-	2	2	1	-	1	-	1	1	1
	*/%	2%	*/%	1%	*/%	*/%	-%	1%	1%	*/%	-%	*/%	-%	*/%	*/%	*/%
		b		b				b	b							
Other supplier	53	18	1	19	-	13	6	3	3	48	2	50	-	26	24	10
	2%	14%	*/%	5%	-%	1%	1%	2%	2%	2%	*/%	2%	-%	2%	3%	3%
		b		b						b		b				

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
Sky	641	59	581	140	501	382	258	61	41	8	510	88	430
	25%	11%	29%	17%	29%	25%	24%	17%	18%	2%	49%	18%	47%
			a		a	c	c				a		a
Virgin Media	584	122	462	169	415	301	283	77	44	37	349	59	327
	22%	22%	23%	20%	24%	20%	26%	22%	19%	10%	33%	12%	36%
							a				a		a
BT	548	90	458	165	383	264	285	55	35	125	111	147	89
	21%	16%	22%	19%	22%	17%	26%	16%	15%	35%	11%	30%	10%
			a				acd			b		b	
TalkTalk	242	67	175	80	162	137	105	25	16	49	53	52	49
	9%	12%	9%	9%	9%	9%	10%	7%	7%	14%	5%	11%	5%
										b		b	
EE	125	34	91	65	59	90	34	29	16	48	4	48	4
	5%	6%	4%	8%	3%	6%	3%	8%	7%	13%	1%	10%	1%
				b		b		b	b	b		b	
Plusnet	125	19	105	33	92	99	26	26	20	16	7	18	4
	5%	3%	5%	4%	5%	6%	2%	7%	9%	4%	1%	4%	1%
						b		b	b	b		b	
Vodafone	116	30	86	50	66	97	19	28	26	31	2	32	1
	4%	5%	4%	6%	4%	6%	2%	8%	11%	8%	1%	7%	1%
						b		b	ab	b		b	
NOW/ NOW Broadband	50	14	36	20	30	43	7	15	10	4	9	7	7
	2%	3%	2%	2%	2%	3%	1%	4%	4%	1%	1%	1%	1%
						b		b	b				
Shell Energy/ Post Office	21	8	13	9	12	12	10	5	3	4	-	4	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%
										b			
Hyperoptic	19	19	-	19	-	13	7	3	2	5	1	5	1
	1%	3%	0%	2%	0%	1%	1%	1%	1%	1%	1%	1%	1%
		b		b						b			
Utility Warehouse	18	*	17	1	16	12	6	*	-	6	-	6	-
	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%	0%	1%	0%
										b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
Community Fibre	10	10	-	10	-	9	2	5	1	5	-	5	-
	%	2%	-%	1%	-%	1%	%	1%	%	1%	-%	1%	-%
		b		b				b		b		b	
OVO/ SSE	10	7	3	7	3	7	3	2	1	*	-	*	-
	%	1%	%	1%	%	%	%	%	%	%	-%	%	-%
		b		b									
Zen	10	10	-	10	-	8	2	1	1	3	-	3	-
	%	2%	-%	1%	-%	1%	%	%	1%	1%	-%	1%	-%
		b		b						b			
KCOM	9	5	4	5	4	1	8	-	-	2	-	2	-
	%	1%	%	1%	%	%	1%	-%	-%	%	-%	%	-%
						a							
John Lewis	7	1	5	1	5	4	2	3	2	2	1	2	1
	%	%	%	%	%	%	%	1%	1%	%	%	%	%
Gigaclear	6	6	-	6	-	6	-	1	-	2	-	2	-
	%	1%	-%	1%	-%	%	-%	%	-%	1%	-%	%	-%
		b		b									
The Phone Co-op	4	3	1	3	1	4	1	3	3	-	-	-	-
	%	1%	%	%	%	%	%	1%	1%	-%	-%	-%	-%
								b	b				
Other supplier	53	53	-	53	-	35	18	14	10	15	1	16	-
	2%	9%	-%	6%	-%	2%	2%	4%	5%	4%	%	3%	-%
		b		b					b	b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
Sky	641	224	294	37	**	7	31	**	**	518	38	549	92
	25%	34%	40%	27%	**	4%	7%	**	**	37%	6%	26%	18%
			c							b		b	
Virgin Media	584	197	189	44	**	21	47	**	**	386	68	486	98
	22%	30%	25%	33%	**	12%	11%	**	**	27%	11%	23%	19%
										b			
BT	548	104	131	18	**	55	133	**	**	236	187	425	123
	21%	16%	18%	13%	**	32%	31%	**	**	17%	31%	20%	24%
											a		
TalkTalk	242	43	59	12	**	17	54	**	**	102	72	168	74
	9%	6%	8%	9%	**	10%	13%	**	**	7%	12%	8%	14%
											a		a
EE	125	33	18	11	**	11	29	**	**	52	41	107	18
	5%	5%	2%	8%	**	6%	7%	**	**	4%	7%	5%	3%
				b							a		
Plusnet	125	11	12	3	**	22	48	**	**	23	70	79	46
	5%	2%	2%	2%	**	13%	11%	**	**	2%	12%	4%	9%
											a		a
Vodafone	116	22	11	2	**	17	26	**	**	33	43	100	16
	4%	3%	2%	1%	**	10%	6%	**	**	2%	7%	5%	3%
											a		
NOW/ NOW Broadband	50	9	5	1	**	4	16	**	**	14	20	40	10
	2%	1%	1%	1%	**	2%	4%	**	**	1%	3%	2%	2%
											a		
Shell Energy/ Post Office	21	2	2	1	**	1	8	**	**	4	9	11	10
	1%	%	%	1%	**	1%	2%	**	**	%	2%	1%	2%
											a		a
Hyperoptic	19	5	1	1	**	1	4	**	**	6	5	16	3
	1%	1%	%	1%	**	1%	1%	**	**	%	1%	1%	1%
Utility Warehouse	18	2	4	1	**	3	5	**	**	6	8	10	8
	1%	%	1%	1%	**	2%	1%	**	**	%	1%	%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
Community Fibre	10	4	1	3	**	*	1	**	**	5	2	10	-
	*%	1%	*%	2%	**	*%	*%	**	**	*%	*%	*%	-%
				b									
OVO/ SSE	10	*	-	*	**	2	1	**	**	*	4	9	1
	*%	*%	-%	*%	**	1%	*%	**	**	*%	1%	*%	*%
											a		
Zen	10	3	-	1	**	2	3	**	**	3	4	5	5
	*%	*%	-%	1%	**	1%	1%	**	**	*%	1%	*%	1%
KCOM	9	-	2	-	**	1	2	**	**	2	3	9	1
	*%	-%	*%	-%	**	*%	*%	**	**	*%	*%	*%	*%
John Lewis	7	1	2	-	**	1	2	**	**	2	3	4	3
	*%	*%	*%	-%	**	*%	1%	**	**	*%	*%	*%	1%
Gigaclear	6	*	2	*	**	-	-	**	**	2	-	6	-
	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
The Phone Co-op	4	-	-	-	**	-	1	**	**	-	1	2	3
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	*%	1%
Other supplier	53	3	13	-	**	6	14	**	**	16	20	42	11
	2%	*%	2%	-%	**	3%	3%	**	**	1%	3%	2%	2%
											a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
Sky	641	60	345	91	85	59	40	268	238	546	92	17	146	283	209
	25%	8%	47%	62%	21%	11%	20%	27%	25%	26%	20%	11%	23%	28%	22%
Virgin Media			ade	abde	ae			ef	f	ef				c	
	584	84	258	46	78	121	42	251	210	503	79	28	153	249	180
	22%	11%	35%	31%	19%	22%	22%	25%	22%	24%	17%	18%	25%	25%	19%
			ade	ad	a	a		e		e			c	c	
BT	548	305	85	10	67	86	34	155	212	401	146	47	102	176	269
	21%	40%	12%	7%	16%	16%	18%	16%	23%	19%	31%	30%	16%	18%	28%
		bcde			c	c			b		abcd	abd			ab
	242	124	43	1	10	66	28	83	83	193	47	18	67	70	104
	9%	16%	6%	1%	2%	12%	14%	8%	9%	9%	10%	12%	11%	7%	11%
		bcd	cd			bcd							b		b
EE	125	14	-	-	78	33	16	47	41	103	21	8	36	45	44
	5%	2%	-%	-%	19%	6%	8%	5%	4%	5%	5%	5%	6%	5%	5%
		b			abce	abc									
	125	86	4	-	17	19	1	33	52	86	37	21	18	40	66
	5%	11%	1%	-%	4%	4%	1%	3%	6%	4%	8%	14%	3%	4%	7%
		bcde			bc	b			a		abd	abcd			ab
Vodafone	116	35	-	-	55	28	13	52	42	106	10	2	34	54	28
	4%	5%	-%	-%	13%	5%	6%	5%	4%	5%	2%	1%	5%	5%	3%
		bc			abce	bc	e	e		e			c	c	
	50	27	5	-	6	13	5	21	20	45	5	1	15	23	13
	2%	4%	1%	-%	1%	2%	3%	2%	2%	2%	1%	1%	2%	2%	1%
		b													
Shell Energy/ Post Office	21	13	-	-	-	8	-	9	6	15	6	3	5	7	9
	1%	2%	-%	-%	-%	2%	-%	1%	1%	1%	1%	2%	1%	1%	1%
		bd				bd									
	19	-	-	-	1	19	5	13	1	19	-	-	10	9	*
	1%	-%	-%	-%	1%	3%	3%	1%	1%	1%	-%	-%	2%	1%	1%
						abd	ce	ce					c	c	
Utility Warehouse	18	10	-	-	7	*	1	7	7	15	3	3	2	9	6
	1%	1%	-%	-%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
					be										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
Community Fibre	10	-	-	-	-	10	1	8	1	10	-	-	5	3	1
	*%	-%	-%	-%	-%	2%	*%	1%	*%	*%	-%	-%	1%	*%	*%
						abd									
OVO/ SSE	10	3	-	-	*	7	1	5	3	9	1	-	5	4	1
	*%	*%	-%	-%	*%	1%	1%	*%	*%	*%	*%	-%	1%	*%	*%
Zen	10	-	-	-	-	10	-	1	4	6	4	2	-	2	8
	*%	-%	-%	-%	-%	2%	-%	*%	*%	*%	1%	1%	-%	*%	1%
						abd									
KCOM	9	4	-	-	-	5	2	3	3	8	2	-	4	3	2
	*%	1%	-%	-%	-%	1%	1%	*%	*%	*%	*%	-%	1%	*%	*%
John Lewis	7	5	-	-	1	1	1	1	3	5	2	1	1	1	5
	*%	1%	-%	-%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Gigaclear	6	-	-	-	1	6	*	4	1	5	1	-	3	3	1
	*%	-%	-%	-%	*%	1%	*%	*%	*%	*%	*%	-%	*%	*%	*%
						a									
The Phone Co-op	4	1	-	-	-	3	-	2	1	3	1	-	2	1	1
	*%	*%	-%	-%	-%	1%	-%	*%	*%	*%	*%	-%	*%	*%	*%
Other supplier	53	-	-	-	2	51	4	26	13	43	10	4	17	19	17
	2%	-%	-%	-%	*%	9%	2%	3%	1%	2%	2%	2%	3%	2%	2%
						abcd									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
Sky	641	310	323	182	187	136	129	511	75	42	**	82	217	218	193	341
	25%	22%	27%	24%	25%	26%	25%	24%	30%	28%	**	29%	24%	26%	25%	25%
Virgin Media	584	305	275	158	166	132	124	488	57	24	**	74	183	186	174	312
	22%	22%	23%	21%	22%	25%	24%	23%	23%	15%	**	26%	21%	22%	23%	23%
BT	548	304	240	201	143	104	91	430	50	39	**	40	183	190	160	303
	21%	22%	20%	27%	19%	20%	17%	20%	20%	25%	**	14%	21%	23%	21%	22%
TalkTalk	242	126	114	48	68	57	68	197	22	15	**	27	95	56	71	119
	9%	9%	10%	6%	9%	11%	13%	9%	9%	10%	**	9%	11%	7%	9%	9%
EE	125	77	47	39	31	24	28	103	9	11	**	15	52	35	36	59
	5%	6%	4%	5%	4%	5%	5%	5%	3%	8%	**	5%	6%	4%	5%	4%
Plusnet	125	75	47	40	36	22	26	112	6	4	**	15	42	43	35	66
	5%	5%	4%	5%	5%	4%	5%	5%	2%	3%	**	5%	5%	5%	5%	5%
Vodafone	116	73	44	30	46	24	15	98	9	7	**	11	43	37	27	56
	4%	5%	4%	4%	6%	4%	3%	5%	3%	4%	**	4%	5%	4%	4%	4%
NOW/ NOW Broadband	50	23	26	12	17	7	13	41	6	4	**	5	21	14	12	25
	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	**	2%	2%	2%	2%	2%
Shell Energy/ Post Office	21	12	9	7	6	3	6	17	3	-	**	-	13	4	12	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	-%	1%	1%	2%	1%
Hyperoptic	19	13	6	7	8	-	5	16	2	1	**	3	2	10	9	10
	1%	1%	*%	1%	1%	-%	1%	1%	1%	1%	**	1%	*%	1%	1%	1%
Utility Warehouse	18	10	8	4	8	3	3	13	3	1	**	2	6	8	5	10
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
Community Fibre	10	6	5	3	4	3	1	10	-	-	**	1	2	5	3	3
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%	1%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6C. Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
OVO/ SSE	10	4	5	2	3	3	2	8	3	-	**	2	4	2	5	3
	%	%	%	%	%	1%	%	%	1%	-%	**	1%	%	%	1%	%
Zen	10	9	1	3	2	4	1	9	1	-	**	1	4	2	3	7
	%	1%	%	%	%	1%	%	%	%	-%	**	%	%	%	%	%
KCOM	9	2	7	1	4	-	4	9	-	-	**	1	4	2	4	3
	%	%	1%	%	1%	-%	1%	%	-%	-%	**	%	%	%	1%	%
John Lewis	7	2	4	3	3	-	1	6	-	1	**	1	1	1	1	5
	%	%	%	%	%	-%	%	%	-%	%	**	1%	%	%	%	%
Gigaclear	6	5	2	2	4	*	-	6	*	-	**	-	2	2	2	1
	%	%	%	%	1%	%	-%	%	%	-%	**	-%	%	%	%	%
The Phone Co-op	4	4	1	-	-	2	2	3	-	2	**	2	1	1	1	2
	%	%	%	-%	-%	%	%	%	-%	1%	**	1%	%	%	%	%
										a						
Other supplier	53	23	30	15	21	7	8	44	5	2	**	6	14	19	11	35
	2%	2%	3%	2%	3%	1%	2%	2%	2%	1%	**	2%	2%	2%	2%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
I am currently within my minimum contract period	1881	81	1371	263	1189	814	639	157	121	1382	326	1499	209	1034	673	246
	72%	63%	74% a	68%	74%	72%	74%	87% ab	87% ab	72%	75%	72%	76%	71%	74%	78%
My minimum contract period has ended, I am out of contract	402	25	291	61	254	205	111	11	7	310	59	332	37	240	128	42
	15%	19%	16%	16%	16%	18% bcd	13% cd	6%	5%	16%	14%	16%	13%	17%	14%	13%
I don't know whether I am within my minimum contract period or whether it has ended	250	21	155	49	128	88	89	12	11	182	39	196	25	132	89	19
	10%	17% b	8%	13% b	8%	8%	10%	7%	8%	9%	9%	9%	9%	9%	10%	6%
I'm not sure/don't know if I ever had a contract	66	2	48	12	37	24	26	1	1	50	9	55	4	40	19	8
	3%	1%	3%	3%	2%	2%	3%	1% *	1% *	3%	2%	3%	2%	3%	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
I am currently within my minimum contract period	1881	386	1494	590	1291	1104	777	301	205	258	769	360	668
	72%	69%	73%	70%	74%	73%	72%	85% ab	88% ab	72%	73%	73%	73%
My minimum contract period has ended, I am out of contract	402	86	317	131	272	263	139	28	11	51	177	71	157
	15%	15%	16%	15%	16%	17% bcd	13% cd	8%	5%	14%	17%	14%	17%
I don't know whether I am within my minimum contract period or whether it has ended	250	72	178	100	150	125	125	20	13	39	86	48	76
	10%	13% b	9%	12% b	9%	8%	12% acd	6%	6%	11%	8%	10%	8%
I'm not sure/don't know if I ever had a contract	66	17	49	28	38	30	36	4	2	13	15	17	11
	3%	3%	2%	3%	2%	2%	3%	1%	1%	4%	1%	3% b	1%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
I am currently within my minimum contract period	1881	466	562	107	**	120	317	**	**	1028	437	1501	380
	72%	70%	75%	79%	**	70%	75%	**	**	73%	73%	72%	73%
My minimum contract period has ended, I am out of contract	402	138	90	21	**	27	62	**	**	228	89	337	65
	15%	21%	12%	15%	**	16%	14%	**	**	16%	15%	16%	12%
		b											
I don't know whether I am within my minimum contract period or whether it has ended	250	46	78	8	**	20	33	**	**	124	53	195	55
	10%	7%	10%	6%	**	12%	8%	**	**	9%	9%	9%	11%
I'm not sure/don't know if I ever had a contract	66	12	16	-	**	5	14	**	**	28	19	44	22
	3%	2%	2%	-%	**	3%	3%	**	**	2%	3%	2%	4%
													a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
I am currently within my minimum contract period	1881	560	550	112	293	377	138	713	671	1522	352	117	458	708	708
	72%	72%	74%	76%	72%	69%	71%	72%	71%	72%	75%	76%	73%	71%	73%
My minimum contract period has ended, I am out of contract	402	112	129	19	64	80	31	150	165	346	57	16	83	184	135
	15%	15%	17%	13%	16%	15%	16%	15%	18% e	16%	12%	10%	13%	18% ac	14%
I don't know whether I am within my minimum contract period or whether it has ended	250	72	51	13	44	71	18	115	79	212	36	10	69	97	83
	10%	9%	7%	9%	11%	13% b	9%	12%	8%	10%	8%	6%	11%	10%	9%
I'm not sure/don't know if I ever had a contract	66	29	10	3	7	17	8	9	26	43	23	12	13	14	39
	3%	4% b	1%	2%	2%	3%	4% b	1%	3% b	2%	5% bd	8% bcd	2%	1%	4% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
I am currently within my minimum contract period	1881	1019	844	524	553	393	388	1527	181	120	**	201	668	581	544	991
	72%	74%	71%	69%	73%	74%	74%	72%	72%	79%	**	70%	75% c	70%	71%	72%
My minimum contract period has ended, I am out of contract	402	233	168	153	121	64	63	331	31	24	**	38	136	174	120	227
	15%	17%	14%	20% cd	16%	12%	12%	16%	13%	16%	**	13%	15%	21% ab	16%	17%
I don't know whether I am within my minimum contract period or whether it has ended	250	107	140	71	63	61	53	208	31	7	**	37	66	69	82	114
	10%	8%	12% a	9%	8%	12%	10%	10%	12%	5%	**	13% b	7%	8%	11%	8%
I'm not sure/don't know if I ever had a contract	66	22	42	10	18	13	22	57	7	1	**	10	19	12	18	36
	3%	2%	4% a	1%	2%	2%	4% a	3%	3%	1%	**	3%	2%	1%	2%	3%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1919	90	1323	263	1150	814	599	191	121	1389	367	1518	238	1086	670	271
Effective Weighted Sample	1687	80	1167	233	1013	707	539	154	111	1208	341	1326	220	952	590	229
Total	1881	81	1371	263	1189	814	639	157	121	1382	326	1499	209	1034	673	246
Very certain	1394	**	1040	176	923	620	479	127	98	1042	245	1128	159	785	502	182
	74%	**	76%	67%	78%	76%	75%	81%	81%	75%	75%	75%	76%	76%	75%	74%
Fairly certain	422	**	294	78	236	172	142	29	22	302	70	327	44	222	150	57
	22%	**	21%	30%	20%	21%	22%	19%	18%	22%	21%	22%	21%	21%	22%	23%
Not very certain	50	**	28	6	24	18	11	1	1	31	7	34	5	21	18	4
	3%	**	2%	2%	2%	2%	2%	1%	1%	2%	2%	2%	2%	2%	3%	1%
Don't know	15	**	9	3	7	3	7	-	-	7	4	10	1	7	4	3
	1%	**	1%	1%	1%	*%	1%	-%	-%	*%	1%	1%	*%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1919	441	1478	650	1269	1150	769	347	221	261	643	352	552
Effective Weighted Sample	1687	393	1300	575	1117	1002	685	298	199	239	565	315	487
Total	1881	386	1494	590	1291	1104	777	301	205	258	769	360	668
Very certain	1394	267	1128	399	996	821	574	233	162	184	560	248	496
	74%	69%	75%	68%	77%	74%	74%	77%	79%	71%	73%	69%	74%
			a		a								
Fairly certain	422	96	326	157	264	247	174	60	40	64	190	97	157
	22%	25%	22%	27%	20%	22%	22%	20%	19%	25%	25%	27%	23%
			b		b								
Not very certain	50	18	32	25	24	30	20	6	2	8	13	11	11
	3%	5%	2%	4%	2%	3%	3%	2%	1%	3%	2%	3%	2%
		b		b									
Don't know	15	6	9	8	7	6	9	1	1	2	6	4	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1919	416	488	113	60	149	380	34	25	904	529	1507	412
Effective Weighted Sample	1687	357	439	91	53	140	359	31	23	796	499	1315	375
Total	1881	466	562	107	66	120	317	26	20	1028	437	1501	380
Very certain	1394	324	420	74	**	96	255	**	**	744	351	1097	298
	74%	70%	75%	69%	**	80%	80%	**	**	72%	80% a	73%	78%
Fairly certain	422	125	128	30	**	22	53	**	**	254	75	354	67
	22%	27%	23%	28%	**	18%	17%	**	**	25% b	17%	24%	18%
Not very certain	50	15	6	3	**	2	8	**	**	22	10	37	12
	3%	3%	1%	2%	**	1%	3%	**	**	2%	2%	2%	3%
Don't know	15	1	7	-	**	-	1	**	**	8	1	12	3
	1%	*%	1%	-%	**	-%	*%	**	**	1%	*%	1%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	1919	660	376	126	344	424	125	726	672	1523	389	129	462	701	749
Effective Weighted Sample	1687	620	355	119	314	381	104	622	605	1328	358	119	387	613	686
Total	1881	560	550	112	293	377	138	713	671	1522	352	117	458	708	708
Very certain	1394	443	400	86	211	263	84	488	541	1113	277	87	302	521	568
	74%	79%	73%	77%	72%	70%	61%	68%	81%	73%	79%	74%	66%	74%	80%
		e							abd	a	ab			a	ab
Fairly certain	422	101	137	22	71	91	43	204	113	360	58	24	134	169	115
	22%	18%	25%	20%	24%	24%	31%	29%	17%	24%	17%	21%	29%	24%	16%
			a				ce	ce		ce			c	c	
Not very certain	50	14	7	2	9	17	7	18	15	39	10	2	15	17	18
	3%	3%	1%	2%	3%	5%	5%	2%	2%	3%	3%	2%	3%	2%	3%
						b									
Don't know	15	1	5	2	2	6	4	4	1	9	6	3	7	1	7
	1%	*%	1%	1%	1%	1%	3%	1%	*%	1%	2%	3%	2%	*%	1%
							cd				c	bcd	b		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1919	990	911	584	583	303	424	1565	175	124	55	200	682	596	562	1009
Effective Weighted Sample	1687	874	801	519	528	271	380	1376	153	107	51	173	592	529	490	889
Total	1881	1019	844	524	553	393	388	1527	181	120	54	201	668	581	544	991
Very certain	1394	773	610	398	423	282	274	1135	134	88	**	154	488	427	383	759
	74%	76%	72%	76%	76%	72%	71%	74%	74%	74%	**	76%	73%	74%	70%	77% a
Fairly certain	422	213	204	108	112	103	97	341	42	26	**	41	159	133	135	205
	22%	21%	24%	21%	20%	26%	25%	22%	23%	22%	**	21%	24%	23%	25%	21%
Not very certain	50	28	22	16	13	6	15	38	5	4	**	4	17	20	20	24
	3%	3%	3%	3%	2%	1%	4%	2%	3%	3%	**	2%	2%	3%	4%	2%
Don't know	15	5	8	2	5	3	2	12	-	1	**	1	4	1	7	3
	1%	1%	1%	*%	1%	1%	1%	1%	-%	1%	**	1%	1%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	418	29	284	66	247	205	108	22	6	319	66	345	40	254	131	51
Effective Weighted Sample	366	24	251	56	219	177	98	14	6	277	61	301	36	221	116	40
Total	402	25	291	61	254	205	111	11	7	310	59	332	37	240	128	42
Very certain	210	**	163	**	144	109	63	**	**	162	**	174	**	126	70	**
	52%	**	56%	**	57%	53%	57%	**	**	52%	**	52%	**	53%	54%	**
Fairly certain	157	**	108	**	93	80	39	**	**	121	**	130	**	95	47	**
	39%	**	37%	**	37%	39%	35%	**	**	39%	**	39%	**	40%	37%	**
Not very certain	30	**	16	**	13	13	7	**	**	22	**	24	**	17	8	**
	7%	**	6%	**	5%	6%	6%	**	**	7%	**	7%	**	7%	7%	**
Don't know	5	**	4	**	4	2	2	**	**	5	**	5	**	2	3	**
	1%	**	1%	**	1%	1%	1%	**	**	2%	**	1%	**	1%	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	418	102	316	148	270	270	148	38	12	54	154	73	135
Effective Weighted Sample	366	89	278	129	238	234	133	28	10	49	135	65	119
Total	402	86	317	131	272	263	139	28	11	51	177	71	157
Very certain	210	36	175	58	152	134	76	**	**	**	91	**	82
	52%	42%	55%	44%	56%	51%	55%	**	**	**	52%	**	52%
Fairly certain	157	37	120	55	102	107	50	**	**	**	74	**	65
	39%	43%	38%	42%	37%	41%	36%	**	**	**	42%	**	42%
Not very certain	30	12	18	16	14	19	11	**	**	**	9	**	7
	7%	14%	6%	12%	5%	7%	8%	**	**	**	5%	**	4%
		b		b									
Don't know	5	1	4	1	4	3	2	**	**	**	3	**	3
	1%	1%	1%	1%	1%	1%	2%	**	**	**	2%	**	2%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~d	a	b	a	~b
Unweighted total	418	128	80	25	10	33	75	5	3	208	108	348	70
Effective Weighted Sample	366	110	72	20	9	30	73	4	3	182	104	302	64
Total	402	138	90	21	11	27	62	4	3	228	89	337	65
Very certain	210	74	**	**	**	**	**	**	**	116	55	173	**
	52%	54%	**	**	**	**	**	**	**	51%	62%	51%	**
Fairly certain	157	53	**	**	**	**	**	**	**	96	26	133	**
	39%	39%	**	**	**	**	**	**	**	42%	29%	39%	**
Not very certain	30	10	**	**	**	**	**	**	**	13	8	27	**
	7%	7%	**	**	**	**	**	**	**	6%	9%	8%	**
Don't know	5	1	**	**	**	**	**	**	**	3	-	4	**
	1%	1%	**	**	**	**	**	**	**	1%	-%	1%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	418	136	93	22	76	93	31	156	170	357	61	18	91	188	139
Effective Weighted Sample	366	129	88	20	68	82	25	134	151	310	56	17	76	163	127
Total	402	112	129	19	64	80	31	150	165	346	57	16	83	184	135
Very certain	210	62	**	**	**	**	**	68	101	181	**	**	**	92	82
	52%	55%	**	**	**	**	**	45%	62%	52%	**	**	**	50%	61%
								b							
Fairly certain	157	41	**	**	**	**	**	62	55	135	**	**	**	77	45
	39%	37%	**	**	**	**	**	41%	34%	39%	**	**	**	42%	33%
Not very certain	30	8	**	**	**	**	**	18	7	26	**	**	**	14	7
	7%	7%	**	**	**	**	**	12%	4%	8%	**	**	**	8%	5%
Don't know	5	1	**	**	**	**	**	3	1	4	**	**	**	1	1
	1%	1%	**	**	**	**	**	2%	*%	1%	**	**	**	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?

Base : Those responsible for the household's fixed broadband service responding they are out of contract

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	418	240	177	171	126	51	68	347	33	24	14	39	143	174	132	228
Effective Weighted Sample	366	209	157	153	112	45	60	305	28	21	12	33	125	153	114	203
Total	402	233	168	153	121	64	63	331	31	24	16	38	136	174	120	227
Very certain	210	126	83	76	59	**	**	177	**	**	**	**	67	100	69	122
	52%	54%	49%	50%	49%	**	**	53%	**	**	**	**	49%	58%	58%	54%
Fairly certain	157	90	67	65	49	**	**	126	**	**	**	**	60	60	41	88
	39%	39%	40%	42%	41%	**	**	38%	**	**	**	**	44%	35%	34%	39%
Not very certain	30	17	13	11	10	**	**	23	**	**	**	**	7	12	7	15
	7%	7%	8%	7%	8%	**	**	7%	**	**	**	**	5%	7%	6%	7%
Don't know	5	1	4	1	2	**	**	5	**	**	**	**	2	2	3	2
	1%	*%	3%	1%	1%	**	**	1%	**	**	**	**	1%	1%	2%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted total	1032	65	653	178	540	414	304	72	37	744	177	814	107	576	345	137
Effective Weighted Sample	902	55	572	154	473	352	275	52	34	644	162	708	96	499	304	110
Total	994	60	662	181	541	401	321	53	41	719	154	780	93	536	338	114
Within the last 2 years	566	**	362	89	300	231	158	**	**	410	88	446	52	304	194	74
	57%	**	55%	49%	55%	58%	49%	**	**	57%	57%	57%	56%	57%	58%	65%
Longer than 2 years ago	345	**	244	78	197	146	129	**	**	255	52	272	35	195	112	34
	35%	**	37%	43%	36%	36%	40%	**	**	35%	34%	35%	37%	36%	33%	30%
Don't know	83	**	56	14	44	24	34	**	**	53	15	62	6	37	31	6
	8%	**	9%	8%	8%	6%	11%	**	**	7%	9%	8%	7%	7%	9%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1032	291	741	422	610	600	432	134	68	158	350	213	295
Effective Weighted Sample	902	254	650	367	536	516	386	107	58	141	303	185	257
Total	994	259	735	391	603	568	427	112	65	152	396	214	334
Within the last 2 years	566	157	409	228	338	341	225	87	**	99	210	134	176
	57%	60%	56%	58%	56%	60%	53%	78%	**	66%	53%	62%	53%
								ab		b			
Longer than 2 years ago	345	82	263	127	218	182	163	18	**	44	149	62	130
	35%	32%	36%	32%	36%	32%	38%	16%	**	29%	37%	29%	39%
						c	c						
Don't know	83	20	63	37	47	44	39	7	**	9	37	19	27
	8%	8%	9%	9%	8%	8%	9%	6%	**	6%	9%	9%	8%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1032	255	253	64	25	72	160	15	10	508	232	823	209
Effective Weighted Sample	902	213	228	47	22	67	151	13	9	441	218	712	194
Total	994	264	284	50	27	60	132	13	9	548	191	808	187
Within the last 2 years	566	154	155	**	**	**	84	**	**	310	119	467	98
	57%	58%	55%	**	**	**	64%	**	**	57%	62%	58%	53%
Longer than 2 years ago	345	88	104	**	**	**	41	**	**	192	63	279	66
	35%	33%	37%	**	**	**	31%	**	**	35%	33%	35%	35%
Don't know	83	22	24	**	**	**	7	**	**	46	10	61	22
	8%	8%	9%	**	**	**	5%	**	**	8%	5%	8%	12%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1032	320	188	61	195	273	95	443	312	850	178	65	301	387	340
Effective Weighted Sample	902	300	176	57	175	241	80	380	279	738	163	59	252	340	309
Total	994	268	268	52	163	249	99	432	298	829	162	59	286	390	314
Within the last 2 years	566	157	138	**	93	152	**	267	141	468	96	**	188	201	175
	57%	59%	52%	**	57%	61%	**	62%	47%	56%	60%	**	66%	52%	56%
								c		c	c		bc		
Longer than 2 years ago	345	92	104	**	56	77	**	133	137	295	48	**	67	163	114
	35%	34%	39%	**	35%	31%	**	31%	46%	36%	30%	**	23%	42%	36%
								bde					a	a	
Don't know	83	19	25	**	13	20	**	32	20	66	17	**	31	26	26
	8%	7%	9%	**	8%	8%	**	7%	7%	8%	10%	**	11%	7%	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1032	483	537	317	295	166	243	848	102	55	27	124	349	322	333	507
Effective Weighted Sample	902	420	472	279	265	148	216	744	87	47	25	106	299	288	287	448
Total	994	482	501	284	272	209	220	811	100	55	29	118	335	309	313	487
Within the last 2 years	566	269	291	154	168	120	117	478	42	**	**	63	198	182	188	277
	57%	56%	58%	54%	62%	57%	53%	59%	42%	**	**	54%	59%	59%	60%	57%
Longer than 2 years ago	345	172	168	110	86	68	80	266	49	**	**	48	115	104	107	172
	35%	36%	34%	39%	32%	32%	36%	33%	49%	**	**	41%	34%	34%	34%	35%
Don't know	83	41	42	20	19	22	23	67	9	**	**	6	22	23	17	38
	8%	8%	8%	7%	7%	10%	10%	8%	9%	**	**	5%	7%	7%	6%	8%

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

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Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted total	1032	65	653	178	540	414	304	72	37	744	177	814	107	576	345	137
Effective Weighted Sample	902	55	572	154	473	352	275	52	34	644	162	708	96	499	304	110
Total	994	60	662	181	541	401	321	53	41	719	154	780	93	536	338	114
Yes	306	**	196	53	157	132	78	**	**	220	48	238	30	186	81	46
	31%	**	30%	29%	29%	33%	24%	**	**	31%	31%	30%	32%	35% b	24%	40% b
No	622	**	426	116	350	246	220	**	**	458	97	497	58	318	237	63
	63%	**	64%	64%	65%	61%	69%	**	**	64%	63%	64%	62%	59%	70% ac	55%
Don't know	66	**	40	12	34	22	23	**	**	41	10	45	6	32	19	5
	7%	**	6%	6%	6%	6%	7%	**	**	6%	6%	6%	6%	6%	6%	4%

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

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Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1032	291	741	422	610	600	432	134	68	158	350	213	295
Effective Weighted Sample	902	254	650	367	536	516	386	107	58	141	303	185	257
Total	994	259	735	391	603	568	427	112	65	152	396	214	334
Yes	306	88	219	124	182	187	119	58	**	42	137	66	113
	31%	34%	30%	32%	30%	33%	28%	52%	**	28%	35%	31%	34%
								ab					
No	622	148	473	237	385	344	277	50	**	97	241	133	205
	63%	57%	64%	60%	64%	61%	65%	45%	**	64%	61%	62%	62%
						c	c						
Don't know	66	23	43	31	35	36	30	4	**	13	18	15	16
	7%	9%	6%	8%	6%	6%	7%	4%	**	8%	4%	7%	5%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1032	255	253	64	25	72	160	15	10	508	232	823	209
Effective Weighted Sample	902	213	228	47	22	67	151	13	9	441	218	712	194
Total	994	264	284	50	27	60	132	13	9	548	191	808	187
Yes	306	96	83	**	**	**	29	**	**	179	46	266	40
	31%	36%	29%	**	**	**	22%	**	**	33%	24%	33%	21%
												b	
No	622	156	183	**	**	**	96	**	**	338	135	496	125
	63%	59%	64%	**	**	**	73%	**	**	62%	71%	61%	67%
Don't know	66	13	18	**	**	**	7	**	**	31	10	45	22
	7%	5%	6%	**	**	**	5%	**	**	6%	5%	6%	12%
												a	

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1032	320	188	61	195	273	95	443	312	850	178	65	301	387	340
Effective Weighted Sample	902	300	176	57	175	241	80	380	279	738	163	59	252	340	309
Total	994	268	268	52	163	249	99	432	298	829	162	59	286	390	314
Yes	306	70	89	**	49	81	**	158	80	266	39	**	91	135	78
	31%	26%	33%	**	30%	33%	**	37%	27%	32%	24%	**	32%	35%	25%
								ce						c	
No	622	177	169	**	105	144	**	246	196	506	113	**	173	233	214
	63%	66%	63%	**	64%	58%	**	57%	66%	61%	70%	**	60%	60%	68%
											b				
Don't know	66	21	9	**	9	23	**	27	21	56	10	**	23	21	22
	7%	8%	3%	**	5%	9%	**	6%	7%	7%	6%	**	8%	5%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1032	483	537	317	295	166	243	848	102	55	27	124	349	322	333	507
Effective Weighted Sample	902	420	472	279	265	148	216	744	87	47	25	106	299	288	287	448
Total	994	482	501	284	272	209	220	811	100	55	29	118	335	309	313	487
Yes	306	145	160	92	94	55	65	259	23	**	**	33	116	94	108	147
	31%	30%	32%	32%	34%	26%	29%	32%	23%	**	**	28%	35%	30%	34%	30%
No	622	310	303	180	158	133	143	499	70	**	**	80	200	198	187	313
	63%	64%	60%	63%	58%	64%	65%	62%	70%	**	**	68%	60%	64%	60%	64%
Don't know	66	27	39	12	20	21	12	53	7	**	**	5	18	16	18	27
	7%	6%	8%	4%	7%	10%	6%	7%	7%	**	**	4%	5%	5%	6%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
VERY CERTAIN IN CONTRACT	1394	60	1040	176	923	620	479	127	98	1042	245	1128	159	785	502	182
	54%	46%	56%	46%	57% a	55%	55%	70% ab	70% ab	54%	57%	54%	58%	54%	55%	58%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	756	43	489	133	398	308	224	45	34	536	118	579	75	408	246	96
	29%	33%	26%	35% b	25%	27%	26%	25%	25%	28%	27%	28%	27%	28%	27%	31%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	135	10	99	31	79	44	65	3	3	102	23	113	12	73	52	9
	5%	8%	5%	8%	5%	4%	8% ac	2%	2%	5%	5%	5%	4%	5%	6%	3%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	7	74	16	64	48	32	5	4	80	14	87	7	54	40	8
	4%	5%	4%	4%	4%	4%	4%	3%	3%	4%	3%	4%	3%	4%	4%	3%
VERY CERTAIN OUT OF CONTRACT	210	10	163	28	144	109	63	1	-	162	33	174	22	126	70	19
	8%	7%	9%	7%	9%	10% cd	7% cd	1%	-%	8%	8%	8%	8%	9%	8%	6%
SUMMARY																
IN CONTRACT	2150	102	1529	310	1321	928	703	172	132	1578	363	1707	234	1194	748	278
	83%	79%	82%	80%	82%	82%	81%	95% ab	95% ab	82%	84%	82%	85%	82%	82%	88% ab
OUT OF CONTRACT	314	16	237	45	208	157	96	7	4	243	47	261	29	180	110	27
	12%	13%	13%	12%	13%	14% cd	11% cd	4%	3%	13%	11%	13%	11%	12%	12%	9%

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND -												
	SIMPLE REGARD				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
VERY CERTAIN IN CONTRACT	1394	267	1128	399	996	821	574	233	162	184	560	248	496
	54%	48%	55%	47%	57%	54%	53%	66%	70%	51%	53%	50%	54%
			a		a			ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	756	211	545	308	448	449	307	102	58	127	298	176	250
	29%	38%	27%	36%	26%	29%	29%	29%	25%	35%	28%	35%	27%
		b		b								b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	135	28	107	49	86	56	79	3	3	14	50	22	42
	5%	5%	5%	6%	5%	4%	7%	1%	1%	4%	5%	4%	5%
						c	acd						
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	20	83	35	68	63	40	8	4	10	48	16	42
	4%	4%	4%	4%	4%	4%	4%	2%	2%	3%	5%	3%	5%
VERY CERTAIN OUT OF CONTRACT	210	36	175	58	152	134	76	8	5	25	91	34	82
	8%	6%	9%	7%	9%	9%	7%	2%	2%	7%	9%	7%	9%
						cd	cd						
SUMMARY													
IN CONTRACT	2150	477	1673	707	1444	1269	881	334	221	311	858	424	746
	83%	85%	82%	83%	82%	83%	82%	95%	95%	86%	82%	85%	82%
								ab	ab				

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND -				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	SIMPLE		REGARD										
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
OUT OF CONTRACT	314	56	258	93	221	198	116	16	9	35	139	50	124
	12%	10%	13%	11%	13%	13%	11%	5%	4%	10%	13%	10%	14%
						cd	cd						

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
VERY CERTAIN IN CONTRACT	1394	324	420	74	**	96	255	**	**	744	351	1097	298
	54%	49%	56%	55%	**	56%	60%	**	**	53%	59%	53%	57%
			a										
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	756	209	216	44	**	44	96	**	**	425	140	629	127
	29%	32%	29%	32%	**	26%	23%	**	**	30%	23%	30%	24%
										b		b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	135	24	41	3	**	10	21	**	**	64	31	91	43
	5%	4%	5%	2%	**	6%	5%	**	**	5%	5%	4%	8%
													a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	32	27	4	**	6	15	**	**	58	21	87	17
	4%	5%	4%	3%	**	3%	3%	**	**	4%	3%	4%	3%
VERY CERTAIN OUT OF CONTRACT	210	74	42	11	**	16	39	**	**	116	55	173	38
	8%	11%	6%	8%	**	9%	9%	**	**	8%	9%	8%	7%
		b											
SUMMARY													
IN CONTRACT	2150	533	636	119	**	140	351	**	**	1169	491	1726	424
	83%	80%	85%	87%	**	82%	82%	**	**	83%	82%	83%	81%
OUT OF CONTRACT	314	106	69	15	**	22	54	**	**	174	75	259	54
	12%	16%	9%	11%	**	13%	13%	**	**	12%	13%	12%	10%
		b											

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
VERY CERTAIN IN CONTRACT	1394	443	400	86	211	263	84	488	541	1113	277	87	302	521	568
	54%	57%	54%	59%	52%	48%	43%	49%	58%	52%	59%	56%	48%	52%	59%
		e							abd		abd				ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	756	194	200	39	125	201	84	354	199	637	116	44	238	288	226
	29%	25%	27%	26%	31%	37%	43%	36%	21%	30%	25%	28%	38%	29%	23%
						ab	cdef	cde		c			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	135	43	35	7	21	28	8	39	56	103	32	12	28	44	62
	5%	6%	5%	5%	5%	5%	4%	4%	6%	5%	7%	8%	5%	4%	6%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	30	32	5	17	19	7	39	43	89	14	4	19	58	27
	4%	4%	4%	4%	4%	4%	4%	4%	5%	4%	3%	3%	3%	6%	3%
														c	
VERY CERTAIN OUT OF CONTRACT	210	62	72	9	34	33	11	68	101	181	29	8	36	92	82
	8%	8%	10%	6%	8%	6%	6%	7%	11%	9%	6%	5%	6%	9%	9%
									be						
SUMMARY															
IN CONTRACT	2150	637	601	125	335	464	168	842	740	1750	393	131	540	809	794
	83%	82%	81%	85%	82%	85%	86%	85%	79%	82%	84%	85%	87%	81%	82%
								c					b		
OUT OF CONTRACT	314	92	104	15	51	53	19	107	145	270	44	12	55	150	109
	12%	12%	14%	10%	12%	10%	10%	11%	15%	13%	9%	8%	9%	15%	11%
									bef					a	

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
VERY CERTAIN IN CONTRACT	1394	773	610	398	423	282	274	1135	134	88	**	154	488	427	383	759
	54%	56%	51%	53%	56%	53%	52%	53%	54%	58%	**	54%	55%	51%	50%	55%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	756	377	370	208	214	160	165	617	72	42	**	86	269	225	255	359
	29%	27%	31%	27%	28%	30%	31%	29%	29%	28%	**	30%	30%	27%	33% b	26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	135	47	85	34	26	35	40	110	19	3	**	20	29	41	38	71
	5%	3%	7% a	4%	3%	7%	8% b	5%	8%	2%	**	7% b	3%	5%	5%	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	58	45	42	33	14	15	84	8	9	**	12	37	43	20	57
	4%	4%	4%	5%	4%	3%	3%	4%	3%	6%	**	4%	4%	5%	3%	4%
VERY CERTAIN OUT OF CONTRACT	210	126	83	76	59	40	32	177	16	9	**	14	67	100	69	122
	8%	9%	7%	10% d	8%	8%	6%	8%	6%	6%	**	5%	7%	12% ab	9%	9%
SUMMARY																
IN CONTRACT	2150	1150	981	606	636	442	439	1752	206	131	**	239	757	652	638	1117
	83%	83%	82%	80%	84%	83%	83%	83%	83%	86%	**	84%	85% c	78%	83%	82%

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
OUT OF CONTRACT	314	184	128	118	92	54	47	260	24	18	**	27	104	143	88	179
	12%	13%	11%	16% cd	12%	10%	9%	12%	10%	12%	**	9%	12%	17% ab	12%	13%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
TOTAL IN CONTRACT	1881	81	1371	263	1189	814	639	157	121	1382	326	1499	209	1034	673	246
	72%	63%	74% a	68%	74%	72%	74%	87% ab	87% ab	72%	75%	72%	76%	71%	74%	78%
VERY CERTAIN	1394	60	1040	176	923	620	479	127	98	1042	245	1128	159	785	502	182
	54%	46%	56%	46%	57% a	55%	55%	70% ab	70% ab	54%	57%	54%	58%	54%	55%	58%
NOT 'VERY CERTAIN'	486	22	331	87	266	193	159	30	23	340	81	371	50	249	171	64
	19%	17%	18%	23% b	17%	17%	18%	17%	17%	18%	19%	18%	18%	17%	19%	20%
TOTAL OUT OF CONTRACT	402	25	291	61	254	205	111	11	7	310	59	332	37	240	128	42
	15%	19%	16%	16%	16%	18% bcd	13% cd	6%	5%	16%	14%	16%	13%	17%	14%	13%
VERY CERTAIN	210	10	163	28	144	109	63	1	-	162	33	174	22	126	70	19
	8%	7%	9%	7%	9%	10% cd	7% cd	1%	-%	8%	8%	8%	8%	9%	8%	6%
NOT 'VERY CERTAIN'	192	15	128	33	110	95	47	10	7	147	26	158	15	114	59	23
	7%	12%	7%	9%	7%	8%	5%	6%	5%	8%	6%	8%	5%	8%	6%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	250	21	155	49	128	88	89	12	11	182	39	196	25	132	89	19
	10%	17% b	8%	13% b	8%	8%	10%	7%	8%	9%	9%	9%	9%	9%	10%	6%
NOT SURE IF EVER HAD A CONTRACT	66	2	48	12	37	24	26	1	1	50	9	55	4	40	19	8
	3%	1%	3%	3%	2%	2%	3%	*%	*%	3%	2%	3%	2%	3%	2%	3%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
TOTAL IN CONTRACT	1881	386	1494	590	1291	1104	777	301	205	258	769	360	668
	72%	69%	73%	70%	74%	73%	72%	85% ab	88% ab	72%	73%	73%	73%
VERY CERTAIN	1394	267	1128	399	996	821	574	233	162	184	560	248	496
	54%	48%	55% a	47%	57% a	54%	53%	66% ab	70% ab	51%	53%	50%	54%
NOT 'VERY CERTAIN'	486	120	367	191	295	283	203	68	43	74	210	112	172
	19%	21%	18%	23% b	17%	19%	19%	19%	18%	21%	20%	23%	19%
TOTAL OUT OF CONTRACT	402	86	317	131	272	263	139	28	11	51	177	71	157
	15%	15%	16%	15%	16%	17% bcd	13% cd	8%	5%	14%	17%	14%	17%
VERY CERTAIN	210	36	175	58	152	134	76	8	5	25	91	34	82
	8%	6%	9%	7%	9%	9% cd	7% cd	2%	2%	7%	9%	7%	9%
NOT 'VERY CERTAIN'	192	50	142	73	119	129	63	20	7	26	86	37	75
	7%	9%	7%	9%	7%	8% d	6%	6%	3%	7%	8%	8%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	250	72	178	100	150	125	125	20	13	39	86	48	76
	10%	13% b	9%	12% b	9%	8%	12% acd	6%	6%	11%	8%	10%	8%
NOT SURE IF EVER HAD A CONTRACT	66	17	49	28	38	30	36	4	2	13	15	17	11
	3%	3%	2%	3%	2%	2%	3%	1%	1%	4%	1%	3% b	1%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
TOTAL IN CONTRACT	1881	466	562	107	**	120	317	**	**	1028	437	1501	380
	72%	70%	75%	79%	**	70%	75%	**	**	73%	73%	72%	73%
VERY CERTAIN	1394	324	420	74	**	96	255	**	**	744	351	1097	298
	54%	49%	a	55%	**	56%	60%	**	**	53%	59%	53%	57%
NOT 'VERY CERTAIN'	486	142	142	33	**	24	62	**	**	284	86	404	82
	19%	21%	19%	24%	**	14%	15%	**	**	20%	14%	19%	16%
		b								b			
TOTAL OUT OF CONTRACT	402	138	90	21	**	27	62	**	**	228	89	337	65
	15%	21%	12%	15%	**	16%	14%	**	**	16%	15%	16%	12%
		b											
VERY CERTAIN	210	74	42	11	**	16	39	**	**	116	55	173	38
	8%	11%	6%	8%	**	9%	9%	**	**	8%	9%	8%	7%
		b											
NOT 'VERY CERTAIN'	192	64	48	9	**	11	23	**	**	112	34	164	28
	7%	10%	6%	7%	**	7%	5%	**	**	8%	6%	8%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	250	46	78	8	**	20	33	**	**	124	53	195	55
	10%	7%	10%	6%	**	12%	8%	**	**	9%	9%	9%	11%
NOT SURE IF EVER HAD A CONTRACT	66	12	16	-	**	5	14	**	**	28	19	44	22
	3%	2%	2%	-%	**	3%	3%	**	**	2%	3%	2%	4%
													a

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
TOTAL IN CONTRACT	1881	560	550	112	293	377	138	713	671	1522	352	117	458	708	708
	72%	72%	74%	76%	72%	69%	71%	72%	71%	72%	75%	76%	73%	71%	73%
VERY CERTAIN	1394	443	400	86	211	263	84	488	541	1113	277	87	302	521	568
	54%	57%	54%	59%	52%	48%	43%	49%	58%	52%	59%	56%	48%	52%	59%
		e							abd		abd				ab
NOT 'VERY CERTAIN'	486	117	149	26	82	114	54	225	129	408	75	30	156	187	140
	19%	15%	20%	17%	20%	21%	28%	23%	14%	19%	16%	20%	25%	19%	15%
						a	cde	ce		c			bc		
TOTAL OUT OF CONTRACT	402	112	129	19	64	80	31	150	165	346	57	16	83	184	135
	15%	15%	17%	13%	16%	15%	16%	15%	18%	16%	12%	10%	13%	18%	14%
									e					ac	
VERY CERTAIN	210	62	72	9	34	33	11	68	101	181	29	8	36	92	82
	8%	8%	10%	6%	8%	6%	6%	7%	11%	9%	6%	5%	6%	9%	9%
									be						
NOT 'VERY CERTAIN'	192	50	58	9	30	46	20	82	63	165	27	8	48	92	53
	7%	6%	8%	6%	7%	8%	10%	8%	7%	8%	6%	5%	8%	9%	5%
														c	
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	250	72	51	13	44	71	18	115	79	212	36	10	69	97	83
	10%	9%	7%	9%	11%	13%	9%	12%	8%	10%	8%	6%	11%	10%	9%
						b									
NOT SURE IF EVER HAD A CONTRACT	66	29	10	3	7	17	8	9	26	43	23	12	13	14	39
	3%	4%	1%	2%	2%	3%	4%	1%	3%	2%	5%	8%	2%	1%	4%
		b					b		b		bd	bcd			b

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
TOTAL IN CONTRACT	1881	1019	844	524	553	393	388	1527	181	120	**	201	668	581	544	991
	72%	74%	71%	69%	73%	74%	74%	72%	72%	79%	**	70%	75%	70%	71%	72%
													c			
VERY CERTAIN	1394	773	610	398	423	282	274	1135	134	88	**	154	488	427	383	759
	54%	56%	51%	53%	56%	53%	52%	53%	54%	58%	**	54%	55%	51%	50%	55%
NOT 'VERY CERTAIN'	486	246	234	126	130	112	114	392	47	31	**	47	180	154	161	232
	19%	18%	20%	17%	17%	21%	22%	18%	19%	20%	**	17%	20%	18%	21%	17%
TOTAL OUT OF CONTRACT	402	233	168	153	121	64	63	331	31	24	**	38	136	174	120	227
	15%	17%	14%	20%	16%	12%	12%	16%	13%	16%	**	13%	15%	21%	16%	17%
				cd										ab		
VERY CERTAIN	210	126	83	76	59	40	32	177	16	9	**	14	67	100	69	122
	8%	9%	7%	10%	8%	8%	6%	8%	6%	6%	**	5%	7%	12%	9%	9%
				d										ab		
NOT 'VERY CERTAIN'	192	107	85	77	61	23	31	154	15	16	**	23	69	74	51	105
	7%	8%	7%	10%	8%	4%	6%	7%	6%	10%	**	8%	8%	9%	7%	8%
				cd												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	250	107	140	71	63	61	53	208	31	7	**	37	66	69	82	114
	10%	8%	12%	9%	8%	12%	10%	10%	12%	5%	**	13%	7%	8%	11%	8%
			a									b				
NOT SURE IF EVER HAD A CONTRACT	66	22	42	10	18	13	22	57	7	1	**	10	19	12	18	36
	3%	2%	4%	1%	2%	2%	4%	3%	3%	1%	**	3%	2%	1%	2%	3%
			a				a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2170	149	1516	354	1311	961	704	181	106	1634	413	1787	260	1289	758	297
Effective Weighted Sample	1907	126	1342	309	1159	835	634	140	96	1433	382	1571	239	1131	673	245
Total	2247	160	1626	383	1403	999	786	151	115	1724	370	1862	232	1283	811	275
Sky	857	53	663	160	555	418	298	62	49	631	178	697	112	490	320	106
	38%	33%	41%	42%	40%	42%	38%	41%	43%	37%	48%	37%	48%	38%	39%	38%
											a		a			
Freeview	585	63	370	114	319	234	199	30	24	453	82	485	51	319	217	58
	26%	39%	23%	30%	23%	23%	25%	20%	21%	26%	22%	26%	22%	25%	27%	21%
		b		b												
Virgin Media	374	8	318	26	300	174	153	30	21	296	59	313	41	221	134	53
	17%	5%	20%	7%	21%	17%	19%	20%	18%	17%	16%	17%	18%	17%	16%	19%
			a		a											
BT	139	9	102	32	80	55	56	8	5	103	23	109	17	79	47	20
	6%	6%	6%	8%	6%	6%	7%	6%	4%	6%	6%	6%	7%	6%	6%	7%
Freesat	114	16	71	30	57	46	41	10	8	87	15	95	6	65	36	12
	5%	10%	4%	8%	4%	5%	5%	7%	7%	5%	4%	5%	2%	5%	4%	4%
		b		b												
NOW/ NOW Broadband	74	7	26	11	21	20	13	4	4	60	5	65	-	45	20	13
	3%	4%	2%	3%	2%	2%	2%	2%	3%	4%	1%	4%	-%	4%	2%	5%
												b				
TalkTalk	59	1	47	2	46	34	15	3	2	57	2	58	1	38	21	9
	3%	1%	3%	*/	3%	3%	2%	2%	2%	3%	1%	3%	1%	3%	3%	3%
				a						b						
YouView	19	2	14	2	14	8	9	*	-	14	4	14	4	12	6	2
	1%	1%	1%	1%	1%	1%	1%	*/	-%	1%	1%	1%	2%	1%	1%	1%
Plusnet	9	2	6	5	2	6	2	2	2	7	2	8	*	7	2	2
	*/	1%	*/	1%	*/	1%	*/	1%	1%	*/	*/	*/	*/	1%	*/	1%
				b												
Other supplier	16	-	10	1	9	6	4	2	2	15	1	16	-	8	8	3
	1%	-%	1%	*/	1%	1%	*/	1%	1%	1%	*/	1%	-%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2170	288	1688	525	1451	1182	794	270	162	443	907	572	778
Effective Weighted Sample	1907	255	1488	460	1280	1028	708	223	144	400	797	509	687
Total	2247	246	1759	486	1519	1175	830	231	156	460	1068	601	927
Sky	857	62	733	179	616	477	319	81	58	322	535	415	442
	38%	25%	42%	37%	41%	41%	38%	35%	37%	70%	50%	69%	48%
Freeview			a							b		b	
	585	104	377	157	324	282	199	58	40	-	-	-	-
	26%	42%	21%	32%	21%	24%	24%	25%	26%	-%	-%	-%	-%
Virgin Media		b		b									
	374	3	352	26	329	180	175	39	28	18	356	39	335
	17%	1%	20%	5%	22%	15%	21%	17%	18%	4%	33%	7%	36%
BT			a		a		a				a		a
	139	9	112	27	93	73	48	14	7	29	110	48	90
	6%	3%	6%	6%	6%	6%	6%	6%	5%	6%	10%	8%	10%
Freesat													
	114	26	73	42	57	64	35	15	10	-	-	-	-
	5%	11%	4%	9%	4%	5%	4%	7%	6%	-%	-%	-%	-%
NOW/ NOW Broadband		b		b									
	74	31	31	40	23	40	23	15	7	66	8	68	6
	3%	13%	2%	8%	1%	3%	3%	6%	4%	14%	1%	11%	1%
TalkTalk		b		b				b		b		b	
	59	2	53	3	52	37	18	5	2	6	53	8	51
	3%	1%	3%	1%	3%	3%	2%	2%	2%	1%	5%	1%	6%
YouView			a		a						a		a
	19	3	15	3	15	9	9	*	-	-	-	-	-
	1%	1%	1%	1%	1%	1%	1%	*%	-%	-%	-%	-%	-%
Plusnet													
	9	2	5	3	3	4	2	-	-	3	6	6	2
	*%	1%	*%	1%	*%	*%	*%	-%	-%	1%	1%	1%	*%
Other supplier													
	16	5	10	5	9	10	4	3	3	16	-	16	-
	1%	2%	1%	1%	1%	1%	*%	1%	2%	4%	-%	3%	-%
Columns Tested:										b		b	

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2170	653	697	166	85	235	585	50	33	1350	820	1692	478
Effective Weighted Sample	1907	563	628	134	75	216	539	45	30	1190	755	1478	431
Total	2247	728	800	156	92	201	517	42	28	1528	718	1761	486
Sky	857	348	509	63	**	-	-	**	**	857	-	742	116
	38%	48%	64%	40%	**	-%	-%	**	**	56%	-%	42%	24%
			ac							b		b	
Freeview	585	-	-	-	**	138	448	**	**	-	585	362	223
	26%	-%	-%	-%	**	68%	87%	**	**	-%	81%	21%	46%
							a				a		a
Virgin Media	374	192	182	41	**	-	-	**	**	374	-	307	68
	17%	26%	23%	26%	**	-%	-%	**	**	24%	-%	17%	14%
										b			
BT	139	84	55	19	**	-	-	**	**	139	-	123	16
	6%	12%	7%	12%	**	-%	-%	**	**	9%	-%	7%	3%
		b								b		b	
Freesat	114	-	-	-	**	55	59	**	**	-	114	76	38
	5%	-%	-%	-%	**	27%	11%	**	**	-%	16%	4%	8%
						b					a		a
NOW/ NOW Broadband	74	53	21	24	**	-	-	**	**	74	-	73	1
	3%	7%	3%	15%	**	-%	-%	**	**	5%	-%	4%	1%
		b		ab						b		b	1%
TalkTalk	59	33	26	6	**	-	-	**	**	59	-	44	15
	3%	4%	3%	4%	**	-%	-%	**	**	4%	-%	2%	3%
										b			
YouView	19	-	-	-	**	8	11	**	**	-	19	13	6
	1%	-%	-%	-%	**	4%	2%	**	**	-%	3%	1%	1%
											a		
Plusnet	9	7	2	2	**	-	-	**	**	9	-	8	1
	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
Other supplier	16	13	4	1	**	-	-	**	**	16	-	14	2
	1%	2%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
										b			

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2170	654	511	168	414	437	148	719	822	1689	477	162	466	786	914
Effective Weighted Sample	1907	615	483	159	373	384	125	615	742	1476	431	144	390	688	832
Total	2247	565	740	147	357	450	175	751	851	1777	465	164	494	831	917
Sky	857	166	345	91	159	110	69	315	333	716	139	35	192	355	309
	38%	29%	47%	62%	44%	24%	39%	42%	39%	40%	30%	22%	39%	43%	34%
			ae	abde	ae		f	ef	ef	ef				c	
Freeview	585	297	-	-	82	206	30	150	222	401	183	78	97	177	310
	26%	53%	-%	-%	23%	46%	17%	20%	26%	23%	39%	47%	20%	21%	34%
		bcd			bc	bcd			b		abcd	abcd			ab
Virgin Media	374	2	258	46	57	12	19	148	152	319	55	23	75	175	124
	17%	*%	35%	31%	16%	3%	11%	20%	18%	18%	12%	14%	15%	21%	14%
			ade	ade	ae	a		e	e	e				c	
BT	139	3	85	10	20	21	21	33	51	106	32	4	37	41	59
	6%	*%	12%	7%	6%	5%	12%	4%	6%	6%	7%	2%	7%	5%	6%
			ade	a	a	a	bcd								
Freesat	114	58	-	-	15	41	7	35	37	80	34	11	22	32	60
	5%	10%	-%	-%	4%	9%	4%	5%	4%	4%	7%	7%	4%	4%	7%
		bcd			bc	bcd									
NOW/ NOW Broadband	74	18	5	-	8	43	12	35	22	70	4	1	36	20	17
	3%	3%	1%	-%	2%	9%	7%	5%	3%	4%	1%	*%	7%	2%	2%
		b				abcd	cef	e		e			bc		
TalkTalk	59	1	43	1	10	4	10	21	19	50	9	6	19	20	21
	3%	*%	6%	*%	3%	1%	6%	3%	2%	3%	2%	4%	4%	2%	2%
			ace		a										
YouView	19	11	-	-	4	5	2	6	6	14	6	2	5	4	11
	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%	*%	1%
		b													
Plusnet	9	-	4	-	2	3	2	3	1	6	3	3	4	1	3
	*%	-%	1%	-%	1%	1%	1%	*%	*%	*%	1%	2%	1%	*%	*%
												c			
Other supplier	16	9	-	-	1	7	3	6	7	16	1	-	6	7	4
	1%	2%	-%	-%	*%	2%	2%	1%	1%	1%	*%	-%	1%	1%	*%
		b				b									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service - excuding those not using a broadcast TV service provider

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1106	1051	724	599	352	476	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	972	926	644	542	314	425	1572	172	107	57	203	664	593	588	1010
Total	2247	1189	1044	678	608	473	470	1841	211	129	66	253	784	683	696	1179
Sky	857	459	395	273	222	189	168	694	86	51	**	94	289	299	262	455
	38%	39%	38%	40%	36%	40%	36%	38%	41%	40%	**	37%	37%	44%	38%	39%
Freeview	585	326	253	171	175	103	128	487	46	37	**	58	205	157	169	317
	26%	27%	24%	25%	29%	22%	27%	26%	22%	29%	**	23%	26%	23%	24%	27%
Virgin Media	374	184	190	103	93	97	81	308	37	19	**	48	123	106	112	203
	17%	15%	18%	15%	15%	21%	17%	17%	17%	15%	**	19%	16%	16%	16%	17%
BT	139	75	63	53	30	29	27	112	13	7	**	7	51	45	52	67
	6%	6%	6%	8%	5%	6%	6%	6%	6%	5%	**	3%	7%	7%	7%	6%
Freesat	114	61	52	38	34	22	17	89	11	10	**	16	44	28	32	59
	5%	5%	5%	6%	6%	5%	4%	5%	5%	8%	**	6%	6%	4%	5%	5%
NOW/ NOW Broadband	74	36	37	19	22	16	16	61	10	2	**	14	28	20	31	30
	3%	3%	4%	3%	4%	3%	3%	3%	5%	1%	**	6%	4%	3%	4%	3%
TalkTalk	59	24	35	10	19	9	19	55	1	1	**	5	31	13	18	27
	3%	2%	3%	1%	3%	2%	4%	3%	*%	1%	**	2%	4%	2%	3%	2%
YouView	19	8	11	3	8	*	8	16	2	-	**	7	4	7	8	11
	1%	1%	1%	*%	1%	*%	2%	1%	1%	-%	**	3%	1%	1%	1%	1%
Plusnet	9	8	1	2	1	3	3	6	3	-	**	2	4	1	7	1
	*%	1%	*%	*%	*%	1%	1%	*%	1%	-%	**	1%	*%	*%	1%	*%
Other supplier	16	10	6	6	4	4	3	15	1	1	**	3	4	6	4	8
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**	1%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
I am currently within my minimum contract period	1022	**	810	153	707	466	394	75	**	776	190	836	130	586	380	145
	67%	**	69%	64%	70%	65%	73%	68%	**	66%	71%	66%	76%	66%	69%	71%
							a						a			
My minimum contract period has ended, I am out of contract	286	**	211	49	181	155	75	24	**	224	43	243	24	170	97	35
	19%	**	18%	21%	18%	22%	14%	22%	**	19%	16%	19%	14%	19%	18%	17%
						b										
I don't know whether I am within my minimum contract period or whether it has ended	150	**	108	22	93	66	49	10	**	117	25	131	12	92	51	16
	10%	**	9%	9%	9%	9%	9%	9%	**	10%	9%	10%	7%	10%	9%	8%
I'm not sure/don't know if I ever had a contract	70	**	42	14	32	26	20	2	**	53	11	58	6	39	24	8
	5%	**	4%	6%	3%	4%	4%	2%	**	5%	4%	5%	3%	4%	4%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
I am currently within my minimum contract period	1022	66	897	174	790	538	425	102	**	266	756	363	659
	67%	59%	69%	61%	70%	66%	72%	65%	**	58%	71%	60%	71%
					a						a		a
My minimum contract period has ended, I am out of contract	286	24	232	60	197	176	81	35	**	102	183	122	164
	19%	22%	18%	21%	18%	21%	14%	22%	**	22%	17%	20%	18%
						b		b					
I don't know whether I am within my minimum contract period or whether it has ended	150	14	120	29	105	78	56	16	**	53	97	66	85
	10%	12%	9%	10%	9%	9%	10%	10%	**	12%	9%	11%	9%
I'm not sure/don't know if I ever had a contract	70	8	46	21	33	29	25	4	**	38	32	50	20
	5%	7%	4%	7%	3%	4%	4%	2%	**	8%	3%	8%	2%
				b						b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
I am currently within my minimum contract period	1022	460	562	107	**	**	**	**	**	1022	**	878	144
	67%	63%	70%	68%	**	**	**	**	**	67%	**	67%	66%
			a										
My minimum contract period has ended, I am out of contract	286	164	122	29	**	**	**	**	**	286	**	253	33
	19%	22%	15%	19%	**	**	**	**	**	19%	**	19%	15%
		b											
I don't know whether I am within my minimum contract period or whether it has ended	150	73	78	15	**	**	**	**	**	150	**	128	22
	10%	10%	10%	10%	**	**	**	**	**	10%	**	10%	10%
I'm not sure/don't know if I ever had a contract	70	32	38	5	**	**	**	**	**	70	**	51	19
	5%	4%	5%	3%	**	**	**	**	**	5%	**	4%	9%
												a	

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
I am currently within my minimum contract period	1022	123	524	113	166	106	78	377	401	856	164	**	249	403	367
	67%	62%	71%	77%	65%	53%	57%	67%	68%	67%	68%	**	67%	65%	68%
			e	ade											
My minimum contract period has ended, I am out of contract	286	46	129	20	48	44	31	101	121	253	32	**	64	130	91
	19%	23%	17%	14%	19%	22%	23%	18%	21%	20%	13%	**	17%	21%	17%
I don't know whether I am within my minimum contract period or whether it has ended	150	21	62	11	33	25	14	66	44	123	26	**	35	70	45
	10%	11%	8%	7%	13%	12%	10%	12%	7%	10%	11%	**	9%	11%	8%
I'm not sure/don't know if I ever had a contract	70	9	25	3	10	24	13	17	20	50	21	**	22	15	33
	5%	4%	3%	2%	4%	12%	10%	3%	3%	4%	9%	**	6%	2%	6%
						abcd	bcd				bcd		b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
I am currently within my minimum contract period	1022	544	474	295	255	239	226	842	99	**	**	111	354	321	313	542
	67%	68%	65%	63%	65%	69%	71%	67%	66%	**	**	64%	67%	65%	64%	68%
My minimum contract period has ended, I am out of contract	286	165	118	101	78	61	46	228	27	**	**	34	104	111	83	159
	19%	21%	16%	22%	20%	18%	14%	18%	18%	**	**	19%	20%	23%	17%	20%
I don't know whether I am within my minimum contract period or whether it has ended	150	59	91	58	34	31	27	122	19	**	**	19	47	48	65	65
	10%	7%	13%	13%	9%	9%	8%	10%	13%	**	**	11%	9%	10%	13%	8%
			a												b	
I'm not sure/don't know if I ever had a contract	70	26	44	12	24	16	18	57	6	**	**	10	25	11	25	27
	5%	3%	6%	3%	6%	5%	6%	5%	4%	**	**	6%	5%	2%	5%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted total	897	52	663	135	580	398	317	84	45	640	213	706	147	539	314	147
Effective Weighted Sample	787	44	594	117	520	346	291	63	41	566	197	623	136	468	282	121
Total	1022	50	810	153	707	466	394	75	54	776	190	836	130	586	380	145
Very certain	725	**	596	93	536	334	295	**	**	552	142	597	97	422	273	96
	71%	**	74%	61%	76%	72%	75%	**	**	71%	75%	71%	75%	72%	72%	66%
					a											
Fairly certain	255	**	184	53	145	114	83	**	**	193	42	206	28	139	96	44
	25%	**	23%	35%	20%	25%	21%	**	**	25%	22%	25%	22%	24%	25%	30%
				b												
Not very certain	30	**	22	5	19	14	11	**	**	22	3	22	3	22	3	2
	3%	**	3%	3%	3%	3%	3%	**	**	3%	2%	3%	2%	4%	1%	1%
Don't know	12	**	8	2	8	4	5	**	**	9	3	10	2	3	8	3
	1%	**	1%	1%	1%	1%	1%	**	**	1%	2%	1%	1%	1%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	897	76	773	172	677	484	365	112	70	261	636	348	549
Effective Weighted Sample	787	65	684	145	601	419	326	90	62	236	556	308	483
Total	1022	66	897	174	790	538	425	102	76	266	756	363	659
Very certain	725	**	654	115	589	389	314	72	**	176	549	236	489
	71%	**	73%	66%	75%	72%	74%	70%	**	66%	73%	65%	74%
													a
Fairly certain	255	**	210	53	172	130	94	28	**	75	180	110	146
	25%	**	23%	31%	22%	24%	22%	28%	**	28%	24%	30%	22%
													b
Not very certain	30	**	25	5	21	18	9	3	**	10	20	12	18
	3%	**	3%	3%	3%	3%	2%	2%	**	4%	3%	3%	3%
Don't know	12	**	9	1	8	1	8	-	**	4	7	5	7
	1%	**	1%	*%	1%	*%	2%	-%	**	2%	1%	1%	1%
							a						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO b
Significance Level: 99%													
Unweighted total	897	408	489	114	63	-	-	-	-	897	-	770	127
Effective Weighted Sample	787	349	438	91	55	-	-	-	-	787	-	671	116
Total	1022	460	562	107	68	-	-	-	-	1022	-	878	144
Very certain	725	309	416	69	**	**	**	**	**	725	**	611	114
	71%	67%	74%	65%	**	**	**	**	**	71%	**	70%	79%
Fairly certain	255	132	123	34	**	**	**	**	**	255	**	236	19
	25%	29%	22%	32%	**	**	**	**	**	25%	**	27% b	13%
Not very certain	30	17	13	3	**	**	**	**	**	30	**	22	8
	3%	4%	2%	2%	**	**	**	**	**	3%	**	2%	6%
Don't know	12	2	10	1	**	**	**	**	**	12	**	9	2
	1%	*%	2%	1%	**	**	**	**	**	1%	**	1%	2%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	897	126	356	127	200	98	62	333	346	741	154	40	219	344	332
Effective Weighted Sample	787	118	336	121	176	86	50	280	317	646	141	36	178	303	307
Total	1022	123	524	113	166	106	78	377	401	856	164	43	249	403	367
Very certain	725	94	381	89	111	**	**	239	305	587	137	**	142	291	291
	71%	76%	73%	79%	66%	**	**	63%	76%	69%	83%	**	57%	72%	79%
									b		bd			a	a
Fairly certain	255	25	124	22	46	**	**	125	80	237	17	**	99	101	54
	25%	20%	24%	20%	27%	**	**	33%	20%	28%	11%	**	40%	25%	15%
								ce	e	ce			bc	c	
Not very certain	30	4	14	1	7	**	**	9	15	25	5	**	3	11	16
	3%	3%	3%	1%	4%	**	**	3%	4%	3%	3%	**	1%	3%	4%
Don't know	12	-	4	1	3	**	**	3	2	7	4	**	5	1	6
	1%	-%	1%	1%	2%	**	**	1%	*%	1%	3%	**	2%	*%	2%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q60. You say you are in contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	897	454	440	289	229	160	211	742	84	47	24	90	316	284	281	472
Effective Weighted Sample	787	398	389	258	205	144	190	651	74	41	21	78	270	256	245	415
Total	1022	544	474	295	255	239	226	842	99	55	25	111	354	321	313	542
Very certain	725	408	313	216	188	160	153	598	**	**	**	**	235	236	213	395
	71%	75% b	66%	73%	74%	67%	68%	71%	**	**	**	**	66%	74%	68%	73%
Fairly certain	255	118	138	67	58	68	63	208	**	**	**	**	102	69	78	130
	25%	22%	29%	23%	23%	28%	28%	25%	**	**	**	**	29%	22%	25%	24%
Not very certain	30	15	15	12	5	7	6	24	**	**	**	**	13	15	17	12
	3%	3%	3%	4%	2%	3%	3%	3%	**	**	**	**	4%	5%	6%	2%
Don't know	12	3	8	-	4	4	3	12	**	**	**	**	3	-	5	4
	1%	1%	2%	-%	2%	2%	1%	1%	**	**	**	**	1%	-%	2%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	253	19	181	46	154	141	59	28	17	190	49	210	29	158	81	36
Effective Weighted Sample	223	15	161	40	136	122	54	22	16	170	43	188	24	137	74	28
Total	286	19	211	49	181	155	75	24	19	224	43	243	24	170	97	35
Very certain	156	**	113	**	97	82	**	**	**	122	**	133	**	97	**	**
	55%	**	54%	**	54%	53%	**	**	**	54%	**	55%	**	57%	**	**
Fairly certain	104	**	75	**	63	61	**	**	**	80	**	87	**	64	**	**
	36%	**	36%	**	35%	40%	**	**	**	36%	**	36%	**	38%	**	**
Not very certain	19	**	15	**	13	8	**	**	**	16	**	16	**	8	**	**
	7%	**	7%	**	7%	5%	**	**	**	7%	**	6%	**	5%	**	**
Don't know	7	**	7	**	7	2	**	**	**	6	**	7	**	1	**	**
	3%	**	3%	**	4%	2%	**	**	**	3%	**	3%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	b	a	b
Unweighted total	253	24	208	57	175	162	70	39	18	95	158	113	140
Effective Weighted Sample	223	22	183	52	153	140	64	31	16	85	139	101	123
Total	286	24	232	60	197	176	81	35	20	102	183	122	164
Very certain	156	**	131	**	109	97	**	**	**	**	95	70	86
	55%	**	56%	**	55%	55%	**	**	**	**	52%	58%	52%
Fairly certain	104	**	83	**	72	68	**	**	**	**	70	42	62
	36%	**	36%	**	37%	39%	**	**	**	**	38%	34%	38%
Not very certain	19	**	13	**	10	8	**	**	**	**	11	10	9
	7%	**	5%	**	5%	5%	**	**	**	**	6%	8%	6%
Don't know	7	**	6	**	6	2	**	**	**	**	7	-	7
	3%	**	3%	**	3%	1%	**	**	**	**	4%	-%	4%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	253	150	103	34	13	-	-	-	-	253	-	226	27
Effective Weighted Sample	223	129	94	27	11	-	-	-	-	223	-	199	24
Total	286	164	122	29	13	-	-	-	-	286	-	253	33
Very certain	156	88	68	**	**	**	**	**	**	156	**	137	**
	55%	54%	56%	**	**	**	**	**	**	55%	**	54%	**
Fairly certain	104	65	39	**	**	**	**	**	**	104	**	93	**
	36%	40%	32%	**	**	**	**	**	**	36%	**	37%	**
Not very certain	19	9	10	**	**	**	**	**	**	19	**	16	**
	7%	5%	8%	**	**	**	**	**	**	7%	**	6%	**
Don't know	7	2	5	**	**	**	**	**	**	7	**	6	**
	3%	1%	4%	**	**	**	**	**	**	3%	**	2%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	~c
Unweighted total	253	48	93	24	56	35	25	92	108	225	28	7	58	115	80
Effective Weighted Sample	223	43	87	21	50	32	22	78	97	198	26	7	50	100	73
Total	286	46	129	20	48	44	31	101	121	253	32	7	64	130	91
Very certain	156	**	**	**	**	**	**	**	75	142	**	**	**	73	**
	55%	**	**	**	**	**	**	**	62%	56%	**	**	**	56%	**
Fairly certain	104	**	**	**	**	**	**	**	39	91	**	**	**	48	**
	36%	**	**	**	**	**	**	**	32%	36%	**	**	**	36%	**
Not very certain	19	**	**	**	**	**	**	**	8	17	**	**	**	8	**
	7%	**	**	**	**	**	**	**	6%	7%	**	**	**	6%	**
Don't know	7	**	**	**	**	**	**	**	-	3	**	**	**	1	**
	3%	**	**	**	**	**	**	**	-%	1%	**	**	**	1%	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q60. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?

Base : Those responsible for the household's Pay TV service responding they are out of contract

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	b
Unweighted total	253	148	103	102	67	42	42	203	23	16	11	29	92	98	79	138
Effective Weighted Sample	223	128	93	90	62	38	37	180	19	13	10	24	82	86	66	125
Total	286	165	118	101	78	61	46	228	27	16	14	34	104	111	83	159
Very certain	156	95	58	45	**	**	**	128	**	**	**	**	**	**	**	95
	55%	58%	49%	45%	**	**	**	56%	**	**	**	**	**	**	**	60%
Fairly certain	104	58	46	43	**	**	**	79	**	**	**	**	**	**	**	52
	36%	35%	39%	43%	**	**	**	35%	**	**	**	**	**	**	**	33%
Not very certain	19	8	10	10	**	**	**	14	**	**	**	**	**	**	**	9
	7%	5%	9%	10%	**	**	**	6%	**	**	**	**	**	**	**	6%
Don't know	7	4	4	2	**	**	**	7	**	**	**	**	**	**	**	2
	3%	2%	3%	2%	**	**	**	3%	**	**	**	**	**	**	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	583	37	395	101	331	270	162	64	35	426	121	471	76	356	191	96
Effective Weighted Sample	509	30	350	87	293	230	150	48	32	376	108	415	67	305	174	74
Total	647	34	462	115	381	296	200	53	40	496	105	537	64	369	232	90
Within the last 2 years	331	**	234	59	193	161	91	**	**	254	54	275	**	196	112	**
	51%	**	51%	51%	51%	54%	45%	**	**	51%	51%	51%	**	53%	48%	**
Longer than 2 years ago	246	**	177	47	144	107	84	**	**	186	41	198	**	140	87	**
	38%	**	38%	41%	38%	36%	42%	**	**	37%	39%	37%	**	38%	38%	**
Don't know	70	**	51	9	44	28	25	**	**	56	10	64	**	33	33	**
	11%	**	11%	8%	12%	9%	13%	**	**	11%	10%	12%	**	9%	14%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	583	55	458	126	387	317	196	80	41	209	374	270	313
Effective Weighted Sample	509	46	402	107	341	271	176	62	36	186	324	237	273
Total	647	49	510	132	427	335	224	69	43	223	424	295	353
Within the last 2 years	331	**	265	71	222	181	111	**	**	110	221	148	183
	51%	**	52%	53%	52%	54%	50%	**	**	49%	52%	50%	52%
Longer than 2 years ago	246	**	191	49	160	126	83	**	**	86	160	110	136
	38%	**	37%	37%	38%	38%	37%	**	**	39%	38%	37%	39%
Don't know	70	**	55	13	45	28	30	**	**	27	43	36	34
	11%	**	11%	10%	11%	8%	13%	**	**	12%	10%	12%	10%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	583	308	275	81	36	-	-	-	-	583	-	504	79
Effective Weighted Sample	509	261	248	63	31	-	-	-	-	509	-	436	74
Total	647	332	316	73	40	-	-	-	-	647	-	561	86
Within the last 2 years	331	184	147	**	**	**	**	**	**	331	**	294	**
	51%	55%	47%	**	**	**	**	**	**	51%	**	52%	**
Longer than 2 years ago	246	122	125	**	**	**	**	**	**	246	**	216	**
	38%	37%	40%	**	**	**	**	**	**	38%	**	38%	**
Don't know	70	26	44	**	**	**	**	**	**	70	**	52	**
	11%	8%	14%	**	**	**	**	**	**	11%	**	9%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	583	83	204	57	147	96	65	242	191	498	83	35	175	230	176
Effective Weighted Sample	509	77	192	54	127	86	56	205	171	431	77	32	146	200	162
Total	647	77	289	48	122	114	82	265	206	554	92	39	199	255	192
Within the last 2 years	331	**	145	**	64	**	**	143	105	288	**	**	110	124	96
	51%	**	50%	**	52%	**	**	54%	51%	52%	**	**	55%	49%	50%
Longer than 2 years ago	246	**	111	**	53	**	**	104	87	217	**	**	63	117	66
	38%	**	38%	**	43%	**	**	39%	42%	39%	**	**	32%	46%	34%
Don't know														a	
	70	**	33	**	6	**	**	18	15	49	**	**	26	14	31
	11%	**	11%	**	5%	**	**	7%	7%	9%	**	**	13%	5%	16%
													b		b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	583	260	323	206	147	100	129	474	61	30	18	69	217	179	213	269
Effective Weighted Sample	509	223	286	182	131	90	115	415	53	26	16	59	185	161	183	238
Total	647	292	356	205	158	144	139	523	68	35	21	77	240	190	227	302
Within the last 2 years	331	150	180	98	84	77	71	276	**	**	**	**	129	104	118	150
	51%	52%	51%	48%	53%	54%	51%	53%	**	**	**	**	54%	55%	52%	50%
Longer than 2 years ago	246	117	129	82	52	56	56	191	**	**	**	**	92	69	89	120
	38%	40%	36%	40%	33%	39%	40%	37%	**	**	**	**	38%	36%	39%	40%
Don't know	70	24	46	25	23	10	12	56	**	**	**	**	18	16	20	31
	11%	8%	13%	12%	14%	7%	9%	11%	**	**	**	**	8%	9%	9%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	583	37	395	101	331	270	162	64	35	426	121	471	76	356	191	96
Effective Weighted Sample	509	30	350	87	293	230	150	48	32	376	108	415	67	305	174	74
Total	647	34	462	115	381	296	200	53	40	496	105	537	64	369	232	90
Yes	213	**	157	44	123	103	63	**	**	157	39	175	**	140	56	**
	33%	**	34%	38%	32%	35%	32%	**	**	32%	37%	33%	**	38%	24%	**
														b		
No	384	**	275	65	232	173	124	**	**	303	56	321	**	200	159	**
	59%	**	60%	56%	61%	59%	62%	**	**	61%	53%	60%	**	54%	69%	**
															a	
Don't know	50	**	30	7	25	19	13	**	**	36	10	40	**	29	17	**
	8%	**	6%	6%	7%	6%	6%	**	**	7%	10%	8%	**	8%	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b
Unweighted total	583	55	458	126	387	317	196	80	41	209	374	270	313
Effective Weighted Sample	509	46	402	107	341	271	176	62	36	186	324	237	273
Total	647	49	510	132	427	335	224	69	43	223	424	295	353
Yes	213	**	166	47	136	111	72	**	**	79	134	106	107
	33%	**	33%	36%	32%	33%	32%	**	**	35%	32%	36%	30%
No	384	**	310	77	263	200	140	**	**	122	262	160	224
	59%	**	61%	58%	62%	60%	62%	**	**	55%	62%	54%	64%
Don't know	50	**	34	8	28	23	13	**	**	22	28	28	21
	8%	**	7%	6%	7%	7%	6%	**	**	10%	7%	10%	6%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	583	308	275	81	36	-	-	-	-	583	-	504	79
Effective Weighted Sample	509	261	248	63	31	-	-	-	-	509	-	436	74
Total	647	332	316	73	40	-	-	-	-	647	-	561	86
Yes	213	121	92	**	**	**	**	**	**	213	**	195	**
	33%	36%	29%	**	**	**	**	**	**	33%	**	35%	**
No	384	185	199	**	**	**	**	**	**	384	**	327	**
	59%	56%	63%	**	**	**	**	**	**	59%	**	58%	**
Don't know	50	25	25	**	**	**	**	**	**	50	**	40	**
	8%	8%	8%	**	**	**	**	**	**	8%	**	7%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	583	83	204	57	147	96	65	242	191	498	83	35	175	230	176
Effective Weighted Sample	509	77	192	54	127	86	56	205	171	431	77	32	146	200	162
Total	647	77	289	48	122	114	82	265	206	554	92	39	199	255	192
Yes	213	**	93	**	32	**	**	101	67	191	**	**	69	89	55
	33%	**	32%	**	26%	**	**	38%	32%	34%	**	**	35%	35%	29%
No	384	**	181	**	82	**	**	150	127	321	**	**	106	153	124
	59%	**	62%	**	67%	**	**	57%	62%	58%	**	**	53%	60%	64%
Don't know	50	**	16	**	8	**	**	14	12	41	**	**	24	13	13
	8%	**	5%	**	7%	**	**	5%	6%	7%	**	**	12%	5%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6U. Have you made any changes to your Pay TV service package in the last two years – for example changed package, changed speed, added any services?

Base : Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	583	260	323	206	147	100	129	474	61	30	18	69	217	179	213	269
Effective Weighted Sample	509	223	286	182	131	90	115	415	53	26	16	59	185	161	183	238
Total	647	292	356	205	158	144	139	523	68	35	21	77	240	190	227	302
Yes	213	104	109	77	45	45	44	180	**	**	**	**	84	68	85	95
	33%	36%	31%	38%	28%	32%	32%	34%	**	**	**	**	35%	36%	38%	31%
No	384	175	209	113	95	92	84	306	**	**	**	**	144	111	126	190
	59%	60%	59%	55%	60%	64%	60%	58%	**	**	**	**	60%	58%	56%	63%
Don't know	50	13	37	15	18	6	11	37	**	**	**	**	12	12	15	18
	8%	4%	10%	7%	11%	4%	8%	7%	**	**	**	**	5%	6%	7%	6%
			a													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
VERY CERTAIN IN CONTRACT	725	**	596	93	536	334	295	49	**	552	142	597	97	422	273	96
	47%	**	51%	39%	53% a	47%	55%	45%	**	47%	53%	47%	56%	48%	49%	47%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	474	**	337	89	272	222	139	42	**	360	81	390	52	284	158	75
	31%	**	29%	38% b	27%	31%	26%	38% b	**	31%	30%	31%	30%	32%	29%	37%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	106	**	77	18	66	41	42	4	**	80	17	89	8	55	42	9
	7%	**	7%	8%	6%	6%	8%	4%	**	7%	6%	7%	5%	6%	8%	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	67	**	47	8	43	32	19	7	**	55	7	58	4	31	32	6
	4%	**	4%	3%	4%	4%	4%	6%	**	5%	3%	5%	3%	3%	6%	3%
VERY CERTAIN OUT OF CONTRACT	156	**	113	29	97	82	44	8	**	122	22	133	11	97	48	18
	10%	**	10%	12%	10%	12%	8%	8%	**	10%	8%	11%	6%	11%	9%	9%
SUMMARY																
IN CONTRACT	1199	**	933	182	808	556	433	91	**	913	223	987	149	705	431	171
	78%	**	80%	77%	80%	78%	80%	82%	**	78%	83%	78%	86% a	79%	78%	84%
OUT OF CONTRACT	223	**	161	37	140	115	63	15	**	177	29	191	15	127	79	24
	15%	**	14%	16%	14%	16%	12%	13%	**	15%	11%	15%	9%	14%	14%	12%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
VERY CERTAIN IN CONTRACT	725	49	654	115	589	389	314	72	**	176	549	236	489
	47%	43%	51%	40%	52%	47%	53%	46%	**	38%	51%	39%	53%
					a						a		a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	474	37	378	104	312	251	164	56	**	163	311	223	251
	31%	33%	29%	37%	28%	31%	28%	35%	**	35%	29%	37%	27%
				b								b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	106	7	82	16	73	47	42	5	**	39	67	48	58
	7%	6%	6%	6%	6%	6%	7%	3%	**	9%	6%	8%	6%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	67	5	50	12	43	36	19	8	**	21	47	24	43
	4%	4%	4%	4%	4%	4%	3%	5%	**	4%	4%	4%	5%
VERY CERTAIN OUT OF CONTRACT	156	15	131	37	109	97	49	17	**	61	95	70	86
	10%	13%	10%	13%	10%	12%	8%	11%	**	13%	9%	12%	9%
SUMMARY													
IN CONTRACT	1199	87	1032	218	900	641	478	127	**	339	859	459	740
	78%	77%	80%	77%	80%	78%	81%	81%	**	74%	80%	76%	80%
											a		
OUT OF CONTRACT	223	20	181	49	152	133	68	25	**	81	142	95	129
	15%	17%	14%	17%	13%	16%	11%	16%	**	18%	13%	16%	14%

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
VERY CERTAIN IN CONTRACT	725	309	416	69	**	**	**	**	**	725	**	611	114
	47%	42%	52%	44%	**	**	**	**	**	47%	**	47%	52%
			a										
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	474	255	219	66	**	**	**	**	**	474	**	424	50
	31%	35%	27%	42%	**	**	**	**	**	31%	**	32%	23%
		b		b									
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	106	43	63	3	**	**	**	**	**	106	**	79	27
	7%	6%	8%	2%	**	**	**	**	**	7%	**	6%	12%
			c									a	
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	67	34	34	4	**	**	**	**	**	67	**	59	9
	4%	5%	4%	2%	**	**	**	**	**	4%	**	4%	4%
VERY CERTAIN OUT OF CONTRACT	156	88	68	14	**	**	**	**	**	156	**	137	19
	10%	12%	9%	9%	**	**	**	**	**	10%	**	10%	9%
SUMMARY													
IN CONTRACT	1199	564	635	135	**	**	**	**	**	1199	**	1035	164
	78%	77%	79%	87%	**	**	**	**	**	78%	**	79%	75%
OUT OF CONTRACT	223	121	102	18	**	**	**	**	**	223	**	196	27
	15%	17%	13%	11%	**	**	**	**	**	15%	**	15%	13%

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
VERY CERTAIN IN CONTRACT	725	94	381	89	111	60	43	239	305	587	137	**	142	291	291
	47%	47%	52%	60%	43%	30%	32%	43%	52%	46%	56%	**	38%	47%	54%
		e	e	de	e				ab	a	abd				a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	474	58	210	34	94	80	62	212	144	419	54	**	165	181	127
	31%	29%	28%	23%	37%	40%	46%	38%	25%	33%	22%	**	45%	29%	24%
					c	bc	cde	ce		ce			bc		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	106	12	48	9	15	21	10	30	38	79	26	**	18	40	48
	7%	6%	6%	6%	6%	11%	7%	5%	7%	6%	11%	**	5%	6%	9%
											b				
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	67	7	32	4	12	13	9	23	24	56	11	**	16	34	18
	4%	4%	4%	3%	5%	6%	7%	4%	4%	4%	5%	**	4%	5%	3%
VERY CERTAIN OUT OF CONTRACT	156	28	70	11	24	25	11	56	75	142	14	**	29	73	54
	10%	14%	9%	7%	9%	12%	8%	10%	13%	11%	6%	**	8%	12%	10%
									e						
SUMMARY															
IN CONTRACT	1199	152	591	122	205	140	106	451	449	1006	191	**	307	472	417
	78%	76%	80%	83%	80%	71%	77%	81%	77%	78%	79%	**	83%	76%	78%
				e											
OUT OF CONTRACT	223	35	101	15	36	38	21	79	98	198	25	**	44	107	72
	15%	17%	14%	10%	14%	19%	15%	14%	17%	15%	10%	**	12%	17%	13%

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

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SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
VERY CERTAIN IN CONTRACT	725	408	313	216	188	160	153	598	69	**	**	80	235	236	213	395
	47%	51%	43%	46%	48%	46%	48%	48%	46%	**	**	46%	44%	48%	44%	50%
		b														
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	474	222	252	144	110	114	105	389	47	**	**	50	182	143	171	220
	31%	28%	35%	31%	28%	33%	33%	31%	31%	**	**	29%	34%	29%	35%	28%
			a												b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	106	37	69	31	30	22	24	86	14	**	**	17	34	23	38	46
	7%	5%	9%	7%	8%	6%	8%	7%	9%	**	**	10%	6%	5%	8%	6%
			a													
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	67	32	35	31	19	8	10	48	7	**	**	9	24	25	19	36
	4%	4%	5%	7%	5%	2%	3%	4%	5%	**	**	5%	5%	5%	4%	4%
VERY CERTAIN OUT OF CONTRACT	156	95	58	45	44	43	24	128	14	**	**	15	55	65	46	95
	10%	12%	8%	10%	11%	12%	8%	10%	9%	**	**	9%	10%	13%	10%	12%
SUMMARY																
IN CONTRACT	1199	630	565	360	298	275	259	987	116	**	**	130	417	379	384	615
	78%	79%	78%	77%	76%	79%	82%	79%	77%	**	**	76%	79%	77%	79%	78%
OUT OF CONTRACT	223	128	93	76	63	51	34	176	21	**	**	25	79	89	65	131
	15%	16%	13%	16%	16%	15%	11%	14%	14%	**	**	14%	15%	18%	13%	17%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
TOTAL IN CONTRACT	1022	**	810	153	707	466	394	75	**	776	190	836	130	586	380	145
	67%	**	69%	64%	70%	65%	73%	68%	**	66%	71%	66%	76%	66%	69%	71%
					a								a			
VERY CERTAIN	725	**	596	93	536	334	295	49	**	552	142	597	97	422	273	96
	47%	**	51%	39%	53%	47%	55%	45%	**	47%	53%	47%	56%	48%	49%	47%
					a											
NOT 'VERY CERTAIN'	297	**	214	60	172	132	99	25	**	224	48	238	33	165	107	49
	19%	**	18%	25%	17%	19%	18%	23%	**	19%	18%	19%	19%	19%	19%	24%
				b												
TOTAL OUT OF CONTRACT	286	**	211	49	181	155	75	24	**	224	43	243	24	170	97	35
	19%	**	18%	21%	18%	22%	14%	22%	**	19%	16%	19%	14%	19%	18%	17%
						b										
VERY CERTAIN	156	**	113	29	97	82	44	8	**	122	22	133	11	97	48	18
	10%	**	10%	12%	10%	12%	8%	8%	**	10%	8%	11%	6%	11%	9%	9%
NOT 'VERY CERTAIN'	130	**	98	20	84	72	31	16	**	103	20	110	13	73	50	17
	8%	**	8%	8%	8%	10%	6%	14%	**	9%	8%	9%	8%	8%	9%	8%
						b										
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	150	**	108	22	93	66	49	10	**	117	25	131	12	92	51	16
	10%	**	9%	9%	9%	9%	9%	9%	**	10%	9%	10%	7%	10%	9%	8%
NOT SURE IF EVER HAD A CONTRACT	70	**	42	14	32	26	20	2	**	53	11	58	6	39	24	8
	5%	**	4%	6%	3%	4%	4%	2%	**	5%	4%	5%	3%	4%	4%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
TOTAL IN CONTRACT	1022	66	897	174	790	538	425	102	**	266	756	363	659
	67%	59%	69%	61%	70%	66%	72%	65%	**	58%	71%	60%	71%
					a						a		a
VERY CERTAIN	725	49	654	115	589	389	314	72	**	176	549	236	489
	47%	43%	51%	40%	52%	47%	53%	46%	**	38%	51%	39%	53%
					a						a		a
NOT 'VERY CERTAIN'	297	17	243	59	201	149	111	31	**	90	207	127	170
	19%	15%	19%	21%	18%	18%	19%	20%	**	19%	19%	21%	18%
TOTAL OUT OF CONTRACT	286	24	232	60	197	176	81	35	**	102	183	122	164
	19%	22%	18%	21%	18%	21%	14%	22%	**	22%	17%	20%	18%
						b		b					
VERY CERTAIN	156	15	131	37	109	97	49	17	**	61	95	70	86
	10%	13%	10%	13%	10%	12%	8%	11%	**	13%	9%	12%	9%
NOT 'VERY CERTAIN'	130	9	102	23	88	79	32	18	**	42	88	52	78
	8%	8%	8%	8%	8%	10%	5%	12%	**	9%	8%	9%	8%
						b		b					
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	150	14	120	29	105	78	56	16	**	53	97	66	85
	10%	12%	9%	10%	9%	9%	10%	10%	**	12%	9%	11%	9%
NOT SURE IF EVER HAD A CONTRACT	70	8	46	21	33	29	25	4	**	38	32	50	20
	5%	7%	4%	7%	3%	4%	4%	2%	**	8%	3%	8%	2%
					b					b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
TOTAL IN CONTRACT	1022	460	562	107	**	**	**	**	**	1022	**	878	144
	67%	63%	70%	68%	**	**	**	**	**	67%	**	67%	66%
		a											
VERY CERTAIN	725	309	416	69	**	**	**	**	**	725	**	611	114
	47%	42%	52%	44%	**	**	**	**	**	47%	**	47%	52%
		a											
NOT 'VERY CERTAIN'	297	151	146	38	**	**	**	**	**	297	**	267	30
	19%	21%	18%	24%	**	**	**	**	**	19%	**	20%	14%
TOTAL OUT OF CONTRACT	286	164	122	29	**	**	**	**	**	286	**	253	33
	19%	22%	15%	19%	**	**	**	**	**	19%	**	19%	15%
		b											
VERY CERTAIN	156	88	68	14	**	**	**	**	**	156	**	137	19
	10%	12%	9%	9%	**	**	**	**	**	10%	**	10%	9%
NOT 'VERY CERTAIN'	130	76	54	15	**	**	**	**	**	130	**	116	14
	8%	10%	7%	10%	**	**	**	**	**	8%	**	9%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	150	73	78	15	**	**	**	**	**	150	**	128	22
	10%	10%	10%	10%	**	**	**	**	**	10%	**	10%	10%
NOT SURE IF EVER HAD A CONTRACT	70	32	38	5	**	**	**	**	**	70	**	51	19
	5%	4%	5%	3%	**	**	**	**	**	5%	**	4%	9%
												a	

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
TOTAL IN CONTRACT	1022	123	524	113	166	106	78	377	401	856	164	**	249	403	367
	67%	62%	71%	77%	65%	53%	57%	67%	68%	67%	68%	**	67%	65%	68%
		e	e	ade											
VERY CERTAIN	725	94	381	89	111	60	43	239	305	587	137	**	142	291	291
	47%	47%	52%	60%	43%	30%	32%	43%	52%	46%	56%	**	38%	47%	54%
		e	e	de	e				ab	a	abd				a
NOT 'VERY CERTAIN'	297	29	143	24	56	46	35	138	96	269	27	**	107	113	76
	19%	15%	19%	16%	22%	23%	25%	25%	16%	21%	11%	**	29%	18%	14%
							e	ce		e			bc		
TOTAL OUT OF CONTRACT	286	46	129	20	48	44	31	101	121	253	32	**	64	130	91
	19%	23%	17%	14%	19%	22%	23%	18%	21%	20%	13%	**	17%	21%	17%
VERY CERTAIN	156	28	70	11	24	25	11	56	75	142	14	**	29	73	54
	10%	14%	9%	7%	9%	12%	8%	10%	13%	11%	6%	**	8%	12%	10%
									e						
NOT 'VERY CERTAIN'	130	19	60	9	24	20	20	45	46	112	18	**	35	57	37
	8%	9%	8%	6%	9%	10%	15%	8%	8%	9%	8%	**	10%	9%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	150	21	62	11	33	25	14	66	44	123	26	**	35	70	45
	10%	11%	8%	7%	13%	12%	10%	12%	7%	10%	11%	**	9%	11%	8%
NOT SURE IF EVER HAD A CONTRACT	70	9	25	3	10	24	13	17	20	50	21	**	22	15	33
	5%	4%	3%	2%	4%	12%	10%	3%	3%	4%	9%	**	6%	2%	6%
						abcd	bcd				bcd		b		b

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base : Those responsible for the household's Pay TV service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
TOTAL IN CONTRACT	1022	544	474	295	255	239	226	842	99	**	**	111	354	321	313	542
	67%	68%	65%	63%	65%	69%	71%	67%	66%	**	**	64%	67%	65%	64%	68%
VERY CERTAIN	725	408	313	216	188	160	153	598	69	**	**	80	235	236	213	395
	47%	51%	43%	46%	48%	46%	48%	48%	46%	**	**	46%	44%	48%	44%	50%
		b														
NOT 'VERY CERTAIN'	297	136	161	79	67	79	72	244	30	**	**	31	119	85	100	147
	19%	17%	22%	17%	17%	23%	23%	20%	20%	**	**	18%	22%	17%	21%	19%
TOTAL OUT OF CONTRACT	286	165	118	101	78	61	46	228	27	**	**	34	104	111	83	159
	19%	21%	16%	22%	20%	18%	14%	18%	18%	**	**	19%	20%	23%	17%	20%
VERY CERTAIN	156	95	58	45	44	43	24	128	14	**	**	15	55	65	46	95
	10%	12%	8%	10%	11%	12%	8%	10%	9%	**	**	9%	10%	13%	10%	12%
NOT 'VERY CERTAIN'	130	70	60	56	34	18	22	100	13	**	**	18	49	46	37	64
	8%	9%	8%	12%	9%	5%	7%	8%	8%	**	**	10%	9%	9%	8%	8%
				c												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	150	59	91	58	34	31	27	122	19	**	**	19	47	48	65	65
	10%	7%	13%	13%	9%	9%	8%	10%	13%	**	**	11%	9%	10%	13%	8%
			a												b	
NOT SURE IF EVER HAD A CONTRACT	70	26	44	12	24	16	18	57	6	**	**	10	25	11	25	27
	5%	3%	6%	3%	6%	5%	6%	5%	4%	**	**	6%	5%	2%	5%	3%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
ALL SERVICES IN CONTRACT	553	**	553	**	495	303	249	**	**	535	**	535	**	300	235	**
	75%	**	75%	**	75%	72%	78%	**	**	75%	**	75%	**	74%	76%	**
ALL SERVICES OUT OF CONTRACT	89	**	89	**	86	55	33	**	**	89	**	89	**	51	37	**
	12%	**	12%	**	13%	13%	10%	**	**	12%	**	12%	**	13%	12%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	57	37	33	**	**	68	**	68	**	36	31	**
	9%	**	9%	**	9%	9%	10%	**	**	9%	**	9%	**	9%	10%	**
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	24	26	3	**	**	26	**	26	**	19	7	**
	4%	**	4%	**	4%	6%	1%	**	**	4%	**	4%	**	5%	2%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
ALL SERVICES IN CONTRACT	553	**	553	**	499	300	253	**	**	**	553	**	493
	75%	**	75%	**	74%	72%	79%	**	**	**	75%	**	74%
ALL SERVICES OUT OF CONTRACT	89	**	89	**	84	56	33	**	**	**	89	**	86
	12%	**	12%	**	13%	13%	10%	**	**	**	12%	**	13%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	64	35	35	**	**	**	70	**	62
	9%	**	9%	**	9%	8%	11%	**	**	**	9%	**	9%
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	25	27	1	**	**	**	28	**	22
	4%	**	4%	**	4%	6%	*%	**	**	**	4%	**	3%

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
ALL SERVICES IN CONTRACT	553	260	292	**	**	**	**	**	**	553	**	466	**
	75%	71%	78%	**	**	**	**	**	**	75%	**	74%	**
ALL SERVICES OUT OF CONTRACT	89	51	38	**	**	**	**	**	**	89	**	80	**
	12%	14%	10%	**	**	**	**	**	**	12%	**	13%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	70	34	36	**	**	**	**	**	**	70	**	54	**
	9%	9%	10%	**	**	**	**	**	**	9%	**	9%	**
MIX OF SERVICES IN & OUT OF CONTRACT	28	21	7	**	**	**	**	**	**	28	**	28	**
	4%	6%	2%	**	**	**	**	**	**	4%	**	5%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
ALL SERVICES IN CONTRACT	553	**	553	**	**	**	**	208	220	461	**	**	**	227	208
	75%	**	75%	**	**	**	**	78%	73%	76%	**	**	**	71%	74%
ALL SERVICES OUT OF CONTRACT	89	**	89	**	**	**	**	26	48	76	**	**	**	48	33
	12%	**	12%	**	**	**	**	10%	16%	12%	**	**	**	15%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	**	**	**	21	26	50	**	**	**	32	31
	9%	**	9%	**	**	**	**	8%	9%	8%	**	**	**	10%	11%
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	**	**	**	13	7	22	**	**	**	13	9
	4%	**	4%	**	**	**	**	5%	2%	4%	**	**	**	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
ALL SERVICES IN CONTRACT	553	287	265	169	126	**	116	463	**	**	**	**	192	182	172	296
	75%	77%	73%	72%	71%	**	80%	76%	**	**	**	**	75%	72%	77%	72%
ALL SERVICES OUT OF CONTRACT	89	48	40	28	26	**	13	66	**	**	**	**	26	47	23	58
	12%	13%	11%	12%	15%	**	9%	11%	**	**	**	**	10%	19%	11%	14%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	25	45	21	16	**	13	60	**	**	**	**	24	10	20	38
	9%	7%	12%	9%	9%	**	9%	10%	**	**	**	**	10%	4%	9%	9%
MIX OF SERVICES IN & OUT OF CONTRACT	28	14	12	15	8	**	3	21	**	**	**	**	12	15	7	19
	4%	4%	3%	7%	5%	**	2%	3%	**	**	**	**	5%	6%	3%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	915	-	915	121	794	500	415	110	76	845	14	855	4	516	343	109
Effective Weighted Sample	862	-	862	112	751	465	397	97	74	801	14	810	4	487	327	97
Total	773	-	773	108	665	414	359	80	64	705	13	714	4	431	288	87
BOTH SERVICES IN CONTRACT	612	**	612	81	531	344	269	80	**	559	**	568	**	346	225	75
	79%	**	79%	75%	80%	83% b	75%	99% ab	**	79%	**	80%	**	80%	78%	87%
BOTH SERVICES OUT OF CONTRACT	87	**	87	13	74	43	44	-	**	80	**	80	**	48	33	5
	11%	**	11%	12%	11%	10% c	12% c	-%	**	11%	**	11%	**	11%	11%	5%
ANY SERVICES UNSURE OF CONTRACT STATUS	64	**	64	12	52	21	43	-	**	56	**	57	**	30	27	6
	8%	**	8%	11%	8%	5%	12% ac	-%	**	8%	**	8%	**	7%	9%	7%
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	10	2	8	6	4	1	**	9	**	9	**	6	4	1
	1%	**	1%	2%	1%	2%	1%	1%	**	1%	**	1%	**	1%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	915	-	915	121	794	523	392	122	88	192	14	202	4
Effective Weighted Sample	862	-	862	112	751	488	374	111	85	178	14	187	4
Total	773	-	773	108	665	436	337	93	72	185	13	195	4
BOTH SERVICES IN CONTRACT	612	**	612	81	531	363	250	92	**	151	**	160	**
	79%	**	79%	75%	80%	83%	74%	98%	**	81%	**	82%	**
						b		ab					
BOTH SERVICES OUT OF CONTRACT	87	**	87	13	74	46	41	1	**	18	**	18	**
	11%	**	11%	12%	11%	11%	12%	1%	**	10%	**	9%	**
						c	c						
ANY SERVICES UNSURE OF CONTRACT STATUS	64	**	64	12	52	21	43	-	**	14	**	15	**
	8%	**	8%	11%	8%	5%	13%	-%	**	8%	**	8%	**
							ac						
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	10	2	8	6	4	1	**	2	**	2	**
	1%	**	1%	2%	1%	1%	1%	1%	**	1%	**	1%	**

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	915	77	129	23	16	124	324	19	15	206	448	641	274
Effective Weighted Sample	862	68	123	21	15	119	311	18	14	191	430	599	264
Total	773	72	127	20	15	98	268	15	12	199	366	549	224
BOTH SERVICES IN CONTRACT	612	**	103	**	**	80	214	**	**	163	294	443	169
	79%	**	81%	**	**	81%	80%	**	**	82%	80%	81%	76%
BOTH SERVICES OUT OF CONTRACT	87	**	10	**	**	9	33	**	**	19	42	60	26
	11%	**	8%	**	**	9%	12%	**	**	10%	11%	11%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	64	**	13	**	**	8	19	**	**	15	27	36	27
	8%	**	10%	**	**	8%	7%	**	**	7%	7%	7%	12% a
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	1	**	**	2	2	**	**	2	4	9	1
	1%	**	1%	**	**	2%	1%	**	**	1%	1%	2%	*%

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	915	915	-	-	14	-	37	257	380	674	239	85	139	315	459
Effective Weighted Sample	862	862	-	-	14	-	31	241	362	632	231	81	123	299	440
Total	773	773	-	-	13	-	36	224	325	585	186	68	122	274	375
BOTH SERVICES IN CONTRACT	612	612	**	**	**	**	**	183	239	453	157	**	105	211	294
	79%	79%	**	**	**	**	**	82%	74%	77%	85%	**	86%	77%	78%
											c				
BOTH SERVICES OUT OF CONTRACT	87	87	**	**	**	**	**	22	49	73	14	**	6	40	41
	11%	11%	**	**	**	**	**	10%	15%	12%	8%	**	5%	15%	11%
									e					a	
ANY SERVICES UNSURE OF CONTRACT STATUS	64	64	**	**	**	**	**	16	34	51	13	**	8	20	36
	8%	8%	**	**	**	**	**	7%	10%	9%	7%	**	6%	7%	10%
MIX OF SERVICES IN & OUT OF CONTRACT	10	10	**	**	**	**	**	2	3	8	1	**	4	3	4
	1%	1%	**	**	**	**	**	1%	1%	1%	1%	**	3%	1%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	915	485	424	305	285	126	185	743	84	60	28	94	297	292	254	508
Effective Weighted Sample	862	458	403	292	275	120	176	703	79	54	26	86	279	278	239	479
Total	773	437	331	236	246	138	141	624	72	50	27	78	251	247	210	431
BOTH SERVICES IN CONTRACT	612	346	262	180	194	110	115	494	**	**	**	**	203	186	165	340
	79%	79%	79%	77%	79%	80%	82%	79%	**	**	**	**	81%	75%	79%	79%
BOTH SERVICES OUT OF CONTRACT	87	56	31	33	30	13	11	71	**	**	**	**	25	40	24	50
	11%	13%	9%	14%	12%	9%	8%	11%	**	**	**	**	10%	16%	11%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	64	32	32	18	21	12	14	52	**	**	**	**	20	19	18	35
	8%	7%	10%	7%	8%	9%	10%	8%	**	**	**	**	8%	8%	9%	8%
MIX OF SERVICES IN & OUT OF CONTRACT	10	3	6	5	1	3	2	8	**	**	**	**	4	2	3	6
	1%	1%	2%	2%	1%	2%	1%	1%	**	**	**	**	2%	1%	1%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2598	194	1383	393	1184	952	625	237	118	1953	393	2102	244	1526	820	422
Effective Weighted Sample	2271	157	1213	334	1036	806	564	178	106	1704	360	1839	222	1333	723	355
Total	2613	186	1460	403	1243	962	684	180	125	1996	349	2130	214	1492	853	395
Netflix	2102	122	1205	309	1019	755	573	132	97	1627	283	1737	173	1206	704	299
	80%	65%	83%	77%	82%	78%	84%	73%	78%	82%	81%	82%	81%	81%	83%	76%
			a				ac								c	
Amazon Prime Video	1748	123	1035	267	891	683	475	121	85	1358	234	1442	151	1023	569	265
	67%	66%	71%	66%	72%	71%	70%	67%	68%	68%	67%	68%	70%	69%	67%	67%
Disney+	1122	72	601	157	516	402	271	67	48	888	144	935	98	701	332	191
	43%	39%	41%	39%	42%	42%	40%	37%	39%	45%	41%	44%	46%	47%	39%	48%
														b		b
NOW/ NOW Broadband	342	32	168	54	146	118	82	22	12	258	40	271	27	208	90	50
	13%	17%	12%	13%	12%	12%	12%	12%	9%	13%	12%	13%	13%	14%	11%	13%
Apple TV+	250	39	104	52	92	100	43	25	12	177	31	186	22	160	48	52
	10%	21%	7%	13%	7%	10%	6%	14%	10%	9%	9%	9%	10%	11%	6%	13%
		b		b		b		b						b		b
Discovery+	194	31	100	46	85	82	49	17	7	132	38	147	24	131	40	37
	7%	16%	7%	11%	7%	9%	7%	10%	6%	7%	11%	7%	11%	9%	5%	9%
		b		b							a			b		b
ITV Hub+/ STV Player VIP	175	29	77	41	65	69	37	18	10	136	18	139	16	110	44	38
	7%	16%	5%	10%	5%	7%	5%	10%	8%	7%	5%	7%	7%	7%	5%	10%
		b		b												b
Paramount+	164	16	95	24	87	70	41	15	11	113	32	118	27	107	37	30
	6%	9%	6%	6%	7%	7%	6%	8%	9%	6%	9%	6%	13%	7%	4%	8%
											a		a	b		
BritBox	147	19	81	33	67	67	33	20	11	108	22	113	17	95	35	25
	6%	10%	6%	8%	5%	7%	5%	11%	9%	5%	6%	5%	8%	6%	4%	6%
		b						b								
All4+ (premium service with no adverts)	91	14	45	23	36	45	15	19	10	68	11	72	7	62	17	25
	3%	8%	3%	6%	3%	5%	2%	11%	8%	3%	3%	3%	3%	4%	2%	6%
		b		b		b		ab	b					b		b
Hayu	79	11	30	15	26	28	12	7	1	57	13	61	9	50	19	19
	3%	6%	2%	4%	2%	3%	2%	4%	1%	3%	4%	3%	4%	3%	2%	5%
			b													

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2598	194	1383	393	1184	952	625	237	118	1953	393	2102	244	1526	820	422
Effective Weighted Sample	2271	157	1213	334	1036	806	564	178	106	1704	360	1839	222	1333	723	355
Total	2613	186	1460	403	1243	962	684	180	125	1996	349	2130	214	1492	853	395
STARZPLAY	76	10	37	13	33	34	13	5	2	52	16	56	12	51	17	10
	3%	5%	3%	3%	3%	4%	2%	3%	2%	3%	5%	3%	6%	3%	2%	3%
MUBI	30	10	7	10	7	16	1	9	3	18	4	19	3	22	-	8
	1%	6%	*%	3%	1%	2%	*%	5%	3%	1%	1%	1%	1%	1%	-%	2%
		b		b		b		ab	b					b		b
Other supplier	50	4	23	12	16	19	9	4	4	38	5	40	2	28	14	10
	2%	2%	2%	3%	1%	2%	1%	2%	3%	2%	1%	2%	1%	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2598	543	1563	783	1323	1307	799	370	212	389	769	502	656
Effective Weighted Sample	2271	482	1369	688	1159	1131	710	310	189	350	670	444	574
Total	2613	474	1603	714	1363	1265	812	314	198	404	906	529	781
Netflix	2102	372	1333	575	1130	1041	664	259	165	330	775	436	669
	80%	79%	83%	81%	83%	82%	82%	83%	83%	82%	86%	82%	86%
Amazon Prime Video	1748	317	1142	479	981	905	554	212	138	279	662	367	575
	67%	67%	71%	67%	72%	72%	68%	68%	70%	69%	73%	69%	74%
Disney+	1122	226	677	323	579	578	324	140	87	191	412	247	356
	43%	48%	42%	45%	42%	46%	40%	45%	44%	47%	46%	47%	46%
						b							
NOW/ NOW Broadband	342	82	188	107	163	179	91	57	25	85	94	99	80
	13%	17%	12%	15%	12%	14%	11%	18%	13%	21%	10%	19%	10%
		b						b		b		b	
Apple TV+	250	54	118	67	105	130	42	41	15	53	75	62	66
	10%	11%	7%	9%	8%	10%	5%	13%	8%	13%	8%	12%	8%
		b				b		b		b			
Discovery+	194	26	112	44	94	94	44	16	8	51	77	64	64
	7%	5%	7%	6%	7%	7%	5%	5%	4%	13%	9%	12%	8%
ITV Hub+/ STV Player VIP	175	37	89	51	76	86	41	30	16	35	58	44	48
	7%	8%	6%	7%	6%	7%	5%	9%	8%	9%	6%	8%	6%
								b					
Paramount+	164	28	107	37	98	97	38	29	18	36	75	41	70
	6%	6%	7%	5%	7%	8%	5%	9%	9%	9%	8%	8%	9%
						b		b					
BritBox	147	29	87	43	73	85	31	27	10	23	54	35	42
	6%	6%	5%	6%	5%	7%	4%	8%	5%	6%	6%	7%	5%
						b		b					
All4+ (premium service with no adverts)	91	16	48	24	40	47	18	21	8	16	32	25	23
	3%	3%	3%	3%	3%	4%	2%	7%	4%	4%	4%	5%	3%
								b					
Hayu	79	17	34	22	28	35	15	10	2	23	14	23	14
	3%	4%	2%	3%	2%	3%	2%	3%	1%	6%	2%	4%	2%
										b			

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2598	543	1563	783	1323	1307	799	370	212	389	769	502	656
Effective Weighted Sample	2271	482	1369	688	1159	1131	710	310	189	350	670	444	574
Total	2613	474	1603	714	1363	1265	812	314	198	404	906	529	781
STARZPLAY	76	16	41	21	36	41	16	9	3	22	24	24	23
	3%	3%	3%	3%	3%	3%	2%	3%	2%	6%	3%	5%	3%
MUBI	30	12	8	13	6	17	2	9	1	12	4	12	4
	1%	2%	*%	2%	*%	1%	*%	3%	*%	3%	*%	2%	1%
		b		b				b		b			
Other supplier	50	17	24	24	18	26	15	10	8	6	8	8	6
	2%	4%	2%	3%	1%	2%	2%	3%	4%	1%	1%	1%	1%
		b		b									

Columns Tested: a,b - a,b - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2598	594	564	161	81	177	357	44	28	1158	534	2598	-
Effective Weighted Sample	2271	507	507	129	71	163	338	39	26	1014	500	2271	-
Total	2613	658	652	150	88	148	303	36	23	1310	451	2613	-
Netflix	2102	559	546	124	**	109	233	**	**	1105	342	2102	**
	80%	85%	84%	82%	**	74%	77%	**	**	84% b	76%	80%	**
Amazon Prime Video	1748	456	485	99	**	111	201	**	**	942	312	1748	**
	67%	69%	74%	66%	**	75%	66%	**	**	72%	69%	67%	**
Disney+	1122	316	288	69	**	52	107	**	**	603	160	1122	**
	43%	48%	44%	46%	**	35%	35%	**	**	46% b	35%	43%	**
NOW/ NOW Broadband	342	107	73	37	**	16	46	**	**	179	62	342	**
	13%	16%	11%	25% b	**	11%	15%	**	**	14%	14%	13%	**
Apple TV+	250	79	49	26	**	14	12	**	**	128	26	250	**
	10%	12% b	7%	18% b	**	10% b	4%	**	**	10% b	6%	10%	**
Discovery+	194	75	53	20	**	3	4	**	**	128	7	194	**
	7%	11%	8%	14%	**	2%	1%	**	**	10% b	2%	7%	**
ITV Hub+/ STV Player VIP	175	56	36	24	**	8	7	**	**	92	15	175	**
	7%	9%	6%	16% ab	**	5%	2%	**	**	7% b	3%	7%	**
Paramount+	164	63	47	16	**	8	5	**	**	111	13	164	**
	6%	10%	7%	11%	**	5%	2%	**	**	8% b	3%	6%	**
BritBox	147	44	32	15	**	14	16	**	**	77	29	147	**
	6%	7%	5%	10%	**	9%	5%	**	**	6%	6%	6%	**
All4+ (premium service with no adverts)	91	30	18	14	**	4	8	**	**	48	12	91	**
	3%	5%	3%	9% b	**	3%	3%	**	**	4%	3%	3%	**
Hayu	79	26	11	11	**	3	6	**	**	37	9	79	**
	3%	4%	2%	7% b	**	2%	2%	**	**	3%	2%	3%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2598	594	564	161	81	177	357	44	28	1158	534	2598	-
Effective Weighted Sample	2271	507	507	129	71	163	338	39	26	1014	500	2271	-
Total	2613	658	652	150	88	148	303	36	23	1310	451	2613	-
STARZPLAY	76	30	17	9	**	3	5	**	**	46	8	76	**
	3%	4%	3%	6%	**	2%	2%	**	**	4%	2%	3%	**
MUBI	30	16	-	8	**	3	1	**	**	16	4	30	**
	1%	2%	-%	6%	**	2%	*%	**	**	1%	1%	1%	**
		b		b									
Other supplier	50	4	9	-	**	6	10	**	**	14	16	50	**
	2%	1%	1%	-%	**	4%	3%	**	**	1%	3%	2%	**
											a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2598	641	431	134	412	990	340	1149	828	2317	273	71	881	1054	655
Effective Weighted Sample	2271	599	406	126	370	869	293	987	743	2017	249	64	752	918	598
Total	2613	549	628	118	350	977	380	1143	823	2346	259	69	896	1073	636
Netflix	2102	433	542	97	293	743	320	961	648	1929	167	**	771	876	449
	80%	79%	86%	82%	84%	76%	84%	84%	79%	82%	64%	**	86%	82%	71%
			ae		e		e	ce	e	e			bc	c	
Amazon Prime Video	1748	371	478	83	230	593	240	754	572	1567	179	**	577	731	438
	67%	68%	76%	70%	66%	61%	63%	66%	70%	67%	69%	**	64%	68%	69%
		e	ade												
Disney+	1122	210	283	53	151	432	209	579	296	1084	37	**	486	499	136
	43%	38%	45%	45%	43%	44%	55%	51%	36%	46%	14%	**	54%	47%	21%
							cde	ce	e	ce			bc	c	
NOW/ NOW Broadband	342	70	68	10	43	150	63	146	100	308	32	**	144	121	76
	13%	13%	11%	9%	12%	15%	17%	13%	12%	13%	12%	**	16%	11%	12%
													b		
Apple TV+	250	34	49	9	33	127	59	115	58	231	19	**	118	89	43
	10%	6%	8%	7%	9%	13%	15%	10%	7%	10%	7%	**	13%	8%	7%
						ab	bcde						bc		
Discovery+	194	28	43	16	31	77	22	90	63	175	19	**	64	81	48
	7%	5%	7%	14%	9%	8%	6%	8%	8%	7%	7%	**	7%	8%	8%
				a											
ITV Hub+/ STV Player VIP	175	23	39	9	19	85	39	91	40	170	6	**	87	68	20
	7%	4%	6%	7%	5%	9%	10%	8%	5%	7%	2%	**	10%	6%	3%
						a	ce	ce		e			bc	c	
Paramount+	164	24	46	17	23	56	24	78	52	154	10	**	59	73	32
	6%	4%	7%	14%	7%	6%	6%	7%	6%	7%	4%	**	7%	7%	5%
				ade											
BritBox	147	25	37	7	23	56	22	62	52	136	10	**	53	63	30
	6%	5%	6%	6%	6%	6%	6%	5%	6%	6%	4%	**	6%	6%	5%
All4+ (premium service with no adverts)	91	14	20	3	15	39	31	46	9	86	4	**	59	25	5
	3%	3%	3%	2%	4%	4%	8%	4%	1%	4%	1%	**	7%	2%	1%
							bcde	c		c			bc		
Hayu	79	12	9	2	12	43	17	47	15	79	-	**	41	33	5
	3%	2%	1%	2%	3%	4%	4%	4%	2%	3%	-%	**	5%	3%	1%
						b	e	ce		e			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2598	641	431	134	412	990	340	1149	828	2317	273	71	881	1054	655
Effective Weighted Sample	2271	599	406	126	370	869	293	987	743	2017	249	64	752	918	598
Total	2613	549	628	118	350	977	380	1143	823	2346	259	69	896	1073	636
STARZPLAY	76	12	13	5	14	32	13	37	21	71	4	**	31	32	13
	3%	2%	2%	4%	4%	3%	4%	3%	3%	3%	2%	**	3%	3%	2%
MUBI	30	4	-	1	4	21	9	16	4	30	-	**	16	13	1
	1%	1%	-%	1%	1%	2%	2%	1%	1%	1%	-%	**	2%	1%	*%
						b	ce						c		
Other supplier	50	15	5	2	3	26	4	22	16	42	8	**	12	22	16
	2%	3%	1%	1%	1%	3%	1%	2%	2%	2%	3%	**	1%	2%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2598	1264	1308	833	752	431	557	2109	246	172	71	308	866	856	857	1279
Effective Weighted Sample	2271	1103	1149	735	671	382	492	1846	214	148	63	267	745	760	741	1126
Total	2613	1326	1261	764	737	550	538	2113	251	174	74	324	860	842	847	1290
Netflix	2102	1023	1058	613	604	442	427	1697	213	134	**	253	674	727	667	1066
	80%	77%	84%	80%	82%	80%	79%	80%	85%	77%	**	78%	78%	86%	79%	83%
Amazon Prime Video			a											ab		
	1748	891	843	570	492	345	327	1429	150	124	**	199	555	621	538	918
	67%	67%	67%	75%	67%	63%	61%	68%	60%	71%	**	62%	65%	74%	64%	71%
				bcd										ab		a
Disney+	1122	540	568	325	335	225	228	897	110	82	**	138	362	374	393	541
	43%	41%	45%	43%	45%	41%	42%	42%	44%	47%	**	43%	42%	44%	46%	42%
NOW/ NOW Broadband	342	178	159	101	85	75	79	271	36	23	**	34	128	113	134	158
	13%	13%	13%	13%	12%	14%	15%	13%	14%	13%	**	10%	15%	13%	16%	12%
Apple TV+	250	150	99	108	73	38	29	210	20	14	**	31	71	107	87	112
	10%	11%	8%	14%	10%	7%	5%	10%	8%	8%	**	10%	8%	13%	10%	9%
		b		cd	d									b		
Discovery+	194	91	101	59	37	54	42	159	16	14	**	24	73	57	99	60
	7%	7%	8%	8%	5%	10%	8%	8%	6%	8%	**	7%	8%	7%	12%	5%
						b									b	
ITV Hub+/ STV Player VIP	175	89	86	50	51	31	41	131	16	17	**	30	59	52	72	62
	7%	7%	7%	7%	7%	6%	8%	6%	6%	10%	**	9%	7%	6%	9%	5%
															b	
Paramount+	164	90	73	50	44	35	35	121	20	17	**	23	56	59	67	69
	6%	7%	6%	6%	6%	6%	6%	6%	8%	10%	**	7%	6%	7%	8%	5%
BritBox	147	80	65	58	40	18	32	124	10	6	**	19	69	41	63	63
	6%	6%	5%	8%	5%	3%	6%	6%	4%	4%	**	6%	8%	5%	7%	5%
				c										c		
All4+ (premium service with no adverts)	91	52	38	31	24	12	23	68	10	8	**	19	18	34	40	33
	3%	4%	3%	4%	3%	2%	4%	3%	4%	4%	**	6%	2%	4%	5%	3%
												b			b	
Hayu	79	26	52	24	24	14	16	64	8	6	**	8	27	25	35	30
	3%	2%	4%	3%	3%	2%	3%	3%	3%	4%	**	2%	3%	3%	4%	2%
			a													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2598	1264	1308	833	752	431	557	2109	246	172	71	308	866	856	857	1279
Effective Weighted Sample	2271	1103	1149	735	671	382	492	1846	214	148	63	267	745	760	741	1126
Total	2613	1326	1261	764	737	550	538	2113	251	174	74	324	860	842	847	1290
STARZPLAY	76	36	39	13	24	17	19	55	10	8	**	14	27	20	32	30
	3%	3%	3%	2%	3%	3%	3%	3%	4%	5%	**	4%	3%	2%	4%	2%
MUBI	30	17	12	7	8	6	9	25	3	2	**	5	12	9	18	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	**	2%	1%	1%	2%	*%
															b	
Other supplier	50	30	20	12	20	12	5	40	6	5	**	8	15	18	23	23
	2%	2%	2%	2%	3%	2%	1%	2%	2%	3%	**	2%	2%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020 61%	37 14%	1834 97% a	285 53%	1586 98% a	1046 86% c	826 88% c	158 76%	122 82%	1528 60%	404 91% a	1669 62%	263 93% a	1174 65% c	757 65% c	233 52%
Landline (i.e. home phone) or line rental	1868 56%	- -%	1868 99% a	259 48%	1609 99% a	1050 86% c	818 87% c	159 76%	122 82%	1438 57%	351 79% a	1556 58%	234 83% a	1089 60% c	700 60% c	212 47%
Pay TV service	1060 32%	32 11%	922 49% a	136 25%	817 50% a	545 45% c	409 43%	73 35%	54 36%	839 33%	186 42% a	898 33%	127 45% a	627 35%	398 34%	130 29%
Mobile Phone	444 13%	14 5%	368 20% a	90 17%	292 18%	239 20% b	143 15%	28 14%	22 15%	- -%	444 100% a	162 6%	282 100% a	324 18% b	121 10%	67 15%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760 23%	- -%	760 40% a	106 20%	654 40% a	404 33%	356 38%	78 37%	61 41%	705 28% b	- -%	705 26% b	- -%	418 23%	286 25% c	84 19%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740 22%	- -%	740 39% a	78 15%	662 41% a	421 35%	318 34%	57 27%	42 28%	718 28% b	- -%	718 27% b	- -%	407 22%	311 27% ac	78 17%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147 4%	- -%	147 8% a	19 4%	128 8% a	86 7%	62 7%	7 4%	6 4%	- -%	147 33% a	36 1%	111 39% a	124 7% b	23 2%	28 6% b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184 6%	- -%	184 10% a	44 8%	140 9%	116 10%	68 7%	10 5%	9 6%	- -%	184 41% a	71 3%	113 40% a	120 7%	64 5%	17 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
FIXED BROADBAND AND PAY TV	117	27	-	27	-	10	17	3	2	106	-	106	-	56	50	12
	4%	10%	-%	5%	-%	1%	2%	1%	1%	4%	-%	4%	-%	3%	4%	3%
		b		b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	9	4	10	3	8	5	3	2	-	59	25	34	39	20	9
	2%	3%	*%	2%	*%	1%	1%	1%	1%	-%	13%	1%	12%	2%	2%	2%
		b		b							a		a			
MOBILE PHONE AND PAY TV	21	3	13	5	11	14	3	3	3	-	21	12	9	18	2	5
	1%	1%	1%	1%	1%	1%	*%	1%	2%	-%	5%	*%	3%	1%	*%	1%
											a		a			
LANDLINE AND PAY TV	17	-	17	2	16	9	8	2	1	15	-	15	-	7	8	2
	1%	-%	1%	*%	1%	1%	1%	1%	*%	1%	-%	1%	-%	*%	1%	*%
LANDLINE AND MOBILE PHONE	16	-	16	7	9	11	5	3	2	-	16	7	9	8	8	3
	*%	-%	1%	1%	1%	1%	1%	2%	1%	-%	4%	*%	3%	*%	1%	1%
											a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	1	-	1	-	1	-	*	-	-	14	8	6	10	4	5
	*%	1%	-%	*%	-%	*%	-%	*%	-%	-%	3%	*%	2%	1%	*%	1%
		b									a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	-	4	3	1	4	-	1	1	-	4	3	1	4	-	*
	*%	-%	*%	1%	*%	*%	-%	1%	1%	-%	1%	*%	*%	*%	-%	*%
				b							a					
NONE	1256	234	-	234	-	134	100	41	20	988	-	988	-	603	385	208
	38%	85%	-%	44%	-%	11%	11%	20%	14%	39%	-%	37%	-%	33%	33%	46%
		b		b				ab		b		b				ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	-	2020	284	1736	1154	866	208	152	256	1022	379	899
	61%	-%	99%	34%	99%	76%	80%	59%	65%	56%	96%	63%	97%
			a		a	cd	acd				a		a
Landline (i.e. home phone) or line rental	1868	13	1835	250	1598	1055	793	185	135	242	913	346	808
	56%	2%	90%	29%	91%	69%	74%	52%	58%	53%	85%	58%	87%
			a		a	cd	cd				a		a
Pay TV service	1060	8	1031	119	920	595	445	97	67	-	1060	139	921
	32%	1%	51%	14%	53%	39%	41%	27%	29%	-%	99%	23%	99%
			a		a	cd	cd				a		a
Mobile Phone	444	12	421	108	325	268	164	40	30	75	194	121	148
	13%	2%	21%	13%	19%	18%	15%	11%	13%	16%	18%	20%	16%
			a		a	c							
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	-	760	106	654	425	335	91	70	185	-	185	-
	23%	-%	37%	12%	37%	28%	31%	26%	30%	40%	-%	31%	-%
			a		a					b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	68	672	418	321	66	45	-	740	76	663
	22%	-%	36%	8%	38%	27%	30%	19%	19%	-%	69%	13%	72%
			a		a	cd	cd				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	147	19	129	86	61	9	7	-	147	23	125
	4%	-%	7%	2%	7%	6%	6%	3%	3%	-%	14%	4%	13%
			a		a						a		a
Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	184	44	140	113	70	16	13	51	-	51	-
	6%	-%	9%	5%	8%	7%	7%	4%	5%	11%	-%	8%	-%
			a		a					b		b	
FIXED BROADBAND AND PAY TV	117	-	117	17	100	65	52	14	11	-	117	17	100
	4%	-%	6%	2%	6%	4%	5%	4%	5%	-%	11%	3%	11%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	59	-	59	25	34	39	20	10	7	19	4	20	3
	2%	-%	3%	3%	2%	3%	2%	3%	3%	4%	-%	3%	-%
			a							b		b	
MOBILE PHONE AND PAY TV	21	3	13	5	11	14	3	3	3	-	21	12	9
	1%	1%	1%	1%	1%	1%	-%	1%	1%	-%	2%	2%	1%
											a		
LANDLINE AND PAY TV	17	4	-	4	-	3	1	2	1	-	17	2	16
	1%	1%	-%	-%	-%	-%	-%	1%	-%	-%	2%	-%	2%
		b		b							a		
LANDLINE AND MOBILE PHONE	16	8	4	9	3	8	4	*	-	5	4	6	3
	-%	1%	-%	1%	-%	1%	-%	-%	-%	1%	-%	1%	-%
		b		b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	14	6	8	7	6	1	1	-	14	6	7
	-%	-%	1%	1%	-%	-%	1%	-%	-%	-%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	1	-	1	-	1	-	*	-	-	4	3	1
	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%
NONE	1256	545	-	545	-	342	203	140	76	199	-	199	-
	38%	97%	-%	64%	-%	22%	19%	39%	33%	43%	-%	33%	-%
		b		b				ab	ab	b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	593	684	115	**	132	332	**	**	1278	464	1589	431
	61%	81%	86%	74%	**	66%	64%	**	**	84%	65%	61%	60%
			c							b			
Landline (i.e. home phone) or line rental	1868	532	622	98	**	129	325	**	**	1154	454	1446	422
	56%	73%	78%	63%	**	64%	63%	**	**	76%	63%	55%	59%
		c	c							b			
Pay TV service	1060	507	554	95	**	-	-	**	**	1060	-	898	162
	32%	70%	69%	61%	**	-%	-%	**	**	69%	-%	34%	22%
										b		b	
Mobile Phone	444	124	145	28	**	36	65	**	**	269	101	349	96
	13%	17%	18%	18%	**	18%	13%	**	**	18%	14%	13%	13%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	67	118	19	**	98	268	**	**	185	366	539	221
	23%	9%	15%	12%	**	49%	52%	**	**	12%	51%	21%	31%
			a								a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	366	373	61	**	-	-	**	**	740	-	628	111
	22%	50%	47%	39%	**	-%	-%	**	**	48%	-%	24%	15%
		c								b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	60	87	10	**	-	-	**	**	147	-	118	29
	4%	8%	11%	6%	**	-%	-%	**	**	10%	-%	5%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	23	28	3	**	28	57	**	**	51	86	130	53
	6%	3%	4%	2%	**	14%	11%	**	**	3%	12%	5%	7%
											a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
FIXED BROADBAND AND PAY TV	117	54	64	15	**	-	-	**	**	117	-	107	10
	4%	7%	8%	10%	**	-%	-%	**	**	8% b	-%	4% b	1%
MOBILE PHONE AND FIXED BROADBAND	59	17	6	7	**	6	7	**	**	23	13	55	4
	2%	2%	1%	4% b	**	3%	1%	**	**	2%	2%	2% b	1%
MOBILE PHONE AND PAY TV	21	9	12	4	**	-	-	**	**	21	-	17	4
	1%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	1%	1%
LANDLINE AND PAY TV	17	7	10	2	**	-	-	**	**	17	-	12	5
	1%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	*%	1%
LANDLINE AND MOBILE PHONE	16	4	5	1	**	2	1	**	**	9	3	13	3
	*%	1%	1%	1%	**	1%	*%	**	**	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	8	1	**	-	-	**	**	14	-	11	3
	*%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	**	-	-	**	**	4	-	4	-
	*%	1%	-%	2% b	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1256	110	89	32	**	67	185	**	**	199	251	977	279
	38%	15%	11%	20% b	**	33%	36%	**	**	13%	35% a	37%	39%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	760	740	147	374	-	110	690	803	1603	412	133	377	795	844
	61%	98%	100%	100%	87%	-%	28%	54%	74%	58%	73%	63%	39%	65%	75%
		de	ade	de	e			a	abdf	a	abd	a		a	ab
Landline (i.e. home phone) or line rental	1868	760	740	147	221	-	92	590	773	1454	409	135	317	718	829
	56%	98%	100%	100%	51%	-%	23%	47%	71%	53%	72%	64%	33%	58%	73%
		de	ade	de	e			a	abd	ab	abd	abd		a	ab
Pay TV service	1060	13	740	147	173	-	63	398	424	885	173	48	218	460	380
	32%	2%	100%	100%	40%	-%	16%	31%	39%	32%	31%	23%	23%	37%	34%
		e	ade	ade	ae			a	abdef	af	a			a	a
Mobile Phone	444	13	-	147	297	-	25	150	171	346	97	30	88	161	194
	13%	2%	-%	100%	69%	-%	6%	12%	16%	13%	17%	14%	9%	13%	17%
		be		abde	abe			a	abd	a	abd	a		a	ab
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	760	-	-	-	-	36	219	317	573	184	67	120	270	368
	23%	98%	-%	-%	-%	-%	9%	17%	29%	21%	33%	32%	12%	22%	33%
		bcde						a	abd	ab	abd	abd		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
	22%	-%	100%	-%	-%	-%	10%	21%	28%	22%	23%	17%	14%	26%	25%
			acde					a	abdf	a	a			a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	-	147	-	-	4	41	71	116	30	7	21	60	65
	4%	-%	-%	100%	-%	-%	1%	3%	6%	4%	5%	3%	2%	5%	6%
				abde					abd	a	a			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	-	-	184	-	6	49	69	124	60	21	27	53	104
	6%	-%	-%	-%	43%	-%	2%	4%	6%	5%	11%	10%	3%	4%	9%
					abce				ab	a	abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
FIXED BROADBAND AND PAY TV	117	-	-	-	117	-	12	71	28	112	6	2	44	58	16
	4%	-%	-%	-%	27%	-%	3%	6%	3%	4%	1%	1%	5%	5%	1%
					abce			cef		e			c	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	-	10	37	10	57	2	1	26	25	7
	2%	-%	-%	-%	14%	-%	3%	3%	1%	2%	*%	*%	3%	2%	1%
					abce		e	ce		e			c	c	
MOBILE PHONE AND PAY TV	21	13	-	-	21	-	3	7	8	18	2	1	7	6	8
	1%	2%	-%	-%	5%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		be			abce										
LANDLINE AND PAY TV	17	-	-	-	17	-	3	3	8	14	4	3	4	7	7
	1%	-%	-%	-%	4%	-%	1%	*%	1%	*%	1%	1%	*%	1%	1%
					abce										
LANDLINE AND MOBILE PHONE	16	-	-	-	16	-	1	7	6	14	2	1	4	6	5
	*%	-%	-%	-%	4%	-%	*%	1%	1%	1%	*%	*%	*%	1%	*%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	-	1	5	7	12	1	-	1	8	4
	*%	-%	-%	-%	3%	-%	*%	*%	1%	*%	*%	-%	*%	1%	*%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	-	4	-	-	3	1	4	-	-	2	2	-
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%
					ae										
NONE	1256	-	-	-	-	1256	283	556	262	1102	146	73	569	414	265
	38%	-%	-%	-%	-%	100%	71%	44%	24%	40%	26%	34%	59%	34%	23%
						abcd	bcdef	ce		ce		c	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	1074	937	607	583	423	387	1646	198	117	**	224	702	640	581	1109
	61%	62%	60%	66% d	64% d	61% d	51%	60%	65%	56%	**	53%	63% a	67% a	53%	69% a
Landline (i.e. home phone) or line rental	1868	1008	851	566	541	392	349	1525	182	108	**	203	649	588	537	1018
	56%	58%	54%	61% d	59% d	57% d	46%	56%	59%	51%	**	48%	58% a	62% a	49%	63% a
Pay TV service	1060	529	528	325	272	246	214	870	109	56	**	118	371	346	331	573
	32%	30%	34%	35% d	30%	36% d	28%	32%	36%	26%	**	28%	33%	36% a	30%	35% a
Mobile Phone	444	246	197	120	142	88	89	366	45	22	**	53	176	118	135	224
	13%	14%	13%	13%	16%	13%	12%	13%	15%	10%	**	13%	16%	12%	12%	14%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	427	327	232	241	136	138	613	71	50	**	78	247	242	204	426
	23%	25% b	21%	25% d	26% cd	20%	18%	23%	23%	24%	**	19%	22%	25% a	19%	26% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	374	363	233	177	184	145	610	74	39	**	80	254	254	222	411
	22%	22%	23%	25% bd	19%	27% bd	19%	22%	24%	18%	**	19%	23%	27% a	20%	25% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	76	71	43	45	27	30	124	19	3	**	17	55	37	48	78
	4%	4%	5%	5%	5%	4%	4%	5%	6%	1%	**	4%	5%	4%	4%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	115	69	46	71	37	26	145	16	14	**	22	80	47	49	91
	6%	7% b	4%	5%	8% d	5%	3%	5%	5%	7%	**	5%	7%	5%	4%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
FIXED BROADBAND AND PAY TV	117	51	66	36	35	22	25	93	12	7	**	17	38	40	37	62
	4%	3%	4%	4%	4%	3%	3%	3%	4%	3%	**	4%	3%	4%	3%	4%
MOBILE PHONE AND FIXED BROADBAND	59	25	34	13	14	13	19	52	6	1	**	8	21	16	15	34
	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	**	2%	2%	2%	1%	2%
MOBILE PHONE AND PAY TV	21	13	8	5	8	3	5	18	2	-	**	-	8	8	9	8
	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	**	-%	1%	1%	1%	1%
LANDLINE AND PAY TV	17	5	13	3	5	5	5	14	-	3	**	2	8	1	7	6
	1%	*%	1%	*%	1%	1%	1%	1%	-%	1%	**	*%	1%	*%	1%	*%
LANDLINE AND MOBILE PHONE	16	8	8	7	3	2	4	16	-	-	**	4	4	4	5	5
	*%	*%	1%	1%	*%	*%	1%	1%	-%	-%	**	1%	*%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	7	3	2	4	4	9	1	4	**	1	8	3	6	7
	*%	*%	*%	*%	*%	1%	1%	*%	*%	2% a	**	*%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	1	1	-	3	2	-	**	-	1	2	2	*
	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	**	-%	*%	*%	*%	*%
NONE	1256	630	602	302	314	257	365	1028	104	90	**	192	400	298	484	487
	38%	36%	38%	33%	34%	37%	48% abc	38%	34%	43%	**	45% bc	36%	31%	44% b	30%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2082	49	1835	301	1583	1085	799	210	129	1495	501	1677	319	1245	751	269
Effective Weighted Sample	1830	43	1620	265	1396	942	720	166	118	1305	464	1469	293	1091	665	221
Total	2078	41	1885	302	1624	1083	843	168	129	1544	444	1706	282	1212	776	243
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	**	1834	285	1586	1046	826	158	122	1528	404	1669	263	1174	757	233
	97%	**	97%	94%	98% a	97%	98% c	94%	95%	99% b	91%	98% b	93%	97%	98%	96%
Landline (i.e. home phone) or line rental	1868	**	1868	259	1609	1050	818	159	122	1438	351	1556	234	1089	700	212
	90%	**	99%	86%	99% a	97%	97%	95%	95%	93% b	79%	91% b	83%	90%	90%	87%
Pay TV service	1060	**	922	136	817	545	409	73	54	839	186	898	127	627	398	130
	51%	**	49%	45%	50%	50%	48%	44%	42%	54% b	42%	53%	45%	52%	51%	53%
Mobile Phone	444	**	368	90	292	239	143	28	22	-	444	162	282	324	121	67
	21%	**	20%	30% b	18%	22% b	17%	17%	17%	-%	100% a	10%	100% a	27% b	16%	27% b
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	**	760	106	654	404	356	78	61	705	-	705	-	418	286	84
	37%	**	40%	35%	40%	37%	42%	46%	48%	46% b	-%	41% b	-%	35%	37%	35%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	**	740	78	662	421	318	57	42	718	-	718	-	407	311	78
	36%	**	39%	26%	41% a	39%	38%	34%	33%	47% b	-%	42% b	-%	34%	40% a	32%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	**	147	19	128	86	62	7	6	-	147	36	111	124	23	28
	7%	**	8%	6%	8%	8%	7%	4%	5%	-%	33% a	2%	39% a	10% b	3%	11% b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	**	184	44	140	116	68	10	9	-	184	71	113	120	64	17
	9%	**	10%	14% b	9%	11%	8%	6%	7%	-%	41% a	4%	40% a	10%	8%	7%
Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2082	49	1835	301	1583	1085	799	210	129	1495	501	1677	319	1245	751	269
Effective Weighted Sample	1830	43	1620	265	1396	942	720	166	118	1305	464	1469	293	1091	665	221
Total	2078	41	1885	302	1624	1083	843	168	129	1544	444	1706	282	1212	776	243
FIXED BROADBAND AND PAY TV	117	**	-	27	-	10	17	3	2	106	-	106	-	56	50	12
	6%	**	-%	9%	-%	1%	2%	2%	2%	7%	-%	6%	-%	5%	6%	5%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	**	4	10	3	8	5	3	2	-	59	25	34	39	20	9
	3%	**	*%	3%	*%	1%	1%	2%	2%	-%	13%	1%	12%	3%	3%	4%
				b							a		a			
MOBILE PHONE AND PAY TV	21	**	13	5	11	14	3	3	3	-	21	12	9	18	2	5
	1%	**	1%	2%	1%	1%	*%	2%	2%	-%	5%	1%	3%	2%	*%	2%
											a		a			b
LANDLINE AND PAY TV	17	**	17	2	16	9	8	2	1	15	-	15	-	7	8	2
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	16	**	16	7	9	11	5	3	2	-	16	7	9	8	8	3
	1%	**	1%	2%	1%	1%	1%	2%	2%	-%	4%	*%	3%	1%	1%	1%
				b							a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	-	1	-	1	-	*	-	-	14	8	6	10	4	5
	1%	**	-%	*%	-%	*%	-%	*%	-%	-%	3%	*%	2%	1%	*%	2%
				b							a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	**	4	3	1	4	-	1	1	-	4	3	1	4	-	*
	*%	**	*%	1%	*%	*%	-%	1%	1%	-%	1%	*%	*%	*%	-%	*%
				b							a					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2082	28	2029	323	1734	1203	854	251	162	267	907	396	778
Effective Weighted Sample	1830	24	1790	281	1530	1047	763	207	145	246	797	353	687
Total	2078	16	2038	303	1751	1180	873	214	156	261	1068	402	927
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	**	2020	284	1736	1154	866	208	152	256	1022	379	899
	97%	**	99%	94%	99%	98%	99%	97%	97%	98%	96%	94%	97%
					a								
Landline (i.e. home phone) or line rental	1868	**	1835	250	1598	1055	793	185	135	242	913	346	808
	90%	**	90%	83%	91%	89%	91%	86%	86%	93%	85%	86%	87%
					a					b			
Pay TV service	1060	**	1031	119	920	595	445	97	67	-	1060	139	921
	51%	**	51%	39%	53%	50%	51%	45%	43%	-%	99%	35%	99%
					a						a		a
Mobile Phone	444	**	421	108	325	268	164	40	30	75	194	121	148
	21%	**	21%	36%	19%	23%	19%	19%	19%	29%	18%	30%	16%
					b					b		b	
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	**	760	106	654	425	335	91	70	185	-	185	-
	37%	**	37%	35%	37%	36%	38%	43%	45%	71%	-%	46%	-%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	**	740	68	672	418	321	66	45	-	740	76	663
	36%	**	36%	23%	38%	35%	37%	31%	29%	-%	69%	19%	72%
					a						a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	**	147	19	129	86	61	9	7	-	147	23	125
	7%	**	7%	6%	7%	7%	7%	4%	4%	-%	14%	6%	13%
											a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2082	28	2029	323	1734	1203	854	251	162	267	907	396	778
Effective Weighted Sample	1830	24	1790	281	1530	1047	763	207	145	246	797	353	687
Total	2078	16	2038	303	1751	1180	873	214	156	261	1068	402	927
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	**	184	44	140	113	70	16	13	51	-	51	-
	9%	**	9%	14% b	8%	10%	8%	7%	8%	19% b	-%	13% b	-%
FIXED BROADBAND AND PAY TV	117	**	117	17	100	65	52	14	11	-	117	17	100
	6%	**	6%	6%	6%	6%	6%	7%	7%	-%	11% a	4%	11% a
MOBILE PHONE AND FIXED BROADBAND	59	**	59	25	34	39	20	10	7	19	4	20	3
	3%	**	3%	8% b	2%	3%	2%	5%	4%	7% b	*%	5% b	*%
MOBILE PHONE AND PAY TV	21	**	13	5	11	14	3	3	3	-	21	12	9
	1%	**	1%	2%	1%	1%	*%	2%	2% b	-%	2%	3% b	1%
LANDLINE AND PAY TV	17	**	-	4	-	3	1	2	1	-	17	2	16
	1%	**	-%	1% b	-%	*%	*%	1%	*%	-%	2%	*%	2%
LANDLINE AND MOBILE PHONE	16	**	4	9	3	8	4	*	-	5	4	6	3
	1%	**	*%	3% b	*%	1%	*%	*%	-%	2% b	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	14	6	8	7	6	1	1	-	14	6	7
	1%	**	1%	2% b	*%	1%	1%	1%	1%	-%	1%	2%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	**	-	1	-	1	-	*	-	-	4	3	1
	*%	**	-%	*%	-%	*%	-%	*%	-%	-%	*%	1%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2082	554	620	136	71	162	397	27	21	1174	559	1608	474
Effective Weighted Sample	1830	475	559	107	63	153	380	24	19	1034	534	1402	434
Total	2078	618	711	124	78	134	333	23	18	1329	467	1636	443
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	593	684	115	**	132	332	**	**	1278	464	1589	431
	97%	96%	96%	93%	**	98%	100%	**	**	96%	99% a	97%	97%
Landline (i.e. home phone) or line rental	1868	532	622	98	**	129	325	**	**	1154	454	1446	422
	90%	86%	87% c	79%	**	96%	98%	**	**	87%	97% a	88%	95% a
Pay TV service	1060	507	554	95	**	-	-	**	**	1060	-	898	162
	51%	82%	78%	76%	**	-%	-%	**	**	80% b	-%	55% b	37%
Mobile Phone	444	124	145	28	**	36	65	**	**	269	101	349	96
	21%	20%	20%	22%	**	27%	19%	**	**	20%	22%	21%	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	67	118	19	**	98	268	**	**	185	366	539	221
	37%	11%	17% a	15%	**	73%	81%	**	**	14%	78% a	33%	50% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	366	373	61	**	-	-	**	**	740	-	628	111
	36%	59%	53%	49%	**	-%	-%	**	**	56% b	-%	38% b	25%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	60	87	10	**	-	-	**	**	147	-	118	29
	7%	10%	12%	8%	**	-%	-%	**	**	11% b	-%	7%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	23	28	3	**	28	57	**	**	51	86	130	53
	9%	4%	4%	2%	**	21%	17%	**	**	4%	18% a	8%	12% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2082	554	620	136	71	162	397	27	21	1174	559	1608	474
Effective Weighted Sample	1830	475	559	107	63	153	380	24	19	1034	534	1402	434
Total	2078	618	711	124	78	134	333	23	18	1329	467	1636	443
FIXED BROADBAND AND PAY TV	117	54	64	15	**	-	-	**	**	117	-	107	10
	6%	9%	9%	12%	**	-%	-%	**	**	9% b	-%	7% b	2%
MOBILE PHONE AND FIXED BROADBAND	59	17	6	7	**	6	7	**	**	23	13	55	4
	3%	3%	1%	5% b	**	4%	2%	**	**	2%	3%	3% b	1%
MOBILE PHONE AND PAY TV	21	9	12	4	**	-	-	**	**	21	-	17	4
	1%	1%	2%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND PAY TV	17	7	10	2	**	-	-	**	**	17	-	12	5
	1%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	16	4	5	1	**	2	1	**	**	9	3	13	3
	1%	1%	1%	1%	**	2%	*%	**	**	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	8	1	**	-	-	**	**	14	-	11	3
	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	**	-	-	**	**	4	-	4	-
	*%	1%	-%	2% b	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	a	b	c	d	e	f	a	b	c
Unweighted total	2082	915	511	168	502	-	104	695	820	1619	459	150	388	786	904
Effective Weighted Sample	1830	862	483	159	455	-	84	595	738	1412	422	137	320	687	828
Total	2078	773	740	147	432	-	117	710	826	1654	420	138	394	815	864
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	760	740	147	374	**	110	690	803	1603	412	133	377	795	844
	97%	98%	100%	100%	87%	**	94%	97%	97%	97%	98%	97%	96%	98%	98%
		d	ad	d											
Landline (i.e. home phone) or line rental	1868	760	740	147	221	**	92	590	773	1454	409	135	317	718	829
	90%	98%	100%	100%	51%	**	78%	83%	94%	88%	97%	98%	80%	88%	96%
		d	ad	d					abd	ab	abcd	abd		a	ab
Pay TV service	1060	13	740	147	173	**	63	398	424	885	173	48	218	460	380
	51%	2%	100%	100%	40%	**	54%	56%	51%	54%	41%	35%	55%	56%	44%
			ad	ad	a		f	ef	ef	ef			c	c	
Mobile Phone	444	13	-	147	297	**	25	150	171	346	97	30	88	161	194
	21%	2%	-%	100%	69%	**	21%	21%	21%	21%	23%	22%	22%	20%	22%
		b		abd	ab										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	760	-	-	-	**	36	219	317	573	184	67	120	270	368
	37%	98%	-%	-%	-%	**	31%	31%	38%	35%	44%	49%	30%	33%	43%
		bcd							b		bd	abd			ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	-	-	**	40	267	302	609	130	36	139	319	281
	36%	-%	100%	-%	-%	**	34%	38%	37%	37%	31%	26%	35%	39%	32%
			acd					f		f				c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	-	147	-	**	4	41	71	116	30	7	21	60	65
	7%	-%	-%	100%	-%	**	3%	6%	9%	7%	7%	5%	5%	7%	8%
				abd											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	-	-	184	**	6	49	69	124	60	21	27	53	104
	9%	-%	-%	-%	43%	**	5%	7%	8%	8%	14%	15%	7%	7%	12%
					abc						bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	a	b	c	d	e	f	a	b	c
Unweighted total	2082	915	511	168	502	-	104	695	820	1619	459	150	388	786	904
Effective Weighted Sample	1830	862	483	159	455	-	84	595	738	1412	422	137	320	687	828
Total	2078	773	740	147	432	-	117	710	826	1654	420	138	394	815	864
FIXED BROADBAND AND PAY TV	117	-	-	-	117	**	12	71	28	112	6	2	44	58	16
	6%	-%	-%	-%	27%	**	10%	10%	3%	7%	1%	1%	11%	7%	2%
					abc		cef	cdef		cef			c	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	**	10	37	10	57	2	1	26	25	7
	3%	-%	-%	-%	14%	**	9%	5%	1%	3%	*%	*%	7%	3%	1%
					abc		cdef	ce		ce			bc	c	
MOBILE PHONE AND PAY TV	21	13	-	-	21	**	3	7	8	18	2	1	7	6	8
	1%	2%	-%	-%	5%	**	2%	1%	1%	1%	1%	1%	2%	1%	1%
		b			abc										
LANDLINE AND PAY TV	17	-	-	-	17	**	3	3	8	14	4	3	4	7	7
	1%	-%	-%	-%	4%	**	3%	*%	1%	1%	1%	2%	1%	1%	1%
					abc		b								
LANDLINE AND MOBILE PHONE	16	-	-	-	16	**	1	7	6	14	2	1	4	6	5
	1%	-%	-%	-%	4%	**	1%	1%	1%	1%	*%	*%	1%	1%	1%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	**	1	5	7	12	1	-	1	8	4
	1%	-%	-%	-%	3%	**	1%	1%	1%	1%	*%	-%	*%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	-	4	**	-	3	1	4	-	-	2	2	-
	*%	-%	-%	-%	1%	**	-%	*%	*%	*%	-%	-%	1%	*%	-%
					a										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2082	1055	1018	682	609	330	439	1704	196	124	58	228	728	650	622	1119
Effective Weighted Sample	1830	929	898	608	552	295	392	1497	172	108	53	197	633	578	541	988
Total	2078	1103	966	624	599	434	401	1696	202	120	60	230	723	656	604	1130
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2020	1074	937	607	583	423	387	1646	198	117	**	224	702	640	581	1109
	97%	97%	97%	97%	97%	97%	96%	97%	98%	98%	**	97%	97%	98%	96%	98% a
Landline (i.e. home phone) or line rental	1868	1008	851	566	541	392	349	1525	182	108	**	203	649	588	537	1018
	90%	91%	88%	91%	90%	90%	87%	90%	90%	90%	**	88%	90%	90%	89%	90%
Pay TV service	1060	529	528	325	272	246	214	870	109	56	**	118	371	346	331	573
	51%	48%	55% a	52%	45%	57% b	53%	51%	54%	46%	**	51%	51%	53%	55%	51%
Mobile Phone	444	246	197	120	142	88	89	366	45	22	**	53	176	118	135	224
	21%	22%	20%	19%	24%	20%	22%	22%	22%	18%	**	23%	24% c	18%	22%	20%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	760	427	327	232	241	136	138	613	71	50	**	78	247	242	204	426
	37%	39%	34%	37%	40% c	31%	34%	36%	35%	41%	**	34%	34%	37%	34%	38%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	374	363	233	177	184	145	610	74	39	**	80	254	254	222	411
	36%	34%	38%	37% b	29%	42% b	36%	36%	37%	32%	**	35%	35%	39%	37%	36%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	76	71	43	45	27	30	124	19	3	**	17	55	37	48	78
	7%	7%	7%	7%	7%	6%	8%	7%	9%	3%	**	8%	8%	6%	8%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	115	69	46	71	37	26	145	16	14	**	22	80	47	49	91
	9%	10% b	7%	7%	12% ad	9%	7%	9%	8%	11%	**	10%	11%	7%	8%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2082	1055	1018	682	609	330	439	1704	196	124	58	228	728	650	622	1119
Effective Weighted Sample	1830	929	898	608	552	295	392	1497	172	108	53	197	633	578	541	988
Total	2078	1103	966	624	599	434	401	1696	202	120	60	230	723	656	604	1130
FIXED BROADBAND AND PAY TV	117	51	66	36	35	22	25	93	12	7	**	17	38	40	37	62
	6%	5%	7%	6%	6%	5%	6%	5%	6%	6%	**	7%	5%	6%	6%	5%
MOBILE PHONE AND FIXED BROADBAND	59	25	34	13	14	13	19	52	6	1	**	8	21	16	15	34
	3%	2%	4%	2%	2%	3%	5%	3%	3%	1%	**	4%	3%	3%	3%	3%
MOBILE PHONE AND PAY TV	21	13	8	5	8	3	5	18	2	-	**	-	8	8	9	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	-%	1%	1%	2%	1%
LANDLINE AND PAY TV	17	5	13	3	5	5	5	14	-	3	**	2	8	1	7	6
	1%	*%	1%	*%	1%	1%	1%	1%	-%	2%	**	1%	1%	*%	1%	1%
LANDLINE AND MOBILE PHONE	16	8	8	7	3	2	4	16	-	-	**	4	4	4	5	5
	1%	1%	1%	1%	*%	*%	1%	1%	-%	-%	**	2%	1%	1%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	7	3	2	4	4	9	1	4	**	1	8	3	6	7
	1%	1%	1%	1%	*%	1%	1%	1%	*%	3%	**	1%	1%	*%	1%	1%
										a						
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	1	1	-	3	2	-	**	-	1	2	2	*
	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	**	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Fixed Broadband	17	-	17	4	14	12	5	4	4	-	17	11	7	14	4	4
	1%	-%	1%	1%	1%	1%	1%	2%	3%	-%	4% a	*% a	2% a	1%	*% a	1%
Landline	17	-	17	3	14	13	4	3	3	-	17	12	5	16	1	4
	1%	-%	1%	1%	1%	1%	*% a	1%	2%	-%	4% a	*% a	2% a	1% b	*% a	1% b
Pay TV service	8	-	8	2	5	4	3	2	1	-	8	4	4	5	2	3
	*% a	-% a	*% a	*% a	*% a	*% a	*% a	1% a	1%	-% a	2% a	*% a	1% a	*% a	*% a	1% a
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	-	13	2	11	10	3	3	3	-	13	9	4	12	1	3
	*% a	-% a	1% a	*% a	1% a	1% a	*% a	1% a	2%	-% a	3% a	*% a	1% a	1% a	*% a	1% a
FIXED BROADBAND AND PAY TV	4	-	4	1	3	2	2	1	1	-	4	1	3	2	2	2
	*% a	-% a	*% a	*% a	*% a	*% a	*% a	1% a	1%	-% a	1% a	*% a	1% a	*% a	*% a	*% a
LANDLINE AND PAY TV	4	-	4	1	3	3	1	*	-	-	4	2	1	4	-	1
	*% a	-% a	*% a	*% a	*% a	*% a	*% a	*% a	-% a	-% a	1% a	*% a	1% a	*% a	-% a	*% a
NONE	3313	275	1864	532	1607	1202	937	204	145	2531	423	2681	274	1797	1158	444
	99%	100%	99%	99%	99%	99%	99%	98%	97%	100% b	95%	100% b	97%	99%	100%	99%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Fixed Broadband	17	-	17	3	15	14	4	3	3	-	17	10	7
	1%	-%	1%	*%	1%	1%	*%	1%	1%	-%	2% a	2%	1%
Landline	17	-	17	4	13	15	2	4	4	-	17	10	7
	1%	-%	1%	1%	1%	1%	*%	1%	2% b	-%	2% a	2%	1%
Pay TV service	8	-	8	3	5	6	1	1	1	-	8	2	6
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	1%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	-	13	2	11	11	2	3	3	-	13	9	4
	*%	-%	1%	*%	1%	1%	*%	1%	1%	-%	1%	2%	*%
FIXED BROADBAND AND PAY TV	4	-	4	1	3	3	1	*	-	-	4	1	3
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
LANDLINE AND PAY TV	4	-	4	2	1	4	-	1	1	-	4	1	3
	*%	-%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	*%
NONE	3313	561	2017	843	1735	1505	1073	349	228	460	1047	590	917
	99%	100% b	99%	99%	99%	99%	100%	99%	98%	100% b	98%	98%	99%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Fixed Broadband	17	8	10	1	**	-	-	**	**	17	-	14	3
	1%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	1%	*%
Landline	17	8	9	1	**	-	-	**	**	17	-	14	3
	1%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	1%	*%
Pay TV service	8	6	2	1	**	-	-	**	**	8	-	8	-
	*%	1%	*%	*%	**	-%	-%	**	**	1%	-%	*%	-%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	5	8	1	**	-	-	**	**	13	-	10	3
	*%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	*%	*%
FIXED BROADBAND AND PAY TV	4	3	1	*	**	-	-	**	**	4	-	4	-
	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	4	3	1	*	**	-	-	**	**	4	-	4	-
	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	3313	718	789	154	**	201	517	**	**	1507	718	2595	718
	99%	99%	99%	99%	**	100%	100%	**	**	99%	100% a	99%	100%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Fixed Broadband	17	13	-	-	17	-	-	6	9	15	2	1	3	5	10
	1%	2%	-%	-%	4%	-%	-%	*%	1%	1%	*%	*%	*%	*%	1%
		be			abce										
Landline	17	13	-	-	17	-	-	7	8	15	2	1	2	6	8
	1%	2%	-%	-%	4%	-%	-%	1%	1%	1%	*%	*%	*%	1%	1%
		be			bce										
Pay TV service	8	-	-	-	8	-	-	4	3	7	1	-	1	3	3
	*%	-%	-%	-%	2%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%
					abe										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	13	-	-	13	-	-	4	7	12	2	1	2	4	7
	*%	2%	-%	-%	3%	-%	-%	*%	1%	*%	*%	*%	*%	*%	1%
		be			be										
FIXED BROADBAND AND PAY TV	4	-	-	-	4	-	-	2	2	3	1	-	1	1	2
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%
					ae										
LANDLINE AND PAY TV	4	-	-	-	4	-	-	3	1	4	-	-	*	2	1
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	*%
					ae										
NONE	3313	760	740	147	411	1256	400	1258	1078	2737	564	209	960	1222	1119
	99%	98%	100%	100%	95%	100%	100%	99%	99%	99%	100%	100%	100%	99%	99%
		d	ad	d		ad									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Fixed Broadband	17	10	7	6	6	1	5	15	1	-	**	1	5	6	7	7
	1%	1%	*%	1%	1%	*%	1%	1%	*%	-%	**	*%	*%	1%	1%	*%
Landline	17	12	5	7	5	1	4	15	1	-	**	-	4	7	6	6
	1%	1%	*%	1%	1%	*%	1%	1%	*%	-%	**	-%	*%	1%	1%	*%
Pay TV service	8	4	4	4	1	-	3	8	-	-	**	1	1	2	1	3
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	9	4	4	5	1	3	11	1	-	**	-	4	5	6	5
	*%	1%	*%	*%	1%	*%	*%	*%	*%	-%	**	-%	*%	1%	1%	*%
FIXED BROADBAND AND PAY TV	4	1	3	2	1	-	2	4	-	-	**	1	1	1	1	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
LANDLINE AND PAY TV	4	3	1	3	-	-	1	4	-	-	**	-	-	2	-	1
	*%	*%	*%	*%	-%	-%	*%	*%	-%	-%	**	-%	-%	*%	-%	*%
NONE	3313	1721	1559	917	908	690	760	2704	305	211	**	422	1118	946	1081	1609
	99%	99%	99%	99%	99%	100%	99%	99%	100%	100%	**	100%	100%	99%	99%	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	24	-	24	5	19	17	7	6	5	-	24	14	10	20	4	8
Effective Weighted Sample	22	-	22	5	17	15	7	6	5	-	22	14	8	18	4	7
Total	21	-	21	4	17	15	6	4	4	-	21	13	8	18	4	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

SERVICES FROM THE SAME PROVIDER

DUAL PLAY - LANDLINE AND FIXED BROADBAND

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

FIXED BROADBAND AND PAY TV

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

LANDLINE AND PAY TV

**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	24	-	24	5	19	20	4	5	4	-	24	12	12
Effective Weighted Sample	22	-	22	5	17	18	4	4	4	-	22	12	10
Total	21	-	21	5	16	18	4	4	4	-	21	11	10
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	24	12	12	3	1	-	-	-	-	24	-	20	4
Effective Weighted Sample	22	10	12	2	1	-	-	-	-	22	-	18	4
Total	21	11	11	2	1	-	-	-	-	21	-	18	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	24	14	-	-	24	-	-	9	12	21	3	1	4	8	12
Effective Weighted Sample	22	14	-	-	22	-	-	8	11	19	3	1	4	7	11
Total	21	13	-	-	21	-	-	9	10	19	2	1	3	7	11
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	24	13	11	10	6	1	7	22	1	-	1	1	6	8	9	8
Effective Weighted Sample	22	12	10	9	6	1	7	20	1	-	1	1	6	7	8	8
Total	21	13	8	8	6	1	6	19	1	-	1	1	5	7	7	8
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038 61%	37 14%	1852 98% a	289 54%	1600 99% a	1058 87% c	831 88% c	162 78%	126 85%	1528 60%	421 95% a	1679 62%	270 96% a	1188 66% c	761 66% c	237 53%
Landline (i.e. home phone) or line rental	1885 57%	- -%	1885 100% a	262 49%	1624 100% a	1063 87% c	822 87% c	162 78%	125 84%	1438 57%	368 83% a	1567 58%	239 85% a	1105 61% c	702 60% c	216 48%
Pay TV service	1068 32%	32 11%	930 49% a	139 26%	823 51% a	549 45% c	412 44%	75 36%	56 37%	839 33%	194 44% a	902 33%	131 46% a	632 35%	400 34%	133 29%
Mobile Phone	444 13%	14 5%	368 20% a	90 17%	292 18%	239 20% b	143 15%	28 14%	22 15%	- -%	444 100% a	162 6%	282 100% a	324 18% b	121 10%	67 15%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773 23%	- -%	773 41% a	108 20%	665 41% a	414 34%	359 38%	80 38%	64 43%	705 28% b	13 3%	714 27% b	4 1%	431 24%	288 25%	87 19%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740 22%	- -%	740 39% a	78 15%	662 41% a	421 35%	318 34%	57 27%	42 28%	718 28% b	- -%	718 27% b	- -%	407 22%	311 27% ac	78 17%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147 4%	- -%	147 8% a	19 4%	128 8% a	86 7%	62 7%	7 4%	6 4%	- -%	147 33% a	36 1%	111 39% a	124 7% b	23 2%	28 6% b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184 6%	- -%	184 10% a	44 8%	140 9%	116 10%	68 7%	10 5%	9 6%	- -%	184 41% a	71 3%	113 40% a	120 7%	64 5%	17 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
FIXED BROADBAND AND PAY TV	121	27	4	28	3	11	20	4	3	106	4	107	3	57	52	14
	4%	10%	*%	5%	*%	1%	2%	2%	2%	4%	1%	4%	1%	3%	5%	3%
		b		b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	9	4	10	3	8	5	3	2	-	59	25	34	39	20	9
	2%	3%	*%	2%	*%	1%	1%	1%	1%	-%	13%	1%	12%	2%	2%	2%
		b		b							a		a			
LANDLINE AND PAY TV	21	-	21	2	19	12	9	3	1	15	4	17	1	11	8	4
	1%	-%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE AND PAY TV	21	3	13	5	11	14	3	3	3	-	21	12	9	18	2	5
	1%	1%	1%	1%	1%	1%	*%	1%	2%	-%	5%	*%	3%	1%	*%	1%
											a		a			
LANDLINE AND MOBILE PHONE	16	-	16	7	9	11	5	3	2	-	16	7	9	8	8	3
	*%	-%	1%	1%	1%	1%	1%	2%	1%	-%	4%	*%	3%	*%	1%	1%
											a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	1	-	1	-	1	-	*	-	-	14	8	6	10	4	5
	*%	1%	-%	*%	-%	*%	-%	*%	-%	-%	3%	*%	2%	1%	*%	1%
		b									a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	-	4	3	1	4	-	1	1	-	4	3	1	4	-	*
	*%	-%	*%	1%	*%	*%	-%	1%	1%	-%	1%	*%	*%	*%	-%	*%
				b							a					
NONE	1256	234	-	234	-	134	100	41	20	988	-	988	-	603	385	208
	38%	85%	-%	44%	-%	11%	11%	20%	14%	39%	-%	37%	-%	33%	33%	46%
		b		b				ab		b		b				ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	-	2038	287	1751	1168	870	211	154	256	1039	389	906
	61%	-%	100%	34%	100%	77%	81%	60%	67%	56%	97%	65%	98%
			a		a	cd	cd				a		a
Landline (i.e. home phone) or line rental	1885	13	1852	254	1610	1070	795	188	138	242	930	357	815
	57%	2%	91%	30%	92%	70%	74%	53%	60%	53%	87%	59%	88%
			a		a	cd	cd				a		a
Pay TV service	1068	8	1039	122	925	601	446	98	68	-	1068	141	927
	32%	1%	51%	14%	53%	39%	41%	28%	29%	-%	100%	23%	100%
			a		a	cd	cd				a		a
Mobile Phone	444	12	421	108	325	268	164	40	30	75	194	121	148
	13%	2%	21%	13%	19%	18%	15%	11%	13%	16%	18%	20%	16%
			a		a	c							
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	-	773	108	665	436	337	93	72	185	13	195	4
	23%	-%	38%	13%	38%	29%	31%	26%	31%	40%	1%	32%	*%
			a		a					b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	68	672	418	321	66	45	-	740	76	663
	22%	-%	36%	8%	38%	27%	30%	19%	19%	-%	69%	13%	72%
			a		a	cd	cd				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	147	19	129	86	61	9	7	-	147	23	125
	4%	-%	7%	2%	7%	6%	6%	3%	3%	-%	14%	4%	13%
			a		a						a		a
Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	184	44	140	113	70	16	13	51	-	51	-
	6%	-%	9%	5%	8%	7%	7%	4%	5%	11%	-%	8%	-%
			a		a					b		b	
FIXED BROADBAND AND PAY TV	121	-	121	18	104	68	53	15	11	-	121	18	104
	4%	-%	6%	2%	6%	4%	5%	4%	5%	-%	11%	3%	11%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	59	-	59	25	34	39	20	10	7	19	4	20	3
	2%	-%	3%	3%	2%	3%	2%	3%	3%	4%	*%	3%	*%
			a							b		b	
LANDLINE AND PAY TV	21	4	4	6	1	7	1	3	2	-	21	2	19
	1%	1%	*%	1%	*%	*%	*%	1%	1%	-%	2%	*%	2%
				b							a		
MOBILE PHONE AND PAY TV	21	3	13	5	11	14	3	3	3	-	21	12	9
	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	2%	2%	1%
											a		
LANDLINE AND MOBILE PHONE	16	8	4	9	3	8	4	*	-	5	4	6	3
	*%	1%	*%	1%	*%	1%	*%	*%	-%	1%	*%	1%	*%
		b		b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	14	6	8	7	6	1	1	-	14	6	7
	*%	-%	1%	1%	*%	*%	1%	*%	*%	-%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	1	-	1	-	1	-	*	-	-	4	3	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	1%	*%
NONE	1256	545	-	545	-	342	203	140	76	199	-	199	-
	38%	97%	-%	64%	-%	22%	19%	39%	33%	43%	-%	33%	-%
		b		b				ab	ab	b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	601	694	117	**	132	332	**	**	1295	464	1603	434
	61%	83%	87%	75%	**	66%	64%	**	**	85%	65%	61%	60%
			c							b			
Landline (i.e. home phone) or line rental	1885	540	631	99	**	129	325	**	**	1171	454	1460	426
	57%	74%	79%	64%	**	64%	63%	**	**	77%	63%	56%	59%
		c	c							b			
Pay TV service	1068	512	556	96	**	-	-	**	**	1068	-	906	162
	32%	70%	70%	61%	**	-%	-%	**	**	70%	-%	35%	22%
										b		b	
Mobile Phone	444	124	145	28	**	36	65	**	**	269	101	349	96
	13%	17%	18%	18%	**	18%	13%	**	**	18%	14%	13%	13%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	72	127	20	**	98	268	**	**	199	366	549	224
	23%	10%	16%	13%	**	49%	52%	**	**	13%	51%	21%	31%
			a								a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	366	373	61	**	-	-	**	**	740	-	628	111
	22%	50%	47%	39%	**	-%	-%	**	**	48%	-%	24%	15%
		c								b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	60	87	10	**	-	-	**	**	147	-	118	29
	4%	8%	11%	6%	**	-%	-%	**	**	10%	-%	5%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	23	28	3	**	28	57	**	**	51	86	130	53
	6%	3%	4%	2%	**	14%	11%	**	**	3%	12%	5%	7%
											a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
FIXED BROADBAND AND PAY TV	121	56	65	16	**	-	-	**	**	121	-	111	10
	4%	8%	8%	10%	**	-%	-%	**	**	8% b	-%	4% b	1%
MOBILE PHONE AND FIXED BROADBAND	59	17	6	7	**	6	7	**	**	23	13	55	4
	2%	2%	1%	4% b	**	3%	1%	**	**	2%	2%	2% b	1%
LANDLINE AND PAY TV	21	10	11	2	**	-	-	**	**	21	-	16	5
	1%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	1%	1%
MOBILE PHONE AND PAY TV	21	9	12	4	**	-	-	**	**	21	-	17	4
	1%	1%	1%	2%	**	-%	-%	**	**	1% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	16	4	5	1	**	2	1	**	**	9	3	13	3
	*%	1%	1%	1%	**	1%	*%	**	**	1%	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	8	1	**	-	-	**	**	14	-	11	3
	*%	1%	1%	1%	**	-%	-%	**	**	1% b	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	**	-	-	**	**	4	-	4	-
	*%	1%	-%	2% b	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1256	110	89	32	**	67	185	**	**	199	251	977	279
	38%	15%	11%	20% b	**	33%	36%	**	**	13%	35% a	37%	39%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	773	740	147	391	-	110	696	812	1618	415	134	380	800	854
	61%	100%	100%	100%	91%	-%	28%	55%	75%	59%	73%	64%	39%	65%	76%
		de	de	de	e			a	abdf	a	abd	a		a	ab
Landline (i.e. home phone) or line rental	1885	773	740	147	239	-	92	597	781	1470	411	136	319	724	837
	57%	100%	100%	100%	55%	-%	23%	47%	72%	53%	73%	64%	33%	59%	74%
		de	de	de	e			a	abd	ab	abd	abd		a	ab
Pay TV service	1068	13	740	147	181	-	63	403	426	892	174	48	219	464	384
	32%	2%	100%	100%	42%	-%	16%	32%	39%	32%	31%	23%	23%	38%	34%
		e	ade	ade	ae			a	abdef	af	a			a	a
Mobile Phone	444	13	-	147	297	-	25	150	171	346	97	30	88	161	194
	13%	2%	-%	100%	69%	-%	6%	12%	16%	13%	17%	14%	9%	13%	17%
		be		abde	abe			a	abd	a	abd	a		a	ab
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	773	-	-	13	-	36	224	325	585	186	68	122	274	375
	23%	100%	-%	-%	3%	-%	9%	18%	30%	21%	33%	32%	13%	22%	33%
		bcde			be			a	abd	ab	abd	abd		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
	22%	-%	100%	-%	-%	-%	10%	21%	28%	22%	23%	17%	14%	26%	25%
			acde					a	abdf	a	a			a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	-	147	-	-	4	41	71	116	30	7	21	60	65
	4%	-%	-%	100%	-%	-%	1%	3%	6%	4%	5%	3%	2%	5%	6%
				abde					abd	a	a			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	-	-	184	-	6	49	69	124	60	21	27	53	104
	6%	-%	-%	-%	43%	-%	2%	4%	6%	5%	11%	10%	3%	4%	9%
					abce				ab	a	abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
FIXED BROADBAND AND PAY TV	121	-	-	-	121	-	12	73	30	115	6	2	44	59	18
	4%	-%	-%	-%	28%	-%	3%	6%	3%	4%	1%	1%	5%	5%	2%
					abce			cef		e			c	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	-	10	37	10	57	2	1	26	25	7
	2%	-%	-%	-%	14%	-%	3%	3%	1%	2%	*%	*%	3%	2%	1%
					abce		e	ce		e			c	c	
LANDLINE AND PAY TV	21	-	-	-	21	-	3	6	8	17	4	3	5	9	7
	1%	-%	-%	-%	5%	-%	1%	*%	1%	1%	1%	1%	*%	1%	1%
					abce										
MOBILE PHONE AND PAY TV	21	13	-	-	21	-	3	7	8	18	2	1	7	6	8
	1%	2%	-%	-%	5%	-%	1%	1%	1%	1%	*%	*%	1%	*%	1%
		be			abce										
LANDLINE AND MOBILE PHONE	16	-	-	-	16	-	1	7	6	14	2	1	4	6	5
	*%	-%	-%	-%	4%	-%	*%	1%	1%	1%	*%	*%	*%	1%	*%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	-	1	5	7	12	1	-	1	8	4
	*%	-%	-%	-%	3%	-%	*%	*%	1%	*%	*%	-%	*%	1%	*%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	-	4	-	-	3	1	4	-	-	2	2	-
	*%	-%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%
					ae										
NONE	1256	-	-	-	-	1256	283	556	262	1102	146	73	569	414	265
	38%	-%	-%	-%	-%	100%	71%	44%	24%	40%	26%	34%	59%	34%	23%
						abcd	bcdef	ce		ce		c	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	1084	945	612	589	424	392	1661	199	117	**	225	707	646	588	1116
	61%	63%	60%	66% d	64% d	61% d	51%	61%	65%	56%	**	53%	63% a	68% a	54%	69% a
Landline (i.e. home phone) or line rental	1885	1020	857	573	546	394	353	1540	183	108	**	203	653	594	543	1025
	57%	59%	55%	62% d	60% d	57% d	46%	57%	60%	51%	**	48%	58% a	62% a	50%	63% a
Pay TV service	1068	532	532	330	272	246	217	877	109	56	**	118	372	349	332	576
	32%	31%	34%	36% bd	30%	36% d	28%	32%	36%	26%	**	28%	33%	37% a	31%	36% a
Mobile Phone	444	246	197	120	142	88	89	366	45	22	**	53	176	118	135	224
	13%	14%	13%	13%	16%	13%	12%	13%	15%	10%	**	13%	16%	12%	12%	14%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	437	331	236	246	138	141	624	72	50	**	78	251	247	210	431
	23%	25% b	21%	25% d	27% cd	20%	18%	23%	24%	24%	**	19%	22%	26% a	19%	27% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	374	363	233	177	184	145	610	74	39	**	80	254	254	222	411
	22%	22%	23%	25% bd	19%	27% bd	19%	22%	24%	18%	**	19%	23%	27% a	20%	25% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	76	71	43	45	27	30	124	19	3	**	17	55	37	48	78
	4%	4%	5%	5%	5%	4%	4%	5%	6%	1%	**	4%	5%	4%	4%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	115	69	46	71	37	26	145	16	14	**	22	80	47	49	91
	6%	7% b	4%	5%	8% d	5%	3%	5%	5%	7%	**	5%	7%	5%	4%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
FIXED BROADBAND AND PAY TV	121	52	69	37	36	22	26	97	12	7	**	18	39	41	38	63
	4%	3%	4%	4%	4%	3%	3%	4%	4%	3%	**	4%	3%	4%	3%	4%
MOBILE PHONE AND FIXED BROADBAND	59	25	34	13	14	13	19	52	6	1	**	8	21	16	15	34
	2%	1%	2%	1%	2%	2%	2%	2%	2%	1%	**	2%	2%	2%	1%	2%
LANDLINE AND PAY TV	21	7	14	6	5	5	6	18	-	3	**	2	8	3	7	7
	1%	*%	1%	1%	1%	1%	1%	1%	-%	1%	**	*%	1%	*%	1%	*%
MOBILE PHONE AND PAY TV	21	13	8	5	8	3	5	18	2	-	**	-	8	8	9	8
	1%	1%	*%	1%	1%	*%	1%	1%	1%	-%	**	-%	1%	1%	1%	1%
LANDLINE AND MOBILE PHONE	16	8	8	7	3	2	4	16	-	-	**	4	4	4	5	5
	*%	*%	1%	1%	*%	*%	1%	1%	-%	-%	**	1%	*%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	7	3	2	4	4	9	1	4	**	1	8	3	6	7
	*%	*%	*%	*%	*%	1%	1%	*%	*%	2% a	**	*%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	1	1	-	3	2	-	**	-	1	2	2	*
	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	**	-%	*%	*%	*%	*%
NONE	1256	630	602	302	314	257	365	1028	104	90	**	192	400	298	484	487
	38%	36%	38%	33%	34%	37%	48% abc	38%	34%	43%	**	45% bc	36%	31%	44% b	30%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2082	49	1835	301	1583	1085	799	210	129	1495	501	1677	319	1245	751	269
Effective Weighted Sample	1830	43	1620	265	1396	942	720	166	118	1305	464	1469	293	1091	665	221
Total	2078	41	1885	302	1624	1083	843	168	129	1544	444	1706	282	1212	776	243
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038 98%	** **	1852 98%	289 95%	1600 99% a	1058 98%	831 99%	162 97%	126 98%	1528 99% b	421 95%	1679 98% b	270 96%	1188 98%	761 98%	237 98%
Landline (i.e. home phone) or line rental	1885 91%	** **	1885 100%	262 87%	1624 100% a	1063 98%	822 98%	162 96%	125 97%	1438 93% b	368 83%	1567 92% b	239 85%	1105 91%	702 90%	216 89%
Pay TV service	1068 51%	** **	930 49%	139 46%	823 51%	549 51%	412 49%	75 45%	56 43%	839 54% b	194 44%	902 53%	131 46%	632 52%	400 52%	133 55%
Mobile Phone	444 21%	** **	368 20%	90 30% b	292 18%	239 22% b	143 17%	28 17%	22 17%	- -%	444 100% a	162 10%	282 100% a	324 27% b	121 16%	67 27% b
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773 37%	** **	773 41%	108 36%	665 41%	414 38%	359 43%	80 48% a	64 50%	705 46% b	13 3%	714 42% b	4 1%	431 36%	288 37%	87 36%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740 36%	** **	740 39%	78 26%	662 41% a	421 39%	318 38%	57 34%	42 33%	718 47% b	- -%	718 42% b	- -%	407 34%	311 40% a	78 32%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147 7%	** **	147 8%	19 6%	128 8%	86 8%	62 7%	7 4%	6 5%	- -%	147 33% a	36 2%	111 39% a	124 10% b	23 3%	28 11% b
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184 9%	** **	184 10%	44 14% b	140 9%	116 11%	68 8%	10 6%	9 7%	- -%	184 41% a	71 4%	113 40% a	120 10%	64 8%	17 7%

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

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2082	49	1835	301	1583	1085	799	210	129	1495	501	1677	319	1245	751	269
Effective Weighted Sample	1830	43	1620	265	1396	942	720	166	118	1305	464	1469	293	1091	665	221
Total	2078	41	1885	302	1624	1083	843	168	129	1544	444	1706	282	1212	776	243
FIXED BROADBAND AND PAY TV	121	**	4	28	3	11	20	4	3	106	4	107	3	57	52	14
	6%	**	*%	9%	*%	1%	2%	3%	3%	7%	1%	6%	1%	5%	7%	6%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	59	**	4	10	3	8	5	3	2	-	59	25	34	39	20	9
	3%	**	*%	3%	*%	1%	1%	2%	2%	-%	13%	1%	12%	3%	3%	4%
				b							a		a			
LANDLINE AND PAY TV	21	**	21	2	19	12	9	3	1	15	4	17	1	11	8	4
	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE AND PAY TV	21	**	13	5	11	14	3	3	3	-	21	12	9	18	2	5
	1%	**	1%	2%	1%	1%	*%	2%	2%	-%	5%	1%	3%	2%	*%	2%
											a		a			b
LANDLINE AND MOBILE PHONE	16	**	16	7	9	11	5	3	2	-	16	7	9	8	8	3
	1%	**	1%	2%	1%	1%	1%	2%	2%	-%	4%	*%	3%	1%	1%	1%
				b							a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	-	1	-	1	-	*	-	-	14	8	6	10	4	5
	1%	**	-%	*%	-%	*%	-%	*%	-%	-%	3%	*%	2%	1%	*%	2%
				b							a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	**	4	3	1	4	-	1	1	-	4	3	1	4	-	*
	*%	**	*%	1%	*%	*%	-%	1%	1%	-%	1%	*%	*%	*%	-%	*%
				b							a					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2082	28	2029	323	1734	1203	854	251	162	267	907	396	778
Effective Weighted Sample	1830	24	1790	281	1530	1047	763	207	145	246	797	353	687
Total	2078	16	2038	303	1751	1180	873	214	156	261	1068	402	927
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	**	2038	287	1751	1168	870	211	154	256	1039	389	906
	98%	**	100%	95%	100%	99%	100%	99%	99%	98%	97%	97%	98%
					a								
Landline (i.e. home phone) or line rental	1885	**	1852	254	1610	1070	795	188	138	242	930	357	815
	91%	**	91%	84%	92%	91%	91%	88%	89%	93%	87%	89%	88%
					a								
Pay TV service	1068	**	1039	122	925	601	446	98	68	-	1068	141	927
	51%	**	51%	40%	53%	51%	51%	46%	44%	-%	100%	35%	100%
					a						a		a
Mobile Phone	444	**	421	108	325	268	164	40	30	75	194	121	148
	21%	**	21%	36%	19%	23%	19%	19%	19%	29%	18%	30%	16%
					b					b		b	
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	**	773	108	665	436	337	93	72	185	13	195	4
	37%	**	38%	36%	38%	37%	39%	44%	46%	71%	1%	48%	*%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	**	740	68	672	418	321	66	45	-	740	76	663
	36%	**	36%	23%	38%	35%	37%	31%	29%	-%	69%	19%	72%
					a						a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	**	147	19	129	86	61	9	7	-	147	23	125
	7%	**	7%	6%	7%	7%	7%	4%	4%	-%	14%	6%	13%
											a		a

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

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2082	28	2029	323	1734	1203	854	251	162	267	907	396	778
Effective Weighted Sample	1830	24	1790	281	1530	1047	763	207	145	246	797	353	687
Total	2078	16	2038	303	1751	1180	873	214	156	261	1068	402	927
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	**	184	44	140	113	70	16	13	51	-	51	-
	9%	**	9%	14% b	8%	10%	8%	7%	8%	19% b	-%	13% b	-%
FIXED BROADBAND AND PAY TV	121	**	121	18	104	68	53	15	11	-	121	18	104
	6%	**	6%	6%	6%	6%	6%	7%	7%	-%	11% a	4%	11% a
MOBILE PHONE AND FIXED BROADBAND	59	**	59	25	34	39	20	10	7	19	4	20	3
	3%	**	3%	8% b	2%	3%	2%	5%	4%	7% b	*%	5% b	*%
LANDLINE AND PAY TV	21	**	4	6	1	7	1	3	2	-	21	2	19
	1%	**	*%	2% b	*%	1%	*%	1% b	1%	-%	2%	1%	2%
MOBILE PHONE AND PAY TV	21	**	13	5	11	14	3	3	3	-	21	12	9
	1%	**	1%	2%	1%	1%	*%	2%	2% b	-%	2%	3% b	1%
LANDLINE AND MOBILE PHONE	16	**	4	9	3	8	4	*	-	5	4	6	3
	1%	**	*%	3% b	*%	1%	*%	*%	-%	2% b	*%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	**	14	6	8	7	6	1	1	-	14	6	7
	1%	**	1%	2% b	*%	1%	1%	1%	1%	-%	1%	2%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	**	-	1	-	1	-	*	-	-	4	3	1
	*%	**	-%	*%	-%	*%	-%	*%	-%	-%	*%	1%	*%

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

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Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2082	554	620	136	71	162	397	27	21	1174	559	1608	474
Effective Weighted Sample	1830	475	559	107	63	153	380	24	19	1034	534	1402	434
Total	2078	618	711	124	78	134	333	23	18	1329	467	1636	443
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	601	694	117	**	132	332	**	**	1295	464	1603	434
	98%	97%	98%	94%	**	98%	100%	**	**	97%	99% a	98%	98%
Landline (i.e. home phone) or line rental	1885	540	631	99	**	129	325	**	**	1171	454	1460	426
	91%	87%	89% c	80%	**	96%	98%	**	**	88%	97% a	89%	96% a
Pay TV service	1068	512	556	96	**	-	-	**	**	1068	-	906	162
	51%	83%	78%	77%	**	-%	-%	**	**	80% b	-%	55% b	37%
Mobile Phone	444	124	145	28	**	36	65	**	**	269	101	349	96
	21%	20%	20%	22%	**	27%	19%	**	**	20%	22%	21%	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	72	127	20	**	98	268	**	**	199	366	549	224
	37%	12%	18% a	16%	**	73%	81%	**	**	15%	78% a	34%	51% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	366	373	61	**	-	-	**	**	740	-	628	111
	36%	59%	53%	49%	**	-%	-%	**	**	56% b	-%	38% b	25%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	60	87	10	**	-	-	**	**	147	-	118	29
	7%	10%	12%	8%	**	-%	-%	**	**	11% b	-%	7%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	23	28	3	**	28	57	**	**	51	86	130	53
	9%	4%	4%	2%	**	21%	17%	**	**	4%	18% a	8%	12% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2082	554	620	136	71	162	397	27	21	1174	559	1608	474
Effective Weighted Sample	1830	475	559	107	63	153	380	24	19	1034	534	1402	434
Total	2078	618	711	124	78	134	333	23	18	1329	467	1636	443
FIXED BROADBAND AND PAY TV	121	56	65	16	**	-	-	**	**	121	-	111	10
	6%	9%	9%	12%	**	-%	-%	**	**	9% b	-%	7% b	2%
MOBILE PHONE AND FIXED BROADBAND	59	17	6	7	**	6	7	**	**	23	13	55	4
	3%	3%	1%	5% b	**	4%	2%	**	**	2%	3%	3% b	1%
LANDLINE AND PAY TV	21	10	11	2	**	-	-	**	**	21	-	16	5
	1%	2%	2%	2%	**	-%	-%	**	**	2% b	-%	1%	1%
MOBILE PHONE AND PAY TV	21	9	12	4	**	-	-	**	**	21	-	17	4
	1%	1%	2%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	16	4	5	1	**	2	1	**	**	9	3	13	3
	1%	1%	1%	1%	**	2%	*%	**	**	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	8	1	**	-	-	**	**	14	-	11	3
	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	**	-	-	**	**	4	-	4	-
	*%	1%	-%	2% b	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	a	b	c	d	e	f	a	b	c
Unweighted total	2082	915	511	168	502	-	104	695	820	1619	459	150	388	786	904
Effective Weighted Sample	1830	862	483	159	455	-	84	595	738	1412	422	137	320	687	828
Total	2078	773	740	147	432	-	117	710	826	1654	420	138	394	815	864
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	773	740	147	391	**	110	696	812	1618	415	134	380	800	854
	98%	100%	100%	100%	91%	**	94%	98%	98%	98%	99%	97%	96%	98%	99%
		d	d	d					a		a				a
Landline (i.e. home phone) or line rental	1885	773	740	147	239	**	92	597	781	1470	411	136	319	724	837
	91%	100%	100%	100%	55%	**	78%	84%	95%	89%	98%	98%	81%	89%	97%
		d	d	d					abd	ab	abcd	abd		a	ab
Pay TV service	1068	13	740	147	181	**	63	403	426	892	174	48	219	464	384
	51%	2%	100%	100%	42%	**	54%	57%	52%	54%	41%	35%	55%	57%	44%
			ad	ad	a		f	ef	ef	ef			c	c	
Mobile Phone	444	13	-	147	297	**	25	150	171	346	97	30	88	161	194
	21%	2%	-%	100%	69%	**	21%	21%	21%	21%	23%	22%	22%	20%	22%
		b		abd	ab										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	773	-	-	13	**	36	224	325	585	186	68	122	274	375
	37%	100%	-%	-%	3%	**	31%	31%	39%	35%	44%	50%	31%	34%	43%
		bcd			b				b		bd	abd			ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	-	740	-	-	**	40	267	302	609	130	36	139	319	281
	36%	-%	100%	-%	-%	**	34%	38%	37%	37%	31%	26%	35%	39%	32%
			acd					f		f				c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	-	-	147	-	**	4	41	71	116	30	7	21	60	65
	7%	-%	-%	100%	-%	**	3%	6%	9%	7%	7%	5%	5%	7%	8%
				abd											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	-	-	-	184	**	6	49	69	124	60	21	27	53	104
	9%	-%	-%	-%	43%	**	5%	7%	8%	8%	14%	15%	7%	7%	12%
					abc						bcd	bcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	a	b	c	d	e	f	a	b	c
Unweighted total	2082	915	511	168	502	-	104	695	820	1619	459	150	388	786	904
Effective Weighted Sample	1830	862	483	159	455	-	84	595	738	1412	422	137	320	687	828
Total	2078	773	740	147	432	-	117	710	826	1654	420	138	394	815	864
FIXED BROADBAND AND PAY TV	121	-	-	-	121	**	12	73	30	115	6	2	44	59	18
	6%	-%	-%	-%	28%	**	10%	10%	4%	7%	2%	1%	11%	7%	2%
					abc		cef	cdef		cef			c	c	
MOBILE PHONE AND FIXED BROADBAND	59	-	-	-	59	**	10	37	10	57	2	1	26	25	7
	3%	-%	-%	-%	14%	**	9%	5%	1%	3%	*%	*%	7%	3%	1%
					abc		cdef	ce		ce			bc	c	
LANDLINE AND PAY TV	21	-	-	-	21	**	3	6	8	17	4	3	5	9	7
	1%	-%	-%	-%	5%	**	3%	1%	1%	1%	1%	2%	1%	1%	1%
					abc										
MOBILE PHONE AND PAY TV	21	13	-	-	21	**	3	7	8	18	2	1	7	6	8
	1%	2%	-%	-%	5%	**	2%	1%	1%	1%	1%	1%	2%	1%	1%
		b			abc										
LANDLINE AND MOBILE PHONE	16	-	-	-	16	**	1	7	6	14	2	1	4	6	5
	1%	-%	-%	-%	4%	**	1%	1%	1%	1%	*%	*%	1%	1%	1%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	-	-	-	14	**	1	5	7	12	1	-	1	8	4
	1%	-%	-%	-%	3%	**	1%	1%	1%	1%	*%	-%	*%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	-	4	**	-	3	1	4	-	-	2	2	-
	*%	-%	-%	-%	1%	**	-%	*%	*%	*%	-%	-%	1%	*%	-%
					a										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2082	1055	1018	682	609	330	439	1704	196	124	58	228	728	650	622	1119
Effective Weighted Sample	1830	929	898	608	552	295	392	1497	172	108	53	197	633	578	541	988
Total	2078	1103	966	624	599	434	401	1696	202	120	60	230	723	656	604	1130
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2038	1084	945	612	589	424	392	1661	199	117	**	225	707	646	588	1116
	98%	98%	98%	98%	98%	98%	98%	98%	99%	98%	**	98%	98%	99%	97%	99%
Landline (i.e. home phone) or line rental	1885	1020	857	573	546	394	353	1540	183	108	**	203	653	594	543	1025
	91%	92% b	89%	92%	91%	91%	88%	91%	90%	90%	**	88%	90%	91%	90%	91%
Pay TV service	1068	532	532	330	272	246	217	877	109	56	**	118	372	349	332	576
	51%	48%	55% a	53% b	45%	57% b	54% b	52%	54%	46%	**	51%	51%	53%	55%	51%
Mobile Phone	444	246	197	120	142	88	89	366	45	22	**	53	176	118	135	224
	21%	22%	20%	19%	24%	20%	22%	22%	22%	18%	**	23%	24% c	18%	22%	20%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	773	437	331	236	246	138	141	624	72	50	**	78	251	247	210	431
	37%	40%	34%	38%	41% c	32%	35%	37%	36%	41%	**	34%	35%	38%	35%	38%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	740	374	363	233	177	184	145	610	74	39	**	80	254	254	222	411
	36%	34%	38%	37% b	29%	42% b	36%	36%	37%	32%	**	35%	35%	39%	37%	36%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	147	76	71	43	45	27	30	124	19	3	**	17	55	37	48	78
	7%	7%	7%	7%	7%	6%	8%	7%	9%	3%	**	8%	8%	6%	8%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	184	115	69	46	71	37	26	145	16	14	**	22	80	47	49	91
	9%	10% b	7%	7%	12% ad	9%	7%	9%	8%	11%	**	10%	11%	7%	8%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2082	1055	1018	682	609	330	439	1704	196	124	58	228	728	650	622	1119
Effective Weighted Sample	1830	929	898	608	552	295	392	1497	172	108	53	197	633	578	541	988
Total	2078	1103	966	624	599	434	401	1696	202	120	60	230	723	656	604	1130
FIXED BROADBAND AND PAY TV	121	52	69	37	36	22	26	97	12	7	**	18	39	41	38	63
	6%	5%	7%	6%	6%	5%	7%	6%	6%	6%	**	8%	5%	6%	6%	6%
MOBILE PHONE AND FIXED BROADBAND	59	25	34	13	14	13	19	52	6	1	**	8	21	16	15	34
	3%	2%	4%	2%	2%	3%	5%	3%	3%	1%	**	4%	3%	3%	3%	3%
LANDLINE AND PAY TV	21	7	14	6	5	5	6	18	-	3	**	2	8	3	7	7
	1%	1%	1%	1%	1%	1%	1%	1%	-%	2%	**	1%	1%	*%	1%	1%
MOBILE PHONE AND PAY TV	21	13	8	5	8	3	5	18	2	-	**	-	8	8	9	8
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	-%	1%	1%	2%	1%
LANDLINE AND MOBILE PHONE	16	8	8	7	3	2	4	16	-	-	**	4	4	4	5	5
	1%	1%	1%	1%	*%	*%	1%	1%	-%	-%	**	2%	1%	1%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	14	6	7	3	2	4	4	9	1	4	**	1	8	3	6	7
	1%	1%	1%	1%	*%	1%	1%	1%	*%	3% a	**	1%	1%	*%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	4	-	2	1	1	-	3	2	-	**	-	1	2	2	*
	*%	*%	-%	*%	*%	*%	-%	*%	1%	-%	**	-%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Mobile Phone	2531	173	1438	350	1261	891	720	153	114	2531	-	2531	-	1490	1041	384
	76%	63%	76%	65%	78%	73%	76%	73%	77%	100%	-%	94%	-%	82%	90%	85%
			a		a					b		b			a	
Free TV Service	718	81	454	146	389	287	248	41	31	554	101	594	60	396	259	71
	22%	29%	24%	27%	24%	24%	26%	20%	21%	22%	23%	22%	21%	22%	22%	16%
														c	c	
Fixed Broadband	561	92	13	96	8	72	32	19	12	395	12	402	5	259	148	78
	17%	33%	1%	18%	1%	6%	3%	9%	8%	16%	3%	15%	2%	14%	13%	17%
		b		b		b		b	b	b		b				
Pay TV service	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
	14%	17%	13%	18%	12%	13%	13%	17%	18%	13%	17%	14%	15%	14%	13%	16%
				b												
Landline	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
	8%	100%	-%	51%	-%	13%	13%	22%	16%	7%	3%	7%	4%	6%	7%	6%
		b		b				ab		b						
NONE	318	-	270	42	228	156	115	17	12	-	258	84	175	195	63	48
	10%	-%	14%	8%	14%	13%	12%	8%	8%	-%	58%	3%	62%	11%	5%	11%
			a		a						a		a	b		b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Mobile Phone	2531	395	1528	576	1347	1103	821	260	175	331	839	423	747
	76%	70%	75%	68%	77%	72%	76%	74%	76%	72%	79%	70%	81%
					a						a		a
Free TV Service	718	133	464	202	395	354	243	74	50	-	-	-	-
	22%	24%	23%	24%	23%	23%	23%	21%	22%	-%	-%	-%	-%
Fixed Broadband	561	561	-	561	-	354	207	142	78	105	8	107	6
	17%	100%	-%	66%	-%	23%	19%	40%	33%	23%	1%	18%	1%
		b		b				ab	ab	b		b	
Pay TV service	460	105	256	161	200	220	141	59	38	460	-	460	-
	14%	19%	13%	19%	11%	14%	13%	17%	16%	100%	-%	77%	-%
		b		b						b		b	
Landline	275	92	37	99	30	91	38	28	17	48	32	52	27
	8%	16%	2%	12%	2%	6%	4%	8%	7%	10%	3%	9%	3%
		b		b		b		b	b	b		b	
NONE	318	-	307	52	255	183	124	25	18	-	219	45	175
	10%	-%	15%	6%	15%	12%	12%	7%	8%	-%	21%	7%	19%
			a		a	c	c				a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Mobile Phone	2531	565	605	117	**	147	406	**	**	1170	554	1996	535
	76%	78%	76%	75%	**	73%	79%	**	**	77%	77%	76%	74%
Free TV Service	718	-	-	-	**	201	517	**	**	-	718	451	267
	22%	-%	-%	-%	**	100%	100%	**	**	-%	100%	17%	37%
											a		a
Fixed Broadband	561	61	51	20	**	39	94	**	**	113	133	474	88
	17%	8%	6%	13%	**	19%	18%	**	**	7%	18%	18%	12%
				b							a	b	
Pay TV service	460	216	244	60	**	-	-	**	**	460	-	404	56
	14%	30%	30%	39%	**	-%	-%	**	**	30%	-%	15%	8%
										b		b	
Landline	275	40	39	16	**	17	64	**	**	79	81	186	88
	8%	5%	5%	10%	**	9%	12%	**	**	5%	11%	7%	12%
											a		a
NONE	318	96	124	18	**	-	-	**	**	219	-	246	72
	10%	13%	15%	11%	**	-%	-%	**	**	14%	-%	9%	10%
										b			

Columns Tested: a,b,c,d - 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 99% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Mobile Phone	2531	705	718	-	121	988	325	966	841	2132	391	131	745	953	824
	76%	91%	97%	-%	28%	79%	81%	76%	77%	77%	69%	62%	77%	78%	73%
		cde	acde		c	cd	ef	ef	ef	ef				c	
Free TV Service	718	366	-	-	101	251	39	191	265	495	222	92	124	213	380
	22%	47%	-%	-%	23%	20%	10%	15%	24%	18%	39%	44%	13%	17%	34%
		bcde			bc	bc		a	abd	a	abcd	abcd		a	ab
Fixed Broadband	561	-	-	-	16	545	84	292	128	504	53	19	244	203	111
	17%	-%	-%	-%	4%	43%	21%	23%	12%	18%	9%	9%	25%	16%	10%
					ab	abcd	cef	cdef		cef			bc	c	
Pay TV service	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
	14%	24%	-%	-%	17%	16%	18%	12%	15%	14%	12%	11%	16%	13%	14%
		bcde			bc	bc	be								
Landline	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
	8%	-%	-%	-%	9%	19%	9%	8%	6%	7%	13%	22%	7%	8%	10%
					abc	abcd					bcd	abcde			
NONE	318	39	22	147	122	2	12	114	127	253	64	26	61	125	130
	10%	5%	3%	100%	28%	0%	3%	9%	12%	9%	11%	13%	6%	10%	12%
		e	e	abde	abe			a	a	a	a	a		a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Mobile Phone	2531	1278	1225	697	704	536	570	2076	234	146	**	315	836	762	813	1263
	76%	74%	78%	75%	77%	78%	74%	76%	76%	69%	**	75%	74%	80%	75%	78%
			a											b		
Free TV Service	718	394	316	212	217	125	154	592	60	47	**	80	254	192	209	387
	22%	23%	20%	23%	24%	18%	20%	22%	19%	22%	**	19%	23%	20%	19%	24%
															a	
Fixed Broadband	561	297	250	146	166	107	134	461	50	35	**	61	182	190	176	252
	17%	17%	16%	16%	18%	15%	18%	17%	16%	16%	**	14%	16%	20%	16%	16%
Pay TV service	460	262	196	136	118	101	100	372	42	26	**	54	158	142	154	217
	14%	15%	12%	15%	13%	15%	13%	14%	14%	12%	**	13%	14%	15%	14%	13%
Landline	275	154	116	94	57	52	71	216	26	28	**	40	82	74	126	96
	8%	9%	7%	10%	6%	7%	9%	8%	8%	13%	**	9%	7%	8%	12%	6%
				b						a					b	
NONE	318	171	147	85	91	61	77	267	31	16	**	40	111	85	95	162
	10%	10%	9%	9%	10%	9%	10%	10%	10%	8%	**	9%	10%	9%	9%	10%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2082	49	1835	301	1583	1085	799	210	129	1495	501	1677	319	1245	751	269
Effective Weighted Sample	1830	43	1620	265	1396	942	720	166	118	1305	464	1469	293	1091	665	221
Total	2078	41	1885	302	1624	1083	843	168	129	1544	444	1706	282	1212	776	243
As a package of services	1697	**	1554	34	1553	886	702	143	108	1337	279	1337	279	977	639	210
	82%	**	82%	11%	96% a	82%	83%	85%	84%	87% b	63%	78%	99% a	81%	82%	86%
As individual services	304	**	256	253	9	157	106	21	17	180	115	294	-	186	108	30
	15%	**	14%	84% b	1%	15%	13%	12%	13%	12%	26% a	17% b	-%	15%	14%	12%
Some but not all as a package of services	78	**	75	15	61	40	35	4	3	27	51	75	3	48	29	3
	4%	**	4%	5%	4%	4%	4%	3%	2%	2%	11% a	4% b	1%	4%	4%	1%

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

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Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2082	28	2029	323	1734	1203	854	251	162	267	907	396	778
Effective Weighted Sample	1830	24	1790	281	1530	1047	763	207	145	246	797	353	687
Total	2078	16	2038	303	1751	1180	873	214	156	261	1068	402	927
As a package of services	1697	**	1669	10	1668	960	718	174	126	191	894	191	894
	82%	**	82%	3%	95%	81%	82%	82%	81%	73%	84%	48%	96%
					a						a		a
As individual services	304	**	291	289	9	181	117	34	26	58	127	183	2
	15%	**	14%	95%	1%	15%	13%	16%	17%	22%	12%	46%	***
				b						b		b	
Some but not all as a package of services	78	**	78	4	74	39	39	5	3	12	47	27	31
	4%	**	4%	1%	4%	3%	4%	3%	2%	5%	4%	7%	3%
												b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2082	554	620	136	71	162	397	27	21	1174	559	1608	474
Effective Weighted Sample	1830	475	559	107	63	153	380	24	19	1034	534	1402	434
Total	2078	618	711	124	78	134	333	23	18	1329	467	1636	443
As a package of services	1697	509	576	100	**	110	271	**	**	1085	381	1319	378
	82%	82%	81%	80%	**	82%	81%	**	**	82%	82%	81%	85%
As individual services	304	86	99	22	**	21	50	**	**	185	71	253	51
	15%	14%	14%	18%	**	16%	15%	**	**	14%	15%	15%	12%
Some but not all as a package of services	78	23	36	2	**	4	12	**	**	59	16	63	14
	4%	4%	5%	2%	**	3%	4%	**	**	4%	3%	4%	3%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	a	b	c	d	e	f	a	b	c
Unweighted total	2082	915	511	168	502	-	104	695	820	1619	459	150	388	786	904
Effective Weighted Sample	1830	862	483	159	455	-	84	595	738	1412	422	137	320	687	828
Total	2078	773	740	147	432	-	117	710	826	1654	420	138	394	815	864
As a package of services	1697	658	647	111	285	**	80	576	688	1344	349	113	302	677	715
	82%	85%	88%	75%	66%	**	68%	81%	83%	81%	83%	82%	76%	83%	83%
		cd	cd					a	a	a	a			a	a
As individual services	304	115	65	19	114	**	32	115	99	245	59	23	80	112	112
	15%	15%	9%	13%	26%	**	27%	16%	12%	15%	14%	17%	20%	14%	13%
		b			abc		bcde						bc		
Some but not all as a package of services	78	-	27	18	33	**	6	20	39	65	13	2	13	27	38
	4%	-%	4%	12%	8%	**	5%	3%	5%	4%	3%	1%	3%	3%	4%
			a	ab	ab										

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q8A. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2082	1055	1018	682	609	330	439	1704	196	124	58	228	728	650	622	1119
Effective Weighted Sample	1830	929	898	608	552	295	392	1497	172	108	53	197	633	578	541	988
Total	2078	1103	966	624	599	434	401	1696	202	120	60	230	723	656	604	1130
As a package of services	1697	892	798	504	482	358	335	1381	167	104	**	190	593	542	508	919
	82%	81%	83%	81%	81%	82%	84%	81%	83%	86%	**	82%	82%	83%	84%	81%
As individual services	304	164	137	87	89	66	59	251	26	13	**	35	107	85	76	161
	15%	15%	14%	14%	15%	15%	15%	15%	13%	11%	**	15%	15%	13%	13%	14%
Some but not all as a package of services	78	47	31	32	28	10	7	63	9	4	**	5	23	29	20	50
	4%	4%	3%	d	d	2%	2%	4%	4%	3%	**	2%	3%	4%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	72	-	68	11	57	38	30	4	3	19	53	69	3	47	25	4
Effective Weighted Sample	67	-	64	10	54	36	28	4	3	19	50	64	3	44	23	3
Total	78	-	75	15	61	40	35	4	3	27	51	75	3	48	29	3
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	72	-	72	3	69	37	35	5	3	10	42	23	29
Effective Weighted Sample	67	-	67	3	64	35	32	5	3	10	38	22	26
Total	78	-	78	4	74	39	39	5	3	12	47	27	31
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	72	21	31	2	1	4	13	-	-	52	17	58	14
Effective Weighted Sample	67	20	28	2	1	4	13	-	-	48	17	54	13
Total	78	23	36	2	1	4	12	-	-	59	16	63	14
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	72	-	19	19	34	-	4	18	36	58	14	2	10	24	38
Effective Weighted Sample	67	-	19	18	32	-	4	16	33	54	14	2	9	22	36
Total	78	-	27	18	33	-	6	20	39	65	13	2	13	27	38
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	72	39	33	31	25	8	8	59	8	3	2	5	22	26	18	47
Effective Weighted Sample	67	37	31	29	23	8	8	54	8	3	2	5	20	25	17	44
Total	78	47	31	32	28	10	7	63	9	4	2	5	23	29	20	50
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND MOBILE PHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	24	-	24	5	19	17	7	6	5	-	24	14	10	20	4	8
Effective Weighted Sample	22	-	22	5	17	15	7	6	5	-	22	14	8	18	4	7
Total	21	-	21	4	17	15	6	4	4	-	21	13	8	18	4	6
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	24	-	24	5	19	20	4	5	4	-	24	12	12
Effective Weighted Sample	22	-	22	5	17	18	4	4	4	-	22	12	10
Total	21	-	21	5	16	18	4	4	4	-	21	11	10
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	24	12	12	3	1	-	-	-	-	24	-	20	4
Effective Weighted Sample	22	10	12	2	1	-	-	-	-	22	-	18	4
Total	21	11	11	2	1	-	-	-	-	21	-	18	3
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	24	14	-	-	24	-	-	9	12	21	3	1	4	8	12
Effective Weighted Sample	22	14	-	-	22	-	-	8	11	19	3	1	4	7	11
Total	21	13	-	-	21	-	-	9	10	19	2	1	3	7	11
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q8C. Thinking about these services, do you regard them as a package of services or as individual services?

Base : Those using the same provider for an additional 2 services - Bundle 2

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	24	13	11	10	6	1	7	22	1	-	1	1	6	8	9	8
Effective Weighted Sample	22	12	10	9	6	1	7	20	1	-	1	1	6	7	8	8
Total	21	13	8	8	6	1	6	19	1	-	1	1	5	7	7	8
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
Fixed Broadband	1736	**	1596	**	1581	901	725	141	109	1347	310	1395	262	1005	653	206
	98%	**	98%	**	98%	97%	98%	96%	97%	99% b	94%	99% b	93%	98%	98%	97%
Landline phone (i.e. home phone) or line rental	1609	**	1609	**	1609	901	709	141	109	1261	278	1307	233	928	611	189
	91%	**	99%	**	100%	97%	96%	96%	98%	92% b	84%	93% b	83%	91%	91%	89%
Pay TV service	921	**	809	**	794	470	366	63	46	747	142	762	126	539	349	115
	52%	**	50%	**	49%	51%	50%	43%	41%	55% b	43%	54% b	45%	53%	52%	54%
Mobile Phone	282	**	239	**	237	148	102	18	12	-	282	-	282	212	70	52
	16%	**	15%	**	15%	16%	14%	12%	10%	-%	85% a	-%	100% a	21% b	11%	24% b
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	698	**	698	**	698	379	319	72	58	617	32	650	-	380	270	75
	39%	**	43%	**	43%	41%	43%	49%	52%	45% b	10%	46% b	-%	37%	40%	35%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	**	660	**	660	377	283	51	40	627	13	640	-	370	271	72
	37%	**	41%	**	41%	41%	38%	35%	36%	46% b	4%	45% b	-%	36%	41%	34%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	**	111	**	111	62	49	5	4	-	111	-	111	92	19	25
	6%	**	7%	**	7%	7%	7%	4%	4%	-%	34% a	-%	39% a	9% b	3%	12% b
FIXED BROADBAND AND PAY TV	116	**	14	**	-	12	25	3	1	103	3	105	-	58	47	11
	7%	**	1%	**	-%	1%	3% a	2%	1%	8% b	1%	7% b	-%	6%	7%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	**	111	**	111	65	45	6	4	-	111	-	111	74	37	12
	6%	**	7%	**	7%	7%	6%	4%	4%	-%	34% a	-%	39% a	7%	5%	5%
MOBILE PHONE AND FIXED BROADBAND	35	**	2	**	1	6	3	2	1	-	35	-	35	27	8	8
	2%	**	*%	**	*%	1%	*%	1%	1%	-%	11% a	-%	12% a	3%	1%	4%
LANDLINE AND PAY TV	19	**	19	**	19	11	8	2	1	17	-	17	-	7	10	2
	1%	**	1%	**	1%	1%	1%	2%	1%	1%	-%	1%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	10	**	10	**	10	6	4	3	2	-	10	-	10	6	5	3
	1%	**	1%	**	1%	1%	1%	2%	2%	-%	3% a	-%	4% a	1%	1%	1%
MOBILE PHONE AND PAY TV	9	**	4	**	3	7	-	-	-	-	9	-	9	7	1	1
	*%	**	*%	**	*%	1%	-%	-%	-%	-%	3% a	-%	3% a	1%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	-	**	-	*	-	*	-	-	6	-	6	5	1	4
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	2% a	-%	2% a	*%	*%	2% b
LANDLINE, MOBILE PHONE AND PAY TV	1	**	1	**	1	1	-	*	-	-	1	-	1	1	-	*
	*%	**	*%	**	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
Fixed Broadband	1736	**	1736	**	1736	985	751	177	129	200	910	215	894
	98%	**	99%	**	100%	99%	99%	99%	99%	98%	97%	98%	97%
Landline phone (i.e. home phone) or line rental	1609	**	1586	**	1582	904	691	158	115	191	809	206	794
	91%	**	91%	**	91%	90%	91%	88%	89%	94%	86%	94%	86%
										b		b	
Pay TV service	921	**	900	**	896	515	390	82	57	-	921	-	921
	52%	**	52%	**	51%	52%	52%	46%	44%	-%	98%	-%	100%
											a		a
Mobile Phone	282	**	270	**	268	170	105	23	15	41	131	42	130
	16%	**	15%	**	15%	17%	14%	13%	12%	20%	14%	19%	14%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	698	**	698	**	698	387	311	83	62	162	15	177	-
	39%	**	40%	**	40%	39%	41%	46%	48%	80%	2%	81%	-%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	**	660	**	660	378	282	58	43	-	660	-	660
	37%	**	38%	**	38%	38%	37%	32%	33%	-%	70%	-%	71%
											a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	**	111	**	111	63	48	8	5	-	111	-	111
	6%	**	6%	**	6%	6%	6%	4%	4%	-%	12%	-%	12%
											a		a
FIXED BROADBAND AND PAY TV	116	**	116	**	116	61	55	13	8	-	116	-	116
	7%	**	7%	**	7%	6%	7%	7%	6%	-%	12%	-%	13%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	**	111	**	111	67	43	7	4	25	-	25	-
	6%	**	6%	**	6%	7%	6%	4%	3%	13%	-%	12%	-%
										b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
MOBILE PHONE AND FIXED BROADBAND	35	**	35	**	35	25	10	8	5	12	2	13	1
	2%	**	2%	**	2%	2%	1%	4%	4%	6%	*%	6%	*%
								b		b		b	
LANDLINE AND PAY TV	19	**	3	**	-	3	4	2	1	-	19	-	19
	1%	**	*%	**	-%	*%	*%	1%	1%	-%	2%	-%	2%
LANDLINE AND MOBILE PHONE	10	**	4	**	3	5	2	*	-	3	3	3	3
	1%	**	*%	**	*%	*%	*%	*%	-%	2%	*%	2%	*%
MOBILE PHONE AND PAY TV	9	**	4	**	3	5	-	-	-	-	9	-	9
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	**	6	4	1	1	1	-	6	-	6
	*%	**	*%	**	*%	*%	*%	1%	1%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	1	-	*	-	-	1	-	1
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
Fixed Broadband	1736	514	596	96	**	112	283	**	**	1110	395	1352	384
	98%	97%	97%	95%	**	99%	100%	**	**	97%	100%	98%	98%
											a		
Landline phone (i.e. home phone) or line rental	1609	455	545	80	**	110	279	**	**	1000	389	1232	377
	91%	85%	89%	78%	**	97%	99%	**	**	87%	98%	89%	96%
			c								a		a
Pay TV service	921	444	477	79	**	-	-	**	**	921	-	775	146
	52%	83%	78%	77%	**	-%	-%	**	**	81%	-%	56%	37%
										b		b	
Mobile Phone	282	86	86	19	**	23	37	**	**	172	60	214	67
	16%	16%	14%	19%	**	21%	13%	**	**	15%	15%	16%	17%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	698	60	117	15	**	90	246	**	**	177	336	495	203
	39%	11%	19%	15%	**	79%	87%	**	**	15%	85%	36%	52%
			a								a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	325	335	52	**	-	-	**	**	660	-	555	106
	37%	61%	55%	51%	**	-%	-%	**	**	58%	-%	40%	27%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	46	65	8	**	-	-	**	**	111	-	88	23
	6%	9%	11%	8%	**	-%	-%	**	**	10%	-%	6%	6%
										b			
FIXED BROADBAND AND PAY TV	116	54	62	14	**	-	-	**	**	116	-	105	11
	7%	10%	10%	14%	**	-%	-%	**	**	10%	-%	8%	3%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	12	13	2	**	18	33	**	**	25	52	73	38
	6%	2%	2%	2%	**	16%	12%	**	**	2%	13%	5%	10%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
MOBILE PHONE AND FIXED BROADBAND	35	13	2	5	**	4	3	**	**	14	7	33	2
	2%	2%	*%	5%	**	3%	1%	**	**	1%	2%	2%	1%
		b		b									
LANDLINE AND PAY TV	19	7	12	2	**	-	-	**	**	19	-	14	5
	1%	1%	2%	2%	**	-%	-%	**	**	2%	-%	1%	1%
										b			
LANDLINE AND MOBILE PHONE	10	4	2	1	**	1	-	**	**	6	1	8	3
	1%	1%	*%	1%	**	1%	-%	**	**	1%	*%	1%	1%
MOBILE PHONE AND PAY TV	9	7	2	3	**	-	-	**	**	9	-	9	-
	*%	1%	*%	3%	**	-%	-%	**	**	1%	-%	1%	-%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	1	**	-	-	**	**	6	-	4	2
	*%	1%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	**	-	-	**	**	1	-	1	-
	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
Fixed Broadband	1736	654	672	129	282	**	**	584	711	1376	356	111	305	689	738
	98%	99%	100%	100%	89%	**	**	98%	98%	98%	98%	97%	97%	98%	98%
		d	d	d											
Landline phone (i.e. home phone) or line rental	1609	654	662	128	166	**	**	504	682	1252	353	112	254	627	724
	91%	99%	98%	99%	52%	**	**	85%	94%	89%	97%	98%	81%	89%	96%
		d	d	d					bd		bcd	bd		a	ab
Pay TV service	921	4	663	125	133	**	**	338	385	768	151	42	176	405	339
	52%	1%	98%	97%	42%	**	**	57%	53%	55%	42%	36%	56%	58%	45%
			ad	ad	a			ef	ef	ef			c	c	
Mobile Phone	282	4	-	111	171	**	**	86	107	210	70	23	53	101	127
	16%	1%	-%	86%	54%	**	**	14%	15%	15%	19%	20%	17%	14%	17%
				abd	ab										
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	698	654	11	4	28	**	**	202	299	529	167	54	105	249	342
	39%	99%	2%	3%	9%	**	**	34%	41%	38%	46%	47%	33%	35%	45%
		bcd			b				b		bd	b			ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	-	647	13	-	**	**	237	279	544	116	34	112	289	258
	37%	-%	96%	10%	-%	**	**	40%	38%	39%	32%	29%	36%	41%	34%
			acd	ad										c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	-	-	111	-	**	**	28	56	85	25	4	15	45	49
	6%	-%	-%	86%	-%	**	**	5%	8%	6%	7%	4%	5%	6%	7%
				abd											
FIXED BROADBAND AND PAY TV	116	-	13	1	102	**	**	68	33	111	5	1	40	57	19
	7%	-%	2%	1%	32%	**	**	11%	5%	8%	1%	1%	13%	8%	3%
			a		abc			cef	e	cef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	-	-	-	111	**	**	29	37	70	40	17	16	30	64
	6%	-%	-%	-%	35%	**	**	5%	5%	5%	11%	15%	5%	4%	9%
					abc						bcd	bcd			b
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
MOBILE PHONE AND FIXED BROADBAND	35	-	-	-	35	**	**	21	3	32	3	2	16	15	4
	2%	-%	-%	-%	11%	**	**	4%	*%	2%	1%	1%	5%	2%	*%
					abc			ce		c			c	c	
LANDLINE AND PAY TV	19	-	3	-	16	**	**	3	9	15	4	3	4	8	7
	1%	-%	*%	-%	5%	**	**	*%	1%	1%	1%	3%	1%	1%	1%
					abc										
LANDLINE AND MOBILE PHONE	10	-	-	-	10	**	**	6	3	9	1	-	2	5	4
	1%	-%	-%	-%	3%	**	**	1%	*%	1%	*%	-%	*%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	9	4	-	-	9	**	**	2	4	8	1	-	4	1	4
	*%	1%	-%	-%	3%	**	**	*%	1%	1%	*%	-%	1%	*%	*%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	-	6	**	**	*	4	5	1	-	-	3	2
	*%	-%	-%	-%	2%	**	**	*%	1%	*%	*%	-%	-%	*%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	1	**	**	1	-	1	-	-	-	1	-
	*%	-%	-%	-%	*%	**	**	*%	-%	*%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
Fixed Broadband	1736	920	810	526	500	359	334	1413	172	104	**	191	602	562	513	957
	98%	98%	98%	98%	98%	98%	98%	98%	98%	97%	**	98%	98%	98%	97%	99%
Landline phone (i.e. home phone) or line rental	1609	862	741	490	466	332	305	1307	159	100	**	175	559	513	474	883
	91%	92%	89%	91%	91%	90%	89%	91%	91%	93%	**	90%	91%	90%	90%	91%
Pay TV service	921	459	459	286	229	217	186	754	97	51	**	101	321	306	292	502
	52%	49%	55%	53%	45%	59%	54%	52%	55%	47%	**	52%	52%	54%	55%	52%
			a	b		b	b									
Mobile Phone	282	157	125	72	87	60	58	238	27	10	**	35	120	70	95	130
	16%	17%	15%	13%	17%	16%	17%	16%	15%	9%	**	18%	19%	12%	18%	13%
													c			
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	698	394	301	213	231	118	126	557	68	49	**	73	228	227	190	397
	39%	42%	36%	40%	45%	32%	37%	39%	39%	45%	**	38%	37%	40%	36%	41%
					c											
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	328	330	210	151	165	134	543	66	39	**	70	224	227	199	373
	37%	35%	40%	39%	30%	45%	39%	38%	38%	36%	**	36%	36%	40%	38%	39%
				b		b	b									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	60	51	32	33	21	23	91	16	2	**	13	46	27	41	55
	6%	6%	6%	6%	7%	6%	7%	6%	9%	2%	**	7%	7%	5%	8%	6%
FIXED BROADBAND AND PAY TV	116	53	62	38	34	21	22	92	12	7	**	15	36	44	37	62
	7%	6%	8%	7%	7%	6%	6%	6%	7%	7%	**	8%	6%	8%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	68	43	26	42	22	17	92	6	8	**	15	52	27	32	49
	6%	7%	5%	5%	8%	6%	5%	6%	3%	8%	**	8%	8%	5%	6%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
MOBILE PHONE AND FIXED BROADBAND	35 2%	14 1%	21 3%	8 1%	6 1%	10 3%	11 3%	32 2%	3 2%	- -%	** **	4 2%	12 2%	10 2%	11 2%	18 2%
LANDLINE AND PAY TV	19 1%	8 1%	11 1%	4 1%	6 1%	5 1%	3 1%	14 1%	1 1%	3 3%	** **	2 1%	7 1%	3 *%	8 2%	6 1%
LANDLINE AND MOBILE PHONE	10 1%	5 1%	5 1%	4 1%	2 *%	2 *%	3 1%	9 1%	1 1%	- -%	** **	2 1%	3 *%	2 *%	3 1%	2 *%
MOBILE PHONE AND PAY TV	9 *%	6 1%	3 *%	1 *%	3 *%	3 1%	3 1%	8 1%	1 1%	- -%	** **	- -%	4 1%	3 1%	4 1%	3 *%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6 *%	4 *%	2 *%	1 *%	1 *%	2 1%	1 *%	6 *%	- -%	- -%	** **	1 *%	4 1%	1 *%	3 1%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	* *%	- -%	** **	- -%	* *%	1 *%	- -%	* *%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
Sky	509	**	448	**	442	277	190	37	30	401	92	414	79	292	201	49
	29%	**	27%	**	27%	30%	26%	25%	27%	29%	28%	29%	28%	29%	30%	23%
Virgin Media	425	**	387	**	381	205	187	36	26	333	68	346	55	247	154	63
	24%	**	24%	**	24%	22%	25%	24%	24%	24%	21%	24%	20%	24%	23%	30%
BT	384	**	368	**	365	129	244	15	9	310	56	314	52	217	150	48
	22%	**	23%	**	23%	14%	33% acd	10%	8%	23%	17%	22%	18%	21%	22%	23%
TalkTalk	162	**	156	**	156	95	61	12	9	152	1	152	1	94	59	18
	9%	**	10%	**	10%	10%	8%	8%	8%	11% b	*%	11% b	*%	9%	9%	8%
Plusnet	91	**	90	**	90	78	12	16	14	69	13	72	10	55	27	10
	5%	**	6%	**	6%	8% b	2%	11% b	13% b	5%	4%	5%	4%	5%	4%	5%
Vodafone	67	**	57	**	57	45	14	14	12	27	37	36	28	38	27	9
	4%	**	3%	**	4%	5% b	2%	9% b	11% ab	2%	11% a	3%	10% a	4%	4%	4%
EE	65	**	54	**	53	43	12	7	4	8	56	15	49	40	24	10
	4%	**	3%	**	3%	5% b	2%	5%	4%	1%	17% a	1%	17% a	4%	4%	5%
NOW/ NOW Broadband	30	**	28	**	28	25	4	5	2	29	-	29	-	15	14	3
	2%	**	2%	**	2%	3% b	1%	3% b	2%	2% b	-%	2%	-%	1%	2%	2%
Utility Warehouse	16	**	16	**	16	12	5	-	-	8	7	8	7	10	5	-
	1%	**	1%	**	1%	1%	1%	-%	-%	1%	2% a	1%	3% a	1%	1%	-%
Shell Energy/ Post Office	12	**	12	**	12	8	4	4	2	12	-	12	-	8	4	1
	1%	**	1%	**	1%	1%	1%	2%	2%	1%	-%	1%	-%	1%	1%	1%
John Lewis	5	**	5	**	5	4	1	2	2	5	-	5	-	3	2	-
	*%	**	*%	**	*%	*%	*%	1%	1%	*%	-%	*%	-%	*%	*%	-%
KCOM	4	**	4	**	4	-	4	-	-	4	-	4	-	3	1	-
	*%	**	*%	**	*%	-%	1%	-%	-%	*%	-%	*%	-%	*%	*%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
OVO/ SSE	3	**	3	**	3	3	-	-	-	3	-	3	-	2	1	-
	%	**	%	**	%	%	-%	-%	-%	%	-%	%	-%	%	%	-%
The Phone Co-op	1	**	1	**	1	1	-	-	-	1	-	1	-	1	1	1
	%	**	%	**	%	%	-%	-%	-%	%	-%	%	-%	%	%	%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
Sky	509	**	503	**	501	304	203	44	32	4	448	15	437
	29%	**	29%	**	29%	30%	27%	25%	25%	2%	48% a	7%	47% a
Virgin Media	425	**	415	**	414	209	208	42	31	16	336	17	335
	24%	**	24%	**	24%	21%	27% a	23%	24%	8%	36% a	8%	36% a
BT	384	**	379	**	379	163	216	24	12	87	93	90	90
	22%	**	22%	**	22%	16%	29% acd	13%	9%	43% b	10%	41% b	10%
TalkTalk	162	**	160	**	160	95	66	16	11	31	51	31	51
	9%	**	9%	**	9%	10%	9%	9%	9%	15% b	5%	14% b	6%
Plusnet	91	**	91	**	91	74	17	21	18	11	2	11	2
	5%	**	5%	**	5%	7% b	2%	12% b	14% b	5% b	*% b	5% b	*% b
Vodafone	67	**	66	**	66	57	9	15	14	14	2	14	2
	4%	**	4%	**	4%	6% b	1%	8% b	11% b	7% b	*% b	6% b	*% b
EE	65	**	61	**	59	48	15	8	5	27	1	27	1
	4%	**	3%	**	3%	5% b	2%	4%	4%	13% b	*% b	12% b	*% b
NOW/ NOW Broadband	30	**	30	**	30	25	5	6	2	2	6	2	6
	2%	**	2%	**	2%	2% b	1%	3% b	2%	1%	1%	1%	1%
Utility Warehouse	16	**	16	**	16	10	6	-	-	6	-	6	-
	1%	**	1%	**	1%	1%	1%	-%	-%	3% b	-% b	3% b	-% b
Shell Energy/ Post Office	12	**	12	**	12	7	5	3	2	3	-	3	-
	1%	**	1%	**	1%	1%	1%	2%	1%	1% b	-% b	1% b	-% b
John Lewis	5	**	5	**	5	3	2	2	2	2	-	2	-
	*%	**	*%	**	*%	*%	*%	1%	1%	1%	-% b	1%	-% b

Columns Tested: a,b - a,b - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
KCOM	4	**	4	**	4	-	4	-	-	2	-	2	-
	*%	**	*%	**	*%	-%	1%	-%	-%	1%	-%	1%	-%
OVO/ SSE	3	**	3	**	3	3	-	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	-%	-%	-%
The Phone Co-op	1	**	1	**	1	1	1	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	-%	-%	-%

Columns Tested: a,b - a,b - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
Sky	509	195	257	30	**	7	19	**	**	452	26	432	77
	29%	37%	42%	30%	**	6%	7%	**	**	40% b	7%	31% b	20%
Virgin Media	425	178	174	34	**	6	25	**	**	352	32	342	83
	24%	33%	28%	34%	**	6%	9%	**	**	31% b	8%	25%	21%
BT	384	76	104	16	**	41	102	**	**	180	142	294	89
	22%	14%	17%	15%	**	36%	36%	**	**	16% a	36% a	21%	23%
TalkTalk	162	38	44	11	**	11	38	**	**	83	50	110	52
	9%	7%	7%	11%	**	10%	14%	**	**	7% a	13% a	8% a	13% a
Plusnet	91	6	7	2	**	19	36	**	**	13	55	52	38
	5%	1%	1%	2%	**	17%	13%	**	**	1% a	14% a	4% a	10% a
Vodafone	67	10	6	*	**	12	18	**	**	16	31	56	10
	4%	2%	1%	*%	**	11%	7%	**	**	1% a	8% a	4% a	3%
EE	65	20	8	7	**	9	18	**	**	28	27	53	12
	4%	4% b	1%	7% b	**	8%	6%	**	**	2% a	7% a	4% a	3%
NOW/ NOW Broadband	30	6	3	1	**	3	12	**	**	9	15	23	7
	2%	1%	*%	1%	**	3%	4%	**	**	1% a	4% a	2% a	2%
Utility Warehouse	16	2	4	1	**	3	4	**	**	6	7	9	8
	1%	*%	1%	1%	**	3%	1%	**	**	*% a	2% a	1% a	2% a
Shell Energy/ Post Office	12	1	1	-	**	-	7	**	**	3	7	4	8
	1%	*%	*%	-%	**	-%	3%	**	**	*% a	2% a	*% a	2% a
John Lewis	5	-	2	-	**	1	2	**	**	2	3	2	3
	*%	-%	*%	-%	**	1%	1%	**	**	*% a	1% a	*% a	1% a

Columns Tested: a,b,c,d - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
KCOM	4	-	2	-	**	1	-	**	**	2	1	3	1
	*%	-%	*%	-%	**	1%	-%	**	**	*%	*%	*%	*%
OVO/ SSE	3	-	-	-	**	1	1	**	**	-	1	2	1
	*%	-%	-%	-%	**	1%	*%	**	**	-%	*%	*%	*%
The Phone Co-op	1	-	-	-	**	-	1	**	**	-	1	-	1
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	-%	*%

Columns Tested: a,b,c,d - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
Sky	509	57	303	76	77	**	**	198	209	429	78	14	96	229	181
	29%	9%	45%	59%	24%	**	**	33%	29%	30%	22%	12%	31%	33%	24%
Virgin Media			ad	abd	a			ef	ef	ef				c	
	425	68	250	42	65	**	**	163	178	360	65	26	80	198	146
	24%	10%	37%	33%	20%	**	**	27%	24%	26%	18%	22%	26%	28%	19%
			ad	ad	a			e		e				c	
BT	384	250	71	10	53	**	**	93	161	268	114	32	52	120	211
	22%	38%	11%	8%	17%	**	**	16%	22%	19%	32%	28%	17%	17%	28%
TalkTalk		bcd			c			b		bcd	bcd	b			ab
	162	110	43	-	9	**	**	45	63	123	40	14	32	44	86
	9%	17%	6%	-%	3%	**	**	8%	9%	9%	11%	12%	10%	6%	11%
		bcd	c												b
Plusnet	91	75	2	-	13	**	**	20	43	63	27	16	9	31	51
	5%	11%	*%	-%	4%	**	**	3%	6%	5%	8%	14%	3%	4%	7%
Vodafone		bcd			b						b	bcd			
	67	29	-	-	37	**	**	30	24	59	7	2	16	33	17
	4%	4%	-%	-%	12%	**	**	5%	3%	4%	2%	1%	5%	5%	2%
		bc			abc										
EE	65	10	-	-	56	**	**	21	23	51	14	5	17	18	30
	4%	1%	-%	-%	18%	**	**	3%	3%	4%	4%	4%	5%	3%	4%
NOW/ NOW Broadband		b			abc										
	30	23	5	-	1	**	**	11	12	25	4	1	7	12	10
	2%	4%	1%	-%	*%	**	**	2%	2%	2%	1%	1%	2%	2%	1%
		bd													
Utility Warehouse	16	9	-	-	7	**	**	7	6	14	3	3	2	9	5
	1%	1%	-%	-%	2%	**	**	1%	1%	1%	1%	2%	1%	1%	1%
Shell Energy/ Post Office					b										
	12	12	-	-	-	**	**	4	4	8	5	2	*	6	6
	1%	2%	-%	-%	-%	**	**	1%	1%	1%	1%	2%	*%	1%	1%
		bd													
John Lewis	5	5	-	-	-	**	**	1	2	3	2	1	-	1	4
	*%	1%	-%	-%	-%	**	**	*%	*%	*%	1%	1%	-%	*%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
KCOM	4	4	-	-	-	**	**	2	1	3	2	-	1	2	2
	*%	1%	-%	-%	-%	**	**	*%	*%	*%	*%	-%	*%	*%	*%
OVO/ SSE	3	3	-	-	-	**	**	1	2	2	1	-	1	1	1
	*%	*%	-%	-%	-%	**	**	*%	*%	*%	*%	-%	*%	*%	*%
The Phone Co-op	1	1	-	-	-	**	**	-	-	-	1	-	-	-	1
	*%	*%	-%	-%	-%	**	**	-%	-%	-%	*%	-%	-%	-%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
Sky	509	251	252	161	137	104	104	405	58	37	**	63	172	182	159	281
	29%	27%	30%	30%	27%	28%	30%	28%	33%	34%	**	32%	28%	32%	30%	29%
Virgin Media	425	212	212	111	118	109	85	352	46	18	**	53	139	127	125	237
	24%	23%	26%	21%	23%	30%	25%	24%	26%	17%	**	27%	23%	22%	24%	24%
BT				a												
	384	223	160	146	107	72	53	301	37	30	**	26	127	138	114	220
	22%	24%	19%	27%	21%	19%	16%	21%	21%	28%	**	13%	21%	24%	22%	23%
TalkTalk				d										a		
	162	84	78	37	49	36	38	133	13	10	**	16	69	35	50	80
	9%	9%	9%	7%	10%	10%	11%	9%	7%	9%	**	8%	11%	6%	9%	8%
Plusnet				c												
	91	52	38	31	30	11	18	80	4	3	**	13	31	30	25	48
	5%	6%	5%	6%	6%	3%	5%	6%	2%	3%	**	6%	5%	5%	5%	5%
Vodafone																
	67	41	25	16	27	11	11	57	6	2	**	5	25	21	16	29
	4%	4%	3%	3%	5%	3%	3%	4%	3%	2%	**	2%	4%	4%	3%	3%
EE																
	65	43	22	19	16	14	14	56	3	4	**	11	25	15	20	32
	4%	5%	3%	3%	3%	4%	4%	4%	2%	4%	**	5%	4%	3%	4%	3%
NOW/ NOW Broadband																
	30	10	19	5	10	4	10	23	4	3	**	5	10	10	5	17
	2%	1%	2%	1%	2%	1%	3%	2%	2%	2%	**	2%	2%	2%	1%	2%
Utility Warehouse																
	16	8	8	4	7	3	2	12	3	1	**	2	6	7	4	10
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**	1%	1%	1%	1%	1%
Shell Energy/ Post Office																
	12	7	5	3	3	3	3	10	2	-	**	-	7	3	6	6
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	-%	1%	1%	1%	1%
John Lewis																
	5	2	3	3	1	-	1	5	-	-	**	1	1	1	1	5
	*%	*%	*%	1%	*%	-%	*%	*%	-%	-%	**	1%	*%	*%	*%	*%
KCOM																
	4	2	2	1	3	-	1	4	-	-	**	1	2	1	2	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
OVO/ SSE																
	3	1	2	1	1	-	1	3	-	-	**	1	1	1	1	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BUNDLE 1 PROVIDER

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
The Phone Co-op	1	1	1	-	-	-	1	1	-	-	**	1	1	-	1	1
	*%	*%	*%	-%	-%	-%	*%	*%	-%	-%	**	*%	*%	-%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	20	-	20	1	19	15	5	6	5	-	20	11	9	17	3	7
Effective Weighted Sample	18	-	18	1	17	13	5	6	5	-	18	11	7	15	3	6
Total	17	-	17	1	17	13	5	4	4	-	17	10	7	15	3	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	20	-	20	1	19	17	3	5	4	-	20	9	11
Effective Weighted Sample	18	-	18	1	17	15	3	4	4	-	18	9	9
Total	17	-	17	1	16	15	3	4	4	-	17	8	9
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	20	9	11	2	-	-	-	-	-	20	-	16	4
Effective Weighted Sample	18	7	11	2	-	-	-	-	-	18	-	14	4
Total	17	8	10	1	-	-	-	-	-	17	-	14	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	20	12	-	-	20	-	-	7	10	17	3	1	3	6	11
Effective Weighted Sample	18	12	-	-	18	-	-	6	9	15	3	1	3	5	10
Total	17	11	-	-	17	-	-	7	8	15	2	1	2	5	10
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	20	12	8	9	5	1	5	18	1	-	1	-	6	7	9	6
Effective Weighted Sample	18	11	7	8	5	1	5	16	1	-	1	-	6	6	8	6
Total	17	12	6	7	5	1	4	15	1	-	1	-	5	7	7	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	20	-	20	1	19	15	5	6	5	-	20	11	9	17	3	7
Effective Weighted Sample	18	-	18	1	17	13	5	6	5	-	18	11	7	15	3	6
Total	17	-	17	1	17	13	5	4	4	-	17	10	7	15	3	5
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	20	-	20	1	19	17	3	5	4	-	20	9	11
Effective Weighted Sample	18	-	18	1	17	15	3	4	4	-	18	9	9
Total	17	-	17	1	16	15	3	4	4	-	17	8	9
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	20	9	11	2	-	-	-	-	-	20	-	16	4
Effective Weighted Sample	18	7	11	2	-	-	-	-	-	18	-	14	4
Total	17	8	10	1	-	-	-	-	-	17	-	14	3
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	20	12	-	-	20	-	-	7	10	17	3	1	3	6	11
Effective Weighted Sample	18	12	-	-	18	-	-	6	9	15	3	1	3	5	10
Total	17	11	-	-	17	-	-	7	8	15	2	1	2	5	10
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

BUNDLE 2 PROVIDER

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	20	12	8	9	5	1	5	18	1	-	1	-	6	7	9	6
Effective Weighted Sample	18	11	7	8	5	1	5	16	1	-	1	-	6	6	8	6
Total	17	12	6	7	5	1	4	15	1	-	1	-	5	7	7	6
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1776	41	1596	54	1583	939	698	188	114	1318	380	1379	319	1056	642	236
Effective Weighted Sample	1562	35	1408	46	1396	814	628	148	104	1151	351	1208	293	923	570	193
Total	1785	34	1640	50	1624	932	741	150	114	1364	340	1422	282	1034	670	214
Fixed Broadband	1751	**	1610	**	1595	911	730	145	113	1347	325	1404	268	1017	655	210
	98%	**	98%	**	98%	98%	98%	97%	99%	99% b	96%	99% b	95%	98%	98%	98%
Landline phone (i.e. home phone) or line rental	1624	**	1624	**	1624	912	712	144	112	1261	292	1316	237	941	612	192
	91%	**	99%	**	100%	98%	96%	96%	98%	92% b	86%	93% b	84%	91%	91%	90%
Pay TV service	927	**	815	**	800	474	368	65	48	747	148	764	130	544	350	119
	52%	**	50%	**	49%	51%	50%	44%	42%	55% b	43%	54%	46%	53%	52%	55%
Mobile Phone	282	**	239	**	237	148	102	18	12	-	282	-	282	212	70	52
	16%	**	15%	**	15%	16%	14%	12%	10%	-%	83% a	-%	100% a	20% b	10%	24% b
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	**	709	**	709	387	322	75	60	617	44	658	3	390	271	77
	40%	**	43%	**	44%	42%	43%	50%	53%	45% b	13%	46% b	1%	38%	40%	36%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	**	660	**	660	377	283	51	40	627	13	640	-	370	271	72
	37%	**	40%	**	41%	40%	38%	34%	35%	46% b	4%	45% b	-%	36%	40%	34%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	**	111	**	111	62	49	5	4	-	111	-	111	92	19	25
	6%	**	7%	**	7%	7%	7%	4%	4%	-%	33% a	-%	39% a	9% b	3%	11% b
FIXED BROADBAND AND PAY TV	119	**	17	**	3	14	27	5	3	103	6	106	3	59	49	13
	7%	**	1%	**	*%	1%	4% a	3%	2%	8% b	2%	7% b	1%	6%	7%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1776	41	1596	54	1583	939	698	188	114	1318	380	1379	319	1056	642	236
Effective Weighted Sample	1562	35	1408	46	1396	814	628	148	104	1151	351	1208	293	923	570	193
Total	1785	34	1640	50	1624	932	741	150	114	1364	340	1422	282	1034	670	214
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111 6%	** **	111 7%	** **	111 7%	65 7%	45 6%	6 4%	4 4%	- -%	111 33% a	- -%	111 39% a	74 7%	37 5%	12 5%
MOBILE PHONE AND FIXED BROADBAND	35 2%	** **	2 *%	** **	1 *%	6 1%	3 *%	2 1%	1 1%	- -%	35 10% a	- -%	35 12% a	27 3%	8 1%	8 4%
LANDLINE AND PAY TV	22 1%	** **	22 1%	** **	22 1%	13 1%	8 1%	3 2%	1 1%	17 1%	3 1%	18 1%	1 1%	10 1%	10 1%	4 2%
LANDLINE AND MOBILE PHONE	10 1%	** **	10 1%	** **	10 1%	6 1%	4 1%	3 2%	2 2%	- -%	10 3% a	- -%	10 4% a	6 1%	5 1%	3 1%
MOBILE PHONE AND PAY TV	9 *%	** **	4 *%	** **	3 *%	7 1%	- -%	- -%	- -%	- -%	9 3% a	- -%	9 3% a	7 1%	1 *%	1 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6 *%	** **	- -%	** **	- -%	* *%	- -%	* *%	- -%	- -%	6 2% a	- -%	6 2% a	5 *%	1 *%	4 2% b
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	** **	1 *%	** **	1 *%	1 *%	- -%	* *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	* *%

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

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1776	18	1739	23	1734	1022	735	216	135	211	800	233	778
Effective Weighted Sample	1562	15	1535	17	1530	888	659	175	120	193	707	213	687
Total	1785	9	1757	15	1751	1007	759	182	132	203	951	227	927
Fixed Broadband	1751	**	1751	**	1751	997	754	180	131	200	925	224	901
	98%	**	100%	**	100%	99%	99%	99%	99%	98%	97%	98%	97%
Landline phone (i.e. home phone) or line rental	1624	**	1600	**	1595	916	693	162	119	191	823	214	800
	91%	**	91%	**	91%	91%	91%	89%	90%	b	87%	b	86%
Pay TV service	927	**	906	**	901	521	391	83	59	-	927	-	927
	52%	**	52%	**	51%	52%	52%	46%	44%	-%	98%	-%	100%
											a		a
Mobile Phone	282	**	270	**	268	170	105	23	15	41	131	42	130
	16%	**	15%	**	15%	17%	14%	13%	12%	20%	14%	18%	14%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	**	709	**	709	396	313	86	65	162	26	185	3
	40%	**	40%	**	40%	39%	41%	47%	49%	80%	3%	82%	*%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	**	660	**	660	378	282	58	43	-	660	-	660
	37%	**	38%	**	38%	38%	37%	32%	32%	-%	69%	-%	71%
											a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	**	111	**	111	63	48	8	5	-	111	-	111
	6%	**	6%	**	6%	6%	6%	4%	4%	-%	12%	-%	12%
											a		a
FIXED BROADBAND AND PAY TV	119	**	119	**	119	64	55	13	8	-	119	-	119
	7%	**	7%	**	7%	6%	7%	7%	6%	-%	13%	-%	13%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	**	111	**	111	67	43	7	4	25	-	25	-
	6%	**	6%	**	6%	7%	6%	4%	3%	13%	-%	11%	-%
										b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1776	18	1739	23	1734	1022	735	216	135	211	800	233	778
Effective Weighted Sample	1562	15	1535	17	1530	888	659	175	120	193	707	213	687
Total	1785	9	1757	15	1751	1007	759	182	132	203	951	227	927
MOBILE PHONE AND FIXED BROADBAND	35	**	35	**	35	25	10	8	5	12	2	13	1
	2%	**	2%	**	2%	2%	1%	4%	4%	6%	*%	6%	*%
								b		b		b	
LANDLINE AND PAY TV	22	**	6	**	1	6	4	3	2	-	22	-	22
	1%	**	*%	**	*%	1%	*%	2%	1%	-%	2%	-%	2%
LANDLINE AND MOBILE PHONE	10	**	4	**	3	5	2	*	-	3	3	3	3
	1%	**	*%	**	*%	*%	*%	*%	-%	2%	*%	2%	*%
MOBILE PHONE AND PAY TV	9	**	4	**	3	5	-	-	-	-	9	-	9
	*%	**	*%	**	*%	*%	-%	-%	-%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	**	6	4	1	1	1	-	6	-	6
	*%	**	*%	**	*%	*%	*%	1%	1%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	1	-	*	-	-	1	-	1
	*%	**	-%	**	-%	*%	-%	*%	-%	-%	*%	-%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1776	481	530	114	55	138	338	24	18	1011	476	1359	417
Effective Weighted Sample	1562	412	480	88	48	131	325	22	17	892	456	1185	381
Total	1785	534	620	102	61	114	283	21	15	1154	396	1390	395
Fixed Broadband	1751	519	606	97	**	112	283	**	**	1124	395	1363	388
	98%	97%	98%	95%	**	99%	100%	**	**	97%	100%	98%	98%
											a		
Landline phone (i.e. home phone) or line rental	1624	461	553	80	**	110	279	**	**	1014	389	1243	380
	91%	86%	89%	78%	**	97%	99%	**	**	88%	98%	89%	96%
			c								a		a
Pay TV service	927	449	479	79	**	-	-	**	**	927	-	781	146
	52%	84%	77%	78%	**	-%	-%	**	**	80%	-%	56%	37%
		b								b		b	
Mobile Phone	282	86	86	19	**	23	37	**	**	172	60	214	67
	16%	16%	14%	19%	**	21%	13%	**	**	15%	15%	15%	17%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	63	125	15	**	90	246	**	**	188	336	503	206
	40%	12%	20%	15%	**	79%	87%	**	**	16%	85%	36%	52%
			a								a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	325	335	52	**	-	-	**	**	660	-	555	106
	37%	61%	54%	51%	**	-%	-%	**	**	57%	-%	40%	27%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	46	65	8	**	-	-	**	**	111	-	88	23
	6%	9%	10%	8%	**	-%	-%	**	**	10%	-%	6%	6%
										b			
FIXED BROADBAND AND PAY TV	119	55	64	14	**	-	-	**	**	119	-	108	11
	7%	10%	10%	14%	**	-%	-%	**	**	10%	-%	8%	3%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	12	13	2	**	18	33	**	**	25	52	73	38
	6%	2%	2%	2%	**	16%	12%	**	**	2%	13%	5%	10%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1776	481	530	114	55	138	338	24	18	1011	476	1359	417
Effective Weighted Sample	1562	412	480	88	48	131	325	22	17	892	456	1185	381
Total	1785	534	620	102	61	114	283	21	15	1154	396	1390	395
MOBILE PHONE AND FIXED BROADBAND	35	13	2	5	**	4	3	**	**	14	7	33	2
	2%	2%	*%	5%	**	3%	1%	**	**	1%	2%	2%	1%
		b		b									
LANDLINE AND PAY TV	22	10	12	2	**	-	-	**	**	22	-	16	5
	1%	2%	2%	2%	**	-%	-%	**	**	2%	-%	1%	1%
										b			
LANDLINE AND MOBILE PHONE	10	4	2	1	**	1	-	**	**	6	1	8	3
	1%	1%	*%	1%	**	1%	-%	**	**	1%	*%	1%	1%
MOBILE PHONE AND PAY TV	9	7	2	3	**	-	-	**	**	9	-	9	-
	*%	1%	*%	3%	**	-%	-%	**	**	1%	-%	1%	-%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	1	**	-	-	**	**	6	-	4	2
	*%	1%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	**	-	-	**	**	1	-	1	-
	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1776	795	469	146	379	-	77	582	719	1378	394	123	313	675	784
Effective Weighted Sample	1562	752	443	139	341	-	62	496	647	1202	362	113	258	588	719
Total	1785	666	675	129	328	-	86	600	731	1417	364	115	317	707	757
Fixed Broadband	1751	665	672	129	297	**	**	588	719	1388	359	112	307	692	748
	98%	100%	100%	100%	91%	**	**	98%	98%	98%	99%	97%	97%	98%	99%
		d	d	d											
Landline phone (i.e. home phone) or line rental	1624	665	662	128	180	**	**	510	689	1265	355	113	257	632	731
	91%	100%	98%	99%	55%	**	**	85%	94%	89%	98%	98%	81%	89%	97%
		bd	d	d					bd	b	bd	bd		a	ab
Pay TV service	927	4	663	125	139	**	**	342	387	774	152	42	176	408	341
	52%	1%	98%	97%	43%	**	**	57%	53%	55%	42%	36%	56%	58%	45%
			ad	ad	a			ef	ef	ef			c	c	
Mobile Phone	282	4	-	111	171	**	**	86	107	210	70	23	53	101	127
	16%	1%	-%	86%	52%	**	**	14%	15%	15%	19%	20%	17%	14%	17%
				abd	ab										
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	665	11	4	40	**	**	205	305	538	169	55	107	251	349
	40%	100%	2%	3%	12%	**	**	34%	42%	38%	46%	48%	34%	35%	46%
		bcd			bc				b		bd	b			ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	-	647	13	-	**	**	237	279	544	116	34	112	289	258
	37%	-%	96%	10%	-%	**	**	40%	38%	38%	32%	29%	35%	41%	34%
			acd	ad										c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	-	-	111	-	**	**	28	56	85	25	4	15	45	49
	6%	-%	-%	86%	-%	**	**	5%	8%	6%	7%	4%	5%	6%	7%
				abd											
FIXED BROADBAND AND PAY TV	119	-	13	1	106	**	**	68	35	113	6	1	40	58	22
	7%	-%	2%	1%	32%	**	**	11%	5%	8%	2%	1%	13%	8%	3%
			a		abc			cef	e	cef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	-	-	-	111	**	**	29	37	70	40	17	16	30	64
	6%	-%	-%	-%	34%	**	**	5%	5%	5%	11%	15%	5%	4%	9%
					abc						bcd	bcd			b

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

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1776	795	469	146	379	-	77	582	719	1378	394	123	313	675	784
Effective Weighted Sample	1562	752	443	139	341	-	62	496	647	1202	362	113	258	588	719
Total	1785	666	675	129	328	-	86	600	731	1417	364	115	317	707	757
MOBILE PHONE AND FIXED BROADBAND	35	-	-	-	35	**	**	21	3	32	3	2	16	15	4
	2%	-%	-%	-%	11%	**	**	4%	*%	2%	1%	1%	5%	2%	*%
					abc			ce		c			c	c	
LANDLINE AND PAY TV	22	-	3	-	19	**	**	6	9	18	4	3	4	11	7
	1%	-%	*%	-%	6%	**	**	1%	1%	1%	1%	3%	1%	1%	1%
					abc										
LANDLINE AND MOBILE PHONE	10	-	-	-	10	**	**	6	3	9	1	-	2	5	4
	1%	-%	-%	-%	3%	**	**	1%	*%	1%	*%	-%	*%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	9	4	-	-	9	**	**	2	4	8	1	-	4	1	4
	*%	1%	-%	-%	3%	**	**	*%	1%	1%	*%	-%	1%	*%	*%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	-	6	**	**	*	4	5	1	-	-	3	2
	*%	-%	-%	-%	2%	**	**	*%	1%	*%	*%	-%	-%	*%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	1	**	**	1	-	1	-	-	-	1	-
	*%	-%	-%	-%	*%	**	**	*%	-%	*%	-%	-%	-%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1776	897	873	585	521	279	373	1447	172	110	47	194	620	566	548	953
Effective Weighted Sample	1562	788	772	520	472	248	335	1272	151	96	43	167	540	503	476	842
Total	1785	945	833	542	513	368	345	1452	177	107	48	195	619	576	534	972
Fixed Broadband	1751	929	816	531	504	361	338	1426	173	104	**	191	607	567	521	962
	98%	98%	98%	98%	98%	98%	98%	98%	98%	97%	**	98%	98%	98%	97%	99%
Landline phone (i.e. home phone) or line rental	1624	873	744	496	470	333	308	1319	160	100	**	175	564	519	480	889
	91%	92%	89%	91%	92%	91%	89%	91%	91%	93%	**	90%	91%	90%	90%	91%
Pay TV service	927	463	462	290	230	217	187	760	97	51	**	101	322	308	293	504
	52%	49%	55%	54%	45%	59%	54%	52%	55%	47%	**	52%	52%	54%	55%	52%
			a	b		b	b									
Mobile Phone	282	157	125	72	87	60	58	238	27	10	**	35	120	70	95	130
	16%	17%	15%	13%	17%	16%	17%	16%	15%	9%	**	18%	19%	12%	18%	13%
													c			
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	402	304	216	235	119	129	567	70	49	**	73	232	231	196	402
	40%	42%	36%	40%	46%	32%	37%	39%	39%	45%	**	38%	38%	40%	37%	41%
					c											
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	328	330	210	151	165	134	543	66	39	**	70	224	227	199	373
	37%	35%	40%	39%	29%	45%	39%	37%	37%	36%	**	36%	36%	39%	37%	38%
				b		b	b									
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	60	51	32	33	21	23	91	16	2	**	13	46	27	41	55
	6%	6%	6%	6%	7%	6%	7%	6%	9%	2%	**	7%	7%	5%	8%	6%
FIXED BROADBAND AND PAY TV	119	54	65	39	35	21	23	95	12	7	**	15	37	45	38	62
	7%	6%	8%	7%	7%	6%	7%	7%	7%	7%	**	8%	6%	8%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	68	43	26	42	22	17	92	6	8	**	15	52	27	32	49
	6%	7%	5%	5%	8%	6%	5%	6%	3%	8%	**	8%	8%	5%	6%	5%
													c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1776	897	873	585	521	279	373	1447	172	110	47	194	620	566	548	953
Effective Weighted Sample	1562	788	772	520	472	248	335	1272	151	96	43	167	540	503	476	842
Total	1785	945	833	542	513	368	345	1452	177	107	48	195	619	576	534	972
MOBILE PHONE AND FIXED BROADBAND	35	14	21	8	6	10	11	32	3	-	**	4	12	10	11	18
	2%	1%	3%	1%	1%	3%	3%	2%	2%	-%	**	2%	2%	2%	2%	2%
LANDLINE AND PAY TV	22	10	11	7	6	5	3	17	1	3	**	2	7	4	8	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	**	1%	1%	1%	2%	1%
LANDLINE AND MOBILE PHONE	10	5	5	4	2	2	3	9	1	-	**	2	3	2	3	2
	1%	1%	1%	1%	*%	*%	1%	1%	1%	-%	**	1%	*%	*%	1%	*%
MOBILE PHONE AND PAY TV	9	6	3	1	3	3	3	8	1	-	**	-	4	3	4	3
	*%	1%	*%	*%	*%	1%	1%	1%	1%	-%	**	-%	1%	1%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	2	1	1	2	1	6	-	-	**	1	4	1	3	3
	*%	*%	*%	*%	*%	1%	*%	*%	-%	-%	**	*%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	1	-	-	-	1	*	-	**	-	*	1	-	*
	*%	*%	-%	*%	-%	-%	-%	*%	*%	-%	**	-%	*%	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Fixed Broadband	1751	30	1610	46	1595	911	730	145	113	1347	325	1404	268	1017	655	210
	53%	11%	85%	8%	98%	75%	77%	70%	76%	53%	73%	52%	95%	56%	56%	47%
			a		a		c				a		a	c	c	
Landline phone (i.e. home phone) or line rental	1624	-	1624	-	1624	912	712	144	112	1261	292	1316	237	941	612	192
	49%	-%	86%	-%	100%	75%	75%	69%	75%	50%	66%	49%	84%	52%	53%	43%
			a		a						a		a	c	c	
Pay TV service	927	27	815	42	800	474	368	65	48	747	148	764	130	544	350	119
	28%	10%	43%	8%	49%	39%	39%	31%	32%	29%	33%	28%	46%	30%	30%	26%
			a		a								a			
Mobile Phone	282	10	239	12	237	148	102	18	12	-	282	-	282	212	70	52
	8%	4%	13%	2%	15%	12%	11%	8%	8%	-%	63%	-%	100%	12%	6%	12%
			a		a						a		a	b		b
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	-	709	-	709	387	322	75	60	617	44	658	3	390	271	77
	21%	-%	38%	-%	44%	32%	34%	36%	41%	24%	10%	24%	1%	21%	23%	17%
			a		a					b		b			c	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	-	660	-	660	377	283	51	40	627	13	640	-	370	271	72
	20%	-%	35%	-%	41%	31%	30%	25%	27%	25%	3%	24%	-%	20%	23%	16%
			a		a					b		b			c	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	-	111	-	111	62	49	5	4	-	111	-	111	92	19	25
	3%	-%	6%	-%	7%	5%	5%	3%	3%	-%	25%	-%	39%	5%	2%	5%
			a		a						a		a	b		b
FIXED BROADBAND AND PAY TV	119	23	17	38	3	14	27	5	3	103	6	106	3	59	49	13
	4%	9%	1%	7%	*%	1%	3%	2%	2%	4%	1%	4%	1%	3%	4%	3%
		b		b			a			b		b				

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

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111 3%	- -%	111 6% a	- -%	111 7% a	65 5%	45 5%	6 3%	4 3%	- -%	111 25% a	- -%	111 39% a	74 4%	37 3%	12 3%
MOBILE PHONE AND FIXED BROADBAND	35 1%	6 2% b	2 *% b	7 1% b	1 *% b	6 *% b	3 *% b	2 1% b	1 1% b	- -%	35 8% a	- -%	35 12% a	27 1%	8 1%	8 2%
LANDLINE AND PAY TV	22 1%	- -%	22 1%	- -%	22 1% a	13 1%	8 1%	3 1%	1 *% b	17 1%	3 1%	18 1%	1 1%	10 1%	10 1%	4 1%
LANDLINE AND MOBILE PHONE	10 *%	- -%	10 1%	- -%	10 1%	6 1%	4 *% b	3 2%	2 1%	- -%	10 2% a	- -%	10 4% a	6 *% b	5 *% b	3 1%
MOBILE PHONE AND PAY TV	9 *%	3 1% b	4 *% b	4 1%	3 *% b	7 1%	- -%	- -%	- -%	- -%	9 2% a	- -%	9 3% a	7 *% b	1 *% b	1 *% b
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6 *%	* *% b	- -%	* *% b	- -%	* *% b	- -%	* *% b	- -%	- -%	6 1% a	- -%	6 2% a	5 *% b	1 *% b	4 1% b
LANDLINE, MOBILE PHONE AND PAY TV	1 *%	- -%	1 *% b	- -%	1 *% b	1 *% b	- -%	* *% b	- -%	- -%	1 *% b	- -%	1 *% a	1 *% b	- -%	* *% b
NONE	1549 46%	241 88% b	245 13%	487 91% b	- -%	284 23%	202 21%	59 28%	35 23%	1168 46% b	104 23%	1272 47% b	- -%	780 43%	492 42%	236 52% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Fixed Broadband	1751	-	1751	-	1751	997	754	180	131	200	925	224	901
	53%	-%	86%	-%	100%	65%	70%	51%	57%	43%	87%	37%	97%
			a		a	cd	cd				a		a
Landline phone (i.e. home phone) or line rental	1624	8	1600	14	1595	916	693	162	119	191	823	214	800
	49%	1%	79%	2%	91%	60%	64%	46%	51%	41%	77%	36%	86%
			a		a	cd	cd				a		a
Pay TV service	927	6	906	11	901	521	391	83	59	-	927	-	927
	28%	1%	44%	1%	51%	34%	36%	24%	25%	-%	87%	-%	100%
			a		a	cd	cd				a		a
Mobile Phone	282	5	270	7	268	170	105	23	15	41	131	42	130
	8%	1%	13%	1%	15%	11%	10%	7%	7%	9%	12%	7%	14%
			a		a	c							a
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	-	709	-	709	396	313	86	65	162	26	185	3
	21%	-%	35%	-%	40%	26%	29%	24%	28%	35%	2%	31%	*%
			a		a					b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	-	660	-	660	378	282	58	43	-	660	-	660
	20%	-%	32%	-%	38%	25%	26%	17%	18%	-%	62%	-%	71%
			a		a	c	c				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	-	111	-	111	63	48	8	5	-	111	-	111
	3%	-%	5%	-%	6%	4%	4%	2%	2%	-%	10%	-%	12%
			a		a						a		a
FIXED BROADBAND AND PAY TV	119	-	119	-	119	64	55	13	8	-	119	-	119
	4%	-%	6%	-%	7%	4%	5%	4%	4%	-%	11%	-%	13%
			a		a						a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	-	111	-	111	67	43	7	4	25	-	25	-
	3%	-%	5%	-%	6%	4%	4%	2%	2%	6%	-%	4%	-%
			a		a					b		b	
MOBILE PHONE AND FIXED BROADBAND	35	-	35	-	35	25	10	8	5	12	2	13	1
	1%	-%	2%	-%	2%	2%	1%	2%	2%	3%	*%	2%	*%
			a		a					b		b	
LANDLINE AND PAY TV	22	4	6	8	1	6	4	3	2	-	22	-	22
	1%	1%	*%	1%	*%	*%	*%	1%	1%	-%	2%	-%	2%
				b							a		a
LANDLINE AND MOBILE PHONE	10	3	4	4	3	5	2	*	-	3	3	3	3
	*%	1%	*%	1%	*%	*%	*%	*%	-%	1%	*%	1%	*%
MOBILE PHONE AND PAY TV	9	1	4	2	3	5	-	-	-	-	9	-	9
	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	6	-	6	4	1	1	1	-	6	-	6
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	1	-	1	-	*	-	-	1	-	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%
NONE	1549	552	281	833	-	515	317	171	100	257	117	374	-
	46%	98%	14%	98%	-%	34%	29%	48%	43%	56%	11%	62%	-%
		b		b				ab	ab	b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Fixed Broadband	1751	519	606	97	**	112	283	**	**	1124	395	1363	388
	53%	71%	76%	62%	**	56%	55%	**	**	74%	55%	52%	54%
			c							b			
Landline phone (i.e. home phone) or line rental	1624	461	553	80	**	110	279	**	**	1014	389	1243	380
	49%	63%	69%	51%	**	55%	54%	**	**	66%	54%	48%	53%
		c	c							b			
Pay TV service	927	449	479	79	**	-	-	**	**	927	-	781	146
	28%	62%	60%	51%	**	-%	-%	**	**	61%	-%	30%	20%
										b		b	
Mobile Phone	282	86	86	19	**	23	37	**	**	172	60	214	67
	8%	12%	11%	12%	**	12%	7%	**	**	11%	8%	8%	9%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	63	125	15	**	90	246	**	**	188	336	503	206
	21%	9%	16%	10%	**	45%	48%	**	**	12%	47%	19%	29%
			a								a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	325	335	52	**	-	-	**	**	660	-	555	106
	20%	45%	42%	33%	**	-%	-%	**	**	43%	-%	21%	15%
		c								b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	46	65	8	**	-	-	**	**	111	-	88	23
	3%	6%	8%	5%	**	-%	-%	**	**	7%	-%	3%	3%
										b			
FIXED BROADBAND AND PAY TV	119	55	64	14	**	-	-	**	**	119	-	108	11
	4%	8%	8%	9%	**	-%	-%	**	**	8%	-%	4%	1%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	12	13	2	**	18	33	**	**	25	52	73	38
	3%	2%	2%	1%	**	9%	6%	**	**	2%	7%	3%	5%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
MOBILE PHONE AND FIXED BROADBAND	35	13	2	5	**	4	3	**	**	14	7	33	2
	1%	2%	*%	3%	**	2%	1%	**	**	1%	1%	1%	*%
		b		b									
LANDLINE AND PAY TV	22	10	12	2	**	-	-	**	**	22	-	16	5
	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%	1%	1%
										b			
LANDLINE AND MOBILE PHONE	10	4	2	1	**	1	-	**	**	6	1	8	3
	*%	*%	*%	1%	**	1%	-%	**	**	*%	*%	*%	*%
MOBILE PHONE AND PAY TV	9	7	2	3	**	-	-	**	**	9	-	9	-
	*%	1%	*%	2%	**	-%	-%	**	**	1%	-%	*%	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	1	**	-	-	**	**	6	-	4	2
	*%	1%	*%	1%	**	-%	-%	**	**	*%	-%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	**	-	-	**	**	1	-	1	-
	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1549	194	180	54	**	88	235	**	**	374	322	1223	326
	46%	27%	22%	35%	**	44%	45%	**	**	24%	45%	47%	45%
				b							a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Fixed Broadband	1751	665	672	129	297	-	80	588	719	1388	359	112	307	692	748
	53%	86%	91%	87%	69%	-%	20%	46%	66%	50%	63%	53%	32%	56%	66%
		de	ade	de	e			a	abdf	a	abd	a		a	ab
Landline phone (i.e. home phone) or line rental	1624	665	662	128	180	-	65	510	689	1265	355	113	257	632	731
	49%	86%	89%	87%	42%	-%	16%	40%	63%	46%	63%	54%	27%	51%	65%
		de	de	de	e			a	abdf	ab	abd	ab		a	ab
Pay TV service	927	4	663	125	139	-	44	342	387	774	152	42	176	408	341
	28%	1%	90%	85%	32%	-%	11%	27%	36%	28%	27%	20%	18%	33%	30%
			ade	ade	ae			a	abdef	af	a	a		a	a
Mobile Phone	282	4	-	111	171	-	17	86	107	210	70	23	53	101	127
	8%	1%	-%	75%	40%	-%	4%	7%	10%	8%	12%	11%	6%	8%	11%
				abde	abe				ab		abd	a			a
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	665	11	4	40	-	28	205	305	538	169	55	107	251	349
	21%	86%	2%	3%	9%	-%	7%	16%	28%	20%	30%	26%	11%	20%	31%
		bcde	e	e	bce			a	abd	a	abd	ab		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	-	647	13	-	-	27	237	279	544	116	34	112	289	258
	20%	-%	88%	9%	-%	-%	7%	19%	26%	20%	20%	16%	12%	24%	23%
			acde	ade				a	abdf	a	a	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	-	-	111	-	-	2	28	56	85	25	4	15	45	49
	3%	-%	-%	75%	-%	-%	2%	2%	5%	3%	4%	2%	2%	4%	4%
				abde					abd	a	ab			a	a
FIXED BROADBAND AND PAY TV	119	-	13	1	106	-	10	68	35	113	6	1	40	58	22
	4%	-%	2%	1%	24%	-%	3%	5%	3%	4%	1%	1%	4%	5%	2%
			ae		abce			cef	e	ef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	-	-	-	111	-	5	29	37	70	40	17	16	30	64
	3%	-%	-%	-%	26%	-%	1%	2%	3%	3%	7%	8%	2%	2%	6%
					abce						abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
MOBILE PHONE AND FIXED BROADBAND	35	-	-	-	35	-	8	21	3	32	3	2	16	15	4
	1%	-%	-%	-%	8%	-%	2%	2%	3%	1%	3%	1%	2%	1%	3%
					abce		c	c					c		
LANDLINE AND PAY TV	22	-	3	-	19	-	3	6	9	18	4	3	4	11	7
	1%	-%	3%	-%	4%	-%	1%	3%	1%	1%	1%	1%	3%	1%	1%
					abce										
LANDLINE AND MOBILE PHONE	10	-	-	-	10	-	-	6	3	9	1	-	2	5	4
	3%	-%	-%	-%	2%	-%	-%	3%	3%	3%	3%	-%	3%	3%	3%
					abe										
MOBILE PHONE AND PAY TV	9	4	-	-	9	-	2	2	4	8	1	-	4	1	4
	3%	1%	-%	-%	2%	-%	1%	3%	3%	3%	3%	-%	3%	3%	3%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	-	6	-	-	*	4	5	1	-	-	3	2
	3%	-%	-%	-%	1%	-%	-%	3%	3%	3%	3%	-%	-%	3%	3%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	1	-	-	1	-	1	-	-	-	1	-
	3%	-%	-%	-%	3%	-%	-%	3%	-%	3%	-%	-%	-%	3%	-%
NONE	1549	107	65	19	104	1256	314	667	357	1339	203	95	647	522	372
	46%	14%	9%	13%	24%	100%	79%	53%	33%	49%	36%	45%	67%	42%	33%
		b			abc	abcd	bcdef	ce		ce		c	bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Fixed Broadband	1751	929	816	531	504	361	338	1426	173	104	**	191	607	567	521	962
	53%	54%	52%	57% d	55% d	52% d	44%	52%	56%	49%	**	45%	54% a	59% a	48%	60% a
Landline phone (i.e. home phone) or line rental	1624	873	744	496	470	333	308	1319	160	100	**	175	564	519	480	889
	49%	50%	47%	54% d	51% d	48% d	40%	48%	52%	48%	**	41%	50% a	54% a	44%	55% a
Pay TV service	927	463	462	290	230	217	187	760	97	51	**	101	322	308	293	504
	28%	27%	29%	31% bd	25%	31% d	24%	28%	32%	24%	**	24%	29% a	32% a	27%	31%
Mobile Phone	282	157	125	72	87	60	58	238	27	10	**	35	120	70	95	130
	8%	9%	8%	8%	10%	9%	8%	9%	9%	5%	**	8%	11% c	7%	9%	8%
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	709	402	304	216	235	119	129	567	70	49	**	73	232	231	196	402
	21%	23% b	19%	23% cd	26% cd	17%	17%	21%	23%	23%	**	17%	21%	24% a	18%	25% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	660	328	330	210	151	165	134	543	66	39	**	70	224	227	199	373
	20%	19%	21%	23% bd	17%	24% bd	17%	20%	22%	18%	**	17%	20%	24% a	18%	23% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	111	60	51	32	33	21	23	91	16	2	**	13	46	27	41	55
	3%	3%	3%	3%	4%	3%	3%	3%	5% c	1%	**	3%	4%	3%	4%	3%
FIXED BROADBAND AND PAY TV	119	54	65	39	35	21	23	95	12	7	**	15	37	45	38	62
	4%	3%	4%	4%	4%	3%	3%	4%	4%	3%	**	4%	3%	5%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	111	68	43	26	42	22	17	92	6	8	**	15	52	27	32	49
	3%	4%	3%	3%	5% d	3%	2%	3%	2%	4%	**	3%	5%	3%	3%	3%
MOBILE PHONE AND FIXED BROADBAND	35	14	21	8	6	10	11	32	3	-	**	4	12	10	11	18
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	1%	1%	1%	1%	1%
LANDLINE AND PAY TV	22	10	11	7	6	5	3	17	1	3	**	2	7	4	8	7
	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	**	*%	1%	*%	1%	*%
LANDLINE AND MOBILE PHONE	10	5	5	4	2	2	3	9	1	-	**	2	3	2	3	2
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	**	*%	*%	*%	*%	*%
MOBILE PHONE AND PAY TV	9	6	3	1	3	3	3	8	1	-	**	-	4	3	4	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	**	-%	*%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	2	1	1	2	1	6	-	-	**	1	4	1	3	3
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	1	-	-	-	1	*	-	**	-	*	1	-	*
	*%	*%	-%	*%	-%	-%	-%	*%	*%	-%	**	-%	*%	*%	-%	*%
NONE	1549	788	735	384	400	323	421	1271	129	104	**	228	504	378	554	645
	46%	45%	47%	41%	44%	47%	55% abc	47%	42%	49%	**	54% bc	45%	40%	51% b	40%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Mobile Phone	2694	177	1567	428	1316	982	762	164	125	2531	162	2694	-	1603	1091	398
	81%	64%	83%	80%	81%	81%	81%	78%	84%	100%	37%	100%	-%	88%	94%	88%
			a							b		b			ac	
Fixed Broadband	848	99	254	340	14	219	134	37	26	576	108	677	7	431	254	106
	25%	36%	13%	63%	1%	18%	14%	17%	17%	23%	24%	25%	2%	24%	22%	23%
		b		b								b				
Free TV Service	718	81	454	146	389	287	248	41	31	554	101	594	60	396	259	71
	22%	29%	24%	27%	24%	24%	26%	20%	21%	22%	23%	22%	21%	22%	22%	16%
														c	c	
Pay TV service	601	52	357	195	214	238	171	45	36	423	121	503	42	343	201	86
	18%	19%	19%	36%	13%	20%	18%	22%	24%	17%	27%	19%	15%	19%	17%	19%
				b							a					
Landline	536	275	262	536	-	305	231	65	37	350	90	428	12	272	168	50
	16%	100%	14%	100%	-%	25%	25%	31%	25%	14%	20%	16%	4%	15%	14%	11%
		b		b							a	b				
NONE	230	-	199	-	199	110	88	11	7	-	173	-	173	131	42	38
	7%	-%	11%	-%	12%	9%	9%	5%	4%	-%	39%	-%	61%	7%	4%	8%
			a		a						a		a	b		b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Mobile Phone	2694	402	1679	677	1404	1201	880	277	190	365	902	503	764
	81%	72%	82%	80%	80%	79%	82%	78%	82%	79%	84%	84%	82%
			a										
Fixed Broadband	848	561	287	848	-	525	323	173	101	161	122	273	11
	25%	100%	14%	100%	-%	35%	30%	49%	43%	35%	11%	45%	1%
		b		b				ab	ab	b		b	
Free TV Service	718	133	464	202	395	354	243	74	50	-	-	-	-
	22%	24%	23%	24%	23%	23%	23%	21%	22%	-%	-%	-%	-%
Pay TV service	601	107	389	273	224	300	196	74	48	460	141	601	-
	18%	19%	19%	32%	13%	20%	18%	21%	21%	100%	13%	100%	-%
				b						b		b	
Landline	536	96	289	340	46	245	140	54	36	98	139	195	42
	16%	17%	14%	40%	3%	16%	13%	15%	16%	21%	13%	32%	5%
				b						b		b	
NONE	230	-	223	-	223	129	95	19	12	-	156	-	156
	7%	-%	11%	-%	13%	8%	9%	5%	5%	-%	15%	-%	17%
			a		a						a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Mobile Phone	2694	603	664	125	**	160	435	**	**	1267	594	2130	563
	81%	83%	83%	80%	**	80%	84%	**	**	83%	83%	82%	78%
Fixed Broadband	848	144	140	40	**	59	143	**	**	283	202	714	134
	25%	20%	17%	25%	**	30%	28%	**	**	19%	28% a	27% b	19%
Free TV Service	718	-	-	-	**	201	517	**	**	-	718	451	267
	22%	-%	-%	-%	**	100%	100%	**	**	-%	100% a	17%	37% a
Pay TV service	601	280	321	77	**	-	-	**	**	601	-	529	72
	18%	38%	40%	49%	**	-%	-%	**	**	39% b	-%	20% b	10%
Landline	536	119	118	35	**	36	110	**	**	237	146	403	134
	16%	16%	15%	22%	**	18%	21%	**	**	16%	20% a	15%	19%
NONE	230	71	85	12	**	-	-	**	**	156	-	172	58
	7%	10%	11%	7%	**	-%	-%	**	**	10% b	-%	7%	8%

Columns Tested: a,b,c,d - 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 99% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Mobile Phone	2694	714	718	36	247	988	333	1029	905	2268	417	138	780	1014	892
	81%	92%	97%	25%	57%	79%	83%	81%	83%	82%	74%	66%	81%	82%	79%
		cde	acde		c	cd	ef	ef	ef	ef					
Fixed Broadband	848	108	68	19	110	545	114	400	221	735	110	42	317	311	217
	25%	14%	9%	13%	26%	43%	28%	32%	20%	27%	19%	20%	33%	25%	19%
		b			abc	abcd	ce	cdef		ce			bc	c	
Free TV Service	718	366	-	-	101	251	39	191	265	495	222	92	124	213	380
	22%	47%	-%	-%	23%	20%	10%	15%	24%	18%	39%	44%	13%	17%	34%
		bcde			bc	bc		a	abd	a	abcd	abcd		a	ab
Pay TV service	601	195	76	23	117	199	92	218	199	509	91	31	193	211	196
	18%	25%	10%	15%	27%	16%	23%	17%	18%	18%	16%	15%	20%	17%	17%
		bce			bce	b	e								
Landline	536	108	78	19	99	234	62	182	160	404	131	70	132	186	217
	16%	14%	11%	13%	23%	19%	15%	14%	15%	15%	23%	33%	14%	15%	19%
					abc	ab					abcd	abcde			ab
NONE	230	27	20	111	74	2	8	74	93	175	53	22	42	89	96
	7%	3%	3%	75%	17%	0%	2%	6%	9%	6%	9%	10%	4%	7%	8%
		e	e	abde	abe			a	a	a	abd	a		a	a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Mobile Phone	2694	1367	1298	745	758	564	601	2204	252	158	**	333	892	809	853	1357
	81%	79%	83%	80%	83%	82%	78%	81%	82%	75%	**	79%	79%	85%	78%	84%
Fixed Broadband			a											ab		a
	848	452	379	227	250	170	188	697	76	48	**	95	282	269	244	405
Free TV Service		25%	26%	24%	25%	27%	25%	25%	26%	25%	**	22%	25%	28%	22%	25%
	718	394	316	212	217	125	154	592	60	47	**	80	254	192	209	387
Pay TV service		22%	23%	20%	23%	24%	18%	20%	22%	19%	**	19%	23%	20%	19%	24%
																a
Landline	601	332	266	175	161	131	129	489	53	31	**	72	208	182	193	288
		18%	19%	17%	19%	18%	17%	18%	17%	15%	**	17%	19%	19%	18%	18%
NONE	536	301	229	172	133	112	116	436	48	36	**	69	171	149	190	232
		16%	17%	15%	19%	15%	16%	15%	16%	17%	**	16%	15%	16%	17%	14%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b	230	123	106	59	67	44	57	196	20	10	**	29	85	57	72	113
		7%	7%	7%	6%	7%	6%	7%	7%	5%	**	7%	8%	6%	7%	7%

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
Fixed Broadband	957	**	907	**	903	523	393	93	74	800	130	826	104	610	320	117
	54%	**	56%	**	56%	56%	53%	63%	67%	59%	39%	59%	37%	59%	48%	55%
									b	b		b		b		
Pay TV service	288	**	280	**	280	164	118	21	17	236	47	242	41	183	100	43
	16%	**	17%	**	17%	18%	16%	14%	16%	17%	14%	17%	14%	18%	15%	20%
Landline phone (i.e. home phone) or line rental	115	**	115	**	115	63	52	16	9	73	31	74	30	66	38	21
	6%	**	7%	**	7%	7%	7%	11%	8%	5%	9%	5%	11%	6%	6%	10%
											a		a			
Mobile Phone	72	**	62	**	62	39	27	6	3	-	72	-	72	58	14	13
	4%	**	4%	**	4%	4%	4%	4%	3%	-%	22%	-%	26%	6%	2%	6%
											a		a	b		b
All of these services are equally important	709	**	630	**	619	342	307	40	30	507	157	528	136	348	316	71
	40%	**	39%	**	38%	37%	42%	27%	27%	37%	48%	37%	48%	34%	47%	33%
							cd				a		a		ac	
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	619	**	570	**	566	334	245	70	56	551	48	571	28	393	206	74
	35%	**	35%	**	35%	36%	33%	48%	50%	40%	15%	40%	10%	38%	31%	35%
								ab	ab	b		b		b		
FIXED BROADBAND AND PAY TV	228	**	228	**	228	126	102	12	11	206	17	212	12	144	80	31
	13%	**	14%	**	14%	14%	14%	8%	10%	15%	5%	15%	4%	14%	12%	15%
										b		b				
LANDLINE AND FIXED BROADBAND	57	**	57	**	57	32	25	6	4	42	12	43	11	32	22	5
	3%	**	4%	**	4%	3%	3%	4%	4%	3%	4%	3%	4%	3%	3%	2%
PAY TV ONLY	42	**	33	**	33	25	10	4	2	26	14	27	13	25	15	5
	2%	**	2%	**	2%	3%	1%	2%	2%	2%	4%	2%	5%	2%	2%	2%
											a		a			
LANDLINE ONLY	41	**	41	**	41	22	19	6	2	28	5	28	5	22	11	10
	2%	**	3%	**	3%	2%	3%	4%	2%	2%	2%	2%	2%	2%	2%	5%

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1765	41	1585	53	1573	932	694	185	111	1318	369	1368	319	1047	640	234
Effective Weighted Sample	1551	35	1398	45	1387	807	625	145	101	1151	341	1198	293	915	569	191
Total	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
MOBILE PHONE AND FIXED BROADBAND	33 2%	** **	32 2%	** **	32 2%	20 2%	12 2%	1 1%	1 1%	- -%	33 10% a	- -%	33 12% a	26 3%	7 1%	2 1%
MOBILE PHONE ONLY	19 1%	** **	10 1%	** **	10 1%	9 1%	4 1%	2 1%	1 1%	- -%	19 6% a	- -%	19 7% a	15 1%	4 1%	6 3% b
MOBILE PHONE, FIXED BROADBAND AND PAY TV	11 1%	** **	11 1%	** **	11 1%	7 1%	4 1%	2 1%	2 2%	- -%	11 3% a	- -%	11 4% a	9 1%	2 *%	3 1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	5 *%	** **	5 *%	** **	5 *%	2 *%	2 *%	* *%	- -%	- -%	5 1% a	- -%	5 2% a	3 *%	2 *%	* *%
LANDLINE AND MOBILE PHONE	4 *%	** **	4 *%	** **	4 *%	1 *%	3 *%	* *%	- -%	- -%	4 1% a	- -%	4 2% a	4 *%	- -%	2 1%
LANDLINE, FIXED BROADBAND AND PAY TV	4 *%	** **	4 *%	** **	4 *%	2 *%	2 *%	1 1%	1 1%	- -%	4 1% a	- -%	4 1% a	3 *%	1 *%	2 1%
LANDLINE AND PAY TV	3 *%	** **	3 *%	** **	3 *%	3 *%	- -%	2 1% b	2 2% b	3 *%	- -%	3 *%	- -%	2 *%	1 *%	2 1%
LANDLINE, MOBILE PHONE AND PAY TV	* *%	** **	* *%	** **	* *%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	* *%

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
Fixed Broadband	957	**	957	**	957	567	390	103	78	110	516	117	508
	54%	**	55%	**	55%	57%	52%	57%	60%	54%	55%	54%	55%
Pay TV service	288	**	285	**	284	161	125	20	15	-	288	-	288
	16%	**	16%	**	16%	16%	17%	11%	11%	-%	31%	-%	31%
											a		a
Landline phone (i.e. home phone) or line rental	115	**	110	**	110	60	52	18	8	13	81	15	79
	6%	**	6%	**	6%	6%	7%	10%	6%	7%	9%	7%	9%
Mobile Phone	72	**	67	**	67	46	24	9	4	14	29	14	29
	4%	**	4%	**	4%	5%	3%	5%	3%	7%	3%	6%	3%
All of these services are equally important	709	**	694	**	691	372	325	61	45	77	353	84	347
	40%	**	40%	**	40%	37%	43%	34%	35%	38%	38%	38%	37%
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	619	**	619	**	619	377	242	78	59	100	215	108	207
	35%	**	35%	**	36%	38%	32%	43%	46%	49%	23%	49%	22%
								b	b	b		b	
FIXED BROADBAND AND PAY TV	228	**	228	**	228	124	104	12	11	-	228	-	228
	13%	**	13%	**	13%	12%	14%	7%	8%	-%	24%	-%	25%
							c				a		a
LANDLINE AND FIXED BROADBAND	57	**	57	**	57	34	24	7	5	3	48	3	48
	3%	**	3%	**	3%	3%	3%	4%	4%	2%	5%	1%	5%
PAY TV ONLY	42	**	39	**	37	26	14	3	2	-	42	-	42
	2%	**	2%	**	2%	3%	2%	2%	2%	-%	4%	-%	4%
											a		a
LANDLINE ONLY	41	**	36	**	36	16	21	7	3	9	19	10	18
	2%	**	2%	**	2%	2%	3%	4%	2%	4%	2%	5%	2%

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1765	18	1728	22	1724	1013	733	213	132	211	789	224	776
Effective Weighted Sample	1551	15	1524	16	1521	879	657	172	117	193	697	205	685
Total	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
MOBILE PHONE AND FIXED BROADBAND	33	**	33	**	33	22	11	3	2	6	6	6	6
	2%	**	2%	**	2%	2%	1%	2%	1%	3%	1%	3%	1%
										b		b	
MOBILE PHONE ONLY	19	**	14	**	14	12	4	3	2	6	6	6	6
	1%	**	1%	**	1%	1%	1%	2%	1%	3%	1%	3%	1%
										b			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	11	**	11	**	11	6	5	2	1	-	11	-	11
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	5	**	5	**	5	2	2	1	-	-	5	-	5
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	4	**	4	**	4	2	2	*	-	1	1	1	1
	1%	**	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	4	**	4	**	4	2	2	1	1	-	4	-	4
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	1%	-%	1%
LANDLINE AND PAY TV	3	**	3	**	3	3	-	2	-	-	3	-	3
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	1%	-%	1%
								b					
LANDLINE, MOBILE PHONE AND PAY TV	*	**	*	**	*	*	-	*	-	-	*	-	*
	1%	**	1%	**	1%	1%	1%	1%	1%	-%	1%	-%	1%

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
Fixed Broadband	957	300	326	51	**	66	134	**	**	626	200	793	164
	54%	56%	53%	50%	**	58%	47%	**	**	55%	50%	57%	42%
												b	
Pay TV service	288	138	150	19	**	-	-	**	**	288	-	259	29
	16%	26%	25%	18%	**	-%	-%	**	**	25%	-%	19%	7%
										b		b	
Landline phone (i.e. home phone) or line rental	115	46	47	15	**	2	10	**	**	94	12	83	32
	6%	9%	8%	15%	**	2%	4%	**	**	8%	3%	6%	8%
										b			
Mobile Phone	72	27	16	10	**	8	8	**	**	43	16	59	14
	4%	5%	3%	10%	**	7%	3%	**	**	4%	4%	4%	3%
				b									
All of these services are equally important	709	183	248	31	**	45	141	**	**	430	186	501	207
	40%	34%	40%	31%	**	39%	50%	**	**	38%	47%	36%	53%
											a		a
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	619	155	161	32	**	59	123	**	**	315	182	505	114
	35%	29%	26%	32%	**	52%	44%	**	**	28%	46%	36%	29%
											a	b	
FIXED BROADBAND AND PAY TV	228	103	125	10	**	-	-	**	**	228	-	207	21
	13%	19%	20%	10%	**	-%	-%	**	**	20%	-%	15%	5%
			c							b		b	
LANDLINE AND FIXED BROADBAND	57	26	25	4	**	1	4	**	**	51	5	39	18
	3%	5%	4%	4%	**	1%	1%	**	**	4%	1%	3%	5%
										b			
PAY TV ONLY	42	22	19	5	**	-	-	**	**	42	-	33	8
	2%	4%	3%	5%	**	-%	-%	**	**	4%	-%	2%	2%
										b			

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1765	479	521	114	55	138	338	24	18	1000	476	1352	413
Effective Weighted Sample	1551	410	472	88	48	131	325	22	17	882	456	1178	377
Total	1775	532	612	102	61	114	283	21	15	1144	396	1383	392
LANDLINE ONLY	41	12	16	8	**	1	6	**	**	28	7	31	10
	2%	2%	3%	7%	**	1%	2%	**	**	2%	2%	2%	3%
				a									
MOBILE PHONE AND FIXED BROADBAND	33	5	7	2	**	6	7	**	**	12	12	25	8
	2%	1%	1%	2%	**	5%	2%	**	**	1%	3%	2%	2%
				a									
MOBILE PHONE ONLY	19	10	2	5	**	1	2	**	**	12	3	17	1
	1%	2%	*%	5%	**	1%	1%	**	**	1%	1%	1%	*%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	11	8	3	2	**	-	-	**	**	11	-	11	-
	1%	2%	1%	2%	**	-%	-%	**	**	1%	-%	1%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	5	2	2	1	**	-	-	**	**	5	-	1	3
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	1%
LANDLINE AND MOBILE PHONE	4	1	1	-	**	*	-	**	**	2	*	3	1
	*%	*%	*%	-%	**	*%	-%	**	**	*%	*%	*%	*%
LANDLINE, FIXED BROADBAND AND PAY TV	4	1	3	-	**	-	-	**	**	4	-	4	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	3	3	-	2	**	-	-	**	**	3	-	3	-
	*%	1%	-%	2%	**	-%	-%	**	**	*%	-%	*%	-%
				b									
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	*	**	-	-	**	**	*	-	*	-
	*%	*%	-%	*%	**	-%	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
Fixed Broadband	957	373	415	59	111	**	**	383	406	830	126	36	196	431	328
	54%	57%	61%	46%	35%	**	**	64%	56%	59%	35%	32%	62%	61%	44%
		d	cd					cef	ef	ef			c	c	
Pay TV service	288	2	235	42	11	**	**	116	130	258	30	6	71	132	85
	16%	*%	35%	33%	3%	**	**	20%	18%	18%	8%	6%	23%	19%	11%
			ad	ad	a			ef	ef	ef			c	c	
Landline phone (i.e. home phone) or line rental	115	17	64	13	21	**	**	34	35	87	28	17	33	32	50
	6%	3%	9%	10%	7%	**	**	6%	5%	6%	8%	15%	10%	5%	7%
			a	a	a							bcd	b		
Mobile Phone	72	-	-	25	48	**	**	28	21	57	15	2	19	30	23
	4%	-%	-%	19%	15%	**	**	5%	3%	4%	4%	2%	6%	4%	3%
				ab	ab										
All of these services are equally important	709	267	220	56	168	**	**	171	289	486	219	70	81	239	386
	40%	41%	33%	44%	53%	**	**	29%	40%	35%	61%	61%	26%	34%	51%
		b			ab				b		bcd	bcd			ab
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	619	373	159	14	73	**	**	257	263	545	72	19	120	281	216
	35%	57%	24%	11%	23%	**	**	43%	36%	39%	20%	16%	38%	40%	29%
		bcd	c		c			cef	ef	ef			c	c	
FIXED BROADBAND AND PAY TV	228	-	211	17	-	**	**	97	104	207	21	5	55	113	60
	13%	-%	31%	13%	-%	**	**	16%	14%	15%	6%	4%	18%	16%	8%
			acd	ad				ef	ef	ef			c	c	
LANDLINE AND FIXED BROADBAND	57	-	45	3	9	**	**	11	19	38	20	11	11	15	31
	3%	-%	7%	2%	3%	**	**	2%	3%	3%	5%	9%	3%	2%	4%
			a	a	a						bd	bcd			
PAY TV ONLY	42	2	21	9	11	**	**	12	17	34	8	1	8	12	21
	2%	*%	3%	7%	3%	**	**	2%	2%	2%	2%	1%	3%	2%	3%
			a	a	a										
LANDLINE ONLY	41	17	16	-	8	**	**	17	10	34	7	7	16	12	13
	2%	3%	2%	-%	3%	**	**	3%	1%	2%	2%	6%	5%	2%	2%
											c		bc		

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1765	786	469	146	368	-	77	578	714	1369	392	122	311	672	778
Effective Weighted Sample	1551	743	443	139	330	-	62	492	643	1194	360	112	256	585	714
Total	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
MOBILE PHONE AND FIXED BROADBAND	33 2%	- -%	- -%	4 3% ab	29 9% ab	** **	** **	11 2%	8 1%	22 2%	12 3%	2 2%	6 2%	12 2%	15 2%
MOBILE PHONE ONLY	19 1%	- -%	- -%	3 2% ab	16 5% ab	** **	** **	9 1%	5 1%	18 1%	1 *%	- -%	8 3% c	8 1%	2 *%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	11 1%	- -%	- -%	11 9% abd	- -%	** **	** **	5 1%	5 1%	10 1%	1 *%	- -%	3 1%	6 1%	2 *%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	5 *%	- -%	- -%	5 4% abd	- -%	** **	** **	1 *%	3 *%	5 *%	- -%	- -%	* *%	3 *%	2 *%
LANDLINE AND MOBILE PHONE	4 *%	- -%	- -%	1 1%	3 1% a	** **	** **	3 *%	- -%	3 *%	1 *%	- -%	1 *%	2 *%	1 *%
LANDLINE, FIXED BROADBAND AND PAY TV	4 *%	- -%	- -%	4 3% abd	- -%	** **	** **	1 *%	3 *%	4 *%	- -%	- -%	1 *%	1 *%	2 *%
LANDLINE AND PAY TV	3 *%	- -%	3 *%	- -%	- -%	** **	** **	1 *%	- -%	3 *%	- -%	- -%	3 1% bc	- -%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	* *%	- -%	- -%	* *%	- -%	** **	** **	- -%	- -%	* *%	- -%	- -%	* *%	- -%	- -%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
Fixed Broadband	957	507	446	307	306	183	154	781	87	64	**	107	318	362	274	556
	54%	54%	54%	57% d	60% cd	50%	45%	54%	49%	60%	**	55%	52%	63% b	52%	57%
Pay TV service	288	151	134	101	82	64	41	229	29	24	**	24	95	122	84	174
	16%	16%	16%	19% d	16%	17%	12%	16%	17%	23%	**	12%	15%	21% ab	16%	18%
Landline phone (i.e. home phone) or line rental	115	55	60	35	29	24	25	100	7	6	**	13	53	27	43	53
	6%	6%	7%	7%	6%	6%	7%	7%	4%	5%	**	7%	9% c	5%	8%	5%
Mobile Phone	72	39	33	22	20	14	13	61	6	3	**	8	31	21	26	34
	4%	4%	4%	4%	4%	4%	4%	4%	4%	3%	**	4%	5%	4%	5%	3%
All of these services are equally important	709	376	332	193	180	160	168	579	73	37	**	76	253	177	217	362
	40%	40%	40%	36%	35%	43%	49% ab	40%	41%	35%	**	39%	41% c	31%	41%	37%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	619	331	285	194	208	112	100	501	61	39	**	77	201	230	173	357
	35%	35%	34%	36%	41% cd	30%	29%	35%	35%	36%	**	40%	33%	40% b	33%	37%
FIXED BROADBAND AND PAY TV	228	121	106	79	65	51	33	182	20	21	**	19	70	100	60	144
	13%	13%	13%	15%	13%	14%	10%	13%	11%	20%	**	10%	11%	18% ab	11%	15%
LANDLINE AND FIXED BROADBAND	57	25	32	18	13	12	13	52	1	2	**	5	25	16	21	29
	3%	3%	4%	3%	3%	3%	4%	4%	1%	2%	**	2%	4%	3%	4%	3%
PAY TV ONLY	42	22	18	16	10	10	6	28	8	3	**	3	15	16	15	22
	2%	2%	2%	3%	2%	3%	2%	2%	5%	3%	**	2%	2%	3%	3%	2%
LANDLINE ONLY	41	22	19	11	11	9	8	34	5	1	**	7	18	8	14	19
	2%	2%	2%	2%	2%	3%	2%	2%	3%	1%	**	4%	3%	1%	3%	2%

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

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?

Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1765	891	868	580	518	279	370	1438	171	110	46	194	616	561	542	949
Effective Weighted Sample	1551	783	768	515	470	248	332	1263	150	96	42	167	536	499	471	838
Total	1775	939	829	537	510	368	342	1444	176	107	47	195	615	571	529	969
MOBILE PHONE AND FIXED BROADBAND	33	20	13	10	14	4	5	27	3	1	**	3	13	11	9	18
	2%	2%	2%	2%	3%	1%	1%	2%	2%	1%	**	2%	2%	2%	2%	2%
MOBILE PHONE ONLY	19	10	8	7	1	5	5	15	3	-	**	2	5	6	7	7
	1%	1%	1%	1%	*%	1%	2%	1%	2%	-%	**	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	11	5	6	3	4	3	1	11	-	-	**	2	6	3	5	6
	1%	1%	1%	1%	1%	1%	*%	1%	-%	-%	**	1%	1%	1%	1%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	5	2	2	2	-	*	2	4	-	1	**	1	2	*	3	1
	*%	*%	*%	*%	-%	*%	*%	*%	-%	1%	**	1%	*%	*%	1%	*%
LANDLINE AND MOBILE PHONE	4	2	3	-	2	2	1	3	-	1	**	-	4	-	1	1
	*%	*%	*%	-%	*%	*%	*%	*%	-%	1%	**	-%	1%	-%	*%	*%
LANDLINE, FIXED BROADBAND AND PAY TV	4	3	1	-	3	-	1	3	1	-	**	-	2	1	3	1
	*%	*%	*%	-%	1%	-%	*%	*%	1%	-%	**	-%	*%	*%	1%	*%
LANDLINE AND PAY TV	3	-	3	3	-	-	-	3	-	-	**	-	2	1	-	1
	*%	-%	*%	1%	-%	-%	-%	*%	-%	-%	**	-%	*%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	*	-	-	-	*	-	-	**	-	*	-	*	-
	*%	*%	-%	*%	-%	-%	-%	*%	-%	-%	**	-%	*%	-%	*%	-%

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

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Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	20	-	20	1	19	15	5	6	5	-	20	11	9	17	3	7
Effective Weighted Sample	18	-	18	1	17	13	5	6	5	-	18	11	7	15	3	6
Total	17	-	17	1	17	13	5	4	4	-	17	10	7	15	3	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	20	-	20	1	19	17	3	5	4	-	20	9	11
Effective Weighted Sample	18	-	18	1	17	15	3	4	4	-	18	9	9
Total	17	-	17	1	16	15	3	4	4	-	17	8	9
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	20	9	11	2	-	-	-	-	-	20	-	16	4
Effective Weighted Sample	18	7	11	2	-	-	-	-	-	18	-	14	4
Total	17	8	10	1	-	-	-	-	-	17	-	14	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d - 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 99% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	20	12	-	-	20	-	-	7	10	17	3	1	3	6	11
Effective Weighted Sample	18	12	-	-	18	-	-	6	9	15	3	1	3	5	10
Total	17	11	-	-	17	-	-	7	8	15	2	1	2	5	10
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?

Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	20	12	8	9	5	1	5	18	1	-	1	-	6	7	9	6
Effective Weighted Sample	18	11	7	8	5	1	5	16	1	-	1	-	6	6	8	6
Total	17	12	6	7	5	1	4	15	1	-	1	-	5	7	7	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Bundle 1	1775	34	1630	49	1614	926	737	147	111	1364	330	1412	282	1026	668	213
	53%	12%	86%	9%	99%	76%	78%	70%	75%	54%	74%	52%	100%	57%	58%	47%
Bundle 2	17	-	17	1	17	13	5	4	4	-	17	10	7	15	3	5
	1%	-%	1%	*%	1%	1%	1%	2%	3%	-%	4%	*%	3%	1%	*%	1%
Standalone - Landline	536	275	262	536	-	305	231	65	37	350	90	428	12	272	168	50
	16%	100%	14%	100%	-%	25%	25%	31%	25%	14%	20%	16%	4%	15%	14%	11%
Standalone - Mobile	2694	177	1567	428	1316	982	762	164	125	2531	162	2694	-	1603	1091	398
	81%	64%	83%	80%	81%	81%	81%	78%	84%	100%	37%	100%	-%	88%	94%	88%
Standalone - Broadband	848	99	254	340	14	219	134	37	26	576	108	677	7	431	254	106
	25%	36%	13%	63%	1%	18%	14%	17%	17%	23%	24%	25%	2%	24%	22%	23%
Standalone - TV	1319	133	811	341	603	525	419	86	67	977	222	1098	102	739	460	157
	40%	48%	43%	64%	37%	43%	44%	41%	45%	39%	50%	41%	36%	41%	40%	35%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Bundle 1	1775	9	1747	14	1742	999	757	180	129	203	941	219	925
	53%	2%	86%	2%	99%	66%	70%	51%	56%	44%	88%	36%	100%
			a		a	cd	cd				a		a
Bundle 2	17	-	17	1	16	15	3	4	4	-	17	8	9
	1%	-%	1%	*%	1%	1%	*%	1%	2%	-%	2%	1%	1%
									b		a		
Standalone - Landline	536	96	289	340	46	245	140	54	36	98	139	195	42
	16%	17%	14%	40%	3%	16%	13%	15%	16%	21%	13%	32%	5%
				b						b		b	
Standalone - Mobile	2694	402	1679	677	1404	1201	880	277	190	365	902	503	764
	81%	72%	82%	80%	80%	79%	82%	78%	82%	79%	84%	84%	82%
			a										
Standalone - Broadband	848	561	287	848	-	525	323	173	101	161	122	273	11
	25%	100%	14%	100%	-%	35%	30%	49%	43%	35%	11%	45%	1%
		b		b				ab	ab	b		b	
Standalone - TV	1319	240	853	475	618	654	439	147	98	460	141	601	-
	40%	43%	42%	56%	35%	43%	41%	42%	42%	100%	13%	100%	-%
				b						b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Bundle 1	1775	532	612	102	**	114	283	**	**	1144	396	1383	392
	53%	73%	77%	65%	**	56%	55%	**	**	75%	55%	53%	54%
			c							b			
Bundle 2	17	8	10	1	**	-	-	**	**	17	-	14	3
	1%	1%	1%	*%	**	-%	-%	**	**	1%	-%	1%	*%
										b			
Standalone - Landline	536	119	118	35	**	36	110	**	**	237	146	403	134
	16%	16%	15%	22%	**	18%	21%	**	**	16%	20%	15%	19%
										a			
Standalone - Mobile	2694	603	664	125	**	160	435	**	**	1267	594	2130	563
	81%	83%	83%	80%	**	80%	84%	**	**	83%	83%	82%	78%
Standalone - Broadband	848	144	140	40	**	59	143	**	**	283	202	714	134
	25%	20%	17%	25%	**	30%	28%	**	**	19%	28%	27%	19%
										a		b	
Standalone - TV	1319	280	321	77	**	201	517	**	**	601	718	980	339
	40%	38%	40%	49%	**	100%	100%	**	**	39%	100%	38%	47%
										a		a	

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Bundle 1	1775	658	675	129	317	-	86	595	727	1408	362	114	315	704	752
	53%	85%	91%	87%	74%	-%	21%	47%	67%	51%	64%	54%	33%	57%	67%
		de	ade	de	e			a	abdf	a	abd	a		a	ab
Bundle 2	17	11	-	-	17	-	-	7	8	15	2	1	2	5	10
	1%	1%	-%	-%	4%	-%	-%	1%	1%	1%	*%	*%	*%	*%	1%
		be			abce										
Standalone - Landline	536	108	78	19	99	234	62	182	160	404	131	70	132	186	217
	16%	14%	11%	13%	23%	19%	15%	14%	15%	15%	23%	33%	14%	15%	19%
					abc	ab					abcd	abcde			ab
Standalone - Mobile	2694	714	718	36	247	988	333	1029	905	2268	417	138	780	1014	892
	81%	92%	97%	25%	57%	79%	83%	81%	83%	82%	74%	66%	81%	82%	79%
		cde	acde		c	cd	ef	ef	ef	ef					
Standalone - Broadband	848	108	68	19	110	545	114	400	221	735	110	42	317	311	217
	25%	14%	9%	13%	26%	43%	28%	32%	20%	27%	19%	20%	33%	25%	19%
		b			abc	abcd	ce	cdef		ce			bc	c	
Standalone - TV	1319	561	76	23	218	450	131	409	464	1004	313	123	318	423	576
	40%	73%	10%	15%	51%	36%	33%	32%	43%	36%	55%	58%	33%	34%	51%
		bcde			bce	bc			abd		abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Bundle 1	1775	939	829	537	510	368	342	1444	176	107	**	195	615	571	529	969
	53%	54%	53%	58% d	56% d	53% d	45%	53%	57%	51%	**	46%	55% a	60% a	49%	60% a
Bundle 2	17	12	6	7	5	1	4	15	1	-	**	-	5	7	7	6
	1%	1%	*%	1%	1%	*%	1%	1%	*%	-%	**	-%	*%	1%	1%	*%
Standalone - Landline	536	301	229	172	133	112	116	436	48	36	**	69	171	149	190	232
	16%	17%	15%	19%	15%	16%	15%	16%	16%	17%	**	16%	15%	16%	17%	14%
Standalone - Mobile	2694	1367	1298	745	758	564	601	2204	252	158	**	333	892	809	853	1357
	81%	79%	83% a	80%	83%	82%	78%	81%	82%	75%	**	79%	79%	85% ab	78%	84% a
Standalone - Broadband	848	452	379	227	250	170	188	697	76	48	**	95	282	269	244	405
	25%	26%	24%	25%	27%	25%	25%	26%	25%	23%	**	22%	25%	28%	22%	25%
Standalone - TV	1319	727	582	388	378	256	283	1081	113	78	**	152	462	374	402	675
	40%	42% b	37%	42%	41%	37%	37%	40%	37%	37%	**	36%	41%	39%	37%	42%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Every day	311	68	243	92	219	170	141	33	19	118	66	20	47	62
	14%	25% b	13%	17%	13%	14%	15%	16%	13%	15% b	9%	13%	17% b	26% abcd
Every few days	287	56	230	101	185	185	102	43	25	93	91	12	42	49
	13%	20% b	12%	19% b	11%	15% b	11%	21% b	17%	12%	12%	8%	15%	21% abc
Several times a week	201	43	157	59	142	128	73	26	18	59	56	16	36	36
	9%	16% b	8%	11%	9%	11%	8%	13%	12%	8%	8%	11%	13% a	16% ab
Once a week	169	29	140	41	128	96	73	10	7	69	49	7	22	22
	8%	10%	7%	8%	8%	8%	8%	5%	4%	9%	7%	5%	8%	9%
Less often	446	38	408	97	349	264	182	31	26	171	155	40	51	33
	21%	14%	22% a	18%	21%	22%	19%	15%	17%	22% e	21%	27% e	18%	14%
Don't know	11	3	8	3	8	3	8	-	-	4	4	-	-	3
	1%	1%	*%	1%	*%	*%	1%	-%	-%	1%	1%	-%	-%	1%
The landline is never used to make or receive phone calls	736	37	698	143	593	372	364	65	54	260	317	53	82	28
	34%	14%	37% a	27%	37% a	31%	39% a	31%	36%	34% e	43% ade	36% e	29% e	12%
NET: AT LEAST ONCE A WEEK	967	196	771	293	674	578	388	113	69	338	263	55	146	170
	45%	71% b	41%	55% b	41%	48% b	41%	54% b	46%	44% b	36%	37%	52% abc	72% abcd

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Every day	311	119	47	45	29	15	20	22	38	88	147	161	86	37	56	215
	14%	20% bc	9%	11%	15%	14%	21% bc	17% bd	5%	10% b	9% b	33% abcd	47% abcde	9%	7%	23% ab
Every few days	287	85	56	52	27	15	20	36	77	91	204	83	33	67	75	145
	13%	14%	10%	12%	14%	14%	22% bc	28% bcde	11%	11%	12%	17% bcd	18% c	17% b	9%	15% b
Several times a week	201	62	48	34	17	11	9	15	53	66	134	67	25	34	69	98
	9%	11%	9%	8%	9%	10%	10%	11%	8%	8%	8%	14% bcd	14% cd	9%	8%	10%
Once a week	169	59	37	23	22	7	8	9	37	83	129	37	14	21	59	86
	8%	10% c	7%	5%	12% c	7%	9%	7%	5%	10% b	8%	8%	7%	5%	7%	9%
Less often	446	130	108	92	37	24	18	15	133	212	360	86	20	54	185	207
	21%	22%	20%	22%	19%	22%	19%	11%	19%	25% abef	22% f	18%	11%	14%	23% a	22% a
Don't know	11	4	2	3	1	-	1	2	4	5	11	1	-	2	4	5
	1%	1%	*%	1%	*%	-%	1%	1%	1%	1%	1%	*%	-%	1%	*%	1%
The landline is never used to make or receive phone calls	736	129	237	177	58	35	16	30	350	304	684	50	4	173	369	192
	34%	22%	44% adf	41% adf	30%	33% f	17%	24% ef	51% acdef	36% ef	41% aef	10% f	2%	44% c	45% c	20%
NET: AT LEAST ONCE A WEEK	967	325	188	154	96	49	57	81	205	328	614	348	158	159	259	544
	45%	55% bc	35%	36%	50% bc	45%	62% bc	64% bcd	30%	39% b	37% b	72% bcd	87% abcde	41% b	32%	57% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Every day	311	185	126	107	67	56	74	259	23	23	**	31	109	70	130	135
	14%	16%	13%	16%	11%	13%	18% b	15%	11%	17%	**	13%	15%	11%	19% b	12%
Every few days	287	185	102	98	66	54	66	229	20	30	**	36	118	69	93	135
	13%	16% b	10%	15%	11%	12%	16%	13%	10%	22% ab	**	15%	16% c	10%	14%	12%
Several times a week	201	112	89	77	48	39	36	169	18	9	**	25	58	65	64	101
	9%	10%	9%	12%	8%	9%	9%	10%	9%	7%	**	10%	8%	10%	10%	9%
Once a week	169	102	66	72	35	22	38	140	15	11	**	14	58	53	49	89
	8%	9%	7%	11% bc	6%	5%	9%	8%	7%	8%	**	6%	8%	8%	7%	8%
Less often	446	250	193	130	133	102	79	349	50	24	**	51	163	140	144	232
	21%	21%	20%	20%	22%	23%	19%	20%	24%	17%	**	21%	22%	21%	22%	21%
Don't know	11	6	5	6	1	4	-	11	1	-	**	-	5	-	5	3
	1%	1%	1%	1%	*%	1%	-%	1%	*%	-%	**	-%	1%	-%	1%	*%
The landline is never used to make or receive phone calls	736	335	393	176	254	168	132	600	82	39	**	87	225	272	184	426
	34%	29%	40% a	26%	42% ad	38% a	31%	34%	39%	28%	**	36%	31%	41% b	27%	38% a
NET: AT LEAST ONCE A WEEK	967	584	382	354	216	171	214	796	76	74	**	106	343	256	336	460
	45%	50% b	39%	53% bc	36%	38%	50% bc	45%	37%	54% b	**	43%	47% c	38%	50% b	41%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service? This would mean your landline service would be delivered through an internet connection rather than through a phone line into your household.

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Yes	331	69	262	93	238	214	117	65	30	110	99	22	40	61
	15%	25%	14%	17%	15%	18%	12%	31%	20%	14%	13%	15%	14%	26%
		b				b		ab						abcd
No	1516	170	1346	368	1148	833	683	120	103	536	536	107	205	142
	70%	62%	71%	69%	71%	68%	72%	57%	69%	69%	72%	73%	73%	61%
			a			c	c				e		e	
Don't know	313	36	278	76	238	170	143	24	16	126	105	18	34	31
	15%	13%	15%	14%	15%	14%	15%	12%	11%	16%	14%	13%	12%	13%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service? This would mean your landline service would be delivered through an internet connection rather than through a phone line into your household.

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)			
Total		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	
Unweighted total		2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample		1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total		2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Yes		331	121	62	74	11	6	22	33	128	119	280	50	15	87	130	112
15%		21%	12%	17%	6%	5%	24%	26%	18%	14%	17%	10%	9%	22%	16%	12%	
		bde		de			bde	cef	ef		ef			bc			
No		1516	383	400	290	148	90	55	60	460	615	1135	378	147	224	572	718
70%		65%	75%	68%	77%	84%	60%	47%	66%	72%	68%	78%	81%	58%	70%	76%	
			af		af	acf			a	a	a	abd	abd		a	ab	
Don't know		313	83	73	63	33	11	15	34	105	114	253	57	20	78	116	118
15%		14%	14%	15%	17%	11%	16%	27%	15%	13%	15%	12%	11%	20%	14%	12%	
								bcd	ef					c			

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service? This would mean your landline service would be delivered through an internet connection rather than through a phone line into your household.

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%																
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Yes	331	219	110	126	79	75	45	263	33	25	**	32	124	104	124	134
	15%	19% b	11%	19% bd	13%	17%	10%	15%	16%	19%	**	13%	17%	16%	18% b	12%
No	1516	825	684	452	417	320	319	1230	150	96	**	183	519	473	463	830
	70%	70%	70%	68%	69%	72%	75% a	70%	72%	70%	**	75%	71%	71%	69%	74%
Don't know	313	130	180	90	107	51	61	263	25	16	**	29	92	91	83	157
	15%	11%	18% a	13%	18%	11%	14%	15%	12%	11%	**	12%	13%	14%	12%	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Very satisfied	607	80	527	140	467	334	273	67	47	207	197	46	90	71
	28%	29%	28%	26%	29%	27%	29%	32%	31%	27%	27%	31%	32%	30%
Fairly satisfied	920	102	818	195	725	533	387	97	69	337	330	65	105	88
	43%	37%	43%	36%	45%	44%	41%	46%	46%	44%	45%	44%	38%	38%
					a									
Neither satisfied nor dissatisfied	405	63	343	148	257	229	176	35	26	144	130	24	62	49
	19%	23%	18%	28%	16%	19%	19%	17%	18%	19%	18%	17%	22%	21%
				b										
Fairly dissatisfied	142	17	125	26	116	84	58	8	5	48	63	6	14	13
	7%	6%	7%	5%	7%	7%	6%	4%	4%	6%	8%	4%	5%	5%
Very dissatisfied	62	3	59	11	51	23	39	1	1	31	19	6	2	3
	3%	1%	3%	2%	3%	2%	4%	1%	1%	4%	3%	4%	1%	1%
							ac			d				
Don't know	24	11	13	16	8	13	11	2	1	7	1	-	6	10
	1%	4%	1%	3%	5%	1%	1%	1%	1%	1%	5%	0%	2%	4%
		b		b									b	abc
TOTAL SATISFIED	1527	182	1345	335	1192	867	660	163	116	544	527	111	195	160
	71%	66%	71%	62%	73%	71%	70%	78%	78%	70%	71%	75%	70%	68%
					a			b						
TOTAL DISSATISFIED	204	20	184	37	167	107	97	9	6	79	82	12	17	16
	9%	7%	10%	7%	10%	9%	10%	4%	4%	10%	11%	8%	6%	7%
							c							

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

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Very satisfied	607	157	150	100	49	41	31	41	171	239	451	153	70	102	210	292
	28%	27%	28%	24%	26%	38% ac	33%	32%	25%	28%	27%	32% b	38% bcd	26%	26%	31%
Fairly satisfied	920	245	258	176	88	41	33	53	321	336	711	208	72	174	360	385
	43%	42%	48%	41%	46%	39%	36%	42%	46% c	40%	43%	43%	40%	45%	44%	41%
Neither satisfied nor dissatisfied	405	118	79	86	37	18	24	21	125	175	321	83	27	73	149	182
	19%	20%	15%	20%	19%	17%	26% b	16%	18%	21%	19%	17%	15%	19%	18%	19%
Fairly dissatisfied	142	40	31	44	11	6	1	9	49	58	116	25	6	28	61	52
	7%	7%	6%	10% f	6%	6%	1%	7%	7%	7%	7%	5%	3%	7%	7%	5%
Very dissatisfied	62	20	15	17	6	-	-	-	18	32	50	12	4	4	27	31
	3%	3%	3%	4%	3%	-%	-%	-%	3%	4%	3%	3%	2%	1%	3%	3%
Don't know	24	7	1	4	1	-	4	4	9	8	21	3	3	7	10	6
	1%	1%	*%	1%	*%	-%	4% b	3%	1%	1%	1%	1%	2%	2%	1%	1%
TOTAL SATISFIED	1527	403	408	276	137	82	63	94	492	576	1162	361	142	276	570	677
	71%	69%	76% ac	65%	72%	77%	69%	74%	71%	68%	70%	74%	78% c	71%	70%	71%
TOTAL DISSATISFIED	204	59	46	60	17	6	1	9	66	90	165	38	10	32	88	82
	9%	10% f	9% f	14% f	9% f	6%	1%	7%	10%	11%	10%	8%	5%	8%	11%	9%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Very satisfied	607	336	267	153	154	156	137	474	64	51	**	77	220	163	187	322
	28%	29%	27%	23%	26%	35% ab	32% a	27%	31%	37% a	**	32%	30%	24%	28%	29%
Fairly satisfied	920	502	413	303	270	162	176	757	83	56	**	104	324	306	290	480
	43%	43%	42%	45% c	45%	36%	41%	43%	40%	41%	**	42%	44%	46%	43%	43%
Neither satisfied nor dissatisfied	405	229	174	144	115	74	68	337	41	17	**	44	119	126	121	202
	19%	19%	18%	22%	19%	17%	16%	19%	20%	13%	**	18%	16%	19%	18%	18%
Fairly dissatisfied	142	66	74	42	39	31	30	120	13	5	**	12	43	49	35	88
	7%	6%	8%	6%	6%	7%	7%	7%	6%	4%	**	5%	6%	7%	5%	8%
Very dissatisfied	62	31	30	19	17	16	9	50	3	5	**	6	21	19	25	21
	3%	3%	3%	3%	3%	4%	2%	3%	2%	3%	**	2%	3%	3%	4%	2%
Don't know	24	10	14	6	8	6	4	18	4	2	**	1	7	6	10	7
	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	**	1%	1%	1%	2%	1%
TOTAL SATISFIED	1527	838	680	456	424	318	313	1230	147	107	**	180	545	468	477	803
	71%	71%	70%	68%	70%	71%	74%	70%	71%	78%	**	74%	74%	70%	71%	72%
TOTAL DISSATISFIED	204	98	104	61	56	47	39	170	17	10	**	18	65	68	60	109
	9%	8%	11%	9%	9%	11%	9%	10%	8%	7%	**	8%	9%	10%	9%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Looking for a deal for standalone service	52 2%	40 14%	13 1%	52 10%	- -%	44 4%	8 1%	21 10%	7 5%	7 1%	4 1%	- -%	9 3%	33 14%
		b		b		b		ab	b				ab	abcd
Looking for a deal for service in bundle	91 4%	- -%	91 5%	- -%	91 6%	64 5%	28 3%	8 4%	3 2%	41 5%	39 5%	5 4%	7 2%	- -%
			a		a	b				e	e	e		
Looking for a deal for other services in the bundle, but not this	15 1%	- -%	15 1%	- -%	15 1%	13 1%	2 *%	7 3%	6 4%	3 *%	3 *%	1 1%	7 2%	- -%
								ab	ab				a	
Looking for a deal for the bundle but not sure which services	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	1 1%	- -%	- -%
Planning to look for a deal for standalone service	128 6%	68 25%	60 3%	128 24%	- -%	96 8%	32 3%	25 12%	15 10%	22 3%	19 3%	4 3%	26 9%	57 24%
		b		b		b		b	b				abc	abcd
Planning to look for a deal for bundle	476 22%	- -%	476 25%	- -%	476 29%	283 23%	193 20%	34 17%	24 16%	186 24%	211 29%	37 25%	44 16%	- -%
			a		a					de	de	e	e	
Not currently looking or planning to look for a new deal	1319 61%	153 56%	1166 62%	329 61%	990 61%	685 56%	634 67%	110 53%	93 62%	485 63%	437 59%	97 66%	175 63%	134 57%
							ac							
Don't know	78 4%	14 5%	64 3%	27 5%	51 3%	32 3%	46 5%	3 1%	2 1%	30 4%	27 4%	1 1%	12 4%	9 4%
							a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
SUMMARY														
Looking for deal for service	144	40	104	52	91	108	36	30	10	47	43	5	16	33
	7%	14%	6%	10%	6%	9%	4%	14%	7%	6%	6%	4%	6%	14%
		b		b		b		ab						abcd
Planning to look for deal for service or bundle	604	68	536	128	476	379	225	59	39	208	230	41	71	57
	28%	25%	28%	24%	29%	31%	24%	28%	26%	27%	31%	28%	25%	24%
						b								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Looking for a deal for standalone service	52	19	8	4	3	2	8	12	32	6	50	3	2	25	23	5
	2%	3%	1%	1%	2%	2%	9%	9%	5%	1%	3%	1%	1%	6%	3%	1%
							abcd	cdef	ce		ce			bc	c	
Looking for a deal for service in bundle	91	24	27	21	6	3	4	11	44	26	81	11	1	30	40	22
	4%	4%	5%	5%	3%	3%	4%	8%	6%	3%	5%	2%	*%	8%	5%	2%
								cef	cef		ef			c	c	
Looking for a deal for other services in the bundle, but not this	15	4	3	2	1	-	4	4	5	6	14	1	1	4	10	1
	1%	1%	1%	1%	*%	-%	5%	3%	1%	1%	1%	*%	*%	1%	1%	*%
							abc	e							c	
Looking for a deal for the bundle but not sure which services	1	-	1	-	-	-	-	-	1	-	1	-	-	1	-	-
	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%
Planning to look for a deal for standalone service	128	31	26	13	12	3	11	22	59	26	107	21	12	48	48	33
	6%	5%	5%	3%	6%	3%	12%	18%	9%	3%	6%	4%	6%	12%	6%	3%
							abce	bcdef	ce		c			bc		
Planning to look for a deal for bundle	476	99	135	124	47	25	13	17	160	207	385	90	23	70	216	188
	22%	17%	25%	29%	24%	23%	14%	14%	23%	24%	23%	19%	13%	18%	26%	20%
			a	af					f	f	f				ac	
Not currently looking or planning to look for a new deal	1319	387	310	254	117	74	47	51	373	544	968	347	141	195	452	667
	61%	66%	58%	59%	61%	69%	51%	40%	54%	64%	58%	71%	77%	50%	55%	70%
		bf				f			a	abd	a	abcd	abcd			ab
Don't know	78	23	26	8	6	1	4	10	19	35	64	14	4	16	29	32
	4%	4%	5%	2%	3%	1%	5%	8%	3%	4%	4%	3%	2%	4%	4%	3%
								be								

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
SUMMARY																
Looking for deal for service	144	43	34	25	9	5	12	22	76	32	130	13	2	54	63	27
	7%	7%	6%	6%	5%	5%	14%	18%	11%	4%	8%	3%	1%	14%	8%	3%
							cd	cdef	cef		cef			bc	c	
Planning to look for deal for service or bundle	604	130	160	137	58	27	24	40	219	233	492	111	34	118	264	221
	28%	22%	30%	32%	30%	26%	26%	31%	32%	27%	29%	23%	19%	30%	32%	23%
			a	a					ef		ef			c	c	

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%																
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Looking for a deal for standalone service	52 2%	36 3%	16 2%	20 3%	7 1%	17 4% b	9 2%	41 2%	3 1%	7 5%	** **	13 5% c	20 3%	14 2%	34 5% b	10 1%
Looking for a deal for service in bundle	91 4%	52 4%	40 4%	25 4%	31 5% d	29 7% d	6 1%	68 4%	9 4%	6 4%	** **	13 5%	46 6%	26 4%	22 3%	53 5%
Looking for a deal for other services in the bundle, but not this	15 1%	11 1%	3 **	8 1%	4 1%	* **	2 **	14 1%	- -%	1 1%	** **	2 1%	5 1%	4 1%	8 1%	5 **
Looking for a deal for the bundle but not sure which services	1 **	- -%	1 **	- -%	1 **	- -%	- -%	1 **	- -%	- -%	** **	- -%	1 **	- -%	- -%	- -%
Planning to look for a deal for standalone service	128 6%	76 7%	52 5%	47 7%	38 6%	24 5%	19 4%	96 5%	18 8%	13 9%	** **	15 6%	43 6%	31 5%	42 6%	43 4%
Planning to look for a deal for bundle	476 22%	260 22%	212 22%	170 25% c	136 23%	80 18%	85 20%	400 23%	43 21%	24 18%	** **	51 21%	172 23%	164 24%	149 22%	262 23%
Not currently looking or planning to look for a new deal	1319 61%	703 60%	607 62%	372 56%	367 61%	283 64%	283 67% a	1074 61%	125 60%	82 60%	** **	142 58%	423 58%	416 62%	400 60%	709 63%
Don't know	78 4%	35 3%	43 4%	26 4%	19 3%	11 2%	21 5%	62 4%	11 5%	4 3%	** **	8 3%	26 4%	13 2%	14 2%	40 4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%																
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
SUMMARY																
Looking for deal for service	144	88	56	44	38	46	15	109	12	13	**	26	65	40	56	62
	7%	7%	6%	7%	6%	10% d	4%	6%	6%	9%	**	11%	9%	6%	8%	6%
Planning to look for deal for service or bundle	604	337	264	216	174	105	103	496	61	37	**	66	215	195	191	304
	28%	29%	27%	32% cd	29%	23%	24%	28%	29%	27%	**	27%	29%	29%	29%	27%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Discussed deals or offers with your provider	529	29	500	70	460	296	233	50	34	153	240	64	49	24
	25%	11%	27% a	13%	28% a	24%	25%	24%	23%	20% e	33% ade	44% abde	18%	10%
Looked at alternative deals or offers from your provider	534	61	473	118	416	357	178	66	39	165	212	45	60	54
	25%	22%	25%	22%	26%	29% b	19%	32% b	26%	21%	29% a	30% a	21%	23%
Received a discount from your provider	428	35	393	74	354	265	163	53	37	125	181	48	48	27
	20%	13%	21% a	14%	22% a	22%	17%	26% b	25%	16%	25% ae	33% ade	17%	11%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	278	49	229	75	202	185	93	40	24	66	115	21	36	40
	13%	18%	12%	14%	12%	15% b	10%	19% b	16%	9%	16% a	15%	13%	17% a
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	184	17	167	45	139	112	73	19	14	41	90	22	18	14
	9%	6%	9%	8%	9%	9%	8%	9%	9%	5%	12% ad	15% ade	6%	6%
None of these	965	136	829	273	692	491	474	76	67	412	272	40	130	118
	45%	50%	44%	51% b	43%	40%	50% ac	36%	45%	53% bc	37%	27%	47% bc	50% bc

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		a	b	a	b	a	b	c	d	a	b	c	d	e
Significance Level: 99%														
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
SUMMARY														
ANY CHANGE	1195	138	1056	264	931	726	469	133	82	361	468	107	149	116
	55%	50%	56%	49%	57%	60%	50%	64%	55%	47%	63%	73%	53%	50%
					a	b		b			ade	ade		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Discussed deals or offers with your provider	529	111	170	151	41	18	10	33	151	230	414	115	32	91	207	231
	25%	19%	32% adef	35% adef	21%	17%	11%	26%	22%	27% f	25%	24%	17%	24%	25%	24%
Looked at alternative deals or offers from your provider	534	105	160	127	48	21	32	37	208	192	437	97	25	120	228	186
	25%	18%	30% a	30% a	25%	20%	34% a	29% f	30% cef	23% f	26% ef	20%	14%	31% c	28% c	20%
Received a discount from your provider	428	63	137	127	37	19	14	32	133	174	339	87	23	84	164	178
	20%	11%	26% a	30% adef	19% a	18%	15%	25% f	19%	21%	20%	18%	13%	22%	20%	19%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	278	59	84	66	19	12	15	29	128	80	237	40	12	84	114	78
	13%	10%	16% a	16%	10%	11%	16%	23% cef	18% cef	9%	14% cef	8%	7%	22% bc	14% c	8%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	184	37	74	46	10	3	6	12	79	57	148	36	11	43	78	63
	9%	6%	14% ade	11% e	5%	3%	6%	10%	11% c	7%	9%	7%	6%	11% c	10%	7%
None of these	965	327	180	151	87	56	43	38	273	393	704	258	112	133	336	493
	45%	56% bc	34%	35%	45% b	52% bc	47%	30%	39%	46% ab	42%	53% abd	61% abcd	34%	41%	52% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)			
Total		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	
Unweighted total		2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample		1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total		2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
SUMMARY																	
ANY CHANGE		1195	260	354	276	105	51	49	89	420	456	965	227	70	255	482	455
55%		44%	66%	65%	55%	48%	53%	70%	61%	54%	58%	47%	39%	66%	59%	48%	
			ade	ae				cef	cef	f	ef			c	c		

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Discussed deals or offers with your provider	529	264	263	161	156	113	95	453	34	32	**	52	189	166	160	299
	25%	22%	27%	24%	26%	25%	22%	26% b	16%	24%	**	21%	26%	25%	24%	27%
Looked at alternative deals or offers from your provider	534	311	221	179	157	109	87	430	48	46	**	63	189	172	196	268
	25%	27%	23%	27%	26%	25%	21%	24%	23%	34%	**	26%	26%	26%	29%	24%
Received a discount from your provider	428	239	189	131	116	96	81	366	33	23	**	52	147	143	136	228
	20%	20%	19%	20%	19%	22%	19%	21%	16%	17%	**	21%	20%	21%	20%	20%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	278	163	113	111	71	41	51	224	25	22	**	24	101	105	104	129
	13%	14%	12%	17% c	12%	9%	12%	13%	12%	16%	**	10%	14%	16%	16%	12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	184	93	90	48	58	39	37	154	16	7	**	28	71	50	67	89
	9%	8%	9%	7%	10%	9%	9%	9%	8%	5%	**	12%	10%	8%	10%	8%
None of these	965	516	443	287	269	200	197	775	106	51	**	100	314	296	260	523
	45%	44%	46%	43%	45%	45%	46%	44%	51%	38%	**	41%	43%	44%	39%	47% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
SUMMARY																
ANY CHANGE	1195	659	530	380	334	245	228	981	102	85	**	144	421	372	409	597
	55%	56%	54%	57%	55%	55%	54%	56%	49%	62%	**	59%	57%	56%	61% b	53%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	415	43	372	81	334	269	146	69	33	148	127	55	56	31
Effective Weighted Sample	360	31	328	66	294	227	133	51	30	139	121	51	48	22
Total	428	35	393	74	354	265	163	53	37	125	181	48	48	27
I contacted my provider	339	**	319	**	292	207	132	**	**	96	156	**	**	**
	79%	**	81%	**	83%	78%	81%	**	**	76%	86%	**	**	**
My provider contacted me	72	**	60	**	51	43	29	**	**	22	24	**	**	**
	17%	**	15%	**	14%	16%	18%	**	**	18%	13%	**	**	**
Don't know/ can't remember	16	**	14	**	10	14	2	**	**	8	1	**	**	**
	4%	**	3%	**	3%	5%	1%	**	**	6%	1%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	415	69	122	107	38	22	20	37	124	160	321	93	25	86	152	176
Effective Weighted Sample	360	61	108	95	33	21	16	27	103	145	274	87	23	66	132	162
Total	428	63	137	127	37	19	14	32	133	174	339	87	23	84	164	178
I contacted my provider	339	**	120	109	**	**	**	**	96	151	269	**	**	**	137	147
	79%	**	87%	85%	**	**	**	**	72%	87%	79%	**	**	**	84%	82%
									b							
My provider contacted me	72	**	14	18	**	**	**	**	30	18	56	**	**	**	20	26
	17%	**	10%	14%	**	**	**	**	23%	10%	17%	**	**	**	12%	15%
									c							
Don't know/ can't remember	16	**	4	1	**	**	**	**	7	5	14	**	**	**	7	5
	4%	**	3%	1%	**	**	**	**	5%	3%	4%	**	**	**	4%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	415	225	190	138	118	73	83	354	33	22	6	48	145	139	142	210
Effective Weighted Sample	360	195	165	119	109	62	74	305	30	19	6	40	124	124	118	187
Total	428	239	189	131	116	96	81	366	33	23	5	52	147	143	136	228
I contacted my provider	339	188	151	102	92	**	**	294	**	**	**	**	118	114	105	192
	79%	79%	80%	78%	79%	**	**	80%	**	**	**	**	80%	80%	78%	84%
My provider contacted me	72	43	29	22	18	**	**	60	**	**	**	**	27	23	25	27
	17%	18%	15%	17%	15%	**	**	17%	**	**	**	**	18%	16%	19%	12%
Don't know/ can't remember	16	7	9	7	6	**	**	12	**	**	**	**	3	6	5	9
	4%	3%	5%	5%	5%	**	**	3%	**	**	**	**	2%	4%	4%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	415	43	372	81	334	269	146	69	33	148	127	55	56	31
Effective Weighted Sample	360	31	328	66	294	227	133	51	30	139	121	51	48	22
Total	428	35	393	74	354	265	163	53	37	125	181	48	48	27
Yes	332	**	307	**	280	200	131	**	**	90	153	**	**	**
	78%	**	78%	**	79%	76%	81%	**	**	72%	84%	**	**	**
No	76	**	65	**	55	53	23	**	**	24	23	**	**	**
	18%	**	17%	**	16%	20%	14%	**	**	19%	13%	**	**	**
Don't know/ can't remember	20	**	20	**	19	11	9	**	**	11	6	**	**	**
	5%	**	5%	**	5%	4%	5%	**	**	9%	3%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	c	~d	~e	~f	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	415	69	122	107	38	22	20	37	124	160	321	93	25	86	152	176
Effective Weighted Sample	360	61	108	95	33	21	16	27	103	145	274	87	23	66	132	162
Total	428	63	137	127	37	19	14	32	133	174	339	87	23	84	164	178
Yes	332	**	115	105	**	**	**	**	94	147	264	**	**	**	130	141
	78%	**	84%	83%	**	**	**	**	71%	85%	78%	**	**	**	79%	79%
No	76	**	17	17	**	**	**	**	30	25	62	**	**	**	29	26
	18%	**	12%	13%	**	**	**	**	23%	14%	18%	**	**	**	18%	15%
Don't know/ can't remember	20	**	6	6	**	**	**	**	9	2	12	**	**	**	5	11
	5%	**	4%	4%	**	**	**	**	7%	1%	4%	**	**	**	3%	6%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their landline service provider in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	415	225	190	138	118	73	83	354	33	22	6	48	145	139	142	210
Effective Weighted Sample	360	195	165	119	109	62	74	305	30	19	6	40	124	124	118	187
Total	428	239	189	131	116	96	81	366	33	23	5	52	147	143	136	228
Yes	332	190	142	100	88	**	**	287	**	**	**	**	121	103	101	178
	78%	79%	75%	76%	76%	**	**	78%	**	**	**	**	82%	72%	74%	78%
No	76	42	34	25	21	**	**	63	**	**	**	**	23	32	26	41
	18%	17%	18%	19%	18%	**	**	17%	**	**	**	**	16%	23%	19%	18%
Don't know/ can't remember	20	8	13	5	7	**	**	15	**	**	**	**	3	8	9	9
	5%	3%	7%	4%	6%	**	**	4%	**	**	**	**	2%	6%	7%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	282	50	232	75	207	200	82	63	19	86	84	27	47	40
Effective Weighted Sample	230	37	193	59	172	156	74	42	18	76	78	25	38	30
Total	278	49	229	75	202	185	93	40	24	66	115	21	36	40
I contacted my provider	188	**	163	**	152	126	**	**	**	**	**	**	**	**
	68%	**	71%	**	75%	68%	**	**	**	**	**	**	**	**
My provider contacted me	75	**	52	**	41	52	**	**	**	**	**	**	**	**
	27%	**	23%	**	20%	28%	**	**	**	**	**	**	**	**
Don't know/ can't remember	16	**	14	**	10	7	**	**	**	**	**	**	**	**
	6%	**	6%	**	5%	4%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	b	~c
Unweighted total	282	68	78	59	18	13	21	32	127	79	238	43	13	90	108	83
Effective Weighted Sample	230	55	66	49	15	11	16	22	99	71	190	40	12	67	88	76
Total	278	59	84	66	19	12	15	29	128	80	237	40	12	84	114	78
I contacted my provider	188	**	**	**	**	**	**	**	89	**	159	**	**	**	78	**
	68%	**	**	**	**	**	**	**	69%	**	67%	**	**	**	69%	**
My provider contacted me	75	**	**	**	**	**	**	**	36	**	65	**	**	**	33	**
	27%	**	**	**	**	**	**	**	28%	**	27%	**	**	**	29%	**
Don't know/ can't remember	16	**	**	**	**	**	**	**	3	**	13	**	**	**	2	**
	6%	**	**	**	**	**	**	**	3%	**	6%	**	**	**	2%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their landline service provider in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	a	b
Unweighted total	282	167	114	120	70	36	53	225	28	21	8	26	110	97	116	123
Effective Weighted Sample	230	135	94	97	59	28	44	184	23	16	7	20	85	85	91	106
Total	278	163	113	111	71	41	51	224	25	22	7	24	101	105	104	129
I contacted my provider	188	109	79	82	**	**	**	152	**	**	**	**	70	**	61	99
	68%	66%	70%	74%	**	**	**	68%	**	**	**	**	69%	**	58%	77%
															a	
My provider contacted me	75	49	26	27	**	**	**	58	**	**	**	**	26	**	39	24
	27%	30%	23%	24%	**	**	**	26%	**	**	**	**	25%	**	38%	18%
															b	
Don't know/ can't remember	16	6	8	2	**	**	**	13	**	**	**	**	6	**	4	6
	6%	4%	7%	2%	**	**	**	6%	**	**	**	**	6%	**	4%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	173	16	157	41	132	111	62	24	10	53	62	26	20	12
Effective Weighted Sample	148	13	134	34	113	93	55	16	9	49	59	24	16	10
Total	184	17	167	45	139	112	73	19	14	41	90	22	18	14
I contacted my provider	154	**	142	**	120	92	**	**	**	**	**	**	**	**
	83%	**	85%	**	86%	82%	**	**	**	**	**	**	**	**
My provider contacted me	24	**	19	**	14	17	**	**	**	**	**	**	**	**
	13%	**	11%	**	10%	15%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	7	**	5	3	**	**	**	**	**	**	**	**
	4%	**	4%	**	3%	3%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	173	37	65	40	10	4	6	13	72	53	138	35	10	44	68	61
Effective Weighted Sample	148	33	57	34	8	4	4	9	60	47	117	31	9	33	60	55
Total	184	37	74	46	10	3	6	12	79	57	148	36	11	43	78	63
I contacted my provider	154	**	**	**	**	**	**	**	**	**	120	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	81%	**	**	**	**	**
My provider contacted me	24	**	**	**	**	**	**	**	**	**	22	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	15%	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their landline service provider in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	173	83	89	49	55	31	37	146	13	8	6	24	68	47	64	85
Effective Weighted Sample	148	70	77	41	49	26	32	123	12	7	5	20	56	43	52	76
Total	184	93	90	48	58	39	37	154	16	7	6	28	71	50	67	89
I contacted my provider	154	**	**	**	**	**	**	130	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	84%	**	**	**	**	**	**	**	**
My provider contacted me	24	**	**	**	**	**	**	18	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	12%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Received a discount	339	20	319	47	292	207	132	38	27	96	156	39	34	15
	16%	7%	17%	9%	18%	17%	14%	18%	18%	12%	21%	27%	12%	6%
			a		a						ade	ade		
Added extra or improved services	188	24	163	36	152	126	62	26	15	40	94	17	16	20
	9%	9%	9%	7%	9%	10%	7%	13%	10%	5%	13%	11%	6%	9%
						b		b			ad	a		
Reduced or downgraded services	154	12	142	34	120	92	62	12	8	35	74	21	13	12
	7%	4%	8%	6%	7%	8%	7%	6%	5%	4%	10%	14%	4%	5%
											ad	ade		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	555	49	505	100	455	343	212	64	44	146	256	58	53	42
	26%	18%	27%	19%	28%	28%	22%	31%	29%	19%	35%	39%	19%	18%
			a		a	b		b			ade	ade		
ALL 3 CHANGES	13	-	13	-	13	7	6	*	-	1	9	2	1	-
	1%	-%	1%	-%	1%	1%	1%	*%	-%	*%	1%	1%	*%	-%
DISCOUNT AND EXTRA SERVICES	64	6	58	11	53	47	17	7	5	12	35	9	3	5
	3%	2%	3%	2%	3%	4%	2%	4%	3%	1%	5%	6%	1%	2%
						b					ad	ad		
DISCOUNT AND REDUCED SERVICES	26	-	26	6	20	13	13	1	-	9	10	5	2	-
	1%	-%	1%	1%	1%	1%	1%	*%	-%	1%	1%	4%	1%	-%
												e		
EXTRA SERVICES AND REDUCED SERVICES	9	-	9	-	9	8	1	3	1	1	7	1	2	-
	*%	-%	*%	-%	1%	1%	*%	1%	1%	*%	1%	*%	1%	-%
								b						
DISCOUNT ONLY	236	13	223	30	206	140	95	29	22	73	102	23	27	10
	11%	5%	12%	6%	13%	12%	10%	14%	15%	9%	14%	16%	10%	4%
			a		a						e	e		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
EXTRA SERVICES ONLY	101	18	83	25	76	64	38	15	8	27	44	5	11	15
	5%	7%	4%	5%	5%	5%	4%	7%	6%	3%	6%	3%	4%	7%
REDUCED SERVICES ONLY	105	12	93	28	77	63	41	8	7	23	49	13	8	12
	5%	4%	5%	5%	5%	5%	4%	4%	5%	3%	7% a	9% ad	3%	5%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1605	225	1380	437	1168	874	731	144	105	627	484	89	226	192
	74%	82% b	73%	81% b	72%	72%	78% ac	69%	71%	81% bc	65%	61%	81% bc	82% bc

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Received a discount	339	48	120	109	24	13	9	22	96	151	269	69	17	54	137	147
	16%	8%	22% adf	25% ade	13%	13%	10%	17%	14%	18% f	16%	14%	9%	14%	17%	15%
Added extra or improved services	188	35	71	48	9	5	6	15	89	55	159	29	7	55	78	54
	9%	6%	13% ade	11% ad	5%	5%	6%	12% f	13% cef	6%	9%	6%	4%	14% c	10% c	6%
Reduced or downgraded services	154	31	68	39	4	2	5	6	66	48	120	34	11	29	68	57
	7%	5%	13% ade	9% de	2%	1%	6%	5%	9% c	6%	7%	7%	6%	8%	8%	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	555	99	198	159	34	19	17	35	193	214	442	112	30	106	228	220
	26%	17%	37% ade	37% ade	18%	17%	18%	28%	28% f	25%	26% f	23%	17%	27%	28%	23%
ALL 3 CHANGES	13	1	5	5	-	-	1	*	8	2	11	2	1	4	6	2
	1%	*%	1%	1%	-%	-%	1%	*%	1%	*%	1%	*%	*%	1%	1%	*%
DISCOUNT AND EXTRA SERVICES	64	6	30	20	3	1	*	5	25	21	51	13	2	14	28	23
	3%	1%	6% a	5% a	1%	1%	1%	4%	4%	3%	3%	3%	1%	4%	3%	2%
DISCOUNT AND REDUCED SERVICES	26	5	15	4	1	1	-	1	10	13	24	3	1	6	13	8
	1%	1%	3%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	9	1	6	2	*	-	-	1	5	2	8	1	-	4	3	3
	*%	*%	1%	*%	*%	-%	-%	1%	1%	*%	*%	*%	-%	1%	*%	*%
DISCOUNT ONLY	236	36	70	79	21	12	7	16	52	115	183	52	13	30	90	114
	11%	6%	13% a	19% af	11%	11%	8%	12%	8%	13% b	11%	11%	7%	8%	11%	12%
EXTRA SERVICES ONLY	101	27	30	21	6	4	4	8	50	29	88	13	4	33	42	26
	5%	5%	6%	5%	3%	4%	4%	7%	7% ce	3%	5%	3%	2%	9% c	5%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN	TALK-	PLUS-	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
REDUCED SERVICES ONLY	105	24	42	27	3	1	4	3	42	32	77	28	9	15	46	44
	5%	4%	8%	6%	2%	1%	4%	3%	6%	4%	5%	6%	5%	4%	6%	5%
			ade													
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1605	487	337	268	157	89	75	92	500	635	1227	374	152	282	590	729
	74%	83%	63%	63%	82%	83%	82%	72%	72%	75%	74%	77%	83%	73%	72%	77%
		bc			bc	bc	bc						bd			

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Received a discount	339	188	151	102	92	76	66	294	24	18	**	40	118	114	105	192
	16%	16%	15%	15%	15%	17%	16%	17%	11%	13%	**	16%	16%	17%	16%	17%
Added extra or improved services	188	109	79	82	47	28	29	152	18	14	**	14	70	77	61	99
	9%	9%	8%	12%	8%	6%	7%	9%	9%	10%	**	6%	10%	12%	9%	9%
				bcd										a		
Reduced or downgraded services	154	79	74	38	49	38	29	130	15	6	**	27	59	41	61	71
	7%	7%	8%	6%	8%	8%	7%	7%	7%	4%	**	11%	8%	6%	9%	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	555	302	252	177	153	117	105	471	45	31	**	65	202	177	181	293
	26%	26%	26%	26%	25%	26%	25%	27%	22%	23%	**	27%	28%	26%	27%	26%
ALL 3 CHANGES	13	9	4	3	3	4	3	13	-	-	**	1	6	5	6	5
	1%	1%	*%	*%	1%	1%	1%	1%	-%	-%	**	1%	1%	1%	1%	*%
DISCOUNT AND EXTRA SERVICES	64	39	25	31	16	9	7	54	5	4	**	6	19	33	23	37
	3%	3%	3%	5%	3%	2%	2%	3%	2%	3%	**	2%	3%	5%	3%	3%
				d												
DISCOUNT AND REDUCED SERVICES	26	13	13	4	12	6	5	20	4	2	**	5	9	9	9	14
	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	**	2%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	9	4	6	4	1	1	3	6	3	*	**	2	4	3	2	7
	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	**	1%	1%	*%	*%	1%
DISCOUNT ONLY	236	127	109	64	62	57	52	207	15	11	**	28	84	67	68	135
	11%	11%	11%	10%	10%	13%	12%	12%	7%	8%	**	12%	11%	10%	10%	12%
EXTRA SERVICES ONLY	101	57	45	44	26	14	17	79	11	9	**	4	40	36	30	50
	5%	5%	5%	7%	4%	3%	4%	5%	5%	7%	**	2%	5%	5%	4%	4%
REDUCED SERVICES ONLY	105	53	51	27	33	26	19	91	8	3	**	18	40	23	44	45
	5%	5%	5%	4%	5%	6%	4%	5%	4%	3%	**	7%	5%	4%	7%	4%

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1605	872	721	491	451	328	320	1285	164	106	**	179	533	491	488	827
	74%	74%	74%	74%	75%	74%	75%	73%	78%	77%	**	73%	72%	74%	73%	74%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Received a discount	72	13	60	21	51	43	29	12	6	22	24	7	11	9
	3%	5%	3%	4%	3%	4%	3%	6%	4%	3%	3%	5%	4%	4%
Added extra or improved services	75	23	52	34	41	52	23	14	9	19	18	3	18	18
	3%	8%	3%	6%	2%	4%	2%	7%	6%	2%	2%	2%	6%	8%
		b		b				b					ab	ab
Reduced or downgraded services	24	5	19	9	14	17	7	5	4	4	13	*	5	2
	1%	2%	1%	2%	1%	1%	1%	3%	3%	*%	2%	*%	2%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	155	37	118	58	97	104	51	29	18	41	49	9	30	27
	7%	13%	6%	11%	6%	9%	5%	14%	12%	5%	7%	6%	11%	12%
		b		b		b		ab	b				a	a
ALL 3 CHANGES	1	-	1	1	-	-	1	-	-	1	-	-	-	-
	*%	-%	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	1	9	2	8	4	5	1	-	1	6	1	1	1
	*%	*%	*%	*%	*%	*%	1%	*%	-%	*%	1%	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	2	2	-	2	-	2	-	-	-	-	-	-	1	1
	*%	1%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	*%
		b												
EXTRA SERVICES AND REDUCED SERVICES	3	1	1	2	1	1	1	1	1	1	-	*	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%
DISCOUNT ONLY	60	10	50	17	44	37	23	11	6	20	18	6	8	7
	3%	4%	3%	3%	3%	3%	2%	5%	4%	3%	2%	4%	3%	3%
EXTRA SERVICES ONLY	61	20	41	30	32	46	16	12	8	16	12	2	15	17
	3%	7%	2%	6%	2%	4%	2%	6%	5%	2%	2%	1%	5%	7%
		b		b		b		b	b				ab	abc
REDUCED SERVICES ONLY	18	2	16	5	13	13	5	5	3	2	13	-	3	1
	1%	1%	1%	1%	1%	1%	1%	2%	2%	*%	2%	-%	1%	*%
											a			

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2005	238	1767	479	1526	1113	892	179	131	732	691	138	249	207
	93%	87%	94%	89%	94%	91%	95%	86%	88%	95%	93%	94%	89%	88%
			a		a	c	acd			de				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Received a discount	72	13	14	18	11	5	5	8	30	18	56	16	5	27	20	26
	3%	2%	3%	4%	6%	4%	5%	6%	4%	2%	3%	3%	3%	7%	2%	3%
								c						bc		
Added extra or improved services	75	22	7	16	7	5	9	10	36	19	65	10	5	23	33	18
	3%	4%	1%	4%	4%	5%	9%	8%	5%	2%	4%	2%	3%	6%	4%	2%
							b	ce	ce					c	c	
Reduced or downgraded services	24	6	4	5	6	*	1	4	11	6	22	2	-	11	7	6
	1%	1%	1%	1%	3%	*%	1%	3%	2%	1%	1%	*%	-%	3%	1%	1%
								e						c		
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	155	38	23	34	22	10	13	21	67	41	130	25	9	55	55	46
	7%	6%	4%	8%	12% b	9%	14% ab	17% cdef	10% ce	5%	8% c	5%	5%	14% bc	7%	5%
ALL 3 CHANGES	1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	1
	*%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	10	*	1	5	1	*	1	1	5	2	8	2	1	2	5	3
	*%	*%	*%	1% a	*%	*%	1%	1%	1%	*%	*%	*%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	1	-	-	-	-	-	-	2	-	2	-	-	1	1	-
	*%	*%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	-	1	*	1	*	-	*	2	-	3	-	-	3	-	-
	*%	-%	*%	*%	1%	*%	-%	*%	*%	-%	*%	-%	-%	1% c	-%	-%
DISCOUNT ONLY	60	11	13	12	10	4	3	7	23	16	47	13	4	24	14	22
	3%	2%	2%	3%	5% a	4%	4%	6%	3%	2%	3%	3%	2%	6% bc	2%	2%
EXTRA SERVICES ONLY	61	21	5	11	5	5	7	9	28	17	54	8	4	19	29	14
	3%	4% b	1%	3%	3%	4%	8% bc	7% ce	4%	2%	3%	2%	2%	5% c	4% c	1%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
REDUCED SERVICES ONLY	18	4	3	5	5	-	1	4	7	6	17	1	-	7	6	6
	1%	1%	1%	1%	2%	-%	1%	3%	1%	1%	1%	*%	-%	2%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2005	549	511	393	169	97	79	106	625	808	1539	460	173	334	763	903
	93%	94%	96%	92%	88%	91%	86%	83%	90%	95%	92%	95%	95%	86%	93%	95%
		f	df							abd	a	ab	a		a	a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Received a discount	72	43	29	22	18	18	13	60	7	4	**	8	27	23	25	27
	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%	**	3%	4%	3%	4%	2%
Added extra or improved services	75	49	26	27	22	11	14	58	4	8	**	8	26	25	39	24
	3%	4%	3%	4%	4%	3%	3%	3%	2%	6%	**	3%	3%	4%	6% b	2%
Reduced or downgraded services	24	11	12	8	8	2	6	18	1	1	**	1	10	8	5	13
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**	*%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	155	97	58	54	45	26	29	125	11	13	**	14	57	53	62	58
	7%	8%	6%	8%	8%	6%	7%	7%	5%	10%	**	6%	8%	8%	9% b	5%
ALL 3 CHANGES	1	-	1	-	-	-	1	-	-	-	**	-	-	-	-	-
	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%	**	-%	-%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	3	7	3	1	4	2	8	1	*	**	2	3	2	7	2
	*%	*%	1%	*%	*%	1%	*%	*%	1%	*%	**	1%	*%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	2	2	-	-	2	-	-	2	-	-	**	-	1	1	-	2
	*%	*%	-%	-%	*%	-%	-%	*%	-%	-%	**	-%	*%	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	3	2	1	-	-	2	1	1	-	-	**	1	2	-	1	2
	*%	*%	*%	-%	-%	*%	*%	*%	-%	-%	**	*%	*%	-%	*%	*%
DISCOUNT ONLY	60	38	22	19	15	14	11	50	6	4	**	6	23	20	18	23
	3%	3%	2%	3%	2%	3%	3%	3%	3%	3%	**	2%	3%	3%	3%	2%
EXTRA SERVICES ONLY	61	44	17	24	21	5	11	49	3	8	**	5	21	23	31	21
	3%	4% b	2%	4%	4%	1%	3%	3%	1%	6%	**	2%	3%	3%	5% b	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
REDUCED SERVICES ONLY	18	7	11	8	6	-	4	14	1	1	**	*	7	7	4	10
	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	**	*%	1%	1%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2005	1078	915	613	558	420	395	1630	198	123	**	229	678	616	607	1062
	93%	92%	94%	92%	92%	94%	93%	93%	95%	90%	**	94%	92%	92%	91%	95% a

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

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Discussed deals or offers with any other provider	218	39	178	58	159	150	67	54	33	67	80	12	27	33
	10%	14%	9%	11%	10%	12%	7%	26%	22%	9%	11%	8%	10%	14%
						b		ab	ab					
Looked at deals or offers from any other provider	612	64	548	123	488	422	190	91	59	221	223	47	71	52
	28%	23%	29%	23%	30%	35%	20%	44%	40%	29%	30%	32%	26%	22%
					a	b		ab	b					
Talked with friends or family for recommendations about providers	334	46	288	82	252	213	121	52	38	107	129	21	37	40
	15%	17%	15%	15%	16%	18%	13%	25%	25%	14%	17%	14%	13%	17%
						b		ab	b					
None of these	1226	143	1083	309	917	589	637	69	60	456	411	82	164	122
	57%	52%	57%	58%	56%	48%	68%	33%	41%	59%	55%	56%	59%	52%
						c	acd							

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

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Discussed deals or offers with any other provider	218	51	54	52	21	6	12	31	99	64	194	24	4	77	95	46
	10%	9%	10%	12%	11%	6%	13%	24% bcdef	14% cef	8%	12% cef	5%	2%	20% bc	12% c	5%
Looked at deals or offers from any other provider	612	119	155	156	53	30	28	48	227	241	516	94	26	143	270	198
	28%	20%	29% a	37% a	28%	28%	31%	38% ef	33% ef	28% ef	31% ef	19%	15%	37% c	33% c	21%
Talked with friends or family for recommendations about providers	334	78	70	85	32	12	14	23	122	116	261	73	29	66	145	123
	15%	13%	13%	20% ab	17%	11%	15%	18%	18%	14%	16%	15%	16%	17%	18% c	13%
None of these	1226	382	306	205	103	69	48	45	323	518	887	335	134	156	409	656
	57%	65% bcd	57% c	48%	54%	64% c	52%	35%	47%	61% abd	53% ab	69% abcd	73% abcd	40%	50% a	69% ab

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

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Discussed deals or offers with any other provider	218	128	90	76	60	46	34	175	20	18	**	22	61	86	74	105
	10%	11%	9%	11%	10%	10%	8%	10%	10%	13%	**	9%	8%	13% b	11%	9%
Looked at deals or offers from any other provider	612	360	250	198	181	127	101	500	54	43	**	62	237	198	206	324
	28%	31%	26%	30%	30%	28%	24%	28%	26%	32%	**	26%	32%	30%	31%	29%
Talked with friends or family for recommendations about providers	334	173	161	104	100	62	64	266	33	22	**	42	125	91	96	165
	15%	15%	17%	16%	17%	14%	15%	15%	16%	16%	**	17%	17%	14%	14%	15%
None of these	1226	647	569	368	338	250	256	996	127	72	**	131	399	371	366	651
	57%	55%	58%	55%	56%	56%	60%	57%	61%	53%	**	54%	54%	55%	55%	58%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Yes - in the last 6 months	92	17	76	23	70	92	-	92	66	39	27	3	8	16
	4%	6%	4%	4%	4%	8%	-%	44%	45%	5%	4%	2%	3%	7%
						b		ab	ab					
Yes - 7 to 12 months ago	116	30	86	42	74	116	-	116	83	41	30	5	18	25
	5%	11%	5%	8%	5%	10%	-%	56%	55%	5%	4%	3%	6%	11%
		b		b		b		ab	ab					abc
Yes – 13 to 18 months ago	130	36	95	52	78	130	-	-	-	42	27	8	26	30
	6%	13%	5%	10%	5%	11%	-%	-%	-%	5%	4%	5%	9%	13%
		b		b		bcd							b	ab
Yes – 1.5 to 2 years ago	115	16	99	36	80	115	-	-	-	41	42	5	16	14
	5%	6%	5%	7%	5%	9%	-%	-%	-%	5%	6%	3%	6%	6%
						bcd								
Yes – 2 to 3 years ago	166	16	149	43	123	166	-	-	-	62	62	4	25	14
	8%	6%	8%	8%	8%	14%	-%	-%	-%	8%	8%	3%	9%	6%
						bcd								
Yes – More than 3 years ago	596	38	558	110	486	596	-	-	-	189	234	61	80	34
	28%	14%	30%	21%	30%	49%	-%	-%	-%	24%	32%	42%	29%	15%
		a		a		bcd				e	ae	ade	e	
No – never changed provider	943	121	822	231	712	-	943	-	-	359	318	62	107	100
	44%	44%	44%	43%	44%	-%	100%	-%	-%	46%	43%	42%	38%	43%
						acd								

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

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Yes - in the last 6 months	92	13	17	24	8	10	2	11	33	28	72	21	8	26	35	32
	4%	2%	3%	6%	4%	9%	3%	8%	5%	3%	4%	4%	4%	7%	4%	3%
Yes - 7 to 12 months ago	116	20	24	20	8	8	11	14	63	34	111	5	3	44	53	19
	5%	3%	5%	5%	4%	8%	12%	11%	9%	4%	7%	1%	2%	11%	7%	2%
Yes – 13 to 18 months ago	130	32	27	15	12	8	10	21	57	34	112	18	8	45	48	38
	6%	5%	5%	4%	6%	7%	11%	16%	8%	4%	7%	4%	5%	12%	6%	4%
Yes – 1.5 to 2 years ago	115	26	34	15	6	8	9	10	46	41	97	19	3	29	47	39
	5%	4%	6%	4%	3%	8%	10%	8%	7%	5%	6%	4%	1%	8%	6%	4%
Yes – 2 to 3 years ago	166	29	45	17	16	12	12	6	58	78	141	23	11	26	78	60
	8%	5%	8%	4%	8%	11%	13%	4%	8%	9%	8%	5%	6%	7%	10%	6%
Yes – More than 3 years ago	596	92	176	137	61	45	25	14	141	280	435	158	51	46	224	323
	28%	16%	33%	32%	32%	42%	28%	11%	20%	33%	26%	33%	28%	12%	27%	34%
No – never changed provider	943	376	211	199	80	17	22	53	295	353	701	241	99	173	333	436
	44%	64%	40%	47%	42%	15%	24%	41%	43%	42%	42%	50%	54%	44%	41%	46%

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

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES – When did you most recently change provider for your landline service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Yes - in the last 6 months	92	53	39	38	24	14	15	72	10	10	**	9	39	27	36	41
	4%	5%	4%	6%	4%	3%	4%	4%	5%	7%	**	4%	5%	4%	5%	4%
Yes - 7 to 12 months ago	116	74	43	46	36	20	14	98	11	5	**	16	43	43	41	55
	5%	6%	4%	7%	6%	5%	3%	6%	5%	3%	**	7%	6%	6%	6%	5%
				d												
Yes – 13 to 18 months ago	130	73	58	37	42	26	25	108	6	13	**	18	56	34	42	63
	6%	6%	6%	6%	7%	6%	6%	6%	3%	9%	**	7%	8%	5%	6%	6%
Yes – 1.5 to 2 years ago	115	74	41	30	39	26	20	92	11	7	**	12	49	39	38	57
	5%	6%	4%	5%	6%	6%	5%	5%	5%	5%	**	5%	7%	6%	6%	5%
Yes – 2 to 3 years ago	166	98	67	46	46	45	26	137	12	14	**	16	57	49	37	91
	8%	8%	7%	7%	8%	10%	6%	8%	6%	10%	**	6%	8%	7%	6%	8%
Yes – More than 3 years ago	596	330	260	199	171	114	108	487	55	38	**	70	187	181	174	332
	28%	28%	27%	30%	28%	26%	25%	28%	26%	28%	**	29%	25%	27%	26%	30%
No – never changed provider	943	473	465	270	245	200	217	762	104	50	**	102	304	296	300	482
	44%	40%	48%	40%	41%	45%	51%	43%	50%	37%	**	42%	41%	44%	45%	43%
			a				ab									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	c	d	a	~b	~c	~d	~e
Unweighted total	269	70	199	91	178	269	-	269	144	110	48	12	43	59
Effective Weighted Sample	207	48	159	65	142	207	-	207	130	97	41	10	32	41
Total	209	47	162	65	144	209	-	209	149	80	57	7	26	41
BT	40	**	36	**	32	40	**	40	29	13	**	**	**	**
	19%	**	22%	**	22%	19%	**	19%	20%	17%	**	**	**	**
Sky	40	**	29	**	28	40	**	40	28	13	**	**	**	**
	19%	**	18%	**	19%	19%	**	19%	19%	16%	**	**	**	**
Virgin Media	24	**	22	**	22	24	**	24	18	12	**	**	**	**
	12%	**	14%	**	16%	12%	**	12%	12%	15%	**	**	**	**
EE	23	**	16	**	13	23	**	23	11	10	**	**	**	**
	11%	**	10%	**	9%	11%	**	11%	7%	12%	**	**	**	**
TalkTalk	22	**	18	**	14	22	**	22	18	6	**	**	**	**
	11%	**	11%	**	10%	11%	**	11%	12%	7%	**	**	**	**
Plusnet	13	**	11	**	9	13	**	13	10	8	**	**	**	**
	6%	**	7%	**	6%	6%	**	6%	7%	10%	**	**	**	**
NOW/ NOW Broadband	13	**	8	**	6	13	**	13	9	5	**	**	**	**
	6%	**	5%	**	4%	6%	**	6%	6%	7%	**	**	**	**
Vodafone	7	**	6	**	6	7	**	7	6	6	**	**	**	**
	3%	**	4%	**	4%	3%	**	3%	4%	7%	**	**	**	**
John Lewis	7	**	3	**	2	7	**	7	5	1	**	**	**	**
	3%	**	2%	**	1%	3%	**	3%	4%	1%	**	**	**	**
OVO/ SSE	4	**	2	**	2	4	**	4	3	-	**	**	**	**
	2%	**	2%	**	2%	2%	**	2%	2%	-%	**	**	**	**
Shell Energy/ Post Office	4	**	4	**	4	4	**	4	4	3	**	**	**	**
	2%	**	2%	**	2%	2%	**	2%	2%	4%	**	**	**	**
KCOM	2	**	-	**	-	2	**	2	-	-	**	**	**	**
	1%	**	-%	**	-%	1%	**	1%	-%	-%	**	**	**	**
The Phone Co-op	1	**	1	**	1	1	**	1	1	1	**	**	**	**
	1%	**	1%	**	1%	1%	**	1%	1%	1%	**	**	**	**
POP Telecom	1	**	*	**	*	1	**	1	-	-	**	**	**	**
	1%	**	*%	**	*%	1%	**	1%	-%	-%	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		~a	b	~a	b	a	~b	c	d	a	~b	~c	~d	~e
Significance Level: 99%														
Unweighted total	269	70	199	91	178	269	-	269	144	110	48	12	43	59
Effective Weighted Sample	207	48	159	65	142	207	-	207	130	97	41	10	32	41
Total	209	47	162	65	144	209	-	209	149	80	57	7	26	41
Other supplier	6	**	4	**	4	6	**	6	6	3	**	**	**	**
	3%	**	3%	**	3%	3%	**	3%	4%	4%	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	16-24 ~a	25-44 b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	16-34 ~a	35-54 b	55+ ~c
Significance Level: 99%																
Unweighted total	269	50	49	44	23	24	23	40	124	78	242	27	10	96	115	58
Effective Weighted Sample	207	36	37	36	17	22	16	28	92	64	183	24	9	67	89	51
Total	209	33	41	43	16	18	14	25	96	62	183	26	10	70	88	51
BT	40	**	**	**	**	**	**	**	13	**	32	**	**	**	17	**
	19%	**	**	**	**	**	**	**	14%	**	17%	**	**	**	19%	**
Sky	40	**	**	**	**	**	**	**	19	**	36	**	**	**	18	**
	19%	**	**	**	**	**	**	**	20%	**	20%	**	**	**	20%	**
Virgin Media	24	**	**	**	**	**	**	**	8	**	19	**	**	**	10	**
	12%	**	**	**	**	**	**	**	8%	**	11%	**	**	**	11%	**
EE	23	**	**	**	**	**	**	**	12	**	22	**	**	**	8	**
	11%	**	**	**	**	**	**	**	12%	**	12%	**	**	**	9%	**
TalkTalk	22	**	**	**	**	**	**	**	12	**	19	**	**	**	8	**
	11%	**	**	**	**	**	**	**	12%	**	10%	**	**	**	10%	**
Plusnet	13	**	**	**	**	**	**	**	7	**	13	**	**	**	7	**
	6%	**	**	**	**	**	**	**	7%	**	7%	**	**	**	8%	**
NOW/ NOW Broadband	13	**	**	**	**	**	**	**	9	**	13	**	**	**	5	**
	6%	**	**	**	**	**	**	**	9%	**	7%	**	**	**	5%	**
Vodafone	7	**	**	**	**	**	**	**	5	**	7	**	**	**	7	**
	3%	**	**	**	**	**	**	**	5%	**	4%	**	**	**	7%	**
John Lewis	7	**	**	**	**	**	**	**	4	**	6	**	**	**	1	**
	3%	**	**	**	**	**	**	**	4%	**	3%	**	**	**	2%	**
OVO/ SSE	4	**	**	**	**	**	**	**	3	**	4	**	**	**	1	**
	2%	**	**	**	**	**	**	**	3%	**	2%	**	**	**	2%	**
Shell Energy/ Post Office	4	**	**	**	**	**	**	**	1	**	4	**	**	**	2	**
	2%	**	**	**	**	**	**	**	1%	**	2%	**	**	**	2%	**
KCOM	2	**	**	**	**	**	**	**	1	**	2	**	**	**	*	**
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	*%	**
The Phone Co-op	1	**	**	**	**	**	**	**	-	**	*	**	**	**	-	**
	1%	**	**	**	**	**	**	**	-%	**	*%	**	**	**	-%	**
POP Telecom	1	**	**	**	**	**	**	**	1	**	1	**	**	**	*	**
	1%	**	**	**	**	**	**	**	1%	**	1%	**	**	**	*%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	b	~c
Unweighted total	269	50	49	44	23	24	23	40	124	78	242	27	10	96	115	58
Effective Weighted Sample	207	36	37	36	17	22	16	28	92	64	183	24	9	67	89	51
Total	209	33	41	43	16	18	14	25	96	62	183	26	10	70	88	51
Other supplier	6	**	**	**	**	**	**	**	3	**	4	**	**	**	3	**
	3%	**	**	**	**	**	**	**	3%	**	2%	**	**	**	4%	**

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	a	b
Unweighted total	269	164	105	114	71	40	42	219	26	19	5	35	116	82	115	109
Effective Weighted Sample	207	122	85	85	59	29	35	173	18	12	4	24	88	66	84	90
Total	209	127	81	84	60	34	29	170	21	15	3	25	82	70	77	96
BT	40	28	12	22	**	**	**	36	**	**	**	**	18	**	12	19
	19%	22%	15%	27%	**	**	**	21%	**	**	**	**	21%	**	16%	19%
Sky	40	22	18	14	**	**	**	35	**	**	**	**	15	**	16	17
	19%	17%	22%	17%	**	**	**	20%	**	**	**	**	18%	**	20%	18%
Virgin Media	24	15	9	9	**	**	**	20	**	**	**	**	11	**	8	16
	12%	12%	11%	10%	**	**	**	12%	**	**	**	**	14%	**	10%	16%
EE	23	12	12	6	**	**	**	17	**	**	**	**	9	**	9	12
	11%	9%	14%	7%	**	**	**	10%	**	**	**	**	11%	**	11%	12%
TalkTalk	22	14	8	9	**	**	**	18	**	**	**	**	7	**	8	13
	11%	11%	10%	11%	**	**	**	10%	**	**	**	**	9%	**	10%	13%
Plusnet	13	7	6	6	**	**	**	12	**	**	**	**	7	**	3	7
	6%	6%	8%	7%	**	**	**	7%	**	**	**	**	8%	**	4%	7%
NOW/ NOW Broadband	13	10	3	7	**	**	**	11	**	**	**	**	3	**	8	2
	6%	8%	4%	8%	**	**	**	7%	**	**	**	**	4%	**	10%	2%
Vodafone	7	2	5	1	**	**	**	5	**	**	**	**	2	**	2	5
	3%	2%	6%	1%	**	**	**	3%	**	**	**	**	2%	**	2%	5%
John Lewis	7	6	1	3	**	**	**	5	**	**	**	**	2	**	4	1
	3%	4%	1%	4%	**	**	**	3%	**	**	**	**	3%	**	5%	1%
OVO/ SSE	4	3	1	3	**	**	**	4	**	**	**	**	1	**	3	1
	2%	2%	2%	3%	**	**	**	2%	**	**	**	**	1%	**	4%	1%
Shell Energy/ Post Office	4	1	3	*	**	**	**	2	**	**	**	**	2	**	*	2
	2%	1%	3%	*%	**	**	**	1%	**	**	**	**	2%	**	*%	2%
KCOM	2	2	*	2	**	**	**	2	**	**	**	**	-	**	2	-
	1%	2%	*%	2%	**	**	**	1%	**	**	**	**	-%	**	2%	-%
The Phone Co-op	1	1	-	-	**	**	**	1	**	**	**	**	1	**	1	-
	1%	1%	-%	-%	**	**	**	1%	**	**	**	**	1%	**	1%	-%
POP Telecom	1	1	-	1	**	**	**	1	**	**	**	**	1	**	1	-
	1%	1%	-%	1%	**	**	**	*%	**	**	**	**	1%	**	1%	-%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28A. Which provider did you previously use for your landline service?

Base : Those who have changed supplier in the last twelve months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	~b	~c	~d	a	~b	~c	~d	~a	b	~c	a	b
Unweighted total	269	164	105	114	71	40	42	219	26	19	5	35	116	82	115	109
Effective Weighted Sample	207	122	85	85	59	29	35	173	18	12	4	24	88	66	84	90
Total	209	127	81	84	60	34	29	170	21	15	3	25	82	70	77	96
Other supplier	6	4	3	1	**	**	**	1	**	**	**	**	4	**	1	2
	3%	3%	3%	2%	**	**	**	1%	**	**	**	**	5%	**	1%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	b	c	d	e
Unweighted total	1219	161	1058	307	912	1219	-	269	144	500	298	101	197	134
Effective Weighted Sample	1047	126	921	254	793	1047	-	207	130	465	278	94	176	106
Total	1217	153	1063	305	912	1217	-	209	149	414	421	86	172	134
Yes	303	60	244	94	209	303	**	60	-	85	105	21	42	52
	25%	39%	23%	31%	23%	25%	**	29%	-%	20%	25%	25%	24%	39%
		b		b		d		d						abd
No	914	94	820	211	703	914	**	149	149	329	316	64	130	82
	75%	61%	77%	69%	77%	75%	**	71%	100%	80%	75%	75%	76%	61%
			a		a				ac	e	e		e	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN	TALK-	PLUS-	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
		a	b	c	d	e	~f	~a	b	c	d	e	~f	a	b	c
Significance Level: 99%	Total															
Unweighted total	1219	229	284	201	117	109	84	77	392	487	956	259	89	225	467	523
Effective Weighted Sample	1047	195	246	177	100	102	72	56	321	435	810	237	81	173	398	477
Total	1217	211	323	228	111	91	70	74	397	496	967	245	83	216	484	512
Yes	303	62	85	58	18	20	**	**	146	86	274	28	**	98	133	72
	25%	29%	26%	25%	16%	22%	**	**	37%	17%	28%	12%	**	45%	27%	14%
		d							cde		ce			bc	c	
No	914	149	238	170	93	71	**	**	251	410	694	216	**	118	352	440
	75%	71%	74%	75%	84%	78%	**	**	63%	83%	72%	88%	**	55%	73%	86%
					a				bd	bd	b	bd			a	ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the landline service you changed most recently.

Base : Those who have ever changed supplier

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1219	685	527	440	354	188	228	1001	102	86	30	143	446	366	393	619
Effective Weighted Sample	1047	588	454	382	317	162	200	863	85	72	27	116	375	323	324	545
Total	1217	702	508	397	358	245	208	994	105	86	32	141	431	373	369	638
Yes	303	181	117	104	77	71	50	242	32	**	**	37	117	96	110	143
	25%	26%	23%	26%	21%	29%	24%	24%	31%	**	**	26%	27%	26%	30% b	22%
No	914	521	391	293	281	174	158	751	73	**	**	104	314	277	259	496
	75%	74%	77%	74%	79%	71%	76%	76%	69%	**	**	74%	73%	74%	70%	78% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	c	d	e
Unweighted total	1826	190	1636	421	1405	950	876	-	-	805	463	156	261	152
Effective Weighted Sample	1630	169	1464	374	1257	844	785	-	-	765	442	149	246	136
Total	1951	228	1723	472	1480	1008	943	-	-	693	683	140	253	193
Yes	285	46	239	78	207	186	99	**	**	105	92	20	27	41
	15%	20%	14%	17%	14%	18%	11%	**	**	15%	13%	14%	11%	21%
						b								d
No	1519	153	1366	345	1174	748	771	**	**	537	539	112	213	127
	78%	67%	79%	73%	79%	74%	82%	**	**	78%	79%	80%	84%	66%
			a		a		a			e	e	e	e	
Not sure	148	29	119	49	99	75	73	**	**	51	52	7	13	25
	8%	13%	7%	10%	7%	7%	8%	**	**	7%	8%	5%	5%	13%
		b												d

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1826	559	406	321	176	102	83	74	523	747	1344	477	171	271	651	899
Effective Weighted Sample	1630	503	364	289	158	96	77	66	462	682	1202	429	152	235	582	819
Total	1951	554	494	383	175	89	78	102	597	787	1486	459	172	319	730	897
Yes	285	68	60	70	28	12	**	**	105	119	246	39	14	58	134	93
	15%	12%	12%	18%	16%	13%	**	**	18% ef	15% e	17% ef	8%	8%	18% c	18% c	10%
No	1519	448	389	289	128	76	**	**	432	627	1119	396	147	215	539	761
	78%	81%	79%	75%	73%	85%	**	**	72%	80% b	75%	86% bcd	85% bd	67%	74%	85% ab
Not sure	148	38	45	24	19	2	**	**	60	41	122	24	11	45	57	44
	8%	7%	9%	6%	11% e	2%	**	**	10% ce	5%	8%	5%	7%	14% bc	8%	5%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?

Base : Those who have not changed supplier in the last year

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	1826	939	875	601	519	291	396	1488	171	115	52	201	604	563	550	963
Effective Weighted Sample	1630	845	776	546	475	267	355	1327	153	102	48	176	537	510	489	862
Total	1951	1047	892	584	543	411	396	1585	188	122	56	218	653	598	592	1025
Yes	285	166	119	89	76	66	50	229	19	32	**	34	111	89	90	152
	15%	16%	13%	15%	14%	16%	13%	14%	10%	26% ab	**	15%	17%	15%	15%	15%
No	1519	806	702	458	428	305	315	1238	152	82	**	165	498	482	460	824
	78%	77%	79%	79%	79%	74%	80%	78% c	81% c	67%	**	76%	76%	81%	78%	80%
Not sure	148	75	70	37	39	39	31	118	17	8	**	19	44	28	41	49
	8%	7%	8%	6%	7%	10%	8%	7%	9%	7%	**	9%	7%	5%	7%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Up to 6 months	107	18	89	27	80	92	15	92	66	45	32	3	9	17
	5%	7%	5%	5%	5%	8%	2%	44%	45%	6%	4%	2%	3%	7%
						b		ab	ab					
7 to 12 months	143	32	111	46	97	116	26	116	83	53	39	6	20	27
	7%	12%	6%	8%	6%	10%	3%	56%	55%	7%	5%	4%	7%	12%
		b				b		ab	ab					bc
13 to 18 months	158	38	120	56	102	130	28	-	-	48	41	11	27	32
	7%	14%	6%	11%	6%	11%	3%	-%	-%	6%	6%	8%	10%	14%
		b		b		bcd	c							ab
1.5 years to 2 years	147	22	125	47	100	115	32	-	-	55	47	7	24	17
	7%	8%	7%	9%	6%	9%	3%	-%	-%	7%	6%	5%	8%	7%
						bcd	c							
More than 2 years, up to 3 years	201	18	183	50	152	166	35	-	-	82	71	5	29	16
	9%	7%	10%	9%	9%	14%	4%	-%	-%	11%	10%	4%	10%	7%
						bcd	c			c			c	
More than 3 years, up to 5 years	287	15	272	53	234	186	101	-	-	106	107	21	45	10
	13%	5%	14%	10%	14%	15%	11%	-%	-%	14%	14%	14%	16%	4%
		a			a	bcd	cd			e	e	e	e	
More than 5 years, up to 10 years	363	29	334	71	293	216	147	-	-	113	146	30	48	28
	17%	11%	18%	13%	18%	18%	16%	-%	-%	15%	20%	20%	17%	12%
		a				cd	cd							
More than 10 years	679	89	590	165	514	166	513	-	-	241	235	61	67	76
	31%	32%	31%	31%	32%	14%	54%	-%	-%	31%	32%	42%	24%	32%
						cd	acd					ad		
Don't know/ can't remember	75	14	61	22	52	28	47	-	-	30	21	3	10	11
	3%	5%	3%	4%	3%	2%	5%	-%	-%	4%	3%	2%	4%	5%
						acd								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Up to 6 months	107	15	20	25	9	11	2	14	41	32	86	22	8	34	37	36
	5%	3%	4%	6%	5%	10% ab	3%	11% ce	6%	4%	5%	4%	4%	9% bc	5%	4%
7 to 12 months	143	22	33	26	11	9	11	16	77	42	135	7	4	54	65	24
	7%	4%	6%	6%	6%	9%	12% a	13% cef	11% cef	5% e	8% cef	2% 2%	2%	14% bc	8% c	3%
13 to 18 months	158	38	36	22	15	8	10	22	73	43	138	20	9	57	56	45
	7%	7%	7%	5%	8%	7%	11%	17% cdef	11% ce	5% ce	8% ce	4% 5%	5%	15% bc	7%	5%
1.5 years to 2 years	147	28	38	24	12	8	14	17	65	43	126	21	3	46	59	42
	7%	5%	7%	6%	6%	8% abcd	15% cef	14% cef	9% cef	5% f	8% f	4% 1%	1%	12% bc	7%	4%
More than 2 years, up to 3 years	201	39	52	21	24	14	12	12	76	84	172	28	15	45	87	68
	9%	7%	10% c	5% c	12% c	13% c	13% c	9%	11% e	10% e	10% e	6% 8%	8%	12% c	11%	7%
More than 3 years, up to 5 years	287	58	89	53	18	24	12	15	117	106	238	49	16	72	101	114
	13%	10%	17% a	13% a	10% a	23% acd	13%	12%	17% ef	13%	14%	10% 10%	9% 9%	18% bc	12%	12%
More than 5 years, up to 10 years	363	65	111	83	38	22	18	9	115	150	274	87	34	41	155	165
	17%	11%	21% a	20% a	20% a	21% a	20%	7% 7%	17% a	18% a	16% a	18% a	19% a	11% a	19% a	17% a
More than 10 years	679	300	137	160	52	10	7	9	102	325	436	240	93	17	232	427
	31%	51% bcdef	26% ef	38% bef	27% ef	9%	8%	7%	15%	38% abd	26% ab	50% abcd	51% abcd	4% 4%	28% a	45% ab
Don't know/ can't remember	75	20	18	10	13	1	5	14	27	23	64	11	1	22	25	28
	3%	3%	3%	2%	7%	1%	6%	11% bcdef	4%	3%	4%	2%	1% *	6%	3%	3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Up to 6 months	107	58	49	40	31	17	18	86	10	10	**	11	42	33	39	52
	5%	5%	5%	6%	5%	4%	4%	5%	5%	7%	**	5%	6%	5%	6%	5%
7 to 12 months	143	92	51	49	45	27	20	120	14	5	**	17	51	55	49	68
	7%	8%	5%	7%	8%	6%	5%	7%	7%	3%	**	7%	7%	8%	7%	6%
13 to 18 months	158	82	76	39	49	37	33	130	11	14	**	21	70	39	52	73
	7%	7%	8%	6%	8%	8%	8%	7%	5%	10%	**	9%	10%	6%	8%	7%
1.5 years to 2 years	147	93	54	38	46	35	28	117	15	10	**	14	58	49	49	67
	7%	8%	6%	6%	8%	8%	7%	7%	7%	7%	**	6%	8%	7%	7%	6%
More than 2 years, up to 3 years	201	108	93	54	62	48	35	167	15	15	**	20	69	61	46	109
	9%	9%	10%	8%	10%	11%	8%	10%	7%	11%	**	8%	9%	9%	7%	10%
More than 3 years, up to 5 years	287	147	140	91	77	60	58	223	36	22	**	32	88	104	74	164
	13%	13%	14%	14%	13%	14%	14%	13%	17%	16%	**	13%	12%	16%	11%	15%
More than 5 years, up to 10 years	363	180	178	103	114	72	70	303	31	17	**	47	114	112	115	196
	17%	15%	18%	15%	19%	16%	16%	17%	15%	12%	**	19%	15%	17%	17%	17%
More than 10 years	679	377	297	225	158	141	146	551	67	41	**	74	230	194	227	362
	31%	32%	31%	34% b	26%	32%	34% b	31%	32%	30%	**	30%	31%	29%	34%	32%
Don't know/ can't remember	75	36	36	28	21	9	17	58	10	3	**	7	12	20	19	30
	3%	3%	4%	4%	4%	2%	4%	3%	5%	2%	**	3%	2%	3%	3%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted total	462	39	423	112	350	330	132	-	-	216	111	28	82	29
Effective Weighted Sample	410	35	376	99	312	291	120	-	-	203	106	27	79	26
Total	505	46	459	126	380	360	145	-	-	192	173	26	82	36
This is my first contract with them	124	**	100	40	85	89	35	**	**	47	34	**	**	**
	25%	**	22%	32%	22%	25%	24%	**	**	24%	20%	**	**	**
I have renewed my contract with them	349	**	333	72	278	245	104	**	**	133	130	**	**	**
	69%	**	73%	57%	73%	68%	72%	**	**	69%	75%	**	**	**
					a									
Not sure	31	**	26	14	17	26	6	**	**	12	9	**	**	**
	6%	**	6%	11%	5%	7%	4%	**	**	6%	5%	**	**	**
				b										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~f	~a	b	c	d	~e	~f	a	b	c
Unweighted total	462	98	111	64	40	44	33	32	177	168	377	84	30	121	168	172
Effective Weighted Sample	410	87	100	57	36	42	31	29	156	153	335	77	27	107	149	159
Total	505	99	141	79	44	39	32	41	208	177	426	78	27	145	191	168
This is my first contract with them	124	**	31	**	**	**	**	**	58	39	111	**	**	41	53	30
	25%	**	22%	**	**	**	**	**	28%	22%	26%	**	**	28%	28%	18%
I have renewed my contract with them	349	**	104	**	**	**	**	**	140	126	291	**	**	99	121	127
	69%	**	74%	**	**	**	**	**	67%	71%	68%	**	**	68%	64%	76%
Not sure	31	**	7	**	**	**	**	**	10	12	24	**	**	5	17	10
	6%	**	5%	**	**	**	**	**	5%	7%	6%	**	**	3%	9%	6%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	462	231	230	134	138	83	104	378	41	34	9	50	155	146	115	247
Effective Weighted Sample	410	207	203	123	127	77	93	336	36	30	9	43	136	132	103	219
Total	505	270	235	131	143	125	104	409	47	39	11	54	177	157	131	264
This is my first contract with them	124	70	54	38	34	**	17	100	**	**	**	**	45	36	31	63
	25%	26%	23%	29%	24%	**	17%	24%	**	**	**	**	26%	23%	24%	24%
I have renewed my contract with them	349	184	165	86	106	**	76	284	**	**	**	**	120	111	88	191
	69%	68%	70%	65%	74%	**	74%	69%	**	**	**	**	68%	71%	67%	72%
Not sure	31	15	16	8	3	**	10	25	**	**	**	**	12	10	12	10
	6%	6%	7%	6%	2%	**	10%	6%	**	**	**	**	7%	6%	9%	4%
							b									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		a	b	a	b	a	b	c	d	a	b	c	d	e
Significance Level: 99%														
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Yes	831	109	722	186	645	508	323	103	60	298	269	65	105	97
	38%	40%	38%	35%	40%	42%	34%	49%	40%	39%	36%	44%	38%	42%
						b		b						
No	1329	166	1163	350	978	709	620	106	89	475	471	82	174	137
	62%	60%	62%	65%	60%	58%	66%	51%	60%	61%	64%	56%	62%	58%
							ac							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

		LANDLINE SUPPLIER						AGE						AGE (2)			
Total		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	
Significance Level: 99%		a	b	c	d	e	f	a	b	c	d	e	f	a	b	c	
Unweighted total		2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample		1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total		2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Yes		831	207	200	179	67	54	37	66	294	300	660	170	56	174	331	325
		38%	35%	37%	42%	35%	50% ad	40%	52% cdef	43% cf	35%	40%	35%	31%	45% c	40% c	34%
No		1329	380	334	247	124	53	55	61	398	549	1009	315	126	214	487	623
		62%	65% e	63%	58%	65% e	50%	60%	48%	57%	65% ab	60% a	65% a	69% ab	55%	60%	66% ab

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Yes	831	459	372	276	241	152	155	686	68	57	**	90	297	265	280	417
	38%	39%	38%	41%	40%	34%	37%	39%	33%	42%	**	37%	40%	40%	42%	37%
No	1329	716	601	391	362	293	269	1070	141	79	**	154	438	403	389	704
	62%	61%	62%	59%	60%	66%	63%	61%	67%	58%	**	63%	60%	60%	58%	63%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted total	858	119	739	197	661	556	302	162	61	366	195	75	125	101
Effective Weighted Sample	728	87	642	156	573	459	270	122	56	343	180	69	107	75
Total	831	109	722	186	645	508	323	103	60	298	269	65	105	97
Looked into deals with my existing provider at that time	355 43%	26 24%	329 46% a	56 30%	299 46% a	192 38%	163 50% ac	33 32%	** **	123 41% e	134 50% e	** **	47 45% e	22 23%
Looked into deals with alternative provider/s	265 32%	33 30%	232 32%	52 28%	213 33%	180 35% b	86 26%	41 40% b	** **	89 30%	92 34%	** **	32 31%	28 29%
Contacted my existing provider at that time	236 28%	26 24%	210 29%	48 26%	189 29%	144 28%	93 29%	31 30%	** **	70 23%	90 33%	** **	24 22%	25 26%
Signed up for a contract with my existing provider at that time	218 26%	30 28%	187 26%	54 29%	164 25%	132 26%	86 26%	21 21%	** **	81 27%	73 27%	** **	18 17%	26 27%
Contacted alternative provider/s	85 10%	21 19% b	63 9%	30 16% b	54 8%	66 13% b	18 6%	29 28% ab	** **	23 8%	28 11%	** **	11 10%	19 19% a
Signed up for a contract with an alternative provider	57 7%	8 8%	49 7%	17 9%	40 6%	49 10% b	8 2%	29 28% ab	** **	24 8%	16 6%	** **	8 7%	8 8%
Something else	12 1%	2 2%	10 1%	2 1%	10 2%	7 1%	4 1%	1 1%	** **	5 2%	- -%	** **	4 4% b	2 2%
I did not take any action	168 20%	15 14%	152 21%	31 17%	136 21%	95 19% c	73 23% c	5 5%	** **	73 24%	55 20%	** **	20 19%	13 13%
Can't remember	33 4%	6 6%	27 4%	7 4%	26 4%	20 4%	13 4%	8 8%	** **	17 6%	4 2%	** **	5 5%	6 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	~d	~e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	858	234	185	158	73	64	47	71	296	306	673	184	60	188	327	342
Effective Weighted Sample	728	200	157	138	63	60	38	53	239	271	562	168	55	146	272	313
Total	831	207	200	179	67	54	37	66	294	300	660	170	56	174	331	325
Looked into deals with my existing provider at that time	355 43%	77 37%	92 46%	86 48%	** **	** **	** **	** **	110 37%	144 48% b	280 42%	74 44%	** **	65 37%	140 42%	149 46%
Looked into deals with alternative provider/s	265 32%	54 26%	61 31%	67 37%	** **	** **	** **	** **	90 31%	117 39% e	221 33%	45 26%	** **	52 30%	112 34%	101 31%
Contacted my existing provider at that time	236 28%	47 23%	73 37% a	60 33%	** **	** **	** **	** **	78 26%	95 32%	192 29%	44 26%	** **	49 28%	96 29%	92 28%
Signed up for a contract with my existing provider at that time	218 26%	50 24%	52 26%	48 27%	** **	** **	** **	** **	73 25%	78 26%	170 26%	47 28%	** **	47 27%	81 25%	89 27%
Contacted alternative provider/s	85 10%	13 6%	26 13%	18 10%	** **	** **	** **	** **	35 12% e	32 11%	77 12% e	7 4%	** **	22 13%	41 12% c	22 7%
Signed up for a contract with an alternative provider	57 7%	12 6%	13 6%	8 5%	** **	** **	** **	** **	24 8%	19 6%	51 8%	6 4%	** **	20 11% c	22 7%	16 5%
Something else	12 1%	4 2%	2 1%	1 *%	** **	** **	** **	** **	6 2%	3 1%	10 2%	2 1%	** **	2 1%	5 2%	4 1%
I did not take any action	168 20%	47 23%	38 19%	44 25%	** **	** **	** **	** **	59 20%	57 19%	125 19%	43 25%	** **	28 16%	58 17%	82 25%
Can't remember	33 4%	10 5%	6 3%	1 1%	** **	** **	** **	** **	17 6%	9 3%	28 4%	5 3%	** **	11 6%	13 4%	9 3%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	858	469	388	317	244	124	165	706	71	60	21	96	315	270	301	418
Effective Weighted Sample	728	396	332	269	216	104	142	600	60	50	19	77	263	237	247	364
Total	831	459	372	276	241	152	155	686	68	57	20	90	297	265	280	417
Looked into deals with my existing provider at that time	355	201	153	110	117	60	63	302	**	**	**	**	130	114	108	196
	43%	44%	41%	40%	48%	40%	41%	44%	**	**	**	**	44%	43%	39%	47%
Looked into deals with alternative provider/s	265	154	112	93	83	47	42	218	**	**	**	**	101	89	83	152
	32%	33%	30%	34%	34%	31%	27%	32%	**	**	**	**	34%	33%	30%	37%
Contacted my existing provider at that time	236	141	95	76	72	47	38	197	**	**	**	**	84	73	62	147
	28%	31%	26%	28%	30%	31%	24%	29%	**	**	**	**	28%	28%	22%	35% a
Signed up for a contract with my existing provider at that time	218	129	89	76	72	25	43	182	**	**	**	**	82	69	88	104
	26%	28%	24%	28%	30% c	16%	28%	27%	**	**	**	**	28%	26%	32%	25%
Contacted alternative provider/s	85	53	31	31	25	14	15	67	**	**	**	**	25	29	29	45
	10%	12%	8%	11%	10%	9%	9%	10%	**	**	**	**	8%	11%	10%	11%
Signed up for a contract with an alternative provider	57	31	26	16	21	10	9	45	**	**	**	**	25	16	22	29
	7%	7%	7%	6%	9%	7%	6%	7%	**	**	**	**	8%	6%	8%	7%
Something else	12	7	5	6	5	*	1	8	**	**	**	**	4	5	3	7
	1%	2%	1%	2%	2%	*%	*%	1%	**	**	**	**	1%	2%	1%	2%
I did not take any action	168	82	85	58	49	30	29	140	**	**	**	**	50	67	54	88
	20%	18%	23%	21%	20%	20%	19%	20%	**	**	**	**	17%	25%	19%	21%
Can't remember	33	19	14	7	11	5	9	27	**	**	**	**	10	5	8	13
	4%	4%	4%	3%	5%	3%	6%	4%	**	**	**	**	3%	2%	3%	3%

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

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Agree strongly	425	77	348	144	281	233	192	59	37	135	132	28	64	67
	20%	28%	18%	27%	17%	19%	20%	28%	25%	17%	18%	19%	23%	29%
		b		b				ab						ab
Agree slightly	757	101	657	192	566	436	321	66	46	280	247	41	111	83
	35%	37%	35%	36%	35%	36%	34%	32%	31%	36%	33%	28%	40%	35%
													c	
Disagree slightly	381	33	348	68	314	237	144	37	27	132	155	29	41	27
	18%	12%	18%	13%	19%	19%	15%	18%	18%	17%	21%	20%	15%	12%
					a						e			
Disagree strongly	273	14	260	42	231	176	97	33	30	119	90	30	24	12
	13%	5%	14%	8%	14%	14%	10%	16%	20%	15%	12%	20%	8%	5%
			a		a	b			b	de	e	bde		
Don't know	323	50	273	91	232	135	188	13	10	106	115	20	40	44
	15%	18%	14%	17%	14%	11%	20%	6%	6%	14%	15%	13%	14%	19%
							acd							
TOTAL AGREE	1182	177	1005	336	846	669	514	126	83	415	380	68	175	150
	55%	65%	53%	63%	52%	55%	54%	60%	55%	54%	51%	46%	63%	64%
		b		b									abc	abc
TOTAL DISAGREE	655	47	608	110	545	413	242	70	57	251	246	59	65	39
	30%	17%	32%	20%	34%	34%	26%	33%	38%	33%	33%	40%	23%	17%
			a		a	b			b	de	de	de		

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

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Agree strongly	425	111	105	79	41	16	19	36	120	146	302	122	48	81	135	208
	20%	19%	20%	19%	22%	15%	21%	29% bcd	17%	17%	18%	25% bcd	26% bcd	21%	17%	22% b
Agree slightly	757	227	177	130	65	41	36	51	261	288	600	156	55	151	304	301
	35%	39% c	33%	30%	34%	38%	39%	40%	38%	34%	36%	32%	30%	39%	37%	32%
Disagree slightly	381	86	114	84	30	23	12	15	138	153	306	75	28	63	165	152
	18%	15%	21% a	20%	16%	22%	14%	12%	20%	18%	18%	15%	15%	16%	20%	16%
Disagree strongly	273	62	58	67	28	16	10	11	86	130	226	47	14	47	106	121
	13%	10%	11%	16%	15%	15%	10%	9%	12%	15% ef	14%	10%	8%	12%	13%	13%
Don't know	323	101	80	66	27	11	15	14	89	132	235	85	37	46	107	167
	15%	17%	15%	16%	14%	10%	16%	11%	13%	16%	14%	18%	20%	12%	13%	18% b
TOTAL AGREE	1182	338	282	209	106	57	55	88	381	434	902	278	103	232	440	509
	55%	58% c	53%	49%	55%	53%	60%	69% bcd	55%	51%	54%	57%	57%	60%	54%	54%
TOTAL DISAGREE	655	148	172	151	58	40	22	26	223	283	532	122	42	110	271	273
	30%	25%	32%	35% a	30%	37% a	24%	20%	32% ae	33% aef	32% ae	25%	23%	28%	33%	29%

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

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's landline service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Agree strongly	425	249	172	114	112	100	94	336	43	34	**	43	162	118	154	200
	20%	21%	18%	17%	19%	22%	22%	19%	21%	25%	**	18%	22%	18%	23% b	18%
Agree slightly	757	417	338	258	205	149	140	626	66	46	**	101	245	231	240	390
	35%	35%	35%	39%	34%	33%	33%	36%	31%	33%	**	42%	33%	35%	36%	35%
Disagree slightly	381	213	167	125	111	83	61	302	49	26	**	30	137	144	104	228
	18%	18%	17%	19%	18%	19%	14%	17%	23%	19%	**	12%	19%	22% a	16%	20%
Disagree strongly	273	151	122	84	90	45	51	225	21	14	**	26	98	90	72	157
	13%	13%	13%	13%	15%	10%	12%	13%	10%	10%	**	11%	13%	13%	11%	14%
Don't know	323	144	173	86	84	68	79	267	30	17	**	44	93	85	100	146
	15%	12%	18% a	13%	14%	15%	19% a	15%	15%	12%	**	18%	13%	13%	15%	13%
TOTAL AGREE	1182	665	511	372	318	249	234	962	109	80	**	144	407	350	394	590
	55%	57%	52%	56%	53%	56%	55%	55%	52%	58%	**	59%	55%	52%	59%	53%
TOTAL DISAGREE	655	364	290	209	201	128	112	527	69	40	**	56	235	234	175	385
	30%	31%	30%	31%	33%	29%	26%	30%	33%	29%	**	23%	32% a	35% a	26%	34% a

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Agree strongly	404	79	325	146	257	216	187	49	28	139	108	30	59	69
	19%	29%	17%	27%	16%	18%	20%	24%	19%	18%	15%	20%	21%	30%
		b		b										ab
Agree slightly	783	100	683	202	581	466	317	88	66	314	235	44	113	82
	36%	36%	36%	38%	36%	38%	34%	42%	44%	41%	32%	30%	41%	35%
										bc				
Disagree slightly	529	48	481	99	430	296	232	47	38	186	213	38	58	40
	24%	17%	26%	18%	26%	24%	25%	23%	25%	24%	29%	26%	21%	17%
			a		a						e			
Disagree strongly	312	22	290	43	269	184	128	19	14	93	142	31	27	19
	14%	8%	15%	8%	17%	15%	14%	9%	9%	12%	19%	21%	10%	8%
			a		a	c					ade	ade		
Don't know	132	26	106	46	87	54	78	5	4	41	42	4	22	23
	6%	9%	6%	9%	5%	4%	8%	3%	3%	5%	6%	3%	8%	10%
				b			ac							c
TOTAL AGREE	1187	179	1008	348	838	682	504	137	94	454	343	74	173	151
	55%	65%	53%	65%	52%	56%	53%	66%	63%	59%	46%	50%	62%	65%
		b		b				ab		b			b	bc
TOTAL DISAGREE	841	70	771	142	698	480	361	66	51	278	355	69	85	60
	39%	26%	41%	27%	43%	39%	38%	32%	35%	36%	48%	47%	30%	25%
			a		a					e	ade	ade		

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Agree strongly	404	101	94	59	36	26	23	34	138	140	312	91	39	87	143	174
	19%	17%	18%	14%	19%	24% c	25% c	27% c	20%	17%	19%	19%	21%	22%	17%	18%
Agree slightly	783	215	171	134	93	52	31	42	277	299	619	164	64	151	308	323
	36%	37%	32%	31%	49% abc	49% bc	34%	33%	40%	35%	37%	34%	35%	39%	38%	34%
Disagree slightly	529	159	144	106	31	24	24	26	174	208	408	120	35	93	209	225
	24%	27% d	27% d	25%	16%	22%	27%	20%	25%	24%	24%	25%	19%	24%	26%	24%
Disagree strongly	312	70	89	100	22	4	8	14	79	150	243	67	20	41	120	149
	14%	12% e	17% e	23% ade	11%	4%	8%	11%	11%	18% b	15%	14%	11%	10%	15%	16%
Don't know	132	42	36	27	9	2	6	11	24	53	87	44	24	17	38	77
	6%	7%	7%	6%	5%	2%	6%	8%	3%	6%	5%	9% bd	13% bcd	4%	5%	8% b
TOTAL AGREE	1187	316	265	193	129	78	54	76	415	439	931	255	103	238	451	497
	55%	54%	50%	45%	68% abc	73% abc	59%	60%	60% c	52%	56%	53%	57%	61% c	55%	52%
TOTAL DISAGREE	841	229	234	206	53	28	32	40	253	357	651	186	55	134	329	374
	39%	39% de	44% de	48% ade	28%	26%	35%	32%	37%	42% f	39%	38%	30%	34%	40%	39%

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Agree strongly	404	219	180	113	108	86	94	329	40	24	**	51	153	110	158	179
	19%	19%	18%	17%	18%	19%	22%	19%	19%	17%	**	21%	21%	16%	24% b	16%
Agree slightly	783	431	350	245	222	183	130	644	71	50	**	92	268	260	236	402
	36%	37%	36%	37%	37%	41% d	31%	37%	34%	37%	**	38%	36%	39%	35%	36%
Disagree slightly	529	283	244	183	148	94	100	422	58	32	**	41	169	193	158	301
	24%	24%	25%	27%	25%	21%	24%	24%	28%	23%	**	17%	23%	29% a	24%	27%
Disagree strongly	312	167	143	96	87	62	63	259	21	22	**	40	114	89	87	183
	14%	14%	15%	14%	14%	14%	15%	15%	10%	16%	**	16%	16%	13%	13%	16%
Don't know	132	74	56	30	39	20	37	101	18	9	**	19	31	16	30	55
	6%	6%	6%	5%	6%	5%	9% a	6%	8%	6%	**	8% c	4%	2%	4%	5%
TOTAL AGREE	1187	650	530	358	330	269	225	973	111	74	**	143	421	370	394	581
	55%	55%	54%	54%	55%	60%	53%	55%	53%	54%	**	59%	57%	55%	59% b	52%
TOTAL DISAGREE	841	450	387	279	235	156	163	681	80	54	**	81	283	282	245	484
	39%	38%	40%	42%	39%	35%	38%	39%	38%	39%	**	33%	39%	42%	37%	43% a

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

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Agree strongly	447	84	363	141	306	245	202	49	32	131	150	30	63	75
	21%	31%	19%	26%	19%	20%	21%	24%	22%	17%	20%	20%	23%	32%
		b		b										abc
Agree slightly	754	96	659	189	566	424	330	72	55	279	232	63	107	79
	35%	35%	35%	35%	35%	35%	35%	35%	37%	36%	31%	43%	38%	34%
												b		
Disagree slightly	486	35	451	93	393	286	200	48	31	180	192	32	57	28
	23%	13%	24%	17%	24%	24%	21%	23%	21%	23%	26%	22%	20%	12%
			a		a					e	e			
Disagree strongly	334	31	303	72	262	204	129	33	27	137	122	17	35	26
	15%	11%	16%	13%	16%	17%	14%	16%	18%	18%	16%	12%	12%	11%
Don't know	139	28	110	42	96	58	81	7	4	46	44	5	18	26
	6%	10%	6%	8%	6%	5%	9%	3%	3%	6%	6%	4%	6%	11%
		b					ac							ac
TOTAL AGREE	1201	180	1021	329	872	669	533	122	87	411	382	93	170	154
	56%	66%	54%	61%	54%	55%	56%	58%	58%	53%	52%	63%	61%	66%
		b		b								b	b	ab
TOTAL DISAGREE	820	66	754	165	655	491	329	80	57	317	314	49	91	54
	38%	24%	40%	31%	40%	40%	35%	38%	39%	41%	42%	33%	33%	23%
			a		a					e	de			

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

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK- TALK	PLUS- NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Agree strongly	447	133	114	70	36	18	21	36	102	170	309	138	66	79	125	242
	21%	23%	21%	16%	19%	16%	23%	28% bd	15%	20% b	18%	29% bcd	36% bcd	20%	15%	26% b
Agree slightly	754	220	190	132	70	43	33	36	255	290	581	172	59	135	292	327
	35%	37%	36%	31%	37%	40%	36%	28%	37%	34%	35%	36%	33%	35%	36%	34%
Disagree slightly	486	122	122	115	36	28	16	23	177	202	401	84	25	82	209	194
	23%	21%	23%	27%	19%	26%	18%	18%	26% ef	24% ef	24% ef	17%	14%	21%	26%	20%
Disagree strongly	334	76	74	80	36	14	14	16	116	141	272	59	18	58	142	131
	15%	13%	14%	19%	19%	13%	16%	12%	17%	17%	16%	12%	10%	15%	17%	14%
Don't know	139	36	35	30	14	5	7	17	42	47	106	32	14	34	49	55
	6%	6%	6%	7%	7%	5%	8%	13% bcd	6%	6%	6%	6%	7%	9%	6%	6%
TOTAL AGREE	1201	353	304	202	106	61	54	72	358	460	889	311	125	214	418	569
	56%	60% c	57% c	47%	55%	57%	59%	57%	52%	54%	53%	64% bcd	69% bcd	55%	51%	60% b
TOTAL DISAGREE	820	197	196	194	72	41	31	38	293	342	674	143	43	140	351	325
	38%	34%	37%	46% ab	37%	39%	34%	30%	42% ef	40% ef	40% ef	29%	24%	36%	43% c	34%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Agree strongly	447	247	198	115	98	105	125	352	50	33	**	59	173	109	170	199
	21%	21%	20%	17%	16%	24% b	30% ab	20%	24%	24%	**	24% c	23% c	16%	25% b	18%
Agree slightly	754	428	321	261	202	144	141	620	69	46	**	85	248	242	225	396
	35%	36%	33%	39%	33%	32%	33%	35%	33%	34%	**	35%	34%	36%	34%	35%
Disagree slightly	486	254	231	173	150	98	61	400	56	19	**	43	168	187	139	279
	23%	22%	24%	26% d	25% d	22% d	14%	23%	27% c	14%	**	18%	23%	28% a	21%	25%
Disagree strongly	334	171	162	82	116	65	68	276	22	25	**	42	112	101	90	192
	15%	15%	17%	12%	19% a	15%	16%	16%	10%	18%	**	17%	15%	15%	13%	17%
Don't know	139	75	61	35	38	32	30	107	13	14	**	15	35	29	45	55
	6%	6%	6%	5%	6%	7%	7%	6%	6%	10%	**	6%	5%	4%	7%	5%
TOTAL AGREE	1201	675	519	376	299	250	266	971	118	79	**	145	421	351	395	595
	56%	57%	53%	56%	50%	56%	63% b	55%	57%	58%	**	59%	57%	52%	59%	53%
TOTAL DISAGREE	820	425	393	256	266	163	129	677	77	44	**	84	280	289	229	470
	38%	36%	40%	38% d	44% d	37%	30%	39%	37%	32%	**	35%	38%	43%	34%	42% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Agree strongly	332	54	277	106	226	173	158	31	16	102	115	27	44	43
	15%	20%	15%	20%	14%	14%	17%	15%	11%	13%	16%	18%	16%	18%
Agree slightly	712	87	625	177	535	405	307	61	40	241	260	46	98	74
	33%	32%	33%	33%	33%	33%	33%	29%	27%	31%	35%	31%	35%	31%
Disagree slightly	487	52	435	99	387	297	190	46	33	181	174	33	59	44
	23%	19%	23%	19%	24%	24%	20%	22%	22%	23%	24%	23%	21%	19%
Disagree strongly	471	50	421	101	371	274	197	59	50	191	146	34	58	45
	22%	18%	22%	19%	23%	23%	21%	28%	33% ab	25%	20%	23%	21%	19%
Don't know	158	31	127	54	105	68	91	11	10	58	44	8	20	28
	7%	11% b	7%	10% b	6%	6%	10% a	5%	7%	7%	6%	5%	7%	12% b
TOTAL AGREE	1044	142	902	283	761	578	465	92	56	343	375	73	142	117
	48%	52%	48%	53%	47%	48%	49% d	44%	38%	44%	51%	49%	51%	50%
TOTAL DISAGREE	958	102	856	200	758	571	387	105	83	372	321	67	117	89
	44%	37%	45%	37%	47% a	47% b	41%	50% b	56% b	48% e	43%	45%	42%	38%

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

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Agree strongly	332	81	87	74	26	10	22	30	113	121	264	68	31	75	128	128
	15%	14%	16%	17%	14%	9%	ae	24% c	16%	14%	16%	14%	17%	19% c	16%	13%
Agree slightly	712	204	188	138	64	35	32	41	267	260	569	141	52	153	277	280
	33%	35%	35%	32%	34%	33%	35%	33%	39% ce	31%	34%	29%	29%	39% c	34%	30%
Disagree slightly	487	118	124	91	53	25	17	27	150	200	377	108	37	70	205	210
	23%	20%	23%	21%	28%	24%	19%	21%	22%	24%	23%	22%	20%	18%	25% a	22%
Disagree strongly	471	132	93	94	37	33	14	18	129	206	354	117	41	68	162	240
	22%	23%	17%	22%	19%	31% bf	16%	14%	19%	24% b	21%	24%	22%	18%	20%	25% ab
Don't know	158	52	42	30	11	4	5	10	34	62	106	51	21	22	45	90
	7%	9%	8%	7%	6%	4%	6%	8%	5%	7%	6%	10% bd	12% bd	6%	5%	9% b
TOTAL AGREE	1044	285	275	212	90	45	54	72	380	381	833	209	83	228	406	408
	48%	49%	51%	50%	47%	42%	59% e	56%	55% ce	45%	50% e	43%	45%	59% bc	50% c	43%
TOTAL DISAGREE	958	250	218	185	90	58	32	45	279	406	731	226	78	138	367	451
	44%	43%	41%	43%	47%	54% bf	35%	36%	40%	48% b	44%	47%	43%	36%	45% a	48% a

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Agree strongly	332	163	165	102	79	69	76	266	29	28	**	44	122	78	134	130
	15%	14%	17%	15%	13%	15%	18%	15%	14%	20%	**	18%	17% c	12%	20% b	12%
Agree slightly	712	389	321	241	199	146	121	580	65	42	**	81	237	255	213	375
	33%	33%	33%	36% d	33%	33%	29%	33%	31%	31%	**	33%	32%	38%	32%	34%
Disagree slightly	487	274	210	146	145	100	92	399	47	28	**	50	166	159	143	271
	23%	23%	22%	22%	24%	22%	22%	23%	23%	20%	**	21%	23%	24%	21%	24%
Disagree strongly	471	262	208	141	139	92	97	388	46	28	**	47	163	147	133	275
	22%	22%	21%	21%	23%	21%	23%	22%	22%	21%	**	19%	22%	22%	20%	25%
Don't know	158	86	70	37	42	39	39	122	22	11	**	21	46	29	47	69
	7%	7%	7%	6%	7%	9%	9%	7%	11%	8%	**	9%	6%	4%	7%	6%
TOTAL AGREE	1044	552	486	343	278	215	197	847	93	70	**	125	359	333	346	506
	48%	47%	50%	51%	46%	48%	46%	48%	45%	51%	**	51%	49%	50%	52% b	45%
TOTAL DISAGREE	958	536	418	287	283	192	189	787	93	56	**	97	329	307	275	546
	44%	46%	43%	43%	47%	43%	44%	45%	45%	41%	**	40%	45%	46%	41%	49% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
		a	b	a	b	a	b	c	d	a	b	c	d	e
Significance Level: 99%														
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	915	511	168	304	211
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	862	483	159	277	174
Total	2160	275	1885	536	1624	1217	943	209	149	773	740	147	279	234
Very confident	393	68	326	109	284	218	175	63	43	119	128	39	50	58
	18%	25% b	17%	20%	18%	18%	19%	30% ab	29% ab	15%	17%	27% ab	18%	25% a
Fairly confident	938	113	825	227	711	540	398	110	78	335	319	59	137	96
	43%	41%	44%	42%	44%	44%	42%	53% b	53%	43%	43%	40%	49%	41%
Not very confident	479	49	430	114	365	282	197	28	21	185	175	29	58	38
	22%	18%	23%	21%	22%	23% c	21% c	13%	14%	24%	24%	20%	21%	16%
Not at all confident	238	21	217	45	193	128	109	5	5	97	87	14	21	19
	11%	8%	11%	8%	12%	11% cd	12% cd	2%	3%	13%	12%	9%	8%	8%
Don't know	112	23	88	41	70	49	63	4	2	38	32	6	14	23
	5%	9% b	5%	8% b	4%	4%	7% ac	2%	1%	5%	4%	4%	5%	10% ab
TOTAL CONFIDENT	1332	181	1151	336	995	758	574	172	121	454	447	98	186	154
	62%	66%	61%	63%	61%	62%	61%	83% ab	81% ab	59%	60%	67%	67%	66%
TOTAL NOT CONFIDENT	717	70	646	159	558	410	307	33	25	281	262	43	79	57
	33%	26%	34% a	30%	34%	34% cd	33% cd	16%	17%	36% de	35% e	29%	28%	25%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER						AGE						AGE (2)		
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%	Total	a	b	c	d	e	f	a	b	c	d	e	f	a	b	c
Unweighted total	2095	609	455	365	199	126	106	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	538	400	325	175	118	93	89	551	744	1378	454	161	299	667	869
Total	2160	587	534	426	191	107	92	127	693	849	1669	485	182	388	818	948
Very confident	393	88	105	72	37	24	14	45	119	140	303	90	36	94	142	157
	18%	15%	20%	17%	20%	23%	15%	35%	17%	17%	18%	19%	20%	24%	17%	17%
Fairly confident	938	248	239	177	83	48	49	48	318	357	722	212	85	163	358	414
	43%	42%	45%	41%	43%	44%	54%	38%	46%	42%	43%	44%	47%	42%	44%	44%
Not very confident	479	148	120	93	44	25	15	16	161	197	373	105	28	76	194	208
	22%	25%	22%	22%	23%	24%	17%	12%	23% a	23% a	22%	22%	15%	19%	24%	22%
Not at all confident	238	66	49	65	19	6	8	11	70	109	191	47	15	38	93	106
	11%	11%	9%	15% be	10%	6%	9%	9%	10%	13%	11%	10%	8%	10%	11%	11%
Don't know	112	37	22	19	7	3	5	8	25	47	79	31	18	18	30	63
	5%	6%	4%	4%	4%	3%	6%	6%	4%	5%	5%	6%	10% bd	5%	4%	7% b
TOTAL CONFIDENT	1332	336	344	249	120	72	63	93	436	497	1026	302	121	257	500	571
	62%	57%	64%	58%	63%	67%	69%	73% c	63%	59%	61%	62%	67%	66%	61%	60%
TOTAL NOT CONFIDENT	717	214	169	159	64	32	24	27	232	306	564	152	43	114	288	314
	33%	36%	32%	37%	33%	30%	26%	21%	33% a	36% af	34% af	31%	24%	29%	35%	33%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
Very confident	393	208	183	108	91	99	93	326	31	31	**	53	143	102	129	194
	18%	18%	19%	16%	15%	22% b	22% b	19%	15%	22%	**	22%	19%	15%	19%	17%
Fairly confident	938	530	406	283	262	195	190	743	104	63	**	102	343	288	295	483
	43%	45%	42%	42%	43%	44%	45%	42%	50%	46%	**	42%	47%	43%	44%	43%
Not very confident	479	248	229	168	148	86	73	404	36	24	**	54	145	185	144	269
	22%	21%	24%	25% d	25% d	19%	17%	23%	17%	17%	**	22%	20%	28% b	21%	24%
Not at all confident	238	127	107	79	70	48	39	196	22	13	**	20	82	72	70	130
	11%	11%	11%	12%	12%	11%	9%	11%	10%	10%	**	8%	11%	11%	11%	12%
Don't know	112	60	48	29	32	18	30	88	17	6	**	16	23	22	31	45
	5%	5%	5%	4%	5%	4%	7%	5%	8%	4%	**	6%	3%	3%	5%	4%
TOTAL CONFIDENT	1332	739	589	391	353	294	283	1068	134	94	**	154	485	390	424	676
	62%	63%	61%	59%	59%	66%	67% ab	61%	64%	69%	**	63%	66% c	58%	63%	60%
TOTAL NOT CONFIDENT	717	375	336	247	218	133	112	599	58	37	**	74	226	257	214	399
	33%	32%	35%	37% d	36% d	30%	26%	34%	28%	27%	**	30%	31%	38% b	32%	36%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Prepay/ pay as you go – buying top-ups when needed	511	466	45	481	30	320	191	98	122	93	10	56	231
	17%	18%	10%	18%	11%	18%	16%	22%	17%	13%	7%	14%	23%
		b		b					c				abcd
Monthly contract/ SIM only – paying monthly	2464	2065	399	2213	251	1494	970	352	596	625	138	361	756
	83%	82%	90%	82%	89%	82%	84%	78%	83%	87%	93%	86%	77%
			a		a				e	e	ae	e	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Prepay/ pay as you go – buying top-ups when needed	511	94	70	60	41	39	13	95	**	11	106	186	133	425	85	42
	17%	14%	14%	14%	14%	19%	8%	55%	**	6%	30%	17%	13%	17%	17%	26%
		i	i	i	i	fi		abcdefi			bcde			c		bcd
Monthly contract/ SIM only – paying monthly	2464	559	438	359	253	170	157	77	**	163	244	930	879	2053	403	119
	83%	86%	86%	86%	86%	81%	92%	45%	**	94%	70%	83%	87%	83%	83%	74%
		g	g	g	g	g	eg			abcdeg		af	adf	af	a	

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Prepay/ pay as you go – buying top-ups when needed	511	195	173	142	292	213	136	100	112	161	411	55	24	**
	17%	23%	16%	14%	19%	15%	17%	12%	18%	24%	17%	20%	14%	**
		bc			b		b		b	abc				
Monthly contract/ SIM only – paying monthly	2464	639	941	877	1233	1209	681	746	512	498	2031	224	144	**
	83%	77%	84%	86%	81%	85%	83%	88%	82%	76%	83%	80%	86%	**
			a	a		a	d	acd	d					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Prepay/ pay as you go – buying top-ups when needed	511	101	175	106	208	198
	17%	27%	17%	12%	22%	13%
		bc	c		b	
Monthly contract/ SIM only – paying monthly	2464	267	837	774	739	1290
	83%	73%	83%	88%	78%	87%
			a	ab		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Less than a year	580	495	85	531	49	370	210	162	142	132	29	78	202
	19%	20%	19%	20%	17%	20%	18%	36% ab	20%	18%	20%	19%	20%
Between one year and 18 months	598	504	94	532	66	379	219	88	138	118	30	85	228
	20%	20%	21%	20%	23%	21%	19%	20%	19%	16%	20%	20%	23% b
Over 18 months up to 2 years	565	479	86	509	55	379	185	91	125	122	31	78	211
	19%	19%	19%	19%	20%	21% b	16%	20%	17%	17%	21%	19%	21%
Over 2 years up to 5 years	755	621	134	672	82	476	279	81	172	194	45	121	230
	25%	25%	30% a	25%	29%	26% c	24% c	18%	24%	27%	30%	29%	23%
Over 5 years up to 10 years	237	209	28	220	17	122	115	17	70	65	7	31	63
	8%	8%	6%	8%	6%	7%	10% ac	4%	10% e	9%	5%	7%	6%
Over 10 years	207	194	13	199	9	79	128	9	63	77	4	20	42
	7%	8% b	3%	7% b	3%	4%	11% ac	2%	9% cde	11% cde	3%	5%	4%
Don't know	33	28	5	30	3	9	25	3	8	9	1	4	11
	1%	1%	1%	1%	1%	*% a	2%	1%	1%	1%	1%	1%	1%
SUMMARY													
TOTAL UP TO 2 YEARS	1743	1479	264	1573	170	1128	615	341	404	372	90	242	641
	59%	58%	59%	58%	60%	62% b	53%	76% ab	56%	52%	61%	58%	65% abd
OVER 2, UP TO 5 YEARS	755	621	134	672	82	476	279	81	172	194	45	121	230
	25%	25%	30% a	25%	29%	26% c	24% c	18%	24%	27%	30%	29%	23%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
OVER 5 YEARS	444	404	41	418	26	201	243	25	133	143	11	52	105
	15%	16%	9%	16%	9%	11%	21%	6%	19%	20%	8%	12%	11%
		b		b		c	ac		cde	cde			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Less than a year	580	123	105	86	59	47	30	20	**	43	75	231	192	498	81	24
	19%	19%	21%	21%	20%	22%	17%	11%	**	25%	21%	21%	19%	20%	17%	15%
Between one year and 18 months			g	g		g				g						
	598	141	97	76	52	38	38	35	**	36	90	239	180	509	88	29
	20%	22%	19%	18%	18%	18%	22%	21%	**	21%	c	21%	18%	21%	18%	18%
Over 18 months up to 2 years	565	130	87	74	50	37	24	46	**	39	92	243	161	497	64	21
	19%	20%	17%	18%	17%	18%	14%	26%	**	22%	26%	22%	16%	20%	13%	13%
Over 2 years up to 5 years								bf			cdef	ce		ce		
	755	153	120	105	78	55	52	37	**	45	59	269	274	603	152	49
	25%	23%	24%	25%	27%	26%	31%	22%	**	26%	17%	24%	27%	24%	31%	30%
Over 5 years up to 10 years											a	a	a	a	abd	a
	237	50	52	18	32	15	13	22	**	7	19	58	101	179	55	22
	8%	8%	10%	4%	11%	7%	8%	13%	**	4%	6%	5%	10%	7%	11%	13%
Over 10 years			c		ci			ci					bd		abd	abd
	207	50	46	48	18	14	11	10	**	3	1	60	101	162	45	16
	7%	8%	9%	12%	6%	7%	7%	6%	**	2%	*%	5%	10%	7%	9%	10%
Don't know		i	i	i							a	a	abd	a	ab	a
	33	7	1	11	5	3	2	2	**	1	14	14	3	31	2	-
	1%	1%	*%	3%	2%	1%	1%	1%	**	1%	4%	1%	*%	1%	*%	-%
SUMMARY				b	b						bcdef			c		
TOTAL UP TO 2 YEARS	1743	394	289	237	161	122	91	101	**	118	257	714	533	1503	233	74
	59%	60%	57%	56%	55%	58%	54%	58%	**	68%	73%	64%	53%	61%	48%	46%
OVER 2, UP TO 5 YEARS										bcdf	bcdef	cef		cef		
	755	153	120	105	78	55	52	37	**	45	59	269	274	603	152	49
	25%	23%	24%	25%	27%	26%	31%	22%	**	26%	17%	24%	27%	24%	31%	30%
											a	a	a	a	abd	a

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE NETWORK									AGE					
	Total	EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
OVER 5 YEARS	444	99	98	67	50	29	24	33	**	10	20	119	202	341	100	38
	15%	15%	19%	16%	17%	14%	14%	19%	**	6%	6%	11%	20%	14%	21%	24%
		i	i	i	i	i	i	i					abd	ab	abd	abd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Less than a year	580	179	216	183	296	280	145	172	109	145	487	46	30	**
	19%	21%	19%	18%	19%	20%	18%	20%	17%	22%	20%	16%	18%	**
Between one year and 18 months	598	204	215	178	302	293	170	186	118	120	484	64	37	**
	20%	24% bc	19%	18%	20%	21%	21%	22%	19%	18%	20%	23%	22%	**
Over 18 months up to 2 years	565	201	218	142	287	273	148	157	130	123	457	50	35	**
	19%	24% c	20% c	14%	19%	19%	18%	19%	21%	19%	19%	18%	21%	**
Over 2 years up to 5 years	755	179	271	305	374	369	214	219	157	159	615	78	42	**
	25%	21%	24%	30% ab	25%	26%	26%	26%	25%	24%	25%	28%	25%	**
Over 5 years up to 10 years	237	37	84	113	130	105	73	49	56	57	198	21	11	**
	8%	4%	8% a	11% ab	9%	7%	9%	6%	9%	9%	8%	7%	7%	**
Over 10 years	207	14	100	93	118	88	54	59	43	50	175	16	12	**
	7%	2%	9% a	9% a	8%	6%	7%	7%	7%	8%	7%	6%	7%	**
Don't know	33	20	11	3	17	15	13	3	11	4	26	5	1	**
	1%	2% c	1%	*%	1%	1%	2% b	*%	2% b	1%	1%	2%	1%	**
SUMMARY														
TOTAL UP TO 2 YEARS	1743	584	649	504	885	846	464	515	357	388	1429	160	102	**
	59%	70% bc	58% c	49%	58%	59%	57%	61%	57%	59%	58%	57%	60%	**
OVER 2, UP TO 5 YEARS	755	179	271	305	374	369	214	219	157	159	615	78	42	**
	25%	21%	24%	30% ab	25%	26%	26%	26%	25%	24%	25%	28%	25%	**
OVER 5 YEARS	444	51	184	207	248	193	127	108	99	107	373	37	23	**
	15%	6%	17% a	20% a	16%	14%	16%	13%	16%	16%	15%	13%	14%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Less than a year	580	73	188	185	180	287
	19%	20%	19%	21%	19%	19%
Between one year and 18 months	598	71	221	190	202	289
	20%	19%	22%	22%	21%	19%
Over 18 months up to 2 years	565	74	201	145	191	270
	19%	20%	20%	16%	20%	18%
Over 2 years up to 5 years	755	79	265	232	236	409
	25%	22%	26%	26%	25%	27%
Over 5 years up to 10 years	237	45	70	57	86	112
	8%	12%	7%	6%	9%	8%
		bc				
Over 10 years	207	24	64	66	51	110
	7%	6%	6%	7%	5%	7%
Don't know	33	2	2	5	3	12
	1%	1%	*%	1%	*%	1%
SUMMARY						
TOTAL UP TO 2 YEARS	1743	217	610	520	572	845
	59%	59%	60%	59%	60%	57%
OVER 2, UP TO 5 YEARS	755	79	265	232	236	409
	25%	22%	26%	26%	25%	27%
OVER 5 YEARS	444	69	134	122	137	222
	15%	19%	13%	14%	14%	15%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2489	2043	446	2211	278	1533	956	364	713	433	154	415	787
Effective Weighted Sample	2214	1804	421	1958	262	1364	851	316	678	410	148	385	706
Total	2464	2065	399	2213	251	1494	970	352	596	625	138	361	756
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1602 65%	1326 64%	276 69%	1422 64%	179 71%	1000 67%	602 62%	279 79% ab	385 65%	411 66%	94 68%	247 68%	473 63%
No, I am out of my minimum contract period	650 26%	559 27%	91 23%	602 27% b	48 19%	400 27% c	250 26% c	53 15%	165 28%	161 26%	30 22%	90 25%	208 27%
Don't know	213 9%	180 9%	33 8%	189 9%	24 10%	94 6%	119 12% ac	19 5%	46 8%	53 9%	14 10%	24 7%	76 10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE f	GIFF- GAFF ~g	BT ~h	SKY i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f
Significance Level: 99%																
Unweighted total	2489	549	431	345	261	171	170	81	78	177	215	934	892	2041	440	131
Effective Weighted Sample	2214	485	381	305	229	150	157	71	72	164	191	813	807	1806	406	121
Total	2464	559	438	359	253	170	157	77	76	163	244	930	879	2053	403	119
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1602 65%	371 66%	268 61%	237 66%	175 69% f	128 75% bf	89 57%	** **	** **	118 72% bf	149 61%	649 70% ce	554 63%	1352 66%	248 62%	71 60%
No, I am out of my minimum contract period	650 26%	136 24%	134 31% e	97 27% e	61 24%	27 16%	56 35% aei	** **	** **	34 21%	56 23%	231 25%	246 28%	533 26%	117 29%	31 26%
Don't know	213 9%	53 9%	36 8%	25 7%	17 7%	15 9%	12 8%	** **	** **	11 7%	40 16% bcd	50 5%	79 9% b	169 8% b	38 9% b	17 14% b

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2489	633	929	919	1181	1284	747	767	402	541	2054	225	145	65
Effective Weighted Sample	2214	550	818	845	1052	1147	679	692	363	489	1826	200	129	60
Total	2464	639	941	877	1233	1209	681	746	512	498	2031	224	144	65
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1602	428	624	548	816	775	421	486	341	334	1316	149	96	**
	65%	67%	66%	63%	66%	64%	62%	65%	66%	67%	65%	66%	66%	**
No, I am out of my minimum contract period	650	146	259	244	328	316	220	196	117	113	536	60	38	**
	26%	23%	28%	28%	27%	26%	32% cd	26%	23%	23%	26%	27%	27%	**
Don't know	213	64	58	84	89	118	41	64	54	51	179	16	10	**
	9%	10% b	6%	10% b	7%	10%	6%	9%	11% a	10% a	9%	7%	7%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2489	262	844	785	753	1298
Effective Weighted Sample	2214	231	745	701	667	1158
Total	2464	267	837	774	739	1290
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1602 65%	189 71%	571 68%	490 63%	497 67%	831 64%
No, I am out of my minimum contract period	650 26%	62 23%	206 25%	245 32% b	174 24%	379 29% a
Don't know	213 9%	15 6%	60 7%	39 5%	69 9% b	80 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2489	2043	446	2211	278	1533	956	364	713	433	154	415	787
Effective Weighted Sample	2214	1804	421	1958	262	1364	851	316	678	410	148	385	706
Total	2464	2065	399	2213	251	1494	970	352	596	625	138	361	756
A monthly contract including a new handset - up to a 12 month contract	109 4%	92 4%	17 4%	95 4%	13 5%	72 5%	37 4%	25 7%	17 3%	23 4%	3 2%	18 5%	48 6% a
A monthly contract including a new handset - a 13-24 month contract	750 30%	647 31%	103 26%	685 31%	65 26%	435 29%	315 32%	103 29%	176 30%	215 34%	38 28%	106 29%	217 29%
A monthly contract including a new handset - a 25+ month contract	277 11%	226 11%	51 13%	246 11%	31 12%	187 13%	90 9%	39 11%	62 10%	59 9%	25 18% abd	38 10%	96 13%
A monthly contract including a new handset - not sure of length of contract	76 3%	68 3%	8 2%	70 3%	5 2%	42 3%	34 3%	12 3%	11 2%	26 4%	2 1%	9 2%	29 4%
SIM only – no handset included in the deal - on a 30-day rolling contract	379 15%	326 16%	53 13%	349 16%	31 12%	265 18% b	114 12%	60 17%	107 18%	94 15%	16 12%	50 14%	113 15%
SIM only – no handset included in the deal - on a 12-month contract	296 12%	225 11%	70 18% a	248 11%	47 19% a	191 13%	105 11%	51 14%	75 13%	63 10%	26 19% be	51 14%	82 11%
SIM only – no handset included in the deal - on a 24-month contract	249 10%	212 10%	38 9%	230 10%	19 8%	143 10%	107 11%	37 10%	63 11% c	69 11% c	5 4%	40 11% c	72 10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	2489	2043	446	2211	278	1533	956	364	713	433	154	415	787
Effective Weighted Sample	2214	1804	421	1958	262	1364	851	316	678	410	148	385	706
Total	2464	2065	399	2213	251	1494	970	352	596	625	138	361	756
SIM only – no handset included in the deal - not sure of length of contract	211	171	40	186	26	114	97	16	59	51	14	32	57
	9%	8%	10%	8%	10%	8%	10%	5%	10%	8%	10%	9%	8%
Don't know	117	97	20	103	14	45	72	10	26	25	7	17	42
	5%	5%	5%	5%	6%	3%	7%	3%	4%	4%	5%	5%	6%
							ac						
NET: MONTHLY CONTRACT	1212	1033	178	1097	114	736	475	179	266	323	68	171	390
	49%	50%	45%	50%	45%	49%	49%	51%	45%	52%	50%	47%	52%
													a
NET: SIM ONLY	1136	934	201	1012	123	713	422	164	304	277	63	173	324
	46%	45%	50%	46%	49%	48%	44%	46%	51%	44%	45%	48%	43%
									e				
Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e													

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	f
Unweighted total	2489	549	431	345	261	171	170	81	78	177	215	934	892	2041	440	131
Effective Weighted Sample	2214	485	381	305	229	150	157	71	72	164	191	813	807	1806	406	121
Total	2464	559	438	359	253	170	157	77	76	163	244	930	879	2053	403	119
A monthly contract including a new handset - up to a 12 month contract	109 4%	30 5%	16 4%	11 3%	19 8%	8 5%	6 4%	** **	** **	9 6%	24 10% bcdef	43 5%	29 3%	97 5%	12 3%	2 1%
A monthly contract including a new handset - a 13-24 month contract	750 30%	248 44% bdefi	120 27%	135 38% bfi	80 32%	53 31%	36 23%	** **	** **	39 24%	73 30% ef	335 36% ef	275 31% ef	683 33% ef	66 16%	17 14%
A monthly contract including a new handset - a 25+ month contract	277 11%	29 5%	89 20% acd	25 7%	13 5%	49 29% acdf	20 13% ad	** **	** **	37 23% acd	39 16% ef	124 13% ef	91 10% ef	255 12% ef	19 5%	3 3%
A monthly contract including a new handset - not sure of length of contract	76 3%	16 3%	18 4%	14 4%	5 2%	5 3%	2 1%	** **	** **	8 5%	9 4%	29 3%	21 2%	59 3%	16 4%	4 3%
SIM only – no handset included in the deal - on a 30-day rolling contract	379 15%	58 10%	50 12% d	24 7%	14 6%	9 5%	33 21% abcdei	** **	** **	17 10%	23 9%	130 14%	142 16%	294 14%	85 21% abd	25 21% a
SIM only – no handset included in the deal - on a 12-month contract	296 12%	45 8%	49 11%	47 13%	45 18% a	19 11%	18 11%	** **	** **	28 17% a	20 8%	98 11%	110 13%	228 11%	67 17% abd	19 16%
SIM only – no handset included in the deal - on a 24-month contract	249 10%	65 12% efi	35 8%	67 19% abefi	49 20% abefi	8 5%	5 3%	** **	** **	4 3%	17 7%	81 9%	103 12%	202 10%	47 12%	15 13%

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	~h	i	a	b	c	d	e	f
Unweighted total	2489	549	431	345	261	171	170	81	78	177	215	934	892	2041	440	131
Effective Weighted Sample	2214	485	381	305	229	150	157	71	72	164	191	813	807	1806	406	121
Total	2464	559	438	359	253	170	157	77	76	163	244	930	879	2053	403	119
SIM only – no handset included in the deal	211	44	37	21	15	10	31	**	**	13	15	55	77	147	64	23
- not sure of length of contract	9%	8%	9%	6%	6%	6%	19%	**	**	8%	6%	6%	9%	7%	16%	20%
							abcdei								abcd	abcd
Don't know	117	24	23	15	12	8	7	**	**	8	23	32	32	87	27	10
	5%	4%	5%	4%	5%	5%	4%	**	**	5%	9%	3%	4%	4%	7%	8%
											bcd				b	b
NET: MONTHLY CONTRACT	1212	323	244	185	118	116	64	**	**	93	146	532	416	1094	113	26
	49%	58%	56%	52%	47%	68%	40%	**	**	57%	60%	57%	47%	53%	28%	22%
		df	f			bcd				f	cef	cef	ef	cef		
NET: SIM ONLY	1136	212	171	159	123	46	87	**	**	62	75	365	431	872	263	83
	46%	38%	39%	44%	49%	27%	55%	**	**	38%	31%	39%	49%	42%	65%	70%
		e	e	e	ae		abei						abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2489	633	929	919	1181	1284	747	767	402	541	2054	225	145	65
Effective Weighted Sample	2214	550	818	845	1052	1147	679	692	363	489	1826	200	129	60
Total	2464	639	941	877	1233	1209	681	746	512	498	2031	224	144	65
A monthly contract including a new handset - up to a 12 month contract	109 4%	49 8% bc	27 3%	32 4%	59 5%	49 4%	36 5% b	20 3%	31 6% b	22 4%	89 4%	11 5%	4 3%	** **
A monthly contract including a new handset - a 13-24 month contract	750 30%	220 34% c	347 37% c	182 21%	351 28%	396 33%	185 27%	224 30%	178 35% a	154 31%	615 30%	70 31%	44 31%	** **
A monthly contract including a new handset - a 25+ month contract	277 11%	106 17% bc	97 10%	72 8%	122 10%	153 13%	70 10%	81 11%	58 11%	64 13%	221 11%	22 10%	26 18%	** **
A monthly contract including a new handset - not sure of length of contract	76 3%	18 3%	33 4%	24 3%	39 3%	36 3%	21 3%	16 2%	12 2%	26 5% b	66 3%	5 2%	5 3%	** **
SIM only – no handset included in the deal - on a 30-day rolling contract	379 15%	74 12%	133 14%	173 20% ab	211 17%	166 14%	126 18% cd	137 18% cd	53 10%	61 12%	320 16%	29 13%	20 14%	** **
SIM only – no handset included in the deal - on a 12-month contract	296 12%	60 9%	98 10%	138 16% ab	162 13%	129 11%	82 12%	101 14%	59 11%	50 10%	248 12%	25 11%	18 13%	** **
SIM only – no handset included in the deal - on a 24-month contract	249 10%	44 7%	104 11% a	101 11% a	134 11%	112 9%	74 11%	76 10%	48 9%	49 10%	200 10%	28 13%	16 11%	** **
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2489	633	929	919	1181	1284	747	767	402	541	2054	225	145	65
Effective Weighted Sample	2214	550	818	845	1052	1147	679	692	363	489	1826	200	129	60
Total	2464	639	941	877	1233	1209	681	746	512	498	2031	224	144	65
SIM only – no handset included in the deal - not sure of length of contract	211	39	64	109	99	109	60	61	47	42	175	22	7	**
	9%	6%	7%	12% ab	8%	9%	9%	8%	9%	8%	9%	10%	5%	**
Don't know	117	29	39	46	56	59	26	29	26	30	98	11	3	**
	5%	5%	4%	5%	5%	5%	4%	4%	5%	6%	5%	5%	2%	**
NET: MONTHLY CONTRACT	1212	393	504	310	570	634	313	341	279	266	991	108	79	**
	49%	62% bc	54% c	35%	46%	52% a	46%	46%	54% ab	54% ab	49%	48%	55%	**
NET: SIM ONLY	1136	216	398	520	606	516	342	375	208	201	943	105	62	**
	46%	34%	42% a	59% ab	49% b	43%	50% cd	50% cd	41%	40%	46%	47%	43%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2489	262	844	785	753	1298
Effective Weighted Sample	2214	231	745	701	667	1158
Total	2464	267	837	774	739	1290
A monthly contract including a new handset - up to a 12 month contract	109	14	41	27	45	46
	4%	5%	5%	4%	6%	4%
					b	
A monthly contract including a new handset - a 13-24 month contract	750	96	270	241	250	389
	30%	36%	32%	31%	34%	30%
A monthly contract including a new handset - a 25+ month contract	277	31	99	81	95	123
	11%	12%	12%	10%	13%	10%
A monthly contract including a new handset - not sure of length of contract	76	15	22	13	28	38
	3%	6%	3%	2%	4%	3%
		c				
SIM only – no handset included in the deal - on a 30-day rolling contract	379	25	120	155	93	231
	15%	9%	14%	20%	13%	18%
				ab		a
SIM only – no handset included in the deal - on a 12-month contract	296	32	101	89	69	165
	12%	12%	12%	12%	9%	13%
SIM only – no handset included in the deal - on a 24-month contract	249	27	78	93	70	139
	10%	10%	9%	12%	9%	11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2489	262	844	785	753	1298
Effective Weighted Sample	2214	231	745	701	667	1158
Total	2464	267	837	774	739	1290
SIM only – no handset included in the deal - not sure of length of contract	211	19	79	49	58	119
	9%	7%	9%	6%	8%	9%
Don't know	117	9	26	24	33	39
	5%	3%	3%	3%	4%	3%
NET: MONTHLY CONTRACT	1212	156	432	363	417	596
	49%	58%	52%	47%	56%	46%
		c			b	
NET: SIM ONLY	1136	102	379	386	290	654
	46%	38%	45%	50%	39%	51%
				a		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	177	150	27	159	18	108	69	20	44	29	11	30	64
Effective Weighted Sample	157	133	25	142	16	97	61	18	42	28	10	27	57
Total	187	162	25	171	16	112	74	23	38	43	11	28	68
I am paying a similar monthly tariff compared to when I signed up	91	81	**	86	**	57	**	**	**	**	**	**	**
	49%	50%	**	50%	**	51%	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	58	48	**	52	**	34	**	**	**	**	**	**	**
	31%	30%	**	30%	**	30%	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	30	26	**	27	**	17	**	**	**	**	**	**	**
	16%	16%	**	16%	**	15%	**	**	**	**	**	**	**
Don't know	8	7	**	7	**	5	**	**	**	**	**	**	**
	4%	4%	**	4%	**	4%	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	177	41	44	27	18	9	11	1	3	15	20	89	51	160	17	3
Effective Weighted Sample	157	36	38	24	17	9	10	1	3	14	18	78	46	141	16	3
Total	187	43	49	30	19	8	12	1	2	14	25	91	54	170	17	2
I am paying a similar monthly tariff compared to when I signed up	91 49%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	84 49%	** **	** **
I am now on a cheaper monthly tariff compared to when I signed up	58 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	55 33%	** **	** **
I am now on a more expensive monthly tariff compared to when I signed up	30 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	24 14%	** **	** **
Don't know	8 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	177	71	70	36	78	99	59	46	31	41	149	13	10	5
Effective Weighted Sample	157	62	62	34	70	87	53	42	29	37	132	11	9	5
Total	187	74	76	36	88	99	55	46	43	43	156	14	11	6
I am paying a similar monthly tariff compared to when I signed up	91	**	**	**	**	**	**	**	**	**	75	**	**	**
	49%	**	**	**	**	**	**	**	**	**	48%	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	58	**	**	**	**	**	**	**	**	**	49	**	**	**
	31%	**	**	**	**	**	**	**	**	**	31%	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	30	**	**	**	**	**	**	**	**	**	24	**	**	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	**	**
Don't know	8	**	**	**	**	**	**	**	**	**	8	**	**	**
	4%	**	**	**	**	**	**	**	**	**	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?

Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	b
Unweighted total	177	26	60	63	49	102
Effective Weighted Sample	157	22	54	55	43	91
Total	187	26	66	65	50	110
I am paying a similar monthly tariff compared to when I signed up	91	**	**	**	**	54
	49%	**	**	**	**	49%
I am now on a cheaper monthly tariff compared to when I signed up	58	**	**	**	**	32
	31%	**	**	**	**	29%
I am now on a more expensive monthly tariff compared to when I signed up	30	**	**	**	**	20
	16%	**	**	**	**	18%
Don't know	8	**	**	**	**	4
	4%	**	**	**	**	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Yes	2793	2379	414	2525	268	1712	1081	429	679	692	139	387	910
	94%	94%	93%	94%	95%	94%	93%	95%	95%	96% e	95%	93%	92%
No	152	129	23	141	11	86	66	16	30	21	6	25	70
	5%	5%	5%	5%	4%	5%	6%	4%	4%	3%	4%	6%	7% ab
Don't know	31	24	7	28	3	16	14	6	9	5	2	6	8
	1%	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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Yes	2793	618	488	388	285	189	159	164	**	159	334	1071	968	2373	412	120
	94%	95%	96%	93%	97%	91%	93%	95%	**	92%	95%	96%	96%	96%	84%	75%
			e		cei						ef	ef	ef	ef	f	
No	152	31	15	24	6	16	9	9	**	13	9	35	37	82	69	38
	5%	5%	3%	6%	2%	8%	6%	5%	**	8%	3%	3%	4%	3%	14%	23%
						bd				bd					abcd	abcde
Don't know	31	4	5	6	2	4	2	-	**	2	7	9	8	24	6	3
	1%	1%	1%	1%	1%	2%	1%	-%	**	1%	2%	1%	1%	1%	1%	2%

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Yes	2793	801	1065	919	1424	1340	777	800	589	600	2293	257	162	**
	94%	96%	96%	90%	93%	94%	95%	95%	94%	91%	94%	92%	96%	**
		c	c				d	d						
No	152	24	37	90	83	70	33	36	27	55	127	17	4	**
	5%	3%	3%	9%	5%	5%	4%	4%	4%	8%	5%	6%	2%	**
				ab						abc				
Don't know	31	9	13	9	18	13	7	9	8	5	22	6	3	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Yes	2793	339	952	854	878	1422
	94%	92%	94%	97%	93%	96%
				ab		a
No	152	27	56	22	64	58
	5%	7%	5%	2%	7%	4%
		c	c		b	
Don't know	31	2	5	4	6	7
	1%	1%	*%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	1192	993	199	1064	128	736	456	185	315	222	76	198	388
Effective Weighted Sample	1047	868	185	932	119	641	406	155	297	207	72	182	346
Total	1212	1033	178	1097	114	736	475	179	266	323	68	171	390
Yes – with my current provider	919	784	135	830	90	566	353	136	197	241	**	130	303
	76%	76%	76%	76%	78%	77%	74%	76%	74%	75%	**	76%	78%
Yes – with an alternative provider	250	207	43	227	22	174	75	40	64	80	**	35	55
	21%	20%	24%	21%	20%	24%	16%	23%	24%	25%	**	21%	14%
						b			e	e			
No, not aware that I could do this	228	197	31	211	17	117	111	26	51	66	**	32	68
	19%	19%	17%	19%	15%	16%	23%	15%	19%	21%	**	19%	18%
						a							
TOTAL AWARE OF SIM-ONLY	984	836	148	886	98	619	365	153	215	256	**	139	322
	81%	81%	83%	81%	85%	84%	77%	85%	81%	79%	**	81%	82%
						b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

	MOBILE NETWORK										AGE					
	Total	EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	~g	~h	~i	a	b	c	d	e	~f
Unweighted total	1192	312	234	174	123	111	67	11	16	98	124	526	417	1067	121	27
Effective Weighted Sample	1047	274	205	153	108	97	62	8	14	89	111	454	372	935	110	25
Total	1212	323	244	185	118	116	64	11	15	93	146	532	416	1094	113	26
Yes – with my current provider	919	250	181	145	87	92	**	**	**	**	117	428	310	856	62	**
	76%	77%	74%	78%	74%	80%	**	**	**	**	81% e	80% e	75% e	78% e	55%	**
Yes – with an alternative provider	250	69	45	34	24	27	**	**	**	**	13	93	112	218	29	**
	21%	21%	18%	19%	20%	24%	**	**	**	**	9%	18%	27% abd	20% a	26% a	**
No, not aware that I could do this	228	56	51	34	23	20	**	**	**	**	22	82	82	187	40	**
	19%	17%	21%	18%	20%	17%	**	**	**	**	15%	15%	20%	17%	36% abcd	**
TOTAL AWARE OF SIM-ONLY	984	267	193	152	94	96	**	**	**	**	124	450	334	908	73	**
	81%	83%	79%	82%	80%	83%	**	**	**	**	85% e	85% e	80% e	83% e	64%	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted total	1192	385	487	316	527	657	340	343	214	281	971	110	78	33
Effective Weighted Sample	1047	334	423	289	460	584	305	304	191	253	853	96	69	30
Total	1212	393	504	310	570	634	313	341	279	266	991	108	79	34
Yes – with my current provider	919	321	389	208	434	480	229	281	212	188	749	84	**	**
	76%	82%	77%	67%	76%	76%	73%	82%	76%	71%	76%	78%	**	**
		c	c					ad						
Yes – with an alternative provider	250	53	111	84	132	116	74	79	45	49	192	30	**	**
	21%	14%	22%	27%	23%	18%	24%	23%	16%	19%	19%	28%	**	**
			a	a										
No, not aware that I could do this	228	57	88	82	91	134	60	48	57	60	189	15	**	**
	19%	15%	17%	27%	16%	21%	19%	14%	20%	23%	19%	14%	**	**
				ab						b				
TOTAL AWARE OF SIM-ONLY	984	336	417	228	479	500	252	293	222	206	802	93	**	**
	81%	85%	83%	73%	84%	79%	81%	86%	80%	77%	81%	86%	**	**
		c	c					d						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base : Those with a monthly contract for their mobile phone including a new handset

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1192	150	430	358	411	586
Effective Weighted Sample	1047	130	373	316	357	519
Total	1212	156	432	363	417	596
Yes – with my current provider	919	117	332	291	310	467
	76%	75%	77%	80%	74%	78%
Yes – with an alternative provider	250	25	81	101	81	141
	21%	16%	19%	28%	20%	24%
				ab		
No, not aware that I could do this	228	31	77	53	83	105
	19%	20%	18%	15%	20%	18%
TOTAL AWARE OF SIM-ONLY	984	125	355	310	334	491
	81%	80%	82%	85%	80%	82%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Very satisfied	1345	1171	174	1247	97	763	582	194	336	327	57	165	467
	45%	46%	39%	46%	35%	42%	50%	43%	47%	46%	39%	40%	47%
		b		b			ac		d				d
Fairly satisfied	1186	1006	181	1066	120	760	426	184	277	308	59	176	370
	40%	40%	41%	40%	43%	42%	37%	41%	39%	43%	40%	42%	37%
						b							
Neither satisfied nor dissatisfied	301	242	59	259	42	201	100	48	67	61	20	51	103
	10%	10%	13%	10%	15%	11%	9%	11%	9%	9%	14%	12%	10%
					a								
Fairly dissatisfied	83	67	17	71	12	60	23	18	19	16	7	10	30
	3%	3%	4%	3%	4%	3%	2%	4%	3%	2%	5%	2%	3%
Very dissatisfied	41	31	9	34	7	25	16	5	13	4	4	10	10
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	3%	2%	1%
Don't know	20	15	5	17	3	5	15	2	6	1	-	5	8
	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	0%	1%	1%
							a						
TOTAL SATISFIED	2531	2177	354	2314	217	1523	1008	377	613	635	117	342	836
	85%	86%	80%	86%	77%	84%	87%	84%	85%	88%	79%	82%	85%
		b		b						cd			
TOTAL DISSATISFIED	124	98	26	104	19	85	39	23	33	20	11	20	40
	4%	4%	6%	4%	7%	5%	3%	5%	5%	3%	7%	5%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Very satisfied	1345	283	225	169	105	137	66	99	**	89	170	446	467	1083	257	98
	45%	43%	44%	40%	36%	66%	39%	57%	**	51%	48%	40%	46%	44%	53%	61%
						abcdfi		abcdf		d	b		b		bd	abcd
Fairly satisfied	1186	276	205	189	126	57	71	57	**	62	124	503	395	1022	162	41
	40%	42%	40%	45%	43%	27%	42%	33%	**	35%	35%	45%	39%	41%	33%	26%
		e	e	eg	e		e					acef	f	ef		
Neither satisfied nor dissatisfied	301	69	55	35	44	8	22	16	**	16	39	113	98	250	49	12
	10%	11%	11%	8%	15%	4%	13%	9%	**	9%	11%	10%	10%	10%	10%	7%
		e	e		ce		e									
Fairly dissatisfied	83	13	15	17	14	1	6	1	**	4	6	38	32	76	8	3
	3%	2%	3%	4%	5%	*%	4%	1%	**	2%	2%	3%	3%	3%	2%	2%
					e											
Very dissatisfied	41	10	5	5	6	5	4	-	**	3	6	12	16	34	7	3
	1%	2%	1%	1%	2%	2%	2%	-%	**	1%	2%	1%	2%	1%	1%	2%
Don't know	20	2	3	5	-	1	1	-	**	1	6	4	5	14	5	4
	1%	*%	1%	1%	-%	1%	*%	-%	**	1%	2%	*%	*%	1%	1%	2%
											b					bcd
TOTAL SATISFIED	2531	559	430	358	231	194	137	155	**	150	294	949	862	2105	419	139
	85%	86%	85%	85%	79%	93%	81%	90%	**	87%	84%	85%	85%	85%	86%	87%
		d				abcdf		d								
TOTAL DISSATISFIED	124	23	20	22	19	6	10	1	**	6	12	49	48	109	14	6
	4%	4%	4%	5%	7%	3%	6%	1%	**	4%	3%	4%	5%	4%	3%	4%
					g											

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Very satisfied	1345	377	445	517	688	646	329	363	299	340	1093	132	85	**
	45%	45%	40%	51% b	45%	45%	40%	43%	48% a	52% ab	45%	47%	51%	**
Fairly satisfied	1186	323	508	353	597	575	342	372	238	226	977	113	57	**
	40%	39%	46% ac	35%	39%	40%	42% d	44% d	38%	34%	40%	41%	34%	**
Neither satisfied nor dissatisfied	301	88	104	106	170	128	99	69	65	64	251	23	18	**
	10%	11%	9%	10%	11%	9%	12% b	8%	10%	10%	10%	8%	11%	**
Fairly dissatisfied	83	25	38	20	41	42	33	26	8	16	71	4	6	**
	3%	3%	3%	2%	3%	3%	4% c	3%	1%	2%	3%	2%	4%	**
Very dissatisfied	41	12	15	13	23	17	11	9	11	9	34	3	2	**
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	**
Don't know	20	7	3	9	5	14	3	6	4	5	16	3	1	**
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	**
TOTAL SATISFIED	2531	700	954	870	1286	1221	671	735	536	566	2070	245	142	**
	85%	84%	86%	85%	84%	86%	82%	87% a	86%	86%	85%	88%	84%	**
TOTAL DISSATISFIED	124	38	53	33	63	59	45	35	19	25	105	8	8	**
	4%	5%	5%	3%	4%	4%	5%	4%	3%	4%	4%	3%	5%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Very satisfied	1345	164	465	383	447	665
	45%	45%	46%	44%	47%	45%
Fairly satisfied	1186	148	414	364	354	632
	40%	40%	41%	41%	37%	42%
Neither satisfied nor dissatisfied	301	42	85	95	97	138
	10%	11%	8%	11%	10%	9%
Fairly dissatisfied	83	8	25	29	30	36
	3%	2%	3%	3%	3%	2%
Very dissatisfied	41	4	19	6	15	11
	1%	1%	2%	1%	2%	1%
Don't know	20	3	4	1	5	4
	1%	1%	*%	*%	1%	*%
TOTAL SATISFIED	2531	312	879	747	801	1298
	85%	85%	87%	85%	85%	87%
TOTAL DISSATISFIED	124	12	44	36	45	48
	4%	3%	4%	4%	5%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Looking for a deal for standalone service	203	198	5	203	-	158	45	70	36	45	1	12	110
	7%	8%	1%	8%	-%	9%	4%	16%	5%	6%	1%	3%	11%
		b		b		b		ab		cd			abcd
Looking for a deal for service in bundle	10	-	10	-	10	8	2	-	-	-	3	7	-
	*%	-%	2%	-%	4%	*%	*%	-%	-%	-%	2%	2%	-%
			a		a						abe	abe	
Looking for a deal for other services in the bundle, but not this	20	-	20	-	20	19	1	9	-	-	4	17	-
	1%	-%	5%	-%	7%	1%	*%	2%	-%	-%	2%	4%	-%
			a		a	b		b			abe	abe	
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	1	-	-	1	-	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	1%	-%	-%
					a						e		
Planning to look for a deal for standalone service	492	461	31	492	-	334	158	69	124	136	6	51	177
	17%	18%	7%	18%	-%	18%	14%	15%	17%	19%	4%	12%	18%
		b		b		b			c	cd		c	cd
Planning to look for a deal for bundle	74	-	74	-	74	54	20	10	1	-	32	42	-
	2%	-%	17%	-%	26%	3%	2%	2%	*%	-%	22%	10%	-%
			a		a						abde	abe	
Not currently looking or planning to look for a new deal	2117	1820	297	1944	173	1212	904	287	543	520	101	282	681
	71%	72%	67%	72%	61%	67%	78%	64%	76%	72%	68%	67%	69%
				b			ac		de				
Don't know	58	52	6	55	3	27	31	4	14	16	-	8	20
	2%	2%	1%	2%	1%	1%	3%	1%	2%	2%	-%	2%	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
SUMMARY													
Looking for deal for service	213	198	16	203	10	167	47	70	36	45	4	19	110
	7%	8%	3%	8%	4%	9%	4%	16%	5%	6%	3%	5%	11%
		b				b		ab					abcd
Planning to look for deal for service or bundle	566	461	105	492	74	388	178	79	125	136	38	93	177
	19%	18%	24%	18%	26%	21%	15%	18%	17%	19%	26%	22%	18%
			a		a	b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

	MOBILE NETWORK										AGE					
	Total	EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Looking for a deal for standalone service	203 7%	44 7%	26 5%	40 10% e	26 9%	7 3%	10 6%	11 7%	** **	7 4%	45 13% cdef	97 9% cef	51 5% e	193 8% cef	10 2%	2 1%
Looking for a deal for service in bundle	10 *%	3 *%	- -%	2 1%	- -%	- -%	1 1%	- -%	** **	2 1%	4 1% c	3 *%	1 *%	8 *%	3 1%	- -%
Looking for a deal for other services in the bundle, but not this	20 1%	8 1%	- -%	1 *%	- -%	- -%	4 2% bd	- -%	** **	2 1%	4 1%	10 1%	5 1%	19 1%	1 *%	- -%
Looking for a deal for the bundle but not sure which services	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **	1 1%	- -%	1 *%	- -%	1 *%	- -%	- -%
Planning to look for a deal for standalone service	492 17%	124 19% fi	98 19% fi	79 19% fi	73 25% efi	27 13% acd	14 8%	30 17% fi	** **	12 7%	67 19% ef	200 18% ef	180 18% ef	446 18% ef	45 9%	11 7%
Planning to look for a deal for bundle	74 2%	16 2% bd	- -%	7 2% b	- -%	- -%	14 8% abcdeg	- -%	** **	24 14% abcdeg	7 2%	26 2%	28 3%	61 2%	13 3%	3 2%
Not currently looking or planning to look for a new deal	2117 71%	450 69%	372 73% d	279 67%	188 64%	172 82% acd	123 72%	128 74%	** **	125 72%	208 59%	765 69% a	730 72% a	1703 69% a	406 83% abcd	145 90% abcd
Don't know	58 2%	9 1%	11 2%	11 3%	6 2%	4 2%	5 3%	4 2%	** **	2 1%	16 5% bcd	14 1%	17 2%	47 2%	11 2%	1 1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
SUMMARY																
Looking for deal for service	213	46	26	42	26	7	11	11	**	9	48	101	52	201	12	2
	7%	7%	5%	10% be	9%	3%	7%	7%	**	5%	14% cdef	9% cef	5%	8% cef	3%	1%
Planning to look for deal for service or bundle	566	140	98	86	73	27	28	30	**	35	74	225	208	507	58	14
	19%	21% e	19%	21%	25% e	13%	16%	17%	**	20%	21% ef	20% ef	21% ef	20% ef	12%	8%

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Looking for a deal for standalone service	203	93	85	24	105	94	61	52	49	38	166	20	11	**
	7%	11%	8%	2%	7%	7%	8%	6%	8%	6%	7%	7%	7%	**
		bc	c											
Looking for a deal for service in bundle	10	5	2	4	8	2	2	3	4	1	10	-	-	**
	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	*%	-%	-%	**
Looking for a deal for other services in the bundle, but not this	20	8	12	1	13	7	7	4	6	3	18	2	*	**
	1%	1%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	*%	**
		c	c											
Looking for a deal for the bundle but not sure which services	1	1	-	-	-	1	-	1	-	-	1	-	-	**
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	492	152	199	140	255	228	147	143	95	104	393	51	32	**
	17%	18%	18%	14%	17%	16%	18%	17%	15%	16%	16%	18%	19%	**
		c	c											
Planning to look for a deal for bundle	74	14	36	24	39	35	24	24	13	13	57	13	3	**
	2%	2%	3%	2%	3%	2%	3%	3%	2%	2%	2%	5%	2%	**
Not currently looking or planning to look for a new deal	2117	539	768	801	1078	1024	558	606	451	479	1751	185	119	**
	71%	65%	69%	79%	71%	72%	68%	72%	72%	73%	72%	66%	70%	**
				ab										
Don't know	58	21	13	24	27	31	17	13	6	20	47	8	3	**
	2%	3%	1%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%	**

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

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
SUMMARY														
Looking for deal for service	213	99	87	28	113	96	63	55	53	40	175	20	11	**
	7%	12%	8%	3%	7%	7%	8%	6%	9%	6%	7%	7%	7%	**
		bc	c											
Planning to look for deal for service or bundle	566	166	235	164	294	263	171	167	109	117	449	65	35	**
	19%	20%	21%	16%	19%	18%	21%	20%	17%	18%	18%	23%	21%	**
			c											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Looking for a deal for standalone service	203	27	83	57	81	72
	7%	7%	8%	6%	9%	5%
					b	
Looking for a deal for service in bundle	10	-	5	2	2	4
	*%	-%	1%	*%	*%	*%
Looking for a deal for other services in the bundle, but not this	20	3	11	1	13	4
	1%	1%	1%	*%	1%	*%
					b	
Looking for a deal for the bundle but not sure which services	1	-	1	-	-	-
	*%	-%	*%	-%	-%	-%
Planning to look for a deal for standalone service	492	60	184	145	171	227
	17%	16%	18%	16%	18%	15%
Planning to look for a deal for bundle	74	11	34	18	27	37
	2%	3%	3%	2%	3%	2%
Not currently looking or planning to look for a new deal	2117	263	682	644	640	1121
	71%	71%	67%	73%	68%	75%
				b		a
Don't know	58	4	13	11	13	22
	2%	1%	1%	1%	1%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
SUMMARY						
Looking for deal for service	213	27	88	59	84	76
	7%	7%	9%	7%	9%	5%
					b	
Planning to look for deal for service or bundle	566	71	218	163	198	264
	19%	19%	22%	19%	21%	18%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Discussed deals or offers with your provider	547	427	119	455	91	355	191	112	112	140	54	87	157
	18%	17%	27%	17%	32%	20%	16%	25%	16%	20%	36%	21%	16%
			a		a			ab			abde		
Looked at alternative deals or offers from your provider	657	556	101	590	67	459	199	121	138	160	38	89	238
	22%	22%	23%	22%	24%	25%	17%	27%	19%	22%	26%	21%	24%
						b		b					
Received a discount from your provider	398	301	97	327	71	273	125	90	70	80	44	63	144
	13%	12%	22%	12%	25%	15%	11%	20%	10%	11%	30%	15%	15%
			a		a	b		b			abde	a	a
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	275	225	50	236	39	218	57	84	46	54	17	46	113
	9%	9%	11%	9%	14%	12%	5%	19%	6%	8%	11%	11%	11%
					a	b		ab				a	a
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	148	106	42	118	30	105	43	33	18	29	23	24	56
	5%	4%	9%	4%	11%	6%	4%	7%	3%	4%	15%	6%	6%
			a		a			b			abde	a	a
None of these	1582	1394	189	1486	96	850	733	153	449	402	48	209	479
	53%	55%	42%	55%	34%	47%	63%	34%	62%	56%	33%	50%	49%
		b		b		c	ac		cde	ce		c	c

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
SUMMARY													
ANY CHANGE	1393	1138	256	1208	185	964	429	297	270	316	99	209	508
	47%	45%	58%	45%	66%	53%	37%	66%	38%	44%	67%	50%	51%
			a		a	b		ab			abde	a	ab

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Discussed deals or offers with your provider	547 18%	129 20% eg	91 18% eg	90 21% eg	63 21% eg	20 10%	42 25% eg	10 6%	** **	49 28% beg	67 19%	197 18%	192 19%	457 18%	90 18%	24 15%
Looked at alternative deals or offers from your provider	657 22%	133 20%	107 21%	102 24%	80 27%	37 18%	38 23%	33 19%	** **	45 26%	93 27% ef	261 23% f	216 21% f	570 23% f	88 18% f	14 9%
Received a discount from your provider	398 13%	86 13%	64 13%	49 12%	43 14%	18 9%	31 18% eg	14 8%	** **	44 25% abcdeg	63 18% cef	168 15% ef	123 12% f	355 14% ef	42 9%	8 5%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	275 9%	54 8%	46 9%	33 8%	20 7%	17 8%	17 10%	24 14% d	** **	16 9%	64 18% bcdef	106 9% ef	78 8% f	249 10% ef	26 5%	3 2%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	148 5%	26 4%	26 5% e	21 5% e	15 5% e	2 1%	15 9% e	5 3%	** **	21 12% abcdeg	24 7% ef	74 7% cef	39 4%	138 6% ef	11 2%	2 1%
None of these	1582 53%	351 54% i	281 55% i	217 52% i	147 50% i	140 67% abcdfi	80 47%	108 63% dfi	** **	63 36%	133 38%	562 50% a	571 56% abd	1267 51% a	308 63% abcd	119 74% abcd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

		MOBILE NETWORK									AGE						
Total		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+	
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f	
Unweighted total		3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample		2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total		2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
SUMMARY																	
ANY CHANGE		1393	302	227	201	147	69	90	64	**	111	217	553	442	1212	179	42
47%		46%	45%	48%	50%	33%	53%	37%	**	64%	62%	50%	44%	49%	37%	26%	
		e	e	e	eg		eg			abcdeg	bcd	cef	ef	cef			

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Discussed deals or offers with your provider	547	153	209	185	314	226	159	165	106	112	472	38	23	**
	18%	18%	19%	18%	21%	16%	20%	20%	17%	17%	19%	14%	14%	**
					b									
Looked at alternative deals or offers from your provider	657	210	254	194	334	317	203	219	115	117	537	60	40	**
	22%	25%	23%	19%	22%	22%	25%	26%	18%	18%	22%	21%	24%	**
		c					cd	cd						
Received a discount from your provider	398	138	150	109	215	180	103	128	76	88	336	33	18	**
	13%	17%	13%	11%	14%	13%	13%	15%	12%	13%	14%	12%	11%	**
		c												
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	275	117	97	60	165	105	98	65	55	56	221	29	13	**
	9%	14%	9%	6%	11%	7%	12%	8%	9%	8%	9%	10%	8%	**
		bc			b		b							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	148	56	60	33	87	58	38	49	32	29	126	13	6	**
	5%	7%	5%	3%	6%	4%	5%	6%	5%	4%	5%	5%	3%	**
		c												
None of these	1582	369	582	624	767	804	410	447	343	363	1282	157	95	**
	53%	44%	52%	61%	50%	56%	50%	53%	55%	55%	53%	56%	57%	**
			a	ab		a								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
SUMMARY														
ANY CHANGE	1393	464	533	395	758	619	407	399	281	296	1160	122	73	**
	47%	56%	48%	39%	50%	44%	50%	47%	45%	45%	47%	44%	43%	**
		bc	c		b									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Discussed deals or offers with your provider	547	50	190	191	168	307
	18%	14%	19%	22%	18%	21%
				a		
Looked at alternative deals or offers from your provider	657	70	234	217	233	325
	22%	19%	23%	25%	25%	22%
Received a discount from your provider	398	45	145	118	146	192
	13%	12%	14%	13%	15%	13%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	275	38	96	86	118	107
	9%	10%	9%	10%	12%	7%
					b	
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	148	29	59	34	62	60
	5%	8%	6%	4%	7%	4%
		c			b	
None of these	1582	193	521	447	459	816
	53%	52%	52%	51%	48%	55%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
SUMMARY						
ANY CHANGE	1393	175	491	432	489	671
	47%	48%	48%	49%	52%	45%
					b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	b	c	~a	~b	~c	~d	e
Unweighted total	417	306	111	333	84	294	123	102	85	60	49	78	149
Effective Weighted Sample	364	265	100	290	76	253	111	84	79	55	46	68	131
Total	398	301	97	327	71	273	125	90	70	80	44	63	144
I contacted my provider	249	172	77	192	**	165	84	55	**	**	**	**	68
	63%	57%	80%	59%	**	61%	67%	61%	**	**	**	**	47%
			a										
My provider contacted me	127	112	14	115	**	91	36	28	**	**	**	**	66
	32%	37%	15%	35%	**	33%	29%	32%	**	**	**	**	46%
		b											
Don't know/ can't remember	22	17	5	20	**	17	5	7	**	**	**	**	9
	6%	6%	5%	6%	**	6%	4%	7%	**	**	**	**	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	417	89	58	51	49	18	34	17	17	48	60	175	133	368	48	9
Effective Weighted Sample	364	78	51	45	41	15	32	14	15	44	52	149	119	318	46	9
Total	398	86	64	49	43	18	31	14	13	44	63	168	123	355	42	8
I contacted my provider	249	**	**	**	**	**	**	**	**	**	**	105	86	223	**	**
	63%	**	**	**	**	**	**	**	**	**	**	63%	70%	63%	**	**
My provider contacted me	127	**	**	**	**	**	**	**	**	**	**	55	29	113	**	**
	32%	**	**	**	**	**	**	**	**	**	**	33%	24%	32%	**	**
Don't know/ can't remember	22	**	**	**	**	**	**	**	**	**	**	8	8	18	**	**
	6%	**	**	**	**	**	**	**	**	**	**	5%	7%	5%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	417	146	152	118	220	193	123	133	64	94	352	34	21	10
Effective Weighted Sample	364	124	131	110	191	170	106	118	57	84	306	31	18	9
Total	398	138	150	109	215	180	103	128	76	88	336	33	18	11
I contacted my provider	249	78	96	75	141	105	66	93	**	**	210	**	**	**
	63%	56%	64%	69%	66%	58%	64%	73%	**	**	62%	**	**	**
My provider contacted me	127	54	47	25	63	64	30	31	**	**	109	**	**	**
	32%	39%	31%	23%	29%	36%	29%	24%	**	**	32%	**	**	**
		c												
Don't know/ can't remember	22	6	7	9	11	11	7	4	**	**	18	**	**	**
	6%	4%	5%	8%	5%	6%	7%	3%	**	**	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	417	44	152	128	159	195
Effective Weighted Sample	364	39	129	112	136	173
Total	398	45	145	118	146	192
I contacted my provider	249	**	90	82	83	127
	63%	**	62%	70%	57%	66%
My provider contacted me	127	**	52	26	55	55
	32%	**	36%	22%	38%	29%
Don't know/ can't remember	22	**	3	10	8	10
	6%	**	2%	9%	5%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	~b	a	b	~c	~a	~b	~c	~d	e
Unweighted total	357	248	109	273	84	248	109	83	76	55	48	73	109
Effective Weighted Sample	315	218	99	241	76	217	98	69	71	50	45	65	98
Total	340	246	94	269	71	230	110	74	62	73	42	61	105
Yes	243	172	71	186	**	161	81	**	**	**	**	**	64
	71%	70%	76%	69%	**	70%	74%	**	**	**	**	**	61%
No	79	59	19	66	**	58	20	**	**	**	**	**	35
	23%	24%	21%	25%	**	25%	19%	**	**	**	**	**	34%
Don't know/ can't remember	18	15	3	17	**	10	8	**	**	**	**	**	5
	5%	6%	3%	6%	**	4%	7%	**	**	**	**	**	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	357	78	49	47	44	16	32	5	14	47	43	146	122	311	45	8
Effective Weighted Sample	315	69	43	41	38	13	30	4	12	44	37	125	111	272	43	8
Total	340	72	54	45	40	16	28	4	11	42	45	141	114	299	39	6
Yes	243	**	**	**	**	**	**	**	**	**	**	104	82	216	**	**
	71%	**	**	**	**	**	**	**	**	**	**	74%	72%	72%	**	**
No	79	**	**	**	**	**	**	**	**	**	**	32	25	71	**	**
	23%	**	**	**	**	**	**	**	**	**	**	23%	22%	24%	**	**
Don't know/ can't remember	18	**	**	**	**	**	**	**	**	**	**	4	6	12	**	**
	5%	**	**	**	**	**	**	**	**	**	**	3%	6%	4%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	357	110	133	113	183	170	101	123	54	76	303	29	18	7
Effective Weighted Sample	315	95	115	106	161	151	89	109	48	69	266	27	16	7
Total	340	102	132	105	181	155	85	118	62	71	289	27	17	7
Yes	243	77	90	75	128	113	67	90	**	**	208	**	**	**
	71%	75%	68%	72%	70%	73%	79%	76%	**	**	72%	**	**	**
No	79	24	36	20	44	34	16	24	**	**	67	**	**	**
	23%	23%	27%	19%	24%	22%	18%	20%	**	**	23%	**	**	**
Don't know/ can't remember	18	2	6	10	10	8	3	4	**	**	14	**	**	**
	5%	2%	5%	9%	5%	5%	3%	3%	**	**	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	357	31	134	111	129	176
Effective Weighted Sample	315	28	115	98	114	156
Total	340	30	127	105	117	172
Yes	243	**	89	76	82	126
	71%	**	70%	72%	70%	73%
No	79	**	32	28	29	36
	23%	**	25%	26%	25%	21%
Don't know/ can't remember	18	**	7	1	6	9
	5%	**	5%	1%	5%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e
Unweighted total	290	225	65	239	51	238	52	96	58	39	22	60	112
Effective Weighted Sample	244	191	57	203	44	198	46	78	54	35	20	51	97
Total	275	225	50	236	39	218	57	84	46	54	17	46	113
I contacted my provider	173	142	**	147	**	136	**	**	**	**	**	**	67
	63%	63%	**	62%	**	62%	**	**	**	**	**	**	59%
My provider contacted me	82	65	**	72	**	68	**	**	**	**	**	**	39
	30%	29%	**	30%	**	31%	**	**	**	**	**	**	34%
Don't know/ can't remember	21	18	**	18	**	14	**	**	**	**	**	**	8
	7%	8%	**	8%	**	7%	**	**	**	**	**	**	7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	290	54	44	33	25	16	21	27	16	21	57	118	85	260	29	4
Effective Weighted Sample	244	46	39	27	21	13	19	22	13	17	48	95	77	217	27	4
Total	275	54	46	33	20	17	17	24	14	16	64	106	78	249	26	3
I contacted my provider	173	**	**	**	**	**	**	**	**	**	**	61	**	150	**	**
	63%	**	**	**	**	**	**	**	**	**	**	58%	**	60%	**	**
My provider contacted me	82	**	**	**	**	**	**	**	**	**	**	37	**	79	**	**
	30%	**	**	**	**	**	**	**	**	**	**	35%	**	32%	**	**
Don't know/ can't remember	21	**	**	**	**	**	**	**	**	**	**	8	**	20	**	**
	7%	**	**	**	**	**	**	**	**	**	**	8%	**	8%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	290	119	101	69	167	117	112	72	48	57	231	34	14	11
Effective Weighted Sample	244	97	84	64	142	98	94	62	40	50	196	29	10	9
Total	275	117	97	60	165	105	98	65	55	56	221	29	13	12
I contacted my provider	173	66	60	**	101	70	61	**	**	**	142	**	**	**
	63%	56%	61%	**	62%	67%	62%	**	**	**	64%	**	**	**
My provider contacted me	82	40	31	**	52	26	31	**	**	**	64	**	**	**
	30%	34%	32%	**	32%	25%	31%	**	**	**	29%	**	**	**
Don't know/ can't remember	21	11	7	**	11	9	7	**	**	**	15	**	**	**
	7%	10%	7%	**	7%	8%	7%	**	**	**	7%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	~c	a	b
Unweighted total	290	42	105	86	126	112
Effective Weighted Sample	244	35	86	76	107	94
Total	275	38	96	86	118	107
I contacted my provider	173	**	58	**	77	75
	63%	**	60%	**	65%	70%
My provider contacted me	82	**	32	**	34	29
	30%	**	34%	**	28%	27%
Don't know/ can't remember	21	**	6	**	8	4
	7%	**	6%	**	7%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	156	109	47	120	36	116	40	44	27	21	26	27	57
Effective Weighted Sample	130	89	42	99	32	95	35	34	22	19	24	23	49
Total	148	106	42	118	30	105	43	33	18	29	23	24	56
I contacted my provider	110	74	**	83	**	76	**	**	**	**	**	**	**
	74%	70%	**	70%	**	73%	**	**	**	**	**	**	**
My provider contacted me	27	22	**	25	**	23	**	**	**	**	**	**	**
	18%	21%	**	21%	**	22%	**	**	**	**	**	**	**
Don't know/ can't remember	11	10	**	10	**	6	**	**	**	**	**	**	**
	7%	9%	**	8%	**	6%	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	156	24	24	19	18	3	16	8	7	24	24	77	44	145	11	2
Effective Weighted Sample	130	20	20	16	15	3	14	5	5	22	19	63	39	120	10	2
Total	148	26	26	21	15	2	15	5	5	21	24	74	39	138	11	2
I contacted my provider	110	**	**	**	**	**	**	**	**	**	**	**	**	100	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**	**	72%	**	**
My provider contacted me	27	**	**	**	**	**	**	**	**	**	**	**	**	27	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	20%	**	**
Don't know/ can't remember	11	**	**	**	**	**	**	**	**	**	**	**	**	11	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	156	57	62	37	88	63	48	48	26	33	132	12	9	3
Effective Weighted Sample	130	44	53	34	73	53	38	41	23	28	111	10	7	3
Total	148	56	60	33	87	58	38	49	32	29	126	13	6	4
I contacted my provider	110	**	**	**	**	**	**	**	**	**	96	**	**	**
	74%	**	**	**	**	**	**	**	**	**	77%	**	**	**
My provider contacted me	27	**	**	**	**	**	**	**	**	**	20	**	**	**
	18%	**	**	**	**	**	**	**	**	**	16%	**	**	**
Don't know/ can't remember	11	**	**	**	**	**	**	**	**	**	9	**	**	**
	7%	**	**	**	**	**	**	**	**	**	7%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	156	28	63	37	68	64
Effective Weighted Sample	130	24	52	31	55	55
Total	148	29	59	34	62	60
I contacted my provider	110	**	**	**	**	**
	74%	**	**	**	**	**
My provider contacted me	27	**	**	**	**	**
	18%	**	**	**	**	**
Don't know/ can't remember	11	**	**	**	**	**
	7%	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Received a discount	249	172	77	192	57	165	84	55	45	53	36	49	68
	8%	7%	17%	7%	20%	9%	7%	12%	6%	7%	25%	12%	7%
			a		a			b			abde	ae	
Added extra or improved services	173	142	30	147	26	136	36	51	31	38	12	26	67
	6%	6%	7%	5%	9%	8%	3%	11%	4%	5%	8%	6%	7%
					a	b		ab					
Reduced or downgraded services	110	74	36	83	27	76	34	23	14	24	20	18	36
	4%	3%	8%	3%	10%	4%	3%	5%	2%	3%	14%	4%	4%
			a		a						abde		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	458	340	119	369	90	328	131	113	77	98	53	81	152
	15%	13%	27%	14%	32%	18%	11%	25%	11%	14%	36%	19%	15%
			a		a	b		ab			abde	a	a
ALL 3 CHANGES	7	4	3	4	3	3	4	2	1	2	2	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
					a						e		
DISCOUNT AND EXTRA SERVICES	29	19	10	21	8	23	6	5	5	8	7	4	5
	1%	1%	2%	1%	3%	1%	1%	1%	1%	1%	5%	1%	1%
			a		a						abde		
DISCOUNT AND REDUCED SERVICES	23	16	7	18	5	13	10	4	4	5	4	3	7
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	7	5	1	5	1	7	-	2	1	*	1	1	4
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
DISCOUNT ONLY	190	133	57	149	41	126	64	44	34	39	24	40	55
	6%	5%	13%	6%	14%	7%	6%	10%	5%	5%	16%	10%	6%
			a		a			b			abe	ae	
EXTRA SERVICES ONLY	129	114	15	116	13	103	26	42	24	28	3	19	56
	4%	5%	3%	4%	5%	6%	2%	9%	3%	4%	2%	5%	6%
						b		ab					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
REDUCED SERVICES ONLY	73	49	25	55	18	52	21	14	8	17	14	13	23
	2%	2%	6%	2%	6%	3%	2%	3%	1%	2%	9%	3%	2%
			a		a						abde	a	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2517	2191	326	2325	192	1487	1031	337	641	620	94	337	836
	85%	87%	73%	86%	68%	82%	89%	75%	89%	86%	64%	81%	85%
		b		b		c	ac		cde	c		c	c

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Received a discount	249	54	38	36	21	10	22	4	**	37	32	105	86	223	26	4
	8%	8%	8%	9%	7%	5%	13%	3%	**	21%	9%	9%	8%	9%	5%	2%
		g		g			eg			abcdeg	f	ef	f	ef		
Added extra or improved services	173	37	29	20	11	12	12	16	**	10	37	61	53	150	22	3
	6%	6%	6%	5%	4%	6%	7%	9%	**	6%	10%	5%	5%	6%	5%	2%
											bcdef					
Reduced or downgraded services	110	20	23	15	6	-	11	4	**	20	10	55	36	100	11	2
	4%	3%	5%	4%	2%	-%	6%	2%	**	11%	3%	5%	4%	4%	2%	1%
			e	e			e			abcdeg		e				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	458	94	76	58	35	22	38	24	**	54	71	188	150	409	50	7
	15%	14%	15%	14%	12%	10%	23%	14%	**	31%	20%	17%	15%	16%	10%	5%
							acde			abcdeg	ef	ef	f	ef		
ALL 3 CHANGES	7	2	3	*	-	-	-	-	**	2	1	3	2	6	2	1
	*%	*%	1%	*%	-%	-%	-%	-%	**	1%	*%	*%	*%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	29	5	5	6	1	-	4	-	**	6	3	12	11	26	4	-
	1%	1%	1%	1%	*%	-%	2%	-%	**	3%	1%	1%	1%	1%	1%	-%
										ade						
DISCOUNT AND REDUCED SERVICES	23	6	1	6	3	-	3	-	**	3	3	8	10	21	2	-
	1%	1%	*%	2%	1%	-%	2%	-%	**	2%	1%	1%	1%	1%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	7	2	3	-	-	-	-	*	**	1	*	6	*	7	-	-
	*%	*%	1%	-%	-%	-%	-%	*%	**	*%	*%	1%	*%	*%	-%	-%
DISCOUNT ONLY	190	41	29	24	18	10	15	4	**	26	26	82	63	171	18	3
	6%	6%	6%	6%	6%	5%	9%	3%	**	15%	7%	7%	6%	7%	4%	2%
										abcdeg		ef		e		
EXTRA SERVICES ONLY	129	28	18	13	10	12	9	15	**	2	33	40	40	112	17	3
	4%	4%	4%	3%	3%	6%	5%	9%	**	1%	9%	4%	4%	5%	3%	2%
								bci			bcdef					

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
REDUCED SERVICES ONLY	73	10	16	8	3	-	8	4	**	15	6	37	24	67	7	1
	2%	2%	3%	2%	1%	-%	5%	2%	**	8%	2%	3%	2%	3%	1%	1%
			e				e			abcdeg						
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2517	560	432	361	259	187	132	149	**	120	280	928	862	2070	438	154
	85%	86%	85%	86%	88%	90%	77%	86%	**	69%	80%	83%	85%	84%	90%	95%
		fi	i	fi	fi	fi		i							abd	abcd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Received a discount	249	78	96	75	141	105	66	93	48	41	210	20	13	**
	8%	9%	9%	7%	9%	7%	8%	11% d	8%	6%	9%	7%	8%	**
Added extra or improved services	173	66	60	47	101	70	61	44	39	28	142	18	7	**
	6%	8% c	5%	5%	7%	5%	7% d	5%	6%	4%	6%	7%	4%	**
Reduced or downgraded services	110	32	48	31	65	43	33	37	20	19	96	9	4	**
	4%	4%	4%	3%	4%	3%	4%	4%	3%	3%	4%	3%	3%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	458	155	173	131	258	196	136	142	99	78	390	37	22	**
	15%	19% c	16%	13%	17%	14%	17% d	17% d	16%	12%	16%	13%	13%	**
ALL 3 CHANGES	7	1	4	2	6	1	2	4	1	1	7	-	-	**
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	29	11	8	10	17	11	12	13	-	4	21	4	2	**
	1%	1%	1%	1%	1%	1%	2% c	2% c	-%	1%	1%	2%	1%	**
DISCOUNT AND REDUCED SERVICES	23	6	8	9	15	8	3	11	4	5	17	4	1	**
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	2%	*%	**
EXTRA SERVICES AND REDUCED SERVICES	7	1	6	-	6	1	5	-	2	-	5	2	*	**
	*%	*%	1%	-%	*%	*%	1%	-%	*%	-%	*%	1%	*%	**
DISCOUNT ONLY	190	60	76	54	103	85	49	65	44	31	164	11	11	**
	6%	7%	7%	5%	7%	6%	6%	8%	7%	5%	7%	4%	6%	**
EXTRA SERVICES ONLY	129	52	42	35	72	57	42	27	35	23	108	12	5	**
	4%	6% c	4%	3%	5%	4%	5%	3%	6%	4%	4%	4%	3%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
REDUCED SERVICES ONLY	73	23	30	20	39	33	23	22	13	14	67	3	3	**
	2%	3%	3%	2%	3%	2%	3%	3%	2%	2%	3%	1%	2%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2517	679	942	888	1266	1227	681	704	525	581	2052	242	147	**
	85%	81%	84%	87%	83%	86%	83%	83%	84%	88%	84%	87%	87%	**
				a						ab				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Received a discount	249	27	90	82	83	127
	8%	7%	9%	9%	9%	9%
Added extra or improved services	173	22	58	58	77	75
	6%	6%	6%	7%	8%	5%
					b	
Reduced or downgraded services	110	19	45	28	45	46
	4%	5%	4%	3%	5%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	458	57	168	142	173	216
	15%	16%	17%	16%	18%	14%
ALL 3 CHANGES	7	1	3	2	5	1
	*%	*%	*%	*%	1%	*%
DISCOUNT AND EXTRA SERVICES	29	4	6	15	9	18
	1%	1%	1%	2%	1%	1%
DISCOUNT AND REDUCED SERVICES	23	3	10	5	9	9
	1%	1%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	7	1	2	2	4	3
	*%	*%	*%	*%	*%	*%
DISCOUNT ONLY	190	18	71	60	60	99
	6%	5%	7%	7%	6%	7%
EXTRA SERVICES ONLY	129	16	47	39	59	53
	4%	4%	5%	4%	6%	4%
					b	
REDUCED SERVICES ONLY	73	13	30	19	27	33
	2%	4%	3%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2517	311	844	737	775	1272
	85%	84%	83%	84%	82%	86%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Received a discount	127	112	14	115	12	91	36	28	19	25	7	10	66
	4%	4%	3%	4%	4%	5%	3%	6% b	3%	4%	5%	2%	7% ad
Added extra or improved services	82	65	17	72	10	68	14	25	8	12	3	19	39
	3%	3%	4%	3%	4%	4% b	1%	6% b	1%	2%	2%	5% a	4% a
Reduced or downgraded services	27	22	5	25	2	23	4	7	3	3	1	4	16
	1%	1%	1%	1%	1%	1%	*%	2% b	*%	*%	1%	1%	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	212	179	33	190	22	163	49	56	29	37	9	30	108
	7%	7%	7%	7%	8%	9% b	4%	12% b	4%	5%	6%	7% a	11% ab
ALL 3 CHANGES	*	*	-	*	-	*	-	-	-	-	-	-	*
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	13	11	2	11	2	11	3	3	1	4	1	3	5
	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	9	7	1	9	-	6	3	1	1	-	1	-	7
	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%	1%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	1	-	1	-	1	-	-	-	-	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%
DISCOUNT ONLY	104	93	11	94	10	74	30	24	17	21	4	7	54
	4%	4%	2%	3%	4%	4%	3%	5% b	2%	3%	3%	2%	6% ad
EXTRA SERVICES ONLY	67	52	15	59	8	56	11	22	7	9	2	17	33
	2%	2%	3%	2%	3%	3% b	1%	5% b	1%	1%	2%	4% ab	3% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
REDUCED SERVICES ONLY	17	14	3	15	2	16	1	5	3	3	-	4	8
	1%	1%	1%	1%	1%	1%	0%	1% b	0%	0%	0%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2764	2352	411	2504	260	1651	1113	394	689	681	138	388	880
	93%	93%	93%	93%	92%	91%	96% ac	88%	96% de	95% e	94%	93%	89%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Received a discount	127	26	25	10	19	7	7	8	**	6	29	55	29	113	12	3
	4%	4%	5%	2%	6%	3%	4%	5%	**	3%	8%	5%	3%	5%	3%	2%
					c						cdef					
Added extra or improved services	82	14	15	8	8	3	3	7	**	5	20	37	22	79	3	-
	3%	2%	3%	2%	3%	1%	2%	4%	**	3%	6%	3%	2%	3%	1%	-%
											cef	e		e		
Reduced or downgraded services	27	6	2	4	5	2	1	1	**	1	11	14	2	27	-	-
	1%	1%	*%	1%	2%	1%	1%	*%	**	1%	3%	1%	*%	1%	-%	-%
											cde	c		c		
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	212	42	38	22	28	11	9	15	**	11	54	96	47	197	14	3
	7%	6%	7%	5%	10%	5%	5%	9%	**	6%	15%	9%	5%	8%	3%	2%
											bcdef	cef		cef		
ALL 3 CHANGES	*	-	-	-	-	-	-	*	**	-	-	-	*	*	-	-
	*%	-%	-%	-%	-%	-%	-%	*%	**	-%	-%	-%	*%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	13	2	3	*	1	-	2	1	**	-	1	6	4	12	2	-
	*%	*%	1%	*%	*%	-%	1%	*%	**	-%	*%	1%	*%	*%	*%	-%
DISCOUNT AND REDUCED SERVICES	9	2	-	-	3	*	1	-	**	1	4	4	2	9	-	-
	*%	*%	-%	-%	1%	*%	1%	-%	**	1%	1%	*%	*%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	-	-	-	-	**	-	1	-	-	1	-	-
	*%	*%	-%	-%	-%	-%	-%	-%	**	-%	*%	-%	-%	*%	-%	-%
DISCOUNT ONLY	104	22	21	10	15	7	4	7	**	4	24	45	23	92	11	3
	4%	3%	4%	2%	5%	3%	2%	4%	**	3%	7%	4%	2%	4%	2%	2%
											ce					
EXTRA SERVICES ONLY	67	12	12	8	7	3	1	6	**	5	18	31	18	66	2	-
	2%	2%	2%	2%	3%	1%	1%	4%	**	3%	5%	3%	2%	3%	*%	-%
											cef	e		e		

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
REDUCED SERVICES ONLY	17	3	2	4	2	1	-	1	**	-	7	10	*	17	-	-
	1%	*%	*%	1%	1%	1%	-%	*%	**	-%	2% ce	1% c	*%	1%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2764	612	470	397	266	198	162	158	**	163	297	1020	965	2282	474	158
	93%	94%	93%	95%	90%	95%	95%	91%	**	94%	85%	91% a	95% abd	92% a	97% abd	98% abd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Received a discount	127	54	47	25	63	64	30	31	23	41	109	12	3	**
	4%	7%	4%	2%	4%	5%	4%	4%	4%	6%	4%	4%	2%	**
		c												
Added extra or improved services	82	40	31	11	52	26	31	18	14	19	64	7	6	**
	3%	5%	3%	1%	3%	2%	4%	2%	2%	3%	3%	3%	4%	**
		c	c		b									
Reduced or downgraded services	27	18	8	2	17	10	3	10	11	4	20	3	1	**
	1%	2%	1%	*%	1%	1%	*%	1%	2%	1%	1%	1%	1%	**
		bc							a					
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	212	101	78	31	118	90	57	52	43	59	175	20	11	**
	7%	12%	7%	3%	8%	6%	7%	6%	7%	9%	7%	7%	6%	**
		bc	c											
ALL 3 CHANGES	*	-	-	*	-	*	*	-	-	-	*	-	-	**
	*%	-%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	13	4	5	4	8	5	5	3	*	5	10	2	-	**
	*%	*%	*%	*%	1%	*%	1%	*%	*%	1%	*%	1%	-%	**
DISCOUNT AND REDUCED SERVICES	9	6	1	2	6	3	1	4	4	1	7	-	-	**
	*%	1%	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	-	1	-	1	-	-	1	-	-	**
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
DISCOUNT ONLY	104	45	40	19	49	56	24	24	19	36	91	10	3	**
	4%	5%	4%	2%	3%	4%	3%	3%	3%	5%	4%	4%	2%	**
		c								ab				
EXTRA SERVICES ONLY	67	35	25	7	44	20	25	14	13	14	53	5	6	**
	2%	4%	2%	1%	3%	1%	3%	2%	2%	2%	2%	2%	4%	**
		c	c		b									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
REDUCED SERVICES ONLY	17	11	6	-	11	5	2	5	7	3	12	3	1	**
	1%	1%	1%	-%	1%	*%	*%	1%	1%	*%	1%	1%	1%	**
		c												
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2764	732	1036	987	1407	1332	760	794	581	600	2267	259	157	**
	93%	88%	93%	97%	92%	94%	93%	94%	93%	91%	93%	93%	94%	**
			a	ab										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Received a discount	127	18	52	26	55	55
	4%	5%	5%	3%	6%	4%
Added extra or improved services	82	9	32	24	34	29
	3%	2%	3%	3%	4%	2%
Reduced or downgraded services	27	8	8	5	14	10
	1%	2%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	212	30	85	51	90	87
	7%	8%	8%	6%	9%	6%
				b		
ALL 3 CHANGES	*	*	-	-	*	-
	*%	*%	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	13	*	7	2	6	5
	*%	*%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	9	4	1	2	6	2
	*%	1%	*%	*%	1%	*%
		b				
EXTRA SERVICES AND REDUCED SERVICES	1	-	-	-	1	-
	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	104	14	45	22	44	48
	4%	4%	4%	2%	5%	3%
EXTRA SERVICES ONLY	67	8	26	22	26	23
	2%	2%	3%	2%	3%	2%
REDUCED SERVICES ONLY	17	3	7	3	7	9
	1%	1%	1%	*%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2764	338	927	829	858	1401
	93%	92%	92%	94%	91%	94%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Discussed deals or offers with any other provider	227	190	38	198	30	176	51	84	40	62	11	33	81
	8%	7%	8%	7%	10%	10%	4%	19%	6%	9%	8%	8%	8%
						b		ab					
Looked at deals or offers from any other provider	697	580	117	613	84	546	151	193	144	161	42	107	251
	23%	23%	26%	23%	30%	30%	13%	43%	20%	22%	28%	25%	25%
					a	b		ab					a
Talked with friends or family for recommendations about providers	374	314	60	334	40	263	111	77	57	80	20	54	163
	13%	12%	14%	12%	14%	14%	10%	17%	8%	11%	14%	13%	16%
						b		b				a	ab
None of these	1868	1604	263	1714	154	971	896	146	508	474	86	255	550
	63%	63%	59%	64%	55%	54%	77%	32%	71%	66%	58%	61%	56%
				b		c	ac		cde	e			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Discussed deals or offers with any other provider	227 8%	57 9%	37 7%	33 8%	20 7%	8 4%	10 6%	17 10%	** **	13 7%	43 12% cef	103 9% ef	64 6% f	210 8% ef	18 4%	2 1%
Looked at deals or offers from any other provider	697 23%	144 22% e	105 21%	95 23% e	83 28% e	26 13%	48 28% e	39 23% e	** **	46 26% e	119 34% bcdef	287 26% ef	226 22% ef	632 26% ef	64 13%	14 9%
Talked with friends or family for recommendations about providers	374 13%	89 14%	46 9%	52 12%	38 13%	25 12%	21 12%	20 12%	** **	23 13%	76 22% bcdef	151 14% c	97 10%	325 13% c	49 10%	15 9%
None of these	1868 63%	410 63%	351 69% di	270 64%	171 58%	159 76% acdfi	102 60%	110 64%	** **	98 57%	141 40%	661 59% a	680 67% abd	1482 60% a	377 77% abcd	136 84% abcd
Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Discussed deals or offers with any other provider	227	92	97	38	137	90	68	58	46	54	191	23	11	**
	8%	11%	9%	4%	9%	6%	8%	7%	7%	8%	8%	8%	7%	**
		c	c		b									
Looked at deals or offers from any other provider	697	248	288	161	393	296	223	211	129	130	578	63	33	**
	23%	30%	26%	16%	26%	21%	27%	25%	21%	20%	24%	22%	20%	**
		c	c		b		cd							
Talked with friends or family for recommendations about providers	374	146	137	91	195	173	112	110	70	76	299	36	30	**
	13%	17%	12%	9%	13%	12%	14%	13%	11%	12%	12%	13%	18%	**
		bc												
None of these	1868	416	676	768	913	938	477	536	414	420	1524	181	107	**
	63%	50%	61%	75%	60%	66%	58%	63%	66%	64%	62%	65%	64%	**
			a	ab		a			a					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Discussed deals or offers with any other provider	227	34	83	68	92	97
	8%	9%	8%	8%	10%	7%
					b	
Looked at deals or offers from any other provider	697	74	271	217	259	334
	23%	20%	27%	25%	27%	22%
					b	
Talked with friends or family for recommendations about providers	374	42	141	109	129	175
	13%	11%	14%	12%	14%	12%
None of these	1868	229	598	554	533	981
	63%	62%	59%	63%	56%	66%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Yes - in the last 6 months	223	185	38	193	30	223	-	223	49	41	15	30	89
	7%	7%	9%	7%	11%	12%	-%	50%	7%	6%	10%	7%	9%
						b		ab					
Yes - 7 to 12 months ago	227	199	28	206	22	227	-	227	38	37	12	23	119
	8%	8%	6%	8%	8%	13%	-%	50%	5%	5%	8%	5%	12%
						b		ab					abd
Yes – 13 to 18 months ago	227	184	42	196	31	227	-	-	46	40	12	41	89
	8%	7%	10%	7%	11%	12%	-%	-%	6%	6%	8%	10%	9%
						bc							
Yes – 1.5 to 2 years ago	162	130	32	145	18	162	-	-	38	31	12	26	56
	5%	5%	7%	5%	6%	9%	-%	-%	5%	4%	8%	6%	6%
						bc							
Yes – 2 to 3 years ago	216	175	41	186	30	216	-	-	42	66	20	32	60
	7%	7%	9%	7%	10%	12%	-%	-%	6%	9%	14%	8%	6%
						bc					ae		
Yes – More than 3 years ago	759	618	141	677	82	759	-	-	217	192	53	110	190
	26%	24%	32%	25%	29%	42%	-%	-%	30%	27%	36%	26%	19%
			a			bc			e	e	e	e	
No – never changed provider	1161	1041	121	1091	70	-	1161	-	288	311	23	156	385
	39%	41%	27%	41%	25%	-%	100%	-%	40%	43%	15%	37%	39%
		b		b			ac		c	c		c	c

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Yes - in the last 6 months	223	42	29	20	20	9	11	17	**	21	41	83	67	191	30	10
	7%	6%	6%	5%	7%	4%	6%	10%	**	12%	12%	7%	7%	8%	6%	6%
										abce	ce					
Yes - 7 to 12 months ago	227	46	33	23	23	10	7	13	**	16	53	107	50	210	17	5
	8%	7%	7%	5%	8%	5%	4%	8%	**	9%	15%	10%	5%	8%	4%	3%
											bcdef	cef		ce		
Yes – 13 to 18 months ago	227	47	34	22	20	8	11	16	**	21	50	99	61	211	16	7
	8%	7%	7%	5%	7%	4%	6%	9%	**	12%	14%	9%	6%	9%	3%	5%
										ce	bcdef	e		e		
Yes – 1.5 to 2 years ago	162	30	20	23	21	7	10	7	**	16	24	64	54	142	19	4
	5%	5%	4%	6%	7%	4%	6%	4%	**	9%	7%	6%	5%	6%	4%	2%
										b						
Yes – 2 to 3 years ago	216	32	27	25	18	14	9	19	**	30	19	88	81	187	29	6
	7%	5%	5%	6%	6%	7%	5%	11%	**	17%	5%	8%	8%	8%	6%	3%
								a		abcdef						
Yes – More than 3 years ago	759	151	119	96	92	65	54	55	**	43	35	253	312	599	158	52
	26%	23%	23%	23%	31%	31%	32%	32%	**	25%	10%	23%	31%	24%	32%	32%
					a							a	abd	a	abd	ab
No – never changed provider	1161	305	245	209	102	95	70	46	**	26	129	422	387	938	219	77
	39%	47%	48%	50%	35%	46%	41%	27%	**	15%	37%	38%	38%	38%	45%	48%
		dgi	dgi	dgi	i	gi	gi	i							bd	
Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Yes - in the last 6 months	223	82	85	54	138	83	67	48	48	57	188	18	9	**
	7%	10%	8%	5%	9%	6%	8%	6%	8%	9%	8%	7%	5%	**
		c			b									
Yes - 7 to 12 months ago	227	102	85	40	133	92	58	72	49	47	201	10	10	**
	8%	12%	8%	4%	9%	6%	7%	9%	8%	7%	8%	3%	6%	**
		bc	c								b			
Yes – 13 to 18 months ago	227	89	93	44	132	93	78	57	48	44	194	17	10	**
	8%	11%	8%	4%	9%	7%	10%	7%	8%	7%	8%	6%	6%	**
		c	c											
Yes – 1.5 to 2 years ago	162	57	58	47	95	66	48	52	32	29	128	22	9	**
	5%	7%	5%	5%	6%	5%	6%	6%	5%	4%	5%	8%	5%	**
Yes – 2 to 3 years ago	216	56	85	75	113	102	66	70	35	44	165	23	19	**
	7%	7%	8%	7%	7%	7%	8%	8%	6%	7%	7%	8%	11%	**
Yes – More than 3 years ago	759	127	310	320	394	358	211	244	145	152	634	66	40	**
	26%	15%	28%	31%	26%	25%	26%	29%	23%	23%	26%	24%	24%	**
			a	a				d						
No – never changed provider	1161	320	400	437	519	628	289	303	268	287	933	123	71	**
	39%	38%	36%	43%	34%	44%	35%	36%	43%	44%	38%	44%	42%	**
				b		a			a	ab				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES – When did you most recently change provider for your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Yes - in the last 6 months	223	34	77	63	78	84
	7%	9%	8%	7%	8%	6%
Yes - 7 to 12 months ago	227	26	90	61	90	94
	8%	7%	9%	7%	9%	6%
				b		
Yes – 13 to 18 months ago	227	31	80	71	86	106
	8%	9%	8%	8%	9%	7%
Yes – 1.5 to 2 years ago	162	21	51	48	53	79
	5%	6%	5%	5%	6%	5%
Yes – 2 to 3 years ago	216	23	69	73	64	101
	7%	6%	7%	8%	7%	7%
Yes – More than 3 years ago	759	79	256	259	238	421
	26%	21%	25%	29%	25%	28%
				a		
No – never changed provider	1161	154	388	304	340	603
	39%	42%	38%	35%	36%	41%
Columns Tested: a,b,c - a,b						

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	480	398	82	415	65	480	-	480	109	59	33	71	211
Effective Weighted Sample	409	338	73	353	57	409	-	409	97	51	31	59	187
Total	450	384	67	398	52	450	-	450	87	78	28	53	208
EE	86	75	**	77	**	86	**	86	13	**	**	**	46
	19%	20%	**	19%	**	19%	**	19%	14%	**	**	**	22%
O2	53	43	**	47	**	53	**	53	12	**	**	**	18
	12%	11%	**	12%	**	12%	**	12%	14%	**	**	**	9%
'3' / Three	51	42	**	45	**	51	**	51	13	**	**	**	21
	11%	11%	**	11%	**	11%	**	11%	14%	**	**	**	10%
Vodafone	49	38	**	38	**	49	**	49	12	**	**	**	18
	11%	10%	**	10%	**	11%	**	11%	14%	**	**	**	9%
Virgin Media	36	34	**	35	**	36	**	36	5	**	**	**	12
	8%	9%	**	9%	**	8%	**	8%	6%	**	**	**	6%
BT	32	26	**	28	**	32	**	32	10	**	**	**	13
	7%	7%	**	7%	**	7%	**	7%	11%	**	**	**	6%
GiffGaff	30	28	**	29	**	30	**	30	4	**	**	**	18
	7%	7%	**	7%	**	7%	**	7%	5%	**	**	**	8%
Sky	26	23	**	23	**	26	**	26	5	**	**	**	12
	6%	6%	**	6%	**	6%	**	6%	5%	**	**	**	6%
Tesco Mobile	18	14	**	16	**	18	**	18	5	**	**	**	6
	4%	4%	**	4%	**	4%	**	4%	6%	**	**	**	3%
iD Mobile	16	15	**	15	**	16	**	16	3	**	**	**	10
	3%	4%	**	4%	**	3%	**	3%	4%	**	**	**	5%
TalkTalk	10	8	**	9	**	10	**	10	2	**	**	**	7
	2%	2%	**	2%	**	2%	**	2%	2%	**	**	**	3%
VOXI	7	7	**	7	**	7	**	7	1	**	**	**	6
	2%	2%	**	2%	**	2%	**	2%	1%	**	**	**	3%
Smarty	5	5	**	5	**	5	**	5	-	**	**	**	3
	1%	1%	**	1%	**	1%	**	1%	-%	**	**	**	1%
Plusnet	4	3	**	3	**	4	**	4	1	**	**	**	2
	1%	1%	**	1%	**	1%	**	1%	1%	**	**	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	480	398	82	415	65	480	-	480	109	59	33	71	211
Effective Weighted Sample	409	338	73	353	57	409	-	409	97	51	31	59	187
Total	450	384	67	398	52	450	-	450	87	78	28	53	208
Lycamobile	4	4	**	4	**	4	**	4	-	**	**	**	4
	1%	1%	**	1%	**	1%	**	1%	-%	**	**	**	2%
Lebara	3	2	**	2	**	3	**	3	-	**	**	**	2
	1%	1%	**	1%	**	1%	**	1%	-%	**	**	**	1%
Asda Mobile	2	2	**	2	**	2	**	2	-	**	**	**	*
	*%	1%	**	1%	**	*%	**	*%	-%	**	**	**	*%
Talkmobile	1	1	**	1	**	1	**	1	-	**	**	**	1
	*%	*%	**	*%	**	*%	**	*%	-%	**	**	**	1%
Other supplier	16	13	**	13	**	16	**	16	2	**	**	**	8
	3%	3%	**	3%	**	3%	**	3%	3%	**	**	**	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	480	88	61	45	50	18	19	34	19	46	90	209	127	426	52	16
Effective Weighted Sample	409	75	52	38	42	15	17	28	16	41	78	169	112	358	49	15
Total	450	88	62	43	43	19	17	30	14	38	94	190	117	401	47	16
EE	86 19%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	36 19%	23 19%	77 19%	** **	** **
O2	53 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	26 14%	12 10%	45 11%	** **	** **
'3' / Three	51 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	25 13%	14 12%	48 12%	** **	** **
Vodafone	49 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	19 10%	17 15%	45 11%	** **	** **
Virgin Media	36 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 7%	10 9%	31 8%	** **	** **
BT	32 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 5%	9 7%	26 6%	** **	** **
GiffGaff	30 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 9%	6 5%	30 8%	** **	** **
Sky	26 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	12 6%	4 4%	23 6%	** **	** **
Tesco Mobile	18 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	9 5%	5 5%	15 4%	** **	** **
iD Mobile	16 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	8 4%	- -%	16 4%	** **	** **
TalkTalk	10 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	4 3%	9 2%	** **	** **
VOXI	7 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	1 1%	6 1%	** **	** **
Smarty	5 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	2 2%	5 1%	** **	** **
Plusnet	4 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 *%	1 1%	3 1%	** **	** **

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	480	88	61	45	50	18	19	34	19	46	90	209	127	426	52	16
Effective Weighted Sample	409	75	52	38	42	15	17	28	16	41	78	169	112	358	49	15
Total	450	88	62	43	43	19	17	30	14	38	94	190	117	401	47	16
Lycamobile	4	**	**	**	**	**	**	**	**	**	**	4	-	4	**	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	-%	1%	**	**
Lebara	3	**	**	**	**	**	**	**	**	**	**	1	*	3	**	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	*%	1%	**	**
Asda Mobile	2	**	**	**	**	**	**	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	-%	*%	**	**
Talkmobile	1	**	**	**	**	**	**	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	**	**	**	**	**	**	1%	-%	*%	**	**
Other supplier	16	**	**	**	**	**	**	**	**	**	**	3	8	14	**	**
	3%	**	**	**	**	**	**	**	**	**	**	2%	7%	4%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	480	191	185	102	279	196	151	127	82	114	405	34	25	16
Effective Weighted Sample	409	159	155	94	236	169	125	112	71	101	345	30	21	14
Total	450	185	169	94	272	175	125	120	96	104	388	28	19	15
EE	86	42	26	17	50	34	22	25	**	19	73	**	**	**
	19%	23%	15%	18%	18%	20%	17%	21%	**	18%	19%	**	**	**
O2	53	22	19	11	34	18	11	15	**	12	45	**	**	**
	12%	12%	11%	12%	13%	10%	8%	12%	**	12%	12%	**	**	**
'3' / Three	51	16	25	10	30	21	13	18	**	11	47	**	**	**
	11%	9%	15%	11%	11%	12%	10%	15%	**	10%	12%	**	**	**
Vodafone	49	20	20	9	28	21	13	15	**	10	41	**	**	**
	11%	11%	12%	10%	10%	12%	10%	13%	**	10%	11%	**	**	**
Virgin Media	36	15	10	11	27	9	12	8	**	11	27	**	**	**
	8%	8%	6%	11%	10%	5%	9%	6%	**	11%	7%	**	**	**
BT	32	10	14	9	23	9	9	8	**	4	26	**	**	**
	7%	5%	8%	10%	9%	5%	7%	7%	**	4%	7%	**	**	**
GiffGaff	30	10	18	2	17	13	14	4	**	8	28	**	**	**
	7%	6%	11%	2%	6%	7%	11%	3%	**	8%	7%	**	**	**
			c											
Sky	26	11	10	5	18	8	8	3	**	8	23	**	**	**
	6%	6%	6%	5%	7%	5%	6%	3%	**	8%	6%	**	**	**
Tesco Mobile	18	3	8	7	8	11	3	5	**	6	18	**	**	**
	4%	1%	5%	8%	3%	6%	2%	4%	**	6%	5%	**	**	**
				a										
iD Mobile	16	11	4	-	10	6	7	2	**	3	14	**	**	**
	3%	6%	3%	-%	4%	3%	5%	2%	**	3%	4%	**	**	**
TalkTalk	10	6	2	2	5	5	4	2	**	3	8	**	**	**
	2%	3%	1%	2%	2%	3%	3%	2%	**	3%	2%	**	**	**
VOXI	7	4	2	-	3	4	1	2	**	3	6	**	**	**
	2%	2%	1%	-%	1%	2%	1%	1%	**	3%	2%	**	**	**
Smarty	5	3	-	2	4	1	2	2	**	2	5	**	**	**
	1%	2%	-%	2%	1%	*%	1%	1%	**	2%	1%	**	**	**
Plusnet	4	2	-	2	2	2	1	1	**	1	4	**	**	**
	1%	1%	-%	2%	1%	1%	1%	1%	**	1%	1%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	480	191	185	102	279	196	151	127	82	114	405	34	25	16
Effective Weighted Sample	409	159	155	94	236	169	125	112	71	101	345	30	21	14
Total	450	185	169	94	272	175	125	120	96	104	388	28	19	15
Lycamobile	4	2	2	-	2	2	-	2	**	1	4	**	**	**
	1%	1%	1%	-%	1%	1%	-%	1%	**	1%	1%	**	**	**
Lebara	3	2	1	-	2	1	1	1	**	1	3	**	**	**
	1%	1%	1%	-%	1%	*%	1%	1%	**	1%	1%	**	**	**
Asda Mobile	2	*	*	1	2	-	2	-	**	*	2	**	**	**
	*%	*%	*%	1%	1%	-%	1%	-%	**	*%	1%	**	**	**
Talkmobile	1	-	1	-	1	-	-	1	**	-	1	**	**	**
	*%	-%	1%	-%	*%	-%	-%	1%	**	-%	*%	**	**	**
Other supplier	16	5	6	5	6	10	5	7	**	1	13	**	**	**
	3%	3%	3%	5%	2%	6%	4%	6%	**	1%	3%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	480	63	181	133	188	185
Effective Weighted Sample	409	55	147	115	159	157
Total	450	60	167	124	168	178
EE	86	**	32	25	31	38
	19%	**	19%	20%	18%	21%
O2	53	**	23	14	22	22
	12%	**	14%	11%	13%	12%
'3' / Three	51	**	19	15	15	22
	11%	**	11%	12%	9%	12%
Vodafone	49	**	18	20	15	28
	11%	**	11%	16%	9%	16%
Virgin Media	36	**	19	7	11	18
	8%	**	11%	5%	7%	10%
BT	32	**	11	9	13	11
	7%	**	7%	7%	8%	6%
GiffGaff	30	**	6	10	17	4
	7%	**	4%	8%	10%	2%
				b		
Sky	26	**	10	7	10	11
	6%	**	6%	6%	6%	6%
Tesco Mobile	18	**	12	2	6	7
	4%	**	7%	2%	4%	4%
iD Mobile	16	**	2	7	3	6
	3%	**	1%	5%	2%	4%
TalkTalk	10	**	6	-	7	2
	2%	**	4%	-%	4%	1%
VOXI	7	**	-	2	4	-
	2%	**	-%	1%	2%	-%
Smarty	5	**	3	-	5	1
	1%	**	2%	-%	3%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	480	63	181	133	188	185
Effective Weighted Sample	409	55	147	115	159	157
Total	450	60	167	124	168	178
Plusnet	4	**	2	1	1	3
	1%	**	1%	1%	1%	2%
Lycamobile	4	**	1	1	1	-
	1%	**	1%	1%	1%	-%
Lebara	3	**	-	2	1	1
	1%	**	-%	2%	*%	1%
Asda Mobile	2	**	*	*	2	-
	*%	**	*%	*%	1%	-%
Talkmobile	1	**	-	-	1	-
	*%	**	-%	-%	1%	-%
Other supplier	16	**	3	3	5	4
	3%	**	2%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	a	b	c	d	e
Unweighted total	2528	2109	419	2274	254	1390	1138	-	750	437	135	416	801
Effective Weighted Sample	2249	1867	391	2017	236	1239	1011	-	717	418	128	383	716
Total	2525	2148	378	2295	230	1364	1161	-	631	640	119	365	780
Yes	339	280	59	296	43	248	91	**	70	74	22	54	122
	13%	13%	16%	13%	19%	18%	8%	**	11%	12%	18%	15%	16%
					a	b							a
No	1996	1699	297	1820	176	1026	970	**	521	538	90	287	566
	79%	79%	79%	79%	77%	75%	84%	**	82%	84%	75%	79%	73%
							a		e	e			
Not sure	190	169	21	180	11	90	100	**	40	28	7	24	92
	8%	8%	6%	8%	5%	7%	9%	**	6%	4%	6%	7%	12%
													abd

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	2528	552	437	358	257	191	165	142	80	147	221	926	898	2045	476	156
Effective Weighted Sample	2249	489	388	317	226	169	152	124	74	134	195	811	812	1812	435	143
Total	2525	566	445	376	251	190	153	142	78	136	257	926	895	2078	440	145
Yes	339	78	56	45	46	8	22	20	**	22	67	141	98	306	33	5
	13%	14%	13%	12%	18%	4%	14%	14%	**	16%	26%	15%	11%	15%	7%	4%
		e	e	e	e		e	e		e	bcdef	cef	f	cef		
No	1996	445	355	303	180	169	118	109	**	105	150	703	745	1598	392	132
	79%	79%	80%	81%	72%	89%	77%	77%	**	77%	59%	76%	83%	77%	89%	91%
				d		abdfgi						a	abd	a	abcd	abd
Not sure	190	43	34	27	25	13	13	14	**	9	39	82	52	173	15	8
	8%	8%	8%	7%	10%	7%	8%	10%	**	7%	15%	9%	6%	8%	3%	6%
											bcdef	e		e		

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2528	636	920	965	1191	1311	751	746	410	593	2070	242	146	70
Effective Weighted Sample	2249	552	813	884	1064	1166	682	674	370	535	1843	214	129	63
Total	2525	649	945	924	1253	1248	692	726	528	555	2054	251	149	71
Yes	339	121	139	80	183	151	108	111	54	66	290	25	18	**
	13%	19%	15%	9%	15%	12%	16%	15%	10%	12%	14%	10%	12%	**
		c	c											
No	1996	451	736	803	987	995	529	565	431	451	1615	199	118	**
	79%	70%	78%	87%	79%	80%	76%	78%	82%	81%	79%	79%	79%	**
			a	ab										
Not sure	190	77	70	41	83	103	55	50	43	38	149	27	13	**
	8%	12%	7%	4%	7%	8%	8%	7%	8%	7%	7%	11%	9%	**
		bc	c											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2528	299	847	759	784	1311
Effective Weighted Sample	2249	263	751	678	696	1169
Total	2525	308	845	755	779	1310
Yes	339	44	133	109	137	151
	13%	14%	16%	14%	18%	11%
					b	
No	1996	241	668	597	597	1079
	79%	78%	79%	79%	77%	82%
						a
Not sure	190	24	44	50	46	81
	8%	8%	5%	7%	6%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Up to 6 months	233	194	40	201	32	223	10	223	52	41	16	31	95
	8%	8%	9%	7%	11%	12%	1%	50%	7%	6%	11%	7%	10%
						b		ab					
7 to 12 months	245	215	31	223	23	227	18	227	41	39	12	25	130
	8%	8%	7%	8%	8%	13%	2%	50%	6%	5%	8%	6%	13%
						b		ab					abd
13 to 18 months	253	206	47	219	33	227	26	-	48	44	12	48	102
	8%	8%	10%	8%	12%	12%	2%	-%	7%	6%	8%	11%	10%
						bc	c					ab	ab
1.5 years to 2 years	200	166	35	182	19	162	38	-	42	39	13	30	77
	7%	7%	8%	7%	7%	9%	3%	-%	6%	5%	9%	7%	8%
						bc	c						
More than 2 years, up to 3 years	274	224	50	236	38	216	58	-	49	75	22	44	89
	9%	9%	11%	9%	13%	12%	5%	-%	7%	10%	15%	11%	9%
					a	bc	c				a		
More than 3 years, up to 5 years	409	325	84	365	44	283	126	-	98	84	28	70	134
	14%	13%	19%	14%	16%	16%	11%	-%	14%	12%	19%	17%	14%
			a			bc	c						
More than 5 years, up to 10 years	596	516	80	546	50	306	290	-	157	156	23	81	179
	20%	20%	18%	20%	18%	17%	25%	-%	22%	22%	16%	19%	18%
						c	ac						
More than 10 years	677	611	66	641	36	142	535	-	212	218	16	80	150
	23%	24%	15%	24%	13%	8%	46%	-%	30%	30%	11%	19%	15%
		b		b		c	ac		cde	cde			
Don't know/ can't remember	87	76	12	80	7	28	60	-	20	22	5	8	32
	3%	3%	3%	3%	2%	2%	5%	-%	3%	3%	3%	2%	3%
						c	ac						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Up to 6 months	233	44	29	25	21	10	11	17	**	22	41	87	72	200	32	12
	8%	7%	6%	6%	7%	5%	6%	10%	**	13%	12%	8%	7%	8%	6%	7%
										abce	e					
7 to 12 months	245	50	34	26	26	11	8	15	**	16	61	111	52	224	22	9
	8%	8%	7%	6%	9%	5%	5%	9%	**	9%	18%	10%	5%	9%	4%	5%
											bcdef	ce		ce		
13 to 18 months	253	53	39	22	22	10	12	21	**	23	59	110	67	236	16	7
	8%	8%	8%	5%	7%	5%	7%	12%	**	13%	17%	10%	7%	10%	3%	5%
								c		ce	bcdef	ce	e	ce		
1.5 years to 2 years	200	35	25	31	21	10	10	14	**	18	40	77	59	176	23	7
	7%	5%	5%	7%	7%	5%	6%	8%	**	10%	11%	7%	6%	7%	5%	4%
											bcdef					
More than 2 years, up to 3 years	274	42	33	35	20	21	12	25	**	35	31	115	93	240	34	10
	9%	6%	7%	8%	7%	10%	7%	14%	**	20%	9%	10%	9%	10%	7%	6%
								abd		abcdef						
More than 3 years, up to 5 years	409	93	54	42	41	39	26	24	**	37	45	159	122	326	81	26
	14%	14%	11%	10%	14%	18%	16%	14%	**	21%	13%	14%	12%	13%	17%	16%
						bc				bc						
More than 5 years, up to 10 years	596	144	104	78	78	61	39	39	**	16	41	211	222	473	120	44
	20%	22%	20%	19%	26%	29%	23%	23%	**	9%	12%	19%	22%	19%	25%	27%
		i	i	i	i	ci	i	i				a	a	a	abd	abd
More than 10 years	677	174	178	143	54	41	49	15	**	2	12	218	303	532	144	42
	23%	27%	35%	34%	18%	20%	29%	9%	**	1%	3%	20%	30%	21%	29%	26%
		dgi	adegi	degi	gi	gi	dgi	i				a	abd	a	abd	a
Don't know/ can't remember	87	18	11	17	11	6	4	3	**	5	20	29	22	71	16	5
	3%	3%	2%	4%	4%	3%	3%	2%	**	3%	6%	3%	2%	3%	3%	3%
											bcd					

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Up to 6 months	233	84	91	57	145	87	70	50	48	62	196	20	9	**
	8%	10%	8%	6%	10%	6%	9%	6%	8%	9%	8%	7%	5%	**
		c			b					b				
7 to 12 months	245	113	87	46	143	100	61	76	51	56	213	11	15	**
	8%	14%	8%	4%	9%	7%	7%	9%	8%	9%	9%	4%	9%	**
		bc	c								b			
13 to 18 months	253	102	102	47	149	103	81	64	52	56	214	22	11	**
	8%	12%	9%	5%	10%	7%	10%	8%	8%	9%	9%	8%	6%	**
		c	c											
1.5 years to 2 years	200	79	65	56	113	85	58	58	40	39	158	27	12	**
	7%	9%	6%	5%	7%	6%	7%	7%	6%	6%	6%	10%	7%	**
		bc												
More than 2 years, up to 3 years	274	83	105	87	131	140	76	80	53	64	211	26	26	**
	9%	10%	9%	9%	9%	10%	9%	10%	8%	10%	9%	9%	16%	**
													a	
More than 3 years, up to 5 years	409	122	135	151	189	218	96	134	80	93	335	39	22	**
	14%	15%	12%	15%	12%	15%	12%	16%	13%	14%	14%	14%	13%	**
More than 5 years, up to 10 years	596	132	223	240	286	304	153	161	137	142	489	63	29	**
	20%	16%	20%	24%	19%	21%	19%	19%	22%	22%	20%	22%	17%	**
				a										
More than 10 years	677	88	278	310	322	348	198	200	150	122	558	63	37	**
	23%	11%	25%	30%	21%	24%	24%	24%	24%	19%	23%	23%	22%	**
			a	ab			d							
Don't know/ can't remember	87	30	31	26	46	39	24	22	13	25	69	9	7	**
	3%	4%	3%	3%	3%	3%	3%	3%	2%	4%	3%	3%	4%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Up to 6 months	233	35	82	64	79	89
	8%	9%	8%	7%	8%	6%
7 to 12 months	245	28	95	69	98	102
	8%	8%	9%	8%	10%	7%
					b	
13 to 18 months	253	36	88	78	91	116
	8%	10%	9%	9%	10%	8%
1.5 years to 2 years	200	29	61	58	66	93
	7%	8%	6%	7%	7%	6%
More than 2 years, up to 3 years	274	38	87	82	89	123
	9%	10%	9%	9%	9%	8%
More than 3 years, up to 5 years	409	50	138	122	144	209
	14%	14%	14%	14%	15%	14%
More than 5 years, up to 10 years	596	70	203	194	176	334
	20%	19%	20%	22%	19%	22%
More than 10 years	677	71	246	200	185	392
	23%	19%	24%	23%	20%	26%
						a
Don't know/ can't remember	87	12	12	14	20	28
	3%	3%	1%	2%	2%	2%
		b				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	b	~c	~a	~b	~c	~d	e
Unweighted total	400	305	95	346	54	289	111	-	92	64	40	79	129
Effective Weighted Sample	355	267	91	305	52	256	100	-	89	60	38	74	115
Total	404	317	87	354	50	292	111	-	79	95	36	70	128
This is my first contract with them	116	90	**	99	**	97	20	**	**	**	**	**	37
	29%	28%	**	28%	**	33%	18%	**	**	**	**	**	29%
						b							
I have renewed my contract with them	256	202	**	228	**	173	83	**	**	**	**	**	80
	63%	64%	**	64%	**	59%	74%	**	**	**	**	**	63%
						a							
Not sure	31	25	**	27	**	22	9	**	**	**	**	**	11
	8%	8%	**	8%	**	8%	8%	**	**	**	**	**	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	400	90	66	57	35	42	23	8	10	57	45	185	126	356	42	11
Effective Weighted Sample	355	81	59	51	31	36	22	7	9	52	41	161	115	315	39	11
Total	404	95	66	63	32	44	21	10	10	54	53	189	120	362	40	10
This is my first contract with them	116	**	**	**	**	**	**	**	**	**	**	57	27	105	**	**
	29%	**	**	**	**	**	**	**	**	**	**	30%	22%	29%	**	**
I have renewed my contract with them	256	**	**	**	**	**	**	**	**	**	**	122	82	228	**	**
	63%	**	**	**	**	**	**	**	**	**	**	64%	68%	63%	**	**
Not sure	31	**	**	**	**	**	**	**	**	**	**	10	11	28	**	**
	8%	**	**	**	**	**	**	**	**	**	**	5%	9%	8%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	400	140	152	106	164	231	109	131	59	95	321	42	25	12
Effective Weighted Sample	355	124	133	99	146	208	101	117	53	86	285	36	23	11
Total	404	144	157	100	182	217	101	130	79	86	322	42	28	12
This is my first contract with them	116	48	48	21	64	52	23	38	**	**	91	**	**	**
	29%	33%	30%	21%	35%	24%	23%	29%	**	**	28%	**	**	**
I have renewed my contract with them	256	81	104	69	107	146	73	82	**	**	206	**	**	**
	63%	57%	66%	69%	59%	67%	72%	63%	**	**	64%	**	**	**
Not sure	31	15	6	10	11	19	5	11	**	**	25	**	**	**
	8%	10%	4%	10%	6%	9%	5%	8%	**	**	8%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	400	55	137	119	135	191
Effective Weighted Sample	355	49	121	105	119	172
Total	404	56	137	118	137	191
This is my first contract with them	116	**	41	31	46	52
	29%	**	30%	26%	34%	27%
I have renewed my contract with them	256	**	87	82	79	131
	63%	**	63%	69%	58%	69%
Not sure	31	**	9	5	12	8
	8%	**	7%	4%	9%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	480	398	82	415	65	480	-	480	109	59	33	71	211
Effective Weighted Sample	409	338	73	353	57	409	-	409	97	51	31	59	187
Total	450	384	67	398	52	450	-	450	87	78	28	53	208
Keep the same phone number	365	310	**	323	**	365	**	365	81	**	**	**	156
	81%	81%	**	81%	**	81%	**	81%	93% e	**	**	**	75%
Change phone number	85	74	**	76	**	85	**	85	6	**	**	**	51
	19%	19%	**	19%	**	19%	**	19%	7%	**	**	**	25% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c	d	~e	~f
Unweighted total	480	88	61	45	50	18	19	34	19	46	90	209	127	426	52	16
Effective Weighted Sample	409	75	52	38	42	15	17	28	16	41	78	169	112	358	49	15
Total	450	88	62	43	43	19	17	30	14	38	94	190	117	401	47	16
Keep the same phone number	365	**	**	**	**	**	**	**	**	**	**	155	103	321	**	**
	81%	**	**	**	**	**	**	**	**	**	**	82%	88%	80%	**	**
Change phone number	85	**	**	**	**	**	**	**	**	**	**	34	14	80	**	**
	19%	**	**	**	**	**	**	**	**	**	**	18%	12%	20%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	480	191	185	102	279	196	151	127	82	114	405	34	25	16
Effective Weighted Sample	409	159	155	94	236	169	125	112	71	101	345	30	21	14
Total	450	185	169	94	272	175	125	120	96	104	388	28	19	15
Keep the same phone number	365	136	142	85	226	137	112	99	**	70	313	**	**	**
	81%	74%	84%	90%	83%	78%	89%	83%	**	67%	81%	**	**	**
				a			d	d						
Change phone number	85	48	28	9	45	38	14	20	**	34	75	**	**	**
	19%	26%	16%	10%	17%	22%	11%	17%	**	33%	19%	**	**	**
		c								ab				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32A. When you switched your mobile provider, did you...?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	480	63	181	133	188	185
Effective Weighted Sample	409	55	147	115	159	157
Total	450	60	167	124	168	178
Keep the same phone number	365	**	138	106	119	160
	81%	**	83%	85%	71%	90%
						a
Change phone number	85	**	29	19	49	18
	19%	**	17%	15%	29%	10%
					b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	85	71	14	73	12	85	-	85	8	8	6	13	50
Effective Weighted Sample	73	61	12	63	10	73	-	73	7	8	6	10	45
Total	85	74	11	76	10	85	-	85	6	14	5	9	51
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	~b	~c	~d	~e	~f
Unweighted total	85	17	10	7	10	4	1	9	2	8	28	36	15	79	6	2
Effective Weighted Sample	73	15	9	6	8	4	1	8	2	7	25	29	13	67	6	2
Total	85	19	13	7	10	4	1	8	1	6	31	34	14	80	5	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	85	45	30	10	45	38	16	18	14	37	74	4	6	1
Effective Weighted Sample	73	39	24	9	38	33	13	15	12	33	63	4	5	1
Total	85	48	28	9	45	38	14	20	17	34	75	4	5	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32B. And did you REQUEST a code from your previous provider?

Base : Those who changed their mobile number

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	85	22	30	17	50	18
Effective Weighted Sample	73	19	24	15	44	14
Total	85	21	29	19	49	18
Yes	**	**	**	**	**	**
	**	**	**	**	**	**
No	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	25	21	4	21	4	25	-	25	4	2	1	4	14
Effective Weighted Sample	20	18	3	18	3	20	-	20	3	2	1	3	13
Total	24	22	2	22	2	24	-	24	3	4	1	2	15
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)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	25	8	3	-	4	1	-	2	1	2	11	9	4	24	1	1
Effective Weighted Sample	20	7	3	-	3	1	-	2	1	2	10	7	3	20	1	1
Total	24	9	4	-	4	1	-	1	*	1	12	8	4	23	1	1
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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 ~a	35-54 ~b	55+ ~c	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	25	15	8	2	10	13	6	6	2	11	21	1	2	1
Effective Weighted Sample	20	13	6	2	9	10	5	5	2	9	17	1	1	1
Total	24	15	7	2	11	11	6	5	4	9	21	1	1	1
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)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?

Base : Those who changed their mobile number but requested a code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	25	5	12	4	16	8
Effective Weighted Sample	20	4	10	3	14	5
Total	24	5	11	4	17	6
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)	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know	**	**	**	**	**	**
	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	7	7	-	7	-	7	-	7	2	-	-	1	4
Effective Weighted Sample	6	6	-	6	-	6	-	6	2	-	-	1	4
Total	7	7	-	7	-	7	-	7	1	-	-	1	6
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	7	2	-	-	1	-	-	1	-	-	4	2	-	6	1	1
Effective Weighted Sample	6	2	-	-	1	-	-	1	-	-	4	2	-	5	1	1
Total	7	2	-	-	2	-	-	*	-	-	6	1	-	7	1	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	7	5	1	1	2	5	3	2	-	2	6	-	1	-
Effective Weighted Sample	6	4	1	1	2	4	2	2	-	2	6	-	1	-
Total	7	6	1	1	3	4	3	2	-	2	7	-	*	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?

Base : Those who changed their mobile number but requested a STAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~c	~a	~b
Unweighted total	7	-	5	1	4	3
Effective Weighted Sample	6	-	4	1	4	2
Total	7	-	5	1	5	2
Yes	**	**	**	**	**	**
	**	**	**	**	**	**
No	**	**	**	**	**	**
	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	7	7	-	7	-	7	-	7	2	-	-	1	4
Effective Weighted Sample	6	6	-	6	-	6	-	6	2	-	-	1	4
Total	7	7	-	7	-	7	-	7	1	-	-	1	6
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	7	2	-	-	1	-	-	1	-	-	4	2	-	6	1	1
Effective Weighted Sample	6	2	-	-	1	-	-	1	-	-	4	2	-	5	1	1
Total	7	2	-	-	2	-	-	*	-	-	6	1	-	7	1	1
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 ~a	35-54 ~b	55+ ~c	MAN ~a	WOMAN ~b	AB ~a	C1 ~b	C2 ~c	DE ~d	ENGLAND ~a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	7	5	1	1	2	5	3	2	-	2	6	-	1	-
Effective Weighted Sample	6	4	1	1	2	4	2	2	-	2	6	-	1	-
Total	7	6	1	1	3	4	3	2	-	2	7	-	*	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In store	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?

Base : Those who changed their mobile number but requested a STAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	7	-	5	1	4	3
Effective Weighted Sample	6	-	4	1	4	2
Total	7	-	5	1	5	2
By text	**	**	**	**	**	**
	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**
	**	**	**	**	**	**
By phone	**	**	**	**	**	**
	**	**	**	**	**	**
In store	**	**	**	**	**	**
	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	a	~b	~c	~d	e
Unweighted total	413	342	71	357	56	413	-	413	104	53	27	61	171
Effective Weighted Sample	351	290	63	304	49	351	-	351	92	45	26	51	151
Total	382	325	56	338	43	382	-	382	84	68	23	45	165
By text	196	162	**	172	**	196	**	196	42	**	**	**	77
	51%	50%	**	51%	**	51%	**	51%	51%	**	**	**	47%
By phone	100	88	**	90	**	100	**	100	17	**	**	**	52
	26%	27%	**	26%	**	26%	**	26%	20%	**	**	**	31%
Through an online account	84	74	**	75	**	84	**	84	18	**	**	**	35
	22%	23%	**	22%	**	22%	**	22%	22%	**	**	**	21%
In store	36	33	**	33	**	36	**	36	10	**	**	**	13
	9%	10%	**	10%	**	9%	**	9%	12%	**	**	**	8%
Some other way	5	3	**	4	**	5	**	5	-	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	-%	**	**	**	1%
Don't know	18	14	**	14	**	18	**	18	4	**	**	**	7
	5%	4%	**	4%	**	5%	**	5%	5%	**	**	**	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	MOBILE NETWORK									AGE					
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	413	77	54	38	44	15	18	26	18	39	69	181	115	365	46	14
Effective Weighted Sample	351	65	46	32	36	12	16	21	15	35	58	146	102	306	43	13
Total	382	75	54	35	37	16	16	23	13	32	68	163	106	337	42	14
By text	196	**	**	**	**	**	**	**	**	**	**	85	54	178	**	**
	51%	**	**	**	**	**	**	**	**	**	**	52%	51%	53%	**	**
By phone	100	**	**	**	**	**	**	**	**	**	**	42	30	87	**	**
	26%	**	**	**	**	**	**	**	**	**	**	26%	28%	26%	**	**
Through an online account	84	**	**	**	**	**	**	**	**	**	**	41	25	79	**	**
	22%	**	**	**	**	**	**	**	**	**	**	25%	23%	24%	**	**
In store	36	**	**	**	**	**	**	**	**	**	**	13	10	31	**	**
	9%	**	**	**	**	**	**	**	**	**	**	8%	10%	9%	**	**
Some other way	5	**	**	**	**	**	**	**	**	**	**	3	-	3	**	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	-%	1%	**	**
Don't know	18	**	**	**	**	**	**	**	**	**	**	5	5	14	**	**
	5%	**	**	**	**	**	**	**	**	**	**	3%	5%	4%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ ~c	MAN a	WOMAN b	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	413	156	162	93	242	166	138	113	70	86	347	30	20	16
Effective Weighted Sample	351	128	135	86	205	143	114	101	61	75	295	26	17	14
Total	382	146	148	86	234	143	114	102	83	77	327	24	15	15
By text	196	81	79	**	118	77	70	62	**	**	172	**	**	**
	51%	55%	53%	**	50%	54%	61%	61%	**	**	53%	**	**	**
By phone	100	35	40	**	66	34	30	18	**	**	83	**	**	**
	26%	24%	27%	**	28%	23%	26%	18%	**	**	25%	**	**	**
Through an online account	84	34	37	**	59	23	19	21	**	**	68	**	**	**
	22%	23%	25%	**	25%	16%	17%	20%	**	**	21%	**	**	**
In store	36	16	9	**	24	11	11	5	**	**	32	**	**	**
	9%	11%	6%	**	10%	7%	9%	5%	**	**	10%	**	**	**
Some other way	5	1	1	**	3	1	2	2	**	**	5	**	**	**
	1%	1%	1%	**	1%	1%	2%	2%	**	**	1%	**	**	**
Don't know	18	6	5	**	10	7	1	6	**	**	15	**	**	**
	5%	4%	3%	**	4%	5%	1%	6%	**	**	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?

Base : Those who kept their mobile number or requested a PAC code

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	413	46	159	119	149	173
Effective Weighted Sample	351	39	130	103	125	147
Total	382	43	147	108	130	164
By text	196	**	64	62	61	95
	51%	**	44%	58%	47%	58%
By phone	100	**	41	29	41	32
	26%	**	28%	27%	32%	20%
Through an online account	84	**	47	18	32	38
	22%	**	32%	16%	25%	23%
			c			
In store	36	**	20	7	14	12
	9%	**	14%	6%	11%	7%
Some other way	5	**	*	2	3	-
	1%	**	*%	2%	2%	-%
Don't know	18	**	7	2	6	3
	5%	**	5%	2%	4%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	1485	1089	396	1166	319	922	563	234	347	239	148	328	432
Effective Weighted Sample	1308	952	366	1022	293	806	503	197	326	223	140	298	386
Total	1482	1131	352	1201	282	899	584	219	294	348	131	286	432
Yes	610	458	152	476	134	415	195	130	117	117	54	117	208
	41%	41%	43%	40%	47%	46%	33%	59%	40%	34%	41%	41%	48%
						b		ab					b
No	873	673	200	724	148	484	389	89	177	231	77	169	224
	59%	59%	57%	60%	53%	54%	67%	41%	60%	66%	59%	59%	52%
						c	ac			e			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	MOBILE NETWORK									AGE					
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE f	GIFF- GAFF ~g	BT ~h	SKY i	16-24 a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f
Significance Level: 99%																
Unweighted total	1485	356	256	203	136	120	108	18	66	152	150	610	516	1276	202	56
Effective Weighted Sample	1308	312	225	178	119	105	100	14	59	139	132	527	463	1118	186	52
Total	1482	364	267	215	130	124	100	16	61	139	176	610	505	1290	186	51
Yes	610	142	112	89	59	48	33	**	**	59	97	263	181	540	68	**
	41%	39%	42%	41%	45%	39%	33%	**	**	42%	55% bcde	43%	36%	42%	36%	**
No	873	222	155	126	71	76	67	**	**	81	79	347	324	750	118	**
	59%	61%	58%	59%	55%	61%	67%	**	**	58%	45%	57% a	64% a	58% a	64% a	**

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Significance Level: 99%														
Unweighted total	1485	444	582	452	676	799	419	431	263	349	1217	139	87	42
Effective Weighted Sample	1308	383	506	416	593	711	373	385	236	316	1070	122	78	39
Total	1482	451	591	434	717	756	383	422	336	322	1218	134	88	43
Yes	610	215	241	152	313	292	157	178	136	130	520	46	**	**
	41%	48%	41%	35%	44%	39%	41%	42%	40%	40%	43%	35%	**	**
		c												
No	873	236	350	282	403	465	226	244	200	192	698	87	**	**
	59%	52%	59%	65%	56%	61%	59%	58%	60%	60%	57%	65%	**	**
				a										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for mobile phone network

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1485	176	527	432	503	706
Effective Weighted Sample	1308	153	457	383	438	626
Total	1482	180	518	430	498	706
Yes	610	76	224	178	223	276
	41%	42%	43%	41%	45%	39%
No	873	104	294	252	275	430
	59%	58%	57%	59%	55%	61%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	~b	~c	d	e
Unweighted total	628	452	176	472	156	432	196	142	139	86	62	138	207
Effective Weighted Sample	550	395	158	414	139	372	177	115	128	78	57	123	184
Total	610	458	152	476	134	415	195	130	117	117	54	117	208
Looked into deals with my existing provider at that time	212	147	65	153	59	130	82	33	44	**	**	44	61
	35%	32%	43%	32%	44%	31%	42%	26%	38%	**	**	38%	29%
					a		c						
Looked into deals with alternative provider/s	138	91	47	93	45	112	25	44	23	**	**	32	35
	23%	20%	31%	19%	34%	27%	13%	34%	20%	**	**	28%	17%
			a		a	b		b					
Contacted my existing provider at that time	118	79	40	81	38	92	26	28	16	**	**	24	27
	19%	17%	26%	17%	28%	22%	14%	21%	13%	**	**	20%	13%
					a								
Signed up for a contract with my existing provider at that time	98	67	31	68	30	78	21	17	17	**	**	20	21
	16%	15%	21%	14%	22%	19%	11%	13%	15%	**	**	17%	10%
Contacted alternative provider/s	42	28	15	29	14	35	7	16	2	**	**	12	15
	7%	6%	10%	6%	10%	8%	4%	12%	1%	**	**	10%	7%
								b				a	
Signed up for a contract with an alternative provider	29	20	9	20	9	28	1	17	2	**	**	9	13
	5%	4%	6%	4%	7%	7%	1%	13%	1%	**	**	7%	6%
						b		b					
Something else	9	6	3	6	3	9	-	-	1	**	**	2	1
	1%	1%	2%	1%	2%	2%	-%	-%	1%	**	**	2%	1%
I did not take any action	175	148	27	155	20	105	70	25	41	**	**	26	61
	29%	32%	18%	33%	15%	25%	36%	20%	35%	**	**	22%	29%
		b		b			ac						
Can't remember	45	37	8	39	6	23	22	12	8	**	**	9	25
	7%	8%	5%	8%	5%	6%	11%	9%	7%	**	**	7%	12%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	MOBILE NETWORK									AGE					
		EE a	O2 b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	628	143	108	86	64	46	38	10	37	64	87	268	195	550	76	23
Effective Weighted Sample	550	125	95	77	56	41	36	8	31	57	76	229	175	477	72	22
Total	610	142	112	89	59	48	33	7	32	59	97	263	181	540	68	20
Looked into deals with my existing provider at that time	212	40	31	**	**	**	**	**	**	**	**	83	68	185	**	**
	35%	28%	28%	**	**	**	**	**	**	**	**	32%	38%	34%	**	**
Looked into deals with alternative provider/s	138	27	15	**	**	**	**	**	**	**	**	54	46	121	**	**
	23%	19%	13%	**	**	**	**	**	**	**	**	20%	26%	22%	**	**
Contacted my existing provider at that time	118	26	14	**	**	**	**	**	**	**	**	50	41	104	**	**
	19%	18%	13%	**	**	**	**	**	**	**	**	19%	23%	19%	**	**
Signed up for a contract with my existing provider at that time	98	21	12	**	**	**	**	**	**	**	**	42	32	86	**	**
	16%	15%	11%	**	**	**	**	**	**	**	**	16%	18%	16%	**	**
Contacted alternative provider/s	42	11	5	**	**	**	**	**	**	**	**	23	9	40	**	**
	7%	8%	4%	**	**	**	**	**	**	**	**	9%	5%	7%	**	**
Signed up for a contract with an alternative provider	29	5	1	**	**	**	**	**	**	**	**	16	6	27	**	**
	5%	3%	1%	**	**	**	**	**	**	**	**	6%	3%	5%	**	**
Something else	9	2	1	**	**	**	**	**	**	**	**	4	3	8	**	**
	1%	1%	1%	**	**	**	**	**	**	**	**	2%	2%	1%	**	**
I did not take any action	175	46	46	**	**	**	**	**	**	**	**	72	56	154	**	**
	29%	32%	41%	**	**	**	**	**	**	**	**	27%	31%	28%	**	**
Can't remember	45	10	10	**	**	**	**	**	**	**	**	23	9	39	**	**
	7%	7%	9%	**	**	**	**	**	**	**	**	9%	5%	7%	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted total	628	217	245	164	312	311	176	181	117	144	530	54	33	11
Effective Weighted Sample	550	187	210	153	269	278	155	159	103	130	463	47	30	10
Total	610	215	241	152	313	292	157	178	136	130	520	46	32	12
Looked into deals with my existing provider at that time	212 35%	71 33%	83 35%	57 38%	110 35%	98 34%	52 33%	77 43% c	35 26%	45 35%	187 36%	** **	** **	** **
Looked into deals with alternative provider/s	138 23%	39 18%	67 28%	32 21%	83 26%	53 18%	49 32% cd	47 26% d	24 17%	18 14%	117 23%	** **	** **	** **
Contacted my existing provider at that time	118 19%	28 13%	58 24% a	32 21%	74 24% b	43 15%	31 20%	39 22%	32 24%	16 12%	101 19%	** **	** **	** **
Signed up for a contract with my existing provider at that time	98 16%	32 15%	44 18%	23 15%	54 17%	43 15%	27 17%	38 21%	18 13%	15 11%	76 15%	** **	** **	** **
Contacted alternative provider/s	42 7%	23 11% c	17 7%	2 2%	27 9%	15 5%	16 10%	9 5%	10 7%	8 6%	37 7%	** **	** **	** **
Signed up for a contract with an alternative provider	29 5%	14 7%	10 4%	4 3%	18 6%	10 3%	11 7%	3 2%	9 7%	6 5%	27 5%	** **	** **	** **
Something else	9 1%	- -%	6 3%	2 2%	4 1%	4 1%	5 3%	1 1%	- -%	2 2%	7 1%	** **	** **	** **
I did not take any action	175 29%	63 29%	58 24%	53 35%	75 24%	99 34% a	40 26%	58 33%	44 32%	33 25%	151 29%	** **	** **	** **
Can't remember	45 7%	17 8%	18 7%	9 6%	19 6%	26 9%	3 2%	10 6%	13 9% a	14 11% a	39 7%	** **	** **	** **
Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d														

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	628	76	236	181	236	280
Effective Weighted Sample	550	64	204	160	206	245
Total	610	76	224	178	223	276
Looked into deals with my existing provider at that time	212	**	85	61	80	90
	35%	**	38%	34%	36%	33%
Looked into deals with alternative provider/s	138	**	57	48	59	61
	23%	**	26%	27%	26%	22%
Contacted my existing provider at that time	118	**	58	31	45	59
	19%	**	26%	17%	20%	21%
Signed up for a contract with my existing provider at that time	98	**	44	27	52	39
	16%	**	20%	15%	23% b	14%
Contacted alternative provider/s	42	**	21	13	23	13
	7%	**	10%	7%	10%	5%
Signed up for a contract with an alternative provider	29	**	15	9	13	11
	5%	**	7%	5%	6%	4%
Something else	9	**	1	6	2	5
	1%	**	1%	3%	1%	2%
I did not take any action	175	**	57	55	48	103
	29%	**	26%	31%	21%	37% a
Can't remember	45	**	9	9	13	12
	7%	**	4%	5%	6%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Agree strongly	796	691	105	732	64	474	322	132	202	187	31	94	284
	27%	27%	24%	27%	23%	26%	28%	29%	28%	26%	21%	23%	29%
Agree slightly	981	825	156	886	95	614	367	153	244	206	46	159	332
	33%	33%	35%	33%	34%	34%	32%	34%	34%	29%	31%	38% b	34%
Disagree slightly	494	425	69	447	47	325	169	79	111	129	25	66	164
	17%	17%	16%	17%	17%	18%	15%	17%	15%	18%	17%	16%	17%
Disagree strongly	354	291	63	315	39	250	104	61	89	115	30	46	76
	12%	11%	14%	12%	14%	14% b	9%	14% b	12% e	16% e	20% ade	11%	8%
Don't know	351	300	51	314	37	151	200	26	72	82	15	53	132
	12%	12%	12%	12%	13%	8%	17% ac	6%	10%	11%	10%	13%	13%
TOTAL AGREE	1777	1516	261	1618	159	1088	689	285	447	393	77	253	616
	60%	60%	59%	60%	56%	60%	59%	63%	62% b	55%	52%	61%	62% b
TOTAL DISAGREE	848	715	132	762	86	575	273	140	199	243	55	112	240
	28%	28%	30%	28%	30%	32% b	23%	31% b	28%	34% e	38% de	27%	24%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Agree strongly	796	161	120	106	77	81	44	64	**	42	106	250	254	609	185	70
	27%	25%	24%	25%	26%	39%	26%	37%	**	24%	30%	22%	25%	25%	38%	43%
						abcdfi		abci			b				bcd	abcd
Agree slightly	981	214	170	139	98	57	57	55	**	55	129	393	317	838	140	34
	33%	33%	33%	33%	33%	27%	34%	32%	**	32%	37%	35%	31%	34%	29%	21%
											f	ef	f	f		
Disagree slightly	494	117	100	59	55	21	28	24	**	28	53	205	175	433	58	20
	17%	18%	20%	14%	19%	10%	16%	14%	**	16%	15%	18%	17%	17%	12%	13%
		e	e		e							e	e	e		
Disagree strongly	354	73	57	63	33	23	23	14	**	22	18	141	152	312	42	12
	12%	11%	11%	15%	11%	11%	14%	8%	**	13%	5%	13%	15%	13%	9%	7%
											a	a	aef	a		
Don't know	351	88	61	52	30	27	17	16	**	27	44	126	116	286	64	25
	12%	14%	12%	12%	10%	13%	10%	9%	**	15%	13%	11%	11%	12%	13%	15%
TOTAL AGREE	1777	375	290	246	175	138	101	119	**	97	234	643	570	1448	324	104
	60%	57%	57%	59%	60%	66%	60%	69%	**	56%	67%	58%	56%	58%	67%	64%
								ab			bcd				bcd	
TOTAL DISAGREE	848	190	157	121	88	44	51	38	**	50	72	347	326	745	100	32
	28%	29%	31%	29%	30%	21%	30%	22%	**	29%	20%	31%	32%	30%	20%	20%
			e									aef	aef	aef		

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Agree strongly	796	231	225	338	443	348	199	217	171	200	665	68	41	**
	27%	28%	20%	33%	29%	24%	24%	26%	27%	30%	27%	24%	24%	**
		b		ab	b					a				
Agree slightly	981	284	398	296	518	456	295	279	209	191	803	83	62	**
	33%	34%	36%	29%	34%	32%	36%	33%	33%	29%	33%	30%	37%	**
			c				d							
Disagree slightly	494	136	205	149	241	242	138	143	111	98	396	56	34	**
	17%	16%	18%	15%	16%	17%	17%	17%	18%	15%	16%	20%	20%	**
Disagree strongly	354	83	158	113	177	175	113	112	64	64	297	29	14	**
	12%	10%	14%	11%	12%	12%	14%	13%	10%	10%	12%	10%	8%	**
			a											
Don't know	351	99	128	122	146	202	71	95	69	106	281	43	18	**
	12%	12%	12%	12%	10%	14%	9%	11%	11%	16%	11%	15%	10%	**
						a				ab				
TOTAL AGREE	1777	515	623	634	961	804	494	496	380	391	1469	151	103	**
	60%	62%	56%	62%	63%	57%	60%	59%	61%	59%	60%	54%	61%	**
		b		b	b									
TOTAL DISAGREE	848	219	363	262	418	417	252	255	175	162	693	85	48	**
	28%	26%	33%	26%	27%	29%	31%	30%	28%	25%	28%	30%	28%	**
			ac				d							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Agree strongly	796	101	279	215	299	363
	27%	27%	28%	24%	32%	24%
					b	
Agree slightly	981	129	353	306	296	514
	33%	35%	35%	35%	31%	35%
Disagree slightly	494	61	156	169	156	262
	17%	17%	15%	19%	16%	18%
Disagree strongly	354	35	125	125	103	193
	12%	9%	12%	14%	11%	13%
Don't know	351	43	99	65	94	155
	12%	12%	10%	7%	10%	10%
TOTAL AGREE	1777	229	632	521	594	878
	60%	62%	62%	59%	63%	59%
TOTAL DISAGREE	848	95	281	294	259	455
	28%	26%	28%	33%	27%	31%
				ab		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Agree strongly	1066	942	124	1010	56	638	428	167	288	279	38	126	338
	36%	37%	28%	38%	20%	35%	37%	37%	40%	39%	26%	30%	34%
		b		b					cde	cd			
Agree slightly	1072	906	166	969	103	648	424	170	242	256	48	164	369
	36%	36%	37%	36%	37%	36%	37%	38%	34%	36%	32%	39%	37%
Disagree slightly	478	400	77	417	61	323	154	73	103	114	31	67	165
	16%	16%	17%	15%	22%	18%	13%	16%	14%	16%	21%	16%	17%
					a	b							
Disagree strongly	218	165	53	174	44	146	72	34	50	41	26	38	64
	7%	7%	12%	6%	16%	8%	6%	8%	7%	6%	18%	9%	6%
			a		a						abde		
Don't know	142	119	23	124	18	59	83	7	34	29	4	23	52
	5%	5%	5%	5%	6%	3%	7%	1%	5%	4%	3%	5%	5%
						ac							
TOTAL AGREE	2138	1847	291	1979	159	1286	852	336	531	535	86	290	707
	72%	73%	65%	73%	56%	71%	73%	75%	74%	74%	58%	69%	72%
		b		b					c	c		c	c
TOTAL DISAGREE	696	565	130	591	105	470	226	107	154	154	57	105	229
	23%	22%	29%	22%	37%	26%	19%	24%	21%	21%	39%	25%	23%
			a		a	b					abde		

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Agree strongly	1066	172	173	124	109	101	62	95	**	54	111	351	374	836	227	81
	36%	26%	34%	30%	37%	48%	36%	55%	**	31%	32%	31%	37%	34%	47%	51%
			a		a	abci	a	abcdfi					b		abcd	abcd
Agree slightly	1072	238	204	158	100	66	71	59	**	59	138	422	352	912	156	53
	36%	36%	40%	38%	34%	31%	41%	34%	**	34%	39%	38%	35%	37%	32%	33%
Disagree slightly	478	146	77	77	49	25	15	9	**	35	59	202	165	426	49	10
	16%	22%	15%	18%	17%	12%	9%	5%	**	20%	17%	18%	16%	17%	10%	6%
		befg	g	fg	g					fg	ef	ef	ef	ef		
Disagree strongly	218	58	34	35	23	9	15	6	**	15	19	93	78	190	28	7
	7%	9%	7%	8%	8%	4%	9%	4%	**	9%	6%	8%	8%	8%	6%	4%
Don't know	142	38	20	25	12	9	9	4	**	11	22	48	43	114	27	10
	5%	6%	4%	6%	4%	4%	5%	2%	**	6%	6%	4%	4%	5%	6%	6%
TOTAL AGREE	2138	410	377	282	209	166	132	154	**	112	249	773	726	1748	383	134
	72%	63%	74%	67%	71%	80%	78%	89%	**	65%	71%	69%	72%	71%	79%	83%
			a			aci	aci	abcdfi							bcd	abcd
TOTAL DISAGREE	696	205	111	112	72	34	29	15	**	51	79	294	243	617	77	17
	23%	31%	22%	27%	25%	16%	17%	9%	**	29%	23%	26%	24%	25%	16%	10%
		befg	g	eg	g					efg	f	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Agree strongly	1066	272	351	440	534	523	272	313	207	264	882	104	52	**
	36%	33%	31%	43% ab	35%	37%	33%	37%	33%	40% a	36%	37%	31%	**
Agree slightly	1072	307	421	341	540	518	307	289	247	220	863	98	72	**
	36%	37%	38%	33%	35%	36%	38%	34%	40%	33%	35%	35%	43%	**
Disagree slightly	478	153	199	124	264	210	141	143	99	89	404	41	28	**
	16%	18% c	18% c	12%	17%	15%	17%	17%	16%	14%	17%	15%	16%	**
Disagree strongly	218	60	95	63	106	112	65	68	46	37	182	17	9	**
	7%	7%	9%	6%	7%	8%	8%	8%	7%	6%	7%	6%	5%	**
Don't know	142	41	50	50	81	61	31	32	25	49	111	19	8	**
	5%	5%	4%	5%	5%	4%	4%	4%	4%	7% ab	5%	7%	5%	**
TOTAL AGREE	2138	579	771	781	1073	1040	580	602	454	484	1745	202	124	**
	72%	70%	69%	77% ab	70%	73%	71%	71%	73%	73%	71%	72%	74%	**
TOTAL DISAGREE	696	213	293	187	370	322	206	211	145	126	586	58	36	**
	23%	26% c	26% c	18%	24%	23%	25% d	25% d	23%	19%	24%	21%	21%	**

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Agree strongly	1066 36%	134 36%	372 37%	298 34%	371 39%	522 35%
Agree slightly	1072 36%	144 39%	364 36%	319 36%	311 33%	541 36%
Disagree slightly	478 16%	45 12%	158 16%	171 19% a	159 17%	248 17%
Disagree strongly	218 7%	34 9%	78 8%	64 7%	73 8%	114 8%
Don't know	142 5%	11 3%	39 4%	26 3%	34 4%	63 4%
TOTAL AGREE	2138 72%	278 76%	736 73%	618 70%	682 72%	1063 71%
TOTAL DISAGREE	696 23%	79 21%	237 23%	236 27%	232 24%	362 24%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Agree strongly	874	757	117	807	67	484	390	137	210	218	35	122	290
	29%	30%	26%	30%	24%	27%	34%	30%	29%	30%	24%	29%	29%
							a						
Agree slightly	1097	937	160	992	105	675	422	161	263	278	62	140	361
	37%	37%	36%	37%	37%	37%	36%	36%	37%	39%	42%	34%	37%
Disagree slightly	548	452	96	483	65	372	176	86	136	102	29	86	199
	18%	18%	22%	18%	23%	21%	15%	19%	19%	14%	19%	21%	20%
						b						b	b
Disagree strongly	300	252	48	270	30	210	90	53	70	90	16	44	80
	10%	10%	11%	10%	10%	12%	8%	12%	10%	12%	11%	11%	8%
						b		b		e			
Don't know	157	133	24	141	16	73	84	13	39	31	5	25	58
	5%	5%	5%	5%	6%	4%	7%	3%	5%	4%	3%	6%	6%
							ac						
TOTAL AGREE	1971	1694	277	1799	172	1159	812	299	473	495	97	262	651
	66%	67%	62%	67%	61%	64%	70%	66%	66%	69%	66%	63%	66%
							a						
TOTAL DISAGREE	848	704	144	754	94	582	266	139	206	192	45	131	279
	28%	28%	32%	28%	33%	32%	23%	31%	29%	27%	31%	31%	28%
						b		b					

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

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Agree strongly	874	179	137	124	76	90	42	71	**	45	104	265	293	662	210	80
	29%	27%	27%	30%	26%	43%	25%	41%	**	26%	30%	24%	29%	27%	43%	50%
						abcdfi		abcdfi					b		abcd	abcd
Agree slightly	1097	241	200	160	96	67	66	58	**	73	124	444	376	943	152	46
	37%	37%	39%	38%	33%	32%	39%	34%	**	42%	35%	40%	37%	38%	31%	28%
												ef		e		
Disagree slightly	548	128	98	56	67	27	35	25	**	31	61	234	186	482	64	16
	18%	20%	19%	13%	23%	13%	20%	15%	**	18%	18%	21%	18%	19%	13%	10%
					ce							ef	ef	ef		
Disagree strongly	300	67	49	52	41	13	16	13	**	14	36	117	109	262	36	9
	10%	10%	10%	12%	14%	6%	9%	7%	**	8%	10%	10%	11%	11%	7%	6%
					e											
Don't know	157	38	24	26	14	12	11	5	**	11	25	56	48	130	26	10
	5%	6%	5%	6%	5%	6%	6%	3%	**	6%	7%	5%	5%	5%	5%	6%
TOTAL AGREE	1971	420	337	284	172	158	109	129	**	118	227	709	669	1605	362	126
	66%	64%	66%	68%	59%	75%	64%	75%	**	68%	65%	64%	66%	65%	74%	78%
						ad		ad							abcd	abcd
TOTAL DISAGREE	848	195	147	109	107	39	51	38	**	45	98	351	295	744	100	25
	28%	30%	29%	26%	37%	19%	30%	22%	**	26%	28%	31%	29%	30%	20%	15%
		e	e		ceg						f	ef	ef	ef		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c,d,e,f

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Agree strongly	874	231	260	380	453	414	191	228	193	251	721	77	53	**
	29%	28%	23%	37% ab	30%	29%	23%	27%	31% a	38% ab	30%	28%	32%	**
Agree slightly	1097	296	451	348	569	512	325	315	236	214	907	105	56	**
	37%	36%	40% c	34%	37%	36%	40% d	37%	38%	32%	37%	38%	33%	**
Disagree slightly	548	174	220	152	270	273	172	173	104	94	444	52	37	**
	18%	21% c	20% c	15%	18%	19%	21% d	20% d	17%	14%	18%	19%	22%	**
Disagree strongly	300	83	128	87	152	147	91	92	57	58	247	26	13	**
	10%	10%	11%	9%	10%	10%	11%	11%	9%	9%	10%	9%	8%	**
Don't know	157	48	55	52	80	77	38	38	34	42	123	18	10	**
	5%	6%	5%	5%	5%	5%	5%	4%	6%	6%	5%	6%	6%	**
TOTAL AGREE	1971	528	712	728	1022	926	516	543	429	465	1628	182	109	**
	66%	63%	64%	72% ab	67%	65%	63%	64%	69%	71% ab	67%	65%	65%	**
TOTAL DISAGREE	848	257	348	239	422	420	263	265	161	152	692	79	49	**
	28%	31% c	31% c	23%	28%	30%	32% d	31% d	26%	23%	28%	28%	29%	**

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

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Agree strongly	874	112	325	203	315	409
	29%	30%	32%	23%	33%	28%
		c	c		b	
Agree slightly	1097	146	358	362	323	570
	37%	40%	35%	41%	34%	38%
Disagree slightly	548	57	191	186	172	283
	18%	15%	19%	21%	18%	19%
Disagree strongly	300	38	103	95	96	155
	10%	10%	10%	11%	10%	10%
Don't know	157	15	35	34	41	69
	5%	4%	3%	4%	4%	5%
TOTAL AGREE	1971	258	683	564	638	980
	66%	70%	67%	64%	67%	66%
TOTAL DISAGREE	848	95	294	281	268	439
	28%	26%	29%	32%	28%	29%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Agree strongly	353	294	59	305	47	221	132	76	64	73	23	57	135
	12%	12%	13%	11%	17%	12%	11%	17%	9%	10%	16%	14%	14%
					a			ab			a	a	a
Agree slightly	873	729	144	781	92	542	331	138	180	196	49	138	316
	29%	29%	32%	29%	33%	30%	28%	31%	25%	27%	33%	33%	32%
												a	a
Disagree slightly	719	617	102	655	64	443	277	102	179	177	32	100	234
	24%	24%	23%	24%	23%	24%	24%	23%	25%	25%	21%	24%	24%
Disagree strongly	799	690	109	742	57	506	293	117	234	224	36	95	216
	27%	27%	24%	28%	20%	28%	25%	26%	33%	31%	24%	23%	22%
				b					de	de			
Don't know	232	201	31	210	22	103	129	17	61	47	8	28	88
	8%	8%	7%	8%	8%	6%	11%	4%	9%	7%	5%	7%	9%
							ac						
TOTAL AGREE	1226	1023	203	1086	139	763	463	214	244	269	72	196	450
	41%	40%	46%	40%	49%	42%	40%	48%	34%	38%	49%	47%	46%
					a			b			ab	ab	ab
TOTAL DISAGREE	1518	1308	211	1397	121	948	570	219	413	401	67	194	450
	51%	52%	47%	52%	43%	52%	49%	49%	57%	56%	46%	46%	46%
				b					cde	de			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									AGE					
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Agree strongly	353	81	50	55	36	29	13	25	**	25	62	147	102	311	40	17
	12%	12%	10%	13%	12%	14%	8%	15%	**	15%	18% ce	13% e	10%	13% e	8%	11%
Agree slightly	873	187	178	116	89	54	55	43	**	52	127	378	271	776	96	29
	29%	29%	35%	28%	30%	26%	32%	25%	**	30%	36% cef	34% cef	27% e	31% cef	20%	18%
Disagree slightly	719	175	125	97	62	38	48	41	**	42	71	281	249	601	117	34
	24%	27%	25%	23%	21%	18%	28%	24%	**	24%	20%	25%	25%	24%	24%	21%
Disagree strongly	799	153	121	113	87	71	40	50	**	44	57	239	316	612	183	62
	27%	23%	24%	27%	29%	34% ab	23%	29%	**	25%	16%	21%	31% abd	25% a	38% abd	39% abd
Don't know	232	57	34	37	21	18	15	14	**	11	32	70	75	177	52	18
	8%	9%	7%	9%	7%	9%	9%	8%	**	6%	9%	6%	7%	7%	11% bd	11%
TOTAL AGREE	1226	268	228	171	125	82	68	68	**	77	189	525	373	1087	136	46
	41%	41%	45%	41%	43%	39%	40%	39%	**	44%	54% cdef	47% cef	37% e	44% cef	28%	29%
TOTAL DISAGREE	1518	329	246	210	148	109	87	91	**	86	129	520	565	1214	300	97
	51%	50%	48%	50%	50%	52%	51%	53%	**	50%	37%	47% a	56% abd	49% a	61% abd	60% abd

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Agree strongly	353	137	120	94	185	166	104	89	59	97	301	21	22	**
	12%	16% bc	11%	9%	12%	12%	13%	11%	10%	15% c	12%	7%	13%	**
Agree slightly	873	280	371	221	435	432	263	243	184	178	704	83	57	**
	29%	34% c	33% c	22%	29%	30%	32%	29%	30%	27%	29%	30%	34%	**
Disagree slightly	719	187	282	248	369	336	203	212	156	144	601	64	33	**
	24%	23%	25%	24%	24%	24%	25%	25%	25%	22%	25%	23%	20%	**
Disagree strongly	799	163	271	362	433	361	208	250	167	164	658	79	41	**
	27%	20%	24%	36% ab	28%	25%	25%	29%	27%	25%	27%	28%	25%	**
Don't know	232	66	70	94	103	128	39	53	58	75	178	33	14	**
	8%	8%	6%	9%	7%	9%	5%	6%	9% a	11% ab	7%	12% a	9%	**
TOTAL AGREE	1226	418	491	315	619	598	368	331	244	275	1005	103	79	**
	41%	50% bc	44% c	31%	41%	42%	45%	39%	39%	42%	41%	37%	47%	**
TOTAL DISAGREE	1518	350	554	610	802	697	411	461	322	309	1259	143	75	**
	51%	42%	50% a	60% ab	53%	49%	50%	55% d	52%	47%	52%	51%	44%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Agree strongly	353	57	115	87	136	136
	12%	16%	11%	10%	14%	9%
		c			b	
Agree slightly	873	123	307	263	282	432
	29%	34%	30%	30%	30%	29%
Disagree slightly	719	79	249	239	215	386
	24%	21%	25%	27%	23%	26%
Disagree strongly	799	82	278	247	246	436
	27%	22%	27%	28%	26%	29%
Don't know	232	27	63	44	68	98
	8%	7%	6%	5%	7%	7%
TOTAL AGREE	1226	180	422	350	418	568
	41%	49%	42%	40%	44%	38%
		c			b	
TOTAL DISAGREE	1518	161	527	486	461	822
	51%	44%	52%	55%	49%	55%
			a	a		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	c	d	e
Unweighted total	3008	2507	501	2689	319	1870	1138	480	859	496	168	487	1012
Effective Weighted Sample	2657	2205	464	2370	293	1648	1011	409	814	469	159	442	903
Total	2976	2531	444	2694	282	1814	1161	450	718	718	147	418	988
Very confident	895	778	117	829	66	530	365	160	217	244	42	112	282
	30%	31%	26%	31%	23%	29%	31%	36%	30%	34%	29%	27%	29%
				b				a					
Fairly confident	1385	1179	205	1250	134	875	510	220	316	321	66	188	499
	47%	47%	46%	46%	48%	48%	44%	49%	44%	45%	45%	45%	51%
													a
Not very confident	439	358	81	387	53	276	164	51	109	88	28	78	139
	15%	14%	18%	14%	19%	15%	14%	11%	15%	12%	19%	19%	14%
												b	
Not at all confident	146	123	23	127	19	81	65	13	41	41	9	21	34
	5%	5%	5%	5%	7%	4%	6%	3%	6%	6%	6%	5%	3%
Don't know	111	93	18	101	10	52	58	7	35	23	3	18	33
	4%	4%	4%	4%	4%	3%	5%	1%	5%	3%	2%	4%	3%
							ac						
TOTAL CONFIDENT	2279	1958	322	2079	200	1405	874	380	533	565	108	300	781
	77%	77%	72%	77%	71%	77%	75%	84%	74%	79%	73%	72%	79%
								ab					d
TOTAL NOT CONFIDENT	586	481	105	514	72	357	229	64	150	130	36	99	173
	20%	19%	24%	19%	25%	20%	20%	14%	21%	18%	25%	24%	18%
					a	c	c					e	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK								AGE						
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	~h	i	a	b	c	d	e	f
Unweighted total	3008	640	498	403	307	209	184	176	99	193	311	1135	1025	2471	528	172
Effective Weighted Sample	2657	564	440	356	267	184	169	152	89	175	272	980	924	2170	485	158
Total	2976	653	508	419	294	209	170	173	92	174	350	1116	1012	2479	488	161
Very confident	895	166	128	107	77	102	52	68	**	62	114	292	304	710	182	66
	30%	25%	25%	26%	26%	49%	30%	39%	**	36%	33%	26%	30%	29%	37%	41%
						abcdfi		abcd		ab					bcd	bcd
Fairly confident	1385	310	244	200	134	86	84	80	**	81	169	538	475	1182	198	61
	47%	47%	48%	48%	46%	41%	49%	47%	**	47%	48%	48%	47%	48%	41%	38%
												e		e		
Not very confident	439	109	97	66	52	10	22	15	**	23	41	189	142	373	67	14
	15%	17%	19%	16%	18%	5%	13%	8%	**	13%	12%	17%	14%	15%	14%	9%
		eg	eg	e	eg		e			e		f				
Not at all confident	146	39	26	29	17	4	8	3	**	3	13	58	57	128	18	6
	5%	6%	5%	7%	6%	2%	5%	2%	**	2%	4%	5%	6%	5%	4%	4%
				e												
Don't know	111	29	13	17	13	7	4	7	**	5	14	39	33	86	24	14
	4%	4%	3%	4%	4%	3%	2%	4%	**	3%	4%	3%	3%	3%	5%	9%
																bcd
TOTAL CONFIDENT	2279	476	372	307	212	188	136	148	**	143	283	830	779	1892	380	127
	77%	73%	73%	73%	72%	90%	80%	86%	**	82%	81%	74%	77%	76%	78%	79%
						abcdf		abcd		ad						
TOTAL NOT CONFIDENT	586	148	123	95	69	14	30	18	**	26	54	247	200	500	84	20
	20%	23%	24%	23%	24%	7%	18%	10%	**	15%	15%	22%	20%	20%	17%	12%
		eg	egi	eg	eg		e			e		af				

Columns Tested: a,b,c,d,e,f,g,h,i - 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 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	3008	827	1105	1067	1470	1507	902	873	492	707	2475	276	171	86
Effective Weighted Sample	2657	711	967	978	1300	1335	807	785	441	635	2188	242	149	78
Total	2976	833	1115	1018	1524	1423	817	846	624	659	2442	279	168	86
Very confident	895	250	287	355	449	438	215	237	192	240	738	87	46	**
	30%	30%	26%	35% b	29%	31%	26%	28%	31%	36% ab	30%	31%	27%	**
Fairly confident	1385	388	553	439	733	637	386	403	286	297	1139	121	82	**
	47%	47%	50% c	43%	48%	45%	47%	48%	46%	45%	47%	43%	49%	**
Not very confident	439	128	176	135	218	218	137	132	92	75	354	47	23	**
	15%	15%	16%	13%	14%	15%	17% d	16%	15%	11%	14%	17%	14%	**
Not at all confident	146	42	60	44	71	73	54	44	27	21	124	12	9	**
	5%	5%	5%	4%	5%	5%	7% d	5%	4%	3%	5%	4%	5%	**
Don't know	111	26	39	45	54	56	26	30	26	26	87	13	9	**
	4%	3%	3%	4%	4%	4%	3%	4%	4%	4%	4%	5%	5%	**
TOTAL CONFIDENT	2279	638	840	794	1182	1075	601	640	478	537	1877	208	128	**
	77%	77%	75%	78%	78%	76%	74%	76%	77%	82% ab	77%	74%	76%	**
TOTAL NOT CONFIDENT	586	170	236	179	289	291	190	176	119	96	478	58	32	**
	20%	20%	21%	18%	19%	20%	23% d	21% d	19%	15%	20%	21%	19%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's mobile service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	3008	362	1028	892	972	1496
Effective Weighted Sample	2657	318	898	793	854	1326
Total	2976	368	1012	879	948	1488
Very confident	895 30%	127 34% c	304 30%	237 27%	327 35% b	409 27%
Fairly confident	1385 47%	158 43%	474 47%	432 49%	414 44%	711 48%
Not very confident	439 15%	53 14%	150 15%	148 17%	134 14%	245 16%
Not at all confident	146 5%	24 6%	55 5%	42 5%	44 5%	78 5%
Don't know	111 4%	7 2%	29 3%	21 2%	28 3%	46 3%
TOTAL CONFIDENT	2279 77%	284 77%	778 77%	669 76%	741 78%	1119 75%
TOTAL NOT CONFIDENT	586 20%	77 21%	206 20%	189 22%	178 19%	323 22%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	564 22%	146 26% b	419 21%	221 26% b	343 20%	324 21%	240 22% d	65 19%	34 15%	208 27% bcd	119 16%	23 16%	73 18%	141 26% bcd
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1444 56%	288 51%	1156 57%	439 52%	1005 57% a	887 58% b	556 52%	197 56%	134 58%	420 54%	421 57%	85 58%	249 61% e	277 51%
Ultrafast broadband - the download speed is 100MB/second or higher	404 16%	88 16%	316 15%	125 15%	279 16%	232 15%	172 16%	77 22% ab	54 23% ab	93 12%	144 19% a	29 19% a	55 14%	88 16%
Don't know	187 7%	39 7%	148 7%	62 7%	125 7%	79 5%	108 10% acd	14 4%	9 4%	51 7%	56 8%	11 7%	30 7%	39 7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q18. Thinking about your household’s fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	564	118	138	65	75	31	43	26	52	154	206	412	149	59
	22%	18%	25%	11%	31%	25%	35%	22%	27%	16%	22%	19%	32%	38%
		c	ac		ac	c	ac	c	b		b	b	bcd	bcd
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1444	421	318	242	136	80	75	68	101	572	528	1201	240	67
	56%	66%	58%	41%	56%	64%	60%	59%	52%	58%	56%	57%	51%	44%
		bcd	c		c	c	c	c		f	f	f		
Ultrafast broadband - the download speed is 100MB/second or higher	404	55	58	226	12	7	1	12	27	217	129	374	30	5
	16%	9%	11%	39%	5%	6%	1%	11%	14%	22%	14%	18%	6%	3%
		f	df	abdefg				f	ef	cdef	ef	cef		
Don't know	187	46	34	51	19	6	6	10	14	45	77	136	50	23
	7%	7%	6%	9%	8%	5%	4%	8%	7%	5%	8%	6%	11%	15%
											b		bd	bcd

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	564 22%	115 18%	180 18%	266 28% ab	299 22%	258 22%	171 23%	142 19%	98 18%	141 27% bc	462 22%	51 20%	37 24%	** **
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1444 56%	353 57%	573 57%	515 53%	766 55%	666 56%	422 56%	440 58% d	304 57%	267 51%	1168 55%	140 56%	89 59%	** **
Ultrafast broadband - the download speed is 100MB/second or higher	404 16%	123 20% c	195 19% c	85 9%	254 18% b	147 12%	119 16%	120 16%	89 17%	73 14%	331 16%	43 17%	21 14%	** **
Don't know	187 7%	33 5%	55 5%	99 10% ab	62 4%	123 10% a	46 6%	53 7%	40 8%	45 8%	162 8%	15 6%	5 3%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?

Base : Those responsible for the household's fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	564 22%	61 21%	213 24%	164 20%	181 24%	286 21%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	1444 56%	153 53%	510 57%	478 57%	414 54%	773 57%
Ultrafast broadband - the download speed is 100MB/ second or higher	404 16%	47 16%	111 12%	166 20% b	114 15%	229 17%
Don't know	187 7%	25 9% c	56 6% c	28 3%	55 7%	80 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Very satisfied	796	195	602	283	514	458	338	127	89	217	205	46	141	191
	31%	35%	30%	33%	29%	30%	31%	36%	38% a	28%	28%	32%	35%	35% ab
Fairly satisfied	1132	220	912	350	782	660	472	152	104	344	332	67	183	212
	44%	39%	45%	41%	45%	43%	44%	43%	45%	45%	45%	46%	45%	39%
Neither satisfied nor dissatisfied	383	75	307	112	270	243	140	44	24	124	118	21	50	71
	15%	13%	15%	13%	15%	16%	13%	12%	11%	16%	16%	15%	12%	13%
Fairly dissatisfied	192	49	143	70	122	119	72	22	10	51	64	6	23	49
	7%	9%	7%	8%	7%	8%	7%	6%	4%	7%	9%	4%	6%	9%
Very dissatisfied	80	18	62	25	55	38	42	6	3	31	21	5	5	18
	3%	3%	3%	3%	3%	3%	4%	2%	1%	4% d	3%	4%	1%	3%
Don't know	16	5	11	9	7	5	11	3	1	5	-	1	6	5
	1%	1%	1%	1%	%	%	1%	1%	%	1%	-%	1%	1% b	1%
TOTAL SATISFIED	1929	415	1514	633	1296	1118	810	279	193	561	537	114	324	403
	74%	74%	74%	75%	74%	73%	75%	79%	83% ab	73%	73%	77%	80% a	74%
TOTAL DISSATISFIED	272	67	205	95	177	158	114	28	14	82	86	11	27	66
	10%	12%	10%	11%	10%	10%	11%	8%	6%	11%	12% d	8%	7%	12% d

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Very satisfied	796	194	167	159	70	40	47	35	59	284	296	639	155	61
	31%	30%	31%	27%	29%	32%	37%	30%	30%	29%	31%	30%	33%	40% b
Fairly satisfied	1132	299	247	250	109	47	51	54	83	458	385	926	205	66
	44%	47%	45%	43%	45%	38%	41%	46%	43%	46%	41%	44%	44%	43%
Neither satisfied nor dissatisfied	383	83	73	94	39	25	20	17	31	135	146	312	68	20
	15%	13%	13%	16%	16%	20%	16%	14%	16%	14%	16%	15%	14%	13%
Fairly dissatisfied	192	42	37	62	14	9	7	6	12	78	73	163	28	2
	7%	7%	7%	11%	6%	7%	6%	5%	6%	8% f	8% f	8% f	6%	2%
Very dissatisfied	80	21	21	15	10	1	-	3	5	28	38	71	9	2
	3%	3%	4%	3%	4%	1%	-%	3%	3%	3%	4%	3%	2%	1%
Don't know	16	2	3	2	1	2	-	2	5	5	2	13	3	3
	1%	*%	1%	*%	*%	1%	-%	2%	2% cd	1%	*%	1%	1%	2%
TOTAL SATISFIED	1929	492	414	410	178	87	97	88	141	742	681	1565	360	127
	74%	77%	76%	70%	74%	70%	78%	76%	73%	75%	72%	74%	77%	82% c
TOTAL DISSATISFIED	272	63	58	77	24	10	7	9	17	106	110	233	37	4
	10%	10%	11%	13%	10%	8%	6%	8%	9%	11% f	12% f	11% f	8%	3%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Very satisfied	796	185	295	314	437	352	197	207	197	184	625	84	64	**
	31%	30%	29%	33%	32%	29%	26%	27%	37% ab	35% ab	29%	34%	42% a	**
Fairly satisfied	1132	275	452	404	590	535	343	357	205	216	943	98	58	**
	44%	44%	45%	42%	43%	45%	45%	47% c	39%	41%	44%	39%	38%	**
Neither satisfied nor dissatisfied	383	96	135	149	211	169	126	107	76	70	314	44	16	**
	15%	15%	13%	15%	15%	14%	17%	14%	14%	13%	15%	18%	11%	**
Fairly dissatisfied	192	48	81	62	95	92	64	55	33	39	160	15	9	**
	7%	8%	8%	6%	7%	8%	8%	7%	6%	7%	8%	6%	6%	**
Very dissatisfied	80	13	36	32	43	36	23	23	18	14	65	7	4	**
	3%	2%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	**
Don't know	16	7	5	4	6	10	4	7	2	3	15	1	-	**
	1%	1%	1%	*%	*%	1%	1%	1%	*%	1%	1%	*%	-%	**
TOTAL SATISFIED	1929	460	747	718	1027	887	540	563	402	400	1568	182	122	**
	74%	74%	74%	74%	74%	74%	71%	75%	76%	76%	74%	73%	80%	**
TOTAL DISSATISFIED	272	61	116	93	138	128	87	78	51	53	225	22	13	**
	10%	10%	12%	10%	10%	11%	11%	10%	10%	10%	11%	9%	9%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Very satisfied	796	95	293	231	234	425
	31%	33%	33%	28%	31%	31%
Fairly satisfied	1132	121	384	397	336	602
	44%	42%	43%	48%	44%	44%
Neither satisfied nor dissatisfied	383	40	118	114	110	194
	15%	14%	13%	14%	14%	14%
Fairly dissatisfied	192	21	64	66	48	109
	7%	7%	7%	8%	6%	8%
Very dissatisfied	80	9	27	26	34	32
	3%	3%	3%	3%	4%	2%
					b	
Don't know	16	-	5	2	3	6
	1%	-%	1%	*%	*%	*%
TOTAL SATISFIED	1929	216	676	628	570	1027
	74%	76%	76%	75%	75%	75%
TOTAL DISSATISFIED	272	30	90	92	81	141
	10%	10%	10%	11%	11%	10%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 149

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Looking for a deal for standalone service	80	63	17	80	-	60	20	24	6	7	3	1	8	60
	3%	11%	1%	9%	-%	4%	2%	7%	3%	1%	*%	1%	2%	11%
		b		b		b		b						abcd
Looking for a deal for service in bundle	61	-	61	-	61	48	13	7	4	25	20	3	13	-
	2%	-%	3%	-%	3%	3%	1%	2%	2%	3%	3%	2%	3%	-%
			a		a	b				e	e	e	e	
Looking for a deal for other services in the bundle, but not this	60	-	60	-	60	46	14	17	9	19	22	4	16	-
	2%	-%	3%	-%	3%	3%	1%	5%	4%	2%	3%	2%	4%	-%
			a		a	b		b	b	e	e	e	e	
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	-	-	-	-	1	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%	-%
Planning to look for a deal for standalone service	187	120	67	187	-	135	52	38	18	24	20	6	22	117
	7%	21%	3%	22%	-%	9%	5%	11%	8%	3%	3%	4%	5%	21%
		b		b		b		b						abcd
Planning to look for a deal for bundle	516	-	516	-	516	308	207	43	27	186	215	37	80	-
	20%	-%	25%	-%	29%	20%	19%	12%	12%	24%	29%	25%	20%	-%
			a		a	cd	cd			e	de	e	e	
Not currently looking or planning to look for a new deal	1613	365	1247	552	1061	889	724	217	163	484	431	94	256	356
	62%	65%	61%	65%	61%	58%	67%	61%	70%	63%	58%	64%	63%	65%
							a		a					
Don't know	81	13	68	30	52	34	47	7	4	28	29	1	12	12
	3%	2%	3%	3%	3%	2%	4%	2%	2%	4%	4%	1%	3%	2%
							a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
SUMMARY														
Looking for deal for service	141	63	78	80	61	109	33	32	10	32	23	5	21	60
	5%	11%	4%	9%	3%	7%	3%	9%	4%	4%	3%	3%	5%	11%
		b		b		b		b						abcd
Planning to look for deal for service or bundle	702	120	583	187	516	443	259	81	45	210	235	43	102	117
	27%	21%	29%	22%	29%	29%	24%	23%	19%	27%	32%	29%	25%	21%
			a		a	bd					e			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's broadband service

	BROADBAND SUPPLIER								AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Looking for a deal for standalone service	80 3%	11 2%	22 4%	10 2%	8 3%	5 4%	1 1%	5 4%	12 6% cef	44 4% ce	21 2% e	78 4% e	2 *% 	1 1%
Looking for a deal for service in bundle	61 2%	20 3%	12 2%	12 2%	5 2%	3 2%	3 2%	3 2%	8 4%	29 3%	17 2%	53 3%	8 2%	- -%
Looking for a deal for other services in the bundle, but not this	60 2%	17 3%	17 3%	15 3%	1 *% df	8 6% df	- -%	2 2%	11 6% ce	27 3%	18 2%	56 3%	4 1%	1 1%
Looking for a deal for the bundle but not sure which services	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
Planning to look for a deal for standalone service	187 7%	32 5%	29 5%	41 7%	12 5%	21 17% abcd	13 10%	9 8%	35 18% bcdef	89 9% cef	46 5%	170 8% cef	16 3%	2 1%
Planning to look for a deal for bundle	516 20%	152 24% g	102 19%	131 23%	52 21%	19 15%	25 20%	15 13%	24 13%	184 19%	217 23% a	425 20%	89 19%	22 14%
Not currently looking or planning to look for a new deal	1613 62%	378 59%	347 63%	366 63%	157 65%	68 54%	82 66%	77 66%	89 46%	591 60% a	592 63% a	1272 60% a	336 72% abcd	124 80% abcd
Don't know	81 3%	29 5% c	18 3%	9 1%	8 3%	1 1%	1 1%	5 5%	16 8% bcde	23 2%	30 3%	68 3%	13 3%	4 2%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's broadband service

	BROADBAND SUPPLIER								AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
SUMMARY														
Looking for deal for service	141	32	35	21	13	8	4	8	20	73	38	131	10	1
	5%	5%	6%	4%	5%	6%	3%	7%	10%	7%	4%	6%	2%	1%
									cef	cef		ef		
Planning to look for deal for service or bundle	702	184	132	172	64	40	38	24	59	273	262	595	105	24
	27%	29%	24%	29%	27%	32%	30%	20%	30%	28%	28%	28%	22%	16%
									f	f	f	f		

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Looking for a deal for standalone service	80	37	35	8	51	28	30	20	9	20	68	8	4	**
	3%	6%	4%	1%	4%	2%	4%	3%	2%	4%	3%	3%	3%	**
		c	c											
Looking for a deal for service in bundle	61	18	29	14	34	27	14	17	23	7	49	5	4	**
	2%	3%	3%	1%	2%	2%	2%	2%	4%	1%	2%	2%	2%	**
									d					
Looking for a deal for other services in the bundle, but not this	60	24	27	9	36	24	24	18	13	5	49	4	2	**
	2%	4%	3%	1%	3%	2%	3%	2%	2%	1%	2%	2%	1%	**
		c	c				d							
Looking for a deal for the bundle but not sure which services	1	1	-	-	-	1	-	1	-	-	1	-	-	**
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	187	83	65	38	97	83	56	52	35	41	148	16	15	**
	7%	13%	6%	4%	7%	7%	7%	7%	7%	8%	7%	6%	10%	**
		bc												
Planning to look for a deal for bundle	516	85	235	195	279	234	183	147	86	95	428	49	27	**
	20%	14%	23%	20%	20%	20%	24%	19%	16%	18%	20%	20%	18%	**
			a	a			cd							
Not currently looking or planning to look for a new deal	1613	350	584	673	842	757	426	476	350	339	1313	160	95	**
	62%	56%	58%	70%	61%	63%	56%	63%	66%	64%	62%	64%	63%	**
				ab				a	a	a				
Don't know	81	25	28	28	41	40	25	22	15	19	67	8	5	**
	3%	4%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
SUMMARY														
Looking for deal for service	141	55	64	22	85	55	44	37	32	27	117	13	8	**
	5%	9%	6%	2%	6%	5%	6%	5%	6%	5%	5%	5%	5%	**
		c	c											
Planning to look for deal for service or bundle	702	168	299	233	376	317	240	199	121	136	576	64	42	**
	27%	27%	30%	24%	27%	27%	32%	26%	23%	26%	27%	26%	28%	**
			c				c							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Looking for a deal for standalone service	80	9	25	30	29	32
	3%	3%	3%	4%	4%	2%
Looking for a deal for service in bundle	61	4	30	21	18	34
	2%	1%	3%	2%	2%	2%
Looking for a deal for other services in the bundle, but not this	60	11	26	15	19	30
	2%	4%	3%	2%	2%	2%
Looking for a deal for the bundle but not sure which services	1	-	1	-	-	-
	*%	-%	*%	-%	-%	-%
Planning to look for a deal for standalone service	187	22	67	52	62	70
	7%	8%	7%	6%	8%	5%
				b		
Planning to look for a deal for bundle	516	55	188	179	156	293
	20%	19%	21%	21%	20%	21%
Not currently looking or planning to look for a new deal	1613	175	526	527	465	868
	62%	61%	59%	63%	61%	63%
Don't know	81	10	28	13	16	41
	3%	3%	3%	2%	2%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
SUMMARY						
Looking for deal for service	141	13	54	51	47	65
	5%	4%	6%	6%	6%	5%
Planning to look for deal for service or bundle	702	76	255	230	218	363
	27%	27%	29%	28%	29%	27%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Discussed deals or offers with your provider	662 25%	102 18%	560 27% a	161 19%	500 29% a	380 25%	281 26%	84 24%	58 25%	157 20%	243 33% ade	63 43% ade	99 24%	100 18%
Looked at alternative deals or offers from your provider	624 24%	118 21%	505 25%	182 21%	442 25%	409 27% b	215 20%	97 28% b	62 27%	167 22%	216 29% ade	45 30% e	86 21%	113 21%
Received a discount from your provider	521 20%	99 18%	422 21%	135 16%	386 22% a	320 21%	201 19%	90 25% b	59 25%	124 16%	184 25% ade	45 31% ade	73 18%	97 18%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	325 13%	70 12%	255 13%	98 12%	227 13%	223 15% b	102 9%	60 17% b	25 11%	71 9%	118 16% a	20 14%	51 13%	66 12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	195 8%	30 5%	165 8%	49 6%	146 8%	115 8%	80 7%	28 8%	16 7%	35 4%	82 11% ae	23 15% ade	26 6%	30 6%
None of these	1145 44%	261 47%	884 43%	413 49% b	732 42%	627 41%	518 48% ac	137 39%	102 44%	412 53% bcd	269 36%	39 26%	177 44% c	255 47% bc

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
SUMMARY														
ANY CHANGE	1454	300	1154	435	1018	895	558	216	130	361	471	108	230	291
	56%	53%	57%	51%	58% a	59% b	52% b	61% b	56% b	47% ae	64% ade	74% ade	56% a	53% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Discussed deals or offers with your provider	662	201	114	194	46	25	25	21	44	230	260	534	127	34
	25%	31%	21%	33%	19%	20%	20%	18%	23%	23%	28%	25%	27%	22%
		bdefg		bdefg										
Looked at alternative deals or offers from your provider	624	178	121	160	54	30	23	18	54	255	218	527	95	19
	24%	28%	22%	27%	22%	24%	18%	16%	28%	26%	23%	25%	20%	13%
		g		g					f	f	f	f		
Received a discount from your provider	521	156	65	167	46	21	22	15	41	188	196	425	96	24
	20%	24%	12%	29%	19%	17%	18%	13%	21%	19%	21%	20%	20%	16%
		bg		bdefg	b									
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	325	96	61	93	19	15	10	7	37	153	92	282	41	11
	13%	15%	11%	16%	8%	12%	8%	6%	19%	15%	10%	13%	9%	7%
		dg		dg					cef	cef		ce		
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	195	76	31	59	10	7	2	3	13	90	61	165	30	7
	8%	12%	6%	10%	4%	5%	1%	3%	7%	9%	6%	8%	6%	4%
		bdfg		bdfg										
None of these	1145	227	282	205	123	55	65	67	68	420	419	907	235	88
	44%	35%	51%	35%	51%	44%	52%	58%	35%	43%	45%	43%	50%	57%
			ac		ac		ac	ac					abd	abcd

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
SUMMARY														
ANY CHANGE	1454	414	266	379	119	70	60	49	126	568	521	1215	234	66
	56%	65%	49%	65%	49%	56%	48%	42%	65%	57%	55%	57%	50%	43%
		bdfg		bdfg					ef	ef	f	ef		

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Discussed deals or offers with your provider	662	150	258	253	348	311	189	212	133	122	566	49	34	**
	25%	24%	26%	26%	25%	26%	25%	28%	25%	23%	27%	20%	22%	**
Looked at alternative deals or offers from your provider	624	161	262	198	342	277	194	197	112	119	503	60	46	**
	24%	26%	26%	21%	25%	23%	26%	26%	21%	23%	24%	24%	30%	**
			c											
Received a discount from your provider	521	127	200	194	280	238	153	149	110	104	443	36	34	**
	20%	20%	20%	20%	20%	20%	20%	20%	21%	20%	21%	15%	22%	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	325	108	133	82	187	135	129	80	56	57	266	30	21	**
	13%	17%	13%	9%	14%	11%	17%	11%	10%	11%	13%	12%	14%	**
		c	c				bcd							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	195	49	88	57	95	99	51	61	43	40	162	18	8	**
	8%	8%	9%	6%	7%	8%	7%	8%	8%	8%	8%	7%	5%	**
None of these	1145	251	413	479	601	532	323	328	245	231	924	123	59	**
	44%	40%	41%	50%	44%	45%	43%	44%	46%	44%	44%	50%	39%	**
				ab										
SUMMARY														
ANY CHANGE	1454	373	590	486	780	663	435	426	286	295	1199	126	93	**
	56%	60%	59%	50%	56%	55%	57%	56%	54%	56%	56%	50%	61%	**
		c	c											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Discussed deals or offers with your provider	662	61	228	225	192	377
	25%	21%	26%	27%	25%	28%
Looked at alternative deals or offers from your provider	624	61	210	223	214	332
	24%	21%	24%	27%	28%	24%
Received a discount from your provider	521	59	163	187	168	274
	20%	21%	18%	22%	22%	20%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	325	33	110	126	114	162
	13%	11%	12%	15%	15%	12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	195	26	74	58	75	90
	8%	9%	8%	7%	10%	7%
					b	
None of these	1145	122	396	357	285	626
	44%	43%	45%	43%	37%	46%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
SUMMARY						
ANY CHANGE	1454	163	494	479	479	742
	56%	57%	55%	57%	63%	54%
					b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	e
Unweighted total	528	116	412	155	373	335	193	105	58	147	129	52	90	112
Effective Weighted Sample	461	102	362	136	328	287	174	86	51	138	122	49	81	99
Total	521	99	422	135	386	320	201	90	59	124	184	45	73	97
I contacted my provider	403	63	340	89	314	241	162	58	**	94	160	**	**	62
	77%	63%	81%	65%	81%	75%	81%	65%	**	76%	87%	**	**	63%
			a		a		c				e			
My provider contacted me	97	28	68	35	61	65	32	28	**	22	23	**	**	27
	19%	28%	16%	26%	16%	20%	16%	31%	**	18%	12%	**	**	28%
		b		b				b						b
Don't know/ can't remember	22	9	13	11	11	15	7	4	**	7	1	**	**	9
	4%	9%	3%	8%	3%	5%	4%	4%	**	6%	1%	**	**	9%
				b										b

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	c	~d	~e	~f	~g	~a	b	c	d	e	~f
Unweighted total	528	144	78	155	45	26	26	19	44	192	188	424	103	26
Effective Weighted Sample	461	127	71	136	40	22	24	18	35	163	168	366	96	24
Total	521	156	65	167	46	21	22	15	41	188	196	425	96	24
I contacted my provider	403	131	**	136	**	**	**	**	**	135	165	327	76	**
	77%	84%	**	81%	**	**	**	**	**	72%	84%	77%	79%	**
										b				
My provider contacted me	97	18	**	30	**	**	**	**	**	44	23	79	17	**
	19%	11%	**	18%	**	**	**	**	**	23%	12%	19%	18%	**
										c				
Don't know/ can't remember	22	7	**	2	**	**	**	**	**	9	8	19	3	**
	4%	5%	**	1%	**	**	**	**	**	5%	4%	5%	3%	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	528	134	197	196	274	251	170	160	82	111	447	39	33	9
Effective Weighted Sample	461	112	171	179	238	221	150	147	73	99	389	35	29	8
Total	521	127	200	194	280	238	153	149	110	104	443	36	34	8
I contacted my provider	403	83	162	158	218	182	118	112	**	79	347	**	**	**
	77%	65%	81%	81%	78%	76%	77%	75%	**	76%	78%	**	**	**
		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
My provider contacted me	97	40	28	28	52	44	27	30	**	20	81	**	**	**
	19%	31%	14%	15%	19%	19%	18%	20%	**	20%	18%	**	**	**
		bc												
Don't know/ can't remember	22	4	10	8	10	12	9	7	**	5	15	**	**	**
	4%	4%	5%	4%	4%	5%	6%	4%	**	4%	3%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	528	57	165	191	182	268
Effective Weighted Sample	461	49	142	170	156	236
Total	521	59	163	187	168	274
I contacted my provider	403	**	126	150	125	223
	77%	**	77%	80%	74%	81%
My provider contacted me	97	**	34	30	38	41
	19%	**	21%	16%	22%	15%
Don't know/ can't remember	22	**	4	7	6	10
	4%	**	2%	4%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	e
Unweighted total	528	116	412	155	373	335	193	105	58	147	129	52	90	112
Effective Weighted Sample	461	102	362	136	328	287	174	86	51	138	122	49	81	99
Total	521	99	422	135	386	320	201	90	59	124	184	45	73	97
Yes	389	60	329	86	303	233	155	49	**	89	154	**	**	58
	75%	60%	78%	63%	79%	73%	77%	55%	**	72%	84%	**	**	60%
			a		a	c	c				e			
No	98	30	68	36	63	67	31	36	**	23	23	**	**	29
	19%	30%	16%	26%	16%	21%	15%	40%	**	19%	13%	**	**	30%
		b		b				ab						b
Don't know/ can't remember	34	10	24	14	20	20	14	4	**	12	7	**	**	10
	7%	10%	6%	10%	5%	6%	7%	5%	**	10%	4%	**	**	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY a	BT ~b	VIRGIN MEDIA c	TALK- TALK ~d	EE ~e	PLUS- NET ~f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f
Significance Level: 99%														
Unweighted total	528	144	78	155	45	26	26	19	44	192	188	424	103	26
Effective Weighted Sample	461	127	71	136	40	22	24	18	35	163	168	366	96	24
Total	521	156	65	167	46	21	22	15	41	188	196	425	96	24
Yes	389	124	**	133	**	**	**	**	**	127	159	316	73	**
	75%	79%	**	80%	**	**	**	**	**	68%	81%	74%	76%	**
No	98	22	**	27	**	**	**	**	**	46	29	84	14	**
	19%	14%	**	16%	**	**	**	**	**	24%	15%	20%	15%	**
Don't know/ can't remember	34	11	**	6	**	**	**	**	**	15	8	25	8	**
	7%	7%	**	4%	**	**	**	**	**	8%	4%	6%	9%	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted total	528	134	197	196	274	251	170	160	82	111	447	39	33	9
Effective Weighted Sample	461	112	171	179	238	221	150	147	73	99	389	35	29	8
Total	521	127	200	194	280	238	153	149	110	104	443	36	34	8
Yes	389	88	148	153	216	170	114	105	**	80	336	**	**	**
	75%	69%	74%	79%	77%	71%	74%	71%	**	77%	76%	**	**	**
No	98	29	41	29	50	48	32	31	**	16	82	**	**	**
	19%	23%	21%	15%	18%	20%	21%	21%	**	15%	19%	**	**	**
Don't know/ can't remember	34	10	11	12	14	20	8	12	**	8	25	**	**	**
	7%	8%	5%	6%	5%	8%	5%	8%	**	8%	6%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	528	57	165	191	182	268
Effective Weighted Sample	461	49	142	170	156	236
Total	521	59	163	187	168	274
Yes	389	**	129	136	117	210
	75%	**	79%	73%	70%	77%
No	98	**	30	38	38	51
	19%	**	18%	20%	23%	19%
Don't know/ can't remember	34	**	4	13	13	12
	7%	**	3%	7%	8%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	336	78	258	106	230	237	99	73	26	90	86	25	67	70
Effective Weighted Sample	285	65	220	90	195	195	90	55	22	80	80	22	59	61
Total	325	70	255	98	227	223	102	60	25	71	118	20	51	66
I contacted my provider	221	**	183	56	165	147	**	**	**	**	**	**	**	**
	68%	**	72%	57%	73%	66%	**	**	**	**	**	**	**	**
					a									
My provider contacted me	85	**	61	35	50	64	**	**	**	**	**	**	**	**
	26%	**	24%	36%	22%	29%	**	**	**	**	**	**	**	**
					b									
Don't know/ can't remember	18	**	12	7	11	12	**	**	**	**	**	**	**	**
	6%	**	5%	8%	5%	6%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	~c	d	~e	~f
Unweighted total	336	91	70	85	21	20	11	8	42	152	95	289	45	12
Effective Weighted Sample	285	80	60	73	19	15	10	7	33	125	85	242	42	11
Total	325	96	61	93	19	15	10	7	37	153	92	282	41	11
I contacted my provider	221	**	**	**	**	**	**	**	**	105	**	190	**	**
	68%	**	**	**	**	**	**	**	**	69%	**	68%	**	**
My provider contacted me	85	**	**	**	**	**	**	**	**	42	**	76	**	**
	26%	**	**	**	**	**	**	**	**	28%	**	27%	**	**
Don't know/ can't remember	18	**	**	**	**	**	**	**	**	6	**	16	**	**
	6%	**	**	**	**	**	**	**	**	4%	**	6%	**	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted total	336	116	129	89	191	142	139	86	48	60	275	31	22	8
Effective Weighted Sample	285	93	110	81	160	122	117	76	39	52	233	27	17	8
Total	325	108	133	82	187	135	129	80	56	57	266	30	21	8
I contacted my provider	221	64	98	**	129	91	96	**	**	**	181	**	**	**
	68%	60%	74%	**	69%	67%	74%	**	**	**	68%	**	**	**
My provider contacted me	85	38	28	**	49	36	31	**	**	**	70	**	**	**
	26%	36%	21%	**	26%	26%	24%	**	**	**	26%	**	**	**
Don't know/ can't remember	18	5	7	**	8	9	2	**	**	**	15	**	**	**
	6%	5%	5%	**	5%	6%	2%	**	**	**	6%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	336	33	123	122	127	161
Effective Weighted Sample	285	28	100	108	104	140
Total	325	33	110	126	114	162
I contacted my provider	221	**	76	92	70	123
	68%	**	70%	73%	62%	76%
						a
My provider contacted me	85	**	27	31	35	34
	26%	**	25%	24%	31%	21%
Don't know/ can't remember	18	**	6	3	9	4
	6%	**	6%	3%	8%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	198	37	161	57	141	120	78	33	15	46	57	27	32	36
Effective Weighted Sample	169	33	138	48	122	102	68	26	13	42	54	25	28	32
Total	195	30	165	49	146	115	80	28	16	35	82	23	26	30
I contacted my provider	165	**	140	**	126	94	**	**	**	**	**	**	**	**
	84%	**	85%	**	86%	82%	**	**	**	**	**	**	**	**
My provider contacted me	23	**	18	**	16	18	**	**	**	**	**	**	**	**
	12%	**	11%	**	11%	16%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	7	**	5	3	**	**	**	**	**	**	**	**
	4%	**	4%	**	3%	3%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~c	d	~e	~f
Unweighted total	198	73	33	58	11	7	3	3	16	88	63	167	30	6
Effective Weighted Sample	169	65	29	49	9	6	3	3	12	74	56	141	27	5
Total	195	76	31	59	10	7	2	3	13	90	61	165	30	7
I contacted my provider	165	**	**	**	**	**	**	**	**	**	**	136	**	**
	84%	**	**	**	**	**	**	**	**	**	**	83%	**	**
My provider contacted me	23	**	**	**	**	**	**	**	**	**	**	21	**	**
	12%	**	**	**	**	**	**	**	**	**	**	13%	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	7	**	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted total	198	53	83	61	90	106	57	60	37	43	166	16	9	7
Effective Weighted Sample	169	42	73	55	76	92	48	53	32	37	140	15	8	6
Total	195	49	88	57	95	99	51	61	43	40	162	18	8	8
I contacted my provider	165	**	**	**	**	82	**	**	**	**	137	**	**	**
	84%	**	**	**	**	83%	**	**	**	**	85%	**	**	**
My provider contacted me	23	**	**	**	**	12	**	**	**	**	17	**	**	**
	12%	**	**	**	**	12%	**	**	**	**	11%	**	**	**
Don't know/ can't remember	7	**	**	**	**	5	**	**	**	**	7	**	**	**
	4%	**	**	**	**	5%	**	**	**	**	4%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b
Significance Level: 99%						
Unweighted total	198	24	76	59	78	92
Effective Weighted Sample	169	21	63	53	65	82
Total	195	26	74	58	75	90
I contacted my provider	165	**	**	**	**	**
	84%	**	**	**	**	**
My provider contacted me	23	**	**	**	**	**
	12%	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**
	4%	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Received a discount	403	63	340	89	314	241	162	58	42	94	160	38	50	62
	15%	11%	17%	10%	18%	16%	15%	16%	18%	12%	22%	26%	12%	11%
			a		a						ade	ade		
Added extra or improved services	221	38	183	56	165	147	74	39	17	44	95	15	31	36
	9%	7%	9%	7%	9%	10%	7%	11%	7%	6%	13%	10%	8%	7%
								b			ade			
Reduced or downgraded services	165	25	140	39	126	94	71	20	11	29	67	21	23	25
	6%	4%	7%	5%	7%	6%	7%	6%	5%	4%	9%	14%	6%	5%
					a						ae	ade		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	640	106	533	151	488	386	253	94	57	143	253	56	85	104
	25%	19%	26%	18%	28%	25%	24%	27%	25%	18%	34%	38%	21%	19%
			a		a						ade	ade		
ALL 3 CHANGES	15	1	14	2	13	8	7	2	2	1	9	2	2	1
	1%	*%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	*%
DISCOUNT AND EXTRA SERVICES	72	9	63	14	58	49	24	10	7	13	35	9	6	9
	3%	2%	3%	2%	3%	3%	2%	3%	3%	2%	5%	6%	1%	2%
											ade	ade		
DISCOUNT AND REDUCED SERVICES	33	4	29	10	24	19	14	3	2	8	10	5	6	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4%	1%	1%
												e		
EXTRA SERVICES AND REDUCED SERVICES	13	5	8	5	8	11	2	5	-	1	7	1	1	5
	1%	1%	*%	1%	*%	1%	*%	1%	-%	*%	1%	*%	*%	1%
								b						
DISCOUNT ONLY	282	49	233	63	219	165	117	43	31	72	105	22	35	48
	11%	9%	11%	7%	13%	11%	11%	12%	13%	9%	14%	15%	9%	9%
					a						ade			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
EXTRA SERVICES ONLY	121	24	97	35	86	79	42	22	8	29	45	4	21	22
	5%	4%	5%	4%	5%	5%	4%	6%	4%	4%	6%	3%	5%	4%
REDUCED SERVICES ONLY	103	15	88	23	80	56	48	9	7	19	42	14	14	15
	4%	3%	4%	3%	5%	4%	4%	3%	3%	2%	6%	9%	3%	3%
											a	ade		
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1959	455	1504	697	1262	1136	823	259	175	630	487	91	322	442
	75%	81%	74%	82%	72%	75%	76%	73%	75%	82%	66%	62%	79%	81%
		b		b						bc			bc	bc

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Received a discount	403	131	49	136	27	13	17	10	28	135	165	327	76	17
	15%	21%	9%	23%	11%	11%	13%	9%	14%	14%	18%	15%	16%	11%
		bdeg		bdeg										
Added extra or improved services	221	77	43	63	10	5	5	5	19	105	66	190	31	7
	9%	12%	8%	11%	4%	4%	4%	5%	10%	11%	7%	9%	7%	5%
		def		d						c				
Reduced or downgraded services	165	70	26	52	6	5	1	-	6	79	52	136	28	7
	6%	11%	5%	9%	2%	4%	1%	-%	3%	8%	6%	6%	6%	4%
		bdfg		bdfg										
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	640	211	100	203	39	20	21	15	44	246	237	527	112	28
	25%	33%	18%	35%	16%	16%	17%	13%	22%	25%	25%	25%	24%	18%
		bdefg		bdefg										
ALL 3 CHANGES	15	7	1	5	-	1	-	-	1	9	3	13	2	1
	1%	1%	*%	1%	-%	1%	-%	-%	1%	1%	*%	1%	*%	1%
DISCOUNT AND EXTRA SERVICES	72	30	9	24	3	1	1	1	4	30	24	58	14	1
	3%	5%	2%	4%	1%	1%	1%	1%	2%	3%	3%	3%	3%	1%
		b												
DISCOUNT AND REDUCED SERVICES	33	17	5	10	1	-	1	-	2	15	15	31	2	1
	1%	3%	1%	2%	*%	-%	1%	-%	1%	2%	2%	1%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	13	7	1	3	1	-	-	-	1	9	2	11	2	-
	1%	1%	*%	1%	*%	-%	-%	-%	*%	1%	*%	1%	*%	-%
DISCOUNT ONLY	282	78	33	96	24	11	15	9	21	81	123	224	58	15
	11%	12%	6%	16%	10%	9%	12%	8%	11%	8%	13%	11%	12%	9%
		b		b							b		b	
EXTRA SERVICES ONLY	121	33	31	30	7	3	4	5	13	57	38	108	13	5
	5%	5%	6%	5%	3%	2%	3%	4%	7%	6%	4%	5%	3%	3%
										e				

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
REDUCED SERVICES ONLY	103	40	18	34	4	4	-	-	2	46	33	81	22	5
	4%	6%	3%	6%	2%	3%	-%	-%	1%	5%	3%	4%	5%	3%
		dfg		fg										
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1959	430	448	381	203	105	104	102	150	742	704	1596	356	126
	75%	67%	82%	65%	84%	84%	83%	87%	78%	75%	75%	75%	76%	82%
			ac		ac	ac	ac	ac						

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Received a discount	403	83	162	158	218	182	118	112	90	79	347	28	24	**
	15%	13%	16%	16%	16%	15%	16%	15%	17%	15%	16%	11%	16%	**
Added extra or improved services	221	64	98	58	129	91	96	51	38	34	181	19	17	**
	9%	10%	10%	6%	9%	8%	13%	7%	7%	6%	9%	8%	11%	**
		c	c				bcd							
Reduced or downgraded services	165	33	80	51	82	82	41	52	39	31	137	16	7	**
	6%	5%	8%	5%	6%	7%	5%	7%	7%	6%	6%	7%	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	640	142	271	226	341	295	197	179	139	120	541	49	39	**
	25%	23%	27%	23%	25%	25%	26%	24%	26%	23%	25%	20%	26%	**
ALL 3 CHANGES	15	5	6	3	9	6	4	3	5	3	14	1	-	**
	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	-%	**
DISCOUNT AND EXTRA SERVICES	72	15	35	23	45	26	36	17	9	8	60	6	6	**
	3%	2%	3%	2%	3%	2%	5%	2%	2%	2%	3%	2%	4%	**
							bcd							
DISCOUNT AND REDUCED SERVICES	33	8	17	8	16	17	7	12	8	6	25	4	3	**
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	2%	2%	**
EXTRA SERVICES AND REDUCED SERVICES	13	5	5	4	8	5	6	2	1	4	10	3	*	**
	1%	1%	*%	*%	1%	*%	1%	*%	*%	1%	*%	1%	*%	**
DISCOUNT ONLY	282	55	104	123	147	133	70	80	68	62	247	17	15	**
	11%	9%	10%	13%	11%	11%	9%	11%	13%	12%	12%	7%	10%	**
EXTRA SERVICES ONLY	121	39	53	29	67	54	49	29	23	19	97	10	11	**
	5%	6%	5%	3%	5%	5%	6%	4%	4%	4%	5%	4%	7%	**
		c	c											
REDUCED SERVICES ONLY	103	14	52	36	49	54	24	35	26	19	88	9	4	**
	4%	2%	5%	4%	4%	5%	3%	5%	5%	4%	4%	3%	2%	**
			a											

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1959	482	731	739	1040	900	561	576	392	406	1581	200	113	**
	75%	77%	73%	77%	75%	75%	74%	76%	74%	77%	75%	80%	74%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Received a discount	403	46	126	150	125	223
	15%	16%	14%	18%	16%	16%
Added extra or improved services	221	18	76	92	70	123
	9%	6%	9%	11%	9%	9%
Reduced or downgraded services	165	25	61	49	66	77
	6%	9%	7%	6%	9%	6%
					b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	640	70	216	222	206	344
	25%	25%	24%	27%	27%	25%
ALL 3 CHANGES	15	2	7	5	7	6
	1%	1%	1%	1%	1%	*%
DISCOUNT AND EXTRA SERVICES	72	6	19	40	23	42
	3%	2%	2%	5%	3%	3%
				b		
DISCOUNT AND REDUCED SERVICES	33	6	8	14	13	17
	1%	2%	1%	2%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	13	3	6	4	5	8
	1%	1%	1%	*%	1%	1%
DISCOUNT ONLY	282	32	92	91	82	157
	11%	11%	10%	11%	11%	12%
EXTRA SERVICES ONLY	121	7	44	43	35	67
	5%	3%	5%	5%	5%	5%
REDUCED SERVICES ONLY	103	14	40	26	41	46
	4%	5%	4%	3%	5%	3%
Columns Tested: a,b,c - a,b						

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1959	216	673	614	558	1024
	75%	75%	76%	73%	73%	75%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Received a discount	97	28	68	35	61	65	32	28	15	22	23	6	18	27
	4%	5%	3%	4%	3%	4%	3%	8% ab	7% b	3%	3%	4%	4%	5%
Added extra or improved services	85	25	61	35	50	64	22	20	8	19	22	4	19	23
	3%	4%	3%	4%	3%	4% b	2%	6% b	3%	2%	3%	2%	5%	4%
Reduced or downgraded services	23	5	18	7	16	18	5	7	3	4	11	*	3	5
	1%	1%	1%	1%	1%	1%	*%	2% b	1%	*%	2%	*%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	191	56	135	74	116	139	52	49	22	42	51	9	37	53
	7%	10% b	7%	9%	7%	9% b	5%	14% ab	10% b	5%	7%	6%	9% a	10% a
ALL 3 CHANGES	1	-	1	-	1	1	-	1	1	-	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	1%	-%	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	8	1	7	1	7	2	6	1	1	1	5	1	1	1
	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	1	1	-	1	-	1	-	1	-	-	-	-	-	1
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	3	*	2	1	1	2	1	1	1	2	-	*	-	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%
DISCOUNT ONLY	86	26	60	34	53	61	25	25	13	21	18	6	16	25
	3%	5%	3%	4%	3%	4%	2%	7% ab	6% b	3%	2%	4%	4%	5%
EXTRA SERVICES ONLY	73	23	50	33	41	59	14	17	5	16	17	2	17	22
	3%	4%	2%	4%	2%	4% b	1%	5% b	2%	2%	2%	2%	4%	4%

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
REDUCED SERVICES ONLY	19	4	15	5	14	14	5	4	1	2	11	-	2	4
	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%	2% a	-%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2408	505	1903	774	1634	1383	1025	304	210	731	689	138	370	492
	93%	90%	93% a	91%	93%	91% c	95% acd	86%	90%	95% de	93%	94%	91%	90%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Received a discount	97 4%	18 3%	14 3%	30 5%	13 5%	5 4%	5 4%	3 2%	12 6% c	44 4%	23 2%	79 4%	17 4%	5 3%
Added extra or improved services	85 3%	13 2%	14 3%	26 5%	7 3%	9 7% ab	3 2%	1 1%	15 8% cde	42 4% c	19 2%	76 4%	9 2%	4 2%
Reduced or downgraded services	23 1%	4 1%	5 1%	4 1%	5 2%	2 1%	* *%	2 1%	6 3% ce	9 1%	7 1%	21 1%	2 *%	- -%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	191 7%	31 5%	33 6%	53 9% a	24 10% a	15 12% a	8 6%	5 5%	32 17% bcdef	85 9% c	47 5%	164 8% c	26 6%	8 5%
ALL 3 CHANGES	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
DISCOUNT AND EXTRA SERVICES	8 *%	- -%	- -%	7 1% ab	1 *%	1 *%	- -%	- -%	* *%	5 *%	2 *%	7 *%	2 *%	1 1%
DISCOUNT AND REDUCED SERVICES	1 *%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%
EXTRA SERVICES AND REDUCED SERVICES	3 *%	1 *%	1 *%	* *%	- -%	- -%	* *%	- -%	* *%	2 *%	- -%	2 *%	1 *%	- -%
DISCOUNT ONLY	86 3%	16 2%	14 3%	23 4%	12 5%	5 4%	5 4%	3 2%	12 6% c	37 4%	21 2%	70 3%	15 3%	4 3%
EXTRA SERVICES ONLY	73 3%	12 2%	14 2%	19 3%	6 3%	9 7% ab	3 2%	1 1%	14 7% cde	35 4%	17 2%	66 3%	7 1%	3 2%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
REDUCED SERVICES ONLY	19	1	4	4	5	2	-	2	5	5	7	17	1	-
	1%	*%	1%	1%	2% a	1%	-%	1%	3% be	1%	1%	1%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2408	609	515	531	218	109	117	111	162	903	894	1959	442	146
	93%	95% cde	94%	91%	90%	88%	94%	95%	83%	91% a	95% abd	92% a	94% a	95% a

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Received a discount	97	40	28	28	52	44	27	30	18	20	81	6	7	**
	4%	6%	3%	3%	4%	4%	4%	4%	3%	4%	4%	2%	5%	**
		bc												
Added extra or improved services	85	38	28	19	49	36	31	24	14	17	70	7	4	**
	3%	6%	3%	2%	4%	3%	4%	3%	3%	3%	3%	3%	3%	**
		bc												
Reduced or downgraded services	23	13	4	6	10	12	7	7	3	6	17	1	1	**
	1%	2%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
		bc												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	191	83	58	49	106	83	63	58	29	39	157	14	13	**
	7%	13%	6%	5%	8%	7%	8%	8%	5%	7%	7%	6%	8%	**
		bc												
ALL 3 CHANGES	1	1	-	-	1	-	-	-	1	-	-	-	-	**
	*%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	8	3	2	3	1	7	1	2	4	2	8	*	-	**
	*%	*%	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	-%	**
DISCOUNT AND REDUCED SERVICES	1	1	-	-	-	1	1	-	-	-	1	-	-	**
	*%	*%	-%	-%	-%	*%	*%	-%	-%	-%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	3	2	-	1	1	1	-	*	*	2	2	-	-	**
	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	*%	-%	-%	**
DISCOUNT ONLY	86	35	26	25	50	37	25	28	13	18	72	6	7	**
	3%	6%	3%	3%	4%	3%	3%	4%	2%	3%	3%	2%	5%	**
		bc												
EXTRA SERVICES ONLY	73	32	26	15	45	27	30	21	9	13	60	6	4	**
	3%	5%	3%	2%	3%	2%	4%	3%	2%	3%	3%	3%	3%	**
		bc												

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
REDUCED SERVICES ONLY	19	9	4	5	8	10	7	6	2	4	15	1	1	**
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2408	541	945	915	1275	1111	695	696	502	487	1965	235	139	**
	93%	87%	94%	95%	92%	93%	92%	92%	95%	93%	93%	94%	92%	**
			a	a										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Received a discount	97	10	34	30	38	41
	4%	4%	4%	4%	5%	3%
Added extra or improved services	85	10	27	31	35	34
	3%	4%	3%	4%	5%	3%
					b	
Reduced or downgraded services	23	1	10	7	8	9
	1%	*%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	191	18	66	64	73	78
	7%	6%	7%	8%	10%	6%
					b	
ALL 3 CHANGES	1	-	1	-	-	1
	*%	-%	*%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	8	2	1	3	5	2
	*%	1%	*%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	-	-	1	1	-
	*%	-%	-%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	1	1	-	1	1
	*%	*%	*%	-%	*%	*%
DISCOUNT ONLY	86	8	31	27	32	37
	3%	3%	4%	3%	4%	3%
EXTRA SERVICES ONLY	73	8	24	28	28	30
	3%	3%	3%	3%	4%	2%
REDUCED SERVICES ONLY	19	-	8	6	6	6
	1%	-%	1%	1%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2408	267	823	772	691	1290
	93%	94%	93%	92%	90%	94%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Discussed deals or offers with any other provider	280	72	208	103	178	196	84	87	55	71	80	12	47	71
	11%	13%	10%	12%	10%	13%	8%	25%	24%	9%	11%	8%	12%	13%
						b		ab	ab					
Looked at deals or offers from any other provider	764	160	604	238	526	549	215	152	90	225	231	47	113	152
	29%	29%	30%	28%	30%	36%	20%	43%	39%	29%	31%	32%	28%	28%
						b		ab	b					
Talked with friends or family for recommendations about providers	433	107	327	153	281	281	152	75	48	112	130	22	63	106
	17%	19%	16%	18%	16%	18%	14%	21%	21%	15%	18%	15%	16%	19%
						b		b						
None of these	1421	285	1136	447	975	717	704	127	97	449	402	81	219	278
	55%	51%	56%	53%	56%	47%	65%	36%	42%	58%	54%	55%	54%	51%
						c	acd			e				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Discussed deals or offers with any other provider	280 11%	71 11%	56 10%	74 13%	23 9%	16 13%	6 5%	13 11%	32 17% cef	139 14% cef	82 9%	253 12% cef	27 6%	5 3%
Looked at deals or offers from any other provider	764 29%	180 28%	143 26%	204 35% bd	57 23%	42 34%	36 29%	28 24%	78 40% bef	296 30% ef	287 31% ef	661 31% ef	101 22%	28 18%
Talked with friends or family for recommendations about providers	433 17%	97 15%	85 15%	115 20%	36 15%	25 20%	16 13%	20 17%	43 22% ce	191 19% ce	133 14%	368 17%	65 14%	20 13%
None of these	1421 55%	360 56% c	324 59% ce	277 47%	145 60% ce	56 45%	76 61% ce	67 57%	70 36%	484 49% a	544 58% abd	1098 52% a	318 68% abcd	111 72% abcd

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Discussed deals or offers with any other provider	280 11%	102 16% c	123 12% c	55 6%	153 11%	124 10%	84 11%	82 11%	58 11%	54 10%	237 11%	21 8%	18 12%	** **
Looked at deals or offers from any other provider	764 29%	209 33% c	329 33% c	224 23%	427 31%	330 28%	240 32%	237 31%	139 26%	144 27%	631 30%	61 25%	50 33%	** **
Talked with friends or family for recommendations about providers	433 17%	117 19% c	189 19% c	126 13%	235 17%	195 16%	131 17%	128 17%	89 17%	78 15%	345 16%	45 18%	27 18%	** **
None of these	1421 55%	276 44%	496 50%	644 67% ab	735 53%	672 56%	404 53%	410 54%	295 56%	293 56%	1152 54%	150 60%	79 52%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Discussed deals or offers with any other provider	280	30	85	100	82	151
	11%	11%	10%	12%	11%	11%
Looked at deals or offers from any other provider	764	70	277	270	254	407
	29%	24%	31%	32%	33%	30%
Talked with friends or family for recommendations about providers	433	43	173	127	123	220
	17%	15%	19%	15%	16%	16%
None of these	1421	159	466	444	392	761
	55%	56%	52%	53%	51%	56%

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

OFCCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 158

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Yes - in the last 6 months	183	80	103	93	90	183	-	183	120	46	34	4	19	79
	7%	14%	5%	11%	5%	12%	-%	52%	52%	6%	5%	3%	5%	15%
		b		b		b		ab	ab					abcd
Yes - 7 to 12 months ago	170	62	108	80	90	170	-	170	112	47	32	5	28	60
	7%	11%	5%	9%	5%	11%	-%	48%	48%	6%	4%	4%	7%	11%
		b		b		b		ab	ab					abc
Yes – 13 to 18 months ago	177	53	124	79	98	177	-	-	-	44	35	8	43	48
	7%	9%	6%	9%	6%	12%	-%	-%	-%	6%	5%	5%	10%	9%
		b		b		bcd							ab	b
Yes – 1.5 to 2 years ago	162	41	121	63	98	162	-	-	-	41	43	7	36	40
	6%	7%	6%	7%	6%	11%	-%	-%	-%	5%	6%	4%	9%	7%
						bcd								
Yes – 2 to 3 years ago	214	46	168	63	152	214	-	-	-	67	59	9	35	45
	8%	8%	8%	7%	9%	14%	-%	-%	-%	9%	8%	6%	9%	8%
						bcd								
Yes – More than 3 years ago	616	72	544	147	469	616	-	-	-	191	215	53	90	70
	24%	13%	27%	17%	27%	40%	-%	-%	-%	25%	29%	36%	22%	13%
			a		a	bcd				e	e	ade	e	
No – never changed provider	1076	207	870	323	754	-	1076	-	-	337	321	61	156	203
	41%	37%	43%	38%	43%	-%	100%	-%	-%	44%	43%	42%	38%	37%
			a				acd							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Yes - in the last 6 months	183	32	31	46	12	8	13	12	26	86	50	163	20	8
	7%	5%	6%	8%	5%	6%	10%	11%	14%	9%	5%	8%	4%	5%
									cdef	ce		e		
Yes - 7 to 12 months ago	170	29	24	31	13	21	13	16	18	91	49	158	12	2
	7%	5%	4%	5%	5%	17%	11%	13%	9%	9%	5%	7%	2%	1%
						abcd	ab	abcd	ef	cef		ef		
Yes – 13 to 18 months ago	177	41	37	22	14	16	11	15	26	83	50	159	18	9
	7%	6%	7%	4%	6%	12%	9%	13%	14%	8%	5%	7%	4%	6%
						c		c	cde	ce		e		
Yes – 1.5 to 2 years ago	162	43	30	29	12	10	8	12	17	73	51	141	20	3
	6%	7%	6%	5%	5%	8%	6%	11%	9%	7%	5%	7%	4%	2%
									f					
Yes – 2 to 3 years ago	214	59	33	31	22	15	12	12	14	96	76	186	29	10
	8%	9%	6%	5%	9%	12%	9%	11%	7%	10%	8%	9%	6%	7%
						c								
Yes – More than 3 years ago	616	178	108	141	65	21	42	29	11	158	301	470	142	48
	24%	28%	20%	24%	27%	17%	34%	25%	6%	16%	32%	22%	30%	31%
		be					be			a	abd	ab	abd	abd
No – never changed provider	1076	258	285	283	105	34	26	19	80	402	364	846	227	74
	41%	40%	52%	48%	43%	28%	21%	17%	41%	41%	39%	40%	49%	48%
		efg	aefg	aefg	efg								bcd	

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Yes - in the last 6 months	183	74	67	42	93	89	54	51	36	40	146	21	13	**
	7%	12% bc	7%	4%	7%	7%	7%	7%	7%	8%	7%	9%	9%	**
Yes - 7 to 12 months ago	170	65	76	29	108	61	61	52	29	27	144	11	7	**
	7%	10% c	8% c	3%	8% b	5%	8%	7%	5%	5%	7%	5%	5%	**
Yes – 13 to 18 months ago	177	74	58	45	92	84	46	53	35	42	146	10	17	**
	7%	12% bc	6%	5%	7%	7%	6%	7%	7%	8%	7%	4%	11% b	**
Yes – 1.5 to 2 years ago	162	44	74	43	87	73	52	47	36	25	131	13	10	**
	6%	7%	7% c	4%	6%	6%	7%	6%	7%	5%	6%	5%	7%	**
Yes – 2 to 3 years ago	214	53	96	65	117	94	74	69	38	30	179	16	13	**
	8%	9%	10%	7%	9%	8%	10% d	9%	7%	6%	8%	6%	9%	**
Yes – More than 3 years ago	616	55	237	321	349	260	204	172	125	110	507	55	37	**
	24%	9%	24% a	33% ab	25%	22%	27%	23%	23%	21%	24%	22%	24%	**
No – never changed provider	1076	259	396	419	536	532	266	309	232	253	869	122	55	**
	41%	41%	39%	43%	39%	45% a	35%	41%	44% a	48% ab	41%	49%	36%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES – When did you most recently change provider for your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Yes - in the last 6 months	183	17	66	59	64	88
	7%	6%	7%	7%	8%	6%
Yes - 7 to 12 months ago	170	18	56	69	46	87
	7%	6%	6%	8%	6%	6%
Yes – 13 to 18 months ago	177	27	73	45	55	85
	7%	9%	8%	5%	7%	6%
Yes – 1.5 to 2 years ago	162	21	56	54	40	88
	6%	7%	6%	7%	5%	6%
Yes – 2 to 3 years ago	214	22	61	91	43	132
	8%	8%	7%	11%	6%	10%
				b		a
Yes – More than 3 years ago	616	55	212	199	179	346
	24%	19%	24%	24%	23%	25%
No – never changed provider	1076	125	365	319	337	542
	41%	44%	41%	38%	44%	40%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	~b	~c	~d	e
Unweighted total	416	172	244	206	210	416	-	416	251	122	55	15	62	165
Effective Weighted Sample	352	150	203	181	172	352	-	352	225	111	46	13	52	146
Total	353	142	211	173	180	353	-	353	232	93	66	9	47	140
Sky	69	26	44	32	37	69	**	69	48	16	**	**	**	24
	20%	18%	21%	18%	21%	20%	**	20%	21%	17%	**	**	**	18%
BT	64	21	43	27	37	64	**	64	43	15	**	**	**	20
	18%	15%	21%	15%	21%	18%	**	18%	19%	16%	**	**	**	14%
Virgin Media	55	28	27	30	25	55	**	55	36	10	**	**	**	28
	16%	20%	13%	17%	14%	16%	**	16%	15%	11%	**	**	**	20%
EE	34	14	21	17	18	34	**	34	20	10	**	**	**	14
	10%	10%	10%	10%	10%	10%	**	10%	9%	11%	**	**	**	10%
TalkTalk	28	8	20	14	15	28	**	28	19	5	**	**	**	8
	8%	6%	9%	8%	8%	8%	**	8%	8%	6%	**	**	**	6%
Plusnet	23	8	15	10	13	23	**	23	18	10	**	**	**	8
	7%	6%	7%	6%	7%	7%	**	7%	8%	11%	**	**	**	6%
Vodafone	19	12	7	13	6	19	**	19	10	7	**	**	**	12
	6%	8%	4%	8%	4%	6%	**	6%	4%	7%	**	**	**	8%
NOW/ NOW Broadband	8	2	6	4	4	8	**	8	3	6	**	**	**	2
	2%	1%	3%	2%	2%	2%	**	2%	1%	6%	**	**	**	1%
Hyperoptic	5	2	3	2	3	5	**	5	1	-	**	**	**	2
	2%	1%	2%	1%	2%	2%	**	2%	1%	-%	**	**	**	2%
Shell Energy/ Post Office	5	2	4	2	4	5	**	5	5	3	**	**	**	2
	2%	1%	2%	1%	2%	2%	**	2%	2%	3%	**	**	**	1%
John Lewis	5	1	4	2	3	5	**	5	3	-	**	**	**	1
	1%	1%	2%	1%	2%	1%	**	1%	1%	-%	**	**	**	*%
Zen	3	2	2	2	2	3	**	3	2	2	**	**	**	2
	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	**	**	**	1%
KCOM	3	3	-	3	-	3	**	3	-	-	**	**	**	3
	1%	2%	-%	1%	-%	1%	**	1%	-%	-%	**	**	**	2%
OVO/ SSE	2	2	-	2	-	2	**	2	1	-	**	**	**	2
	*%	1%	-%	1%	-%	*%	**	*%	*%	-%	**	**	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	~b	~c	~d	e
Unweighted total	416	172	244	206	210	416	-	416	251	122	55	15	62	165
Effective Weighted Sample	352	150	203	181	172	352	-	352	225	111	46	13	52	146
Total	353	142	211	173	180	353	-	353	232	93	66	9	47	140
Utility Warehouse	1	1	1	1	1	1	**	1	1	1	**	**	**	1
	*%	*%	*%	*%	1%	*%	**	*%	1%	1%	**	**	**	*%
The Phone Co-op	1	-	1	-	1	1	**	1	1	1	**	**	**	-
	*%	-%	*%	-%	*%	*%	**	*%	*%	1%	**	**	**	-%
Gigaclear	1	*	*	*	*	1	**	1	*	-	**	**	**	*
	*%	*%	*%	*%	*%	*%	**	*%	*%	-%	**	**	**	*%
POP Telecom	*	-	*	-	*	*	**	*	-	-	**	**	**	-
	*%	-%	*%	-%	*%	*%	**	*%	-%	-%	**	**	**	-%
Other supplier	25	11	14	14	11	25	**	25	20	8	**	**	**	11
	7%	8%	7%	8%	6%	7%	**	7%	8%	9%	**	**	**	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY ~a	BT ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	EE ~e	PLUS- NET ~f	VODA- FONE ~g	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%														
Unweighted total	416	69	76	80	31	33	32	32	51	209	120	380	36	11
Effective Weighted Sample	352	56	66	66	26	27	30	30	40	174	104	318	34	11
Total	353	61	55	77	25	29	26	28	45	177	100	321	32	10
Sky	69	**	**	**	**	**	**	**	**	34	23	64	**	**
	20%	**	**	**	**	**	**	**	**	19%	23%	20%	**	**
BT	64	**	**	**	**	**	**	**	**	27	21	57	**	**
	18%	**	**	**	**	**	**	**	**	15%	21%	18%	**	**
Virgin Media	55	**	**	**	**	**	**	**	**	26	10	48	**	**
	16%	**	**	**	**	**	**	**	**	15%	10%	15%	**	**
EE	34	**	**	**	**	**	**	**	**	17	10	33	**	**
	10%	**	**	**	**	**	**	**	**	10%	10%	10%	**	**
TalkTalk	28	**	**	**	**	**	**	**	**	17	5	22	**	**
	8%	**	**	**	**	**	**	**	**	10%	5%	7%	**	**
Plusnet	23	**	**	**	**	**	**	**	**	9	13	23	**	**
	7%	**	**	**	**	**	**	**	**	5%	13% b	7%	**	**
Vodafone	19	**	**	**	**	**	**	**	**	12	4	19	**	**
	6%	**	**	**	**	**	**	**	**	7%	4%	6%	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	6	1	8	**	**
	2%	**	**	**	**	**	**	**	**	3%	1%	2%	**	**
Hyperoptic	5	**	**	**	**	**	**	**	**	4	1	5	**	**
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	**	**
Shell Energy/ Post Office	5	**	**	**	**	**	**	**	**	2	3	5	**	**
	2%	**	**	**	**	**	**	**	**	1%	3%	2%	**	**
John Lewis	5	**	**	**	**	**	**	**	**	2	1	4	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	**
Zen	3	**	**	**	**	**	**	**	**	2	1	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	**
KCOM	3	**	**	**	**	**	**	**	**	3	-	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	-%	1%	**	**
OVO/ SSE	2	**	**	**	**	**	**	**	**	1	1	2	**	**
	*%	**	**	**	**	**	**	**	**	*%	1%	*%	**	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted total	416	69	76	80	31	33	32	32	51	209	120	380	36	11
Effective Weighted Sample	352	56	66	66	26	27	30	30	40	174	104	318	34	11
Total	353	61	55	77	25	29	26	28	45	177	100	321	32	10
Utility Warehouse	1	**	**	**	**	**	**	**	**	-	1	1	**	**
	*%	**	**	**	**	**	**	**	**	-%	1%	*%	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	-	-	-	**	**
	*%	**	**	**	**	**	**	**	**	-%	-%	-%	**	**
Gigaclear	1	**	**	**	**	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	**	**	**	**	*%	-%	*%	**	**
POP Telecom	*	**	**	**	**	**	**	**	**	*	-	*	**	**
	*%	**	**	**	**	**	**	**	**	*%	-%	*%	**	**
Other supplier	25	**	**	**	**	**	**	**	**	14	5	23	**	**
	7%	**	**	**	**	**	**	**	**	8%	5%	7%	**	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	~c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted total	416	164	170	82	236	178	147	122	65	79	340	38	26	12
Effective Weighted Sample	352	134	143	76	195	156	121	109	53	69	289	31	20	11
Total	353	139	143	71	201	151	116	104	65	66	290	33	21	10
Sky	69	24	33	**	40	29	26	20	**	**	56	**	**	**
	20%	17%	23%	**	20%	19%	23%	19%	**	**	19%	**	**	**
BT	64	24	23	**	38	26	22	23	**	**	49	**	**	**
	18%	17%	16%	**	19%	17%	19%	22%	**	**	17%	**	**	**
Virgin Media	55	24	19	**	34	21	14	17	**	**	47	**	**	**
	16%	18%	14%	**	17%	14%	12%	17%	**	**	16%	**	**	**
EE	34	17	12	**	16	18	11	6	**	**	32	**	**	**
	10%	12%	8%	**	8%	12%	9%	6%	**	**	11%	**	**	**
TalkTalk	28	11	10	**	18	10	13	5	**	**	23	**	**	**
	8%	8%	7%	**	9%	7%	11%	5%	**	**	8%	**	**	**
Plusnet	23	5	11	**	10	13	7	8	**	**	21	**	**	**
	7%	4%	8%	**	5%	9%	6%	7%	**	**	7%	**	**	**
Vodafone	19	9	10	**	7	13	2	5	**	**	15	**	**	**
	6%	7%	7%	**	3%	8%	2%	5%	**	**	5%	**	**	**
NOW/ NOW Broadband	8	3	4	**	4	3	3	3	**	**	7	**	**	**
	2%	2%	3%	**	2%	2%	3%	3%	**	**	2%	**	**	**
Hyperoptic	5	1	4	**	4	1	5	-	**	**	4	**	**	**
	2%	1%	3%	**	2%	1%	4%	-%	**	**	2%	**	**	**
Shell Energy/ Post Office	5	1	2	**	2	3	1	2	**	**	3	**	**	**
	2%	1%	2%	**	1%	2%	1%	2%	**	**	1%	**	**	**
John Lewis	5	2	2	**	5	-	2	1	**	**	4	**	**	**
	1%	2%	1%	**	2%	-%	1%	1%	**	**	1%	**	**	**
Zen	3	2	1	**	2	1	1	1	**	**	2	**	**	**
	1%	1%	1%	**	1%	1%	1%	1%	**	**	1%	**	**	**
KCOM	3	1	1	**	-	3	-	1	**	**	3	**	**	**
	1%	1%	1%	**	-%	2%	-%	1%	**	**	1%	**	**	**
OVO/ SSE	2	1	-	**	1	1	-	2	**	**	1	**	**	**
	*%	*%	-%	**	*%	1%	-%	2%	**	**	*%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ ~c	MAN a	WOMAN b	AB a	C1 b	C2 ~c	DE ~d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	416	164	170	82	236	178	147	122	65	79	340	38	26	12
Effective Weighted Sample	352	134	143	76	195	156	121	109	53	69	289	31	20	11
Total	353	139	143	71	201	151	116	104	65	66	290	33	21	10
Utility Warehouse	1	-	-	**	1	-	1	-	**	**	1	**	**	**
	*%	-%	-%	**	1%	-%	1%	-%	**	**	1%	**	**	**
The Phone Co-op	1	-	-	**	1	-	-	1	**	**	1	**	**	**
	*%	-%	-%	**	*%	-%	-%	1%	**	**	*%	**	**	**
Gigaclear	1	1	-	**	1	-	*	-	**	**	1	**	**	**
	*%	*%	-%	**	*%	-%	*%	-%	**	**	*%	**	**	**
POP Telecom	*	*	-	**	*	-	-	-	**	**	*	**	**	**
	*%	*%	-%	**	*%	-%	-%	-%	**	**	*%	**	**	**
Other supplier	25	11	10	**	16	9	7	9	**	**	19	**	**	**
	7%	8%	7%	**	8%	6%	6%	8%	**	**	7%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	416	41	154	148	143	199
Effective Weighted Sample	352	35	128	126	118	172
Total	353	36	122	128	111	175
Sky	69	**	29	23	22	33
	20%	**	23%	18%	20%	19%
BT	64	**	23	27	19	32
	18%	**	19%	21%	17%	18%
Virgin Media	55	**	26	15	20	28
	16%	**	21%	12%	18%	16%
EE	34	**	11	14	14	17
	10%	**	9%	11%	13%	10%
TalkTalk	28	**	5	14	8	16
	8%	**	4%	11%	7%	9%
Plusnet	23	**	6	10	6	14
	7%	**	5%	8%	5%	8%
Vodafone	19	**	5	5	7	7
	6%	**	4%	4%	6%	4%
NOW/ NOW Broadband	8	**	2	3	3	4
	2%	**	2%	2%	3%	2%
Hyperoptic	5	**	1	3	4	*
	2%	**	1%	2%	3%	*%
Shell Energy/ Post Office	5	**	2	1	1	2
	2%	**	2%	1%	*%	1%
John Lewis	5	**	2	2	1	3
	1%	**	2%	2%	1%	1%
Zen	3	**	2	-	*	2
	1%	**	1%	-%	*%	1%
KCOM	3	**	-	1	-	-
	1%	**	-%	1%	-%	-%
OVO/ SSE	2	**	1	-	-	2
	*%	**	1%	-%	-%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	416	41	154	148	143	199
Effective Weighted Sample	352	35	128	126	118	172
Total	353	36	122	128	111	175
Utility Warehouse	1	**	1	1	-	1
	*%	**	*%	1%	-%	1%
The Phone Co-op	1	**	1	-	1	-
	*%	**	1%	-%	1%	-%
Gigaclear	1	**	*	-	*	-
	*%	**	*%	-%	*%	-%
POP Telecom	*	**	*	-	*	-
	*%	**	*%	-%	*%	-%
Other supplier	25	**	4	8	6	15
	7%	**	4%	6%	5%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	b	c	d	e
Unweighted total	1591	411	1180	587	1004	1591	-	416	251	523	294	100	298	388
Effective Weighted Sample	1388	362	1031	516	876	1388	-	352	225	488	274	93	269	345
Total	1523	354	1168	525	997	1523	-	353	232	436	418	86	251	342
Yes	431	139	293	184	248	431	**	121	-	92	110	19	78	133
	28%	39%	25%	35%	25%	28%	**	34%	-%	21%	26%	22%	31%	39%
		b		b		d		d					a	abc
No	1091	216	876	342	750	1091	**	232	232	344	309	67	173	209
	72%	61%	75%	65%	75%	72%	**	66%	100%	79%	74%	78%	69%	61%
			a		a				ac	de	e	e		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	~f
Unweighted total	1591	350	298	297	145	101	116	102	112	615	594	1321	265	90
Effective Weighted Sample	1388	304	263	255	128	88	109	94	91	523	530	1142	244	83
Total	1523	382	264	301	137	90	99	97	114	587	576	1277	241	80
Yes	431	112	79	92	29	33	21	21	68	221	113	402	28	**
	28%	29%	30%	31%	21%	36%	22%	22%	60%	38%	20%	31%	11%	**
									bcde	cde	e	ce		
No	1091	270	184	209	108	58	77	76	46	366	463	875	213	**
	72%	71%	70%	69%	79%	64%	78%	78%	40%	62%	80%	69%	89%	**
										a	abd	ab	abcd	

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	1591	388	619	579	851	725	561	473	238	306	1313	134	100	44
Effective Weighted Sample	1388	322	536	528	742	635	496	428	207	271	1148	115	85	40
Total	1523	365	607	546	845	662	492	445	299	273	1253	128	97	45
Yes	431	180	160	89	236	186	153	116	78	79	356	42	26	**
	28%	49%	26%	16%	28%	28%	31%	26%	26%	29%	28%	33%	27%	**
		bc	c											
No	1091	185	446	457	609	477	339	329	221	194	897	86	71	**
	72%	51%	74%	84%	72%	72%	69%	74%	74%	71%	72%	67%	73%	**
			a	ab										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the fixed broadband service you changed most recently.

Base : Those who have ever changed supplier

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	1591	165	565	532	470	849
Effective Weighted Sample	1388	140	487	468	401	748
Total	1523	161	525	517	428	826
Yes	431	46	149	157	143	212
	28%	29%	28%	30%	34%	26%
					b	
No	1091	115	376	360	285	614
	72%	71%	72%	70%	66%	74%
						a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	c	d	e
Unweighted total	2257	472	1785	733	1524	1175	1082	-	-	793	456	153	415	451
Effective Weighted Sample	2006	424	1589	651	1359	1039	967	-	-	752	437	147	383	407
Total	2246	419	1827	675	1571	1169	1076	-	-	679	673	138	360	406
Yes	464	97	366	134	329	269	195	**	**	135	140	26	70	93
	21%	23%	20%	20%	21%	23%	18%	**	**	20%	21%	19%	20%	23%
						b								
No	1608	269	1339	461	1147	816	792	**	**	497	491	104	263	261
	72%	64%	73%	68%	73%	70%	74%	**	**	73%	73%	75%	73%	64%
			a							e	e		e	
Not sure	174	52	122	80	94	85	90	**	**	47	43	8	26	52
	8%	13%	7%	12%	6%	7%	8%	**	**	7%	6%	6%	7%	13%
		b		b										abd

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	~g	a	b	c	d	e	f
Unweighted total	2257	510	530	489	225	104	111	91	131	801	838	1770	479	158
Effective Weighted Sample	2006	452	483	429	204	95	104	84	112	698	759	1565	441	145
Total	2246	579	493	507	217	96	98	88	149	811	841	1802	436	144
Yes	464	90	86	150	47	21	18	**	48	166	181	395	68	24
	21%	16%	18%	30% ab	22%	22%	18%	**	32% bcdef	20%	21% e	22% e	16%	17%
No	1608	432	374	328	148	70	76	**	81	564	611	1256	345	111
	72%	75% c	76% c	65%	68%	73%	78% c	**	54%	70% a	73% a	70% a	79% abcd	77% a
Not sure	174	57	33	29	22	5	4	**	20	81	49	151	23	9
	8%	10%	7%	6%	10%	5%	4%	**	13% ce	10% ce	6%	8%	5%	6%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2257	478	831	940	1125	1109	699	676	352	500	1852	211	131	63
Effective Weighted Sample	2006	408	736	861	1009	981	634	614	321	450	1645	187	116	57
Total	2246	485	860	893	1180	1044	642	651	466	460	1833	216	131	65
Yes	464	104	211	147	258	204	138	145	88	88	389	31	32	**
	21%	22%	25%	16%	22%	20%	22%	22%	19%	19%	21%	14%	24%	**
			c											
No	1608	320	589	693	847	745	466	451	333	340	1306	164	90	**
	72%	66%	68%	78%	72%	71%	73%	69%	71%	74%	71%	76%	69%	**
				ab										
Not sure	174	60	60	54	75	94	38	54	46	32	138	22	9	**
	8%	12%	7%	6%	6%	9%	6%	8%	10%	7%	8%	10%	7%	**
		bc												

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2257	246	765	710	660	1197
Effective Weighted Sample	2006	215	675	637	585	1064
Total	2246	250	767	708	654	1193
Yes	464	49	167	165	144	257
	21%	19%	22%	23%	22%	22%
No	1608	178	555	504	467	865
	72%	71%	72%	71%	71%	73%
Not sure	174	23	46	39	43	71
	8%	9%	6%	6%	7%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Up to 6 months	213	94	119	110	103	183	30	183	120	53	39	4	24	93
	8%	17%	6%	13%	6%	12%	3%	52%	52%	7%	5%	3%	6%	17%
		b		b		b		ab	ab					abcd
7 to 12 months	209	79	130	98	111	170	39	170	112	54	41	7	33	77
	8%	14%	6%	12%	6%	11%	4%	48%	48%	7%	6%	4%	8%	14%
		b		b		b		ab	ab					abcd
13 to 18 months	220	69	151	96	124	177	43	-	-	50	49	11	47	64
	8%	12%	7%	11%	7%	12%	4%	-%	-%	6%	7%	7%	12%	12%
		b		b		bcd	cd						ab	ab
1.5 years to 2 years	215	68	147	95	120	162	53	-	-	55	44	7	46	66
	8%	12%	7%	11%	7%	11%	5%	-%	-%	7%	6%	5%	11%	12%
		b		b		bcd	cd						ab	abc
More than 2 years, up to 3 years	276	74	202	98	178	214	62	-	-	84	68	10	43	73
	11%	13%	10%	12%	10%	14%	6%	-%	-%	11%	9%	7%	11%	13%
						bcd	cd							
More than 3 years, up to 5 years	340	57	283	91	249	213	127	-	-	112	100	19	55	55
	13%	10%	14%	11%	14%	14%	12%	-%	-%	14%	14%	13%	14%	10%
						cd	cd							
More than 5 years, up to 10 years	447	64	383	125	322	226	221	-	-	123	158	32	74	63
	17%	11%	19%	15%	18%	15%	21%	-%	-%	16%	21%	21%	18%	12%
			a			cd	acd				ae	e	e	
More than 10 years	589	40	550	106	484	150	440	-	-	210	218	55	70	37
	23%	7%	27%	12%	28%	10%	41%	-%	-%	27%	29%	38%	17%	7%
			a		a	cd	acd			de	de	ade	e	
Don't know/ can't remember	90	17	72	30	60	27	62	-	-	33	23	3	13	17
	3%	3%	4%	4%	3%	2%	6%	-%	-%	4%	3%	2%	3%	3%
						c	acd							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Up to 6 months	213	39	36	49	17	8	14	15	38	100	55	192	21	8
	8%	6%	7%	8%	7%	6%	11%	12%	19%	10%	6%	9%	5%	5%
									bcdef	ce		ce		
7 to 12 months	209	39	31	41	16	23	13	16	26	112	58	196	13	3
	8%	6%	6%	7%	7%	18%	11%	14%	14%	11%	6%	9%	3%	2%
						abod		abc	cef	cef	e	cef		
13 to 18 months	220	53	44	36	19	16	12	17	33	110	58	202	18	9
	8%	8%	8%	6%	8%	12%	10%	15%	17%	11%	6%	9%	4%	6%
								c	cdef	ce		ce		
1.5 years to 2 years	215	45	36	42	18	16	10	15	27	101	59	187	25	3
	8%	7%	7%	7%	8%	13%	8%	13%	14%	10%	6%	9%	5%	2%
									cef	cef		f		
More than 2 years, up to 3 years	276	69	45	40	34	16	15	16	24	131	86	242	34	14
	11%	11%	8%	7%	14%	13%	12%	14%	12%	13%	9%	11%	7%	9%
					bc					ce		e		
More than 3 years, up to 5 years	340	89	68	75	33	10	20	25	19	145	126	289	50	16
	13%	14%	12%	13%	14%	8%	16%	21%	10%	15%	13%	14%	11%	11%
								be						
More than 5 years, up to 10 years	447	135	88	114	43	21	23	6	3	151	180	333	109	39
	17%	21%	16%	20%	18%	17%	18%	5%	2%	15%	19%	16%	23%	25%
		g	g	g	g	g	g			a	a	a	abd	abd
More than 10 years	589	145	174	180	52	10	16	*	6	106	290	403	186	57
	23%	23%	32%	31%	22%	8%	13%	*%	3%	11%	31%	19%	40%	37%
		efg	adefg	adefg	eg	g	g			a	abd	ab	abcd	abd
Don't know/ can't remember	90	28	26	8	9	5	2	6	17	33	29	79	11	3
	3%	4%	5%	1%	4%	4%	1%	5%	9%	3%	3%	4%	2%	2%
		c	c					c	bcdef					

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Up to 6 months	213	95	71	46	103	110	58	63	41	48	170	23	16	**
	8%	15% bc	7%	5%	7%	9%	8%	8%	8%	9%	8%	9%	11%	**
7 to 12 months	209	85	91	33	127	80	63	70	35	38	175	16	9	**
	8%	14% bc	9% c	3%	9%	7%	8%	9%	7%	7%	8%	6%	6%	**
13 to 18 months	220	95	72	52	108	111	52	67	47	53	182	15	20	**
	8%	15% bc	7%	5%	8%	9%	7%	9%	9%	10%	9%	6%	13%	**
1.5 years to 2 years	215	72	89	52	112	99	57	68	49	38	176	19	11	**
	8%	12% c	9% c	5%	8%	8%	8%	9%	9%	7%	8%	8%	7%	**
More than 2 years, up to 3 years	276	92	108	77	146	127	83	91	52	46	227	25	16	**
	11%	15% c	11%	8%	11%	11%	11%	12%	10%	9%	11%	10%	11%	**
More than 3 years, up to 5 years	340	89	129	121	171	167	94	104	75	64	269	42	18	**
	13%	14%	13%	13%	12%	14%	12%	14%	14%	12%	13%	17%	12%	**
More than 5 years, up to 10 years	447	51	184	207	231	210	115	139	96	92	365	44	21	**
	17%	8% a	18% a	21% a	17%	18%	15%	18%	18%	18%	17%	18%	14%	**
More than 10 years	589	17	227	345	331	254	210	133	117	122	490	53	33	**
	23%	3%	23% a	36% ab	24%	21%	28% b	18%	22%	23% b	23%	21%	22%	**
Don't know/ can't remember	90	27	32	31	51	36	26	20	19	25	69	11	7	**
	3%	4%	3%	3%	4%	3%	3%	3%	4%	5%	3%	4%	5%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Up to 6 months	213	21	73	66	76	98
	8%	7%	8%	8%	10%	7%
7 to 12 months	209	22	66	86	57	108
	8%	8%	7%	10%	7%	8%
13 to 18 months	220	29	93	56	73	102
	8%	10%	10%	7%	10%	7%
			c			
1.5 years to 2 years	215	28	80	69	58	109
	8%	10%	9%	8%	8%	8%
More than 2 years, up to 3 years	276	30	77	107	61	159
	11%	10%	9%	13%	8%	12%
				b		a
More than 3 years, up to 5 years	340	32	116	119	94	194
	13%	11%	13%	14%	12%	14%
More than 5 years, up to 10 years	447	52	161	132	148	229
	17%	18%	18%	16%	19%	17%
More than 10 years	589	64	200	176	185	325
	23%	22%	22%	21%	24%	24%
Don't know/ can't remember	90	8	22	24	13	44
	3%	3%	2%	3%	2%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	d	e
Unweighted total	680	180	500	255	425	468	212	-	-	230	108	33	137	177
Effective Weighted Sample	601	162	441	227	376	414	187	-	-	216	103	31	126	160
Total	670	160	510	233	437	461	209	-	-	202	165	32	119	158
This is my first contract with them	166	52	114	66	100	113	53	**	**	51	35	**	28	51
	25%	32%	22%	28%	23%	24%	26%	**	**	25%	21%	**	23%	32%
		b												
I have renewed my contract with them	469	95	375	148	321	324	146	**	**	142	124	**	88	93
	70%	59%	74%	64%	74%	70%	70%	**	**	70%	75%	**	74%	59%
		a		a							e		e	
Not sure	34	14	21	19	15	24	10	**	**	9	6	**	3	14
	5%	9%	4%	8%	4%	5%	5%	**	**	5%	3%	**	2%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~a	b	c	d	e	~f
Unweighted total	680	144	137	130	70	41	45	40	53	311	212	576	101	31
Effective Weighted Sample	601	128	123	110	63	37	42	37	45	272	193	507	93	28
Total	670	165	126	126	72	36	40	41	62	309	205	576	91	27
This is my first contract with them	166	30	36	25	**	**	**	**	**	76	54	150	16	**
	25%	18%	28%	20%	**	**	**	**	**	25%	26%	26%	18%	**
I have renewed my contract with them	469	129	82	96	**	**	**	**	**	218	143	399	67	**
	70%	78%	65%	76%	**	**	**	**	**	70%	70%	69%	74%	**
Not sure	34	7	8	4	**	**	**	**	**	15	8	27	7	**
	5%	4%	6%	3%	**	**	**	**	**	5%	4%	5%	8%	**

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted total	680	214	254	209	323	348	192	223	113	142	553	72	33	22
Effective Weighted Sample	601	183	226	191	288	307	173	204	103	126	490	62	29	20
Total	670	219	253	195	339	323	172	210	152	128	537	75	37	21
This is my first contract with them	166	55	70	42	80	83	44	46	43	30	142	**	**	**
	25%	25%	28%	21%	24%	26%	26%	22%	28%	23%	26%	**	**	**
I have renewed my contract with them	469	155	172	140	240	224	122	157	99	87	368	**	**	**
	70%	71%	68%	72%	71%	69%	71%	75%	65%	68%	68%	**	**	**
Not sure	34	9	11	13	18	15	6	7	10	11	28	**	**	**
	5%	4%	4%	7%	5%	5%	4%	3%	6%	9%	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	c	a	b
Unweighted total	680	77	229	225	169	374
Effective Weighted Sample	601	65	202	201	149	329
Total	670	76	223	226	166	367
This is my first contract with them	166	**	55	56	46	81
	25%	**	25%	25%	28%	22%
I have renewed my contract with them	469	**	152	164	108	278
	70%	**	69%	73%	65%	76%
Not sure	34	**	15	6	12	8
	5%	**	7%	2%	7%	2%
					b	

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

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Table 170

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Yes	1058	258	800	350	708	681	377	165	94	300	275	69	169	250
	41%	46%	39%	41%	40%	45%	35%	47%	40%	39%	37%	47%	41%	46%
		b				b		b						ab
No	1541	303	1238	498	1043	842	699	189	138	473	465	79	238	295
	59%	54%	61%	59%	60%	55%	65%	53%	60%	61%	63%	53%	59%	54%
			a				ac			e	e			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK- TALK	EE	PLUS- NET	VODA- FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Yes	1058	249	214	261	90	54	61	42	99	410	358	867	189	59
	41%	39%	39%	45%	37%	43%	49%	36%	51%	41%	38%	41%	40%	38%
									cd					
No	1541	392	334	323	152	71	64	74	95	578	582	1256	279	95
	59%	61%	61%	55%	63%	57%	51%	64%	49%	59%	62%	59%	60%	62%
											a	a		

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
		a	b	c	a	b	a	b	c	d	a	b	c	~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Yes	1058	274	416	365	560	491	323	317	186	220	879	90	66	**
	41%	44%	42%	38%	41%	41%	43%	42%	35%	42%	41%	36%	43%	**
No	1541	349	587	599	821	703	435	437	345	306	1244	159	86	**
	59%	56%	58%	62%	59%	59%	57%	58%	65%	58%	59%	64%	57%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for fixed broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Yes	1058	112	368	353	325	555
	41%	39%	41%	42%	42%	41%
No	1541	173	522	483	440	813
	59%	61%	59%	58%	58%	59%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1122	291	831	392	730	738	384	206	101	368	201	79	204	275
Effective Weighted Sample	980	253	728	345	637	635	345	167	91	345	186	73	183	242
Total	1058	258	800	350	708	681	377	165	94	300	275	69	169	250
Looked into deals with my existing provider at that time	442 42%	87 34%	355 44% a	124 35%	318 45% a	273 40%	169 45%	62 38%	42 44%	123 41%	138 50% e	** **	66 39%	86 34%
Looked into deals with alternative provider/s	341 32%	79 31%	263 33%	106 30%	236 33%	240 35% b	101 27%	57 35%	36 39%	94 31%	94 34%	** **	50 30%	77 31%
Contacted my existing provider at that time	285 27%	53 20%	232 29% a	82 23%	203 29%	192 28%	93 25%	45 27%	24 26%	69 23%	98 36% ade	** **	40 24%	51 20%
Signed up for a contract with my existing provider at that time	253 24%	50 19%	204 25%	77 22%	177 25%	169 25%	85 22%	29 18%	16 17%	82 27%	70 25%	** **	31 18%	48 19%
Contacted alternative provider/s	103 10%	34 13%	69 9%	42 12%	60 9%	94 14% b	9 2%	31 19% b	19 20% b	23 8%	28 10%	** **	16 10%	31 12%
Signed up for a contract with an alternative provider	74 7%	21 8%	53 7%	28 8%	46 7%	69 10% b	5 1%	40 24% ab	28 30% ab	22 7%	17 6%	** **	13 8%	19 8%
Something else	12 1%	4 1%	8 1%	4 1%	8 1%	9 1%	3 1%	1 1%	1 1%	5 2%	- -%	** **	3 2%	3 1%
I did not take any action	224 21%	52 20%	172 21%	75 21%	148 21%	116 17% c	107 28% acd	12 7%	8 9%	73 24%	59 21%	** **	35 21%	50 20%
Can't remember	53 5%	16 6%	36 5%	22 6%	31 4%	32 5%	20 5%	13 8%	8 9%	19 6%	5 2%	** **	10 6%	16 7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
		a	b	c	~d	~e	~f	~g	~a	b	c	d	e	~f
Significance Level: 99%														
Unweighted total	1122	236	253	254	95	60	70	47	99	434	379	912	208	64
Effective Weighted Sample	980	205	226	221	85	50	65	43	82	368	338	787	194	59
Total	1058	249	214	261	90	54	61	42	99	410	358	867	189	59
Looked into deals with my existing provider at that time	442	114	85	111	**	**	**	**	**	159	166	358	83	**
	42%	46%	40%	42%	**	**	**	**	**	39%	46%	41%	44%	**
Looked into deals with alternative provider/s	341	72	67	94	**	**	**	**	**	134	132	288	53	**
	32%	29%	31%	36%	**	**	**	**	**	33%	37%	33%	28%	**
Contacted my existing provider at that time	285	89	46	83	**	**	**	**	**	103	110	236	49	**
	27%	36%	22%	32%	**	**	**	**	**	25%	31%	27%	26%	**
		b												
Signed up for a contract with my existing provider at that time	253	60	52	59	**	**	**	**	**	93	88	201	53	**
	24%	24%	24%	23%	**	**	**	**	**	23%	25%	23%	28%	**
Contacted alternative provider/s	103	24	13	25	**	**	**	**	**	42	37	95	7	**
	10%	10%	6%	10%	**	**	**	**	**	10%	10%	11%	4%	**
										e	e	e		
Signed up for a contract with an alternative provider	74	13	13	16	**	**	**	**	**	37	24	69	5	**
	7%	5%	6%	6%	**	**	**	**	**	9%	7%	8%	3%	**
										e		e		
Something else	12	1	3	2	**	**	**	**	**	5	3	12	-	**
	1%	*%	1%	1%	**	**	**	**	**	1%	1%	1%	-%	**
I did not take any action	224	48	50	66	**	**	**	**	**	84	73	174	49	**
	21%	19%	23%	25%	**	**	**	**	**	21%	20%	20%	26%	**
Can't remember	53	13	10	6	**	**	**	**	**	30	13	47	6	**
	5%	5%	5%	2%	**	**	**	**	**	7%	4%	5%	3%	**

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

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Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	1122	298	428	394	580	535	374	343	152	239	930	98	71	23
Effective Weighted Sample	980	247	369	364	506	468	328	310	133	212	813	86	61	21
Total	1058	274	416	365	560	491	323	317	186	220	879	90	66	23
Looked into deals with my existing provider at that time	442 42%	99 36%	180 43%	163 45%	251 45%	186 38%	133 41%	143 45%	78 42%	83 38%	375 43%	** **	** **	** **
Looked into deals with alternative provider/s	341 32%	82 30%	144 35%	116 32%	199 35%	139 28%	111 34%	113 36%	57 30%	59 27%	286 33%	** **	** **	** **
Contacted my existing provider at that time	285 27%	67 25%	121 29%	97 26%	157 28%	125 26%	86 27%	94 30%	56 30%	46 21%	248 28%	** **	** **	** **
Signed up for a contract with my existing provider at that time	253 24%	59 22%	97 23%	97 27%	138 25%	112 23%	88 27% d	91 29% cd	32 17%	40 18%	216 25%	** **	** **	** **
Contacted alternative provider/s	103 10%	35 13% c	44 11%	24 6%	64 11%	39 8%	37 11%	27 9%	19 10%	19 9%	86 10%	** **	** **	** **
Signed up for a contract with an alternative provider	74 7%	29 11% c	29 7%	16 4%	43 8%	31 6%	27 8%	24 7%	10 5%	13 6%	62 7%	** **	** **	** **
Something else	12 1%	6 2%	4 1%	3 1%	6 1%	6 1%	3 1%	8 2%	- -%	1 *%	8 1%	** **	** **	** **
I did not take any action	224 21%	52 19%	75 18%	96 26% b	109 20%	114 23%	74 23%	67 21%	33 18%	47 22%	183 21%	** **	** **	** **
Can't remember	53 5%	20 7% c	23 6%	10 3%	25 5%	27 6%	8 3%	15 5%	11 6%	17 8% a	42 5%	** **	** **	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	1122	118	398	370	357	580
Effective Weighted Sample	980	100	343	329	308	512
Total	1058	112	368	353	325	555
Looked into deals with my existing provider at that time	442	43	156	147	125	256
	42%	39%	42%	42%	38%	46%
Looked into deals with alternative provider/s	341	30	125	124	110	203
	32%	27%	34%	35%	34%	37%
Contacted my existing provider at that time	285	28	101	96	66	185
	27%	25%	27%	27%	20%	33%
					a	
Signed up for a contract with my existing provider at that time	253	29	90	87	87	138
	24%	26%	24%	25%	27%	25%
Contacted alternative provider/s	103	13	28	39	40	50
	10%	12%	8%	11%	12%	9%
Signed up for a contract with an alternative provider	74	9	28	24	34	31
	7%	8%	8%	7%	11%	6%
					b	
Something else	12	1	5	5	2	9
	1%	1%	1%	1%	1%	2%
I did not take any action	224	22	75	85	61	128
	21%	20%	20%	24%	19%	23%
Can't remember	53	5	19	9	8	20
	5%	4%	5%	3%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Agree strongly	468	116	352	159	308	275	193	86	53	125	124	26	81	113
	18%	21%	17%	19%	18%	18%	18%	24% ab	23%	16%	17%	18%	20%	21%
Agree slightly	905	186	719	299	606	530	375	122	70	289	249	43	149	181
	35%	33%	35%	35%	35%	35%	35%	35%	30%	37%	34%	29%	37%	33%
Disagree slightly	505	106	399	169	336	320	185	55	39	136	164	33	74	101
	19%	19%	20%	20%	19%	21%	17%	16%	17%	18%	22%	23%	18%	19%
Disagree strongly	372	81	291	121	251	236	136	64	49	124	98	28	45	80
	14%	15%	14%	14%	14%	16%	13%	18% b	21% b	16%	13%	19%	11%	15%
Don't know	349	71	278	99	250	161	188	26	21	99	105	18	59	70
	13%	13%	14%	12%	14%	11%	17% acd	7%	9%	13%	14%	12%	14%	13%
TOTAL AGREE	1373	302	1071	458	915	805	568	208	123	414	373	69	229	294
	53%	54%	53%	54%	52%	53%	53%	59%	53%	54%	50%	47%	56%	54%
TOTAL DISAGREE	877	187	690	291	586	556	321	119	88	260	261	61	119	181
	34%	33%	34%	34%	33%	37% b	30%	34%	38%	34%	35%	41% d	29%	33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Agree strongly	468	111	92	108	44	25	17	22	40	163	155	358	109	38
	18%	17%	17%	19%	18%	20%	14%	19%	20%	17%	16%	17%	23% bcd	25%
Agree slightly	905	212	212	187	86	50	46	41	64	364	313	741	163	50
	35%	33%	39%	32%	35%	40%	37%	35%	33%	37%	33%	35%	35%	32%
Disagree slightly	505	151	91	116	43	16	30	21	40	210	175	425	79	27
	19%	24% be	17%	20%	18%	13%	24%	18%	21%	21%	19%	20%	17%	18%
Disagree strongly	372	72	78	95	37	15	21	19	26	134	161	321	49	13
	14%	11%	14%	16%	15%	12%	17%	16%	13%	14%	17% ef	15% e	10%	8%
Don't know	349	94	75	77	32	19	10	14	25	116	137	278	68	26
	13%	15%	14%	13%	13%	15%	8%	12%	13%	12%	15%	13%	14%	17%
TOTAL AGREE	1373	323	304	296	130	75	63	63	103	528	468	1099	273	88
	53%	50%	55%	51%	54%	60%	51%	54%	53%	53%	50%	52%	58% cd	57%
TOTAL DISAGREE	877	224	169	211	80	31	52	40	66	345	336	746	128	40
	34%	35%	31%	36%	33%	25%	41% e	34%	34%	35% e	36% e	35% e	27%	26%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Agree strongly	468	116	153	198	265	203	119	120	107	118	372	44	37	**
	18%	19%	15%	21% b	19%	17%	16%	16%	20%	22% ab	18%	18%	25%	**
Agree slightly	905	225	355	324	510	388	279	265	188	164	753	81	51	**
	35%	36%	35%	34%	37%	32%	37%	35%	35%	31%	35%	32%	33%	**
Disagree slightly	505	123	213	167	260	236	158	153	101	92	401	64	31	**
	19%	20%	21%	17%	19%	20%	21%	20%	19%	17%	19%	26%	21%	**
Disagree strongly	372	79	161	130	201	168	120	117	65	66	314	25	17	**
	14%	13%	16%	13%	15%	14%	16%	15%	12%	13%	15%	10%	11%	**
Don't know	349	80	120	146	144	199	82	100	71	87	283	36	15	**
	13%	13%	12%	15%	10%	17% a	11%	13%	13%	16% a	13%	14%	10%	**
TOTAL AGREE	1373	341	508	522	775	591	398	385	295	282	1125	125	88	**
	53%	55%	51%	54%	56% b	49%	53%	51%	56%	54%	53%	50%	58%	**
TOTAL DISAGREE	877	202	375	297	461	404	277	269	166	158	715	89	49	**
	34%	32%	37% c	31%	33%	34%	37% d	36%	31%	30%	34%	36%	32%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Agree strongly	468	53	179	129	162	220
	18%	19%	20%	15%	21%	16%
					b	
Agree slightly	905	114	297	295	266	466
	35%	40%	33%	35%	35%	34%
Disagree slightly	505	42	188	188	136	303
	19%	15%	21%	23%	18%	22%
				a		
Disagree strongly	372	33	123	135	93	222
	14%	12%	14%	16%	12%	16%
						a
Don't know	349	44	102	90	107	157
	13%	15%	11%	11%	14%	11%
TOTAL AGREE	1373	167	476	423	428	686
	53%	58%	53%	51%	56%	50%
					b	
TOTAL DISAGREE	877	75	312	323	229	525
	34%	26%	35%	39%	30%	38%
			a	a		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Agree strongly	446	108	338	164	282	245	201	81	49	137	107	23	74	106
	17%	19%	17%	19%	16%	16%	19%	23% a	21%	18%	14%	16%	18%	20%
Agree slightly	948	218	730	318	630	597	351	136	86	301	224	49	169	210
	36%	39%	36%	37%	36%	39% b	33%	38%	37%	39% b	30%	33%	42% b	39% b
Disagree slightly	682	148	535	222	461	401	282	93	64	199	215	41	88	145
	26%	26%	26%	26%	26%	26%	26%	26%	28%	26%	29% d	28%	22%	27%
Disagree strongly	384	58	325	95	288	222	162	33	22	95	155	30	49	55
	15%	10%	16% a	11% a	16% a	15% c	15% c	9%	9%	12%	21% ade	21% ade	12%	10%
Don't know	139	29	110	50	89	58	81	11	10	41	40	4	27	28
	5%	5%	5%	6%	5%	4%	8% ac	3%	4%	5%	5%	3%	7%	5%
TOTAL AGREE	1394	326	1067	481	912	842	552	217	136	438	331	72	244	317
	54%	58% b	52%	57%	52%	55%	51%	61% b	59%	57% b	45%	49%	60% b	58% b
TOTAL DISAGREE	1066	206	860	317	749	622	444	125	86	294	369	71	137	200
	41%	37%	42%	37%	43% a	41%	41%	35%	37%	38%	50% ade	48% de	34%	37%

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

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Agree strongly	446	105	87	86	42	29	27	20	46	171	140	357	87	30
	17%	16%	16%	15%	17%	23%	22%	18%	24%	17%	15%	17%	19%	19%
Agree slightly	948	203	178	191	121	45	63	60	76	389	330	795	151	58
	36%	32%	32%	33%	50%	36%	51%	51%	39%	39%	35%	37%	32%	38%
					abc		abc	abc		e				
Disagree slightly	682	191	173	154	43	31	27	15	40	262	250	553	128	36
	26%	30%	31%	26%	18%	25%	21%	13%	21%	27%	27%	26%	27%	23%
		dg	dg	dg										
Disagree strongly	384	104	82	127	22	10	6	14	20	127	165	312	70	16
	15%	16%	15%	22%	9%	8%	5%	12%	11%	13%	18%	15%	15%	11%
		df	f	bdef							b			
Don't know	139	39	29	26	14	10	2	8	12	39	55	106	32	15
	5%	6%	5%	4%	6%	8%	1%	6%	6%	4%	6%	5%	7%	9%
						f								b
TOTAL AGREE	1394	307	264	276	162	75	91	80	121	560	470	1151	239	87
	54%	48%	48%	47%	67%	60%	73%	69%	63%	57%	50%	54%	51%	57%
					abc	c	abc	abc	ce	c				
TOTAL DISAGREE	1066	294	255	281	65	40	33	29	61	389	415	865	198	52
	41%	46%	46%	48%	27%	32%	26%	25%	31%	39%	44%	41%	42%	34%
		defg	defg	defg							a		a	

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Agree strongly	446	129	145	170	222	223	104	107	104	129	364	45	24	**
	17%	21% b	15%	18%	16%	19%	14%	14%	20% a	24% ab	17%	18%	16%	**
Agree slightly	948	248	372	326	535	407	273	292	203	171	790	81	56	**
	36%	40%	37%	34%	39%	34%	36%	39%	38%	33%	37%	33%	37%	**
Disagree slightly	682	154	277	250	358	315	234	200	129	114	541	79	38	**
	26%	25%	28%	26%	26%	26%	31% d	27%	24%	22%	26%	32%	25%	**
Disagree strongly	384	64	161	157	198	181	119	114	71	72	326	22	25	**
	15%	10%	16% a	16% a	14%	15%	16%	15%	13%	14%	15% b	9%	16%	**
Don't know	139	29	48	62	68	69	27	41	24	40	101	21	9	**
	5%	5%	5%	6%	5%	6%	4%	5%	4%	8% a	5%	8%	6%	**
TOTAL AGREE	1394	377	517	496	757	630	378	399	307	300	1154	127	80	**
	54%	60% bc	52%	51%	55%	53%	50%	53%	58% a	57% a	54%	51%	53%	**
TOTAL DISAGREE	1066	218	438	407	556	496	353	314	201	186	867	102	62	**
	41%	35%	44% a	42% a	40%	42%	47% cd	42%	38%	35%	41%	41%	41%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Agree strongly	446	60	172	114	175	187
	17%	21%	19%	14%	23%	14%
		c	c		b	
Agree slightly	948	105	341	315	267	502
	36%	37%	38%	38%	35%	37%
Disagree slightly	682	59	207	269	186	393
	26%	21%	23%	32%	24%	29%
				ab		
Disagree strongly	384	45	134	117	108	219
	15%	16%	15%	14%	14%	16%
Don't know	139	16	35	21	28	67
	5%	6%	4%	2%	4%	5%
		c				
TOTAL AGREE	1394	165	514	429	442	689
	54%	58%	58%	51%	58%	50%
			c		b	
TOTAL DISAGREE	1066	104	341	386	294	612
	41%	37%	38%	46%	39%	45%
				ab		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Agree strongly	504	126	379	174	331	298	206	78	48	123	150	29	81	122
	19%	22%	19%	20%	19%	20%	19%	22%	21%	16%	20%	20%	20%	22%
														a
Agree slightly	939	209	730	328	611	538	401	121	71	285	242	64	155	201
	36%	37%	36%	39%	35%	35%	37%	34%	31%	37%	33%	43%	38%	37%
Disagree slightly	609	113	495	177	431	381	228	84	60	181	186	31	102	110
	23%	20%	24%	21%	25%	25%	21%	24%	26%	23%	25%	21%	25%	20%
Disagree strongly	404	84	320	124	280	251	153	58	40	138	123	17	47	82
	16%	15%	16%	15%	16%	16%	14%	17%	17%	18%	17%	11%	12%	15%
										d				
Don't know	143	29	114	46	97	55	88	13	12	47	39	6	22	29
	5%	5%	6%	5%	6%	4%	8%	4%	5%	6%	5%	4%	5%	5%
							ac							
TOTAL AGREE	1443	335	1108	501	942	836	607	199	120	408	392	93	236	324
	56%	60%	54%	59%	54%	55%	56%	56%	52%	53%	53%	63%	58%	59%
				b										
TOTAL DISAGREE	1012	197	815	301	711	631	381	142	101	319	309	48	150	192
	39%	35%	40%	36%	41%	41%	35%	40%	43%	41%	42%	33%	37%	35%
						b								

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 174

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Agree strongly	504	128	115	98	39	24	19	30	46	149	187	382	122	55
	19%	20%	21%	17%	16%	19%	15%	26%	24%	15%	20%	18%	26%	36%
									b		b		bcd	bcd
Agree slightly	939	235	202	203	92	47	52	34	68	378	313	759	177	53
	36%	37%	37%	35%	38%	38%	41%	29%	35%	38%	33%	36%	38%	34%
Disagree slightly	609	142	126	155	53	27	32	32	37	246	234	517	91	23
	23%	22%	23%	27%	22%	22%	25%	28%	19%	25%	25%	24%	19%	15%
										f	f	f		
Disagree strongly	404	98	81	95	39	19	18	13	28	162	153	343	59	15
	16%	15%	15%	16%	16%	15%	15%	11%	14%	16%	16%	16%	13%	10%
Don't know	143	37	24	32	20	8	4	7	15	53	54	121	20	7
	5%	6%	4%	6%	8%	6%	4%	6%	8%	5%	6%	6%	4%	5%
TOTAL AGREE	1443	364	317	301	131	71	70	64	115	527	499	1141	299	108
	56%	57%	58%	52%	54%	57%	56%	55%	59%	53%	53%	54%	64%	70%
													bcd	bcd
TOTAL DISAGREE	1012	240	207	250	91	46	50	45	65	408	387	860	149	39
	39%	37%	38%	43%	38%	37%	40%	39%	33%	41%	41%	41%	32%	25%
										ef	ef	ef		

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

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Agree strongly	504 19%	117 19%	151 15%	236 24% ab	277 20%	225 19%	131 17%	120 16%	109 20%	139 26% ab	406 19%	48 19%	33 22%	** **
Agree slightly	939 36%	243 39%	358 36%	334 35%	518 38%	414 35%	283 37%	272 36%	192 36%	184 35%	775 37%	88 35%	51 33%	** **
Disagree slightly	609 23%	136 22%	260 26%	212 22%	309 22%	290 24%	198 26% d	185 25% d	127 24%	92 17%	491 23%	66 26%	35 23%	** **
Disagree strongly	404 16%	90 14%	176 18%	135 14%	207 15%	194 16%	114 15%	139 18%	68 13%	77 15%	342 16%	30 12%	22 14%	** **
Don't know	143 5%	37 6%	57 6%	48 5%	70 5%	71 6%	32 4%	38 5%	35 7%	34 6%	108 5%	18 7%	11 7%	** **
TOTAL AGREE	1443 56%	361 58% b	509 51%	570 59% b	795 58%	639 53%	414 55%	392 52%	301 57%	323 61% b	1181 56%	136 55%	84 55%	** **
TOTAL DISAGREE	1012 39%	226 36%	436 43% ac	347 36%	516 37%	484 41%	311 41% d	324 43% d	195 37%	169 32%	833 39%	95 38%	57 38%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	a	b
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Agree strongly	504	73	197	127	180	223
	19%	26%	22%	15%	24%	16%
		c	c		b	
Agree slightly	939	105	303	307	266	502
	36%	37%	34%	37%	35%	37%
Disagree slightly	609	50	213	232	174	346
	23%	17%	24%	28%	23%	25%
				a		
Disagree strongly	404	43	139	139	109	233
	16%	15%	16%	17%	14%	17%
Don't know	143	15	38	31	35	64
	5%	5%	4%	4%	5%	5%
TOTAL AGREE	1443	178	500	435	446	726
	56%	62%	56%	52%	58%	53%
		c				
TOTAL DISAGREE	1012	92	352	370	283	578
	39%	32%	40%	44%	37%	42%
				a		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Agree strongly	376	79	297	124	252	205	171	52	26	101	113	26	58	77
	14%	14%	15%	15%	14%	13%	16%	15%	11%	13%	15%	18%	14%	14%
Agree slightly	852	180	672	266	587	502	350	106	69	233	256	46	148	174
	33%	32%	33%	31%	34%	33%	33%	30%	30%	30%	35%	31%	36%	32%
Disagree slightly	612	130	482	199	413	370	242	80	48	190	178	34	90	124
	24%	23%	24%	23%	24%	24%	22%	23%	21%	25%	24%	23%	22%	23%
Disagree strongly	583	127	455	191	392	361	221	93	71	197	149	34	80	126
	22%	23%	22%	23%	22%	24%	21%	26%	31%	25%	20%	23%	20%	23%
Don't know	177	44	132	69	108	85	92	23	18	52	44	7	30	44
	7%	8%	6%	8%	6%	6%	9%	6%	8%	7%	6%	5%	7%	8%
TOTAL AGREE	1228	260	968	390	838	707	521	158	95	334	369	72	207	251
	47%	46%	48%	46%	48%	46%	48%	45%	41%	43%	50%	49%	51%	46%
TOTAL DISAGREE	1194	257	937	390	804	731	463	172	119	387	327	68	171	250
	46%	46%	46%	46%	46%	48%	43%	49%	51%	50%	44%	46%	42%	46%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Agree strongly	376	105	75	93	27	26	12	13	39	148	132	319	56	22
	14%	16%	14%	16%	11%	21% df	10%	11%	20% e	15%	14%	15%	12%	14%
Agree slightly	852	220	188	195	78	50	35	28	62	373	285	719	131	38
	33%	34%	34%	33%	32%	40% g	28%	24%	32%	38% cef	30%	34% e	28%	25%
Disagree slightly	612	152	113	133	66	23	33	33	50	224	225	498	113	34
	24%	24%	21%	23%	27%	18%	27%	28%	26%	23%	24%	23%	24%	22%
Disagree strongly	583	118	136	131	49	16	39	33	27	190	242	459	122	40
	22%	18%	25% ae	22% e	20%	12%	31% ae	29% e	14%	19%	26% ab	22%	26% ab	26% a
Don't know	177	44	36	32	23	10	5	10	16	54	57	127	47	21
	7%	7%	6%	5%	9%	8%	4%	8%	8%	5%	6%	6%	10% bcd	13% bcd
TOTAL AGREE	1228	326	263	288	104	76	47	41	101	521	417	1038	187	60
	47%	51% fg	48% g	49% g	43%	61% bdfg	38%	35%	52% e	53% cef	44%	49% e	40%	39%
TOTAL DISAGREE	1194	270	249	264	115	38	72	66	77	414	467	957	234	74
	46%	42%	45% e	45% e	47% e	31%	58% abce	57% ae	40%	42%	50% b	45%	50% b	48%

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

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Agree strongly	376 14%	106 17%	146 15%	123 13%	183 13%	188 16%	106 14%	92 12%	72 14%	98 19% b	310 15%	30 12%	25 16%	** **
Agree slightly	852 33%	233 37% c	341 34% c	275 29%	443 32%	401 34%	262 35%	244 32%	179 34%	159 30%	694 33%	82 33%	50 33%	** **
Disagree slightly	612 24%	137 22%	250 25%	224 23%	336 24%	272 23%	174 23%	205 27% d	119 22%	110 21%	495 23%	64 26%	35 23%	** **
Disagree strongly	583 22%	107 17%	210 21%	264 27% ab	331 24%	250 21%	176 23%	171 23%	121 23%	109 21%	491 23%	48 19%	31 20%	** **
Don't know	177 7%	40 6%	56 6%	79 8%	89 6%	84 7%	40 5%	43 6%	41 8%	50 9% ab	132 6%	24 10%	12 8%	** **
TOTAL AGREE	1228 47%	339 54% c	487 49% c	399 41%	626 45%	589 49%	368 49%	336 45%	251 47%	257 49%	1005 47%	113 45%	75 49%	** **
TOTAL DISAGREE	1194 46%	245 39%	459 46% a	488 51% a	666 48%	521 44%	349 46%	376 50% d	240 45%	219 42%	986 46%	112 45%	65 43%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Agree strongly	376 14%	56 20% c	132 15%	91 11%	141 18% b	149 11%
Agree slightly	852 33%	100 35%	289 33%	306 37%	247 32%	449 33%
Disagree slightly	612 24%	63 22%	202 23%	210 25%	165 22%	352 26%
Disagree strongly	583 22%	48 17%	213 24%	196 23%	159 21%	341 25%
Don't know	177 7%	18 6%	53 6%	33 4%	52 7%	78 6%
TOTAL AGREE	1228 47%	156 55%	421 47%	396 47%	387 51% b	597 44%
TOTAL DISAGREE	1194 46%	112 39%	415 47%	406 49% a	325 42%	693 51% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	c	d	e
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	915	511	168	477	616
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	862	483	159	436	552
Total	2599	561	2038	848	1751	1523	1076	353	232	773	740	147	407	545
Very confident	496	120	376	174	322	299	198	105	74	126	127	38	88	118
	19%	21%	18%	21%	18%	20%	18%	30% ab	32% ab	16%	17%	26% a	22%	22% a
Fairly confident	1151	257	894	385	766	693	457	174	112	340	319	60	193	247
	44%	46%	44%	45%	44%	46%	43%	49%	48%	44%	43%	41%	47%	45%
Not very confident	565	117	448	177	388	327	238	59	36	171	175	32	77	116
	22%	21%	22%	21%	22%	21%	22%	17%	16%	22%	24%	21%	19%	21%
Not at all confident	279	45	234	76	203	149	130	11	6	99	92	13	33	42
	11%	8%	11%	9%	12%	10% cd	12% cd	3%	3%	13% de	13% e	9%	8%	8%
Don't know	108	22	85	36	71	55	53	3	3	37	27	5	17	22
	4%	4%	4%	4%	4%	4% c	5% c	1%	2%	5%	4%	3%	4%	4%
TOTAL CONFIDENT	1647	377	1270	559	1088	992	655	280	186	466	446	98	281	365
	63%	67%	62%	66%	62%	65%	61%	79% ab	80% ab	60%	60%	66%	69% ab	67% a
TOTAL NOT CONFIDENT	844	162	682	253	591	476	368	70	43	269	267	44	109	158
	32%	29%	33%	30%	34%	31% cd	34% cd	20%	18%	35% d	36% d	30%	27%	29%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	BROADBAND SUPPLIER							AGE					
		SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	f	g	a	b	c	d	e	f
Unweighted total	2673	579	606	569	256	137	143	123	182	1010	958	2150	515	169
Effective Weighted Sample	2354	507	546	495	230	121	134	113	151	870	862	1879	474	156
Total	2599	641	548	584	242	125	125	116	194	988	940	2123	468	154
Very confident	496	120	98	102	45	22	26	32	54	182	175	410	86	34
	19%	19%	18%	18%	19%	18%	21%	28% c	28% bcde	18%	19%	19%	18%	22%
Fairly confident	1151	286	233	251	112	60	62	51	82	453	401	936	210	73
	44%	45%	43%	43%	46%	48%	50%	44%	42%	46%	43%	44%	45%	48%
Not very confident	565	149	127	132	49	29	28	13	29	220	200	450	114	27
	22%	23% g	23% g	23% g	20%	23%	22%	11%	15%	22%	21%	21%	24%	18%
Not at all confident	279	60	65	80	24	9	7	13	21	101	119	242	37	10
	11%	9%	12%	14% f	10%	7%	6%	12%	11%	10%	13% e	11%	8%	6%
Don't know	108	25	26	18	12	5	2	6	7	33	45	85	21	9
	4%	4%	5%	3%	5%	4%	1%	5%	4%	3%	5%	4%	5%	6%
TOTAL CONFIDENT	1647	406	331	353	157	82	88	84	136	634	575	1346	296	107
	63%	63%	60%	61%	65%	66%	71%	72%	70%	64%	61%	63%	63%	70%
TOTAL NOT CONFIDENT	844	210	192	212	73	38	35	26	51	321	320	692	151	37
	32%	33%	35% g	36% g	30%	30%	28%	23%	26%	32%	34%	33%	32%	24%

Columns Tested: a,b,c,d,e,f,g - 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 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			
		16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d	ENGLAND a	SCOT- LAND b	WALES c	N IRE- LAND ~d
Significance Level: 99%														
Unweighted total	2673	642	1001	1022	1361	1287	846	798	417	579	2192	249	157	75
Effective Weighted Sample	2354	540	876	937	1201	1135	755	723	372	519	1932	218	137	68
Total	2599	624	1003	965	1381	1194	758	755	531	526	2122	249	152	75
Very confident	496 19%	139 22%	188 19%	170 18%	266 19%	227 19%	121 16%	120 16%	131 25% ab	121 23% ab	406 19%	40 16%	39 26%	** **
Fairly confident	1151 44%	280 45%	438 44%	427 44%	631 46%	511 43%	332 44%	346 46%	216 41%	242 46%	924 44%	124 50%	66 43%	** **
Not very confident	565 22%	122 20%	220 22%	223 23%	285 21%	277 23%	185 24% d	168 22%	113 21%	95 18%	477 22%	45 18%	29 19%	** **
Not at all confident	279 11%	61 10%	119 12%	99 10%	149 11%	124 10%	94 12% d	91 12%	51 10%	41 8%	230 11%	24 9%	14 9%	** **
Don't know	108 4%	22 4%	38 4%	46 5%	50 4%	55 5%	25 3%	30 4%	21 4%	27 5%	85 4%	16 7%	4 3%	** **
TOTAL CONFIDENT	1647 63%	419 67%	626 62%	597 62%	897 65%	738 62%	453 60%	466 62%	347 65%	363 69% ab	1330 63%	164 66%	105 69%	** **
TOTAL NOT CONFIDENT	844 32%	183 29%	339 34%	322 33%	434 31%	401 34%	279 37% d	258 34% d	163 31%	136 26%	707 33%	69 28%	43 28%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b
Significance Level: 99%						
Unweighted total	2673	287	919	858	803	1396
Effective Weighted Sample	2354	249	800	762	701	1235
Total	2599	286	890	836	764	1368
Very confident	496	63	187	130	161	241
	19%	22%	21%	16%	21%	18%
			c			
Fairly confident	1151	129	402	373	336	615
	44%	45%	45%	45%	44%	45%
Not very confident	565	62	177	214	165	308
	22%	22%	20%	26%	22%	22%
			b			
Not at all confident	279	20	97	94	80	155
	11%	7%	11%	11%	10%	11%
Don't know	108	12	26	26	22	50
	4%	4%	3%	3%	3%	4%
TOTAL CONFIDENT	1647	191	590	503	497	856
	63%	67%	66%	60%	65%	63%
			c			
TOTAL NOT CONFIDENT	844	82	274	307	245	462
	32%	29%	31%	37%	32%	34%
			b			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Very satisfied	812	175	303	215	263	220	258	57	**	81	253	**	**	478	334
	36%	38%	28%	36%	28%	30%	32%	36%	**	40%	49%	**	**	31%	47%
		b		b										a	
Fairly satisfied	928	189	486	252	423	319	356	68	**	80	172	**	**	675	252
	41%	41%	45%	42%	46%	44%	45%	44%	**	40%	33%	**	**	44%	35%
														b	
Neither satisfied nor dissatisfied	315	61	165	85	140	121	105	24	**	29	60	**	**	225	89
	14%	13%	15%	14%	15%	17%	13%	15%	**	15%	12%	**	**	15%	12%
Fairly dissatisfied	129	24	84	34	73	57	51	7	**	6	15	**	**	107	21
	6%	5%	8%	6%	8%	8%	6%	5%	**	3%	3%	**	**	7%	3%
														b	
Very dissatisfied	44	2	28	4	26	9	21	-	**	2	12	**	**	30	13
	2%	*%	3%	1%	3%	1%	3%	-%	**	1%	2%	**	**	2%	2%
			a		a										
Don't know	20	9	2	11	1	2	9	-	**	2	6	**	**	11	8
	1%	2%	*%	2%	*%	*%	1%	-%	**	1%	1%	**	**	1%	1%
		b		b											
TOTAL SATISFIED	1740	364	789	467	687	539	614	124	**	161	425	**	**	1154	586
	77%	79%	74%	78%	74%	74%	77%	80%	**	80%	82%	**	**	75%	82%
														a	
TOTAL DISSATISFIED	172	26	112	38	100	66	72	7	**	8	27	**	**	138	35
	8%	6%	10%	6%	11%	9%	9%	5%	**	4%	5%	**	**	9%	5%
			a		a									b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Very satisfied	812	620	192	256	208	46	116	192	286	97	35	**
	36%	35%	40%	45%	28%	31%	32%	43%	33%	26%	25%	**
				bcd				bcd				
Fairly satisfied	928	743	185	218	323	67	163	163	392	166	68	**
	41%	42%	38%	39%	44%	45%	46%	36%	46%	44%	49%	**
							e					
Neither satisfied nor dissatisfied	315	252	63	63	120	24	46	64	110	61	24	**
	14%	14%	13%	11%	16%	17%	13%	14%	13%	16%	18%	**
Fairly dissatisfied	129	103	25	14	67	6	20	22	50	38	10	**
	6%	6%	5%	2%	9%	4%	6%	5%	6%	10%	8%	**
				a			a					
Very dissatisfied	44	28	16	7	21	5	4	6	17	11	-	**
	2%	2%	3%	1%	3%	3%	1%	1%	2%	3%	-%	**
Don't know	20	15	4	8	-	-	9	3	4	2	2	**
	1%	1%	1%	1%	-%	-%	2%	1%	*%	*%	1%	**
				b			b					
TOTAL SATISFIED	1740	1363	377	474	532	113	279	355	677	263	102	**
	77%	77%	78%	84%	72%	76%	78%	79%	79%	70%	74%	**
				b					b			
TOTAL DISSATISFIED	172	131	41	21	88	10	24	29	66	49	10	**
	8%	7%	9%	4%	12%	7%	7%	6%	8%	13%	8%	**
				ae						a		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Very satisfied	812	67	236	314	618	193	77	188	256	366	450	358	212	195	193	206
	36%	38%	31%	37%	35%	41%	47%	38%	31%	40%	38%	34%	31%	32%	41%	44%
						bd	bd	b		b					ab	ab
Fairly satisfied	928	67	345	333	745	181	58	201	374	351	486	439	309	267	175	167
	41%	38%	46%	39%	42%	39%	35%	41%	45%	38%	41%	42%	46%	44%	37%	36%
			c						c				cd	d		
Neither satisfied nor dissatisfied	315	28	105	122	255	60	19	69	118	128	169	144	104	93	66	52
	14%	16%	14%	14%	14%	13%	11%	14%	14%	14%	14%	14%	15%	15%	14%	11%
Fairly dissatisfied	129	8	49	53	110	18	4	23	61	44	57	68	34	35	28	31
	6%	5%	6%	6%	6%	4%	3%	5%	7%	5%	5%	6%	5%	6%	6%	7%
Very dissatisfied	44	-	7	26	33	11	6	2	19	23	21	23	14	11	8	9
	2%	-%	1%	3%	2%	2%	4%	-%	2%	2%	2%	2%	2%	2%	2%	2%
				b			b			a						
Don't know	20	4	9	4	17	2	-	11	3	6	7	13	6	7	2	5
	1%	2%	1%	1%	1%	-%	-%	2%	-%	1%	1%	1%	1%	1%	1%	1%
								bc								
TOTAL SATISFIED	1740	135	582	646	1363	374	135	389	630	717	935	797	521	462	368	373
	77%	77%	77%	76%	77%	80%	82%	79%	76%	78%	79%	76%	77%	76%	78%	79%
TOTAL DISSATISFIED	172	8	56	78	142	29	11	25	79	67	78	90	48	46	37	41
	8%	5%	7%	9%	8%	6%	7%	5%	10%	7%	7%	9%	7%	8%	8%	9%
									a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Very satisfied	812	669	78	48	**	98	289	224	272	429
	36%	36%	37%	37%	**	39%	37%	33%	39%	36%
Fairly satisfied	928	749	93	60	**	95	339	306	255	516
	41%	41%	44%	46%	**	38%	43%	45%	37%	44%
										a
Neither satisfied nor dissatisfied	315	259	27	13	**	40	94	100	102	146
	14%	14%	13%	10%	**	16%	12%	15%	15%	12%
Fairly dissatisfied	129	112	10	2	**	18	41	35	46	67
	6%	6%	5%	2%	**	7%	5%	5%	7%	6%
Very dissatisfied	44	35	3	4	**	2	16	13	21	11
	2%	2%	2%	3%	**	1%	2%	2%	3%	1%
									b	
Don't know	20	17	-	3	**	-	5	5	1	11
	1%	1%	-%	2%	**	-%	1%	1%	1%	1%
TOTAL SATISFIED	1740	1418	170	107	**	193	627	530	527	945
	77%	77%	81%	84%	**	76%	80%	78%	76%	80%
TOTAL DISSATISFIED	172	147	13	6	**	20	57	48	66	78
	8%	8%	6%	5%	**	8%	7%	7%	10%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Looking for a deal for standalone service	60 3%	38 8% b	7 1%	45 7% b	- -%	39 5% b	6 1%	19 12% ab	** **	11 6% b	3 1%	** **	** **	45 3%	15 2%
Looking for a deal for service in bundle	32 1%	- -%	32 3% a	- -%	32 3% a	24 3% b	8 1%	5 3%	** **	- -%	- -%	** **	** **	32 2% b	- -%
Looking for a deal for other services in the bundle, but not this	33 1%	- -%	33 3% a	- -%	33 4% a	29 4% b	4 1%	9 6% b	** **	- -%	- -%	** **	** **	33 2% b	- -%
Looking for a deal for the bundle but not sure which services	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	- -%	- -%	** **	** **	1 *%	- -%
Planning to look for a deal for standalone service	152 7%	86 19% b	37 3%	122 20% b	- -%	74 10% b	48 6%	20 13% b	** **	18 9% b	12 2%	** **	** **	122 8% b	30 4%
Planning to look for a deal for bundle	292 13%	- -%	292 27% a	- -%	292 32% a	157 21%	136 17%	25 16%	** **	- -%	- -%	** **	** **	292 19% b	- -%
Not currently looking or planning to look for a new deal	1583 70%	314 68% b	632 59%	402 67% b	543 59%	388 53%	557 70% ac	74 48%	** **	167 83%	471 91% a	** **	** **	946 62%	638 89% a
Don't know	94 4%	23 5%	35 3%	31 5%	27 3%	17 2%	41 5% a	4 2%	** **	5 2%	31 6%	** **	** **	58 4%	36 5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 188

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
SUMMARY															
Looking for deal for service	92	38	39	45	32	63	14	24	**	11	3	**	**	77	15
	4%	8%	4%	7%	3%	9%	2%	16%	**	6%	1%	**	**	5%	2%
		b		b		b		ab		b				b	
Planning to look for deal for service or bundle	445	86	329	122	292	231	183	44	**	18	12	**	**	414	30
	20%	19%	31%	20%	32%	32%	23%	28%	**	9%	2%	**	**	27%	4%
			a		a	b				b				b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Looking for a deal for standalone service	60	60	-	18	5	*	11	25	22	6	5	**
	3%	3%	-%	3%	1%	*%	3%	6%	3%	2%	4%	**
		b		b			b	bc				
Looking for a deal for service in bundle	32	30	3	-	20	4	7	-	19	8	3	**
	1%	2%	1%	-%	3%	3%	2%	-%	2%	2%	2%	**
					ae	ae	ae					
Looking for a deal for other services in the bundle, but not this	33	32	1	-	22	4	8	-	17	10	5	**
	1%	2%	*%	-%	3%	2%	2%	-%	2%	3%	4%	**
		b			ae	ae	ae					
Looking for a deal for the bundle but not sure which services	1	1	-	-	-	1	-	-	1	-	-	**
	*%	*%	-%	-%	-%	1%	-%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	152	138	14	44	20	7	26	56	79	14	12	**
	7%	8%	3%	8%	3%	5%	7%	12%	9%	4%	9%	**
		b		b			b	bc	b			
Planning to look for a deal for bundle	292	253	39	1	210	35	47	-	129	112	27	**
	13%	14%	8%	*%	28%	24%	13%	-%	15%	30%	20%	**
		b			ade	ade	ae			a		
Not currently looking or planning to look for a new deal	1583	1173	410	475	435	96	240	350	556	216	78	**
	70%	67%	84%	84%	59%	65%	67%	78%	65%	58%	56%	**
			a	bcd			b	bcd				
Don't know	94	75	18	27	27	1	19	19	35	7	8	**
	4%	4%	4%	5%	4%	1%	5%	4%	4%	2%	6%	**
							c					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
SUMMARY												
Looking for deal for service	92	89	3	18	26	5	18	25	41	15	8	**
	4%	5%	1%	3%	3%	3%	5%	6%	5%	4%	6%	**
		b										
Planning to look for deal for service or bundle	445	391	54	45	230	42	72	56	208	126	40	**
	20%	22%	11%	8%	31%	28%	20%	12%	24%	34%	29%	**
		b			ade	ae	ae			a		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

**Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?**

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Looking for a deal for standalone service	60	19	21	17	57	3	-	28	21	11	33	26	26	12	8	13
	3%	11%	3%	2%	3%	1%	-%	6%	2%	1%	3%	3%	4%	2%	2%	3%
		bcd	e		e			bc								
Looking for a deal for service in bundle	32	4	17	10	31	1	-	9	17	6	15	17	7	7	14	4
	1%	2%	2%	1%	2%	*%	-%	2%	2%	1%	1%	2%	1%	1%	3%	1%
			e													
Looking for a deal for other services in the bundle, but not this	33	5	17	9	31	2	-	15	14	4	19	14	14	11	7	2
	1%	3%	2%	1%	2%	*%	-%	3%	2%	*%	2%	1%	2%	2%	2%	*%
		e	e					c	c							
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	-	-	1	-	-	-	1	-	1	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%
Planning to look for a deal for standalone service	152	23	69	46	137	15	6	53	66	33	88	64	49	43	27	30
	7%	13%	9%	5%	8%	3%	4%	11%	8%	4%	7%	6%	7%	7%	6%	6%
		ce	ce		e			c	c							
Planning to look for a deal for bundle	292	15	115	119	249	42	8	48	152	91	137	152	108	72	59	52
	13%	8%	15%	14%	14%	9%	5%	10%	18%	10%	12%	15%	16%	12%	13%	11%
			ef	ef	ef				ac							
Not currently looking or planning to look for a new deal	1583	94	481	624	1199	381	145	303	543	734	856	719	446	439	337	348
	70%	54%	64%	73%	67%	82%	89%	61%	65%	80%	72%	69%	66%	72%	71%	74%
				abd	a	abcd	abcd			ab						a
Don't know	94	16	30	26	72	21	4	37	19	38	42	51	29	23	19	21
	4%	9%	4%	3%	4%	5%	3%	7%	2%	4%	4%	5%	4%	4%	4%	5%
		cd						bc								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
SUMMARY																
Looking for deal for service	92	22	38	27	87	4	-	37	37	17	47	44	33	19	22	17
	4%	13%	5%	3%	5%	1%	-%	8%	4%	2%	4%	4%	5%	3%	5%	4%
		bcdef	ef		ef			c	c							
Planning to look for deal for service or bundle	445	38	184	165	387	57	14	101	218	124	225	216	157	115	87	82
	20%	22%	25%	19%	22%	12%	9%	20%	26%	14%	19%	21%	23%	19%	18%	17%
		ef	ef	ef	ef			c	c							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Looking for a deal for standalone service	60	52	5	3	**	6	26	16	30	21
	3%	3%	2%	2%	**	3%	3%	2%	4% b	2%
Looking for a deal for service in bundle	32	27	2	1	**	4	17	10	11	16
	1%	1%	1%	1%	**	1%	2%	1%	2%	1%
Looking for a deal for other services in the bundle, but not this	33	25	3	3	**	5	17	11	10	18
	1%	1%	1%	2%	**	2%	2%	2%	1%	2%
Looking for a deal for the bundle but not sure which services	1	1	-	-	**	-	1	-	-	-
	*%	*%	-%	-%	**	-%	*%	-%	-%	-%
Planning to look for a deal for standalone service	152	122	13	7	**	19	60	39	47	69
	7%	7%	6%	5%	**	8%	8%	6%	7%	6%
Planning to look for a deal for bundle	292	250	27	8	**	33	103	99	96	155
	13%	14%	13%	6%	**	13%	13%	15%	14%	13%
Not currently looking or planning to look for a new deal	1583	1292	153	99	**	174	534	486	481	858
	70%	70%	73%	77%	**	69%	68%	71%	69%	73%
Don't know	94	74	8	8	**	11	27	21	21	42
	4%	4%	4%	6%	**	4%	3%	3%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
SUMMARY										
Looking for deal for service	92	78	7	4	**	10	43	26	40	36
	4%	4%	4%	3%	**	4%	5%	4%	6% b	3%
Planning to look for deal for service or bundle	445	371	40	15	**	53	162	138	144	224
	20%	20%	19%	12%	**	21%	21%	20%	21%	19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Discussed deals or offers with your provider	442	91	351	124	318	186	256	36	**	**	**	**	**	442	**
	29%	20%	33%	21%	34%	26%	32%	23%	**	**	**	**	**	29%	**
			a		a		a								
Looked at alternative deals or offers from your provider	388	87	301	121	268	218	170	53	**	**	**	**	**	388	**
	25%	19%	28%	20%	29%	30%	21%	34%	**	**	**	**	**	25%	**
			a		a	b		b							
Received a discount from your provider	336	78	258	98	237	166	170	39	**	**	**	**	**	336	**
	22%	17%	24%	16%	26%	23%	21%	25%	**	**	**	**	**	22%	**
			a		a										
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	238	67	172	86	152	141	97	40	**	**	**	**	**	238	**
	16%	15%	16%	14%	16%	19%	12%	26%	**	**	**	**	**	16%	**
						b		b							
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	163	34	129	54	109	83	80	24	**	**	**	**	**	163	**
	11%	7%	12%	9%	12%	11%	10%	15%	**	**	**	**	**	11%	**
			a												
None of these	602	226	376	288	314	249	353	40	**	**	**	**	**	602	**
	39%	49%	35%	48%	34%	34%	44%	26%	**	**	**	**	**	39%	**
		b		b			ac								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
SUMMARY															
ANY CHANGE	926	234	692	313	613	480	446	116	**	**	**	**	**	926	**
	61%	51%	65%	52%	66%	66%	56%	74%	**	**	**	**	**	61%	**
			a		a	b		b							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Discussed deals or offers with your provider	442	359	83	39	245	64	61	38	261	135	27	**
	29%	27%	38% a	20%	33% ade	43% ade	24%	19%	30%	36% c	20%	**
Looked at alternative deals or offers from your provider	388	348	41	43	213	43	61	32	228	109	25	**
	25%	27%	19%	22%	29% e	30% e	24%	16%	27%	29%	18%	**
Received a discount from your provider	336	279	57	30	178	47	49	34	184	109	20	**
	22%	21%	26%	15%	24% a	32% ade	19%	17%	22%	29% ac	14%	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	238	220	18	18	115	22	45	40	131	65	19	**
	16%	17% b	8%	9%	15%	15%	18% a	20% a	15%	18%	14%	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	163	144	18	20	82	25	29	12	90	45	16	**
	11%	11%	8%	10%	11%	17% e	11%	6%	10%	12%	11%	**
None of these	602	500	102	103	274	39	94	96	337	118	67	**
	39%	38%	47%	52% bcd	37%	26%	37%	48% bc	39%	32%	48% b	**
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
SUMMARY												
ANY CHANGE	926	810	116	96	466	108	163	103	520	256	72	**
	61%	62%	53%	48%	63%	74%	63%	52%	61%	68%	52%	**
					ae	ae	a			c		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Discussed deals or offers with your provider	442	32	140	202	374	68	**	92	177	173	220	221	133	109	100	97
	29%	23%	25%	34%	29%	28%	**	25%	29%	32%	28%	30%	29%	28%	29%	31%
Looked at alternative deals or offers from your provider	388	27	175	134	336	52	**	91	187	111	215	171	132	105	83	68
	25%	20%	31%	23%	26%	22%	**	25%	30%	21%	27%	24%	28%	27%	24%	21%
Received a discount from your provider	336	20	120	140	280	56	**	72	144	120	187	148	107	78	80	68
	22%	15%	21%	24%	22%	23%	**	19%	23%	22%	23%	20%	23%	20%	23%	22%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	238	34	104	72	210	28	**	82	95	61	133	105	96	52	42	47
	16%	25%	19%	12%	16%	12%	**	22%	15%	11%	17%	14%	21%	13%	12%	15%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	163	10	76	53	139	24	**	35	81	47	82	81	42	50	36	33
	11%	7%	14%	9%	11%	10%	**	9%	13%	9%	10%	11%	9%	13%	10%	11%
None of these	602	57	194	230	482	117	**	142	215	242	311	289	166	158	149	127
	39%	42%	35%	39%	38%	48%	**	39%	35%	45%	39%	40%	36%	40%	43%	40%
SUMMARY																
ANY CHANGE	926	79	366	356	800	126	**	227	404	295	484	439	300	233	198	190
	61%	58%	65%	61%	62%	52%	**	61%	65%	55%	61%	60%	64%	60%	57%	60%
Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Discussed deals or offers with your provider	442	375	34	**	**	42	160	144	136	251
	29%	30%	22%	**	**	24%	30%	29%	28%	32%
Looked at alternative deals or offers from your provider	388	331	30	**	**	34	140	137	133	214
	25%	26%	20%	**	**	20%	27%	28%	27%	27%
Received a discount from your provider	336	289	23	**	**	33	110	124	106	184
	22%	23%	15%	**	**	19%	21%	25%	22%	23%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	238	200	22	**	**	25	79	92	88	115
	16%	16%	14%	**	**	15%	15%	19%	18%	15%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	163	135	17	**	**	19	64	48	63	74
	11%	11%	11%	**	**	11%	12%	10%	13%	9%
None of these	602	477	71	**	**	69	205	190	171	319
	39%	38%	47%	**	**	40%	39%	39%	35%	40%
SUMMARY										
ANY CHANGE	926	772	80	**	**	103	325	301	315	473
	61%	62%	53%	**	**	60%	61%	61%	65%	60%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	301	78	223	99	202	152	149	42	25	-	-	-	-	301	-
Effective Weighted Sample	264	68	197	87	179	130	134	35	22	-	-	-	-	264	-
Total	336	78	258	98	237	166	170	39	26	-	-	-	-	336	-
I contacted my provider	271	**	217	**	200	125	146	**	**	**	**	**	**	271	**
	81%	**	84%	**	84%	75%	86%	**	**	**	**	**	**	81%	**
My provider contacted me	60	**	39	**	35	39	21	**	**	**	**	**	**	60	**
	18%	**	15%	**	15%	23%	12%	**	**	**	**	**	**	18%	**
Don't know/ can't remember	5	**	3	**	2	3	2	**	**	**	**	**	**	5	**
	1%	**	1%	**	1%	2%	1%	**	**	**	**	**	**	1%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	b	~c	~d	~e	a	~b	~c	~d
Unweighted total	301	252	49	35	125	54	60	30	175	87	21	8
Effective Weighted Sample	264	220	45	31	118	51	53	27	154	78	17	7
Total	336	279	57	30	178	47	49	34	184	109	20	9
I contacted my provider	271	226	**	**	156	**	**	**	155	**	**	**
	81%	81%	**	**	88%	**	**	**	84%	**	**	**
My provider contacted me	60	49	**	**	20	**	**	**	24	**	**	**
	18%	18%	**	**	11%	**	**	**	13%	**	**	**
Don't know/ can't remember	5	3	**	**	1	**	**	**	5	**	**	**
	1%	1%	**	**	1%	**	**	**	3%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	~a	b	c	a	b	a	~b	~c	~d
Unweighted total	301	16	111	120	247	54	17	66	127	108	160	140	105	74	57	62
Effective Weighted Sample	264	13	92	110	215	51	16	53	112	100	142	122	93	68	50	56
Total	336	20	120	140	280	56	17	72	144	120	187	148	107	78	80	68
I contacted my provider	271	**	87	128	225	**	**	**	127	103	157	114	88	**	**	**
	81%	**	73%	91%	80%	**	**	**	88%	86%	84%	77%	82%	**	**	**
				bd												
My provider contacted me	60	**	30	12	52	**	**	**	15	15	29	31	18	**	**	**
	18%	**	25%	8%	18%	**	**	**	11%	12%	15%	21%	17%	**	**	**
			c													
Don't know/ can't remember	5	**	3	1	3	**	**	**	2	2	1	3	1	**	**	**
	1%	**	2%	1%	1%	**	**	**	1%	2%	1%	2%	1%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	~a	b
Unweighted total	301	258	22	14	7	27	100	115	98	162
Effective Weighted Sample	264	226	20	12	7	23	87	103	85	143
Total	336	289	23	16	8	33	110	124	106	184
I contacted my provider	271	236	**	**	**	**	90	108	**	159
	81%	82%	**	**	**	**	82%	87%	**	86%
My provider contacted me	60	49	**	**	**	**	18	15	**	24
	18%	17%	**	**	**	**	17%	12%	**	13%
Don't know/ can't remember	5	5	**	**	**	**	1	1	**	1
	1%	2%	**	**	**	**	1%	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	301	78	223	99	202	152	149	42	25	-	-	-	-	301	-
Effective Weighted Sample	264	68	197	87	179	130	134	35	22	-	-	-	-	264	-
Total	336	78	258	98	237	166	170	39	26	-	-	-	-	336	-
Yes	276	**	215	**	196	128	148	**	**	**	**	**	**	276	**
	82%	**	83%	**	83%	77%	87%	**	**	**	**	**	**	82%	**
No	49	**	36	**	34	34	15	**	**	**	**	**	**	49	**
	15%	**	14%	**	14%	21%	9%	**	**	**	**	**	**	15%	**
						b									
Don't know/ can't remember	11	**	8	**	8	4	7	**	**	**	**	**	**	11	**
	3%	**	3%	**	3%	2%	4%	**	**	**	**	**	**	3%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	b	~c	~d	~e	a	~b	~c	~d
Unweighted total	301	252	49	35	125	54	60	30	175	87	21	8
Effective Weighted Sample	264	220	45	31	118	51	53	27	154	78	17	7
Total	336	279	57	30	178	47	49	34	184	109	20	9
Yes	276	227	**	**	150	**	**	**	155	**	**	**
	82%	81%	**	**	85%	**	**	**	84%	**	**	**
No	49	43	**	**	22	**	**	**	21	**	**	**
	15%	15%	**	**	12%	**	**	**	11%	**	**	**
Don't know/ can't remember	11	9	**	**	6	**	**	**	8	**	**	**
	3%	3%	**	**	3%	**	**	**	4%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	~a	b	c	a	b	a	~b	~c	~d
Unweighted total	301	16	111	120	247	54	17	66	127	108	160	140	105	74	57	62
Effective Weighted Sample	264	13	92	110	215	51	16	53	112	100	142	122	93	68	50	56
Total	336	20	120	140	280	56	17	72	144	120	187	148	107	78	80	68
Yes	276	**	90	127	229	**	**	**	120	104	157	118	88	**	**	**
	82%	**	75%	91%	82%	**	**	**	83%	86%	84%	80%	83%	**	**	**
				b												
No	49	**	24	13	45	**	**	**	21	12	25	24	13	**	**	**
	15%	**	20%	9%	16%	**	**	**	14%	10%	14%	16%	12%	**	**	**
Don't know/ can't remember	11	**	6	-	6	**	**	**	3	5	4	7	6	**	**	**
	3%	**	5%	-%	2%	**	**	**	2%	4%	2%	4%	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?

Base : Those who have received a discount from their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	~a	b
Unweighted total	301	258	22	14	7	27	100	115	98	162
Effective Weighted Sample	264	226	20	12	7	23	87	103	85	143
Total	336	289	23	16	8	33	110	124	106	184
Yes	276	243	**	**	**	**	90	107	**	158
	82%	84%	**	**	**	**	82%	87%	**	86%
No	49	37	**	**	**	**	19	12	**	20
	15%	13%	**	**	**	**	17%	9%	**	11%
Don't know/ can't remember	11	9	**	**	**	**	1	5	**	6
	3%	3%	**	**	**	**	1%	4%	**	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	223	66	157	87	136	134	89	47	18	-	-	-	-	223	-
Effective Weighted Sample	188	55	133	72	116	107	81	34	15	-	-	-	-	188	-
Total	238	67	172	86	152	141	97	40	20	-	-	-	-	238	-
I contacted my provider	178	**	133	**	122	98	**	**	**	**	**	**	**	178	**
	74%	**	78%	**	80%	70%	**	**	**	**	**	**	**	74%	**
My provider contacted me	51	**	36	**	27	37	**	**	**	**	**	**	**	51	**
	21%	**	21%	**	18%	26%	**	**	**	**	**	**	**	21%	**
Don't know/ can't remember	10	**	3	**	3	5	**	**	**	**	**	**	**	10	**
	4%	**	2%	**	2%	4%	**	**	**	**	**	**	**	4%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d
Unweighted total	223	204	19	23	84	28	57	32	129	55	20	8
Effective Weighted Sample	188	171	18	20	78	25	47	28	109	48	15	7
Total	238	220	18	18	115	22	45	40	131	65	19	9
I contacted my provider	178	166	**	**	**	**	**	**	108	**	**	**
	74%	75%	**	**	**	**	**	**	82%	**	**	**
My provider contacted me	51	45	**	**	**	**	**	**	20	**	**	**
	21%	20%	**	**	**	**	**	**	16%	**	**	**
Don't know/ can't remember	10	9	**	**	**	**	**	**	3	**	**	**
	4%	4%	**	**	**	**	**	**	2%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	d	~e	~f	~a	~b	~c	a	~b	~a	~b	~c	~d
Unweighted total	223	31	99	65	195	28	8	78	86	59	124	99	96	49	32	44
Effective Weighted Sample	188	25	79	59	163	26	8	62	73	54	102	86	82	43	27	37
Total	238	34	104	72	210	28	8	82	95	61	133	105	96	52	42	47
I contacted my provider	178	**	**	**	154	**	**	**	**	**	100	**	**	**	**	**
	74%	**	**	**	73%	**	**	**	**	**	75%	**	**	**	**	**
My provider contacted me	51	**	**	**	46	**	**	**	**	**	30	**	**	**	**	**
	21%	**	**	**	22%	**	**	**	**	**	23%	**	**	**	**	**
Don't know/ can't remember	10	**	**	**	10	**	**	**	**	**	3	**	**	**	**	**
	4%	**	**	**	5%	**	**	**	**	**	2%	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b
Unweighted total	223	187	21	10	5	21	80	84	86	108
Effective Weighted Sample	188	158	18	8	4	18	63	75	70	93
Total	238	200	22	11	6	25	79	92	88	115
I contacted my provider	178	147	**	**	**	**	**	**	**	95
	74%	74%	**	**	**	**	**	**	**	82%
My provider contacted me	51	44	**	**	**	**	**	**	**	18
	21%	22%	**	**	**	**	**	**	**	15%
Don't know/ can't remember	10	8	**	**	**	**	**	**	**	3
	4%	4%	**	**	**	**	**	**	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV a	FREE TV ~b
Significance Level: 99%		~a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d		
Unweighted total	151	39	112	58	93	78	73	25	10	-	-	-	-	151	-
Effective Weighted Sample	131	34	99	50	82	67	65	19	8	-	-	-	-	131	-
Total	163	34	129	54	109	83	80	24	10	-	-	-	-	163	-
I contacted my provider	136	**	109	**	**	**	**	**	**	**	**	**	**	136	**
	83%	**	85%	**	**	**	**	**	**	**	**	**	**	83%	**
My provider contacted me	21	**	17	**	**	**	**	**	**	**	**	**	**	21	**
	13%	**	13%	**	**	**	**	**	**	**	**	**	**	13%	**
Don't know/ can't remember	6	**	2	**	**	**	**	**	**	**	**	**	**	6	**
	4%	**	2%	**	**	**	**	**	**	**	**	**	**	4%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	151	135	16	23	57	29	36	11	90	38	13	4
Effective Weighted Sample	131	116	15	21	54	27	30	10	79	33	11	4
Total	163	144	18	20	82	25	29	12	90	45	16	5
I contacted my provider	136	121	**	**	**	**	**	**	**	**	**	**
	83%	83%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	21	19	**	**	**	**	**	**	**	**	**	**
	13%	13%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	6	4	**	**	**	**	**	**	**	**	**	**
	4%	3%	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	151	11	69	50	130	21	6	36	71	44	71	80	44	45	28	33
Effective Weighted Sample	131	9	58	45	112	19	5	28	63	41	61	71	38	40	24	30
Total	163	10	76	53	139	24	7	35	81	47	82	81	42	50	36	33
I contacted my provider	136	**	**	**	115	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	82%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	21	**	**	**	20	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	6	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	151	125	15	5	6	16	61	45	59	71
Effective Weighted Sample	131	108	14	4	5	14	52	41	50	63
Total	163	135	17	4	7	19	64	48	63	74
I contacted my provider	136	115	**	**	**	**	**	**	**	**
	83%	85%	**	**	**	**	**	**	**	**
My provider contacted me	21	14	**	**	**	**	**	**	**	**
	13%	10%	**	**	**	**	**	**	**	**
Don't know/ can't remember	6	6	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Received a discount	271	54	217	71	200	125	146	26	**	-	-	**	**	271	-
	12%	12%	20%	12%	22%	17%	18%	17%	**	-%	-%	**	**	18%	-%
			a		a									b	
Added extra or improved services	178	44	133	56	122	98	79	27	**	-	-	**	**	178	-
	8%	10%	12%	9%	13%	14%	10%	17%	**	-%	-%	**	**	12%	-%
								b						b	
Reduced or downgraded services	136	27	109	44	92	64	72	11	**	-	-	**	**	136	-
	6%	6%	10%	7%	10%	9%	9%	7%	**	-%	-%	**	**	9%	-%
			a											b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	467	104	363	141	326	235	232	50	**	-	-	**	**	467	-
	21%	23%	34%	24%	35%	32%	29%	32%	**	-%	-%	**	**	31%	-%
			a		a									b	
ALL 3 CHANGES	12	1	11	1	11	5	7	2	**	-	-	**	**	12	-
	1%	*%	1%	*%	1%	1%	1%	2%	**	-%	-%	**	**	1%	-%
DISCOUNT AND EXTRA SERVICES	62	13	49	17	46	28	34	7	**	-	-	**	**	62	-
	3%	3%	5%	3%	5%	4%	4%	4%	**	-%	-%	**	**	4%	-%
														b	
DISCOUNT AND REDUCED SERVICES	21	3	18	8	14	11	11	2	**	-	-	**	**	21	-
	1%	1%	2%	1%	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%
														b	
EXTRA SERVICES AND REDUCED SERVICES	10	2	8	2	8	4	6	1	**	-	-	**	**	10	-
	*%	*%	1%	*%	1%	1%	1%	1%	**	-%	-%	**	**	1%	-%
DISCOUNT ONLY	176	36	139	45	130	81	94	15	**	-	-	**	**	176	-
	8%	8%	13%	8%	14%	11%	12%	10%	**	-%	-%	**	**	11%	-%
			a		a									b	
EXTRA SERVICES ONLY	93	28	66	36	58	61	32	17	**	-	-	**	**	93	-
	4%	6%	6%	6%	6%	8%	4%	11%	**	-%	-%	**	**	6%	-%
						b		b						b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
REDUCED SERVICES ONLY	92	20	72	33	60	44	48	6	**	-	-	**	**	92	-
	4%	4%	7%	5%	6%	6%	6%	4%	**	-%	-%	**	**	6% b	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1780	356	706	459	602	494	568	106	**	201	517	**	**	1061	718
	79%	77% b	66%	76% b	65%	68%	71%	68%	**	100%	100%	**	**	69%	100% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Received a discount	271	226	45	24	156	40	32	21	155	93	11	**
	12%	13%	9%	4%	21%	27%	9%	5%	18%	25%	8%	**
					ade	ade	a		c	c		
Added extra or improved services	178	166	11	15	95	16	30	23	108	45	12	**
	8%	9%	2%	3%	13%	11%	8%	5%	13%	12%	9%	**
		b			ae	a	a					
Reduced or downgraded services	136	121	15	16	69	24	23	9	82	39	9	**
	6%	7%	3%	3%	9%	16%	6%	2%	10%	10%	6%	**
		b			ae	ade	ae					
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	467	409	58	44	254	61	68	47	270	140	27	**
	21%	23%	12%	8%	34%	41%	19%	10%	31%	38%	20%	**
		b			ade	ade	ae		c	c		
ALL 3 CHANGES	12	9	3	1	9	2	1	-	5	5	1	**
	1%	1%	1%	*%	1%	1%	*%	-%	1%	1%	1%	**
DISCOUNT AND EXTRA SERVICES	62	57	5	5	35	10	9	4	41	19	1	**
	3%	3%	1%	1%	5%	6%	2%	1%	5%	5%	1%	**
					ae	ae						
DISCOUNT AND REDUCED SERVICES	21	19	2	2	7	6	5	3	16	4	-	**
	1%	1%	*%	*%	1%	4%	1%	1%	2%	1%	-%	**
						abe						
EXTRA SERVICES AND REDUCED SERVICES	10	10	-	2	7	1	1	-	8	2	*	**
	*%	1%	-%	*%	1%	*%	*%	-%	1%	*%	*%	**
DISCOUNT ONLY	176	141	34	16	105	23	17	15	93	64	9	**
	8%	8%	7%	3%	14%	16%	5%	3%	11%	17%	6%	**
					ade	ade				ac		
EXTRA SERVICES ONLY	93	90	3	7	45	4	19	19	54	18	9	**
	4%	5%	1%	1%	6%	3%	5%	4%	6%	5%	7%	**
		b			a		a	a				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
REDUCED SERVICES ONLY	92	83	10	10	46	16	16	7	53	27	7	**
	4%	5%	2%	2%	6%	11%	4%	1%	6%	7%	5%	**
		b			ae	ade						
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1780	1352	428	521	486	86	289	403	587	234	111	**
	79%	77%	88%	92%	66%	59%	81%	90%	69%	62%	80%	**
			a	bcd			bc	bcd			ab	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Received a discount	271	10	87	128	225	46	11	41	127	103	157	114	88	61	67	53
	12%	6%	12%	15%	13%	10%	7%	8%	15%	11%	13%	11%	13%	10%	14%	11%
				af					a							
Added extra or improved services	178	22	75	57	154	24	5	56	71	51	100	78	75	38	29	35
	8%	13%	10%	7%	9%	5%	3%	11%	8%	6%	8%	7%	11%	6%	6%	7%
		ef	ef					c					bc			
Reduced or downgraded services	136	6	64	45	115	21	7	24	71	41	65	71	35	39	32	30
	6%	3%	8%	5%	6%	5%	4%	5%	9%	5%	5%	7%	5%	6%	7%	6%
			e						c							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	467	35	167	189	391	76	21	96	209	162	247	219	153	116	102	92
	21%	20%	22%	22%	22%	16%	13%	19%	25%	18%	21%	21%	23%	19%	22%	20%
			f	f	ef				c							
ALL 3 CHANGES	12	*	8	2	11	1	-	4	6	2	10	2	4	1	4	3
	1%	*%	1%	*%	1%	*%	-%	1%	1%	*%	1%	*%	1%	*%	1%	1%
DISCOUNT AND EXTRA SERVICES	62	1	26	25	51	11	1	11	29	22	37	25	28	13	11	8
	3%	*%	4%	3%	3%	2%	1%	2%	3%	2%	3%	2%	4%	2%	2%	2%
DISCOUNT AND REDUCED SERVICES	21	-	11	9	20	2	-	3	15	3	11	10	4	5	3	9
	1%	-%	1%	1%	1%	*%	-%	1%	2%	*%	1%	1%	1%	1%	1%	2%
									c							
EXTRA SERVICES AND REDUCED SERVICES	10	1	5	3	9	1	-	4	3	4	5	5	4	1	3	3
	*%	1%	1%	*%	*%	*%	-%	1%	*%	*%	*%	1%	1%	*%	1%	1%
DISCOUNT ONLY	176	9	42	92	143	33	10	23	76	76	98	77	52	42	49	33
	8%	5%	6%	11%	8%	7%	6%	5%	9%	8%	8%	7%	8%	7%	10%	7%
				b					a							
EXTRA SERVICES ONLY	93	20	35	27	82	11	4	38	32	23	47	46	39	23	11	21
	4%	12%	5%	3%	5%	2%	2%	8%	4%	2%	4%	4%	6%	4%	2%	4%
		bcdef						bc					c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
REDUCED SERVICES ONLY	92	4	39	31	75	17	7	13	47	32	38	54	23	31	22	15
	4%	3%	5%	4%	4%	4%	4%	3%	6%	4%	3%	5%	3%	5%	5%	3%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1780	140	584	662	1386	389	143	398	623	755	942	825	525	492	370	378
	79%	80%	78%	78%	78%	84%	87%	81%	75%	82%	79%	79%	77%	81%	78%	80%
						d	bcd			b						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Received a discount	271	236	18	13	**	24	90	108	79	159
	12%	13%	8%	10%	**	10%	12%	16%	11%	13%
Added extra or improved services	178	147	18	11	**	16	59	73	60	95
	8%	8%	8%	8%	**	7%	8%	11%	9%	8%
Reduced or downgraded services	136	115	13	4	**	19	52	40	55	61
	6%	6%	6%	3%	**	8%	7%	6%	8%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	467	396	38	22	**	46	167	163	154	250
	21%	22%	18%	17%	**	18%	21%	24%	22%	21%
ALL 3 CHANGES	12	12	-	-	**	1	4	6	4	6
	1%	1%	-%	-%	**	1%	1%	1%	1%	-%
DISCOUNT AND EXTRA SERVICES	62	54	4	4	**	6	16	33	22	35
	3%	3%	2%	3%	**	2%	2%	5% b	3%	3%
DISCOUNT AND REDUCED SERVICES	21	18	2	1	**	3	7	7	8	11
	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	10	6	4	-	**	2	5	4	2	8
	-%	-%	2% a	-%	**	1%	1%	1%	-%	1%
DISCOUNT ONLY	176	152	12	8	**	13	64	61	45	107
	8%	8%	6%	6%	**	5%	8%	9%	7%	9%
EXTRA SERVICES ONLY	93	75	10	7	**	7	34	29	31	46
	4%	4%	5%	5%	**	3%	4%	4%	4%	4%
REDUCED SERVICES ONLY	92	79	7	3	**	13	37	22	41	36
	4%	4%	3%	2%	**	5%	5%	3%	6% b	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1780	1445	172	106	**	207	617	519	542	929
	79%	78%	82%	83%	**	82%	79%	76%	78%	79%

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

OFCCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 195

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Received a discount	60	21	39	25	35	39	21	11	**	-	-	**	**	60	-
	3%	5%	4%	4%	4%	5%	3%	7%	**	-%	-%	**	**	4%	-%
								b						b	
Added extra or improved services	51	15	36	23	27	37	14	12	**	-	-	**	**	51	-
	2%	3%	3%	4%	3%	5%	2%	7%	**	-%	-%	**	**	3%	-%
						b		b						b	
Reduced or downgraded services	21	4	17	7	14	15	6	11	**	-	-	**	**	21	-
	1%	1%	2%	1%	2%	2%	1%	7%	**	-%	-%	**	**	1%	-%
								ab						b	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	117	37	79	49	68	85	31	32	**	-	-	**	**	117	-
	5%	8%	7%	8%	7%	12%	4%	21%	**	-%	-%	**	**	8%	-%
						b		ab						b	
ALL 3 CHANGES	2	-	2	*	1	*	1	*	**	-	-	**	**	2	-
	*%	-%	*%	*%	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%
DISCOUNT AND EXTRA SERVICES	11	3	9	5	6	4	8	*	**	-	-	**	**	11	-
	1%	1%	1%	1%	1%	1%	1%	*%	**	-%	-%	**	**	1%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	*	-	*	-	*	**	-	-	**	**	*	-
	*%	*%	-%	*%	-%	*%	-%	*%	**	-%	-%	**	**	*%	-%
DISCOUNT ONLY	47	19	28	19	27	34	12	10	**	-	-	**	**	47	-
	2%	4%	3%	3%	3%	5%	2%	7%	**	-%	-%	**	**	3%	-%
						b		b						b	
EXTRA SERVICES ONLY	38	12	25	18	20	33	5	11	**	-	-	**	**	38	-
	2%	3%	2%	3%	2%	4%	1%	7%	**	-%	-%	**	**	2%	-%
						b		b						b	
REDUCED SERVICES ONLY	19	4	15	6	13	14	5	11	**	-	-	**	**	19	-
	1%	1%	1%	1%	1%	2%	1%	7%	**	-%	-%	**	**	1%	-%
								ab						b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2130	422	989	552	860	643	769	123	**	201	517	**	**	1412	718
	95%	92%	93%	92%	93%	88%	96%	79%	**	100%	100%	**	**	92%	100%
						c	ac								a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Received a discount	60	49	10	6	20	6	15	12	24	16	9	**
	3%	3%	2%	1%	3%	4%	4%	3%	3%	4%	6%	**
						a	a					
Added extra or improved services	51	45	6	3	19	4	14	11	20	19	6	**
	2%	3%	1%	1%	3%	3%	4%	2%	2%	5%	5%	**
					a	a	a	a				
Reduced or downgraded services	21	19	2	3	12	-	6	1	7	4	4	**
	1%	1%	*%	1%	2%	-%	2%	*%	1%	1%	3%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	117	102	14	9	44	9	31	24	44	31	19	**
	5%	6%	3%	2%	6%	6%	9%	5%	5%	8%	14%	**
					a	a	a	a			a	
ALL 3 CHANGES	2	2	-	-	*	-	1	-	1	*	-	**
	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	-%	**
DISCOUNT AND EXTRA SERVICES	11	8	4	3	6	2	2	-	5	6	-	**
	1%	*%	1%	*%	1%	1%	*%	-%	1%	2%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	*	-	-	-	-	-	-	*	**
	*%	*%	-%	*%	-%	-%	-%	-%	-%	-%	*%	**
DISCOUNT ONLY	47	40	7	4	14	4	13	12	19	9	9	**
	2%	2%	1%	1%	2%	3%	4%	3%	2%	2%	6%	**
						a	a	a				
EXTRA SERVICES ONLY	38	35	2	-	13	3	11	11	14	12	6	**
	2%	2%	*%	-%	2%	2%	3%	2%	2%	3%	4%	**
					a	a	a	a				
REDUCED SERVICES ONLY	19	17	2	3	11	-	4	1	5	3	4	**
	1%	1%	*%	*%	2%	-%	1%	*%	1%	1%	3%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2130	1658	472	556	696	138	326	427	813	343	120	**
	95%	94%	97%	98%	94%	94%	91%	95%	95%	92%	86%	**
				bcde					c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Received a discount	60	10	30	12	52	8	6	30	15	15	29	31	18	16	13	13
	3%	6%	4%	1%	3%	2%	4%	6%	2%	2%	2%	3%	3%	3%	3%	3%
		ce	c					bc								
Added extra or improved services	51	9	26	12	46	5	3	19	22	10	30	20	18	11	12	10
	2%	5%	3%	1%	3%	1%	2%	4%	3%	1%	3%	2%	3%	2%	3%	2%
		ce	ce					c								
Reduced or downgraded services	21	4	10	6	20	1	-	11	5	4	11	10	6	10	3	3
	1%	2%	1%	1%	1%	*%	-%	2%	1%	*%	1%	1%	1%	2%	1%	1%
								c								
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	117	23	57	25	105	12	7	55	38	23	62	55	39	33	21	24
	5%	13%	8%	3%	6%	2%	4%	11%	5%	2%	5%	5%	6%	5%	4%	5%
		cdef	ce		ce			bc								
ALL 3 CHANGES	2	-	2	-	2	-	-	2	-	-	2	-	-	-	1	*
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	-%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	11	-	5	4	9	3	2	1	4	6	5	7	3	3	4	1
	1%	-%	1%	*%	*%	1%	1%	*%	*%	1%	*%	1%	1%	*%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	-	-	*	-	*	-	*	-	-	-
	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	-%
DISCOUNT ONLY	47	10	23	8	41	6	4	27	11	9	22	24	15	13	8	12
	2%	6%	3%	1%	2%	1%	2%	5%	1%	1%	2%	2%	2%	2%	2%	2%
		ce	c					bc								
EXTRA SERVICES ONLY	38	9	19	7	35	2	1	16	18	4	24	14	15	8	7	9
	2%	5%	3%	1%	2%	*%	1%	3%	2%	*%	2%	1%	2%	1%	1%	2%
		ce	ce					c	c							
REDUCED SERVICES ONLY	19	4	8	6	18	1	-	9	5	4	9	10	6	10	1	2
	1%	2%	1%	1%	1%	*%	-%	2%	1%	*%	1%	1%	1%	2%	*%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2130	153	694	826	1672	453	157	438	793	894	1128	989	639	575	452	446
	95%	87%	92%	97%	94%	98%	96%	89%	95%	98%	95%	95%	94%	95%	96%	95%
				abd	a	abd	a		a	a						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Received a discount	60	49	4	3	**	9	18	15	23	24
	3%	3%	2%	3%	**	3%	2%	2%	3%	2%
Added extra or improved services	51	44	2	-	**	7	19	16	25	18
	2%	2%	1%	-%	**	3%	2%	2%	4%	1%
									b	
Reduced or downgraded services	21	14	4	*	**	-	9	6	7	10
	1%	1%	2%	*%	**	-%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	117	95	10	3	**	14	39	33	47	43
	5%	5%	5%	3%	**	5%	5%	5%	7%	4%
									b	
ALL 3 CHANGES	2	*	-	-	**	-	2	-	*	1
	*%	*%	-%	-%	**	-%	*%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	11	10	1	-	**	2	4	3	6	5
	1%	1%	1%	-%	**	1%	*%	1%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	-	**	-	-	*	-	*
	*%	*%	-%	-%	**	-%	-%	*%	-%	*%
DISCOUNT ONLY	47	38	3	3	**	7	13	11	16	18
	2%	2%	2%	3%	**	3%	2%	2%	2%	1%
EXTRA SERVICES ONLY	38	33	1	-	**	5	13	12	18	11
	2%	2%	*%	-%	**	2%	2%	2%	3%	1%
									b	
REDUCED SERVICES ONLY	19	13	4	*	**	-	8	6	6	8
	1%	1%	2%	*%	**	-%	1%	1%	1%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2130	1746	201	125	**	239	744	649	648	1135
	95%	95%	95%	97%	**	95%	95%	95%	93%	96% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Discussed deals or offers with any other provider	167	31	113	41	104	95	50	40	**	11	11	**	**	145	23
	7%	7%	11%	7%	11%	13%	6%	26%	**	6%	2%	**	**	9%	3%
					a	b		ab						b	
Looked at deals or offers from any other provider	470	94	313	119	288	251	156	56	**	39	24	**	**	407	63
	21%	20%	29%	20%	31%	34%	20%	36%	**	19%	5%	**	**	27%	9%
			a		a	b		b		b				b	
Talked with friends or family for recommendations about providers	305	59	189	79	169	145	103	36	**	22	35	**	**	248	57
	14%	13%	18%	13%	18%	20%	13%	23%	**	11%	7%	**	**	16%	8%
						b		b						b	
None of these	1472	294	584	388	491	328	551	54	**	136	457	**	**	879	593
	66%	64%	55%	65%	53%	45%	69%	34%	**	68%	88%	**	**	58%	83%
		b		b			ac				a				a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Discussed deals or offers with any other provider	167	148	19	21	75	12	32	30	75	45	9	**
	7%	8%	4%	4%	10%	8%	9%	7%	9%	12%	7%	**
		b			a		a					
Looked at deals or offers from any other provider	470	421	49	74	221	45	79	56	205	130	35	**
	21%	24%	10%	13%	30%	30%	22%	12%	24%	35%	25%	**
		b			ade	ae	ae			a		
Talked with friends or family for recommendations about providers	305	255	50	43	131	20	60	52	110	86	28	**
	14%	14%	10%	8%	18%	14%	17%	12%	13%	23%	20%	**
					ae		a			a		
None of these	1472	1082	390	446	413	85	211	324	531	172	81	**
	66%	61%	80%	79%	56%	58%	59%	72%	62%	46%	58%	**
			a	bcde				bcd	b			
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Discussed deals or offers with any other provider	167	24	74	50	148	19	5	63	67	37	96	71	52	44	38	34
	7%	14%	10%	6%	8%	4%	3%	13%	8%	4%	8%	7%	8%	7%	8%	7%
		cef	cef		e			bc	c							
Looked at deals or offers from any other provider	470	57	190	171	418	52	14	131	221	119	254	212	154	127	99	87
	21%	33%	25%	20%	24%	11%	8%	26%	27%	13%	21%	20%	23%	21%	21%	18%
		cef	ef	ef	ef			c	c							
Talked with friends or family for recommendations about providers	305	35	123	96	254	51	18	75	140	89	169	135	109	79	64	51
	14%	20%	16%	11%	14%	11%	11%	15%	17%	10%	14%	13%	16%	13%	13%	11%
		ce	ce					c	c							
None of these	1472	81	421	594	1096	372	135	264	483	720	772	690	424	405	307	322
	66%	46%	56%	70%	62%	80%	82%	54%	58%	79%	65%	66%	62%	67%	65%	69%
				abd	a	abcd	abcd			ab						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Discussed deals or offers with any other provider	167	141	12	12	**	18	55	57	61	77
	7%	8%	6%	10%	**	7%	7%	8%	9%	7%
Looked at deals or offers from any other provider	470	395	29	29	**	56	167	155	165	250
	21%	21%	14%	23%	**	22%	21%	23%	24%	21%
Talked with friends or family for recommendations about providers	305	244	30	19	**	29	124	85	92	152
	14%	13%	14%	15%	**	11%	16%	12%	13%	13%
None of these	1472	1199	152	79	**	159	504	436	433	792
	66%	65%	72%	61%	**	63%	64%	64%	62%	67%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Yes - in the last 6 months	96	29	46	36	40	75	-	75	**	21	-	**	**	75	21
	4%	6%	4%	6%	4%	10%	-%	48%	**	11%	-%	**	**	5%	3%
						b		ab		b					
Yes - 7 to 12 months ago	101	31	50	41	40	81	-	81	**	21	-	**	**	81	21
	5%	7%	5%	7%	4%	11%	-%	52%	**	10%	-%	**	**	5%	3%
						b		ab		b				b	
Yes – 13 to 18 months ago	111	32	61	47	45	92	-	-	**	19	-	**	**	92	19
	5%	7%	6%	8%	5%	13%	-%	-%	**	9%	-%	**	**	6%	3%
						bc				b				b	
Yes – 1.5 to 2 years ago	86	28	47	32	43	75	-	-	**	12	-	**	**	75	12
	4%	6%	4%	5%	5%	10%	-%	-%	**	6%	-%	**	**	5%	2%
						bc				b				b	
Yes – 2 to 3 years ago	103	20	56	25	51	77	-	-	**	26	-	**	**	77	26
	5%	4%	5%	4%	6%	11%	-%	-%	**	13%	-%	**	**	5%	4%
						bc				b					
Yes – More than 3 years ago	431	76	253	99	230	329	-	-	**	103	-	**	**	329	103
	19%	17%	24%	16%	25%	45%	-%	-%	**	51%	-%	**	**	22%	14%
			a		a	bc				b				b	
No – never changed provider	1317	244	556	321	479	-	800	-	**	-	517	**	**	800	517
	59%	53%	52%	53%	52%	-%	100%	-%	**	-%	100%	**	**	52%	72%
							ac				a				a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Yes - in the last 6 months	96	91	5	16	33	4	19	25	26	23	9	**
	4%	5%	1%	3%	4%	3%	5%	6%	3%	6%	6%	**
		b										
Yes - 7 to 12 months ago	101	95	6	19	28	6	24	25	37	18	10	**
	5%	5%	1%	3%	4%	4%	7%	6%	4%	5%	7%	**
		b										
Yes – 13 to 18 months ago	111	105	6	15	39	6	28	24	50	12	15	**
	5%	6%	1%	3%	5%	4%	8%	5%	6%	3%	11%	**
		b					a				b	
Yes – 1.5 to 2 years ago	86	81	6	10	31	3	18	24	34	17	8	**
	4%	5%	1%	2%	4%	2%	5%	5%	4%	5%	6%	**
		b					a	a				
Yes – 2 to 3 years ago	103	92	11	25	48	4	9	17	34	20	11	**
	5%	5%	2%	4%	6%	3%	3%	4%	4%	5%	8%	**
		b			d							
Yes – More than 3 years ago	431	341	91	87	188	37	61	61	167	102	31	**
	19%	19%	19%	15%	25%	25%	17%	14%	19%	27%	22%	**
					ade	ae				a		
No – never changed provider	1317	956	361	394	373	87	197	273	509	182	55	**
	59%	54%	74%	70%	50%	59%	55%	61%	59%	49%	40%	**
			a	bcde				b	bc			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Yes - in the last 6 months	96	18	38	29	84	12	4	36	37	23	47	50	33	19	25	19
	4%	10%	5%	3%	5%	3%	2%	7%	5%	3%	4%	5%	5%	3%	5%	4%
		cdef						c								
Yes - 7 to 12 months ago	101	20	48	23	91	10	2	44	36	21	62	39	34	25	20	21
	5%	11%	6%	3%	5%	2%	1%	9%	4%	2%	5%	4%	5%	4%	4%	5%
		cdef	cef		ce			bc								
Yes – 13 to 18 months ago	111	28	51	26	105	6	5	49	43	19	58	51	34	29	31	17
	5%	16%	7%	3%	6%	1%	3%	10%	5%	2%	5%	5%	5%	5%	6%	4%
		bcdef	ce		ce			bc	c							
Yes – 1.5 to 2 years ago	86	13	40	25	79	8	-	29	39	19	45	42	30	24	15	17
	4%	8%	5%	3%	4%	2%	-%	6%	5%	2%	4%	4%	4%	4%	3%	4%
		cef	ef		ef			c	c							
Yes – 2 to 3 years ago	103	6	42	44	92	10	-	25	46	32	58	45	35	30	20	17
	5%	3%	6%	5%	5%	2%	-%	5%	5%	4%	5%	4%	5%	5%	4%	4%
			ef	f	ef											
Yes – More than 3 years ago	431	17	113	202	332	97	28	49	171	209	244	187	136	99	110	84
	19%	9%	15%	24%	19%	21%	17%	10%	21%	23%	21%	18%	20%	16%	23%	18%
				abd	a	ab			a	a					b	
No – never changed provider	1317	74	418	501	994	321	126	262	459	595	676	630	376	380	252	295
	59%	42%	56%	59%	56%	69%	77%	53%	55%	65%	57%	60%	55%	63%	53%	63%
			a	a	a	abcd	abcd			ab				ac		c

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES – When did you most recently change provider for your TV service?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Yes - in the last 6 months	96	79	11	6	**	4	44	28	42	40
	4%	4%	5%	4%	**	2%	6%	4%	6%	3%
									b	
Yes - 7 to 12 months ago	101	85	10	4	**	11	43	27	41	38
	5%	5%	5%	3%	**	5%	5%	4%	6%	3%
									b	
Yes – 13 to 18 months ago	111	93	10	5	**	18	46	28	29	50
	5%	5%	5%	4%	**	7%	6%	4%	4%	4%
Yes – 1.5 to 2 years ago	86	68	9	6	**	16	33	24	22	50
	4%	4%	4%	5%	**	6%	4%	3%	3%	4%
Yes – 2 to 3 years ago	103	79	8	12	**	12	27	39	28	58
	5%	4%	4%	9%	**	5%	3%	6%	4%	5%
Yes – More than 3 years ago	431	356	31	29	**	39	158	141	145	230
	19%	19%	15%	23%	**	15%	20%	21%	21%	20%
No – never changed provider	1317	1081	131	67	**	153	433	396	388	713
	59%	59%	62%	52%	**	60%	55%	58%	56%	61%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	~b	a	~b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	216	65	101	81	85	166	-	166	85	50	-	50	33	166	50
Effective Weighted Sample	177	56	78	69	65	134	-	134	75	45	-	45	30	134	45
Total	198	60	96	77	79	156	-	156	92	42	-	42	28	156	42
Sky	51	**	27	**	**	37	**	37	**	**	**	**	**	37	**
	26%	**	29%	**	**	24%	**	24%	**	**	**	**	**	24%	**
Freeview	41	**	22	**	**	37	**	37	**	**	**	**	**	37	**
	21%	**	23%	**	**	24%	**	24%	**	**	**	**	**	24%	**
BT	30	**	16	**	**	25	**	25	**	**	**	**	**	25	**
	15%	**	17%	**	**	16%	**	16%	**	**	**	**	**	16%	**
Virgin Media	25	**	12	**	**	18	**	18	**	**	**	**	**	18	**
	13%	**	13%	**	**	11%	**	11%	**	**	**	**	**	11%	**
Freesat	14	**	3	**	**	11	**	11	**	**	**	**	**	11	**
	7%	**	3%	**	**	7%	**	7%	**	**	**	**	**	7%	**
TalkTalk	9	**	5	**	**	7	**	7	**	**	**	**	**	7	**
	4%	**	5%	**	**	5%	**	5%	**	**	**	**	**	5%	**
Plusnet	8	**	3	**	**	6	**	6	**	**	**	**	**	6	**
	4%	**	3%	**	**	4%	**	4%	**	**	**	**	**	4%	**
NOW/ NOW Broadband	7	**	4	**	**	6	**	6	**	**	**	**	**	6	**
	4%	**	4%	**	**	4%	**	4%	**	**	**	**	**	4%	**
YouView	1	**	-	**	**	-	**	-	**	**	**	**	**	-	**
	1%	**	-%	**	**	-%	**	-%	**	**	**	**	**	-%	**
Other supplier	12	**	4	**	**	9	**	9	**	**	**	**	**	9	**
	6%	**	4%	**	**	6%	**	6%	**	**	**	**	**	6%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	216	205	11	42	51	16	55	53	73	39	23	22
Effective Weighted Sample	177	167	11	38	42	14	44	47	58	32	17	20
Total	198	186	11	35	61	10	43	50	63	41	19	24
Sky	51	48	**	**	**	**	**	**	**	**	**	**
	26%	26%	**	**	**	**	**	**	**	**	**	**
Freeview	41	40	**	**	**	**	**	**	**	**	**	**
	21%	21%	**	**	**	**	**	**	**	**	**	**
BT	30	30	**	**	**	**	**	**	**	**	**	**
	15%	16%	**	**	**	**	**	**	**	**	**	**
Virgin Media	25	22	**	**	**	**	**	**	**	**	**	**
	13%	12%	**	**	**	**	**	**	**	**	**	**
Freesat	14	12	**	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**
TalkTalk	9	8	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
Plusnet	8	8	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	7	7	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
YouView	1	*	**	**	**	**	**	**	**	**	**	**
	1%	*%	**	**	**	**	**	**	**	**	**	**
Other supplier	12	11	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	d	~e	~f	~a	~b	~c	a	~b	~a	~b	~c	~d
Unweighted total	216	38	98	57	193	23	6	91	79	46	121	94	85	44	42	44
Effective Weighted Sample	177	30	76	49	156	21	6	70	65	42	95	81	68	38	34	39
Total	198	37	86	52	176	22	5	80	74	44	108	89	67	45	45	40
Sky	51	**	**	**	44	**	**	**	**	**	36	**	**	**	**	**
	26%	**	**	**	25%	**	**	**	**	**	33%	**	**	**	**	**
Freeview	41	**	**	**	40	**	**	**	**	**	16	**	**	**	**	**
	21%	**	**	**	23%	**	**	**	**	**	14%	**	**	**	**	**
BT	30	**	**	**	28	**	**	**	**	**	13	**	**	**	**	**
	15%	**	**	**	16%	**	**	**	**	**	12%	**	**	**	**	**
Virgin Media	25	**	**	**	18	**	**	**	**	**	14	**	**	**	**	**
	13%	**	**	**	10%	**	**	**	**	**	13%	**	**	**	**	**
Freesat	14	**	**	**	13	**	**	**	**	**	8	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	8%	**	**	**	**	**
TalkTalk	9	**	**	**	7	**	**	**	**	**	5	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	4%	**	**	**	**	**
Plusnet	8	**	**	**	8	**	**	**	**	**	4	**	**	**	**	**
	4%	**	**	**	5%	**	**	**	**	**	4%	**	**	**	**	**
NOW/ NOW Broadband	7	**	**	**	7	**	**	**	**	**	6	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	6%	**	**	**	**	**
YouView	1	**	**	**	*	**	**	**	**	**	1	**	**	**	**	**
	1%	**	**	**	*%	**	**	**	**	**	1%	**	**	**	**	**
Other supplier	12	**	**	**	10	**	**	**	**	**	5	**	**	**	**	**
	6%	**	**	**	6%	**	**	**	**	**	5%	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q28D. Which provider did you previously use for your TV service?

Base : Those who have changed supplier in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	216	179	19	13	5	18	99	58	98	81
Effective Weighted Sample	177	149	16	9	4	14	78	49	80	68
Total	198	163	21	9	4	16	87	55	84	78
Sky	51	43	**	**	**	**	**	**	**	**
	26%	26%	**	**	**	**	**	**	**	**
Freeview	41	30	**	**	**	**	**	**	**	**
	21%	18%	**	**	**	**	**	**	**	**
BT	30	26	**	**	**	**	**	**	**	**
	15%	16%	**	**	**	**	**	**	**	**
Virgin Media	25	23	**	**	**	**	**	**	**	**
	13%	14%	**	**	**	**	**	**	**	**
Freesat	14	11	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**
TalkTalk	9	8	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**
Plusnet	8	7	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	7	7	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**
YouView	1	1	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**
Other supplier	12	8	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE a	SIMPLE BUNDLE b	STAND- ALONE a	REGARD BUNDLE b	EVER a	NEVER ~b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b
Significance Level: 99%															
Unweighted total	888	211	442	265	388	653	-	166	85	235	-	50	33	653	235
Effective Weighted Sample	764	185	380	229	334	563	-	134	75	216	-	45	30	563	216
Total	929	216	512	280	449	728	-	156	92	201	-	42	28	728	201
Yes	270	72	137	92	117	209	**	63	**	61	**	**	**	209	61
	29%	33%	27%	33%	26%	29%	**	41% a	**	30%	**	**	**	29%	30%
No	659	144	375	188	331	519	**	92	**	140	**	**	**	519	140
	71%	67%	73%	67%	74%	71%	**	59%	**	70%	**	**	**	71%	70%
						c									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	888	771	117	201	259	72	189	172	318	162	78	51
Effective Weighted Sample	764	657	107	184	240	67	165	151	270	142	65	46
Total	929	805	124	171	366	60	160	177	348	192	84	53
Yes	270	254	16	44	92	**	56	64	104	49	**	**
	29%	31%	13%	26%	25%	**	35%	36%	30%	25%	**	**
		b										
No	659	552	108	127	274	**	104	112	244	143	**	**
	71%	69%	87%	74%	75%	**	65%	64%	70%	75%	**	**
			a									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	888	87	326	334	747	139	37	224	356	306	484	402	324	219	166	174
Effective Weighted Sample	764	71	269	298	636	127	34	180	304	279	412	351	283	195	143	154
Total	929	101	333	350	783	144	38	232	372	323	514	414	302	227	220	175
Yes	270	**	127	74	255	15	**	117	99	54	152	116	89	69	53	56
	29%	**	38%	21%	32%	11%	**	51%	27%	17%	30%	28%	30%	30%	24%	32%
			ce	e	ce			bc	c							
No	659	**	205	276	529	128	**	115	274	269	362	298	213	158	167	119
	71%	**	62%	79%	68%	89%	**	49%	73%	83%	70%	72%	70%	70%	76%	68%
				bd		bcd			a	ab						

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE – Think about the TV service you changed most recently.

Base : Those who have ever changed supplier

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	888	729	75	60	24	92	345	276	307	437
Effective Weighted Sample	764	630	64	50	21	77	290	244	258	381
Total	929	761	80	61	28	100	351	286	308	466
Yes	270	212	**	**	**	**	107	94	100	128
	29%	28%	**	**	**	**	30%	33%	33%	27%
No	659	549	**	**	**	**	244	193	207	338
	71%	72%	**	**	**	**	70%	67%	67%	73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1954	378	806	491	693	487	697	-	-	185	585	-	-	1184	770
Effective Weighted Sample	1731	344	719	440	622	430	628	-	-	171	539	-	-	1058	710
Total	2049	399	973	524	848	572	800	-	-	159	517	-	-	1372	677
Yes	244	45	170	58	157	118	97	**	**	14	15	**	**	215	29
	12%	11%	17%	11%	18%	21%	12%	**	**	9%	3%	**	**	16%	4%
			a		a	b				b				b	
No	1650	304	743	398	649	414	633	**	**	133	470	**	**	1047	602
	81%	76%	76%	76%	77%	72%	79%	**	**	83%	91%	**	**	76%	89%
						a				a				a	
Not sure	155	51	59	68	42	41	69	**	**	12	33	**	**	110	45
	8%	13%	6%	13%	5%	7%	9%	**	**	8%	6%	**	**	8%	7%
		b		b											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1954	1487	467	612	460	152	359	384	704	271	100	50
Effective Weighted Sample	1731	1312	420	577	441	146	329	338	628	244	89	44
Total	2049	1574	474	531	679	137	314	400	794	333	120	50
Yes	244	206	38	28	121	24	40	34	94	89	17	**
	12%	13%	8%	5%	18%	18%	13%	8%	12%	27%	15%	**
		b			ae	ae	a			a		
No	1650	1238	411	458	515	108	256	322	629	234	88	**
	81%	79%	87%	86%	76%	78%	81%	80%	79%	70%	74%	**
			a	b					b			
Not sure	155	130	25	45	43	5	18	45	72	10	14	**
	8%	8%	5%	8%	6%	4%	6%	11%	9%	3%	12%	**
								cd	b		b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1954	110	621	765	1496	454	156	375	707	868	985	957	639	555	310	432
Effective Weighted Sample	1731	95	539	693	1321	410	138	321	623	789	878	845	577	504	280	387
Total	2049	138	665	799	1602	443	159	414	757	873	1081	955	611	563	427	430
Yes	244	17	83	114	213	31	10	41	129	74	142	101	80	59	52	50
	12%	12%	12%	14%	13%	7%	6%	10%	17%	8%	13%	11%	13%	10%	12%	12%
			e	ef	e				ac							
No	1650	90	520	638	1248	397	143	311	579	755	879	758	490	457	327	362
	81%	65%	78%	80%	78%	90%	90%	75%	76%	86%	81%	79%	80%	81%	77%	84%
			a	a	a	abcd	abcd			ab						c
Not sure	155	32	62	47	140	15	6	61	50	44	59	96	40	47	48	18
	8%	23%	9%	6%	9%	3%	4%	15%	7%	5%	5%	10%	7%	8%	11%	4%
		bcdef	e		e			bc				a		d	d	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?

Base : Those who have not changed supplier in the last year

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	1954	1607	178	111	58	216	667	607	579	1063
Effective Weighted Sample	1731	1424	156	98	53	189	586	544	510	943
Total	2049	1678	189	119	63	237	697	627	612	1101
Yes	244	203	15	16	**	31	89	83	78	130
	12%	12%	8%	13%	**	13%	13%	13%	13%	12%
No	1650	1348	160	97	**	184	575	500	500	907
	81%	80%	84%	81%	**	78%	83%	80%	82%	82%
Not sure	155	126	15	7	**	21	33	45	34	64
	8%	8%	8%	6%	**	9%	5%	7%	6%	6%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 201

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted total	2170	443	907	572	778	653	697	166	85	235	585	50	33	1350	820
Effective Weighted Sample	1907	400	797	509	687	563	628	134	75	216	539	45	30	1190	755
Total	2247	460	1068	601	927	728	800	156	92	201	517	42	28	1528	718
Up to 6 months	123	38	55	46	47	75	18	75	**	21	9	**	**	93	30
	5%	8%	5%	8%	5%	10%	2%	48%	**	11%	2%	**	**	6%	4%
						b		ab		b					
7 to 12 months	126	39	60	50	50	81	18	81	**	21	6	**	**	99	26
	6%	8%	6%	8%	5%	11%	2%	52%	**	10%	1%	**	**	6%	4%
						b		ab		b				b	
13 to 18 months	139	34	79	50	63	92	21	-	**	19	7	**	**	113	26
	6%	7%	7%	8%	7%	13%	3%	-%	**	9%	1%	**	**	7%	4%
						bc				b				b	
1.5 years to 2 years	110	35	53	40	48	75	13	-	**	12	11	**	**	88	23
	5%	8%	5%	7%	5%	10%	2%	-%	**	6%	2%	**	**	6%	3%
						bc				b				b	
More than 2 years, up to 3 years	148	30	74	38	67	77	28	-	**	26	17	**	**	104	43
	7%	7%	7%	6%	7%	11%	3%	-%	**	13%	3%	**	**	7%	6%
						bc				b					
More than 3 years, up to 5 years	235	39	121	49	110	86	74	-	**	32	43	**	**	160	75
	10%	8%	11%	8%	12%	12%	9%	-%	**	16%	8%	**	**	10%	10%
						c	c			b					
More than 5 years, up to 10 years	398	61	205	81	185	121	145	-	**	34	98	**	**	266	132
	18%	13%	19%	13%	20%	17%	18%	-%	**	17%	19%	**	**	17%	18%
			a		a	c	c								
More than 10 years	830	160	390	215	335	108	443	-	**	30	250	**	**	550	280
	37%	35%	36%	36%	36%	15%	55%	-%	**	15%	48%	**	**	36%	39%
						c	ac				a				
Don't know/ can't remember	139	23	32	32	23	15	40	-	**	7	77	**	**	55	84
	6%	5%	3%	5%	2%	2%	5%	-%	**	3%	15%	**	**	4%	12%
				b			ac				a				a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	2170	1692	478	654	511	168	414	437	777	310	123	72
Effective Weighted Sample	1907	1478	431	615	483	159	373	384	684	276	106	65
Total	2247	1761	486	565	740	147	357	450	857	374	139	74
Up to 6 months	123	113	10	17	40	4	21	40	35	24	10	**
	5%	6%	2%	3%	5%	3%	6%	9%	4%	6%	7%	**
		b						a				
7 to 12 months	126	116	9	24	35	8	27	33	45	21	12	**
	6%	7%	2%	4%	5%	5%	8%	7%	5%	6%	8%	**
		b										
13 to 18 months	139	131	8	18	49	12	31	29	59	17	20	**
	6%	7%	2%	3%	7%	8%	9%	6%	7%	5%	14%	**
		b			a	a	a				ab	
1.5 years to 2 years	110	103	8	16	32	5	22	34	41	19	10	**
	5%	6%	2%	3%	4%	3%	6%	8%	5%	5%	7%	**
		b					a	a				
More than 2 years, up to 3 years	148	128	20	37	58	6	16	31	46	25	13	**
	7%	7%	4%	7%	8%	4%	4%	7%	5%	7%	10%	**
More than 3 years, up to 5 years	235	193	41	53	90	12	36	45	80	44	19	**
	10%	11%	8%	9%	12%	8%	10%	10%	9%	12%	13%	**
More than 5 years, up to 10 years	398	297	101	98	159	19	49	75	139	74	30	**
	18%	17%	21%	17%	21%	13%	14%	17%	16%	20%	22%	**
					d							
More than 10 years	830	581	249	247	255	78	134	124	379	139	24	**
	37%	33%	51%	44%	34%	53%	37%	27%	44%	37%	17%	**
			a	be		bde	e		c	c		
Don't know/ can't remember	139	99	40	55	22	3	21	39	32	10	2	**
	6%	6%	8%	10%	3%	2%	6%	9%	4%	3%	1%	**
				bc				bc				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	2170	148	719	822	1689	477	162	466	786	914	1106	1051	724	599	352	476
Effective Weighted Sample	1907	125	615	742	1476	431	144	390	688	832	972	926	644	542	314	425
Total	2247	175	751	851	1777	465	164	494	831	917	1189	1044	678	608	473	470
Up to 6 months	123	24	54	31	109	14	6	55	40	27	60	63	40	28	27	27
	5%	14%	7%	4%	6%	3%	3%	11%	5%	3%	5%	6%	6%	5%	6%	6%
		bcdef	ce		e			bc								
7 to 12 months	126	26	57	31	114	12	3	55	43	28	76	49	35	36	25	27
	6%	15%	8%	4%	6%	3%	2%	11%	5%	3%	6%	5%	5%	6%	5%	6%
		bcdef	cef		ce			bc								
13 to 18 months	139	31	65	36	132	7	5	64	51	24	72	65	39	36	41	23
	6%	18%	9%	4%	7%	2%	3%	13%	6%	3%	6%	6%	6%	6%	9%	5%
		bcdef	ce	e	ce			bc	c							
1.5 years to 2 years	110	16	52	32	99	11	1	39	45	27	55	55	34	33	18	24
	5%	9%	7%	4%	6%	2%	*%	8%	5%	3%	5%	5%	5%	5%	4%	5%
		cef	cef		ef			c	c							
More than 2 years, up to 3 years	148	12	65	56	133	15	2	46	59	42	73	73	44	47	32	24
	7%	7%	9%	7%	7%	3%	1%	9%	7%	5%	6%	7%	6%	8%	7%	5%
		f	ef	ef	ef			c								
More than 3 years, up to 5 years	235	13	110	78	201	34	14	73	85	76	110	124	64	64	59	46
	10%	8%	15%	9%	11%	7%	9%	15%	10%	8%	9%	12%	9%	11%	12%	10%
			ce		e			c								
More than 5 years, up to 10 years	398	16	138	141	295	101	38	64	157	175	193	204	115	113	75	93
	18%	9%	18%	17%	17%	22%	23%	13%	19%	19%	16%	19%	17%	19%	16%	20%
			a			ad	a		a	a						
More than 10 years	830	21	167	399	588	241	81	57	311	460	480	344	263	211	171	179
	37%	12%	22%	47%	33%	52%	49%	12%	37%	50%	40%	33%	39%	35%	36%	38%
			a	abd	ab	abd	abd		a	ab	b					
Don't know/ can't remember	139	16	45	46	108	31	14	41	40	58	71	68	44	40	24	28
	6%	9%	6%	5%	6%	7%	9%	8%	5%	6%	6%	6%	6%	7%	5%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	c	a	b
Unweighted total	2170	1786	197	124	63	234	766	665	677	1144
Effective Weighted Sample	1907	1572	172	107	57	203	664	593	588	1010
Total	2247	1841	211	129	66	253	784	683	696	1179
Up to 6 months	123	100	13	8	**	10	50	39	49	52
	5%	5%	6%	7%	**	4%	6%	6%	7%	4%
7 to 12 months	126	101	13	7	**	13	48	40	49	49
	6%	6%	6%	5%	**	5%	6%	6%	7%	4%
									b	
13 to 18 months	139	117	14	5	**	19	58	37	39	62
	6%	6%	7%	4%	**	8%	7%	5%	6%	5%
1.5 years to 2 years	110	89	12	7	**	19	42	32	30	62
	5%	5%	5%	5%	**	7%	5%	5%	4%	5%
More than 2 years, up to 3 years	148	119	13	13	**	20	43	48	47	76
	7%	6%	6%	10%	**	8%	6%	7%	7%	6%
More than 3 years, up to 5 years	235	187	27	12	**	23	86	83	66	137
	10%	10%	13%	9%	**	9%	11%	12%	9%	12%
More than 5 years, up to 10 years	398	332	28	22	**	48	140	112	134	218
	18%	18%	13%	17%	**	19%	18%	16%	19%	19%
More than 10 years	830	686	76	47	**	86	282	266	253	462
	37%	37%	36%	37%	**	34%	36%	39%	36%	39%
Don't know/ can't remember	139	110	14	8	**	15	36	27	29	61
	6%	6%	7%	6%	**	6%	5%	4%	4%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	a	b
Unweighted total	400	73	161	92	142	152	82	-	-	83	83	-	-	234	166
Effective Weighted Sample	348	63	142	80	126	133	72	-	-	79	77	-	-	204	156
Total	414	77	196	96	177	177	96	-	-	70	71	-	-	273	141
This is my first contract with them	99	**	40	**	36	49	**	**	**	**	**	**	**	65	34
	24%	**	21%	**	20%	28%	**	**	**	**	**	**	**	24%	24%
I have renewed my contract with them	212	**	147	**	133	116	**	**	**	**	**	**	**	187	26
	51%	**	75%	**	75%	66%	**	**	**	**	**	**	**	68% b	18%
Not sure	102	**	8	**	8	12	**	**	**	**	**	**	**	21	82
	25%	**	4%	**	5%	7%	**	**	**	**	**	**	**	8%	58% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	a	~b	~c	~d	~e	a	~b	~c	~d
Unweighted total	400	338	62	115	91	20	78	97	111	58	27	20
Effective Weighted Sample	348	294	54	107	88	20	71	86	98	50	23	18
Total	414	352	62	95	139	19	64	98	130	70	32	18
This is my first contract with them	99	87	**	21	**	**	**	**	31	**	**	**
	24%	25%	**	22%	**	**	**	**	24%	**	**	**
I have renewed my contract with them	212	186	**	26	**	**	**	**	92	**	**	**
	51%	53%	**	28%	**	**	**	**	71%	**	**	**
Not sure	102	79	**	48	**	**	**	**	7	**	**	**
	25%	22%	**	51%	**	**	**	**	5%	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	~d
Unweighted total	400	30	186	130	346	54	14	127	150	123	178	219	131	115	65	84
Effective Weighted Sample	348	26	159	118	301	48	12	108	132	112	154	193	116	103	58	74
Total	414	37	196	130	363	51	15	142	153	119	194	218	125	112	90	83
This is my first contract with them	99	**	47	31	91	**	**	39	36	24	48	50	32	30	**	**
	24%	**	24%	24%	25%	**	**	28%	24%	20%	25%	23%	26%	27%	**	**
I have renewed my contract with them	212	**	112	59	192	**	**	80	81	51	103	109	67	51	**	**
	51%	**	57%	46%	53%	**	**	56%	53%	43%	53%	50%	53%	45%	**	**
Not sure	102	**	36	39	80	**	**	23	36	43	43	59	26	31	**	**
	25%	**	19%	30%	22%	**	**	16%	23%	37%	22%	27%	21%	28%	**	**

a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?

Base : Those in contract who have been with their supplier for more than 18 months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	400	328	39	22	11	49	136	133	120	216
Effective Weighted Sample	348	286	34	20	9	43	118	116	105	187
Total	414	334	42	27	12	53	138	137	119	224
This is my first contract with them	99	80	**	**	**	**	26	34	32	52
	24%	24%	**	**	**	**	19%	25%	27%	23%
I have renewed my contract with them	212	167	**	**	**	**	74	74	53	122
	51%	50%	**	**	**	**	54%	54%	44%	54%
Not sure	102	87	**	**	**	**	38	28	34	50
	25%	26%	**	**	**	**	27%	21%	29%	22%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Yes	589	168	421	222	367	316	273	71	**	**	**	**	**	589	**
	39%	37%	39%	37%	40%	43%	34%	46%	**	**	**	**	**	39%	**
						b		b							
No	939	292	647	379	561	412	527	85	**	**	**	**	**	939	**
	61%	63%	61%	63%	60%	57%	66%	54%	**	**	**	**	**	61%	**
							ac								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
		a	b	a	b	c	d	e	a	b	c	~d
Significance Level: 99%												
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Yes	589	517	72	68	275	69	105	76	324	160	57	**
	39%	39%	33%	34%	37%	47%	41%	38%	38%	43%	41%	**
No	939	793	146	131	464	79	152	123	533	214	82	**
	61%	61%	67%	66%	63%	53%	59%	62%	62%	57%	59%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Yes	589	62	224	217	504	84	**	158	247	183	308	280	189	154	126	118
	39%	46%	40%	37%	39%	35%	**	43%	40%	34%	39%	38%	41%	39%	36%	37%
No	939	74	336	369	778	159	**	211	372	354	486	448	277	237	221	198
	61%	54%	60%	63%	61%	65%	**	57%	60%	66%	61%	62%	59%	61%	64%	63%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base : Those responsible for Pay TV service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Yes	589	488	50	**	**	61	214	195	191	309
	39%	39%	33%	**	**	36%	40%	40%	39%	39%
No	939	762	101	**	**	111	316	295	295	483
	61%	61%	67%	**	**	64%	60%	60%	61%	61%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	546	167	379	219	327	304	242	90	25	-	-	-	-	546	-
Effective Weighted Sample	469	145	326	189	281	252	217	69	23	-	-	-	-	469	-
Total	589	168	421	222	367	316	273	71	27	-	-	-	-	589	-
Looked into deals with my existing provider at that time	250	51	200	76	174	124	126	**	**	**	**	**	**	250	**
	43%	30%	47%	34%	47%	39%	46%	**	**	**	**	**	**	43%	**
		a	a												
Contacted my existing provider at that time	188	42	147	61	128	107	81	**	**	**	**	**	**	188	**
	32%	25%	35%	27%	35%	34%	30%	**	**	**	**	**	**	32%	**
Looked into deals with alternative provider/s	168	33	135	42	126	97	71	**	**	**	**	**	**	168	**
	29%	20%	32%	19%	34%	31%	26%	**	**	**	**	**	**	29%	**
		a	a												
Signed up for a contract with my existing provider at that time	140	35	105	48	93	79	62	**	**	**	**	**	**	140	**
	24%	21%	25%	21%	25%	25%	23%	**	**	**	**	**	**	24%	**
Contacted alternative provider/s	63	15	48	26	37	56	7	**	**	**	**	**	**	63	**
	11%	9%	11%	12%	10%	18%	3%	**	**	**	**	**	**	11%	**
						b									
Signed up for a contract with an alternative provider	43	22	21	24	19	37	6	**	**	**	**	**	**	43	**
	7%	13%	5%	11%	5%	12%	2%	**	**	**	**	**	**	7%	**
		b				b									
Something else	7	2	5	5	2	5	2	**	**	**	**	**	**	7	**
	1%	1%	1%	2%	1%	2%	1%	**	**	**	**	**	**	1%	**
I did not take any action	116	36	80	45	71	43	74	**	**	**	**	**	**	116	**
	20%	22%	19%	20%	19%	13%	27%	**	**	**	**	**	**	20%	**
						a									
Can't remember	20	11	9	12	8	10	10	**	**	**	**	**	**	20	**
	3%	7%	2%	5%	2%	3%	4%	**	**	**	**	**	**	3%	**
		b													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	~b	~a	b	~c	d	~e	a	b	~c	~d
Unweighted total	546	483	63	75	200	79	130	66	314	132	57	21
Effective Weighted Sample	469	414	56	66	185	73	111	58	268	117	47	18
Total	589	517	72	68	275	69	105	76	324	160	57	22
Looked into deals with my existing provider at that time	250	216	**	**	142	**	34	**	143	72	**	**
	43%	42%	**	**	52% d	**	33%	**	44%	45%	**	**
Contacted my existing provider at that time	188	170	**	**	95	**	33	**	109	57	**	**
	32%	33%	**	**	35%	**	31%	**	34%	35%	**	**
Looked into deals with alternative provider/s	168	152	**	**	90	**	25	**	84	58	**	**
	29%	29%	**	**	33%	**	24%	**	26%	36%	**	**
Signed up for a contract with my existing provider at that time	140	125	**	**	66	**	25	**	77	41	**	**
	24%	24%	**	**	24%	**	24%	**	24%	26%	**	**
Contacted alternative provider/s	63	62	**	**	32	**	12	**	32	18	**	**
	11%	12%	**	**	12%	**	11%	**	10%	11%	**	**
Signed up for a contract with an alternative provider	43	42	**	**	13	**	10	**	21	9	**	**
	7%	8%	**	**	5%	**	9%	**	7%	5%	**	**
Something else	7	7	**	**	3	**	2	**	5	1	**	**
	1%	1%	**	**	1%	**	2%	**	2%	1%	**	**
I did not take any action	116	94	**	**	56	**	18	**	66	37	**	**
	20%	18%	**	**	20%	**	17%	**	20%	23%	**	**
Can't remember	20	18	**	**	4	**	5	**	12	3	**	**
	3%	3%	**	**	2%	**	5%	**	4%	2%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	d
Unweighted total	546	53	218	197	468	77	20	156	224	165	284	261	199	143	90	112
Effective Weighted Sample	469	43	178	177	398	71	19	124	193	152	240	229	174	128	78	98
Total	589	62	224	217	504	84	22	158	247	183	308	280	189	154	126	118
Looked into deals with my existing provider at that time	250	**	92	105	214	**	**	50	116	84	140	110	73	73	**	46
	43%	**	41%	48%	42%	**	**	31%	47% a	46% a	45%	39%	39%	48%	**	39%
Contacted my existing provider at that time	188	**	71	78	166	**	**	46	88	54	109	78	57	54	**	31
	32%	**	32%	36%	33%	**	**	29%	36%	29%	35%	28%	30%	35%	**	26%
Looked into deals with alternative provider/s	168	**	57	75	145	**	**	34	80	55	97	71	59	39	**	30
	29%	**	25%	34%	29%	**	**	21%	32%	30%	31%	25%	31%	25%	**	26%
Signed up for a contract with my existing provider at that time	140	**	45	53	115	**	**	32	59	49	83	57	48	42	**	26
	24%	**	20%	25%	23%	**	**	20%	24%	27%	27%	20%	25%	28%	**	22%
Contacted alternative provider/s	63	**	30	18	59	**	**	23	27	13	40	24	28	15	**	9
	11%	**	13%	8%	12%	**	**	14%	11%	7%	13%	8%	15%	10%	**	8%
Signed up for a contract with an alternative provider	43	**	21	13	41	**	**	19	15	8	24	18	17	11	**	11
	7%	**	9%	6%	8%	**	**	12%	6%	5%	8%	7%	9%	7%	**	9%
Something else	7	**	5	2	7	**	**	2	4	1	4	3	5	1	**	1
	1%	**	2%	1%	1%	**	**	1%	2%	1%	1%	1%	2%	1%	**	1%
I did not take any action	116	**	46	40	96	**	**	33	40	43	50	66	38	32	**	21
	20%	**	20%	18%	19%	**	**	21%	16%	23%	16%	24%	20%	21%	**	17%
Can't remember	20	**	11	5	17	**	**	8	6	6	9	11	3	6	**	6
	3%	**	5%	3%	3%	**	**	5%	3%	3%	3%	4%	2%	4%	**	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33B. Which of the following – if any – did you do as a result of receiving this information from your provider at that time?

Base : Those who have received notification

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b
Unweighted total	546	454	48	27	17	54	208	180	188	278
Effective Weighted Sample	469	391	41	22	15	44	175	161	157	243
Total	589	488	50	31	20	61	214	195	191	309
Looked into deals with my existing provider at that time	250	216	**	**	**	**	98	76	76	140
	43%	44%	**	**	**	**	46%	39%	39%	45%
Contacted my existing provider at that time	188	163	**	**	**	**	75	63	44	124
	32%	34%	**	**	**	**	35%	32%	23%	40%
									a	
Looked into deals with alternative provider/s	168	136	**	**	**	**	70	55	56	100
	29%	28%	**	**	**	**	33%	28%	29%	32%
Signed up for a contract with my existing provider at that time	140	116	**	**	**	**	53	47	54	72
	24%	24%	**	**	**	**	25%	24%	28%	23%
Contacted alternative provider/s	63	49	**	**	**	**	19	23	23	31
	11%	10%	**	**	**	**	9%	12%	12%	10%
Signed up for a contract with an alternative provider	43	34	**	**	**	**	18	10	19	18
	7%	7%	**	**	**	**	9%	5%	10%	6%
Something else	7	6	**	**	**	**	1	5	2	3
	1%	1%	**	**	**	**	1%	2%	1%	1%
I did not take any action	116	96	**	**	**	**	36	47	35	66
	20%	20%	**	**	**	**	17%	24%	18%	21%
Can't remember	20	16	**	**	**	**	7	3	4	9
	3%	3%	**	**	**	**	4%	2%	2%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Agree strongly	266	91	175	110	156	140	126	54	**	**	**	**	**	266	**
	17%	20%	16%	18%	17%	19%	16%	35%	**	**	**	**	**	17%	**
								ab							
Agree slightly	529	166	363	216	313	253	276	45	**	**	**	**	**	529	**
	35%	36%	34%	36%	34%	35%	35%	29%	**	**	**	**	**	35%	**
Disagree slightly	307	81	226	119	189	148	160	26	**	**	**	**	**	307	**
	20%	18%	21%	20%	20%	20%	20%	17%	**	**	**	**	**	20%	**
Disagree strongly	221	75	146	92	130	109	112	17	**	**	**	**	**	221	**
	14%	16%	14%	15%	14%	15%	14%	11%	**	**	**	**	**	14%	**
Don't know	205	46	158	64	140	79	125	14	**	**	**	**	**	205	**
	13%	10%	15%	11%	15%	11%	16%	9%	**	**	**	**	**	13%	**
							a								
TOTAL AGREE	795	257	538	326	469	392	402	99	**	**	**	**	**	795	**
	52%	56%	50%	54%	51%	54%	50%	63%	**	**	**	**	**	52%	**
							b								
TOTAL DISAGREE	529	156	372	210	318	257	272	43	**	**	**	**	**	529	**
	35%	34%	35%	35%	34%	35%	34%	28%	**	**	**	**	**	35%	**

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

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO b	DUAL a	TRIPLE b	QUAD c	OTHER d	NONE e	SKY a	VIRGIN MEDIA b	BT c	NOW ~d
Significance Level: 99%												
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Agree strongly	266	217	49	33	121	23	45	44	144	61	22	**
	17%	17%	22%	17%	16%	16%	18%	22%	17%	16%	16%	**
Agree slightly	529	464	65	70	248	47	97	71	302	113	53	**
	35%	35%	30%	35%	34%	32%	38%	36%	35%	30%	38%	**
Disagree slightly	307	266	42	38	163	29	49	34	185	83	25	**
	20%	20%	19%	19%	22%	19%	19%	17%	22%	22%	18%	**
Disagree strongly	221	194	27	40	101	28	26	27	118	60	21	**
	14%	15%	12%	20% d	14%	19% d	10%	13%	14%	16%	15%	**
Don't know	205	169	35	18	107	21	39	23	108	58	18	**
	13%	13%	16%	9%	14%	14%	15%	12%	13%	16%	13%	**
TOTAL AGREE	795	681	114	103	370	70	142	116	446	173	75	**
	52%	52%	52%	52%	50%	48%	56%	58%	52%	46%	54%	**
TOTAL DISAGREE	529	460	69	78	263	56	75	60	303	143	45	**
	35%	35%	32%	39%	36%	38%	29%	30%	35%	38%	33%	**
Columns Tested: a,b - a,b,c,d,e - a,b,c,d												

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Agree strongly	266	35	82	95	212	54	**	76	82	107	153	111	59	64	71	71
	17%	26%	15%	16%	17%	22%	**	21%	13%	20%	19%	15%	13%	16%	21%	22%
		b						b		b					a	a
Agree slightly	529	52	212	188	452	77	**	137	224	168	290	238	174	132	126	94
	35%	38%	38%	32%	35%	32%	**	37%	36%	31%	37%	33%	37%	34%	36%	30%
Disagree slightly	307	26	122	115	263	42	**	78	131	96	151	156	103	82	67	54
	20%	19%	22%	20%	21%	18%	**	21%	21%	18%	19%	21%	22%	21%	19%	17%
Disagree strongly	221	10	78	103	191	31	**	36	106	79	118	104	73	55	48	46
	14%	7%	14%	18%	15%	13%	**	10%	17%	15%	15%	14%	16%	14%	14%	14%
				a					a							
Don't know	205	14	66	85	165	38	**	41	75	87	83	118	56	58	35	52
	13%	10%	12%	15%	13%	16%	**	11%	12%	16%	10%	16%	12%	15%	10%	16%
												a				
TOTAL AGREE	795	87	294	282	664	131	**	214	306	275	443	349	233	196	197	165
	52%	64%	53%	48%	52%	54%	**	58%	50%	51%	56%	48%	50%	50%	57%	52%
		c									b					
TOTAL DISAGREE	529	36	199	218	453	73	**	115	237	175	269	260	176	136	115	100
	35%	26%	36%	37%	35%	30%	**	31%	38%	33%	34%	36%	38%	35%	33%	31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Agree strongly	266	214	29	**	**	32	115	60	110	123
	17%	17%	19%	**	**	19%	22%	12%	23%	15%
							c		b	
Agree slightly	529	441	43	**	**	63	181	169	153	274
	35%	35%	29%	**	**	37%	34%	35%	32%	35%
Disagree slightly	307	240	41	**	**	26	103	124	80	191
	20%	19%	27%	**	**	15%	20%	25%	16%	24%
										a
Disagree strongly	221	183	20	**	**	27	74	75	69	123
	14%	15%	13%	**	**	15%	14%	15%	14%	15%
Don't know	205	172	18	**	**	24	56	62	75	82
	13%	14%	12%	**	**	14%	11%	13%	15%	10%
TOTAL AGREE	795	655	73	**	**	96	296	230	263	397
	52%	52%	48%	**	**	56%	56%	47%	54%	50%
							c			
TOTAL DISAGREE	529	422	60	**	**	53	178	199	149	313
	35%	34%	40%	**	**	31%	33%	41%	31%	40%
										a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Agree strongly	226	75	151	92	134	121	105	43	**	**	**	**	**	226	**
	15%	16%	14%	15%	14%	17%	13%	27%	**	**	**	**	**	15%	**
								ab							
Agree slightly	502	157	345	200	302	261	241	62	**	**	**	**	**	502	**
	33%	34%	32%	33%	33%	36%	30%	40%	**	**	**	**	**	33%	**
Disagree slightly	417	112	305	159	259	189	228	33	**	**	**	**	**	417	**
	27%	24%	29%	26%	28%	26%	29%	21%	**	**	**	**	**	27%	**
Disagree strongly	295	77	218	104	192	133	162	12	**	**	**	**	**	295	**
	19%	17%	20%	17%	21%	18%	20%	8%	**	**	**	**	**	19%	**
						c	c								
Don't know	87	38	49	46	41	24	63	7	**	**	**	**	**	87	**
	6%	8%	5%	8%	4%	3%	8%	5%	**	**	**	**	**	6%	**
		b					a								
TOTAL AGREE	728	232	496	292	436	382	346	104	**	**	**	**	**	728	**
	48%	51%	46%	49%	47%	52%	43%	67%	**	**	**	**	**	48%	**
						b		ab							
TOTAL DISAGREE	712	189	523	262	450	322	391	45	**	**	**	**	**	712	**
	47%	41%	49%	44%	49%	44%	49%	29%	**	**	**	**	**	47%	**
			a			c	c								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES a	NO b	DUAL a	TRIPLE b	QUAD c	OTHER d	NONE e	SKY a	VIRGIN MEDIA b	BT c	NOW ~d
Significance Level: 99%												
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Agree strongly	226	195	32	31	97	22	47	30	114	53	22	**
	15%	15%	14%	15%	13%	15%	19%	15%	13%	14%	16%	**
Agree slightly	502	434	68	69	230	49	87	72	277	111	51	**
	33%	33%	31%	35%	31%	33%	34%	36%	32%	30%	37%	**
Disagree slightly	417	364	53	54	215	38	74	44	247	98	44	**
	27%	28%	25%	27%	29%	26%	29%	22%	29%	26%	32%	**
Disagree strongly	295	252	43	32	162	34	34	36	173	93	18	**
	19%	19%	20%	16%	22% d	23% d	13%	18%	20%	25% c	13%	**
Don't know	87	64	23	14	36	6	15	18	47	20	4	**
	6%	5%	11% a	7%	5%	4%	6%	9%	5%	5%	3%	**
TOTAL AGREE	728	629	99	100	327	70	134	102	391	164	73	**
	48%	48%	45%	50%	44%	48%	52%	51%	46%	44%	53%	**
TOTAL DISAGREE	712	616	96	86	377	71	108	79	419	191	62	**
	47%	47%	44%	43%	51%	48%	42%	40%	49%	51%	45%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Agree strongly	226	27	84	78	189	37	**	69	78	79	110	115	45	47	58	76
	15%	20%	15%	13%	15%	15%	**	19%	13%	15%	14%	16%	10%	12%	17%	24%
															a	ab
Agree slightly	502	59	205	177	441	61	**	142	210	149	269	233	147	132	131	89
	33%	43%	37%	30%	34%	25%	**	39%	34%	28%	34%	32%	32%	34%	38%	28%
		ce	e		e			c								
Disagree slightly	417	24	163	156	343	73	**	95	174	147	212	203	154	102	88	72
	27%	18%	29%	27%	27%	30%	**	26%	28%	27%	27%	28%	33%	26%	25%	23%
													d			
Disagree strongly	295	13	86	142	241	52	**	39	132	122	153	140	99	84	57	54
	19%	10%	15%	24%	19%	22%	**	11%	21%	23%	19%	19%	21%	21%	16%	17%
				ab		a			a	a						
Don't know	87	13	22	33	67	20	**	23	25	39	51	37	21	27	13	26
	6%	9%	4%	6%	5%	8%	**	6%	4%	7%	6%	5%	5%	7%	4%	8%
TOTAL AGREE	728	86	290	255	631	97	**	212	288	228	379	347	192	179	189	165
	48%	63%	52%	44%	49%	40%	**	57%	47%	43%	48%	48%	41%	46%	54%	52%
		cde	ce					bc							a	a
TOTAL DISAGREE	712	38	249	298	584	125	**	134	306	269	365	343	253	186	145	126
	47%	28%	44%	51%	46%	52%	**	36%	49%	50%	46%	47%	54%	47%	42%	40%
			a	a	a	a			a	a			cd			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Agree strongly	226	185	28	**	**	42	88	51	104	90
	15%	15%	18%	**	**	25%	17%	10%	21%	11%
						c	c		b	
Agree slightly	502	417	42	**	**	59	188	155	161	242
	33%	33%	28%	**	**	34%	35%	32%	33%	31%
Disagree slightly	417	321	55	**	**	37	134	155	124	240
	27%	26%	37%	**	**	21%	25%	32%	25%	30%
			a							
Disagree strongly	295	260	12	**	**	25	101	109	77	182
	19%	21%	8%	**	**	15%	19%	22%	16%	23%
		b								a
Don't know	87	66	14	**	**	10	19	20	21	39
	6%	5%	9%	**	**	6%	4%	4%	4%	5%
TOTAL AGREE	728	602	70	**	**	101	276	206	265	332
	48%	48%	46%	**	**	58%	52%	42%	54%	42%
						c	c		b	
TOTAL DISAGREE	712	581	68	**	**	62	235	264	201	422
	47%	47%	45%	**	**	36%	44%	54%	41%	53%
								ab		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Agree strongly	308	97	211	121	186	168	140	56	**	**	**	**	**	308	**
	20%	21%	20%	20%	20%	23%	18%	36%	**	**	**	**	**	20%	**
								ab							
Agree slightly	550	180	370	230	320	244	306	50	**	**	**	**	**	550	**
	36%	39%	35%	38%	35%	34%	38%	32%	**	**	**	**	**	36%	**
Disagree slightly	359	87	272	128	232	171	189	29	**	**	**	**	**	359	**
	24%	19%	25%	21%	25%	23%	24%	19%	**	**	**	**	**	24%	**
			a												
Disagree strongly	221	59	163	77	145	120	101	15	**	**	**	**	**	221	**
	14%	13%	15%	13%	16%	17%	13%	10%	**	**	**	**	**	14%	**
Don't know	90	37	52	45	44	25	64	6	**	**	**	**	**	90	**
	6%	8%	5%	8%	5%	3%	8%	4%	**	**	**	**	**	6%	**
							a								
TOTAL AGREE	858	277	581	351	507	412	446	105	**	**	**	**	**	858	**
	56%	60%	54%	58%	55%	57%	56%	68%	**	**	**	**	**	56%	**
								ab							
TOTAL DISAGREE	581	146	435	204	376	291	290	44	**	**	**	**	**	581	**
	38%	32%	41%	34%	41%	40%	36%	28%	**	**	**	**	**	38%	**
			a			c									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Agree strongly	308	249	59	41	149	29	46	43	171	62	34	**
	20%	19%	27%	21%	20%	20%	18%	22%	20%	16%	25%	**
Agree slightly	550	484	66	76	232	66	106	80	337	117	44	**
	36%	37%	30%	38%	31%	44%	41%	40%	39%	31%	32%	**
						b	b					
Disagree slightly	359	316	44	40	193	32	61	36	186	109	37	**
	24%	24%	20%	20%	26%	22%	24%	18%	22%	29%	27%	**
										a		
Disagree strongly	221	188	34	29	124	16	31	21	118	63	21	**
	14%	14%	15%	14%	17%	11%	12%	11%	14%	17%	15%	**
Don't know	90	73	16	13	42	5	12	18	45	24	3	**
	6%	6%	7%	7%	6%	3%	5%	9%	5%	6%	2%	**
TOTAL AGREE	858	733	125	117	381	95	152	123	508	179	78	**
	56%	56%	57%	59%	52%	64%	59%	62%	59%	48%	56%	**
						b			b			
TOTAL DISAGREE	581	504	77	68	317	48	93	58	304	172	58	**
	38%	38%	35%	34%	43%	32%	36%	29%	35%	46%	42%	**
					e					a		

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Significance Level: 99%																
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Agree strongly	308	35	93	114	243	65	**	91	87	129	159	147	75	60	76	96
	20%	26%	17%	20%	19%	27%	**	25%	14%	24%	20%	20%	16%	15%	22%	30%
						bd		b		b						ab
Agree slightly	550	41	212	216	469	80	**	128	238	183	294	255	185	133	132	95
	36%	30%	38%	37%	37%	33%	**	35%	39%	34%	37%	35%	40%	34%	38%	30%
													d			
Disagree slightly	359	27	150	132	308	50	**	78	161	119	181	175	118	100	80	62
	24%	20%	27%	22%	24%	21%	**	21%	26%	22%	23%	24%	25%	26%	23%	20%
Disagree strongly	221	18	75	94	187	34	**	44	98	79	112	109	65	68	44	43
	14%	13%	13%	16%	15%	14%	**	12%	16%	15%	14%	15%	14%	17%	13%	14%
Don't know	90	15	30	30	75	14	**	28	35	26	49	41	23	30	15	21
	6%	11%	5%	5%	6%	6%	**	8%	6%	5%	6%	6%	5%	8%	4%	7%
TOTAL AGREE	858	76	305	330	712	145	**	219	325	312	453	402	260	193	208	191
	56%	56%	55%	56%	56%	60%	**	59%	53%	58%	57%	55%	56%	49%	60%	60%
																b
TOTAL DISAGREE	581	45	225	225	495	84	**	122	259	199	294	284	183	168	124	105
	38%	33%	40%	38%	39%	35%	**	33%	42%	37%	37%	39%	39%	43%	36%	33%
													d			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Agree strongly	308	244	37	**	**	47	121	68	127	123
	20%	20%	24%	**	**	27%	23%	14%	26%	16%
						c	c		b	
Agree slightly	550	453	53	**	**	63	192	189	161	307
	36%	36%	35%	**	**	36%	36%	38%	33%	39%
Disagree slightly	359	299	37	**	**	30	122	136	102	202
	24%	24%	25%	**	**	18%	23%	28%	21%	25%
Disagree strongly	221	185	15	**	**	23	76	76	65	123
	14%	15%	10%	**	**	13%	14%	15%	13%	16%
Don't know	90	69	8	**	**	9	20	22	32	37
	6%	5%	6%	**	**	5%	4%	5%	6%	5%
TOTAL AGREE	858	697	90	**	**	110	313	256	289	430
	56%	56%	60%	**	**	64%	59%	52%	59%	54%
TOTAL DISAGREE	581	484	52	**	**	54	198	212	166	325
	38%	39%	35%	**	**	31%	37%	43%	34%	41%
								a		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Agree strongly	226	61	164	79	146	111	115	39	**	**	**	**	**	226	**
	15%	13%	15%	13%	16%	15%	14%	25%	**	**	**	**	**	15%	**
								ab							
Agree slightly	527	143	384	196	331	264	263	44	**	**	**	**	**	527	**
	35%	31%	36%	33%	36%	36%	33%	28%	**	**	**	**	**	35%	**
Disagree slightly	351	99	252	129	222	158	194	29	**	**	**	**	**	351	**
	23%	22%	24%	22%	24%	22%	24%	19%	**	**	**	**	**	23%	**
Disagree strongly	310	102	208	130	180	157	153	32	**	**	**	**	**	310	**
	20%	22%	19%	22%	19%	22%	19%	21%	**	**	**	**	**	20%	**
Don't know	113	53	60	65	48	38	75	11	**	**	**	**	**	113	**
	7%	12%	6%	11%	5%	5%	9%	7%	**	**	**	**	**	7%	**
		b		b			a								
TOTAL AGREE	753	205	548	276	477	375	378	83	**	**	**	**	**	753	**
	49%	45%	51%	46%	51%	52%	47%	53%	**	**	**	**	**	49%	**
TOTAL DISAGREE	662	201	460	260	402	315	347	61	**	**	**	**	**	662	**
	43%	44%	43%	43%	43%	43%	43%	39%	**	**	**	**	**	43%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Agree strongly	226	198	28	25	113	22	37	28	123	64	21	**
	15%	15%	13%	13%	15%	15%	15%	14%	14%	17%	15%	**
Agree slightly	527	458	69	56	257	53	98	69	306	129	49	**
	35%	35%	32%	28%	35%	36%	38%	35%	36%	34%	35%	**
Disagree slightly	351	300	51	46	177	33	61	38	199	81	35	**
	23%	23%	24%	23%	24%	22%	24%	19%	23%	22%	25%	**
Disagree strongly	310	265	45	53	149	33	40	38	161	75	32	**
	20%	20%	21%	27% d	20%	22%	16%	19%	19%	20%	23%	**
Don't know	113	88	25	19	43	7	20	26	69	25	2	**
	7%	7%	12%	9%	6%	5%	8%	13% bc	8%	7%	2%	**
TOTAL AGREE	753	656	97	81	371	75	135	97	429	193	70	**
	49%	50%	44%	41%	50%	51%	53% a	49%	50%	52%	50%	**
TOTAL DISAGREE	662	566	96	99	326	65	101	76	359	155	67	**
	43%	43%	44%	50%	44%	44%	39%	38%	42%	42%	48%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Agree strongly	226	26	91	81	198	28	**	65	94	67	112	112	65	54	41	65
	15%	19%	16%	14%	15%	12%	**	18%	15%	12%	14%	15%	14%	14%	12%	20% c
Agree slightly	527	47	230	181	458	68	**	146	231	149	263	261	162	146	121	95
	35%	34%	41% ce	31%	36%	28%	**	39% c	37% c	28%	33%	36%	35%	37%	35%	30%
Disagree slightly	351	28	124	141	293	58	**	72	148	132	197	154	113	87	88	65
	23%	20%	22%	24%	23%	24%	**	19%	24%	25%	25%	21%	24%	22%	25%	20%
Disagree strongly	310	23	88	144	255	55	**	60	117	133	160	149	102	77	72	59
	20%	17%	16%	25% b	20%	23%	**	16%	19%	25% a	20%	21%	22%	20%	21%	19%
Don't know	113	13	26	40	79	32	**	26	29	56	63	51	24	28	27	33
	7%	10%	5%	7%	6%	13% bcd	**	7%	5%	10% b	8%	7%	5%	7%	8%	10% a
TOTAL AGREE	753	72	321	262	655	97	**	211	325	216	375	373	227	199	161	160
	49%	53%	57% ce	45%	51% e	40%	**	57% c	52% c	40%	47%	51%	49%	51%	46%	50%
TOTAL DISAGREE	662	51	213	285	548	114	**	132	265	265	357	304	215	163	159	124
	43%	37%	38%	49% b	43%	47%	**	36%	43%	49% a	45%	42%	46%	42%	46%	39%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Agree strongly	226	185	22	**	**	36	80	53	93	91
	15%	15%	15%	**	**	21%	15%	11%	19%	11%
						c			b	
Agree slightly	527	434	47	**	**	58	193	187	161	274
	35%	35%	31%	**	**	34%	36%	38%	33%	35%
Disagree slightly	351	286	37	**	**	40	109	123	99	199
	23%	23%	24%	**	**	23%	21%	25%	20%	25%
Disagree strongly	310	257	29	**	**	25	120	105	93	184
	20%	21%	19%	**	**	15%	23%	21%	19%	23%
Don't know	113	88	16	**	**	13	27	23	41	44
	7%	7%	11%	**	**	8%	5%	5%	8%	6%
TOTAL AGREE	753	619	69	**	**	94	273	241	254	365
	49%	50%	46%	**	**	54%	52%	49%	52%	46%
TOTAL DISAGREE	662	543	66	**	**	65	229	228	192	383
	43%	43%	44%	**	**	38%	43%	46%	39%	48%
									a	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

	Total	PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1350	443	907	572	778	653	697	166	85	-	-	-	-	1350	-
Effective Weighted Sample	1190	400	797	509	687	563	628	134	75	-	-	-	-	1190	-
Total	1528	460	1068	601	927	728	800	156	92	-	-	-	-	1528	-
Very confident	309	104	206	134	176	153	157	55	**	**	**	**	**	309	**
	20%	23%	19%	22%	19%	21%	20%	35%	**	**	**	**	**	20%	**
								ab							
Fairly confident	669	202	467	261	408	319	350	67	**	**	**	**	**	669	**
	44%	44%	44%	44%	44%	44%	44%	43%	**	**	**	**	**	44%	**
Not very confident	340	97	243	130	210	168	171	23	**	**	**	**	**	340	**
	22%	21%	23%	22%	23%	23%	21%	15%	**	**	**	**	**	22%	**
Not at all confident	147	32	115	42	106	70	77	8	**	**	**	**	**	147	**
	10%	7%	11%	7%	11%	10%	10%	5%	**	**	**	**	**	10%	**
					a										
Don't know	63	26	37	34	29	17	45	3	**	**	**	**	**	63	**
	4%	6%	3%	6%	3%	2%	6%	2%	**	**	**	**	**	4%	**
							a								
TOTAL CONFIDENT	978	305	673	395	583	472	506	122	**	**	**	**	**	978	**
	64%	66%	63%	66%	63%	65%	63%	78%	**	**	**	**	**	64%	**
								ab							
TOTAL NOT CONFIDENT	487	129	358	172	315	239	248	31	**	**	**	**	**	487	**
	32%	28%	34%	29%	34%	33%	31%	20%	**	**	**	**	**	32%	**
						c	c								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

	Total	ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
		YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	NOW
Significance Level: 99%		a	b	a	b	c	d	e	a	b	c	~d
Unweighted total	1350	1158	192	206	511	168	303	176	777	310	123	72
Effective Weighted Sample	1190	1014	176	191	483	159	268	157	684	276	106	65
Total	1528	1310	218	199	740	147	257	199	857	374	139	74
Very confident	309	268	41	36	134	40	55	45	168	66	21	**
	20%	20%	19%	18%	18%	27%	22%	22%	20%	18%	15%	**
Fairly confident	669	562	107	97	312	61	125	85	396	151	68	**
	44%	43%	49%	49%	42%	41%	49%	43%	46%	40%	49%	**
Not very confident	340	300	40	40	171	30	52	49	191	88	32	**
	22%	23%	18%	20%	23%	20%	20%	25%	22%	23%	23%	**
Not at all confident	147	130	18	15	94	13	13	12	72	53	12	**
	10%	10%	8%	8%	13% d	8%	5%	6%	8%	14% a	9%	**
Don't know	63	50	12	11	28	4	11	7	30	16	5	**
	4%	4%	6%	6%	4%	3%	4%	4%	4%	4%	4%	**
TOTAL CONFIDENT	978	830	148	132	446	100	180	130	564	217	89	**
	64%	63%	68%	67%	60%	68%	70% b	65%	66%	58%	64%	**
TOTAL NOT CONFIDENT	487	429	58	55	266	43	65	62	263	141	44	**
	32%	33%	27%	28%	36% d	29%	25%	31%	31%	38%	32%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1350	109	499	516	1124	223	66	328	536	483	677	668	459	351	235	297
Effective Weighted Sample	1190	92	424	470	983	205	60	272	472	446	594	594	409	318	213	267
Total	1528	136	560	586	1282	243	72	369	619	537	795	727	466	391	347	316
Very confident	309	43	109	113	265	44	**	104	111	95	160	148	79	60	91	77
	20%	32%	19%	19%	21%	18%	**	28%	18%	18%	20%	20%	17%	15%	26%	24%
		bcde						bc							ab	b
Fairly confident	669	48	246	264	557	108	**	147	274	245	368	301	201	168	158	140
	44%	35%	44%	45%	43%	45%	**	40%	44%	46%	46%	41%	43%	43%	45%	44%
Not very confident	340	25	136	125	286	54	**	71	153	116	163	176	117	98	61	63
	22%	18%	24%	21%	22%	22%	**	19%	25%	22%	20%	24%	25%	25%	18%	20%
Not at all confident	147	10	57	59	126	21	**	31	67	49	72	72	50	41	33	23
	10%	8%	10%	10%	10%	9%	**	8%	11%	9%	9%	10%	11%	11%	10%	7%
Don't know	63	10	12	25	48	15	**	17	13	32	32	31	18	24	4	15
	4%	7%	2%	4%	4%	6%	**	5%	2%	6%	4%	4%	4%	6%	1%	5%
		b				b				b				c		
TOTAL CONFIDENT	978	91	354	377	823	153	**	251	385	339	528	449	280	228	249	216
	64%	67%	63%	64%	64%	63%	**	68%	62%	63%	66%	62%	60%	58%	72%	68%
															ab	b
TOTAL NOT CONFIDENT	487	35	193	183	412	75	**	102	221	165	235	248	168	140	94	85
	32%	26%	35%	31%	32%	31%	**	27%	36%	31%	30%	34%	36%	36%	27%	27%
													d			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you?

Base : Those responsible for the household's Pay television service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	977	114	62	37	126	411	393	386	614
Total	1528	1249	151	81	47	172	530	491	487	792
Very confident	309	261	26	**	**	48	122	76	112	153
	20%	21%	17%	**	**	28%	23%	15%	23%	19%
						c	c			
Fairly confident	669	536	72	**	**	67	236	217	207	346
	44%	43%	48%	**	**	39%	45%	44%	43%	44%
Not very confident	340	280	28	**	**	41	101	128	107	184
	22%	22%	18%	**	**	24%	19%	26%	22%	23%
Not at all confident	147	124	15	**	**	10	56	52	47	78
	10%	10%	10%	**	**	6%	11%	11%	10%	10%
Don't know	63	49	10	**	**	7	14	19	13	30
	4%	4%	7%	**	**	4%	3%	4%	3%	4%
TOTAL CONFIDENT	978	797	98	**	**	115	358	292	319	500
	64%	64%	65%	**	**	66%	68%	60%	66%	63%
TOTAL NOT CONFIDENT	487	403	43	**	**	51	158	180	155	262
	32%	32%	28%	**	**	30%	30%	37%	32%	33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
SWITCHED IN LAST 12 MONTHS	209	47	162	65	144	209	-	209	149	153	28	164	18	133	48	54
	10%	17%	9%	12%	9%	17%	-%	100%	100%	9%	7%	9%	7%	11%	6%	22%
		b				b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	159	40	120	52	107	120	39	37	16	113	26	115	24	104	34	33
	7%	14%	6%	10%	7%	10%	4%	18%	10%	7%	7%	7%	9%	9%	4%	14%
		b				b		ab	b					b		b
NEITHER	1698	146	1552	371	1327	870	827	-	-	1363	335	1483	214	1000	698	170
	79%	53%	82%	69%	82%	72%	88%	-%	-%	85%	88%	85%	86%	82%	89%	70%
			a		a	cd	acd							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
SWITCHED IN LAST 12 MONTHS	209	19	162	37	145	173	9	150	111	35	75	45	65
	10%	18%	9%	10%	9%	15%	1%	69%	72%	12%	8%	11%	8%
		b				b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	159	18	119	29	107	109	27	34	19	29	63	33	59
	7%	17%	6%	8%	7%	9%	3%	16%	12%	10%	7%	8%	7%
		b				b		ab	b				
NEITHER	1698	65	1554	277	1342	860	759	47	30	215	811	319	707
	79%	62%	82%	78%	82%	74%	91%	22%	19%	74%	84%	78%	84%
			a			cd	acd				a		

Columns Tested: a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
SWITCHED IN LAST 12 MONTHS	209	83	27	59	**	17	24	**	**	110	41	180	29
	10%	14%	4%	52%	**	11%	6%	**	**	9%	8%	11%	6%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	159	75	17	25	**	13	17	**	**	92	30	146	13
	7%	13%	3%	22%	**	9%	4%	**	**	7%	6%	9%	3%
		b		b								b	
NEITHER	1698	424	602	41	**	113	320	**	**	1026	433	1279	419
	79%	73%	90%	36%	**	77%	82%	**	**	82%	81%	78%	81%
		c	ac										

Columns Tested: a,b,c,d - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
SWITCHED IN LAST 12 MONTHS	209	80	57	7	26	41	25	96	62	183	26	10	70	88	51
	10%	10%	8%	5%	9%	17%	20%	14%	7%	11%	5%	6%	18%	11%	5%
CURRENTLY LOOKING FOR A NEW DEAL						abcd	cdef	cef		ce			bc	c	
	159	50	46	8	23	33	26	82	38	145	14	3	59	72	28
	7%	7%	6%	5%	8%	14%	20%	12%	4%	9%	3%	2%	15%	9%	3%
NEITHER						abc	cdef	cef		cef			bc	c	
	1698	598	624	134	232	119	74	504	721	1299	394	134	251	641	802
	79%	77%	84%	91%	83%	51%	58%	73%	85%	78%	81%	74%	65%	78%	85%
		e	ae	ae	e			a	abdf	ab	ab	a		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
SWITCHED IN LAST 12 MONTHS	209	127	81	84	60	34	29	170	21	15	**	25	82	70	77	96
	10%	11%	8%	13% d	10%	8%	7%	10%	10%	11%	**	10%	11%	10%	12%	9%
CURRENTLY LOOKING FOR A NEW DEAL	159	99	60	53	43	46	17	123	12	14	**	28	71	44	64	67
	7%	8%	6%	8%	7%	10% d	4%	7%	6%	10%	**	11%	10%	7%	10% b	6%
NEITHER	1698	897	791	513	487	346	340	1384	168	100	**	187	563	540	507	912
	79%	76%	81% a	77%	81%	78%	80%	79%	81%	74%	**	77%	77%	81%	76% a	81% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
SWITCHED IN LAST 12 MONTHS	149	24	125	37	112	149	-	149	149	114	22	125	12	95	41	34
	7%	9%	7%	7%	7%	12% b	-%	71% ab	100% abc	7%	6%	7%	5%	8%	5%	14% ab
CURRENTLY LOOKING FOR A NEW DEAL	159	40	120	52	107	120	39	37	16	113	26	115	24	104	34	33
	7%	14% b	6%	10%	7%	10% b	4%	18% ab	10% b	7%	7%	7%	9%	9% b	4%	14% b
NEITHER	1729	150	1579	380	1350	902	827	32	-	1391	338	1512	217	1025	705	182
	80%	55%	84% a	71%	83% a	74% cd	88% acd	15% d	-%	86%	88%	87%	87%	84% c	90% ac	75%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
SWITCHED IN LAST 12 MONTHS	149	12	126	26	113	133	6	117	108	27	56	36	48
	7%	12%	7%	7%	7%	11%	1%	54%	70%	9%	6%	9%	6%
						b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	159	18	119	29	107	109	27	34	19	29	63	33	59
	7%	17%	6%	8%	7%	9%	3%	16%	12%	10%	7%	8%	7%
		b				b		ab	b				
NEITHER	1729	68	1581	284	1366	888	762	70	32	220	824	326	718
	80%	65%	84%	80%	83%	76%	91%	32%	20%	76%	86%	80%	85%
			a			cd	acd	d			a		

Columns Tested: a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
SWITCHED IN LAST 12 MONTHS	149	59	24	41	**	11	20	**	**	83	31	125	24
	7%	10%	4%	36%	**	8%	5%	**	**	7%	6%	8%	5%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	159	75	17	25	**	13	17	**	**	92	30	146	13
	7%	13%	3%	22%	**	9%	4%	**	**	7%	6%	9%	3%
		b		b								b	
NEITHER	1729	439	605	52	**	117	324	**	**	1044	441	1306	423
	80%	76%	90%	45%	**	80%	83%	**	**	83%	82%	79%	82%
		c	ac										

Columns Tested: a,b,c,d - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
SWITCHED IN LAST 12 MONTHS	149	64	42	6	19	20	8	64	53	126	23	9	37	66	46
	7%	8%	6%	4%	7%	9%	6%	9%	6%	8%	5%	5%	9%	8%	5%
CURRENTLY LOOKING FOR A NEW DEAL								e					c	c	
	159	50	46	8	23	33	26	82	38	145	14	3	59	72	28
	7%	7%	6%	5%	8%	14%	20%	12%	4%	9%	3%	2%	15%	9%	3%
NEITHER						abc	cdef	cef		cef			bc	c	
	1729	611	635	134	236	122	80	521	727	1328	397	135	268	651	807
	80%	79%	86%	91%	85%	52%	63%	75%	86%	80%	82%	74%	69%	80%	85%
		e	ae	ae	e			a	abdf	a	ab			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
SWITCHED IN LAST 12 MONTHS	149	85	64	55	50	22	20	124	13	10	**	15	60	50	46	78
	7%	7%	7%	8%	8%	5%	5%	7%	6%	7%	**	6%	8%	7%	7%	7%
CURRENTLY LOOKING FOR A NEW DEAL	159	99	60	53	43	46	17	123	12	14	**	28	71	44	64	67
	7%	8%	6%	8%	7%	10% d	4%	7%	6%	10%	**	11%	10%	7%	10% b	6%
NEITHER	1729	918	801	525	495	351	346	1408	174	103	**	190	575	553	520	926
	80%	78%	82%	79%	82%	79%	81%	80%	83%	75%	**	78%	78%	83%	78%	83%

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

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Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2095	260	1835	512	1583	1219	876	269	144	1526	421	1665	282	1224	723	272
Effective Weighted Sample	1832	214	1620	436	1396	1047	785	207	130	1332	392	1461	260	1069	645	219
Total	2160	275	1885	536	1624	1217	943	209	149	1611	382	1744	249	1213	780	242
SWITCHED ONLY	105	14	91	25	81	105	-	105	105	78	21	88	11	70	29	22
	5%	5%	5%	5%	5%	9%	-%	50%	71%	5%	5%	5%	4%	6%	4%	9%
						b		ab	abc							b
INITIATED CHANGE ONLY	511	39	472	87	424	299	212	20	-	381	99	403	77	304	176	75
	24%	14%	25%	16%	26%	25%	22%	10%	-%	24%	26%	23%	31%	25%	23%	31%
			a		a	cd	cd	d					a			b
BOTH SWITCHED AND INITIATED CHANGE	44	11	33	12	31	44	-	44	44	36	2	37	1	25	12	12
	2%	4%	2%	2%	2%	4%	-%	21%	29%	2%	*%	2%	*%	2%	2%	5%
						b		ab	ab							b
NEITHER	1500	212	1288	412	1088	769	731	39	-	1116	261	1216	160	813	564	133
	69%	77%	68%	77%	67%	63%	78%	19%	-%	69%	68%	70%	64%	67%	72%	55%
		b		b		cd	acd	d						c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2095	119	1838	360	1597	1167	790	255	158	290	765	387	668
Effective Weighted Sample	1832	102	1627	315	1412	1017	711	207	141	263	687	346	600
Total	2160	105	1889	353	1641	1161	833	216	155	289	961	409	842
SWITCHED ONLY	105	7	92	19	80	95	4	84	79	20	33	28	25
	5%	6%	5%	5%	5%	8%	*%	39%	51%	7%	3%	7%	3%
						b		ab	ab			b	
INITIATED CHANGE ONLY	511	12	468	58	422	277	202	26	10	53	305	83	275
	24%	11%	25%	16%	26%	24%	24%	12%	6%	18%	32%	20%	33%
			a		a	cd	cd				a		a
BOTH SWITCHED AND INITIATED CHANGE	44	6	34	7	32	38	2	33	29	7	23	8	22
	2%	5%	2%	2%	2%	3%	*%	15%	19%	3%	2%	2%	3%
		b		b		b		ab	ab				
NEITHER	1500	80	1295	270	1106	751	624	73	37	209	600	290	520
	69%	77%	69%	76%	67%	65%	75%	34%	24%	72%	62%	71%	62%
				b		cd	acd			b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2095	502	553	124	62	174	436	29	20	1055	610	1577	518
Effective Weighted Sample	1832	433	508	96	55	161	402	26	18	940	563	1370	464
Total	2160	580	671	115	72	146	389	23	17	1251	535	1646	514
SWITCHED ONLY	105	37	16	24	**	9	17	**	**	53	26	85	20
	5%	6%	2%	21%	**	6%	4%	**	**	4%	5%	5%	4%
		b		ab									
INITIATED CHANGE ONLY	511	173	185	21	**	23	60	**	**	358	84	410	101
	24%	30%	28%	18%	**	16%	16%	**	**	29%	16%	25%	20%
		b								b			
BOTH SWITCHED AND INITIATED CHANGE	44	22	8	17	**	2	3	**	**	30	5	39	5
	2%	4%	1%	15%	**	2%	1%	**	**	2%	1%	2%	1%
		b		ab									
NEITHER	1500	348	462	53	**	112	309	**	**	809	420	1111	389
	69%	60%	69%	46%	**	76%	79%	**	**	65%	79%	68%	76%
		c	ac								a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2095	915	511	168	304	211	114	647	825	1586	504	181	367	766	957
Effective Weighted Sample	1832	862	483	159	277	174	89	551	744	1378	454	161	299	667	869
Total	2160	773	740	147	279	234	127	693	849	1669	485	182	388	818	948
SWITCHED ONLY	105	54	21	5	17	11	3	45	39	87	18	7	26	47	32
	5%	7%	3%	3%	6%	5%	3%	6%	5%	5%	4%	4%	7%	6%	3%
		b													
INITIATED CHANGE ONLY	511	136	234	57	51	33	31	173	199	403	106	28	95	208	206
	24%	18%	32%	39%	18%	14%	24%	25%	23%	24%	22%	15%	24%	25%	22%
			ade	ade				f		f					
BOTH SWITCHED AND INITIATED CHANGE	44	10	21	1	2	10	4	20	14	38	5	2	11	19	14
	2%	1%	3%	1%	1%	4%	3%	3%	2%	2%	1%	1%	3%	2%	1%
						ad									
NEITHER	1500	573	463	84	209	181	89	455	596	1140	356	145	256	543	696
	69%	74%	63%	57%	75%	77%	70%	66%	70%	68%	73%	79%	66%	66%	73%
		bc			bc	bc					b	bd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2095	1103	980	715	590	331	438	1707	197	134	57	236	720	645	665	1072
Effective Weighted Sample	1832	964	859	630	533	294	388	1494	171	115	52	200	621	576	568	951
Total	2160	1174	973	667	603	445	425	1755	209	137	59	244	735	668	669	1121
SWITCHED ONLY	105	61	44	32	39	19	14	88	9	7	**	9	46	34	27	59
	5%	5%	5%	5%	6%	4%	3%	5%	4%	5%	**	4%	6%	5%	4%	5%
INITIATED CHANGE ONLY	511	277	233	153	142	114	99	434	40	29	**	59	188	162	163	274
	24%	24%	24%	23%	24%	26%	23%	25%	19%	21%	**	24%	26%	24%	24%	24%
BOTH SWITCHED AND INITIATED CHANGE	44	25	19	24	11	4	6	37	5	2	**	6	14	15	18	19
	2%	2%	2%	4%	2%	1%	1%	2%	2%	2%	**	2%	2%	2%	3%	2%
NEITHER	1500	812	677	459	412	309	306	1197	155	98	**	169	487	457	460	768
	69%	69%	70%	69%	68%	69%	72%	68%	74%	72%	**	70%	66%	68%	69%	69%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	260	260	-	260	-	161	99	70	19	167	18	171	14	119	66	39
Effective Weighted Sample	214	214	-	214	-	126	88	48	17	142	15	146	11	96	61	27
Total	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
SWITCHED IN LAST 12 MONTHS	47	47	**	47	**	47	**	**	**	21	**	22	**	17	**	**
	17%	17%	**	17%	**	31%	**	**	**	12%	**	12%	**	15%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	40	**	40	**	35	**	**	**	20	**	20	**	22	**	**
	14%	14%	**	14%	**	23%	**	**	**	12%	**	11%	**	20%	**	**
NEITHER	146	146	**	146	**	70	**	**	**	138	**	141	**	76	**	**
	53%	53%	**	53%	**	46%	**	**	**	80%	**	80%	**	70%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	260	96	46	104	38	106	36	38	17	45	37	50	32
Effective Weighted Sample	214	85	40	93	32	91	34	29	15	38	32	42	28
Total	275	92	37	99	30	91	38	28	17	48	32	52	27
SWITCHED IN LAST 12 MONTHS	47	**	**	18	**	20	**	**	**	**	**	**	**
	17%	**	**	18%	**	22%	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	14	**	17	**	**	**	**	**	**	**
	14%	**	**	14%	**	19%	**	**	**	**	**	**	**
NEITHER	146	**	**	62	**	55	**	**	**	**	**	**	**
	53%	**	**	62%	**	61%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES a	NO ~b
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	260	46	36	19	5	18	49	5	1	82	67	194	66
Effective Weighted Sample	214	37	32	15	5	14	45	4	1	69	59	157	59
Total	275	40	39	16	6	17	64	3	1	79	81	186	88
SWITCHED IN LAST 12 MONTHS	47	**	**	**	**	**	**	**	**	**	**	43	**
	17%	**	**	**	**	**	**	**	**	**	**	23%	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	**	**	**	**	**	**	**	**	38	**
	14%	**	**	**	**	**	**	**	**	**	**	20%	**
NEITHER	146	**	**	**	**	**	**	**	**	**	**	90	**
	53%	**	**	**	**	**	**	**	**	**	**	48%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	260	-	-	-	49	211	38	99	64	201	58	34	73	95	91
Effective Weighted Sample	214	-	-	-	43	174	29	77	57	162	51	31	56	77	81
Total	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
SWITCHED IN LAST 12 MONTHS	47	**	**	**	**	41	**	**	**	43	**	**	**	**	**
	17%	**	**	**	**	17%	**	**	**	22%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	**	**	33	**	**	**	37	**	**	**	**	**
	14%	**	**	**	**	14%	**	**	**	19%	**	**	**	**	**
NEITHER	146	**	**	**	**	119	**	**	**	100	**	**	**	**	**
	53%	**	**	**	**	51%	**	**	**	50%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
SWITCHED IN LAST 12 MONTHS	47	33	14	23	**	**	**	36	**	**	**	**	**	**	27	**
	17%	21%	12%	25%	**	**	**	17%	**	**	**	**	**	**	21%	**
CURRENTLY LOOKING FOR A NEW DEAL	40	28	12	14	**	**	**	29	**	**	**	**	**	**	28	**
	14%	18%	10%	15%	**	**	**	13%	**	**	**	**	**	**	22%	**
NEITHER	146	80	63	49	**	**	**	117	**	**	**	**	**	**	57	**
	53%	52%	54%	52%	**	**	**	54%	**	**	**	**	**	**	45%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	260	260	-	260	-	161	99	70	19	167	18	171	14	119	66	39
Effective Weighted Sample	214	214	-	214	-	126	88	48	17	142	15	146	11	96	61	27
Total	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
SWITCHED IN LAST 12 MONTHS	24	24	**	24	**	24	**	**	**	12	**	13	**	7	**	**
	9%	9%	**	9%	**	16%	**	**	**	7%	**	7%	**	7%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	40	**	40	**	35	**	**	**	20	**	20	**	22	**	**
	14%	14%	**	14%	**	23%	**	**	**	12%	**	11%	**	20%	**	**
NEITHER	150	150	**	150	**	75	**	**	**	142	**	145	**	80	**	**
	55%	55%	**	55%	**	49%	**	**	**	82%	**	82%	**	74%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	260	96	46	104	38	106	36	38	17	45	37	50	32
Effective Weighted Sample	214	85	40	93	32	91	34	29	15	38	32	42	28
Total	275	92	37	99	30	91	38	28	17	48	32	52	27
SWITCHED IN LAST 12 MONTHS	24	**	**	13	**	13	**	**	**	**	**	**	**
	9%	**	**	13%	**	14%	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	14	**	17	**	**	**	**	**	**	**
	14%	**	**	14%	**	19%	**	**	**	**	**	**	**
NEITHER	150	**	**	64	**	58	**	**	**	**	**	**	**
	55%	**	**	65%	**	64%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	260	46	36	19	5	18	49	5	1	82	67	194	66
Effective Weighted Sample	214	37	32	15	5	14	45	4	1	69	59	157	59
Total	275	40	39	16	6	17	64	3	1	79	81	186	88
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	**	**	**	**	**	**	22	**
	9%	**	**	**	**	**	**	**	**	**	**	12%	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	**	**	**	**	**	**	**	**	38	**
	14%	**	**	**	**	**	**	**	**	**	**	20%	**
NEITHER	150	**	**	**	**	**	**	**	**	**	**	94	**
	55%	**	**	**	**	**	**	**	**	**	**	50%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	260	-	-	-	49	211	38	99	64	201	58	34	73	95	91
Effective Weighted Sample	214	-	-	-	43	174	29	77	57	162	51	31	56	77	81
Total	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
SWITCHED IN LAST 12 MONTHS	24	**	**	**	**	20	**	**	**	22	**	**	**	**	**
	9%	**	**	**	**	9%	**	**	**	11%	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	40	**	**	**	**	33	**	**	**	37	**	**	**	**	**
	14%	**	**	**	**	14%	**	**	**	19%	**	**	**	**	**
NEITHER	150	**	**	**	**	122	**	**	**	103	**	**	**	**	**
	55%	**	**	**	**	52%	**	**	**	52%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
SWITCHED IN LAST 12 MONTHS	24	18	7	11	**	**	**	18	**	**	**	**	**	**	10	**
	9%	12%	6%	12%	**	**	**	8%	**	**	**	**	**	**	8%	**
CURRENTLY LOOKING FOR A NEW DEAL	40	28	12	14	**	**	**	29	**	**	**	**	**	**	28	**
	14%	18%	10%	15%	**	**	**	13%	**	**	**	**	**	**	22%	**
NEITHER	150	82	65	50	**	**	**	121	**	**	**	**	**	**	61	**
	55%	53%	56%	53%	**	**	**	56%	**	**	**	**	**	**	48%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	260	260	-	260	-	161	99	70	19	167	18	171	14	119	66	39
Effective Weighted Sample	214	214	-	214	-	126	88	48	17	142	15	146	11	96	61	27
Total	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
SWITCHED ONLY	14	14	**	14	**	14	**	**	**	6	**	7	**	3	**	**
	5%	5%	**	5%	**	9%	**	**	**	4%	**	4%	**	3%	**	**
INITIATED CHANGE ONLY	39	39	**	39	**	33	**	**	**	21	**	21	**	18	**	**
	14%	14%	**	14%	**	22%	**	**	**	12%	**	12%	**	17%	**	**
BOTH SWITCHED AND INITIATED CHANGE	11	11	**	11	**	11	**	**	**	6	**	6	**	5	**	**
	4%	4%	**	4%	**	7%	**	**	**	3%	**	3%	**	4%	**	**
NEITHER	212	212	**	212	**	96	**	**	**	140	**	143	**	83	**	**
	77%	77%	**	77%	**	62%	**	**	**	81%	**	81%	**	76%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	260	96	46	104	38	106	36	38	17	45	37	50	32
Effective Weighted Sample	214	85	40	93	32	91	34	29	15	38	32	42	28
Total	275	92	37	99	30	91	38	28	17	48	32	52	27
SWITCHED ONLY	14	**	**	7	**	7	**	**	**	**	**	**	**
	5%	**	**	7%	**	8%	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	39	**	**	11	**	13	**	**	**	**	**	**	**
	14%	**	**	12%	**	14%	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	11	**	**	6	**	6	**	**	**	**	**	**	**
	4%	**	**	6%	**	6%	**	**	**	**	**	**	**
NEITHER	212	**	**	75	**	65	**	**	**	**	**	**	**
	77%	**	**	75%	**	72%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	260	46	36	19	5	18	49	5	1	82	67	194	66
Effective Weighted Sample	214	37	32	15	5	14	45	4	1	69	59	157	59
Total	275	40	39	16	6	17	64	3	1	79	81	186	88
SWITCHED ONLY	14	**	**	**	**	**	**	**	**	**	**	11	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**
INITIATED CHANGE ONLY	39	**	**	**	**	**	**	**	**	**	**	32	**
	14%	**	**	**	**	**	**	**	**	**	**	17%	**
BOTH SWITCHED AND INITIATED CHANGE	11	**	**	**	**	**	**	**	**	**	**	11	**
	4%	**	**	**	**	**	**	**	**	**	**	6%	**
NEITHER	212	**	**	**	**	**	**	**	**	**	**	133	**
	77%	**	**	**	**	**	**	**	**	**	**	71%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	260	-	-	-	49	211	38	99	64	201	58	34	73	95	91
Effective Weighted Sample	214	-	-	-	43	174	29	77	57	162	51	31	56	77	81
Total	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
SWITCHED ONLY	14	**	**	**	**	11	**	**	**	11	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
INITIATED CHANGE ONLY	39	**	**	**	**	33	**	**	**	31	**	**	**	**	**
	14%	**	**	**	**	14%	**	**	**	16%	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	11	**	**	**	**	10	**	**	**	11	**	**	**	**	**
	4%	**	**	**	**	4%	**	**	**	5%	**	**	**	**	**
NEITHER	212	**	**	**	**	181	**	**	**	147	**	**	**	**	**
	77%	**	**	**	**	77%	**	**	**	74%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
SWITCHED ONLY	14	9	5	3	**	**	**	9	**	**	**	**	**	**	3	**
	5%	6%	4%	3%	**	**	**	4%	**	**	**	**	**	**	2%	**
INITIATED CHANGE ONLY	39	22	16	15	**	**	**	34	**	**	**	**	**	**	23	**
	14%	15%	14%	16%	**	**	**	16%	**	**	**	**	**	**	18%	**
BOTH SWITCHED AND INITIATED CHANGE	11	9	2	8	**	**	**	9	**	**	**	**	**	**	8	**
	4%	6%	2%	9%	**	**	**	4%	**	**	**	**	**	**	6%	**
NEITHER	212	114	94	68	**	**	**	163	**	**	**	**	**	**	93	**
	77%	74%	80%	72%	**	**	**	76%	**	**	**	**	**	**	74%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	260	260	-	260	-	161	99	70	19	167	18	171	14	119	66	39
Effective Weighted Sample	214	214	-	214	-	126	88	48	17	142	15	146	11	96	61	27
Total	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
Received a discount	20	20	**	20	**	19	**	**	**	9	**	9	**	8	**	**
	7%	7%	**	7%	**	12%	**	**	**	5%	**	5%	**	7%	**	**
Added extra or improved services	24	24	**	24	**	24	**	**	**	13	**	13	**	11	**	**
	9%	9%	**	9%	**	15%	**	**	**	7%	**	7%	**	10%	**	**
Reduced or downgraded services	12	12	**	12	**	8	**	**	**	7	**	7	**	6	**	**
	4%	4%	**	4%	**	5%	**	**	**	4%	**	4%	**	6%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	49	**	49	**	44	**	**	**	27	**	27	**	23	**	**
	18%	18%	**	18%	**	29%	**	**	**	16%	**	15%	**	21%	**	**
DISCOUNT AND EXTRA SERVICES	6	6	**	6	**	6	**	**	**	2	**	2	**	2	**	**
	2%	2%	**	2%	**	4%	**	**	**	1%	**	1%	**	2%	**	**
DISCOUNT ONLY	13	13	**	13	**	13	**	**	**	7	**	7	**	5	**	**
	5%	5%	**	5%	**	8%	**	**	**	4%	**	4%	**	5%	**	**
EXTRA SERVICES ONLY	18	18	**	18	**	17	**	**	**	11	**	11	**	9	**	**
	7%	7%	**	7%	**	11%	**	**	**	6%	**	6%	**	8%	**	**
REDUCED SERVICES ONLY	12	12	**	12	**	8	**	**	**	7	**	7	**	6	**	**
	4%	4%	**	4%	**	5%	**	**	**	4%	**	4%	**	6%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	225	225	**	225	**	109	**	**	**	146	**	150	**	86	**	**
	82%	82%	**	82%	**	71%	**	**	**	84%	**	85%	**	79%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	260	96	46	104	38	106	36	38	17	45	37	50	32
Effective Weighted Sample	214	85	40	93	32	91	34	29	15	38	32	42	28
Total	275	92	37	99	30	91	38	28	17	48	32	52	27
Received a discount	20	**	**	8	**	8	**	**	**	**	**	**	**
	7%	**	**	8%	**	8%	**	**	**	**	**	**	**
Added extra or improved services	24	**	**	11	**	10	**	**	**	**	**	**	**
	9%	**	**	11%	**	11%	**	**	**	**	**	**	**
Reduced or downgraded services	12	**	**	3	**	3	**	**	**	**	**	**	**
	4%	**	**	3%	**	3%	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	**	17	**	19	**	**	**	**	**	**	**
	18%	**	**	17%	**	20%	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	6	**	**	5	**	2	**	**	**	**	**	**	**
	2%	**	**	5%	**	2%	**	**	**	**	**	**	**
DISCOUNT ONLY	13	**	**	3	**	6	**	**	**	**	**	**	**
	5%	**	**	3%	**	6%	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	18	**	**	6	**	8	**	**	**	**	**	**	**
	7%	**	**	6%	**	9%	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	12	**	**	3	**	3	**	**	**	**	**	**	**
	4%	**	**	3%	**	3%	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	225	**	**	82	**	73	**	**	**	**	**	**	**
	82%	**	**	83%	**	80%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	260	46	36	19	5	18	49	5	1	82	67	194	66
Effective Weighted Sample	214	37	32	15	5	14	45	4	1	69	59	157	59
Total	275	40	39	16	6	17	64	3	1	79	81	186	88
Received a discount	20	**	**	**	**	**	**	**	**	**	**	18	**
	7%	**	**	**	**	**	**	**	**	**	**	10%	**
Added extra or improved services	24	**	**	**	**	**	**	**	**	**	**	22	**
	9%	**	**	**	**	**	**	**	**	**	**	12%	**
Reduced or downgraded services	12	**	**	**	**	**	**	**	**	**	**	9	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	**	**	**	**	**	**	**	**	**	43	**
	18%	**	**	**	**	**	**	**	**	**	**	23%	**
DISCOUNT AND EXTRA SERVICES	6	**	**	**	**	**	**	**	**	**	**	6	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**
DISCOUNT ONLY	13	**	**	**	**	**	**	**	**	**	**	12	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**
EXTRA SERVICES ONLY	18	**	**	**	**	**	**	**	**	**	**	16	**
	7%	**	**	**	**	**	**	**	**	**	**	9%	**
REDUCED SERVICES ONLY	12	**	**	**	**	**	**	**	**	**	**	9	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	225	**	**	**	**	**	**	**	**	**	**	143	**
	82%	**	**	**	**	**	**	**	**	**	**	77%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	260	-	-	-	49	211	38	99	64	201	58	34	73	95	91
Effective Weighted Sample	214	-	-	-	43	174	29	77	57	162	51	31	56	77	81
Total	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
Received a discount	20	**	**	**	**	15	**	**	**	17	**	**	**	**	**
7%		**	**	**	**	6%	**	**	**	9%	**	**	**	**	**
Added extra or improved services	24	**	**	**	**	20	**	**	**	23	**	**	**	**	**
9%		**	**	**	**	9%	**	**	**	11%	**	**	**	**	**
Reduced or downgraded services	12	**	**	**	**	12	**	**	**	8	**	**	**	**	**
4%		**	**	**	**	5%	**	**	**	4%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	**	**	**	42	**	**	**	42	**	**	**	**	**
18%		**	**	**	**	18%	**	**	**	21%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	6	**	**	**	**	5	**	**	**	6	**	**	**	**	**
2%		**	**	**	**	2%	**	**	**	3%	**	**	**	**	**
DISCOUNT ONLY	13	**	**	**	**	10	**	**	**	12	**	**	**	**	**
5%		**	**	**	**	4%	**	**	**	6%	**	**	**	**	**
EXTRA SERVICES ONLY	18	**	**	**	**	15	**	**	**	17	**	**	**	**	**
7%		**	**	**	**	7%	**	**	**	8%	**	**	**	**	**
REDUCED SERVICES ONLY	12	**	**	**	**	12	**	**	**	8	**	**	**	**	**
4%		**	**	**	**	5%	**	**	**	4%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	225	**	**	**	**	192	**	**	**	157	**	**	**	**	**
82%		**	**	**	**	82%	**	**	**	79%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
Received a discount	20	12	8	10	**	**	**	19	**	**	**	**	**	**	14	**
	7%	8%	7%	10%	**	**	**	9%	**	**	**	**	**	**	11%	**
Added extra or improved services	24	16	9	10	**	**	**	21	**	**	**	**	**	**	15	**
	9%	10%	8%	11%	**	**	**	10%	**	**	**	**	**	**	12%	**
Reduced or downgraded services	12	8	4	6	**	**	**	9	**	**	**	**	**	**	8	**
	4%	5%	3%	6%	**	**	**	4%	**	**	**	**	**	**	6%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	31	18	23	**	**	**	43	**	**	**	**	**	**	30	**
	18%	20%	16%	25%	**	**	**	20%	**	**	**	**	**	**	24%	**
DISCOUNT AND EXTRA SERVICES	6	4	2	3	**	**	**	6	**	**	**	**	**	**	6	**
	2%	3%	2%	3%	**	**	**	3%	**	**	**	**	**	**	5%	**
DISCOUNT ONLY	13	8	6	7	**	**	**	13	**	**	**	**	**	**	7	**
	5%	5%	5%	8%	**	**	**	6%	**	**	**	**	**	**	6%	**
EXTRA SERVICES ONLY	18	12	6	8	**	**	**	15	**	**	**	**	**	**	8	**
	7%	7%	5%	8%	**	**	**	7%	**	**	**	**	**	**	7%	**
REDUCED SERVICES ONLY	12	8	4	6	**	**	**	9	**	**	**	**	**	**	8	**
	4%	5%	3%	6%	**	**	**	4%	**	**	**	**	**	**	6%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	225	123	98	71	**	**	**	172	**	**	**	**	**	**	96	**
	82%	80%	84%	75%	**	**	**	80%	**	**	**	**	**	**	76%	**

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	260	260	-	260	-	161	99	70	19	167	18	171	14	119	66	39
Effective Weighted Sample	214	214	-	214	-	126	88	48	17	142	15	146	11	96	61	27
Total	275	275	-	275	-	153	121	47	24	173	14	177	10	108	78	26
Received a discount	13	13	**	13	**	12	**	**	**	7	**	7	**	6	**	**
	5%	5%	**	5%	**	8%	**	**	**	4%	**	4%	**	5%	**	**
Added extra or improved services	23	23	**	23	**	18	**	**	**	15	**	15	**	13	**	**
	8%	8%	**	8%	**	12%	**	**	**	9%	**	8%	**	12%	**	**
Reduced or downgraded services	5	5	**	5	**	4	**	**	**	3	**	3	**	3	**	**
	2%	2%	**	2%	**	3%	**	**	**	2%	**	2%	**	2%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	37	**	37	**	31	**	**	**	21	**	21	**	18	**	**
	13%	13%	**	13%	**	20%	**	**	**	12%	**	12%	**	16%	**	**
DISCOUNT AND EXTRA SERVICES	1	1	**	1	**	1	**	**	**	1	**	1	**	1	**	**
	*%	*%	**	*%	**	1%	**	**	**	1%	**	1%	**	1%	**	**
DISCOUNT AND REDUCED SERVICES	2	2	**	2	**	2	**	**	**	2	**	2	**	1	**	**
	1%	1%	**	1%	**	1%	**	**	**	1%	**	1%	**	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	**	1	**	-	**	**	**	1	**	1	**	1	**	**
	*%	*%	**	*%	**	-%	**	**	**	1%	**	1%	**	1%	**	**
DISCOUNT ONLY	10	10	**	10	**	9	**	**	**	4	**	4	**	4	**	**
	4%	4%	**	4%	**	6%	**	**	**	2%	**	2%	**	3%	**	**
EXTRA SERVICES ONLY	20	20	**	20	**	17	**	**	**	13	**	13	**	10	**	**
	7%	7%	**	7%	**	11%	**	**	**	7%	**	7%	**	9%	**	**
REDUCED SERVICES ONLY	2	2	**	2	**	2	**	**	**	*	**	*	**	1	**	**
	1%	1%	**	1%	**	1%	**	**	**	*%	**	*%	**	1%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	238	238	**	238	**	122	**	**	**	152	**	156	**	91	**	**
	87%	87%	**	87%	**	80%	**	**	**	88%	**	88%	**	84%	**	**

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	260	96	46	104	38	106	36	38	17	45	37	50	32
Effective Weighted Sample	214	85	40	93	32	91	34	29	15	38	32	42	28
Total	275	92	37	99	30	91	38	28	17	48	32	52	27
Received a discount	13	**	**	6	**	8	**	**	**	**	**	**	**
	5%	**	**	6%	**	9%	**	**	**	**	**	**	**
Added extra or improved services	23	**	**	7	**	11	**	**	**	**	**	**	**
	8%	**	**	8%	**	12%	**	**	**	**	**	**	**
Reduced or downgraded services	5	**	**	2	**	5	**	**	**	**	**	**	**
	2%	**	**	2%	**	5%	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	**	**	14	**	20	**	**	**	**	**	**	**
	13%	**	**	15%	**	22%	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	**	**	1	**	1	**	**	**	**	**	**	**
	*%	**	**	1%	**	1%	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	1	**	2	**	**	**	**	**	**	**
	1%	**	**	1%	**	2%	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	-	**	1	**	**	**	**	**	**	**
	*%	**	**	-%	**	1%	**	**	**	**	**	**	**
DISCOUNT ONLY	10	**	**	5	**	6	**	**	**	**	**	**	**
	4%	**	**	5%	**	6%	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	20	**	**	7	**	9	**	**	**	**	**	**	**
	7%	**	**	7%	**	10%	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	2	**	**	1	**	1	**	**	**	**	**	**	**
	1%	**	**	1%	**	2%	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	238	**	**	84	**	71	**	**	**	**	**	**	**
	87%	**	**	85%	**	78%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	260	46	36	19	5	18	49	5	1	82	67	194	66
Effective Weighted Sample	214	37	32	15	5	14	45	4	1	69	59	157	59
Total	275	40	39	16	6	17	64	3	1	79	81	186	88
Received a discount	13	**	**	**	**	**	**	**	**	**	**	11	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**
Added extra or improved services	23	**	**	**	**	**	**	**	**	**	**	21	**
	8%	**	**	**	**	**	**	**	**	**	**	11%	**
Reduced or downgraded services	5	**	**	**	**	**	**	**	**	**	**	5	**
	2%	**	**	**	**	**	**	**	**	**	**	3%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	**	**	**	**	**	**	**	**	**	**	34	**
	13%	**	**	**	**	**	**	**	**	**	**	18%	**
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT ONLY	10	**	**	**	**	**	**	**	**	**	**	8	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
EXTRA SERVICES ONLY	20	**	**	**	**	**	**	**	**	**	**	19	**
	7%	**	**	**	**	**	**	**	**	**	**	10%	**
REDUCED SERVICES ONLY	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	238	**	**	**	**	**	**	**	**	**	**	153	**
	87%	**	**	**	**	**	**	**	**	**	**	82%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	260	-	-	-	49	211	38	99	64	201	58	34	73	95	91
Effective Weighted Sample	214	-	-	-	43	174	29	77	57	162	51	31	56	77	81
Total	275	-	-	-	41	234	36	96	68	199	74	47	69	93	111
Received a discount	13	**	**	**	**	9	**	**	**	13	**	**	**	**	**
	5%	**	**	**	**	4%	**	**	**	6%	**	**	**	**	**
Added extra or improved services	23	**	**	**	**	18	**	**	**	21	**	**	**	**	**
	8%	**	**	**	**	8%	**	**	**	11%	**	**	**	**	**
Reduced or downgraded services	5	**	**	**	**	2	**	**	**	5	**	**	**	**	**
	2%	**	**	**	**	1%	**	**	**	3%	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	**	**	**	**	27	**	**	**	35	**	**	**	**	**
	13%	**	**	**	**	12%	**	**	**	18%	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	*%	**	**	**	**	*%	**	**	**	1%	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	1	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	*%	**	**	**	1%	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	-	**	**	**	1	**	**	**	**	**
	*%	**	**	**	**	-%	**	**	**	1%	**	**	**	**	**
DISCOUNT ONLY	10	**	**	**	**	7	**	**	**	10	**	**	**	**	**
	4%	**	**	**	**	3%	**	**	**	5%	**	**	**	**	**
EXTRA SERVICES ONLY	20	**	**	**	**	17	**	**	**	19	**	**	**	**	**
	7%	**	**	**	**	7%	**	**	**	10%	**	**	**	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	1	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	*%	**	**	**	1%	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	238	**	**	**	**	207	**	**	**	164	**	**	**	**	**
	87%	**	**	**	**	88%	**	**	**	82%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
Received a discount	13	12	1	4	**	**	**	10	**	**	**	**	**	**	5	**
	5%	8%	1%	4%	**	**	**	5%	**	**	**	**	**	**	4%	**
		b														
Added extra or improved services	23	18	5	10	**	**	**	14	**	**	**	**	**	**	14	**
	8%	12%	4%	10%	**	**	**	6%	**	**	**	**	**	**	11%	**
Reduced or downgraded services	5	5	*	2	**	**	**	4	**	**	**	**	**	**	1	**
	2%	3%	*%	2%	**	**	**	2%	**	**	**	**	**	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	31	5	15	**	**	**	25	**	**	**	**	**	**	19	**
	13%	20%	5%	16%	**	**	**	11%	**	**	**	**	**	**	15%	**
		b														
DISCOUNT AND EXTRA SERVICES	1	1	*	*	**	**	**	1	**	**	**	**	**	**	1	**
	*%	1%	*%	*%	**	**	**	*%	**	**	**	**	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	2	2	-	-	**	**	**	2	**	**	**	**	**	**	-	**
	1%	1%	-%	-%	**	**	**	1%	**	**	**	**	**	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	**	**	**	-	**	**	**	**	**	**	-	**
	*%	1%	-%	-%	**	**	**	-%	**	**	**	**	**	**	-%	**
DISCOUNT ONLY	10	9	*	4	**	**	**	7	**	**	**	**	**	**	4	**
	4%	6%	*%	4%	**	**	**	3%	**	**	**	**	**	**	3%	**
EXTRA SERVICES ONLY	20	16	4	9	**	**	**	13	**	**	**	**	**	**	13	**
	7%	10%	4%	10%	**	**	**	6%	**	**	**	**	**	**	10%	**
REDUCED SERVICES ONLY	2	2	*	2	**	**	**	2	**	**	**	**	**	**	1	**
	1%	1%	*%	2%	**	**	**	1%	**	**	**	**	**	**	1%	**
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	a	~b
Unweighted total	260	150	106	105	50	43	62	206	24	25	5	39	81	74	122	89
Effective Weighted Sample	214	121	89	83	43	35	54	170	19	21	4	31	64	64	96	78
Total	275	154	116	94	57	52	71	216	26	28	5	40	82	74	126	96
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	238	123	111	79	**	**	**	191	**	**	**	**	**	**	107	**
	87%	80%	95%	84%	**	**	**	89%	**	**	**	**	**	**	85%	**
			a													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3008	185	1762	430	1517	1132	815	232	136	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2657	156	1556	375	1338	978	735	181	125	2205	464	2370	293	1648	1011	409
Total	2976	187	1806	440	1553	1130	863	181	136	2531	444	2694	282	1814	1161	450
SWITCHED IN LAST 12 MONTHS	450	26	216	50	192	158	84	54	34	384	67	398	52	450	-	450
	15%	14%	12%	11%	12%	14% b	10%	30% ab	25% ab	15%	15%	15%	18%	25% b	-%	100% ab
CURRENTLY LOOKING FOR A NEW DEAL	235	25	106	38	93	96	35	22	11	198	37	203	31	187	48	80
	8%	13% b	6%	9%	6%	8% b	4%	12% b	8%	8%	8%	8%	11%	10% b	4%	18% ab
NEITHER	1655	145	1510	365	1290	907	748	116	95	1348	307	1464	191	899	756	-
	56%	78%	84%	83%	83%	80% cd	87% acd	64%	70%	53%	69% a	54%	68% a	50% c	65% ac	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3008	496	1945	783	1658	1447	994	363	225	403	877	530	750
Effective Weighted Sample	2657	446	1716	694	1462	1262	885	307	202	367	770	474	662
Total	2976	407	1949	684	1672	1371	985	301	205	407	1032	545	894
SWITCHED IN LAST 12 MONTHS	450	78	237	106	210	220	95	101	60	72	133	86	119
	15%	19%	12%	15%	13%	16%	10%	34%	29%	18%	13%	16%	13%
		b				b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	235	43	118	55	106	126	35	36	15	31	68	42	56
	8%	11%	6%	8%	6%	9%	4%	12%	7%	8%	7%	8%	6%
		b				b		b					
NEITHER	1655	70	1513	277	1306	877	706	127	99	215	770	313	673
	56%	17%	78%	40%	78%	64%	72%	42%	48%	53%	75%	57%	75%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3008	621	659	155	79	220	547	45	31	1280	767	2346	662
Effective Weighted Sample	2657	535	594	124	70	204	514	40	29	1129	718	2055	606
Total	2976	689	750	144	86	183	471	36	26	1439	654	2345	631
SWITCHED IN LAST 12 MONTHS	450	125	80	55	**	26	46	**	**	204	71	395	55
	15%	18%	11%	38%	**	14%	10%	**	**	14%	11%	17%	9%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	235	74	24	26	**	21	23	**	**	98	44	212	22
	8%	11%	3%	18%	**	11%	5%	**	**	7%	7%	9%	4%
		b		b		b						b	
NEITHER	1655	426	559	64	**	118	313	**	**	985	430	1245	410
	56%	62%	74%	45%	**	64%	66%	**	**	68%	66%	53%	65%
		c	ac										a

Columns Tested: a,b,c,d - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3008	859	496	168	487	1012	311	1135	1025	2471	528	172	827	1105	1067
Effective Weighted Sample	2657	814	469	159	442	903	272	980	924	2170	485	158	711	967	978
Total	2976	718	718	147	418	988	350	1116	1012	2479	488	161	833	1115	1018
SWITCHED IN LAST 12 MONTHS	450	87	78	28	53	208	94	190	117	401	47	16	185	169	94
	15%	12%	11%	19%	13%	21%	27%	17%	12%	16%	10%	10%	22%	15%	9%
CURRENTLY LOOKING FOR A NEW DEAL				b		abd	bcdef	ce		ce			bc	c	
	235	36	45	9	35	110	52	111	57	221	13	2	107	99	29
	8%	5%	6%	6%	8%	11%	15%	10%	6%	9%	3%	1%	13%	9%	3%
NEITHER						ab	cdef	cef	f	cef			bc	c	
	1655	603	607	112	226	117	70	496	702	1269	381	132	243	626	782
	56%	84%	85%	76%	54%	12%	20%	44%	69%	51%	78%	82%	29%	56%	77%
		de	de	de	e			a	abd	ab	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3008	1470	1507	902	873	492	707	2475	276	171	86	362	1028	892	972	1496
Effective Weighted Sample	2657	1300	1335	807	785	441	635	2188	242	149	78	318	898	793	854	1326
Total	2976	1524	1423	817	846	624	659	2442	279	168	86	368	1012	879	948	1488
SWITCHED IN LAST 12 MONTHS	450	272	175	125	120	96	104	388	28	19	**	60	167	124	168	178
	15%	18% b	12%	15%	14%	15%	16%	16%	10%	11%	**	16%	17%	14%	18% b	12%
CURRENTLY LOOKING FOR A NEW DEAL	235	126	105	71	60	59	43	195	22	12	**	30	100	61	97	80
	8%	8%	7%	9%	7%	9%	7%	8%	8%	7%	**	8%	10%	7%	10% b	5%
NEITHER	1655	863	783	497	480	347	318	1344	169	96	**	184	564	524	494	909
	56%	57%	55%	d	d	56%	48%	55%	60%	57%	**	50%	56%	a	52%	a

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 225

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3008	185	1762	430	1517	1132	815	232	136	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2657	156	1556	375	1338	978	735	181	125	2205	464	2370	293	1648	1011	409
Total	2976	187	1806	440	1553	1130	863	181	136	2531	444	2694	282	1814	1161	450
SWITCHED ONLY	337	18	167	38	147	112	73	35	26	297	40	308	29	337	-	337
	11%	10%	9%	9%	9%	10%	8%	19%	19%	12%	9%	11%	10%	19%	-%	75%
								ab	ab					b		ab
INITIATED CHANGE ONLY	345	23	220	55	189	142	101	16	12	253	92	279	67	215	131	-
	12%	12%	12%	12%	12%	13%	12%	9%	9%	10%	21%	10%	24%	12%	11%	-%
											a		a	c	c	
BOTH SWITCHED AND INITIATED CHANGE	113	8	50	13	45	47	11	19	8	86	27	90	23	113	-	113
	4%	4%	3%	3%	3%	4%	1%	10%	6%	3%	6%	3%	8%	6%	-%	25%
						b		ab	b		a		a	b		ab
NEITHER	2180	138	1370	335	1173	829	679	111	90	1894	286	2017	163	1149	1031	-
	73%	74%	76%	76%	76%	73%	79%	61%	66%	75%	64%	75%	58%	63%	89%	-%
						c	acd			b		b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3008	496	1945	783	1658	1447	994	363	225	403	877	530	750
Effective Weighted Sample	2657	446	1716	694	1462	1262	885	307	202	367	770	474	662
Total	2976	407	1949	684	1672	1371	985	301	205	407	1032	545	894
SWITCHED ONLY	337	61	181	83	159	162	80	67	47	58	95	67	86
	11%	15%	9%	12%	9%	12%	8%	22%	23%	14%	9%	12%	10%
		b				b		ab	ab	b			
INITIATED CHANGE ONLY	345	40	240	77	204	172	109	23	13	55	146	77	124
	12%	10%	12%	11%	12%	13%	11%	8%	6%	13%	14%	14%	14%
						cd							
BOTH SWITCHED AND INITIATED CHANGE	113	17	56	22	51	58	16	34	13	14	38	19	32
	4%	4%	3%	3%	3%	4%	2%	11%	6%	3%	4%	4%	4%
						b		ab	b				
NEITHER	2180	289	1472	502	1259	980	781	177	132	280	754	382	652
	73%	71%	76%	73%	75%	71%	79%	59%	64%	69%	73%	70%	73%
						c	acd						

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3008	621	659	155	79	220	547	45	31	1280	767	2346	662
Effective Weighted Sample	2657	535	594	124	70	204	514	40	29	1129	718	2055	606
Total	2976	689	750	144	86	183	471	36	26	1439	654	2345	631
SWITCHED ONLY	337	86	66	34	**	16	40	**	**	153	56	301	36
	11%	13%	9%	23% ab	**	9%	8%	**	**	11%	9%	13% b	6%
INITIATED CHANGE ONLY	345	101	100	16	**	18	43	**	**	201	60	293	53
	12%	15%	13%	11%	**	10%	9%	**	**	14% b	9%	12% b	8%
BOTH SWITCHED AND INITIATED CHANGE	113	38	13	21	**	9	6	**	**	51	15	94	19
	4%	6% b	2%	15% ab	**	5% b	1%	**	**	4%	2%	4%	3%
NEITHER	2180	463	571	73	**	140	383	**	**	1034	523	1657	523
	73%	67% c	76% ac	51%	**	76%	81%	**	**	72%	80% a	71%	83% a

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3008	859	496	168	487	1012	311	1135	1025	2471	528	172	827	1105	1067
Effective Weighted Sample	2657	814	469	159	442	903	272	980	924	2170	485	158	711	967	978
Total	2976	718	718	147	418	988	350	1116	1012	2479	488	161	833	1115	1018
SWITCHED ONLY	337	74	61	17	34	153	64	144	90	299	36	13	135	130	71
	11%	10%	8%	12%	8%	16%	18%	13%	9%	12%	7%	8%	16%	12%	7%
INITIATED CHANGE ONLY						abd	cdef	ce		ce			bc	c	
	345	64	81	43	63	98	41	143	123	307	38	5	105	133	107
	12%	9%	11%	29%	15%	10%	12%	13%	12%	12%	8%	3%	13%	12%	11%
BOTH SWITCHED AND INITIATED CHANGE				abde	ae		f	ef	ef	ef					
	113	13	17	11	19	54	29	46	27	102	11	3	50	40	24
	4%	2%	2%	7%	5%	5%	8%	4%	3%	4%	2%	2%	6%	4%	2%
NEITHER				ab	a	ab	bcdef						c		
	2180	567	559	77	303	682	215	783	772	1771	402	141	544	812	817
	73%	79%	78%	52%	72%	69%	62%	70%	76%	71%	82%	88%	65%	73%	80%
		cde	ce		c	c		a	abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3008	1470	1507	902	873	492	707	2475	276	171	86	362	1028	892	972	1496
Effective Weighted Sample	2657	1300	1335	807	785	441	635	2188	242	149	78	318	898	793	854	1326
Total	2976	1524	1423	817	846	624	659	2442	279	168	86	368	1012	879	948	1488
SWITCHED ONLY	337	199	135	90	95	69	78	295	17	15	**	43	124	91	110	147
	11%	13%	10%	11%	11%	11%	12%	12%	6%	9%	**	12%	12%	10%	12%	10%
		b						b								
	345	186	157	101	118	72	52	296	26	17	**	41	125	109	115	185
	12%	12%	11%	12%	14%	12%	8%	12%	9%	10%	**	11%	12%	12%	12%	12%
				d	d											
	113	72	39	36	24	27	26	94	11	4	**	16	43	33	58	31
	4%	5%	3%	4%	3%	4%	4%	4%	4%	3%	**	4%	4%	4%	6%	2%
		b													b	
	2180	1067	1091	591	608	456	503	1758	225	132	**	267	720	646	664	1125
	73%	70%	77%	72%	72%	73%	76%	72%	81%	78%	**	73%	71%	74%	70%	76%
			a						a							a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Significance Level: 99%																
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
SWITCHED IN LAST 12 MONTHS	296	13	141	27	127	93	60	31	**	296	**	296	**	296	-	296
	14%	11%	12%	10%	12%	13%	10%	26% ab	**	14%	**	14%	**	24% b	-%	100% ab
CURRENTLY LOOKING FOR A NEW DEAL	125	8	61	13	56	45	24	6	**	125	**	125	**	87	38	33
	6%	7%	5%	5%	5%	6%	4%	5%	**	6%	**	6%	**	7%	4%	11% b
NEITHER	1129	97	1032	228	901	605	524	85	**	1129	**	1129	**	593	536	-
	55%	84%	85%	87%	84%	83% c	87% c	71%	**	55%	**	55%	**	49% c	63% ac	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE			REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
SWITCHED IN LAST 12 MONTHS	296	55	148	70	134	133	71	56	38	50	74	55	68
	14%	17%	11%	15%	12%	14%	10%	27%	26%	18%	10%	15%	11%
		b						ab	ab	b			
CURRENTLY LOOKING FOR A NEW DEAL	125	25	64	30	59	64	25	14	9	11	38	16	33
	6%	8%	5%	6%	5%	7%	4%	7%	6%	4%	5%	5%	5%
						b							
NEITHER	1129	46	1040	173	913	595	490	94	72	142	563	205	501
	55%	14%	80%	37%	80%	65%	70%	46%	49%	52%	78%	58%	78%
			a		a	cd	cd				a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2043	393	438	86	53	155	380	31	21	831	535	1620	423
Effective Weighted Sample	1804	348	397	73	47	147	358	29	20	746	505	1420	387
Total	2065	471	528	91	61	124	323	23	17	999	447	1657	409
SWITCHED IN LAST 12 MONTHS	296	74	49	**	**	17	39	**	**	123	56	261	35
	14%	16%	9%	**	**	14%	12%	**	**	12%	13%	16%	9%
		b										b	
CURRENTLY LOOKING FOR A NEW DEAL	125	30	19	**	**	11	17	**	**	49	28	111	15
	6%	6%	4%	**	**	9%	5%	**	**	5%	6%	7%	4%
NEITHER	1129	315	391	**	**	80	199	**	**	706	278	883	246
	55%	67%	74%	**	**	64%	62%	**	**	71%	62%	53%	60%
										b			

Columns Tested: a,b,c,d - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
SWITCHED IN LAST 12 MONTHS	296	75	65	**	9	147	57	128	78	263	31	**	115	119	60
	14%	13%	10%	**	9%	19%	25%	16%	11%	15%	10%	**	20%	15%	9%
CURRENTLY LOOKING FOR A NEW DEAL						abd	bcde	c		c			c	c	
	125	27	32	**	6	60	17	63	38	119	6	**	48	60	17
	6%	5%	5%	**	6%	8%	7%	8%	5%	7%	2%	**	8%	8%	2%
NEITHER							e	e		e			c	c	
	1129	486	537	**	26	80	43	352	500	894	233	**	164	443	520
	55%	83%	86%	**	26%	11%	19%	44%	69%	51%	75%	**	29%	55%	76%
		de	de		e			a	abd	ab	abd			a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2043	955	1065	618	624	337	438	1684	184	121	54	208	669	665	622	1059
Effective Weighted Sample	1804	845	944	558	557	302	393	1487	161	107	49	183	583	590	547	938
Total	2065	1018	1025	574	615	438	416	1702	185	123	55	222	678	667	625	1079
SWITCHED IN LAST 12 MONTHS	296	181	113	78	79	71	64	257	15	15	**	35	112	86	99	130
	14%	18% b	11%	14%	13%	16%	15%	15%	8%	12%	**	16%	17%	13%	16%	12%
CURRENTLY LOOKING FOR A NEW DEAL	125	62	61	34	34	32	23	102	11	9	**	14	54	34	39	54
	6%	6%	6%	6%	6%	7%	6%	6%	6%	7%	**	6%	8%	5%	6%	5%
NEITHER	1129	558	565	349	344	234	196	922	112	67	**	110	365	397	329	637
	55%	55%	55%	61% d	56% d	53%	47%	54%	60%	55%	**	50%	54%	60%	53%	59%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
SWITCHED ONLY	244	10	118	22	107	74	54	20	**	244	**	244	**	244	-	244
	12%	9%	10%	8%	10%	10%	9%	17%	**	12%	**	12%	**	20%	-%	82%
								b						b		ab
INITIATED CHANGE ONLY	224	15	137	36	115	79	73	9	**	224	**	224	**	119	105	-
	11%	13%	11%	14%	11%	11%	12%	8%	**	11%	**	11%	**	10%	12%	-%
														c	c	
BOTH SWITCHED AND INITIATED CHANGE	52	2	23	5	21	19	7	11	**	52	**	52	**	52	-	52
	3%	2%	2%	2%	2%	3%	1%	9%	**	3%	**	3%	**	4%	-%	18%
								ab						b		ab
NEITHER	1545	88	943	200	831	558	473	79	**	1545	**	1545	**	795	750	-
	75%	76%	77%	76%	77%	76%	78%	66%	**	75%	**	75%	**	66%	88%	-%
							c							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
SWITCHED ONLY	244	48	125	59	114	111	62	41	29	43	59	46	56
	12%	15%	10%	12%	10%	12%	9%	20%	20%	16%	8%	13%	9%
		b						ab	ab	b			
INITIATED CHANGE ONLY	224	35	146	55	126	106	75	16	12	32	89	45	77
	11%	11%	11%	12%	11%	11%	11%	8%	9%	12%	12%	13%	12%
BOTH SWITCHED AND INITIATED CHANGE	52	8	23	11	20	21	9	16	9	7	15	9	12
	3%	2%	2%	2%	2%	2%	1%	8%	6%	2%	2%	3%	2%
								ab	ab				
NEITHER	1545	228	1003	348	882	681	549	133	94	192	562	257	498
	75%	72%	77%	74%	77%	74%	79%	65%	65%	70%	78%	72%	77%
						c	cd						

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2043	393	438	86	53	155	380	31	21	831	535	1620	423
Effective Weighted Sample	1804	348	397	73	47	147	358	29	20	746	505	1420	387
Total	2065	471	528	91	61	124	323	23	17	999	447	1657	409
SWITCHED ONLY	244	59	43	**	**	12	35	**	**	102	48	218	26
	12%	13%	8%	**	**	10%	11%	**	**	10%	11%	13% b	6%
INITIATED CHANGE ONLY	224	60	62	**	**	12	32	**	**	122	45	188	36
	11%	13%	12%	**	**	10%	10%	**	**	12%	10%	11%	9%
BOTH SWITCHED AND INITIATED CHANGE	52	15	6	**	**	5	3	**	**	21	9	43	9
	3%	3%	1%	**	**	4%	1%	**	**	2%	2%	3%	2%
NEITHER	1545	338	417	**	**	95	251	**	**	754	346	1208	337
	75%	72%	79%	**	**	76%	78%	**	**	75%	77%	73%	83% a

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
SWITCHED ONLY	244	66	52	**	7	119	46	104	64	214	28	**	96	93	53
	12%	11%	8%	**	7%	16%	20%	13%	9%	12%	9%	**	17%	12%	8%
						b	cde						bc		
INITIATED CHANGE ONLY	224	58	77	**	12	76	22	100	77	199	25	**	69	86	68
	11%	10%	12%	**	12%	10%	10%	12%	11%	11%	8%	**	12%	11%	10%
BOTH SWITCHED AND INITIATED CHANGE	52	9	13	**	1	28	11	24	14	49	3	**	19	25	8
	3%	2%	2%	**	1%	4%	5%	3%	2%	3%	1%	**	3%	3%	1%
							e						c	c	
NEITHER	1545	450	483	**	79	533	148	574	566	1288	253	**	385	596	560
	75%	77%	77%	**	79%	70%	65%	72%	79%	74%	82%	**	68%	74%	81%
		e							ab		abd		a	a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2043	955	1065	618	624	337	438	1684	184	121	54	208	669	665	622	1059
Effective Weighted Sample	1804	845	944	558	557	302	393	1487	161	107	49	183	583	590	547	938
Total	2065	1018	1025	574	615	438	416	1702	185	123	55	222	678	667	625	1079
SWITCHED ONLY	244	143	100	62	68	57	51	209	13	14	**	28	90	73	77	112
	12%	14%	10%	11%	11%	13%	12%	12%	7%	11%	**	13%	13%	11%	12%	10%
		b														
INITIATED CHANGE ONLY	224	109	112	61	81	46	35	198	14	10	**	28	77	78	73	127
	11%	11%	11%	11%	13%	11%	8%	12%	8%	8%	**	12%	11%	12%	12%	12%
BOTH SWITCHED AND INITIATED CHANGE	52	39	13	15	10	14	13	47	2	1	**	7	23	13	21	18
	3%	4%	1%	3%	2%	3%	3%	3%	1%	1%	**	3%	3%	2%	3%	2%
		b														
NEITHER	1545	728	800	435	456	321	317	1248	156	98	**	159	489	503	453	822
	75%	72%	78%	76%	74%	73%	76%	73%	84%	80%	**	72%	72%	75%	73%	76%
			a						a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
Received a discount	157	7	93	23	77	50	50	11	**	157	**	157	**	86	71	31
	8%	6%	8%	9%	7%	7%	8%	9%	**	8%	**	8%	**	7%	8%	10%
Added extra or improved services	104	9	62	18	53	46	24	9	**	104	**	104	**	76	28	17
	5%	7%	5%	7%	5%	6%	4%	7%	**	5%	**	5%	**	6% b	3%	6%
Reduced or downgraded services	56	2	33	10	24	16	18	1	**	56	**	56	**	29	27	8
	3%	2%	3%	4%	2%	2%	3%	1%	**	3%	**	3%	**	2%	3%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	276	17	160	41	136	98	79	20	**	276	**	276	**	171	105	52
	13%	15%	13%	16%	13%	13%	13%	17%	**	13%	**	13%	**	14%	12%	18%
ALL 3 CHANGES	4	-	3	2	1	-	3	-	**	4	**	4	**	-	4	-
	*%	-%	*%	1%	*%	-%	*%	-%	**	*%	**	*%	**	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	18	1	13	4	11	9	5	1	**	18	**	18	**	12	6	2
	1%	1%	1%	1%	1%	1%	1%	1%	**	1%	**	1%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	13	-	8	2	6	5	3	-	**	13	**	13	**	6	7	1
	1%	-%	1%	1%	1%	1%	*%	-%	**	1%	**	1%	**	*%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	3	-	*	-	*	*	-	*	**	3	**	3	**	3	-	2
	*%	-%	*%	-%	*%	*%	-%	*%	**	*%	**	*%	**	*%	-%	1%
DISCOUNT ONLY	122	7	69	15	60	36	39	10	**	122	**	122	**	68	54	28
	6%	6%	6%	6%	6%	5%	7%	9%	**	6%	**	6%	**	6%	6%	10%
EXTRA SERVICES ONLY	80	8	45	13	41	36	17	8	**	80	**	80	**	61	18	14
	4%	7%	4%	5%	4%	5%	3%	6%	**	4%	**	4%	**	5% b	2%	5%
REDUCED SERVICES ONLY	37	2	22	6	17	11	13	1	**	37	**	37	**	21	16	6
	2%	2%	2%	2%	2%	2%	2%	1%	**	2%	**	2%	**	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1789	98	1061	221	937	632	526	98	**	1789	**	1789	**	1039	750	244
	87%	85%	87%	84%	87%	87%	87%	83%	**	87%	**	87%	**	86%	88%	82%

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
Received a discount	157	26	99	39	85	71	54	20	14	15	61	23	53
	8%	8%	8%	8%	7%	8%	8%	10%	9%	6%	8%	6%	8%
Added extra or improved services	104	15	64	22	57	53	26	12	8	18	37	24	31
	5%	5%	5%	5%	5%	6%	4%	6%	5%	7%	5%	7%	5%
Reduced or downgraded services	56	7	34	15	27	25	17	2	1	10	24	14	19
	3%	2%	3%	3%	2%	3%	2%	1%	1%	3%	3%	4%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	276	43	169	66	146	127	85	32	22	39	104	54	89
	13%	13%	13%	14%	13%	14%	12%	16%	15%	14%	14%	15%	14%
ALL 3 CHANGES	4	1	3	1	3	1	3	1	-	-	2	-	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	18	2	14	5	11	13	3	1	1	1	9	3	7
	1%	1%	1%	1%	1%	1%	*%	*%	1%	*%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	13	2	8	4	6	7	2	-	-	1	5	3	3
	1%	*%	1%	1%	*%	1%	*%	-%	-%	*%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	-	*	-	*	*	-	*	-	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%
DISCOUNT ONLY	122	21	74	30	66	50	45	19	13	13	45	17	41
	6%	7%	6%	6%	6%	5%	6%	9%	9%	5%	6%	5%	6%
EXTRA SERVICES ONLY	80	12	47	16	42	39	20	10	7	16	26	19	22
	4%	4%	4%	3%	4%	4%	3%	5%	5%	6%	4%	5%	3%
REDUCED SERVICES ONLY	37	5	24	10	18	17	11	1	1	7	17	11	14
	2%	1%	2%	2%	2%	2%	2%	1%	1%	3%	2%	3%	2%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1789	276	1128	407	996	793	611	174	124	235	621	302	554
	87%	87%	87%	86%	87%	86%	88%	84%	85%	86%	86%	85%	86%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2043	393	438	86	53	155	380	31	21	831	535	1620	423
Effective Weighted Sample	1804	348	397	73	47	147	358	29	20	746	505	1420	387
Total	2065	471	528	91	61	124	323	23	17	999	447	1657	409
Received a discount	157	38	39	**	**	9	23	**	**	76	32	131	25
	8%	8%	7%	**	**	7%	7%	**	**	8%	7%	8%	6%
Added extra or improved services	104	35	20	**	**	8	15	**	**	55	24	88	16
	5%	7%	4%	**	**	7%	5%	**	**	6%	5%	5%	4%
Reduced or downgraded services	56	13	20	**	**	3	2	**	**	33	5	47	10
	3%	3%	4%	**	**	2%	1%	**	**	3%	1%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	276	75	68	**	**	18	36	**	**	143	53	231	45
	13%	16%	13%	**	**	14%	11%	**	**	14%	12%	14%	11%
ALL 3 CHANGES	4	-	2	**	**	-	-	**	**	2	-	3	1
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	18	6	4	**	**	2	3	**	**	10	5	16	1
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	*%
DISCOUNT AND REDUCED SERVICES	13	3	3	**	**	1	1	**	**	6	2	10	3
	1%	1%	1%	**	**	1%	*%	**	**	1%	*%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	1	-	**	**	*	-	**	**	1	*	3	-
	*%	*%	-%	**	**	*%	-%	**	**	*%	*%	*%	-%
DISCOUNT ONLY	122	28	30	**	**	7	18	**	**	58	25	102	20
	6%	6%	6%	**	**	5%	6%	**	**	6%	6%	6%	5%
EXTRA SERVICES ONLY	80	27	14	**	**	6	12	**	**	42	18	66	14
	4%	6%	3%	**	**	5%	4%	**	**	4%	4%	4%	3%
REDUCED SERVICES ONLY	37	9	15	**	**	2	1	**	**	24	3	31	5
	2%	2%	3%	**	**	1%	*%	**	**	2%	1%	2%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2043	393	438	86	53	155	380	31	21	831	535	1620	423
Effective Weighted Sample	1804	348	397	73	47	147	358	29	20	746	505	1420	387
Total	2065	471	528	91	61	124	323	23	17	999	447	1657	409
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1789	397	460	**	**	107	287	**	**	856	394	1426	364
	87%	84%	87%	**	**	86%	89%	**	**	86%	88%	86%	89%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
Received a discount	157	38	53	**	7	58	19	80	47	146	11	**	54	63	39
	8%	7%	9%	**	7%	8%	8%	10%	7%	8%	4%	**	10%	8%	6%
								e		e					
Added extra or improved services	104	29	32	**	5	39	14	35	40	89	15	**	28	43	32
	5%	5%	5%	**	5%	5%	6%	4%	6%	5%	5%	**	5%	5%	5%
Reduced or downgraded services	56	11	22	**	2	22	4	30	19	53	4	**	18	24	14
	3%	2%	3%	**	2%	3%	2%	4%	3%	3%	1%	**	3%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	276	68	90	**	13	104	33	124	91	248	28	**	88	112	76
	13%	12%	14%	**	14%	14%	15%	15%	13%	14%	9%	**	15%	14%	11%
								e							
ALL 3 CHANGES	4	1	2	**	-	1	-	2	2	4	-	**	1	3	-
	*%	*%	*%	**	-%	*%	-%	*%	*%	*%	-%	**	*%	*%	-%
DISCOUNT AND EXTRA SERVICES	18	5	8	**	1	4	2	7	8	17	1	**	7	7	5
	1%	1%	1%	**	1%	*%	1%	1%	1%	1%	*%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	13	3	5	**	-	5	1	7	4	12	1	**	4	3	6
	1%	*%	1%	**	-%	1%	*%	1%	1%	1%	*%	**	1%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	*	-	**	-	2	*	2	-	3	-	**	*	2	-
	*%	*%	-%	**	-%	*%	*%	*%	-%	*%	-%	**	*%	*%	-%
DISCOUNT ONLY	122	29	39	**	7	47	16	63	34	113	9	**	43	50	29
	6%	5%	6%	**	7%	6%	7%	8%	5%	6%	3%	**	8%	6%	4%
								e		e					
EXTRA SERVICES ONLY	80	22	22	**	4	31	11	23	31	65	14	**	21	31	28
	4%	4%	3%	**	4%	4%	5%	3%	4%	4%	5%	**	4%	4%	4%
REDUCED SERVICES ONLY	37	7	15	**	2	13	3	19	13	34	2	**	13	15	9
	2%	1%	2%	**	2%	2%	1%	2%	2%	2%	1%	**	2%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1789	516	535	**	86	652	193	678	630	1501	281	**	481	689	613
	87%	88%	86%	**	86%	86%	85%	85%	87%	86%	91% b	**	85%	86%	89%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2043	955	1065	618	624	337	438	1684	184	121	54	208	669	665	622	1059
Effective Weighted Sample	1804	845	944	558	557	302	393	1487	161	107	49	183	583	590	547	938
Total	2065	1018	1025	574	615	438	416	1702	185	123	55	222	678	667	625	1079
Received a discount	157	81	73	38	63	28	27	137	8	8	**	16	57	53	45	87
	8%	8%	7%	7%	10%	6%	7%	8%	4%	7%	**	7%	8%	8%	7%	8%
Added extra or improved services	104	62	40	33	26	27	17	92	8	3	**	13	35	37	39	56
	5%	6%	4%	6%	4%	6%	4%	5%	4%	3%	**	6%	5%	6%	6%	5%
Reduced or downgraded services	56	31	23	13	24	9	10	52	4	1	**	11	23	15	26	22
	3%	3%	2%	2%	4%	2%	2%	3%	2%	1%	**	5%	3%	2%	4%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	276	147	125	76	91	60	47	245	16	11	**	34	100	91	94	145
	13%	14%	12%	13%	15%	14%	11%	14%	9%	9%	**	15%	15%	14%	15%	13%
ALL 3 CHANGES	4	3	-	-	2	1	1	4	-	-	**	1	2	-	3	-
	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	**	*%	*%	-%	1%	-%
DISCOUNT AND EXTRA SERVICES	18	11	6	6	8	-	4	14	1	2	**	2	3	9	3	14
	1%	1%	1%	1%	1%	-%	1%	1%	*%	1%	**	1%	1%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	13	7	5	2	9	-	3	11	2	-	**	2	7	3	4	7
	1%	1%	1%	*%	1%	-%	1%	1%	1%	-%	**	1%	1%	*%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	3	3	-	1	-	2	-	3	-	-	**	-	2	1	3	-
	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	**	-%	*%	*%	*%	-%
DISCOUNT ONLY	122	60	61	31	44	27	20	108	5	7	**	11	45	40	35	66
	6%	6%	6%	5%	7%	6%	5%	6%	3%	5%	**	5%	7%	6%	6%	6%
EXTRA SERVICES ONLY	80	46	34	26	15	24	13	71	7	2	**	10	29	26	30	42
	4%	4%	3%	5%	3%	6%	3%	4%	4%	1%	**	4%	4%	4%	5%	4%
REDUCED SERVICES ONLY	37	18	18	11	12	6	7	34	2	1	**	8	13	11	16	15
	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	**	4%	2%	2%	3%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2043	955	1065	618	624	337	438	1684	184	121	54	208	669	665	622	1059
Effective Weighted Sample	1804	845	944	558	557	302	393	1487	161	107	49	183	583	590	547	938
Total	2065	1018	1025	574	615	438	416	1702	185	123	55	222	678	667	625	1079
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1789	871	901	498	524	378	369	1457	169	112	**	187	578	576	530	934
	87%	86%	88%	87%	85%	86%	89%	86%	91%	91%	**	85%	85%	86%	85%	87%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
Received a discount	75	3	32	8	28	17	19	4	**	75	**	75	**	57	18	20
	4%	3%	3%	3%	3%	2%	3%	3%	**	4%	**	4%	**	5% b	2%	7% b
Added extra or improved services	44	5	18	10	14	19	5	6	**	44	**	44	**	36	8	16
	2%	4%	2%	4%	1%	3%	1%	5% b	**	2%	**	2%	**	3% b	1%	5% b
Reduced or downgraded services	13	3	6	3	6	6	3	2	**	13	**	13	**	10	3	4
	1%	2%	1%	1%	1%	1%	*%	2%	**	1%	**	1%	**	1%	*%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	119	9	51	17	43	36	24	10	**	119	**	119	**	93	26	36
	6%	8%	4%	7%	4%	5%	4%	9%	**	6%	**	6%	**	8% b	3%	12% b
DISCOUNT AND EXTRA SERVICES	9	1	5	2	4	5	1	1	**	9	**	9	**	8	1	3
	*%	1%	*%	1%	*%	1%	*%	1%	**	*%	**	*%	**	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	3	2	1	2	1	1	2	*	**	3	**	3	**	1	2	*
	*%	1% b	*%	1%	*%	*%	*%	*%	**	*%	**	*%	**	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	-	-	-	-	-	-	-	**	1	**	1	**	1	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	**	*%	**	*%	**	*%	-%	*%
DISCOUNT ONLY	62	1	27	4	23	11	16	2	**	62	**	62	**	47	15	17
	3%	1%	2%	2%	2%	2%	3%	2%	**	3%	**	3%	**	4% b	2%	6% b
EXTRA SERVICES ONLY	34	4	13	8	10	14	4	5	**	34	**	34	**	27	7	12
	2%	4%	1%	3%	1%	2%	1%	4% b	**	2%	**	2%	**	2%	1%	4% b
REDUCED SERVICES ONLY	10	1	6	2	5	6	1	2	**	10	**	10	**	8	1	2
	*%	1%	*%	1%	*%	1%	*%	1%	**	*%	**	*%	**	1%	*%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Significance Level: 99%																
Unweighted total	2043	109	1143	246	1006	692	560	137	90	2043	-	2043	-	1215	828	298
Effective Weighted Sample	1804	97	1007	218	886	602	501	112	82	1804	-	1804	-	1071	734	258
Total	2065	115	1221	263	1073	730	606	118	91	2065	-	2065	-	1211	855	296
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1946 94%	106 92%	1169 96%	246 93%	1030 96%	694 95%	582 96%	108 91%	** **	1946 94%	** **	1946 94%	** **	1117 92%	829 97%	260 88%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
Received a discount	75	13	34	17	30	28	19	5	4	10	20	12	17
	4%	4%	3%	4%	3%	3%	3%	3%	2%	4%	3%	3%	3%
Added extra or improved services	44	5	21	8	18	20	6	11	4	3	15	6	12
	2%	2%	2%	2%	2%	2%	1%	5%	3%	1%	2%	2%	2%
								ab					
Reduced or downgraded services	13	1	6	1	6	5	2	2	1	1	3	2	3
	1%	*%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	119	18	54	25	47	49	23	16	8	13	33	18	28
	6%	6%	4%	5%	4%	5%	3%	8%	6%	5%	5%	5%	4%
								b					
DISCOUNT AND EXTRA SERVICES	9	1	6	2	5	4	3	2	1	*	5	1	4
	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	3	-	1	-	1	1	-	1	-	*	-	*	-
	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	-	-	-	-	-	-	-	-	1	-	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%
DISCOUNT ONLY	62	12	27	16	24	23	16	3	3	9	15	11	13
	3%	4%	2%	3%	2%	3%	2%	2%	2%	3%	2%	3%	2%
EXTRA SERVICES ONLY	34	4	15	6	13	16	2	10	4	2	10	4	8
	2%	1%	1%	1%	1%	2%	*%	5%	2%	1%	1%	1%	1%
						b		ab	b				
REDUCED SERVICES ONLY	10	1	6	1	5	5	2	1	1	*	3	1	3
	*%	*%	*%	*%	*%	1%	*%	1%	1%	*%	*%	*%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2043	387	1246	539	1094	944	689	244	159	275	556	340	491
Effective Weighted Sample	1804	355	1094	480	961	821	609	210	142	253	505	306	447
Total	2065	318	1297	473	1142	920	696	206	145	274	725	356	643
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1946	301	1243	449	1095	871	673	190	137	262	692	339	615
	94%	94%	96%	95%	96%	95%	97% c	92%	94%	95%	95%	95%	96%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2043	393	438	86	53	155	380	31	21	831	535	1620	423
Effective Weighted Sample	1804	348	397	73	47	147	358	29	20	746	505	1420	387
Total	2065	471	528	91	61	124	323	23	17	999	447	1657	409
Received a discount	75	16	14	**	**	5	12	**	**	30	17	68	6
	4%	3%	3%	**	**	4%	4%	**	**	3%	4%	4%	2%
Added extra or improved services	44	12	5	**	**	5	4	**	**	18	8	41	3
	2%	3%	1%	**	**	4%	1%	**	**	2%	2%	3%	1%
Reduced or downgraded services	13	3	1	**	**	1	1	**	**	4	1	13	-
	1%	1%	*%	**	**	1%	*%	**	**	*%	*%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	119	27	18	**	**	9	15	**	**	45	24	111	8
	6%	6%	3%	**	**	7%	5%	**	**	5%	5%	7% b	2%
DISCOUNT AND EXTRA SERVICES	9	3	2	**	**	1	1	**	**	5	2	8	1
	*%	1%	*%	**	**	1%	*%	**	**	1%	1%	*%	*%
DISCOUNT AND REDUCED SERVICES	3	*	-	**	**	-	-	**	**	*	-	3	-
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	**	**	-	-	**	**	1	-	1	-
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	62	12	12	**	**	4	11	**	**	24	15	57	5
	3%	3%	2%	**	**	3%	3%	**	**	2%	3%	3%	1%
EXTRA SERVICES ONLY	34	9	3	**	**	3	3	**	**	12	6	32	2
	2%	2%	1%	**	**	3%	1%	**	**	1%	1%	2%	*%
REDUCED SERVICES ONLY	10	2	1	**	**	1	1	**	**	3	1	10	-
	*%	*%	*%	**	**	1%	*%	**	**	*%	*%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1946	444	510	**	**	115	308	**	**	954	423	1545	400
	94%	94%	97%	**	**	93%	95%	**	**	95%	95%	93%	98% a

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
Received a discount	75 4%	14 2%	18 3%	** **	2 2%	40 5%	16 7%	32 4%	19 3%	67 4%	7 2%	** **	27 5%	30 4%	16 2%
						a	ce								
Added extra or improved services	44 2%	6 1%	12 2%	** **	2 2%	24 3%	10 5%	25 3%	8 1%	43 2%	1 *%	** **	25 4%	14 2%	6 1%
						a	ce	ce					bc		
Reduced or downgraded services	13 1%	3 1%	3 *%	** **	- -%	7 1%	3 1%	9 1%	2 *%	13 1%	- -%	** **	6 1%	6 1%	2 *%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	119 6%	22 4%	30 5%	** **	3 3%	65 9%	27 12%	60 8%	24 3%	111 6%	7 2%	** **	53 9%	47 6%	18 3%
						a	cde	ce		ce			c	c	
DISCOUNT AND EXTRA SERVICES	9 *%	1 *%	4 1%	** **	1 1%	3 *%	1 1%	5 1%	2 *%	8 *%	1 *%	** **	3 1%	3 *%	3 1%
DISCOUNT AND REDUCED SERVICES	3 *%	1 *%	- -%	** **	- -%	2 *%	* *%	1 *%	2 *%	3 *%	- -%	** **	1 *%	* *%	2 *%
EXTRA SERVICES AND REDUCED SERVICES	1 *%	- -%	- -%	** **	- -%	1 *%	1 *%	- -%	- -%	1 *%	- -%	** **	1 *%	- -%	- -%
DISCOUNT ONLY	62 3%	12 2%	14 2%	** **	1 1%	35 5%	14 6%	26 3%	15 2%	56 3%	6 2%	** **	23 4%	27 3%	11 2%
						a	ce								
EXTRA SERVICES ONLY	34 2%	5 1%	9 1%	** **	1 1%	20 3%	8 4%	21 3%	5 1%	34 2%	- -%	** **	21 4%	11 1%	2 *%
						a	ce	ce					bc		
REDUCED SERVICES ONLY	10 *%	3 *%	3 *%	** **	- -%	4 1%	2 1%	8 1%	* *%	10 1%	- -%	** **	4 1%	6 1%	- -%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	2043	700	433	-	123	787	198	792	715	1705	331	97	559	770	707
Effective Weighted Sample	1804	665	410	-	113	706	176	684	643	1500	302	89	483	674	645
Total	2065	584	625	-	100	756	227	802	721	1749	309	90	570	800	689
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1946	562	596	**	97	691	200	742	696	1638	302	**	517	753	670
	94%	96%	95%	**	97%	91%	88%	92%	97%	94%	98%	**	91%	94%	97%
		e							abd	a	abd				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2043	955	1065	618	624	337	438	1684	184	121	54	208	669	665	622	1059
Effective Weighted Sample	1804	845	944	558	557	302	393	1487	161	107	49	183	583	590	547	938
Total	2065	1018	1025	574	615	438	416	1702	185	123	55	222	678	667	625	1079
Received a discount	75	36	38	17	22	12	22	64	7	2	**	5	30	20	30	36
	4%	4%	4%	3%	4%	3%	5%	4%	4%	2%	**	2%	4%	3%	5%	3%
Added extra or improved services	44	23	18	12	13	10	10	34	5	4	**	5	16	12	17	17
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	**	2%	2%	2%	3%	2%
Reduced or downgraded services	13	5	8	2	6	2	3	11	2	1	**	2	4	5	5	9
	1%	*%	1%	*%	1%	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	119	58	58	27	35	24	32	98	12	7	**	13	43	33	46	57
	6%	6%	6%	5%	6%	6%	8%	6%	6%	6%	**	6%	6%	5%	7%	5%
DISCOUNT AND EXTRA SERVICES	9	5	4	3	3	-	3	6	2	-	**	-	5	2	5	4
	*%	1%	*%	1%	*%	-%	1%	*%	1%	-%	**	-%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	3	1	2	1	2	-	1	3	-	-	**	*	1	2	1	2
	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	**	*%	*%	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	-	1	-	-	1	-	-	**	-	-	-	1	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	**	-%	-%	-%	*%	-%
DISCOUNT ONLY	62	30	32	14	17	12	18	55	5	2	**	5	23	17	25	31
	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	**	2%	3%	3%	4%	3%
EXTRA SERVICES ONLY	34	18	13	9	9	10	7	27	2	4	**	5	11	10	12	13
	2%	2%	1%	2%	1%	2%	2%	2%	1%	3%	**	2%	2%	2%	2%	1%
REDUCED SERVICES ONLY	10	4	5	1	3	2	3	7	2	1	**	2	3	3	3	7
	*%	*%	1%	*%	1%	1%	1%	*%	1%	1%	**	1%	*%	*%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1946	960	968	547	581	414	384	1604	174	116	**	209	635	634	579	1022
	94%	94%	94%	95%	94%	94%	92%	94%	94%	94%	**	94%	94%	95%	93%	95%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
SWITCHED IN LAST 12 MONTHS	353	28	188	54	162	192	24	150	117	260	40	277	23	231	70	101
	14%	21%	10%	14%	10%	17%	3%	82%	84%	14%	9%	13%	9%	16%	8%	32%
		b				b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	202	22	118	36	104	100	40	25	14	137	34	143	28	130	41	43
	8%	17%	6%	9%	6%	9%	5%	14%	10%	7%	8%	7%	10%	9%	5%	14%
		b				b		b	b					b		ab
NEITHER	2092	89	1580	309	1361	868	801	24	17	1560	365	1696	229	1125	800	198
	80%	69%	85%	80%	85%	77%	93%	13%	12%	81%	84%	81%	83%	78%	88%	63%
			a			cd	acd							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
SWITCHED IN LAST 12 MONTHS	353	142	211	173	180	353	-	353	232	59	98	74	83
	14%	25%	10%	20%	10%	23%	-%	100%	100%	16%	9%	15%	9%
		b		b		b		ab	ab	b		b	
CURRENTLY LOOKING FOR A NEW DEAL	202	63	139	80	122	155	47	48	20	37	69	44	62
	8%	11%	7%	9%	7%	10%	4%	14%	8%	10%	7%	9%	7%
		b				b		b	b				
NEITHER	2092	376	1716	619	1473	1062	1029	-	-	275	899	391	783
	80%	67%	84%	73%	84%	70%	96%	-%	-%	76%	86%	79%	86%
			a		a	cd	acd				a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
SWITCHED IN LAST 12 MONTHS	353	116	41	80	**	30	43	**	**	157	74	314	39
	14%	18%	5%	59%	**	18%	10%	**	**	11%	12%	15%	8%
		b		ab		b						b	
CURRENTLY LOOKING FOR A NEW DEAL	202	85	21	28	**	22	27	**	**	106	49	188	15
	8%	13%	3%	21%	**	13%	6%	**	**	8%	8%	9%	3%
		b		b		b						b	
NEITHER	2092	490	683	52	**	124	358	**	**	1173	483	1624	468
	80%	74%	92%	38%	**	73%	84%	**	**	83%	81%	78%	90%
		c	ac			a							a

Columns Tested: a,b,c,d - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
SWITCHED IN LAST 12 MONTHS	353	93	66	9	47	140	45	177	100	321	32	10	139	143	71
	14%	12%	9%	6%	12%	26%	23%	18%	11%	15%	7%	6%	22%	14%	7%
CURRENTLY LOOKING FOR A NEW DEAL						abcd	cdef	cef		cef			bc	c	
	202	51	45	9	37	60	31	102	56	188	14	2	80	91	31
	8%	7%	6%	6%	9%	11%	16%	10%	6%	9%	3%	1%	13%	9%	3%
NEITHER						ab	cdef	cef		cef			c	c	
	2092	635	639	130	334	364	131	737	793	1661	423	142	433	788	863
	80%	82%	86%	88%	82%	67%	68%	75%	84%	78%	90%	92%	69%	79%	89%
		e	e	e	e				abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
SWITCHED IN LAST 12 MONTHS	353	201	151	116	104	65	66	290	33	21	**	36	122	128	111	175
	14%	15%	13%	15%	14%	12%	13%	14%	13%	14%	**	12%	14%	15%	14%	13%
CURRENTLY LOOKING FOR A NEW DEAL	202	122	80	67	57	44	32	167	17	10	**	24	81	66	66	96
	8%	9%	7%	9%	8%	8%	6%	8%	7%	6%	**	8%	9%	8%	9%	7%
NEITHER	2092	1092	978	596	604	430	436	1709	203	123	**	232	706	658	609	1112
	80%	79%	82%	79%	80%	81%	83%	81%	81%	81%	**	81%	79%	79%	80%	81%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
SWITCHED IN LAST 12 MONTHS	232	17	138	36	119	137	17	111	108	175	30	190	15	152	54	60
	9%	13%	7%	9%	7%	12% b	2%	61% ab	78% abc	9%	7%	9%	6%	10% b	6%	19% ab
CURRENTLY LOOKING FOR A NEW DEAL	202	22	118	36	104	100	40	25	14	137	34	143	28	130	41	43
	8%	17% b	6%	9%	6%	9% b	5%	14% b	10% b	7%	8%	7%	10%	9% b	5%	14% ab
NEITHER	2184	93	1621	318	1397	907	808	53	23	1626	372	1765	234	1183	815	223
	84%	72%	87% a	83%	87%	80% cd	93% acd	29% d	17%	85%	86%	85%	85%	82% c	90% ac	71%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE		REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
SWITCHED IN LAST 12 MONTHS	232	78	154	101	131	232	-	232	232	38	68	48	59
	9%	14%	8%	12%	7%	15%	-%	66%	100%	11%	6%	10%	6%
		b		b		b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	202	63	139	80	122	155	47	48	20	37	69	44	62
	8%	11%	7%	9%	7%	10%	4%	14%	8%	10%	7%	9%	7%
		b				b		b	b				
NEITHER	2184	424	1760	673	1511	1155	1029	93	-	288	920	408	800
	84%	76%	86%	79%	86%	76%	96%	26%	-%	80%	88%	82%	88%
			a		a	cd	acd	d			a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
SWITCHED IN LAST 12 MONTHS	232	73	33	50	**	21	29	**	**	106	50	198	34
	9%	11%	4%	37%	**	12%	7%	**	**	8%	8%	10%	7%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	202	85	21	28	**	22	27	**	**	106	49	188	15
	8%	13%	3%	21%	**	13%	6%	**	**	8%	8%	9%	3%
		b		b		b						b	
NEITHER	2184	517	691	69	**	130	371	**	**	1208	501	1711	473
	84%	78%	93%	51%	**	76%	87%	**	**	86%	84%	82%	91%
		c	ac			a							a

Columns Tested: a,b,c,d - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
SWITCHED IN LAST 12 MONTHS	232	72	45	7	35	76	14	110	80	204	28	9	62	108	61
	9%	9%	6%	4%	9%	14%	7%	11%	9%	10%	6%	6%	10%	11%	6%
CURRENTLY LOOKING FOR A NEW DEAL						abcd		e		e			c	c	
	202	51	45	9	37	60	31	102	56	188	14	2	80	91	31
	8%	7%	6%	6%	9%	11%	16%	10%	6%	9%	3%	1%	13%	9%	3%
NEITHER						ab	cdef	cef		cef			c	c	
	2184	654	656	132	341	412	154	787	808	1750	427	143	490	813	873
	84%	85%	89%	90%	84%	76%	80%	80%	86%	82%	91%	93%	79%	81%	90%
		e	e	e	e				b		abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
SWITCHED IN LAST 12 MONTHS	232	131	101	69	71	46	44	194	17	13	**	27	88	75	66	120
	9%	10%	8%	9%	9%	9%	8%	9%	7%	9%	**	9%	10%	9%	9%	9%
CURRENTLY LOOKING FOR A NEW DEAL	202	122	80	67	57	44	32	167	17	10	**	24	81	66	66	96
	8%	9%	7%	9%	8%	8%	6%	8%	7%	6%	**	8%	9%	8%	9%	7%
NEITHER	2184	1143	1019	630	631	444	453	1781	215	129	**	237	728	701	639	1156
	84%	83%	85%	83%	84%	84%	86%	84%	86%	85%	**	83%	82%	84%	84%	85%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
SWITCHED IN LAST 12 MONTHS	156	**	99	35	80	103	12	59	**	117	28	125	19	115	29	55
	10%	**	8%	15%	8%	14%	2%	54%	**	10%	10%	10%	11%	13%	5%	27%
				b		b		ab						b		ab
CURRENTLY LOOKING FOR A NEW DEAL	110	**	70	15	65	66	13	17	**	82	18	83	17	76	25	29
	7%	**	6%	6%	6%	9%	2%	15%	**	7%	7%	7%	10%	9%	5%	14%
						b		b						b		b
NEITHER	1296	**	1020	197	883	566	514	45	**	996	229	1084	140	725	500	141
	85%	**	87%	83%	87%	80%	95%	41%	**	85%	85%	86%	82%	82%	91%	69%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
SWITCHED IN LAST 12 MONTHS	156	20	117	40	97	119	17	80	**	60	96	77	79
	10%	17%	9%	14%	9%	14%	3%	51%	**	13%	9%	13%	9%
		b		b		b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	110	12	85	20	77	85	12	26	**	38	72	45	65
	7%	10%	7%	7%	7%	10%	2%	16%	**	8%	7%	7%	7%
						b		b					
NEITHER	1296	84	1117	232	969	643	559	68	**	376	919	498	798
	85%	75%	86%	82%	86%	78%	95%	44%	**	82%	86%	83%	86%
			a			c	ac						

Columns Tested: a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
SWITCHED IN LAST 12 MONTHS	156	156	-	156	**	**	**	**	**	156	**	150	6
	10%	21%	-%	100%	**	**	**	**	**	10%	**	11%	3%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	110	92	18	34	**	**	**	**	**	110	**	107	3
	7%	13%	2%	22%	**	**	**	**	**	7%	**	8%	2%
		b		ab								b	
NEITHER	1296	514	782	-	**	**	**	**	**	1296	**	1086	209
	85%	71%	98%	-%	**	**	**	**	**	85%	**	83%	96%
		c	ac										a

Columns Tested: a,b,c,d - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
SWITCHED IN LAST 12 MONTHS	156	20	61	10	35	32	29	74	38	142	14	**	64	61	30
	10%	10%	8%	7%	14%	16%	21%	13%	7%	11%	6%	**	17%	10%	6%
CURRENTLY LOOKING FOR A NEW DEAL						bc	cde	ce		c			bc		
	110	10	47	8	23	21	22	52	31	106	4	**	46	47	17
	7%	5%	6%	6%	9%	10%	16%	9%	5%	8%	2%	**	13%	8%	3%
NEITHER							cde	e		e			c	c	
	1296	173	644	131	206	155	97	450	521	1069	224	**	279	522	491
	85%	87%	87%	89%	80%	78%	71%	80%	89%	83%	92%	**	76%	84%	92%
			e	e					abd	a	abd		a	a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
SWITCHED IN LAST 12 MONTHS	156	84	71	53	37	36	30	128	18	**	**	10	69	44	72	58
	10%	11%	10%	11%	9%	10%	10%	10%	12%	**	**	6%	13%	9%	15% b	7%
CURRENTLY LOOKING FOR A NEW DEAL	110	53	56	37	29	26	18	92	9	**	**	13	54	32	45	49
	7%	7%	8%	8%	7%	8%	6%	7%	6%	**	**	8%	10%	7%	9%	6%
NEITHER	1296	680	611	389	333	292	274	1061	126	**	**	151	428	422	388	694
	85%	85%	84%	84%	85%	84%	87%	85%	84%	**	**	88%	81%	86%	80%	88% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
SWITCHED IN LAST 12 MONTHS	92	**	66	20	52	63	10	36	**	71	15	77	9	65	21	28
	6%	**	6%	9%	5%	9%	2%	32%	**	6%	5%	6%	5%	7%	4%	14%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	110	**	70	15	65	66	13	17	**	82	18	83	17	76	25	29
	7%	**	6%	6%	6%	9%	2%	15%	**	7%	7%	7%	10%	9%	5%	14%
						b		b						b		b
NEITHER	1338	**	1044	206	904	594	516	61	**	1028	237	1118	147	759	506	156
	88%	**	89%	87%	89%	83%	96%	55%	**	88%	88%	88%	85%	86%	92%	77%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
SWITCHED IN LAST 12 MONTHS	92	8	75	24	59	76	7	51	**	33	59	45	48
	6%	7%	6%	9%	5%	9%	1%	32%	**	7%	6%	7%	5%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	110	12	85	20	77	85	12	26	**	38	72	45	65
	7%	10%	7%	7%	7%	10%	2%	16%	**	8%	7%	7%	7%
						b		b					
NEITHER	1338	93	1146	241	997	671	568	87	**	392	946	516	822
	88%	82%	88%	85%	89%	82%	97%	56%	**	85%	89%	86%	89%
						c	ac						

Columns Tested: a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
SWITCHED IN LAST 12 MONTHS	92	92	-	92	**	**	**	**	**	92	**	88	4
	6%	13%	-%	59%	**	**	**	**	**	6%	**	7%	2%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	110	92	18	34	**	**	**	**	**	110	**	107	3
	7%	13%	2%	22%	**	**	**	**	**	7%	**	8%	2%
		b		ab								b	
NEITHER	1338	556	782	42	**	**	**	**	**	1338	**	1128	210
	88%	76%	98%	27%	**	**	**	**	**	88%	**	86%	96%
		c	ac										a

Columns Tested: a,b,c,d - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
SWITCHED IN LAST 12 MONTHS	92	15	40	6	17	15	10	39	30	79	13	**	22	44	27
	6%	8%	5%	4%	7%	7%	8%	7%	5%	6%	5%	**	6%	7%	5%
CURRENTLY LOOKING FOR A NEW DEAL	110	10	47	8	23	21	22	52	31	106	4	**	46	47	17
	7%	5%	6%	6%	9%	10%	16%	9%	5%	8%	2%	**	13%	8%	3%
							cde	e		e			c	c	
NEITHER	1338	175	660	133	218	164	108	476	526	1110	225	**	307	534	495
	88%	88%	89%	90%	85%	83%	79%	85%	90%	87%	93%	**	83%	86%	92%
									a		abd				ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
SWITCHED IN LAST 12 MONTHS	92	49	43	30	22	24	17	79	9	**	**	9	35	25	39	37
	6%	6%	6%	6%	6%	7%	5%	6%	6%	**	**	5%	7%	5%	8%	5%
CURRENTLY LOOKING FOR A NEW DEAL	110	53	56	37	29	26	18	92	9	**	**	13	54	32	45	49
	7%	7%	8%	8%	7%	8%	6%	7%	6%	**	**	8%	10%	7%	9%	6%
NEITHER	1338	701	632	403	344	300	284	1090	135	**	**	152	447	436	407	708
	88%	88%	87%	86%	88%	86%	90%	87%	89%	**	**	88%	84%	89%	84%	89% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1350	82	973	213	842	622	433	125	71	978	302	1085	195	821	459	209
Effective Weighted Sample	1190	69	873	186	755	542	399	96	65	870	277	963	177	716	414	170
Total	1528	79	1171	237	1014	712	539	110	83	1170	269	1267	172	887	552	204
SWITCHED ONLY	66	**	47	16	35	43	8	22	**	51	11	55	7	48	14	19
	4%	**	4%	7%	3%	6%	1%	20%	**	4%	4%	4%	4%	5%	2%	9%
						b		ab								b
INITIATED CHANGE ONLY	441	**	356	47	325	215	157	28	**	320	93	347	66	272	141	70
	29%	**	30%	20%	32%	30%	29%	26%	**	27%	35%	27%	39%	31%	26%	34%
					a								a			
BOTH SWITCHED AND INITIATED CHANGE	26	**	19	4	17	20	2	14	**	20	4	22	2	17	7	9
	2%	**	2%	2%	2%	3%	%	13%	**	2%	1%	2%	1%	2%	1%	4%
						b		ab								
NEITHER	995	**	749	170	637	435	372	46	**	778	162	843	97	550	390	106
	65%	**	64%	72%	63%	61%	69%	42%	**	67%	60%	67%	56%	62%	71%	52%
						c	ac					b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1350	123	1132	279	976	748	507	172	99	443	907	572	778
Effective Weighted Sample	1190	107	1002	242	865	650	456	138	88	400	797	509	687
Total	1528	113	1295	283	1124	821	587	157	106	460	1068	601	927
SWITCHED ONLY	66	8	53	22	39	56	6	36	**	27	39	37	30
	4%	7%	4%	8%	3%	7%	1%	23%	**	6%	4%	6%	3%
				b		b		ab					
INITIATED CHANGE ONLY	441	24	389	60	353	234	179	32	**	98	343	133	308
	29%	22%	30%	21%	31%	29%	31%	20%	**	21%	32%	22%	33%
				a							a		a
BOTH SWITCHED AND INITIATED CHANGE	26	-	21	2	19	20	2	15	**	6	20	8	18
	2%	-%	2%	1%	2%	2%	*%	9%	**	1%	2%	1%	2%
						b		ab					
NEITHER	995	80	831	199	713	511	401	74	**	329	666	423	572
	65%	71%	64%	70%	63%	62%	68%	47%	**	72%	62%	70%	62%
						c	c			b		b	

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 234

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1350	653	697	166	85	-	-	-	-	1350	-	1158	192
Effective Weighted Sample	1190	563	628	134	75	-	-	-	-	1190	-	1014	176
Total	1528	728	800	156	92	-	-	-	-	1528	-	1310	218
SWITCHED ONLY	66	66	-	66	**	**	**	**	**	66	**	62	4
	4%	9%	-%	43%	**	**	**	**	**	4%	**	5%	2%
		b		ab									
INITIATED CHANGE ONLY	441	209	232	23	**	**	**	**	**	441	**	383	58
	29%	29%	29%	15%	**	**	**	**	**	29%	**	29%	27%
		c	c										
BOTH SWITCHED AND INITIATED CHANGE	26	26	-	26	**	**	**	**	**	26	**	26	-
	2%	4%	-%	17%	**	**	**	**	**	2%	**	2%	-%
		b		ab									
NEITHER	995	427	568	40	**	**	**	**	**	995	**	839	156
	65%	59%	71%	26%	**	**	**	**	**	65%	**	64%	71%
		c	ac										

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1350	206	511	168	303	176	109	499	516	1124	223	66	328	536	483
Effective Weighted Sample	1190	191	483	159	268	157	92	424	470	983	205	60	272	472	446
Total	1528	199	740	147	257	199	136	560	586	1282	243	72	369	619	537
SWITCHED ONLY	66	12	26	6	11	12	6	28	22	56	11	**	16	31	19
	4%	6%	4%	4%	4%	6%	4%	5%	4%	4%	4%	**	4%	5%	4%
INITIATED CHANGE ONLY	441	40	240	60	61	44	31	156	181	367	73	**	90	196	154
	29%	20%	32%	41%	24%	22%	22%	28%	31%	29%	30%	**	24%	32%	29%
			ad	ade											
BOTH SWITCHED AND INITIATED CHANGE	26	4	13	1	7	3	5	11	8	24	2	**	6	12	8
	2%	2%	2%	1%	3%	1%	3%	2%	1%	2%	1%	**	2%	2%	1%
NEITHER	995	143	460	81	178	140	95	365	375	836	156	**	258	379	355
	65%	72%	62%	55%	69%	70%	70%	65%	64%	65%	64%	**	70%	61%	66%
		c			c	c									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	~c	~d	a	b	c	a	b
Unweighted total	1350	677	668	459	351	235	297	1108	130	71	41	145	474	438	444	692
Effective Weighted Sample	1190	594	594	409	318	213	267	977	114	62	37	126	411	393	386	614
Total	1528	795	727	466	391	347	316	1249	151	81	47	172	530	491	487	792
SWITCHED ONLY	66	35	31	20	15	18	13	56	7	**	**	7	28	15	30	25
	4%	4%	4%	4%	4%	5%	4%	5%	4%	**	**	4%	5%	3%	6%	3%
INITIATED CHANGE ONLY	441	233	207	144	109	96	88	374	36	**	**	44	160	153	144	237
	29%	29%	28%	31%	28%	28%	28%	30%	24%	**	**	26%	30%	31%	30%	30%
BOTH SWITCHED AND INITIATED CHANGE	26	14	12	9	7	6	4	22	2	**	**	2	7	11	10	12
	2%	2%	2%	2%	2%	2%	1%	2%	1%	**	**	1%	1%	2%	2%	2%
NEITHER	995	513	477	293	260	227	212	797	106	**	**	119	335	313	303	518
	65%	64%	66%	63%	66%	65%	67%	64%	70%	**	**	69%	63%	64%	62%	65%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
SWITCHED IN LAST 12 MONTHS	60	**	22	**	18	26	6	**	**	42	**	45	**	43	9	**
	13%	**	9%	**	9%	16%	4%	**	**	13%	**	12%	**	17%	6%	**
						b								b		
CURRENTLY LOOKING FOR A NEW DEAL	38	**	12	**	12	15	3	**	**	25	**	26	**	27	6	**
	8%	**	5%	**	6%	9%	2%	**	**	8%	**	7%	**	11%	4%	**
NEITHER	376	**	211	**	164	127	119	**	**	273	**	304	**	196	138	**
	82%	**	87%	**	86%	78%	94%	**	**	82%	**	83%	**	77%	91%	**
						a								a		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
SWITCHED IN LAST 12 MONTHS	60	19	28	25	22	39	8	**	**	60	**	60	**
	13%	18%	11%	15%	11%	18%	5%	**	**	13%	**	13%	**
CURRENTLY LOOKING FOR A NEW DEAL						b							
	38	9	17	10	16	23	3	**	**	38	**	38	**
	8%	9%	7%	6%	8%	10%	2%	**	**	8%	**	8%	**
NEITHER						b							
	376	80	217	129	168	166	131	**	**	376	**	376	**
	82%	76%	85%	80%	84%	75%	93%	**	**	82%	**	82%	**

a

Columns Tested: a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
SWITCHED IN LAST 12 MONTHS	60	60	-	**	**	**	**	**	**	60	**	58	**
	13%	28%	-%	**	**	**	**	**	**	13%	**	14%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	38	35	3	**	**	**	**	**	**	38	**	38	**
	8%	16%	1%	**	**	**	**	**	**	8%	**	9%	**
		b											
NEITHER	376	136	241	**	**	**	**	**	**	376	**	322	**
	82%	63%	99%	**	**	**	**	**	**	82%	**	80%	**
			a										

Columns Tested: a,b,c,d - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
SWITCHED IN LAST 12 MONTHS	60	19	**	**	**	32	**	26	16	56	**	**	26	24	11
	13%	10%	**	**	**	16%	**	16%	10%	14%	**	**	17%	15%	7%
CURRENTLY LOOKING FOR A NEW DEAL	38	10	**	**	**	21	**	14	11	36	**	**	18	14	6
	8%	5%	**	**	**	10%	**	9%	7%	9%	**	**	12%	9%	4%
NEITHER	376	160	**	**	**	155	**	122	137	313	**	**	117	121	138
	82%	86%	**	**	**	78%	**	78%	86%	80%	**	**	78%	78%	90%
															ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
SWITCHED IN LAST 12 MONTHS	60	33	27	23	13	**	**	52	**	**	**	**	26	16	35	17
	13%	12%	14%	17%	11%	**	**	14%	**	**	**	**	17%	11%	23% b	8%
CURRENTLY LOOKING FOR A NEW DEAL	38	17	20	14	9	**	**	34	**	**	**	**	17	10	21	13
	8%	7%	10%	10%	8%	**	**	9%	**	**	**	**	11%	7%	14%	6%
NEITHER	376	222	154	106	99	**	**	300	**	**	**	**	124	119	108	192
	82%	84%	79%	78%	83%	**	**	81%	**	**	**	**	79%	84%	70%	89% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
SWITCHED IN LAST 12 MONTHS	33	**	18	**	13	15	6	**	**	25	**	27	**	25	4	**
	7%	**	7%	**	7%	9%	4%	**	**	8%	**	7%	**	10%	3%	**
														b		
CURRENTLY LOOKING FOR A NEW DEAL	38	**	12	**	12	15	3	**	**	25	**	26	**	27	6	**
	8%	**	5%	**	6%	9%	2%	**	**	8%	**	7%	**	11%	4%	**
NEITHER	392	**	213	**	167	134	119	**	**	283	**	315	**	206	142	**
	85%	**	88%	**	88%	82%	94%	**	**	86%	**	86%	**	81%	94%	**
							a								a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
SWITCHED IN LAST 12 MONTHS	33	8	18	13	13	22	4	**	**	33	**	33	**
	7%	8%	7%	8%	6%	10%	3%	**	**	7%	**	7%	**
CURRENTLY LOOKING FOR A NEW DEAL	38	9	17	10	16	23	3	**	**	38	**	38	**
	8%	9%	7%	6%	8%	10%	2%	**	**	8%	**	8%	**
						b							
NEITHER	392	88	223	137	173	177	134	**	**	392	**	392	**
	85%	83%	87%	85%	87%	80%	95%	**	**	85%	**	85%	**
						a							

Columns Tested: a,b - a,b - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
SWITCHED IN LAST 12 MONTHS	33	33	-	**	**	**	**	**	**	33	**	31	**
	7%	15%	-%	**	**	**	**	**	**	7%	**	8%	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	38	35	3	**	**	**	**	**	**	38	**	38	**
	8%	16%	1%	**	**	**	**	**	**	8%	**	9%	**
		b											
NEITHER	392	151	241	**	**	**	**	**	**	392	**	338	**
	85%	70%	99%	**	**	**	**	**	**	85%	**	84%	**
			a										

Columns Tested: a,b,c,d - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
SWITCHED IN LAST 12 MONTHS	33	14	**	**	**	15	**	11	12	29	**	**	8	14	11
	7%	8%	**	**	**	7%	**	7%	8%	7%	**	**	5%	9%	7%
CURRENTLY LOOKING FOR A NEW DEAL	38	10	**	**	**	21	**	14	11	36	**	**	18	14	6
	8%	5%	**	**	**	10%	**	9%	7%	9%	**	**	12%	9%	4%
NEITHER	392	163	**	**	**	164	**	132	138	328	**	**	126	127	138
	85%	88%	**	**	**	83%	**	84%	86%	84%	**	**	84%	82%	90%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
SWITCHED IN LAST 12 MONTHS	33	17	16	13	7	**	**	29	**	**	**	**	12	7	22	7
	7%	7%	8%	10%	6%	**	**	8%	**	**	**	**	8%	5%	14% b	3%
CURRENTLY LOOKING FOR A NEW DEAL	38	17	20	14	9	**	**	34	**	**	**	**	17	10	21	13
	8%	7%	10%	10%	8%	**	**	9%	**	**	**	**	11%	7%	14%	6%
NEITHER	392	230	161	111	103	**	**	312	**	**	**	**	129	126	113	197
	85%	87%	82%	82%	87%	**	**	84%	**	**	**	**	81%	89%	73% a	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
SWITCHED ONLY	27	**	14	**	10	12	5	**	**	22	**	23	**	23	2	**
	6%	**	6%	**	5%	8%	4%	**	**	7%	**	6%	**	9%	1%	**
														b		
INITIATED CHANGE ONLY	98	**	46	**	38	30	25	**	**	65	**	71	**	54	30	**
	21%	**	19%	**	20%	19%	20%	**	**	20%	**	19%	**	21%	20%	**
BOTH SWITCHED AND INITIATED CHANGE	6	**	3	**	3	3	1	**	**	3	**	3	**	3	2	**
	1%	**	1%	**	2%	2%	1%	**	**	1%	**	1%	**	1%	1%	**
NEITHER	329	**	178	**	140	117	96	**	**	241	**	268	**	176	118	**
	72%	**	74%	**	73%	72%	76%	**	**	73%	**	73%	**	69%	78%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
SWITCHED ONLY	27	8	15	13	10	20	3	**	**	27	**	27	**
	6%	8%	6%	8%	5%	9%	2%	**	**	6%	**	6%	**
INITIATED CHANGE ONLY	98	23	53	33	42	45	31	**	**	98	**	98	**
	21%	22%	21%	21%	21%	20%	22%	**	**	21%	**	21%	**
BOTH SWITCHED AND INITIATED CHANGE	6	-	3	-	3	2	1	**	**	6	**	6	**
	1%	-%	1%	-%	2%	1%	1%	**	**	1%	**	1%	**
NEITHER	329	74	185	114	145	153	106	**	**	329	**	329	**
	72%	70%	72%	71%	73%	70%	75%	**	**	72%	**	72%	**

Columns Tested: a,b - a,b - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
SWITCHED ONLY	27	27	-	**	**	**	**	**	**	27	**	25	**
	6%	12%	-%	**	**	**	**	**	**	6%	**	6%	**
		b											
INITIATED CHANGE ONLY	98	50	48	**	**	**	**	**	**	98	**	92	**
	21%	23%	20%	**	**	**	**	**	**	21%	**	23%	**
BOTH SWITCHED AND INITIATED CHANGE	6	6	-	**	**	**	**	**	**	6	**	6	**
	1%	3%	-%	**	**	**	**	**	**	1%	**	2%	**
		b											
NEITHER	329	133	196	**	**	**	**	**	**	329	**	281	**
	72%	62%	80%	**	**	**	**	**	**	72%	**	70%	**
			a										

Columns Tested: a,b,c,d - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
SWITCHED ONLY	27	12	**	**	**	12	**	10	9	23	**	**	7	12	8
	6%	6%	**	**	**	6%	**	6%	6%	6%	**	**	4%	8%	6%
INITIATED CHANGE ONLY	98	35	**	**	**	44	**	32	35	84	**	**	28	38	32
	21%	19%	**	**	**	22%	**	20%	22%	21%	**	**	19%	25%	21%
BOTH SWITCHED AND INITIATED CHANGE	6	3	**	**	**	3	**	1	4	6	**	**	1	2	3
	1%	1%	**	**	**	1%	**	1%	2%	2%	**	**	1%	2%	2%
NEITHER	329	137	**	**	**	140	**	114	112	278	**	**	115	103	111
	72%	74%	**	**	**	70%	**	72%	70%	71%	**	**	76%	66%	72%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
SWITCHED ONLY	27	15	11	11	4	**	**	24	**	**	**	**	11	5	20	3
	6%	6%	6%	8%	3%	**	**	6%	**	**	**	**	7%	3%	13% b	1%
INITIATED CHANGE ONLY	98	55	42	31	24	**	**	84	**	**	**	**	36	33	39	42
	21%	21%	22%	23%	20%	**	**	23%	**	**	**	**	23%	23%	26%	19%
BOTH SWITCHED AND INITIATED CHANGE	6	2	5	2	3	**	**	5	**	**	**	**	1	3	2	4
	1%	1%	2%	1%	2%	**	**	1%	**	**	**	**	1%	2%	1%	2%
NEITHER	329	191	137	93	88	**	**	259	**	**	**	**	110	102	93	168
	72%	73%	70%	68%	74%	**	**	70%	**	**	**	**	70%	72%	60%	78% a

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
Received a discount	54	**	31	**	25	20	16	**	**	34	**	38	**	30	16	**
	12%	**	13%	**	13%	13%	13%	**	**	10%	**	10%	**	12%	10%	**
Added extra or improved services	44	**	19	**	17	10	11	**	**	28	**	29	**	24	11	**
	10%	**	8%	**	9%	6%	8%	**	**	8%	**	8%	**	9%	7%	**
Reduced or downgraded services	27	**	14	**	12	13	4	**	**	20	**	21	**	16	10	**
	6%	**	6%	**	6%	8%	3%	**	**	6%	**	6%	**	6%	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	104	**	49	**	41	33	26	**	**	68	**	74	**	56	31	**
	23%	**	20%	**	22%	20%	21%	**	**	21%	**	20%	**	22%	21%	**
ALL 3 CHANGES	1	**	1	**	1	1	-	**	**	1	**	1	**	*	1	**
	%	**	1%	**	1%	1%	-%	**	**	%	**	%	**	%	1%	**
DISCOUNT AND EXTRA SERVICES	13	**	9	**	7	5	4	**	**	6	**	7	**	8	3	**
	3%	**	4%	**	3%	3%	3%	**	**	2%	**	2%	**	3%	2%	**
DISCOUNT AND REDUCED SERVICES	3	**	1	**	1	2	-	**	**	3	**	3	**	3	-	**
	1%	**	%	**	%	1%	-%	**	**	1%	**	1%	**	1%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	**	2	1	1	**	**	2	**	2	**	1	1	**
	%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	%	1%	**
DISCOUNT ONLY	36	**	20	**	16	12	13	**	**	24	**	27	**	18	12	**
	8%	**	8%	**	9%	7%	10%	**	**	7%	**	7%	**	7%	8%	**
EXTRA SERVICES ONLY	28	**	7	**	7	3	6	**	**	19	**	19	**	14	6	**
	6%	**	3%	**	4%	2%	4%	**	**	6%	**	5%	**	6%	4%	**
REDUCED SERVICES ONLY	20	**	9	**	7	8	3	**	**	13	**	15	**	11	8	**
	4%	**	4%	**	4%	5%	2%	**	**	4%	**	4%	**	4%	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	356 77%	** **	192 80%	** **	150 78%	130 80%	100 79%	** **	** **	263 79%	** **	291 80%	** **	199 78%	120 79%	** **

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
Received a discount	54	12	33	19	26	25	20	**	**	54	**	54	**
	12%	11%	13%	12%	13%	12%	14%	**	**	12%	**	12%	**
Added extra or improved services	44	7	21	9	19	16	12	**	**	44	**	44	**
	10%	7%	8%	6%	10%	7%	9%	**	**	10%	**	10%	**
Reduced or downgraded services	27	6	17	10	13	16	6	**	**	27	**	27	**
	6%	6%	7%	6%	7%	7%	5%	**	**	6%	**	6%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	104	23	56	33	45	47	32	**	**	104	**	104	**
	23%	22%	22%	21%	23%	21%	22%	**	**	23%	**	23%	**
ALL 3 CHANGES	1	-	1	-	1	*	1	**	**	1	**	1	**
	*%	-%	1%	-%	1%	*%	1%	**	**	*%	**	*%	**
DISCOUNT AND EXTRA SERVICES	13	1	10	3	8	7	3	**	**	13	**	13	**
	3%	1%	4%	2%	4%	3%	2%	**	**	3%	**	3%	**
DISCOUNT AND REDUCED SERVICES	3	1	1	1	1	1	1	**	**	3	**	3	**
	1%	1%	*%	1%	*%	1%	1%	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	2	-	2	-	2	1	1	**	**	2	**	2	**
	*%	-%	1%	-%	1%	*%	1%	**	**	*%	**	*%	**
DISCOUNT ONLY	36	10	21	15	17	16	15	**	**	36	**	36	**
	8%	9%	8%	9%	8%	7%	11%	**	**	8%	**	8%	**
EXTRA SERVICES ONLY	28	6	8	6	8	7	7	**	**	28	**	28	**
	6%	6%	3%	4%	4%	3%	5%	**	**	6%	**	6%	**
REDUCED SERVICES ONLY	20	5	13	8	9	14	4	**	**	20	**	20	**
	4%	4%	5%	5%	4%	6%	3%	**	**	4%	**	4%	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	356	82	200	128	154	173	109	**	**	356	**	356	**
	77%	78%	78%	79%	77%	79%	78%	**	**	77%	**	77%	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
Received a discount	54	24	30	**	**	**	**	**	**	54	**	50	**
	12%	11%	12%	**	**	**	**	**	**	12%	**	12%	**
Added extra or improved services	44	28	17	**	**	**	**	**	**	44	**	40	**
	10%	13%	7%	**	**	**	**	**	**	10%	**	10%	**
Reduced or downgraded services	27	14	13	**	**	**	**	**	**	27	**	26	**
	6%	6%	5%	**	**	**	**	**	**	6%	**	6%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	104	56	48	**	**	**	**	**	**	104	**	98	**
	23%	26%	20%	**	**	**	**	**	**	23%	**	24%	**
ALL 3 CHANGES	1	*	1	**	**	**	**	**	**	1	**	*	**
	*%	*%	*%	**	**	**	**	**	**	*%	**	*%	**
DISCOUNT AND EXTRA SERVICES	13	6	7	**	**	**	**	**	**	13	**	11	**
	3%	3%	3%	**	**	**	**	**	**	3%	**	3%	**
DISCOUNT AND REDUCED SERVICES	3	3	1	**	**	**	**	**	**	3	**	3	**
	1%	1%	*%	**	**	**	**	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	2	-	2	**	**	**	**	**	**	2	**	2	**
	*%	-%	1%	**	**	**	**	**	**	*%	**	1%	**
DISCOUNT ONLY	36	15	21	**	**	**	**	**	**	36	**	35	**
	8%	7%	9%	**	**	**	**	**	**	8%	**	9%	**
EXTRA SERVICES ONLY	28	21	7	**	**	**	**	**	**	28	**	26	**
	6%	10%	3%	**	**	**	**	**	**	6%	**	6%	**
		b											
REDUCED SERVICES ONLY	20	11	9	**	**	**	**	**	**	20	**	20	**
	4%	5%	4%	**	**	**	**	**	**	4%	**	5%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	356	160	196	**	**	**	**	**	**	356	**	306	**
	77%	74%	80%	**	**	**	**	**	**	77%	**	76%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
Received a discount	54	21	**	**	**	21	**	17	25	44	**	**	8	26	21
	12%	11%	**	**	**	11%	**	11%	16%	11%	**	**	5%	17%	13%
													a		
Added extra or improved services	44	14	**	**	**	23	**	9	17	41	**	**	20	10	14
	10%	7%	**	**	**	12%	**	6%	10%	11%	**	**	13%	6%	9%
Reduced or downgraded services	27	11	**	**	**	9	**	13	9	24	**	**	5	14	8
	6%	6%	**	**	**	5%	**	9%	5%	6%	**	**	3%	9%	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	104	37	**	**	**	47	**	34	38	90	**	**	29	41	34
	23%	20%	**	**	**	24%	**	21%	24%	23%	**	**	19%	26%	22%
ALL 3 CHANGES	1	1	**	**	**	-	**	-	1	1	**	**	*	-	1
	*%	*%	**	**	**	-%	**	-%	1%	*%	**	**	*%	-%	1%
DISCOUNT AND EXTRA SERVICES	13	5	**	**	**	4	**	5	8	13	**	**	3	5	6
	3%	2%	**	**	**	2%	**	3%	5%	3%	**	**	2%	3%	4%
DISCOUNT AND REDUCED SERVICES	3	1	**	**	**	3	**	1	1	3	**	**	-	3	1
	1%	*%	**	**	**	1%	**	1%	1%	1%	**	**	-%	2%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	2	**	**	**	-	**	1	1	2	**	**	-	1	1
	*%	1%	**	**	**	-%	**	1%	1%	1%	**	**	-%	1%	1%
DISCOUNT ONLY	36	15	**	**	**	15	**	12	15	28	**	**	5	18	13
	8%	8%	**	**	**	8%	**	7%	10%	7%	**	**	3%	12%	9%
													a		
EXTRA SERVICES ONLY	28	6	**	**	**	19	**	4	7	25	**	**	17	4	7
	6%	3%	**	**	**	10%	**	3%	4%	6%	**	**	11%	2%	4%
													b		
REDUCED SERVICES ONLY	20	8	**	**	**	7	**	11	5	18	**	**	4	10	6
	4%	4%	**	**	**	3%	**	7%	3%	5%	**	**	3%	7%	4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	356	148	**	**	**	152	**	124	121	300	**	**	121	114	119
	77%	80%	**	**	**	76%	**	79%	76%	77%	**	**	81%	74%	78%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
Received a discount	54	36	18	15	17	**	**	50	**	**	**	**	18	26	19	27
	12%	14%	9%	11%	14%	**	**	13%	**	**	**	**	11%	18%	12%	12%
Added extra or improved services	44	24	20	15	9	**	**	36	**	**	**	**	13	11	21	17
	10%	9%	10%	11%	7%	**	**	10%	**	**	**	**	8%	8%	14%	8%
Reduced or downgraded services	27	11	16	8	6	**	**	22	**	**	**	**	12	7	12	12
	6%	4%	8%	6%	5%	**	**	6%	**	**	**	**	7%	5%	8%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	104	56	47	32	26	**	**	89	**	**	**	**	37	36	41	46
	23%	22%	24%	24%	22%	**	**	24%	**	**	**	**	24%	25%	27%	21%
ALL 3 CHANGES	1	1	-	1	-	**	**	1	**	**	**	**	*	1	*	1
	*%	1%	-%	1%	-%	**	**	*%	**	**	**	**	*%	1%	*%	*%
DISCOUNT AND EXTRA SERVICES	13	8	5	3	5	**	**	13	**	**	**	**	2	5	6	6
	3%	3%	3%	2%	4%	**	**	4%	**	**	**	**	1%	4%	4%	3%
DISCOUNT AND REDUCED SERVICES	3	3	1	-	-	**	**	2	**	**	**	**	1	-	3	-
	1%	1%	*%	-%	-%	**	**	1%	**	**	**	**	1%	-%	2%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	1	1	1	-	**	**	1	**	**	**	**	1	1	-	2
	*%	*%	*%	1%	-%	**	**	*%	**	**	**	**	1%	1%	-%	1%
DISCOUNT ONLY	36	24	12	11	12	**	**	33	**	**	**	**	14	19	9	20
	8%	9%	6%	8%	10%	**	**	9%	**	**	**	**	9%	14%	6%	9%
EXTRA SERVICES ONLY	28	14	14	11	4	**	**	21	**	**	**	**	9	4	14	8
	6%	5%	7%	8%	3%	**	**	6%	**	**	**	**	6%	3%	9%	4%
REDUCED SERVICES ONLY	20	6	14	6	6	**	**	18	**	**	**	**	9	5	9	9
	4%	2%	7%	4%	5%	**	**	5%	**	**	**	**	6%	4%	6%	4%
			a													

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	356	206	149	104	92	**	**	283	**	**	**	**	120	107	113	171
	77%	78%	76%	76%	78%	**	**	76%	**	**	**	**	76%	75%	73%	79%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	443	45	245	93	197	168	122	44	26	328	75	361	42	256	147	75
Effective Weighted Sample	400	38	227	82	182	148	115	35	24	298	68	330	36	230	137	63
Total	460	48	242	98	191	163	127	35	27	331	75	365	41	255	151	72
Received a discount	21	**	6	**	6	4	3	**	**	7	**	7	**	9	1	**
	5%	**	3%	**	3%	3%	3%	**	**	2%	**	2%	**	3%	1%	**
Added extra or improved services	15	**	5	**	5	7	1	**	**	8	**	8	**	8	1	**
	3%	**	2%	**	2%	5%	1%	**	**	2%	**	2%	**	3%	1%	**
Reduced or downgraded services	4	**	3	**	3	2	1	**	**	4	**	4	**	4	-	**
	1%	**	1%	**	2%	1%	1%	**	**	1%	**	1%	**	2%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	**	11	**	11	12	4	**	**	17	**	17	**	19	3	**
	8%	**	5%	**	6%	7%	4%	**	**	5%	**	5%	**	7%	2%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	**	3	2	1	**	**	2	**	2	**	2	-	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	**	*	*	-	**	**	*	**	*	**	*	-	**
	*%	**	*%	**	*%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
DISCOUNT ONLY	19	**	4	**	4	3	2	**	**	6	**	6	**	7	1	**
	4%	**	1%	**	2%	2%	2%	**	**	2%	**	2%	**	3%	1%	**
EXTRA SERVICES ONLY	12	**	2	**	2	6	-	**	**	6	**	6	**	6	1	**
	3%	**	1%	**	1%	3%	-%	**	**	2%	**	2%	**	2%	1%	**
REDUCED SERVICES ONLY	4	**	3	**	3	2	1	**	**	3	**	3	**	4	-	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	422	**	231	**	180	151	122	**	**	315	**	349	**	237	149	**
	92%	**	95%	**	94%	93%	96%	**	**	95%	**	95%	**	93%	98%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	443	107	260	161	206	226	141	68	40	443	-	443	-
Effective Weighted Sample	400	96	240	147	189	203	133	60	38	400	-	400	-
Total	460	105	256	161	200	220	141	59	38	460	-	460	-
Received a discount	21	4	9	4	9	10	3	**	**	21	**	21	**
	5%	4%	4%	3%	5%	5%	2%	**	**	5%	**	5%	**
Added extra or improved services	15	5	4	5	4	8	1	**	**	15	**	15	**
	3%	5%	1%	3%	2%	3%	1%	**	**	3%	**	3%	**
Reduced or downgraded services	4	*	3	*	3	2	1	**	**	4	**	4	**
	1%	*%	1%	*%	1%	1%	1%	**	**	1%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	10	13	10	13	17	6	**	**	37	**	37	**
	8%	9%	5%	6%	6%	8%	4%	**	**	8%	**	8%	**
DISCOUNT AND EXTRA SERVICES	3	-	3	-	3	3	-	**	**	3	**	3	**
	1%	-%	1%	-%	1%	1%	-%	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	*	-	**	**	*	**	*	**
	*%	-%	*%	-%	*%	*%	-%	**	**	*%	**	*%	**
DISCOUNT ONLY	19	4	7	4	7	8	3	**	**	19	**	19	**
	4%	4%	3%	3%	3%	3%	2%	**	**	4%	**	4%	**
EXTRA SERVICES ONLY	12	5	1	5	1	5	1	**	**	12	**	12	**
	3%	5%	*%	3%	*%	2%	1%	**	**	3%	**	3%	**
		b											
REDUCED SERVICES ONLY	4	*	3	*	3	2	1	**	**	4	**	4	**
	1%	*%	1%	*%	1%	1%	1%	**	**	1%	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	422	95	243	151	187	203	135	**	**	422	**	422	**
	92%	91%	95%	94%	94%	92%	96%	**	**	92%	**	92%	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	443	211	232	65	34	-	-	-	-	443	-	389	54
Effective Weighted Sample	400	185	215	56	31	-	-	-	-	400	-	350	50
Total	460	216	244	60	33	-	-	-	-	460	-	404	56
Received a discount	21	15	6	**	**	**	**	**	**	21	**	20	**
	5%	7%	3%	**	**	**	**	**	**	5%	**	5%	**
Added extra or improved services	15	12	3	**	**	**	**	**	**	15	**	14	**
	3%	5%	1%	**	**	**	**	**	**	3%	**	4%	**
Reduced or downgraded services	4	4	-	**	**	**	**	**	**	4	**	4	**
	1%	2%	-%	**	**	**	**	**	**	1%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	30	8	**	**	**	**	**	**	37	**	37	**
	8%	14%	3%	**	**	**	**	**	**	8%	**	9%	**
		b											
DISCOUNT AND EXTRA SERVICES	3	1	2	**	**	**	**	**	**	3	**	2	**
	1%	*%	1%	**	**	**	**	**	**	1%	**	*%	**
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	**	**	**	**	**	**	*	**	*	**
	*%	*%	-%	**	**	**	**	**	**	*%	**	*%	**
DISCOUNT ONLY	19	14	4	**	**	**	**	**	**	19	**	19	**
	4%	7%	2%	**	**	**	**	**	**	4%	**	5%	**
EXTRA SERVICES ONLY	12	11	1	**	**	**	**	**	**	12	**	12	**
	3%	5%	1%	**	**	**	**	**	**	3%	**	3%	**
		b											
REDUCED SERVICES ONLY	4	4	-	**	**	**	**	**	**	4	**	4	**
	1%	2%	-%	**	**	**	**	**	**	1%	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	422	186	236	**	**	**	**	**	**	422	**	367	**
	92%	86%	97%	**	**	**	**	**	**	92%	**	91%	**
			a										

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	443	192	-	-	75	176	60	156	156	372	70	25	138	152	152
Effective Weighted Sample	400	178	-	-	68	157	53	137	148	335	64	23	118	141	142
Total	460	185	-	-	75	199	73	157	160	390	69	24	151	155	153
Received a discount	21	6	**	**	**	12	**	9	3	19	**	**	14	3	4
	5%	3%	**	**	**	6%	**	6%	2%	5%	**	**	9%	2%	3%
													b		
Added extra or improved services	15	3	**	**	**	11	**	7	3	14	**	**	7	6	2
	3%	2%	**	**	**	5%	**	5%	2%	4%	**	**	5%	4%	1%
Reduced or downgraded services	4	3	**	**	**	1	**	3	*	4	**	**	2	2	-
	1%	2%	**	**	**	*%	**	2%	*%	1%	**	**	1%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	9	**	**	**	24	**	18	5	35	**	**	23	10	4
	8%	5%	**	**	**	12%	**	12%	3%	9%	**	**	15%	7%	3%
								c					c		
DISCOUNT AND EXTRA SERVICES	3	3	**	**	**	-	**	1	1	2	**	**	*	*	2
	1%	1%	**	**	**	-%	**	*%	1%	*%	**	**	*%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	*	**	**	**	-	**	*	-	*	**	**	-	*	-
	*%	*%	**	**	**	-%	**	*%	-%	*%	**	**	-%	*%	-%
DISCOUNT ONLY	19	4	**	**	**	12	**	9	2	17	**	**	14	3	2
	4%	2%	**	**	**	6%	**	5%	1%	4%	**	**	9%	2%	2%
													bc		
EXTRA SERVICES ONLY	12	-	**	**	**	11	**	6	2	12	**	**	7	6	-
	3%	-%	**	**	**	5%	**	4%	1%	3%	**	**	4%	4%	-%
						a							c		
REDUCED SERVICES ONLY	4	3	**	**	**	1	**	3	*	4	**	**	2	1	-
	1%	1%	**	**	**	*%	**	2%	*%	1%	**	**	1%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	422	177	**	**	**	175	**	139	155	355	**	**	128	145	149
	92%	95%	**	**	**	88%	**	88%	97%	91%	**	**	85%	93%	97%
									b						a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	443	247	194	151	116	75	97	362	39	23	19	49	152	145	147	216
Effective Weighted Sample	400	222	176	139	109	70	87	328	35	20	17	42	137	137	130	198
Total	460	262	196	136	118	101	100	372	42	26	20	54	158	142	154	217
Received a discount	21	14	7	8	4	**	**	16	**	**	**	**	5	5	7	9
	5%	5%	4%	6%	3%	**	**	4%	**	**	**	**	3%	4%	4%	4%
Added extra or improved services	15	10	5	7	2	**	**	13	**	**	**	**	9	3	9	5
	3%	4%	3%	5%	2%	**	**	4%	**	**	**	**	5%	2%	6%	2%
Reduced or downgraded services	4	2	2	1	3	**	**	2	**	**	**	**	1	2	1	3
	1%	1%	1%	1%	2%	**	**	1%	**	**	**	**	*%	2%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	37	23	15	15	7	**	**	28	**	**	**	**	13	9	15	15
	8%	9%	8%	11%	6%	**	**	8%	**	**	**	**	8%	6%	10%	7%
DISCOUNT AND EXTRA SERVICES	3	3	-	1	1	**	**	3	**	**	**	**	1	1	1	2
	1%	1%	-%	1%	1%	**	**	1%	**	**	**	**	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-	*	-	**	**	*	**	**	**	**	-	*	-	*
	*%	*%	-%	*%	-%	**	**	*%	**	**	**	**	-%	*%	-%	*%
DISCOUNT ONLY	19	11	7	7	3	**	**	13	**	**	**	**	4	4	6	8
	4%	4%	4%	5%	2%	**	**	4%	**	**	**	**	2%	3%	4%	3%
EXTRA SERVICES ONLY	12	7	5	5	1	**	**	10	**	**	**	**	7	1	8	3
	3%	3%	3%	4%	1%	**	**	3%	**	**	**	**	5%	1%	5%	1%
REDUCED SERVICES ONLY	4	2	2	1	3	**	**	2	**	**	**	**	1	2	1	3
	1%	1%	1%	1%	2%	**	**	1%	**	**	**	**	*%	1%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	422	240	181	121	111	**	**	344	**	**	**	**	145	134	139	202
	92%	91%	92%	89%	94%	**	**	92%	**	**	**	**	92%	94%	90%	93%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	820	67	543	141	469	339	271	56	35	656	111	702	65	468	299	88
Effective Weighted Sample	755	59	519	124	450	317	248	47	33	613	105	657	62	440	278	79
Total	718	81	454	146	389	287	248	41	31	554	101	594	60	396	259	71
SWITCHED IN LAST 12 MONTHS	42	**	20	5	18	15	8	**	**	28	9	30	**	32	4	**
	6%	**	4%	4%	5%	5%	3%	**	**	5%	8%	5%	**	8%	2%	**
														b		
CURRENTLY LOOKING FOR A NEW DEAL	15	**	8	7	4	9	2	**	**	9	2	9	**	9	2	**
	2%	**	2%	5%	1%	3%	1%	**	**	2%	2%	2%	**	2%	1%	**
				b												
NEITHER	666	**	428	136	368	266	238	**	**	518	91	557	**	357	252	**
	93%	**	94%	93%	95%	92%	96%	**	**	94%	91%	94%	**	90%	97%	**
															a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	820	165	556	246	475	434	287	98	63	-	-	-	-
Effective Weighted Sample	755	150	531	226	455	409	272	90	60	-	-	-	-
Total	718	133	464	202	395	354	243	74	50	-	-	-	-
SWITCHED IN LAST 12 MONTHS	42	15	23	18	21	29	10	**	**	**	**	**	**
	6%	12%	5%	9%	5%	8%	4%	**	**	**	**	**	**
		b											
CURRENTLY LOOKING FOR A NEW DEAL	15	2	11	6	7	8	4	**	**	**	**	**	**
	2%	1%	2%	3%	2%	2%	2%	**	**	**	**	**	**
NEITHER	666	117	433	180	370	321	230	**	**	**	**	**	**
	93%	88%	93%	89%	94%	90%	95%	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	820	-	-	-	-	235	585	50	33	-	820	534	286
Effective Weighted Sample	755	-	-	-	-	216	539	45	30	-	755	500	258
Total	718	-	-	-	-	201	517	42	28	-	718	451	267
SWITCHED IN LAST 12 MONTHS	42	**	**	**	**	42	-	**	**	**	42	36	6
	6%	**	**	**	**	21%	-%	**	**	**	6%	8%	2%
						b						b	
CURRENTLY LOOKING FOR A NEW DEAL	15	**	**	**	**	11	3	**	**	**	15	15	-
	2%	**	**	**	**	6%	1%	**	**	**	2%	3%	-%
						b						b	
NEITHER	666	**	**	**	**	152	514	**	**	**	666	405	262
	93%	**	**	**	**	76%	99%	**	**	**	93%	90%	98%
						a							a

Columns Tested: a,b,c,d - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	820	448	-	-	111	261	39	220	306	565	254	96	138	250	431
Effective Weighted Sample	755	430	-	-	105	230	35	205	286	524	230	84	125	234	395
Total	718	366	-	-	101	251	39	191	265	495	222	92	124	213	380
SWITCHED IN LAST 12 MONTHS	42	15	**	**	9	19	**	12	13	34	8	**	15	13	14
	6%	4%	**	**	8%	7%	**	6%	5%	7%	4%	**	12%	6%	4%
													c		
CURRENTLY LOOKING FOR A NEW DEAL	15	8	**	**	2	4	**	3	5	13	2	**	6	4	4
	2%	2%	**	**	2%	2%	**	2%	2%	3%	1%	**	5%	2%	1%
													c		
NEITHER	666	345	**	**	91	230	**	177	247	452	213	**	105	197	363
	93%	94%	**	**	91%	92%	**	93%	93%	91%	96%	**	85%	93%	95%
															a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	820	429	383	265	248	117	179	678	67	53	22	89	292	227	233	452
Effective Weighted Sample	755	398	351	246	234	108	163	627	61	46	21	82	266	213	209	423
Total	718	394	316	212	217	125	154	592	60	47	20	80	254	192	209	387
SWITCHED IN LAST 12 MONTHS	42	24	18	14	8	9	10	36	**	**	**	**	18	12	12	20
	6%	6%	6%	7%	4%	7%	6%	6%	**	**	**	**	7%	6%	6%	5%
CURRENTLY LOOKING FOR A NEW DEAL	15	13	2	10	1	3	1	12	**	**	**	**	6	4	5	6
	2%	3%	1%	5%	*%	3%	1%	2%	**	**	**	**	2%	2%	2%	1%
		b		b												
NEITHER	666	362	297	191	208	114	143	548	**	**	**	**	231	177	194	361
	93%	92%	94%	90%	96%	91%	93%	93%	**	**	**	**	91%	92%	93%	93%
					a											

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	820	67	543	141	469	339	271	56	35	656	111	702	65	468	299	88
Effective Weighted Sample	755	59	519	124	450	317	248	47	33	613	105	657	62	440	278	79
Total	718	81	454	146	389	287	248	41	31	554	101	594	60	396	259	71
SWITCHED IN LAST 12 MONTHS	28	**	16	3	14	10	7	**	**	20	6	21	**	23	2	**
	4%	**	3%	2%	4%	4%	3%	**	**	4%	6%	4%	**	6%	1%	**
														b		
CURRENTLY LOOKING FOR A NEW DEAL	15	**	8	7	4	9	2	**	**	9	2	9	**	9	2	**
	2%	**	2%	5%	1%	3%	1%	**	**	2%	2%	2%	**	2%	1%	**
				b												
NEITHER	677	**	432	136	372	269	240	**	**	526	93	565	**	364	254	**
	94%	**	95%	93%	96%	94%	97%	**	**	95%	92%	95%	**	92%	98%	**
															a	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	820	165	556	246	475	434	287	98	63	-	-	-	-
Effective Weighted Sample	755	150	531	226	455	409	272	90	60	-	-	-	-
Total	718	133	464	202	395	354	243	74	50	-	-	-	-
SWITCHED IN LAST 12 MONTHS	28	10	18	13	15	22	6	**	**	**	**	**	**
	4%	8%	4%	6%	4%	6%	2%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	15	2	11	6	7	8	4	**	**	**	**	**	**
	2%	1%	2%	3%	2%	2%	2%	**	**	**	**	**	**
NEITHER	677	121	437	184	374	326	233	**	**	**	**	**	**
	94%	91%	94%	91%	95%	92%	96%	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 241

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	820	-	-	-	-	235	585	50	33	-	820	534	286
Effective Weighted Sample	755	-	-	-	-	216	539	45	30	-	755	500	258
Total	718	-	-	-	-	201	517	42	28	-	718	451	267
SWITCHED IN LAST 12 MONTHS	28	**	**	**	**	28	-	**	**	**	28	23	5
	4%	**	**	**	**	14%	-%	**	**	**	4%	5%	2%
						b							
CURRENTLY LOOKING FOR A NEW DEAL	15	**	**	**	**	11	3	**	**	**	15	15	-
	2%	**	**	**	**	6%	1%	**	**	**	2%	3%	-%
						b						b	
NEITHER	677	**	**	**	**	163	514	**	**	**	677	415	263
	94%	**	**	**	**	81%	99%	**	**	**	94%	92%	98%
						a							a

Columns Tested: a,b,c,d - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	820	448	-	-	111	261	39	220	306	565	254	96	138	250	431
Effective Weighted Sample	755	430	-	-	105	230	35	205	286	524	230	84	125	234	395
Total	718	366	-	-	101	251	39	191	265	495	222	92	124	213	380
SWITCHED IN LAST 12 MONTHS	28	12	**	**	6	10	**	7	12	21	7	**	7	8	13
	4%	3%	**	**	6%	4%	**	4%	4%	4%	3%	**	6%	4%	3%
CURRENTLY LOOKING FOR A NEW DEAL	15	8	**	**	2	4	**	3	5	13	2	**	6	4	4
	2%	2%	**	**	2%	2%	**	2%	2%	3%	1%	**	5%	2%	1%
													c		
NEITHER	677	347	**	**	93	237	**	181	249	462	214	**	112	200	363
	94%	95%	**	**	92%	94%	**	95%	94%	93%	96%	**	90%	94%	96%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	820	429	383	265	248	117	179	678	67	53	22	89	292	227	233	452
Effective Weighted Sample	755	398	351	246	234	108	163	627	61	46	21	82	266	213	209	423
Total	718	394	316	212	217	125	154	592	60	47	20	80	254	192	209	387
SWITCHED IN LAST 12 MONTHS	28	17	11	8	7	7	5	24	**	**	**	**	15	7	5	18
	4%	4%	3%	4%	3%	6%	3%	4%	**	**	**	**	6%	4%	3%	5%
CURRENTLY LOOKING FOR A NEW DEAL	15	13	2	10	1	3	1	12	**	**	**	**	6	4	5	6
	2%	3%	1%	5%	*%	3%	1%	2%	**	**	**	**	2%	2%	2%	1%
		b		b												
NEITHER	677	366	304	196	209	115	148	557	**	**	**	**	233	180	199	363
	94%	93%	96%	92%	97%	92%	96%	94%	**	**	**	**	92%	94%	95%	94%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	915	-	915	121	794	500	415	110	76	845	14	855	4	516	343	109
Effective Weighted Sample	862	-	862	112	751	465	397	97	74	801	14	810	4	487	327	97
Total	773	-	773	108	665	414	359	80	64	705	13	714	4	431	288	87
SWITCHED ANY SERVICE IN LAST 12 MONTHS	103	**	103	12	91	90	13	80	**	96	**	99	**	72	27	26
	13%	**	13%	11%	14%	22% b	4%	100% ab	**	14%	**	14%	**	17% b	9%	30% ab
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	79	**	79	9	70	71	9	66	**	74	**	77	**	56	21	16
	10%	**	10%	9%	11%	17% b	2%	82% ab	**	11%	**	11%	**	13% b	7%	18% b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	915	-	915	121	794	523	392	122	88	192	14	202	4
Effective Weighted Sample	862	-	862	112	751	488	374	111	85	178	14	187	4
Total	773	-	773	108	665	436	337	93	72	185	13	195	4
SWITCHED ANY SERVICE IN LAST 12 MONTHS	103	**	103	12	91	102	1	93	**	23	**	26	**
	13%	**	13%	11%	14%	23%	*%	100%	**	12%	**	13%	**
						b		ab					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	79	**	79	9	70	79	-	73	**	17	**	20	**
	10%	**	10%	9%	11%	18%	-%	78%	**	9%	**	10%	**
						b		ab					

Columns Tested: a,b - a,b - 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 99% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	915	77	129	23	16	124	324	19	15	206	448	641	274
Effective Weighted Sample	862	68	123	21	15	119	311	18	14	191	430	599	264
Total	773	72	127	20	15	98	268	15	12	199	366	549	224
SWITCHED ANY SERVICE IN LAST 12 MONTHS	103	**	14	**	**	18	26	**	**	26	44	78	25
	13%	**	11%	**	**	18%	10%	**	**	13%	12%	14%	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	79	**	10	**	**	13	19	**	**	20	32	57	22
	10%	**	8%	**	**	13%	7%	**	**	10%	9%	10%	10%

Columns Tested: a,b,c,d - 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 99% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	915	915	-	-	14	-	37	257	380	674	239	85	139	315	459
Effective Weighted Sample	862	862	-	-	14	-	31	241	362	632	231	81	123	299	440
Total	773	773	-	-	13	-	36	224	325	585	186	68	122	274	375
SWITCHED ANY SERVICE IN LAST 12 MONTHS	103	103	**	**	**	**	**	43	37	89	14	**	26	45	32
	13%	13%	**	**	**	**	**	19% ce	11%	15% e	7%	**	21% c	16% c	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	79	79	**	**	**	**	**	32	32	67	13	**	14	37	28
	10%	10%	**	**	**	**	**	14% e	10%	11%	7%	**	11%	14% c	8%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	915	485	424	305	285	126	185	743	84	60	28	94	297	292	254	508
Effective Weighted Sample	862	458	403	292	275	120	176	703	79	54	26	86	279	278	239	479
Total	773	437	331	236	246	138	141	624	72	50	27	78	251	247	210	431
SWITCHED ANY SERVICE IN LAST 12 MONTHS	103	57	46	28	36	17	20	84	**	**	**	**	43	34	26	58
	13%	13%	14%	12%	15%	12%	14%	13%	**	**	**	**	17%	14%	12%	14%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	79	43	36	20	28	12	18	67	**	**	**	**	36	24	23	43
	10%	10%	11%	9%	12%	9%	13%	11%	**	**	**	**	14%	10%	11%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE ~a	SIMPLE BUNDLE b	STAND- ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	STAND- ALONE a	SIMPLE BUNDLE ~b	STAND- ALONE a	REGARD BUNDLE ~b	EVER a	NEVER b	LAST 12 M'S c
Significance Level: 99%																
Unweighted total	915	-	915	121	794	500	415	110	76	845	14	855	4	516	343	109
Effective Weighted Sample	862	-	862	112	751	465	397	97	74	801	14	810	4	487	327	97
Total	773	-	773	108	665	414	359	80	64	705	13	714	4	431	288	87
Received a discount	98	**	98	13	86	52	46	10	**	95	**	95	**	52	44	14
	13%	**	13%	12%	13%	13%	13%	13%	**	13%	**	13%	**	12%	15%	16%
Added extra or improved services	44	**	44	5	39	24	20	3	**	40	**	40	**	24	16	5
	6%	**	6%	5%	6%	6%	6%	3%	**	6%	**	6%	**	6%	6%	6%
Reduced or downgraded services	36	**	36	7	29	21	15	2	**	33	**	33	**	23	12	7
	5%	**	5%	7%	4%	5%	4%	2%	**	5%	**	5%	**	5%	4%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	153	21	131	81	71	14	**	142	**	142	**	84	60	21
	20%	**	20%	20%	20%	20%	20%	18%	**	20%	**	20%	**	20%	21%	25%
ALL 3 CHANGES	1	**	1	-	1	1	-	-	**	1	**	1	**	1	1	-
	%	**	%	-%	%	%	-%	-%	**	%	**	%	**	%	%	-%
DISCOUNT AND EXTRA SERVICES	13	**	13	2	12	8	5	-	**	13	**	13	**	7	7	2
	2%	**	2%	2%	2%	2%	1%	-%	**	2%	**	2%	**	2%	2%	3%
DISCOUNT AND REDUCED SERVICES	10	**	10	2	8	5	5	-	**	9	**	9	**	6	4	1
	1%	**	1%	2%	1%	1%	1%	-%	**	1%	**	1%	**	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	-	1	1	-	*	**	*	**	*	**	*	-	*
	%	**	%	-%	%	%	-%	%	**	%	**	%	**	%	-%	%
DISCOUNT ONLY	75	**	75	10	65	39	37	10	**	72	**	72	**	38	34	10
	10%	**	10%	10%	10%	9%	10%	13%	**	10%	**	10%	**	9%	12%	12%
EXTRA SERVICES ONLY	30	**	30	5	25	15	15	2	**	26	**	26	**	18	8	2
	4%	**	4%	4%	4%	4%	4%	3%	**	4%	**	4%	**	4%	3%	3%
REDUCED SERVICES ONLY	25	**	25	5	19	15	10	1	**	22	**	22	**	16	8	5
	3%	**	3%	5%	3%	4%	3%	2%	**	3%	**	3%	**	4%	3%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Significance Level: 99%																
Unweighted total	915	-	915	121	794	500	415	110	76	845	14	855	4	516	343	109
Effective Weighted Sample	862	-	862	112	751	465	397	97	74	801	14	810	4	487	327	97
Total	773	-	773	108	665	414	359	80	64	705	13	714	4	431	288	87
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	86 11%	** **	86 11%	86 80% b	- -%	43 10%	43 12%	6 7%	** **	79 11%	** **	80 11%	** **	55 13%	26 9%	9 11%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	915	-	915	121	794	523	392	122	88	192	14	202	4
Effective Weighted Sample	862	-	862	112	751	488	374	111	85	178	14	187	4
Total	773	-	773	108	665	436	337	93	72	185	13	195	4
Received a discount	98	**	98	13	86	55	44	12	**	25	**	25	**
	13%	**	13%	12%	13%	13%	13%	13%	**	14%	**	13%	**
Added extra or improved services	44	**	44	5	39	28	16	5	**	10	**	10	**
	6%	**	6%	5%	6%	6%	5%	5%	**	5%	**	5%	**
Reduced or downgraded services	36	**	36	7	29	22	15	2	**	8	**	8	**
	5%	**	5%	7%	4%	5%	4%	2%	**	4%	**	4%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	153	21	131	88	65	18	**	38	**	38	**
	20%	**	20%	20%	20%	20%	19%	19%	**	20%	**	19%	**
ALL 3 CHANGES	1	**	1	-	1	1	-	-	**	-	**	-	**
	*%	**	*%	-%	*%	*%	-%	-%	**	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	13	**	13	2	12	9	4	1	**	4	**	4	**
	2%	**	2%	2%	2%	2%	1%	1%	**	2%	**	2%	**
DISCOUNT AND REDUCED SERVICES	10	**	10	2	8	4	6	-	**	1	**	1	**
	1%	**	1%	2%	1%	1%	2%	-%	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	-	1	1	-	*	**	*	**	*	**
	*%	**	*%	-%	*%	*%	-%	*%	**	*%	**	*%	**
DISCOUNT ONLY	75	**	75	10	65	42	34	12	**	21	**	21	**
	10%	**	10%	10%	10%	10%	10%	12%	**	11%	**	11%	**
EXTRA SERVICES ONLY	30	**	30	5	25	18	12	4	**	6	**	6	**
	4%	**	4%	4%	4%	4%	4%	4%	**	3%	**	3%	**
REDUCED SERVICES ONLY	25	**	25	5	19	16	9	1	**	7	**	7	**
	3%	**	3%	5%	3%	4%	3%	1%	**	4%	**	3%	**

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	915	-	915	121	794	523	392	122	88	192	14	202	4
Effective Weighted Sample	862	-	862	112	751	488	374	111	85	178	14	187	4
Total	773	-	773	108	665	436	337	93	72	185	13	195	4
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	86	**	86	86	-	49	37	8	**	27	**	28	**
	11%	**	11%	80%	-%	11%	11%	9%	**	15%	**	14%	**
				b									

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	915	77	129	23	16	124	324	19	15	206	448	641	274
Effective Weighted Sample	862	68	123	21	15	119	311	18	14	191	430	599	264
Total	773	72	127	20	15	98	268	15	12	199	366	549	224
Received a discount	98	**	14	**	**	10	36	**	**	26	46	73	25
	13%	**	11%	**	**	10%	14%	**	**	13%	13%	13%	11%
Added extra or improved services	44	**	7	**	**	6	14	**	**	10	20	34	10
	6%	**	5%	**	**	7%	5%	**	**	5%	6%	6%	5%
Reduced or downgraded services	36	**	7	**	**	4	11	**	**	10	15	28	9
	5%	**	6%	**	**	4%	4%	**	**	5%	4%	5%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	24	**	**	19	49	**	**	40	67	114	38
	20%	**	19%	**	**	19%	18%	**	**	20%	18%	21%	17%
ALL 3 CHANGES	1	**	-	**	**	-	1	**	**	-	1	1	1
	*%	**	-%	**	**	-%	*%	**	**	-%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	13	**	3	**	**	1	6	**	**	4	7	11	3
	2%	**	2%	**	**	1%	2%	**	**	2%	2%	2%	1%
DISCOUNT AND REDUCED SERVICES	10	**	1	**	**	1	5	**	**	2	6	8	2
	1%	**	1%	**	**	1%	2%	**	**	1%	2%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	**	-	**	**	-	-	**	**	*	-	1	-
	*%	**	-%	**	**	-%	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	75	**	11	**	**	8	25	**	**	21	33	55	21
	10%	**	9%	**	**	8%	9%	**	**	10%	9%	10%	9%
EXTRA SERVICES ONLY	30	**	4	**	**	6	8	**	**	6	14	23	7
	4%	**	3%	**	**	6%	3%	**	**	3%	4%	4%	3%
REDUCED SERVICES ONLY	25	**	6	**	**	3	5	**	**	8	8	19	6
	3%	**	5%	**	**	3%	2%	**	**	4%	2%	3%	3%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	915	77	129	23	16	124	324	19	15	206	448	641	274
Effective Weighted Sample	862	68	123	21	15	119	311	18	14	191	430	599	264
Total	773	72	127	20	15	98	268	15	12	199	366	549	224
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	86	**	12	**	**	9	26	**	**	29	35	64	22
	11%	**	9%	**	**	9%	10%	**	**	15%	10%	12%	10%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	915	915	-	-	14	-	37	257	380	674	239	85	139	315	459
Effective Weighted Sample	862	862	-	-	14	-	31	241	362	632	231	81	123	299	440
Total	773	773	-	-	13	-	36	224	325	585	186	68	122	274	375
Received a discount	98	98	**	**	**	**	**	30	36	73	25	**	16	37	46
	13%	13%	**	**	**	**	**	13%	11%	13%	13%	**	13%	13%	12%
Added extra or improved services	44	44	**	**	**	**	**	16	15	38	7	**	11	17	16
	6%	6%	**	**	**	**	**	7%	5%	6%	4%	**	9%	6%	4%
Reduced or downgraded services	36	36	**	**	**	**	**	12	15	29	8	**	7	11	18
	5%	5%	**	**	**	**	**	5%	5%	5%	4%	**	6%	4%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	153	**	**	**	**	**	48	57	118	35	**	27	55	70
	20%	20%	**	**	**	**	**	21%	18%	20%	19%	**	22%	20%	19%
ALL 3 CHANGES	1	1	**	**	**	**	**	1	1	1	-	**	1	-	1
	*%	*%	**	**	**	**	**	*%	*%	*%	-%	**	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	13	13	**	**	**	**	**	5	4	10	3	**	3	6	4
	2%	2%	**	**	**	**	**	2%	1%	2%	2%	**	3%	2%	1%
DISCOUNT AND REDUCED SERVICES	10	10	**	**	**	**	**	3	4	9	1	**	2	4	4
	1%	1%	**	**	**	**	**	1%	1%	1%	1%	**	2%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	1	**	**	**	**	**	*	-	1	-	**	1	-	-
	*%	*%	**	**	**	**	**	*%	-%	*%	-%	**	*%	-%	-%
DISCOUNT ONLY	75	75	**	**	**	**	**	21	28	55	20	**	10	29	36
	10%	10%	**	**	**	**	**	10%	9%	9%	11%	**	8%	10%	10%
EXTRA SERVICES ONLY	30	30	**	**	**	**	**	11	11	26	4	**	7	12	11
	4%	4%	**	**	**	**	**	5%	3%	5%	2%	**	5%	4%	3%
REDUCED SERVICES ONLY	25	25	**	**	**	**	**	8	10	18	6	**	4	7	13
	3%	3%	**	**	**	**	**	3%	3%	3%	3%	**	3%	3%	4%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	86	86	**	**	**	**	**	21	33	63	23	**	18	27	41
	11%	11%	**	**	**	**	**	10%	10%	11%	13%	**	15%	10%	11%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	915	485	424	305	285	126	185	743	84	60	28	94	297	292	254	508
Effective Weighted Sample	862	458	403	292	275	120	176	703	79	54	26	86	279	278	239	479
Total	773	437	331	236	246	138	141	624	72	50	27	78	251	247	210	431
Received a discount	98	53	45	26	39	15	19	83	**	**	**	**	23	38	30	52
	13%	12%	14%	11%	16%	11%	14%	13%	**	**	**	**	9%	15%	14%	12%
Added extra or improved services	44	27	17	18	13	7	6	32	**	**	**	**	16	18	10	29
	6%	6%	5%	7%	5%	5%	5%	5%	**	**	**	**	6%	7%	5%	7%
Reduced or downgraded services	36	18	18	8	14	7	7	29	**	**	**	**	10	12	11	21
	5%	4%	5%	3%	6%	5%	5%	5%	**	**	**	**	4%	5%	5%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	83	68	45	52	25	30	125	**	**	**	**	41	55	43	84
	20%	19%	21%	19%	21%	18%	21%	20%	**	**	**	**	16%	22%	21%	20%
ALL 3 CHANGES	1	-	1	-	1	-	-	1	**	**	**	**	1	-	1	1
	*%	-%	*%	-%	1%	-%	-%	*%	**	**	**	**	1%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	13	9	4	4	7	1	1	10	**	**	**	**	2	8	1	11
	2%	2%	1%	2%	3%	1%	1%	2%	**	**	**	**	1%	3%	1%	3%
DISCOUNT AND REDUCED SERVICES	10	5	5	2	4	2	2	7	**	**	**	**	3	4	5	5
	1%	1%	1%	1%	2%	1%	2%	1%	**	**	**	**	1%	2%	2%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	*	*	1	-	-	-	*	**	**	**	**	1	-	*	*
	*%	*%	*%	*%	-%	-%	-%	*%	**	**	**	**	*%	-%	*%	*%
DISCOUNT ONLY	75	40	36	21	27	12	16	65	**	**	**	**	18	27	24	36
	10%	9%	11%	9%	11%	9%	11%	10%	**	**	**	**	7%	11%	11%	8%
EXTRA SERVICES ONLY	30	18	12	13	5	5	6	22	**	**	**	**	11	10	7	18
	4%	4%	4%	5%	2%	4%	5%	3%	**	**	**	**	5%	4%	4%	4%
REDUCED SERVICES ONLY	25	12	11	6	9	5	5	21	**	**	**	**	6	7	5	15
	3%	3%	3%	2%	4%	3%	4%	3%	**	**	**	**	2%	3%	3%	4%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	915	485	424	305	285	126	185	743	84	60	28	94	297	292	254	508
Effective Weighted Sample	862	458	403	292	275	120	176	703	79	54	26	86	279	278	239	479
Total	773	437	331	236	246	138	141	624	72	50	27	78	251	247	210	431
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	86	50	34	26	21	24	13	74	**	**	**	**	29	23	21	46
	11%	11%	10%	11%	9%	17%	9%	12%	**	**	**	**	11%	9%	10%	11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	915	-	915	121	794	500	415	110	76	845	14	855	4	516	343	109
Effective Weighted Sample	862	-	862	112	751	465	397	97	74	801	14	810	4	487	327	97
Total	773	-	773	108	665	414	359	80	64	705	13	714	4	431	288	87
Received a discount	23	**	23	4	20	9	14	3	**	20	**	20	**	10	10	1
	3%	**	3%	3%	3%	2%	4%	4%	**	3%	**	3%	**	2%	4%	1%
Added extra or improved services	19	**	19	1	18	9	9	2	**	17	**	18	**	10	8	1
	2%	**	2%	1%	3%	2%	3%	2%	**	2%	**	3%	**	2%	3%	1%
Reduced or downgraded services	4	**	4	1	3	2	2	1	**	3	**	3	**	2	1	*
	*%	**	*%	1%	*%	1%	*%	1%	**	*%	**	*%	**	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	42	4	38	19	23	5	**	37	**	38	**	21	16	2
	5%	**	5%	3%	6%	5%	6%	6%	**	5%	**	5%	**	5%	6%	2%
ALL 3 CHANGES	1	**	1	1	-	-	1	-	**	1	**	1	**	-	1	-
	*%	**	*%	1%	-%	-%	*%	-%	**	*%	**	*%	**	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	1	**	1	-	1	*	1	*	**	1	**	1	**	-	1	-
	*%	**	*%	-%	*%	*%	*%	*%	**	*%	**	*%	**	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	1	1	1	1	1	**	2	**	2	**	1	1	*
	*%	**	*%	1%	*%	*%	*%	1%	**	*%	**	*%	**	*%	*%	*%
DISCOUNT ONLY	21	**	21	3	18	8	13	3	**	19	**	19	**	10	9	1
	3%	**	3%	3%	3%	2%	4%	4%	**	3%	**	3%	**	2%	3%	1%
EXTRA SERVICES ONLY	16	**	16	-	16	8	8	1	**	14	**	15	**	9	6	1
	2%	**	2%	-%	2%	2%	2%	1%	**	2%	**	2%	**	2%	2%	1%
REDUCED SERVICES ONLY	2	**	2	-	2	1	1	-	**	1	**	1	**	1	-	-
	*%	**	*%	-%	*%	*%	*%	-%	**	*%	**	*%	**	*%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	104	104	-	53	51	7	**	95	**	96	**	65	32	12
	13%	**	13%	97%	-%	13%	14%	9%	**	13%	**	13%	**	15%	11%	13%

b

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	915	-	915	121	794	523	392	122	88	192	14	202	4
Effective Weighted Sample	862	-	862	112	751	488	374	111	85	178	14	187	4
Total	773	-	773	108	665	436	337	93	72	185	13	195	4
Received a discount	23	**	23	4	20	10	14	5	**	7	**	7	**
	3%	**	3%	3%	3%	2%	4%	6%	**	4%	**	3%	**
Added extra or improved services	19	**	19	1	18	11	8	4	**	6	**	7	**
	2%	**	2%	1%	3%	2%	2%	4%	**	3%	**	4%	**
Reduced or downgraded services	4	**	4	1	3	2	2	1	**	1	**	1	**
	*%	**	*%	1%	*%	*%	*%	1%	**	1%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	42	4	38	21	21	9	**	12	**	13	**
	5%	**	5%	3%	6%	5%	6%	9%	**	7%	**	7%	**
ALL 3 CHANGES	1	**	1	1	-	-	1	-	**	1	**	1	**
	*%	**	*%	1%	-%	-%	*%	-%	**	*%	**	*%	**
DISCOUNT AND EXTRA SERVICES	1	**	1	-	1	*	1	-	**	-	**	-	**
	*%	**	*%	-%	*%	*%	*%	-%	**	-%	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	1	1	1	1	1	**	1	**	1	**
	*%	**	*%	1%	*%	*%	*%	1%	**	1%	**	1%	**
DISCOUNT ONLY	21	**	21	3	18	9	12	5	**	6	**	6	**
	3%	**	3%	3%	3%	2%	4%	6%	**	3%	**	3%	**
EXTRA SERVICES ONLY	16	**	16	-	16	9	7	2	**	5	**	6	**
	2%	**	2%	-%	2%	2%	2%	3%	**	3%	**	3%	**
REDUCED SERVICES ONLY	2	**	2	-	2	1	1	-	**	-	**	-	**
	*%	**	*%	-%	*%	*%	*%	-%	**	-%	**	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	104	104	-	62	42	9	**	33	**	34	**
	13%	**	13%	97%	-%	14%	12%	10%	**	18%	**	17%	**

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	915	77	129	23	16	124	324	19	15	206	448	641	274
Effective Weighted Sample	862	68	123	21	15	119	311	18	14	191	430	599	264
Total	773	72	127	20	15	98	268	15	12	199	366	549	224
Received a discount	23	**	5	**	**	3	8	**	**	7	11	16	8
	3%	**	4%	**	**	4%	3%	**	**	3%	3%	3%	3%
Added extra or improved services	19	**	4	**	**	2	6	**	**	7	8	14	4
	2%	**	3%	**	**	2%	2%	**	**	4%	2%	3%	2%
Reduced or downgraded services	4	**	1	**	**	1	1	**	**	1	2	3	1
	*%	**	1%	**	**	1%	*%	**	**	1%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	**	9	**	**	5	15	**	**	13	20	31	11
	5%	**	7%	**	**	6%	5%	**	**	7%	5%	6%	5%
ALL 3 CHANGES	1	**	1	**	**	-	-	**	**	1	-	-	1
	*%	**	1%	**	**	-%	-%	**	**	*%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	1	**	-	**	**	-	-	**	**	-	-	1	-
	*%	**	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	**	1	**	**	1	-	**	**	1	1	1	1
	*%	**	1%	**	**	1%	-%	**	**	1%	*%	*%	*%
DISCOUNT ONLY	21	**	5	**	**	3	8	**	**	6	11	14	7
	3%	**	4%	**	**	4%	3%	**	**	3%	3%	3%	3%
EXTRA SERVICES ONLY	16	**	4	**	**	1	6	**	**	6	7	12	3
	2%	**	3%	**	**	1%	2%	**	**	3%	2%	2%	2%
REDUCED SERVICES ONLY	2	**	-	**	**	-	1	**	**	-	1	2	-
	*%	**	-%	**	**	-%	*%	**	**	-%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	15	**	**	11	33	**	**	35	44	78	26
	13%	**	12%	**	**	11%	12%	**	**	17%	12%	14%	12%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	915	915	-	-	14	-	37	257	380	674	239	85	139	315	459
Effective Weighted Sample	862	862	-	-	14	-	31	241	362	632	231	81	123	299	440
Total	773	773	-	-	13	-	36	224	325	585	186	68	122	274	375
Received a discount	23	23	**	**	**	**	**	7	5	15	8	**	7	5	11
	3%	3%	**	**	**	**	**	3%	2%	3%	4%	**	6%	2%	3%
Added extra or improved services	19	19	**	**	**	**	**	6	6	13	6	**	5	4	10
	2%	2%	**	**	**	**	**	2%	2%	2%	3%	**	4%	2%	3%
Reduced or downgraded services	4	4	**	**	**	**	**	2	1	3	1	**	2	-	2
	*%	*%	**	**	**	**	**	1%	*%	1%	*%	**	2%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	42	**	**	**	**	**	13	12	29	13	**	12	9	21
	5%	5%	**	**	**	**	**	6%	4%	5%	7%	**	10%	3%	6%
													b		
ALL 3 CHANGES	1	1	**	**	**	**	**	-	-	-	1	**	-	-	1
	*%	*%	**	**	**	**	**	-%	-%	-%	*%	**	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	1	1	**	**	**	**	**	1	-	1	-	**	1	-	-
	*%	*%	**	**	**	**	**	*%	-%	*%	-%	**	1%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	2	**	**	**	**	**	1	-	1	1	**	1	-	1
	*%	*%	**	**	**	**	**	1%	-%	*%	*%	**	1%	-%	*%
DISCOUNT ONLY	21	21	**	**	**	**	**	6	5	14	7	**	6	5	11
	3%	3%	**	**	**	**	**	3%	2%	2%	4%	**	5%	2%	3%
EXTRA SERVICES ONLY	16	16	**	**	**	**	**	4	6	11	5	**	3	4	9
	2%	2%	**	**	**	**	**	2%	2%	2%	3%	**	2%	2%	2%
REDUCED SERVICES ONLY	2	2	**	**	**	**	**	1	1	2	-	**	1	-	1
	*%	*%	**	**	**	**	**	*%	*%	*%	-%	**	1%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	104	**	**	**	**	**	29	40	78	26	**	21	35	48
	13%	13%	**	**	**	**	**	13%	12%	13%	14%	**	17%	13%	13%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	915	485	424	305	285	126	185	743	84	60	28	94	297	292	254	508
Effective Weighted Sample	862	458	403	292	275	120	176	703	79	54	26	86	279	278	239	479
Total	773	437	331	236	246	138	141	624	72	50	27	78	251	247	210	431
Received a discount	23	13	10	5	7	5	5	19	**	**	**	**	10	8	8	11
	3%	3%	3%	2%	3%	4%	3%	3%	**	**	**	**	4%	3%	4%	2%
Added extra or improved services	19	10	9	6	7	4	2	15	**	**	**	**	8	5	5	10
	2%	2%	3%	2%	3%	3%	2%	2%	**	**	**	**	3%	2%	2%	2%
Reduced or downgraded services	4	1	2	-	2	*	1	2	**	**	**	**	1	1	2	1
	*%	*%	1%	-%	1%	*%	1%	*%	**	**	**	**	1%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	42	24	18	10	15	9	6	34	**	**	**	**	18	13	13	22
	5%	5%	6%	4%	6%	7%	4%	5%	**	**	**	**	7%	5%	6%	5%
ALL 3 CHANGES	1	-	1	-	-	-	1	-	**	**	**	**	-	-	-	-
	*%	-%	*%	-%	-%	-%	1%	-%	**	**	**	**	-%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	1	-	1	-	1	-	*	1	**	**	**	**	*	1	*	-
	*%	-%	*%	-%	*%	-%	*%	*%	**	**	**	**	*%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	*	1	-	-	*	1	1	**	**	**	**	*	-	1	*
	*%	*%	*%	-%	-%	*%	1%	*%	**	**	**	**	*%	-%	*%	*%
DISCOUNT ONLY	21	13	8	5	7	5	4	18	**	**	**	**	9	7	7	11
	3%	3%	3%	2%	3%	4%	3%	3%	**	**	**	**	4%	3%	3%	2%
EXTRA SERVICES ONLY	16	9	6	6	6	4	1	13	**	**	**	**	7	4	4	10
	2%	2%	2%	2%	2%	3%	*%	2%	**	**	**	**	3%	2%	2%	2%
REDUCED SERVICES ONLY	2	1	1	-	2	-	-	1	**	**	**	**	1	1	1	1
	*%	*%	*%	-%	1%	-%	-%	*%	**	**	**	**	*%	*%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	61	41	32	31	25	14	89	**	**	**	**	33	29	24	57
	13%	14%	12%	14%	13%	18%	10%	14%	**	**	**	**	13%	12%	11%	13%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	~b	a	~b	a	b	~c
Unweighted total	834	-	834	-	834	465	369	101	71	740	44	781	3	464	320	95
Effective Weighted Sample	785	-	785	-	785	435	351	90	69	700	42	739	3	438	303	84
Total	709	-	709	-	709	387	322	75	60	617	44	658	3	390	271	77
SWITCHED ANY SERVICE IN LAST 12 MONTHS	95	**	95	**	95	84	11	75	**	84	**	91	**	65	25	**
	13%	**	13%	**	13%	22% b	4%	100% ab	**	14%	**	14%	**	17% b	9%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	**	73	**	73	65	8	62	**	65	**	70	**	50	20	**
	10%	**	10%	**	10%	17% b	3%	83% ab	**	11%	**	11%	**	13%	8%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	~b	a	~b
Unweighted total	834	-	834	-	834	474	360	112	79	169	24	190	3
Effective Weighted Sample	785	-	785	-	785	444	342	101	76	157	22	177	3
Total	709	-	709	-	709	396	313	86	65	162	26	185	3
SWITCHED ANY SERVICE IN LAST 12 MONTHS	95	**	95	**	95	95	-	86	**	22	**	25	**
	13%	**	13%	**	13%	24%	-%	100%	**	14%	**	13%	**
						b		ab					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	**	73	**	73	73	-	66	**	16	**	19	**
	10%	**	10%	**	10%	18%	-%	77%	**	10%	**	10%	**
						b		ab					

Columns Tested: a,b - a,b - 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 99% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	834	68	125	19	12	114	297	18	14	193	411	585	249
Effective Weighted Sample	785	61	118	17	12	109	286	17	13	179	395	548	239
Total	709	63	125	15	11	90	246	14	11	188	336	503	206
SWITCHED ANY SERVICE IN LAST 12 MONTHS	95	**	14	**	**	17	26	**	**	25	43	72	23
	13%	**	11%	**	**	19%	11%	**	**	13%	13%	14%	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	**	10	**	**	13	18	**	**	19	31	53	21
	10%	**	8%	**	**	14%	7%	**	**	10%	9%	10%	10%

Columns Tested: a,b,c,d - 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 99% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	834	794	8	4	40	-	30	235	353	618	214	68	122	288	422
Effective Weighted Sample	785	751	8	4	38	-	25	220	335	580	206	65	108	273	404
Total	709	665	11	4	40	-	28	205	305	538	169	55	107	251	349
SWITCHED ANY SERVICE IN LAST 12 MONTHS	95	91	**	**	**	**	**	39	38	84	11	**	21	45	30
	13%	14%	**	**	**	**	**	19%	13%	16%	7%	**	19%	18%	8%
								e		e			c	c	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	70	**	**	**	**	**	29	33	63	11	**	11	36	26
	10%	11%	**	**	**	**	**	14%	11%	12%	6%	**	10%	14%	7%
								e						c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	834	442	388	275	269	110	169	669	80	59	26	89	270	271	236	469
Effective Weighted Sample	785	417	369	262	259	105	161	631	75	55	25	82	252	258	221	444
Total	709	402	304	216	235	119	129	567	70	49	24	73	232	231	196	402
SWITCHED ANY SERVICE IN LAST 12 MONTHS	95	54	41	26	36	16	17	75	**	**	**	**	39	35	25	55
	13%	13%	14%	12%	15%	13%	13%	13%	**	**	**	**	17%	15%	13%	14%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	73	39	34	18	28	11	14	60	**	**	**	**	33	25	22	39
	10%	10%	11%	9%	12%	9%	11%	11%	**	**	**	**	14%	11%	11%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
SWITCHED ANY SERVICE IN LAST 12 MONTHS	84	**	84	**	71	79	6	**	**	82	**	82	**	61	21	**
	11%	**	11%	**	11%	19%	2%	**	**	11%	**	11%	**	15%	7%	**
						b								b		
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	64	**	64	**	54	60	4	**	**	63	**	63	**	43	19	**
	9%	**	9%	**	8%	14%	1%	**	**	9%	**	9%	**	11%	6%	**
						b										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
SWITCHED ANY SERVICE IN LAST 12 MONTHS	84	**	84	**	73	77	7	**	**	**	84	**	73
	11%	**	11%	**	11%	18%	2%	**	**	**	11%	**	11%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	64	**	64	**	54	61	3	**	**	**	64	**	54
	9%	**	9%	**	8%	15%	1%	**	**	**	9%	**	8%
						b							

Columns Tested: a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
SWITCHED ANY SERVICE IN LAST 12 MONTHS	84	72	12	**	**	**	**	**	**	84	**	80	**
	11%	20%	3%	**	**	**	**	**	**	11%	**	13%	**
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	64	53	11	**	**	**	**	**	**	64	**	61	**
	9%	14%	3%	**	**	**	**	**	**	9%	**	10%	**
		b											

Columns Tested: a,b,c,d - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
SWITCHED ANY SERVICE IN LAST 12 MONTHS	84	**	84	**	**	**	**	40	23	73	**	**	**	31	22
	11%	**	11%	**	**	**	**	15%	8%	12%	**	**	**	10%	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	64	**	64	**	**	**	**	26	19	55	**	**	**	24	19
	9%	**	9%	**	**	**	**	10%	6%	9%	**	**	**	8%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
SWITCHED ANY SERVICE IN LAST 12 MONTHS	84	44	40	34	20	**	13	69	**	**	**	**	30	28	26	44
	11%	12%	11%	14%	11%	**	9%	11%	**	**	**	**	12%	11%	12%	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	64	33	31	24	17	**	7	55	**	**	**	**	23	19	16	39
	9%	9%	9%	10%	10%	**	5%	9%	**	**	**	**	9%	8%	7%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	74	**	74	**	65	69	4	**	**	73	**	73	**	53	20	**
	10%	**	10%	**	10%	16%	1%	**	**	10%	**	10%	**	13%	6%	**
						b										
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	**	57	**	50	54	3	**	**	57	**	57	**	40	16	**
	8%	**	8%	**	8%	13%	1%	**	**	8%	**	8%	**	10%	5%	**
						b										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	74	**	74	**	66	69	5	**	**	**	74	**	66
	10%	**	10%	**	10%	17%	1%	**	**	**	10%	**	10%
						b							
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	**	57	**	50	54	3	**	**	**	57	**	50
	8%	**	8%	**	8%	13%	1%	**	**	**	8%	**	8%
						b							

Columns Tested: a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	74	61	12	**	**	**	**	**	**	74	**	69	**
	10%	17%	3%	**	**	**	**	**	**	10%	**	11%	**
		b											
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	46	11	**	**	**	**	**	**	57	**	53	**
	8%	12%	3%	**	**	**	**	**	**	8%	**	8%	**
		b											

Columns Tested: a,b,c,d - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	74	**	74	**	**	**	**	36	20	64	**	**	**	28	20
	10%	**	10%	**	**	**	**	13%	7%	10%	**	**	**	9%	7%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	**	57	**	**	**	**	26	15	49	**	**	**	23	16
	8%	**	8%	**	**	**	**	10%	5%	8%	**	**	**	7%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	74	42	31	33	15	**	9	61	**	**	**	**	24	27	23	39
	10%	11%	9%	14%	8%	**	6%	10%	**	**	**	**	9%	10%	10%	10%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	31	25	23	14	**	6	49	**	**	**	**	20	18	15	34
	8%	8%	7%	10%	8%	**	4%	8%	**	**	**	**	8%	7%	7%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
Received a discount	162	**	162	**	149	96	66	**	**	159	**	159	**	86	72	**
	22%	**	22%	**	23%	23%	21%	**	**	22%	**	22%	**	21%	23%	**
Added extra or improved services	98	**	98	**	91	59	39	**	**	95	**	95	**	58	37	**
	13%	**	13%	**	14%	14%	12%	**	**	13%	**	13%	**	14%	12%	**
Reduced or downgraded services	76	**	76	**	62	45	31	**	**	72	**	72	**	42	30	**
	10%	**	10%	**	9%	11%	10%	**	**	10%	**	10%	**	10%	10%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	266	**	266	**	238	159	107	**	**	257	**	257	**	152	105	**
	36%	**	36%	**	36%	38%	34%	**	**	36%	**	36%	**	37%	34%	**
ALL 3 CHANGES	9	**	9	**	9	4	5	**	**	9	**	9	**	6	3	**
	1%	**	1%	**	1%	1%	2%	**	**	1%	**	1%	**	1%	1%	**
DISCOUNT AND EXTRA SERVICES	35	**	35	**	34	24	11	**	**	34	**	34	**	15	19	**
	5%	**	5%	**	5%	6%	4%	**	**	5%	**	5%	**	4%	6%	**
DISCOUNT AND REDUCED SERVICES	10	**	10	**	7	5	5	**	**	10	**	10	**	5	5	**
	1%	**	1%	**	1%	1%	2%	**	**	1%	**	1%	**	1%	2%	**
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	7	5	1	**	**	7	**	7	**	4	3	**
	1%	**	1%	**	1%	1%	%	**	**	1%	**	1%	**	1%	1%	**
DISCOUNT ONLY	108	**	108	**	100	63	45	**	**	107	**	107	**	61	45	**
	15%	**	15%	**	15%	15%	14%	**	**	15%	**	15%	**	15%	15%	**
EXTRA SERVICES ONLY	48	**	48	**	42	26	22	**	**	46	**	46	**	34	13	**
	6%	**	6%	**	6%	6%	7%	**	**	6%	**	6%	**	8%	4%	**
REDUCED SERVICES ONLY	52	**	52	**	40	32	20	**	**	49	**	49	**	28	21	**
	7%	**	7%	**	6%	8%	6%	**	**	7%	**	7%	**	7%	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	61	**	61	**	10	30	31	**	**	59	**	59	**	32	27	**
	8%	**	8%	**	2%	7%	10%	**	**	8%	**	8%	**	8%	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
Received a discount	162	**	162	**	150	90	73	**	**	**	162	**	148
	22%	**	22%	**	22%	21%	23%	**	**	**	22%	**	22%
Added extra or improved services	98	**	98	**	91	62	36	**	**	**	98	**	90
	13%	**	13%	**	14%	15%	11%	**	**	**	13%	**	14%
Reduced or downgraded services	76	**	76	**	62	45	30	**	**	**	76	**	61
	10%	**	10%	**	9%	11%	9%	**	**	**	10%	**	9%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	266	**	266	**	239	157	109	**	**	**	266	**	235
	36%	**	36%	**	36%	37%	34%	**	**	**	36%	**	35%
ALL 3 CHANGES	9	**	9	**	9	4	5	**	**	**	9	**	9
	1%	**	1%	**	1%	1%	2%	**	**	**	1%	**	1%
DISCOUNT AND EXTRA SERVICES	35	**	35	**	34	22	14	**	**	**	35	**	34
	5%	**	5%	**	5%	5%	4%	**	**	**	5%	**	5%
DISCOUNT AND REDUCED SERVICES	10	**	10	**	7	6	4	**	**	**	10	**	6
	1%	**	1%	**	1%	2%	1%	**	**	**	1%	**	1%
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	7	5	1	**	**	**	7	**	7
	1%	**	1%	**	1%	1%	*%	**	**	**	1%	**	1%
DISCOUNT ONLY	108	**	108	**	101	58	50	**	**	**	108	**	100
	15%	**	15%	**	15%	14%	16%	**	**	**	15%	**	15%
EXTRA SERVICES ONLY	48	**	48	**	42	32	16	**	**	**	48	**	41
	6%	**	6%	**	6%	8%	5%	**	**	**	6%	**	6%
REDUCED SERVICES ONLY	52	**	52	**	40	32	20	**	**	**	52	**	40
	7%	**	7%	**	6%	8%	6%	**	**	**	7%	**	6%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	61	**	61	**	19	26	35	**	**	**	61	**	15
	8%	**	8%	**	3%	6%	11%	**	**	**	8%	**	2%

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
Received a discount	162	78	84	**	**	**	**	**	**	162	**	134	**
	22%	21%	23%	**	**	**	**	**	**	22%	**	21%	**
Added extra or improved services	98	53	45	**	**	**	**	**	**	98	**	95	**
	13%	15%	12%	**	**	**	**	**	**	13%	**	15%	**
Reduced or downgraded services	76	41	35	**	**	**	**	**	**	76	**	66	**
	10%	11%	9%	**	**	**	**	**	**	10%	**	10%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	266	139	127	**	**	**	**	**	**	266	**	230	**
	36%	38%	34%	**	**	**	**	**	**	36%	**	37%	**
ALL 3 CHANGES	9	4	5	**	**	**	**	**	**	9	**	7	**
	1%	1%	1%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	35	17	18	**	**	**	**	**	**	35	**	35	**
	5%	5%	5%	**	**	**	**	**	**	5%	**	6%	**
DISCOUNT AND REDUCED SERVICES	10	6	4	**	**	**	**	**	**	10	**	8	**
	1%	2%	1%	**	**	**	**	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	7	3	4	**	**	**	**	**	**	7	**	7	**
	1%	1%	1%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT ONLY	108	51	57	**	**	**	**	**	**	108	**	83	**
	15%	14%	15%	**	**	**	**	**	**	15%	**	13%	**
EXTRA SERVICES ONLY	48	30	18	**	**	**	**	**	**	48	**	46	**
	6%	8%	5%	**	**	**	**	**	**	6%	**	7%	**
REDUCED SERVICES ONLY	52	30	22	**	**	**	**	**	**	52	**	46	**
	7%	8%	6%	**	**	**	**	**	**	7%	**	7%	**

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

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	61	26	34	**	**	**	**	**	**	61	**	53	**
	8%	7%	9%	**	**	**	**	**	**	8%	**	9%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
Received a discount	162	**	162	**	**	**	**	49	82	136	**	**	**	77	63
	22%	**	22%	**	**	**	**	18%	27%	22%	**	**	**	24%	22%
Added extra or improved services	98	**	98	**	**	**	**	49	31	84	**	**	**	45	25
	13%	**	13%	**	**	**	**	18%	10%	14%	**	**	**	14%	9%
Reduced or downgraded services	76	**	76	**	**	**	**	40	21	62	**	**	**	38	21
	10%	**	10%	**	**	**	**	15%	7%	10%	**	**	**	12%	8%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	266	**	266	**	**	**	**	98	111	219	**	**	**	123	95
	36%	**	36%	**	**	**	**	37%	37%	36%	**	**	**	38%	34%
ALL 3 CHANGES	9	**	9	**	**	**	**	7	2	9	**	**	**	5	-
	1%	**	1%	**	**	**	**	3%	1%	1%	**	**	**	2%	-%
DISCOUNT AND EXTRA SERVICES	35	**	35	**	**	**	**	16	13	29	**	**	**	19	10
	5%	**	5%	**	**	**	**	6%	4%	5%	**	**	**	6%	4%
DISCOUNT AND REDUCED SERVICES	10	**	10	**	**	**	**	6	3	9	**	**	**	6	1
	1%	**	1%	**	**	**	**	2%	1%	2%	**	**	**	2%	*%
EXTRA SERVICES AND REDUCED SERVICES	7	**	7	**	**	**	**	4	1	5	**	**	**	1	3
	1%	**	1%	**	**	**	**	1%	*%	1%	**	**	**	*%	1%
DISCOUNT ONLY	108	**	108	**	**	**	**	20	64	89	**	**	**	47	51
	15%	**	15%	**	**	**	**	7%	21%	15%	**	**	**	15%	18%
									b						
EXTRA SERVICES ONLY	48	**	48	**	**	**	**	22	15	41	**	**	**	20	12
	6%	**	6%	**	**	**	**	8%	5%	7%	**	**	**	6%	4%
REDUCED SERVICES ONLY	52	**	52	**	**	**	**	24	15	41	**	**	**	27	17
	7%	**	7%	**	**	**	**	9%	5%	7%	**	**	**	8%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	61	**	61	**	**	**	**	21	19	51	**	**	**	23	20
	8%	**	8%	**	**	**	**	8%	6%	8%	**	**	**	7%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
Received a discount	162	85	77	52	28	**	36	144	**	**	**	**	60	55	43	107
	22%	23%	21%	22%	16%	**	25%	24%	**	**	**	**	24%	22%	19%	26%
Added extra or improved services	98	56	42	49	17	**	14	81	**	**	**	**	32	47	22	61
	13%	15%	12%	21% bd	10%	**	9%	13%	**	**	**	**	12%	18%	10%	15%
Reduced or downgraded services	76	37	38	19	21	**	16	67	**	**	**	**	27	21	33	28
	10%	10%	11%	8%	12%	**	11%	11%	**	**	**	**	11%	8%	15% b	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	266	139	127	92	57	**	50	230	**	**	**	**	94	92	79	153
	36%	37%	35%	39%	32%	**	35%	38%	**	**	**	**	37%	36%	35%	37%
ALL 3 CHANGES	9	7	1	2	-	**	3	9	**	**	**	**	4	4	3	4
	1%	2%	*%	1%	-%	**	2%	1%	**	**	**	**	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	35	21	15	19	3	**	5	31	**	**	**	**	11	19	11	23
	5%	5%	4%	8%	2%	**	3%	5%	**	**	**	**	4%	7%	5%	6%
DISCOUNT AND REDUCED SERVICES	10	3	8	3	4	**	3	10	**	**	**	**	4	3	2	7
	1%	1%	2%	1%	2%	**	2%	2%	**	**	**	**	2%	1%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	7	3	4	3	1	**	3	4	**	**	**	**	3	3	1	5
	1%	1%	1%	1%	1%	**	2%	1%	**	**	**	**	1%	1%	1%	1%
DISCOUNT ONLY	108	55	53	30	20	**	26	94	**	**	**	**	41	31	27	73
	15%	15%	15%	13%	11%	**	18%	15%	**	**	**	**	16%	12%	12%	18%
EXTRA SERVICES ONLY	48	26	22	26	12	**	3	38	**	**	**	**	14	22	8	29
	6%	7%	6%	11% d	7%	**	2%	6%	**	**	**	**	6%	9%	3%	7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
REDUCED SERVICES ONLY	52	26	27	12	17	**	8	46	**	**	**	**	19	12	27	14
	7%	7%	7%	5%	9%	**	6%	8%	**	**	**	**	7%	5%	12% b	3%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	61	36	25	20	14	**	11	50	**	**	**	**	23	20	18	31
	8%	10%	7%	9%	8%	**	8%	8%	**	**	**	**	9%	8%	8%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	511	-	511	51	460	298	213	48	29	496	-	496	-	288	208	59
Effective Weighted Sample	483	-	483	48	434	278	205	41	28	469	-	469	-	269	200	51
Total	740	-	740	78	662	421	318	57	42	718	-	718	-	407	311	78
Received a discount	26	**	26	**	20	17	9	**	**	26	**	26	**	21	4	**
	3%	**	3%	**	3%	4%	3%	**	**	4%	**	4%	**	5%	1%	**
Added extra or improved services	23	**	23	**	12	12	11	**	**	23	**	23	**	18	5	**
	3%	**	3%	**	2%	3%	3%	**	**	3%	**	3%	**	4%	2%	**
Reduced or downgraded services	13	**	13	**	11	11	3	**	**	12	**	12	**	7	4	**
	2%	**	2%	**	2%	2%	1%	**	**	2%	**	2%	**	2%	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	52	**	39	35	18	**	**	51	**	51	**	39	12	**
	7%	**	7%	**	6%	8%	6%	**	**	7%	**	7%	**	10%	4%	**
ALL 3 CHANGES	*	**	*	**	-	*	-	**	**	*	**	*	**	*	-	**
	*%	**	*%	**	-%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
DISCOUNT AND EXTRA SERVICES	6	**	6	**	5	1	5	**	**	6	**	6	**	4	2	**
	1%	**	1%	**	1%	*%	1%	**	**	1%	**	1%	**	1%	1%	**
DISCOUNT ONLY	20	**	20	**	15	15	5	**	**	20	**	20	**	17	3	**
	3%	**	3%	**	2%	4%	1%	**	**	3%	**	3%	**	4%	1%	**
EXTRA SERVICES ONLY	18	**	18	**	8	12	6	**	**	18	**	18	**	15	3	**
	2%	**	2%	**	1%	3%	2%	**	**	3%	**	3%	**	4%	1%	**
REDUCED SERVICES ONLY	13	**	13	**	11	10	3	**	**	11	**	11	**	7	4	**
	2%	**	2%	**	2%	2%	1%	**	**	2%	**	2%	**	2%	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	77	**	77	**	13	39	39	**	**	76	**	76	**	37	39	**
	10%	**	10%	**	2%	9%	12%	**	**	11%	**	11%	**	9%	12%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	511	-	511	44	467	294	217	55	31	-	511	50	461
Effective Weighted Sample	483	-	483	42	441	274	208	46	29	-	483	47	435
Total	740	-	740	68	672	418	321	66	45	-	740	76	663
Received a discount	26	**	26	**	21	19	7	**	**	**	26	**	20
	3%	**	3%	**	3%	4%	2%	**	**	**	3%	**	3%
Added extra or improved services	23	**	23	**	15	14	9	**	**	**	23	**	15
	3%	**	3%	**	2%	3%	3%	**	**	**	3%	**	2%
Reduced or downgraded services	13	**	13	**	11	9	4	**	**	**	13	**	11
	2%	**	2%	**	2%	2%	1%	**	**	**	2%	**	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	52	**	41	38	15	**	**	**	52	**	40
	7%	**	7%	**	6%	9%	5%	**	**	**	7%	**	6%
ALL 3 CHANGES	*	**	*	**	-	*	-	**	**	**	*	**	-
	*%	**	*%	**	-%	*%	-%	**	**	**	*%	**	-%
DISCOUNT AND EXTRA SERVICES	6	**	6	**	5	1	5	**	**	**	6	**	5
	1%	**	1%	**	1%	*%	1%	**	**	**	1%	**	1%
DISCOUNT ONLY	20	**	20	**	17	17	2	**	**	**	20	**	15
	3%	**	3%	**	2%	4%	1%	**	**	**	3%	**	2%
EXTRA SERVICES ONLY	18	**	18	**	11	14	4	**	**	**	18	**	11
	2%	**	2%	**	2%	3%	1%	**	**	**	2%	**	2%
REDUCED SERVICES ONLY	13	**	13	**	11	9	4	**	**	**	13	**	11
	2%	**	2%	**	2%	2%	1%	**	**	**	2%	**	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	77	**	77	**	20	35	42	**	**	**	77	**	13
	10%	**	10%	**	3%	8%	13%	**	**	**	10%	**	2%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	511	259	252	51	27	-	-	-	-	511	-	431	80
Effective Weighted Sample	483	240	243	42	26	-	-	-	-	483	-	406	77
Total	740	366	373	61	40	-	-	-	-	740	-	628	111
Received a discount	26	21	5	**	**	**	**	**	**	26	**	19	**
	3%	6%	1%	**	**	**	**	**	**	3%	**	3%	**
		b											
Added extra or improved services	23	17	6	**	**	**	**	**	**	23	**	21	**
	3%	5%	2%	**	**	**	**	**	**	3%	**	3%	**
Reduced or downgraded services	13	8	5	**	**	**	**	**	**	13	**	12	**
	2%	2%	1%	**	**	**	**	**	**	2%	**	2%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	40	13	**	**	**	**	**	**	52	**	43	**
	7%	11%	3%	**	**	**	**	**	**	7%	**	7%	**
		b											
ALL 3 CHANGES	*	*	-	**	**	**	**	**	**	*	**	*	**
	*%	*%	-%	**	**	**	**	**	**	*%	**	*%	**
DISCOUNT AND EXTRA SERVICES	6	2	4	**	**	**	**	**	**	6	**	5	**
	1%	1%	1%	**	**	**	**	**	**	1%	**	1%	**
DISCOUNT ONLY	20	18	1	**	**	**	**	**	**	20	**	14	**
	3%	5%	*%	**	**	**	**	**	**	3%	**	2%	**
		b											
EXTRA SERVICES ONLY	18	16	3	**	**	**	**	**	**	18	**	17	**
	2%	4%	1%	**	**	**	**	**	**	2%	**	3%	**
		b											
REDUCED SERVICES ONLY	13	7	5	**	**	**	**	**	**	13	**	11	**
	2%	2%	1%	**	**	**	**	**	**	2%	**	2%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	77	31	46	**	**	**	**	**	**	77	**	70	**
	10%	9%	12%	**	**	**	**	**	**	10%	**	11%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	511	-	511	-	-	-	22	175	214	411	99	27	89	212	209
Effective Weighted Sample	483	-	483	-	-	-	21	164	205	387	96	26	82	201	202
Total	740	-	740	-	-	-	40	267	302	609	130	36	139	319	281
Received a discount	26	**	26	**	**	**	**	13	5	21	**	**	**	8	9
	3%	**	3%	**	**	**	**	5%	2%	3%	**	**	**	3%	3%
Added extra or improved services	23	**	23	**	**	**	**	14	5	21	**	**	**	11	6
	3%	**	3%	**	**	**	**	5%	2%	3%	**	**	**	3%	2%
Reduced or downgraded services	13	**	13	**	**	**	**	5	5	12	**	**	**	5	4
	2%	**	2%	**	**	**	**	2%	2%	2%	**	**	**	2%	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	52	**	**	**	**	24	14	45	**	**	**	18	16
	7%	**	7%	**	**	**	**	9%	4%	7%	**	**	**	6%	6%
ALL 3 CHANGES	*	**	*	**	**	**	**	*	-	*	**	**	**	-	-
	*%	**	*%	**	**	**	**	*%	-%	*%	**	**	**	-%	-%
DISCOUNT AND EXTRA SERVICES	6	**	6	**	**	**	**	3	2	5	**	**	**	3	3
	1%	**	1%	**	**	**	**	1%	1%	1%	**	**	**	1%	1%
DISCOUNT ONLY	20	**	20	**	**	**	**	9	3	16	**	**	**	5	6
	3%	**	3%	**	**	**	**	3%	1%	3%	**	**	**	2%	2%
EXTRA SERVICES ONLY	18	**	18	**	**	**	**	12	3	17	**	**	**	9	3
	2%	**	2%	**	**	**	**	5%	1%	3%	**	**	**	3%	1%
REDUCED SERVICES ONLY	13	**	13	**	**	**	**	4	5	11	**	**	**	5	4
	2%	**	2%	**	**	**	**	2%	2%	2%	**	**	**	2%	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	77	**	77	**	**	**	**	22	31	64	**	**	**	30	28
	10%	**	10%	**	**	**	**	8%	10%	10%	**	**	**	9%	10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	511	248	261	179	122	98	111	421	51	27	12	53	176	177	161	276
Effective Weighted Sample	483	233	249	171	118	96	106	398	47	26	12	50	163	169	149	265
Total	740	374	363	233	177	184	145	610	74	39	17	80	254	254	222	411
Received a discount	26	12	14	10	5	**	5	23	**	**	**	**	7	10	10	8
	3%	3%	4%	4%	3%	**	3%	4%	**	**	**	**	3%	4%	5%	2%
Added extra or improved services	23	11	12	6	6	**	8	21	**	**	**	**	6	9	12	8
	3%	3%	3%	3%	3%	**	5%	3%	**	**	**	**	2%	4%	6%	2%
Reduced or downgraded services	13	5	8	6	4	**	3	10	**	**	**	**	5	5	2	7
	2%	1%	2%	3%	2%	**	2%	2%	**	**	**	**	2%	2%	1%	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	23	29	18	16	**	13	45	**	**	**	**	15	20	19	20
	7%	6%	8%	8%	9%	**	9%	7%	**	**	**	**	6%	8%	9%	5%
ALL 3 CHANGES	*	*	-	-	-	**	*	*	**	**	**	**	*	-	*	-
	*%	*%	-%	-%	-%	**	*%	*%	**	**	**	**	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	6	1	5	1	-	**	1	5	**	**	**	**	1	1	5	1
	1%	*%	1%	*%	-%	**	1%	1%	**	**	**	**	*%	*%	2%	*%
DISCOUNT ONLY	20	11	9	9	5	**	3	18	**	**	**	**	5	9	5	7
	3%	3%	3%	4%	3%	**	2%	3%	**	**	**	**	2%	3%	2%	2%
EXTRA SERVICES ONLY	18	11	7	6	6	**	6	16	**	**	**	**	6	8	8	8
	2%	3%	2%	3%	3%	**	4%	3%	**	**	**	**	2%	3%	3%	2%
REDUCED SERVICES ONLY	13	4	8	6	4	**	2	10	**	**	**	**	4	5	1	7
	2%	1%	2%	3%	2%	**	2%	2%	**	**	**	**	2%	2%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	77	43	34	24	23	**	9	66	**	**	**	**	29	24	23	40
	10%	12%	9%	10%	13%	**	6%	11%	**	**	**	**	11%	9%	10%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	464	-	464	-	464	272	192	44	28	436	14	450	-	266	184	55
Effective Weighted Sample	436	-	436	-	436	252	184	37	27	411	13	423	-	247	176	48
Total	660	-	660	-	660	377	283	51	40	627	13	640	-	370	271	72
SWITCHED ANY SERVICE IN LAST 12 MONTHS	72	**	72	**	72	67	4	**	**	69	**	70	**	51	18	**
	11%	**	11%	**	11%	18%	1%	**	**	11%	**	11%	**	14%	7%	**
						b										
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	**	55	**	55	51	4	**	**	53	**	54	**	37	16	**
	8%	**	8%	**	8%	14%	1%	**	**	8%	**	8%	**	10%	6%	**
						b										

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	464	-	464	-	464	270	194	49	29	-	464	-	464
Effective Weighted Sample	436	-	436	-	436	250	186	41	28	-	436	-	436
Total	660	-	660	-	660	378	282	58	43	-	660	-	660
SWITCHED ANY SERVICE IN LAST 12 MONTHS	72	**	72	**	72	66	6	**	**	**	72	**	72
	11%	**	11%	**	11%	17%	2%	**	**	**	11%	**	11%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	**	55	**	55	52	3	**	**	**	55	**	55
	8%	**	8%	**	8%	14%	1%	**	**	**	8%	**	8%
						b							

Columns Tested: a,b - a,b - 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 99% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	464	235	229	45	23	-	-	-	-	464	-	387	77
Effective Weighted Sample	436	217	220	37	22	-	-	-	-	436	-	362	74
Total	660	325	335	52	34	-	-	-	-	660	-	555	106
SWITCHED ANY SERVICE IN LAST 12 MONTHS	72	61	11	**	**	**	**	**	**	72	**	67	**
	11%	19%	3%	**	**	**	**	**	**	11%	**	12%	**
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	44	11	**	**	**	**	**	**	55	**	52	**
	8%	14%	3%	**	**	**	**	**	**	8%	**	9%	**
		b											

Columns Tested: a,b,c,d - 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 99% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	464	-	450	14	-	-	15	156	203	374	89	26	73	195	195
Effective Weighted Sample	436	-	425	13	-	-	14	145	193	350	86	25	67	183	188
Total	660	-	647	13	-	-	27	237	279	544	116	34	112	289	258
SWITCHED ANY SERVICE IN LAST 12 MONTHS	72	**	71	**	**	**	**	32	20	60	**	**	**	27	21
	11%	**	11%	**	**	**	**	14%	7%	11%	**	**	**	9%	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	**	54	**	**	**	**	22	16	46	**	**	**	22	18
	8%	**	8%	**	**	**	**	9%	6%	8%	**	**	**	8%	7%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	464	220	242	164	107	89	103	382	46	27	9	47	159	160	146	255
Effective Weighted Sample	436	206	230	155	103	87	99	359	42	26	9	44	147	152	135	243
Total	660	328	330	210	151	165	134	543	66	39	13	70	224	227	199	373
SWITCHED ANY SERVICE IN LAST 12 MONTHS	72	38	33	28	16	**	11	57	**	**	**	**	24	22	22	37
	11%	12%	10%	13%	10%	**	9%	11%	**	**	**	**	11%	10%	11%	10%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	28	27	21	15	**	5	47	**	**	**	**	18	16	13	35
	8%	9%	8%	10%	10%	**	4%	9%	**	**	**	**	8%	7%	6%	9%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	180	31	5	34	3	31	5	11	2	153	6	155	3	127	32	57
	5%	11%	0%	6%	0%	3%	1%	5%	1%	6%	1%	6%	1%	7%	3%	13%
		b		b		b		b		b		b		b		ab
Landline phone (i.e. home phone) or line rental	179	-	-	-	-	-	-	-	-	137	18	143	12	119	36	41
	5%	0%	0%	0%	0%	0%	0%	0%	0%	5%	4%	5%	4%	7%	3%	9%
														b		b
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	172	35	39	38	36	59	15	14	10	116	14	119	11	91	39	30
	5%	13%	2%	7%	2%	5%	2%	7%	7%	5%	3%	4%	4%	5%	3%	7%
		b		b		b		b	b							b
Mobile phone	68	16	7	16	7	19	3	12	3	-	-	-	-	-	-	-
	2%	6%	0%	3%	0%	2%	0%	6%	2%	0%	0%	0%	0%	0%	0%	0%
		b		b		b		ab								
None of these	2804	200	1836	455	1580	1115	920	175	136	2172	407	2323	256	1512	1067	332
	84%	73%	97%	85%	97%	92%	98%	84%	91%	86%	92%	86%	91%	83%	92%	74%
			a		a	c	acd				a			c	ac	
ANY SERVICES	530	75	49	81	43	102	23	34	13	360	37	371	26	302	95	118
	16%	27%	3%	15%	3%	8%	2%	16%	9%	14%	8%	14%	9%	17%	8%	26%
		b		b		b		ab	b	b				b		ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	180	-	-	-	-	-	-	-	-	24	7	27	5
	5%	-%	-%	-%	-%	-%	-%	-%	-%	5%	1%	4%	1%
										b		b	
Landline phone (i.e. home phone) or line rental	179	80	32	89	23	86	26	40	21	26	20	32	13
	5%	14%	2%	11%	1%	6%	2%	11%	9%	6%	2%	5%	1%
		b		b		b		ab	b	b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	172	64	40	68	36	79	25	28	15	-	-	-	-
	5%	11%	2%	8%	2%	5%	2%	8%	6%	-%	-%	-%	-%
		b		b		b		b	b				
Mobile phone	68	30	10	31	9	37	3	17	5	17	6	18	5
	2%	5%	-%	4%	1%	2%	-%	5%	2%	4%	1%	3%	1%
		b		b		b		b	b	b		b	
None of these	2804	407	1957	679	1684	1340	1024	277	193	404	1035	535	904
	84%	72%	96%	80%	96%	88%	95%	78%	83%	88%	97%	89%	97%
			a		a	c	acd				a		a
ANY SERVICES	530	155	80	169	66	183	52	77	39	56	33	65	23
	16%	28%	4%	20%	4%	12%	5%	22%	17%	12%	3%	11%	3%
		b		b		b		ab	b	b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	180	28	4	12	**	10	8	**	**	32	18	156	23
	5%	4%	*%	7%	**	5%	2%	**	**	2%	3%	6%	3%
		b		b		b						b	
Landline phone (i.e. home phone) or line rental	179	34	11	17	**	17	23	**	**	46	40	151	28
	5%	5%	1%	11%	**	9%	4%	**	**	3%	6%	6%	4%
		b		ab							a		
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	172	-	-	-	**	-	-	**	**	-	-	152	20
	5%	-%	-%	-%	**	-%	-%	**	**	-%	-%	6%	3%
												b	
Mobile phone	68	20	3	8	**	8	1	**	**	23	8	63	5
	2%	3%	*%	5%	**	4%	*%	**	**	2%	1%	2%	1%
		b		b		b						b	
None of these	2804	656	783	126	**	173	491	**	**	1439	664	2146	658
	84%	90%	98%	81%	**	86%	95%	**	**	94%	92%	82%	91%
		c	ac				a						a
ANY SERVICES	530	72	17	30	**	28	26	**	**	89	55	467	63
	16%	10%	2%	19%	**	14%	5%	**	**	6%	8%	18%	9%
		b		ab		b						b	

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	180	-	-	-	8	172	62	72	37	171	9	-	97	62	20
	5%	-%	-%	-%	2%	14%	16%	6%	3%	6%	2%	-%	10%	5%	2%
					ab	abcd	bcdef	cef	f	cef			bc	c	
Landline phone (i.e. home phone) or line rental	179	-	-	-	33	146	34	77	53	164	14	1	70	73	35
	5%	-%	-%	-%	8%	12%	9%	6%	5%	6%	3%	*%	7%	6%	3%
					abc	abc	cef	ef	f	ef			c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	172	27	-	-	14	131	45	87	34	166	5	4	90	64	18
	5%	4%	-%	-%	3%	10%	11%	7%	3%	6%	1%	2%	9%	5%	2%
		b			b	abcd	bcdef	cef	e	ce			bc	c	
Mobile phone	68	4	3	-	3	58	15	36	13	64	3	3	29	31	7
	2%	1%	*%	-%	1%	5%	4%	3%	1%	2%	*%	1%	3%	3%	1%
						abcd	ce	ce		e			c	c	
None of these	2804	743	737	147	374	815	256	1027	972	2255	540	202	705	1030	1059
	84%	96%	100%	100%	87%	65%	64%	81%	89%	82%	95%	96%	73%	84%	94%
		de	ade	de	e			a	abd	a	abcd	abcd		a	ab
ANY SERVICES	530	30	3	-	58	441	145	240	116	501	27	8	259	199	70
	16%	4%	*%	-%	13%	35%	36%	19%	11%	18%	5%	4%	27%	16%	6%
		b			abc	abcd	bcdef	cef	ef	cef			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	180 5%	108 6%	68 4%	47 5%	35 4%	46 7%	51 7% b	148 5%	15 5%	10 5%	** **	30 7% c	68 6% c	29 3%	84 8% b	50 3%
Landline phone (i.e. home phone) or line rental	179 5%	93 5%	83 5%	45 5%	43 5%	41 6%	48 6%	149 5%	12 4%	12 6%	** **	21 5%	73 7%	40 4%	69 6%	79 5%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	172 5%	94 5%	75 5%	51 6%	42 5%	30 4%	49 6%	129 5%	17 5%	22 10% a	** **	27 6%	59 5%	47 5%	85 8% b	51 3%
Mobile phone	68 2%	36 2%	32 2%	27 3% b	5 1%	12 2%	24 3% b	48 2%	6 2%	11 5% a	** **	17 4% c	32 3% c	10 1%	33 3% b	17 1%
None of these	2804 84%	1443 83%	1336 85%	777 84%	797 87% d	579 84%	615 80%	2307 85% c	262 85% c	160 76%	** **	336 79%	920 82%	841 88% ab	845 78%	1446 89% a
ANY SERVICES	530 16%	290 17%	232 15%	149 16%	116 13%	112 16%	151 20% b	417 15%	44 15%	51 24% ab	** **	87 21% c	203 18% c	113 12%	243 22% b	171 11%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	197	-	-	-	-	-	-	-	-	154	22	164	12	133	43	46
Effective Weighted Sample	173	-	-	-	-	-	-	-	-	136	19	144	10	116	39	41
Total	179	-	-	-	-	-	-	-	-	137	18	143	12	119	36	41
BT	51	**	**	**	**	**	**	**	**	47	**	48	**	38	**	**
	28%	**	**	**	**	**	**	**	**	35%	**	34%	**	32%	**	**
Virgin Media	31	**	**	**	**	**	**	**	**	21	**	24	**	19	**	**
	17%	**	**	**	**	**	**	**	**	16%	**	17%	**	16%	**	**
EE	28	**	**	**	**	**	**	**	**	15	**	16	**	17	**	**
	16%	**	**	**	**	**	**	**	**	11%	**	11%	**	15%	**	**
Sky	23	**	**	**	**	**	**	**	**	16	**	17	**	14	**	**
	13%	**	**	**	**	**	**	**	**	12%	**	12%	**	12%	**	**
TalkTalk	14	**	**	**	**	**	**	**	**	13	**	13	**	9	**	**
	8%	**	**	**	**	**	**	**	**	9%	**	9%	**	7%	**	**
OVO/ SSE	7	**	**	**	**	**	**	**	**	4	**	4	**	5	**	**
	4%	**	**	**	**	**	**	**	**	3%	**	3%	**	4%	**	**
Plusnet	5	**	**	**	**	**	**	**	**	5	**	5	**	4	**	**
	3%	**	**	**	**	**	**	**	**	4%	**	4%	**	3%	**	**
KCOM	5	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	2%	**	3%	**	**
John Lewis	3	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
Vodafone	3	**	**	**	**	**	**	**	**	1	**	1	**	-	**	**
	2%	**	**	**	**	**	**	**	**	1%	**	1%	**	-%	**	**
NOW/ NOW Broadband	3	**	**	**	**	**	**	**	**	3	**	3	**	2	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	**	**	2	**	2	**	1	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	1%	**	1%	**	**
Utility Warehouse	2	**	**	**	**	**	**	**	**	1	**	1	**	-	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	-%	**	**
Other supplier	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	197	98	41	112	27	105	34	49	29	24	28	34	18
Effective Weighted Sample	173	88	36	100	23	92	31	44	28	22	26	30	16
Total	179	80	32	89	23	86	26	40	21	26	20	32	13
BT	51	**	**	25	**	20	**	**	**	**	**	**	**
	28%	**	**	28%	**	24%	**	**	**	**	**	**	**
Virgin Media	31	**	**	17	**	14	**	**	**	**	**	**	**
	17%	**	**	19%	**	16%	**	**	**	**	**	**	**
EE	28	**	**	14	**	18	**	**	**	**	**	**	**
	16%	**	**	15%	**	20%	**	**	**	**	**	**	**
Sky	23	**	**	10	**	12	**	**	**	**	**	**	**
	13%	**	**	11%	**	14%	**	**	**	**	**	**	**
TalkTalk	14	**	**	7	**	7	**	**	**	**	**	**	**
	8%	**	**	8%	**	8%	**	**	**	**	**	**	**
OVO/ SSE	7	**	**	3	**	4	**	**	**	**	**	**	**
	4%	**	**	3%	**	5%	**	**	**	**	**	**	**
Plusnet	5	**	**	2	**	2	**	**	**	**	**	**	**
	3%	**	**	2%	**	2%	**	**	**	**	**	**	**
KCOM	5	**	**	4	**	3	**	**	**	**	**	**	**
	3%	**	**	4%	**	4%	**	**	**	**	**	**	**
John Lewis	3	**	**	-	**	-	**	**	**	**	**	**	**
	2%	**	**	-%	**	-%	**	**	**	**	**	**	**
Vodafone	3	**	**	2	**	2	**	**	**	**	**	**	**
	2%	**	**	2%	**	2%	**	**	**	**	**	**	**
NOW/ NOW Broadband	3	**	**	1	**	1	**	**	**	**	**	**	**
	2%	**	**	1%	**	1%	**	**	**	**	**	**	**
Shell Energy/ Post Office	2	**	**	2	**	1	**	**	**	**	**	**	**
	1%	**	**	2%	**	2%	**	**	**	**	**	**	**
Utility Warehouse	2	**	**	2	**	2	**	**	**	**	**	**	**
	1%	**	**	2%	**	2%	**	**	**	**	**	**	**
Other supplier	2	**	**	2	**	1	**	**	**	**	**	**	**
	1%	**	**	3%	**	2%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	197	36	16	17	4	21	31	9	7	52	52	164	33
Effective Weighted Sample	173	32	15	16	4	19	29	8	6	45	47	143	31
Total	179	34	11	17	4	17	23	8	6	46	40	151	28
BT	51	**	**	**	**	**	**	**	**	**	**	41	**
	28%	**	**	**	**	**	**	**	**	**	**	27%	**
Virgin Media	31	**	**	**	**	**	**	**	**	**	**	25	**
	17%	**	**	**	**	**	**	**	**	**	**	16%	**
EE	28	**	**	**	**	**	**	**	**	**	**	26	**
	16%	**	**	**	**	**	**	**	**	**	**	17%	**
Sky	23	**	**	**	**	**	**	**	**	**	**	23	**
	13%	**	**	**	**	**	**	**	**	**	**	15%	**
TalkTalk	14	**	**	**	**	**	**	**	**	**	**	10	**
	8%	**	**	**	**	**	**	**	**	**	**	6%	**
OVO/ SSE	7	**	**	**	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	**	**	**	**	**	1%	**
KCOM	5	**	**	**	**	**	**	**	**	**	**	5	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
John Lewis	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Vodafone	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
NOW/ NOW Broadband	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Utility Warehouse	2	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Other supplier	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	197	-	-	-	42	155	29	83	65	177	19	1	68	81	47
Effective Weighted Sample	173	-	-	-	37	137	26	73	59	155	18	1	61	71	43
Total	179	-	-	-	33	146	34	77	53	164	14	1	70	73	35
BT	51	**	**	**	**	45	**	**	**	45	**	**	**	**	**
	28%	**	**	**	**	31%	**	**	**	27%	**	**	**	**	**
Virgin Media	31	**	**	**	**	23	**	**	**	28	**	**	**	**	**
	17%	**	**	**	**	16%	**	**	**	17%	**	**	**	**	**
EE	28	**	**	**	**	20	**	**	**	27	**	**	**	**	**
	16%	**	**	**	**	14%	**	**	**	17%	**	**	**	**	**
Sky	23	**	**	**	**	14	**	**	**	23	**	**	**	**	**
	13%	**	**	**	**	10%	**	**	**	14%	**	**	**	**	**
TalkTalk	14	**	**	**	**	13	**	**	**	13	**	**	**	**	**
	8%	**	**	**	**	9%	**	**	**	8%	**	**	**	**	**
OVO/ SSE	7	**	**	**	**	6	**	**	**	7	**	**	**	**	**
	4%	**	**	**	**	4%	**	**	**	4%	**	**	**	**	**
Plusnet	5	**	**	**	**	5	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	4%	**	**	**	2%	**	**	**	**	**
KCOM	5	**	**	**	**	5	**	**	**	5	**	**	**	**	**
	3%	**	**	**	**	3%	**	**	**	3%	**	**	**	**	**
John Lewis	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Vodafone	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
NOW/ NOW Broadband	3	**	**	**	**	2	**	**	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Shell Energy/ Post Office	2	**	**	**	**	2	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
Utility Warehouse	2	**	**	**	**	2	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
Other supplier	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base : Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	197	93	100	53	54	36	52	164	14	13	6	21	81	47	70	93
Effective Weighted Sample	173	82	89	46	47	33	47	144	13	12	5	19	71	41	62	81
Total	179	93	83	45	43	41	48	149	12	12	6	21	73	40	69	79
BT	51	**	23	**	**	**	**	46	**	**	**	**	**	**	**	**
	28%	**	28%	**	**	**	**	31%	**	**	**	**	**	**	**	**
Virgin Media	31	**	16	**	**	**	**	25	**	**	**	**	**	**	**	**
	17%	**	19%	**	**	**	**	17%	**	**	**	**	**	**	**	**
EE	28	**	10	**	**	**	**	22	**	**	**	**	**	**	**	**
	16%	**	12%	**	**	**	**	15%	**	**	**	**	**	**	**	**
Sky	23	**	14	**	**	**	**	17	**	**	**	**	**	**	**	**
	13%	**	17%	**	**	**	**	11%	**	**	**	**	**	**	**	**
TalkTalk	14	**	9	**	**	**	**	12	**	**	**	**	**	**	**	**
	8%	**	11%	**	**	**	**	8%	**	**	**	**	**	**	**	**
OVO/ SSE	7	**	5	**	**	**	**	6	**	**	**	**	**	**	**	**
	4%	**	6%	**	**	**	**	4%	**	**	**	**	**	**	**	**
Plusnet	5	**	1	**	**	**	**	4	**	**	**	**	**	**	**	**
	3%	**	2%	**	**	**	**	3%	**	**	**	**	**	**	**	**
KCOM	5	**	1	**	**	**	**	5	**	**	**	**	**	**	**	**
	3%	**	2%	**	**	**	**	3%	**	**	**	**	**	**	**	**
John Lewis	3	**	2	**	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	3%	**	**	**	**	2%	**	**	**	**	**	**	**	**
Vodafone	3	**	-	**	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	-%	**	**	**	**	1%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	3	**	-	**	**	**	**	2	**	**	**	**	**	**	**	**
	2%	**	-%	**	**	**	**	1%	**	**	**	**	**	**	**	**
Shell Energy/ Post Office	2	**	1	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	1%	**	**	**	**	**	**	**	**
Utility Warehouse	2	**	-	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	-%	**	**	**	**	1%	**	**	**	**	**	**	**	**
Other supplier	2	**	1	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	1%	**	**	**	**	2%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	67	21	8	21	8	27	2	20	2	-	-	-	-	-	-	-
Effective Weighted Sample	56	15	6	15	6	21	2	15	2	-	-	-	-	-	-	-
Total	68	16	7	16	7	19	3	12	3	-	-	-	-	-	-	-
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	67	21	8	21	8	27	2	20	2	-	-	-	-	-	-	-
Effective Weighted Sample	56	15	6	15	6	21	2	15	2	-	-	-	-	-	-	-
Total	68	16	7	16	7	19	3	12	3	-	-	-	-	-	-	-
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	67	27	12	28	11	36	3	18	4	13	6	14	5
Effective Weighted Sample	56	25	9	26	8	31	3	15	4	12	5	13	4
Total	68	30	10	31	9	37	3	17	5	17	6	18	5
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	67	27	12	28	11	36	3	18	4	13	6	14	5
Effective Weighted Sample	56	25	9	26	8	31	3	15	4	12	5	13	4
Total	68	30	10	31	9	37	3	17	5	17	6	18	5
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES ~a	NO ~b
Significance Level: 99%													
Unweighted total	67	17	2	7	2	6	1	1	-	19	7	62	5
Effective Weighted Sample	56	15	2	6	2	6	1	1	-	17	7	52	4
Total	68	20	3	8	3	8	1	1	-	23	8	63	5
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	67	17	2	7	2	6	1	1	-	19	7	62	5
Effective Weighted Sample	56	15	2	6	2	6	1	1	-	17	7	52	4
Total	68	20	3	8	3	8	1	1	-	23	8	63	5
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	67	6	2	-	4	55	18	34	12	64	2	2	31	30	5
Effective Weighted Sample	56	5	2	-	4	47	15	28	11	53	2	2	25	25	5
Total	68	4	3	-	3	58	15	36	13	64	3	3	29	31	7
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	67	6	2	-	4	55	18	34	12	64	2	2	31	30	5
Effective Weighted Sample	56	5	2	-	4	47	15	28	11	53	2	2	25	25	5
Total	68	4	3	-	3	58	15	36	13	64	3	3	29	31	7
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	67	37	30	31	4	12	20	49	6	9	3	18	29	14	34	16
Effective Weighted Sample	56	31	25	26	4	10	17	41	5	7	3	15	25	12	27	14
Total	68	36	32	27	5	12	24	48	6	11	3	17	32	10	33	17
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base : Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	67	37	30	31	4	12	20	49	6	9	3	18	29	14	34	16
Effective Weighted Sample	56	31	25	26	4	10	17	41	5	7	3	15	25	12	27	14
Total	68	36	32	27	5	12	24	48	6	11	3	17	32	10	33	17
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	167	33	7	35	5	36	4	22	1	138	6	140	4	117	27	53
Effective Weighted Sample	145	24	5	26	3	26	4	16	1	122	5	124	3	103	24	47
Total	180	31	5	34	3	31	5	11	2	153	6	155	3	127	32	57
EE	38	**	**	**	**	**	**	**	**	29	**	29	**	24	**	**
	21%	**	**	**	**	**	**	**	**	19%	**	18%	**	19%	**	**
BT	33	**	**	**	**	**	**	**	**	29	**	29	**	28	**	**
	19%	**	**	**	**	**	**	**	**	19%	**	19%	**	22%	**	**
Sky	29	**	**	**	**	**	**	**	**	25	**	25	**	17	**	**
	16%	**	**	**	**	**	**	**	**	17%	**	16%	**	13%	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	20	**	20	**	12	**	**
	12%	**	**	**	**	**	**	**	**	13%	**	13%	**	9%	**	**
TalkTalk	16	**	**	**	**	**	**	**	**	14	**	14	**	11	**	**
	9%	**	**	**	**	**	**	**	**	9%	**	9%	**	8%	**	**
Vodafone	9	**	**	**	**	**	**	**	**	9	**	9	**	8	**	**
	5%	**	**	**	**	**	**	**	**	6%	**	6%	**	6%	**	**
Hyperoptic	8	**	**	**	**	**	**	**	**	7	**	7	**	7	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	5%	**	6%	**	**
Plusnet	4	**	**	**	**	**	**	**	**	4	**	4	**	3	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	2%	**	**
Gigaclear	4	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	3%	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	3%	**	**
Community Fibre	3	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	1	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	*0%	**	1%	**	2%	**	**
John Lewis	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	167	33	7	35	5	36	4	22	1	138	6	140	4	117	27	53
Effective Weighted Sample	145	24	5	26	3	26	4	16	1	122	5	124	3	103	24	47
Total	180	31	5	34	3	31	5	11	2	153	6	155	3	127	32	57
KCOM	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	-	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	-%	**	1%	**	1%	**	**
Other supplier	2	**	**	**	**	**	**	**	**	2	**	2	**	1	**	**
	1%	**	**	**	**	**	**	**	**	2%	**	2%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	167	-	-	-	-	-	-	-	-	20	7	22	5
Effective Weighted Sample	145	-	-	-	-	-	-	-	-	18	6	20	4
Total	180	-	-	-	-	-	-	-	-	24	7	27	5
EE	38	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**
BT	33	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**
Sky	29	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	16	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	9	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Hyperoptic	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	4	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Gigaclear	4	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Community Fibre	3	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	167	-	-	-	-	-	-	-	-	20	7	22	5
Effective Weighted Sample	145	-	-	-	-	-	-	-	-	18	6	20	4
Total	180	-	-	-	-	-	-	-	-	24	7	27	5
KCOM	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	167	24	3	12	6	8	7	3	-	27	15	147	20
Effective Weighted Sample	145	21	3	9	5	8	7	3	-	24	15	126	19
Total	180	28	4	12	5	10	8	3	-	32	18	156	23
EE	38	**	**	**	**	**	**	**	**	**	**	38	**
	21%	**	**	**	**	**	**	**	**	**	**	25%	**
BT	33	**	**	**	**	**	**	**	**	**	**	28	**
	19%	**	**	**	**	**	**	**	**	**	**	18%	**
Sky	29	**	**	**	**	**	**	**	**	**	**	25	**
	16%	**	**	**	**	**	**	**	**	**	**	16%	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	**	19	**
	12%	**	**	**	**	**	**	**	**	**	**	12%	**
TalkTalk	16	**	**	**	**	**	**	**	**	**	**	10	**
	9%	**	**	**	**	**	**	**	**	**	**	7%	**
Vodafone	9	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Hyperoptic	8	**	**	**	**	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Plusnet	4	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	1%	**
Gigaclear	4	**	**	**	**	**	**	**	**	**	**	4	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Community Fibre	3	**	**	**	**	**	**	**	**	**	**	3	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
John Lewis	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	**	**	**	**	-	**
	1%	**	**	**	**	**	**	**	**	**	**	-%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES a	NO ~b
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted total	167	24	3	12	6	8	7	3	-	27	15	147	20
Effective Weighted Sample	145	21	3	9	5	8	7	3	-	24	15	126	19
Total	180	28	4	12	5	10	8	3	-	32	18	156	23
KCOM	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
The Phone Co-op	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Other supplier	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	2%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	167	-	-	-	9	158	54	70	36	160	7	-	89	61	17
Effective Weighted Sample	145	-	-	-	7	138	48	58	33	139	7	-	79	50	16
Total	180	-	-	-	8	172	62	72	37	171	9	-	97	62	20
EE	38	**	**	**	**	38	**	**	**	37	**	**	**	**	**
	21%	**	**	**	**	22%	**	**	**	22%	**	**	**	**	**
BT	33	**	**	**	**	30	**	**	**	31	**	**	**	**	**
	19%	**	**	**	**	18%	**	**	**	18%	**	**	**	**	**
Sky	29	**	**	**	**	29	**	**	**	29	**	**	**	**	**
	16%	**	**	**	**	17%	**	**	**	17%	**	**	**	**	**
Virgin Media	21	**	**	**	**	19	**	**	**	20	**	**	**	**	**
	12%	**	**	**	**	11%	**	**	**	12%	**	**	**	**	**
TalkTalk	16	**	**	**	**	16	**	**	**	16	**	**	**	**	**
	9%	**	**	**	**	9%	**	**	**	10%	**	**	**	**	**
Vodafone	9	**	**	**	**	9	**	**	**	9	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
Hyperoptic	8	**	**	**	**	8	**	**	**	8	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
Plusnet	4	**	**	**	**	4	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	1%	**	**	**	**	**
Gigaclear	4	**	**	**	**	4	**	**	**	4	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
Utility Warehouse	3	**	**	**	**	3	**	**	**	1	**	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	1%	**	**	**	**	**
Community Fibre	3	**	**	**	**	3	**	**	**	3	**	**	**	**	**
	1%	**	**	**	**	2%	**	**	**	2%	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	1	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	%	**	**	**	1%	**	**	**	**	**
John Lewis	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
Shell Energy/ Post Office	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**
KCOM	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	167	-	-	-	9	158	54	70	36	160	7	-	89	61	17
Effective Weighted Sample	145	-	-	-	7	138	48	58	33	139	7	-	79	50	16
Total	180	-	-	-	8	172	62	72	37	171	9	-	97	62	20
The Phone Co-op	1	**	**	**	**	-	**	**	**	1	**	**	**	**	**
	1%	**	**	**	**	-%	**	**	**	1%	**	**	**	**	**
Other supplier	2	**	**	**	**	2	**	**	**	2	**	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	167	97	66	50	30	39	47	135	15	10	7	30	63	27	83	43
Effective Weighted Sample	145	84	58	43	25	35	42	117	13	9	6	26	54	24	72	39
Total	180	108	68	47	35	46	51	148	15	10	7	30	68	29	84	50
EE	38	**	**	**	**	**	**	32	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	21%	**	**	**	**	**	**	**	**
BT	33	**	**	**	**	**	**	29	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	19%	**	**	**	**	**	**	**	**
Sky	29	**	**	**	**	**	**	21	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	14%	**	**	**	**	**	**	**	**
Virgin Media	21	**	**	**	**	**	**	19	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
TalkTalk	16	**	**	**	**	**	**	14	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	9%	**	**	**	**	**	**	**	**
Vodafone	9	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
Hyperoptic	8	**	**	**	**	**	**	7	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	**	**	**	**	**	**	**
Plusnet	4	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Gigaclear	4	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Utility Warehouse	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Community Fibre	3	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	%	**	**	**	**	**	**	**	**
John Lewis	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Shell Energy/ Post Office	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base : Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	167	97	66	50	30	39	47	135	15	10	7	30	63	27	83	43
Effective Weighted Sample	145	84	58	43	25	35	42	117	13	9	6	26	54	24	72	39
Total	180	108	68	47	35	46	51	148	15	10	7	30	68	29	84	50
KCOM	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
The Phone Co-op	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**
Other supplier	2	**	**	**	**	**	**	2	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	176	31	50	36	45	64	17	23	9	124	17	127	14	100	41	35
Effective Weighted Sample	150	24	45	27	41	49	16	14	8	106	16	109	13	85	37	29
Total	172	35	39	38	36	59	15	14	10	116	14	119	11	91	39	30
Sky	61	**	**	**	**	**	**	**	**	44	**	45	**	31	**	**
	35%	**	**	**	**	**	**	**	**	38%	**	38%	**	34%	**	**
Freeview	28	**	**	**	**	**	**	**	**	20	**	20	**	17	**	**
	16%	**	**	**	**	**	**	**	**	17%	**	17%	**	18%	**	**
Virgin Media	25	**	**	**	**	**	**	**	**	17	**	19	**	11	**	**
	15%	**	**	**	**	**	**	**	**	15%	**	16%	**	13%	**	**
BT	24	**	**	**	**	**	**	**	**	15	**	15	**	13	**	**
	14%	**	**	**	**	**	**	**	**	13%	**	13%	**	14%	**	**
TalkTalk	10	**	**	**	**	**	**	**	**	4	**	4	**	3	**	**
	6%	**	**	**	**	**	**	**	**	4%	**	4%	**	4%	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	5%	**	**	**	**	**	**	**	**	3%	**	3%	**	4%	**	**
Plusnet	8	**	**	**	**	**	**	**	**	6	**	6	**	6	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	5%	**	6%	**	**
Freesat	6	**	**	**	**	**	**	**	**	6	**	6	**	6	**	**
	4%	**	**	**	**	**	**	**	**	5%	**	5%	**	6%	**	**
Other supplier	1	**	**	**	**	**	**	**	**	1	**	1	**	-	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	-%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	176	66	51	72	45	89	28	32	17	-	-	-	-
Effective Weighted Sample	150	58	46	62	41	77	26	27	15	-	-	-	-
Total	172	64	40	68	36	79	25	28	15	-	-	-	-
Sky	61	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	28	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	25	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
BT	24	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	10	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	6	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV ~a	FREE TV ~b	YES a	NO ~b
Significance Level: 99%													
Unweighted total	176	-	-	-	-	-	-	-	-	-	-	154	22
Effective Weighted Sample	150	-	-	-	-	-	-	-	-	-	-	130	20
Total	172	-	-	-	-	-	-	-	-	-	-	152	20
Sky	61	**	**	**	**	**	**	**	**	**	**	57	**
	35%	**	**	**	**	**	**	**	**	**	**	38%	**
Freeview	28	**	**	**	**	**	**	**	**	**	**	19	**
	16%	**	**	**	**	**	**	**	**	**	**	13%	**
Virgin Media	25	**	**	**	**	**	**	**	**	**	**	22	**
	15%	**	**	**	**	**	**	**	**	**	**	15%	**
BT	24	**	**	**	**	**	**	**	**	**	**	24	**
	14%	**	**	**	**	**	**	**	**	**	**	16%	**
TalkTalk	10	**	**	**	**	**	**	**	**	**	**	8	**
	6%	**	**	**	**	**	**	**	**	**	**	5%	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Plusnet	8	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Freesat	6	**	**	**	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	3%	**
Other supplier	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	176	36	-	-	17	123	41	88	40	169	6	4	84	69	22
Effective Weighted Sample	150	32	-	-	16	106	35	74	36	144	5	4	72	58	20
Total	172	27	-	-	14	131	45	87	34	166	5	4	90	64	18
Sky	61	**	**	**	**	48	**	**	**	57	**	**	**	**	**
	35%	**	**	**	**	37%	**	**	**	35%	**	**	**	**	**
Freeview	28	**	**	**	**	18	**	**	**	28	**	**	**	**	**
	16%	**	**	**	**	14%	**	**	**	17%	**	**	**	**	**
Virgin Media	25	**	**	**	**	19	**	**	**	25	**	**	**	**	**
	15%	**	**	**	**	15%	**	**	**	15%	**	**	**	**	**
BT	24	**	**	**	**	22	**	**	**	23	**	**	**	**	**
	14%	**	**	**	**	17%	**	**	**	14%	**	**	**	**	**
TalkTalk	10	**	**	**	**	6	**	**	**	9	**	**	**	**	**
	6%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
NOW/ NOW Broadband	8	**	**	**	**	7	**	**	**	8	**	**	**	**	**
	5%	**	**	**	**	5%	**	**	**	5%	**	**	**	**	**
Plusnet	8	**	**	**	**	8	**	**	**	8	**	**	**	**	**
	5%	**	**	**	**	6%	**	**	**	5%	**	**	**	**	**
Freesat	6	**	**	**	**	3	**	**	**	6	**	**	**	**	**
	4%	**	**	**	**	2%	**	**	**	4%	**	**	**	**	**
Other supplier	1	**	**	**	**	1	**	**	**	1	**	**	**	**	**
	*0%	**	**	**	**	*0%	**	**	**	*0%	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AE. Which provider did you use for your TV service?

Base : Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	~a	~b	~a	~b	~c	~d	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	176	95	78	51	46	27	52	134	17	21	4	28	59	51	85	54
Effective Weighted Sample	150	82	66	42	40	24	46	113	14	18	4	24	50	43	71	48
Total	172	94	75	51	42	30	49	129	17	22	4	27	59	47	85	51
Sky	61	**	**	**	**	**	**	48	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	37%	**	**	**	**	**	**	**	**
Freeview	28	**	**	**	**	**	**	22	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	17%	**	**	**	**	**	**	**	**
Virgin Media	25	**	**	**	**	**	**	17	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
BT	24	**	**	**	**	**	**	16	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	13%	**	**	**	**	**	**	**	**
TalkTalk	10	**	**	**	**	**	**	10	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	8%	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	4%	**	**	**	**	**	**	**	**
Plusnet	8	**	**	**	**	**	**	8	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	6%	**	**	**	**	**	**	**	**
Freesat	6	**	**	**	**	**	**	3	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	2%	**	**	**	**	**	**	**	**
Other supplier	1	**	**	**	**	**	**	1	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	1%	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	667	51	440	114	377	273	218	39	27	528	96	569	55	374	250	58
Effective Weighted Sample	612	46	421	100	362	256	198	33	25	494	91	533	52	353	232	54
Total	591	66	370	121	314	234	202	30	24	448	88	485	51	318	218	47
Sky TV (satellite TV, monthly subscription)	23	**	12	4	11	9	6	**	**	16	**	16	**	14	5	**
	4%	**	3%	3%	3%	4%	3%	**	**	4%	**	3%	**	4%	2%	**
NOW	22	**	17	1	16	9	8	**	**	18	**	19	**	11	10	**
	4%	**	5%	1%	5%	4%	4%	**	**	4%	**	4%	**	4%	5%	**
Virgin TV (cable TV)	13	**	4	2	4	5	1	**	**	12	**	12	**	8	5	**
	2%	**	1%	1%	1%	2%	*%	**	**	3%	**	2%	**	3%	2%	**
BT TV	12	**	8	-	8	6	2	**	**	9	**	9	**	9	3	**
	2%	**	2%	-%	3%	2%	1%	**	**	2%	**	2%	**	3%	2%	**
TalkTalk TV	5	**	3	1	2	1	2	**	**	5	**	5	**	2	3	**
	1%	**	1%	1%	1%	1%	1%	**	**	1%	**	1%	**	1%	1%	**
Other satellite TV	3	**	1	-	1	-	1	**	**	2	**	2	**	1	1	**
	1%	**	*%	-%	*%	-%	*%	**	**	*%	**	*%	**	*%	1%	**
Plusnet TV	3	**	2	-	2	2	-	**	**	3	**	3	**	1	2	**
	*%	**	*%	-%	1%	1%	-%	**	**	1%	**	1%	**	*%	1%	**
No, I have not	520	**	324	114	272	203	182	**	**	393	**	428	**	273	196	**
	88%	**	88%	94%	86%	87%	90%	**	**	88%	**	88%	**	86%	90%	**
ANY PAID-FOR TV SERVICES	71	**	46	7	43	30	19	**	**	56	**	57	**	45	21	**
	12%	**	12%	6%	14%	13%	10%	**	**	12%	**	12%	**	14%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	667	126	451	195	382	354	223	62	44	-	-	-	-
Effective Weighted Sample	612	115	431	180	366	335	211	58	42	-	-	-	-
Total	591	101	379	161	319	291	188	48	36	-	-	-	-
Sky TV (satellite TV, monthly subscription)	23	3	14	4	12	9	7	**	**	**	**	**	**
	4%	3%	4%	3%	4%	3%	4%	**	**	**	**	**	**
NOW	22	2	17	3	16	10	8	**	**	**	**	**	**
	4%	1%	4%	2%	5%	3%	4%	**	**	**	**	**	**
Virgin TV (cable TV)	13	5	4	5	4	9	1	**	**	**	**	**	**
	2%	5%	1%	3%	1%	3%	1%	**	**	**	**	**	**
		b											
BT TV	12	*	10	*	10	8	2	**	**	**	**	**	**
	2%	*%	3%	*%	3%	3%	1%	**	**	**	**	**	**
TalkTalk TV	5	1	3	1	2	1	3	**	**	**	**	**	**
	1%	1%	1%	1%	1%	*%	2%	**	**	**	**	**	**
Other satellite TV	3	-	1	-	1	-	1	**	**	**	**	**	**
	1%	-%	*%	-%	*%	-%	*%	**	**	**	**	**	**
Plusnet TV	3	-	2	-	2	2	-	**	**	**	**	**	**
	*%	-%	*%	-%	1%	1%	-%	**	**	**	**	**	**
No, I have not	520	90	330	146	274	253	167	**	**	**	**	**	**
	88%	89%	87%	91%	86%	87%	89%	**	**	**	**	**	**
ANY PAID-FOR TV SERVICES	71	11	49	14	45	38	22	**	**	**	**	**	**
	12%	11%	13%	9%	14%	13%	11%	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022
Table 256

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	667	-	-	-	-	183	484	31	22	-	667	417	250
Effective Weighted Sample	612	-	-	-	-	169	443	29	21	-	612	392	224
Total	591	-	-	-	-	158	433	27	19	-	591	355	236
Sky TV (satellite TV, monthly subscription)	23	**	**	**	**	18	6	**	**	**	23	17	7
	4%	**	**	**	**	11%	1%	**	**	**	4%	5%	3%
						b							
NOW	22	**	**	**	**	8	15	**	**	**	22	20	3
	4%	**	**	**	**	5%	3%	**	**	**	4%	6%	1%
												b	
Virgin TV (cable TV)	13	**	**	**	**	11	3	**	**	**	13	11	3
	2%	**	**	**	**	7%	1%	**	**	**	2%	3%	1%
						b							
BT TV	12	**	**	**	**	9	3	**	**	**	12	10	2
	2%	**	**	**	**	6%	1%	**	**	**	2%	3%	1%
						b							
TalkTalk TV	5	**	**	**	**	4	1	**	**	**	5	3	2
	1%	**	**	**	**	2%	*%	**	**	**	1%	1%	1%
Other satellite TV	3	**	**	**	**	3	-	**	**	**	3	2	1
	1%	**	**	**	**	2%	-%	**	**	**	1%	1%	1%
						b							
Plusnet TV	3	**	**	**	**	2	1	**	**	**	3	1	2
	*%	**	**	**	**	1%	*%	**	**	**	*%	*%	1%
No, I have not	520	**	**	**	**	115	405	**	**	**	520	296	224
	88%	**	**	**	**	73%	94%	**	**	**	88%	83%	95%
						a							a
ANY PAID-FOR TV SERVICES	71	**	**	**	**	43	28	**	**	**	71	59	12
	12%	**	**	**	**	27%	6%	**	**	**	12%	17%	5%
						b						b	

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	e	~f	a	b	c
Unweighted total	667	358	-	-	96	213	28	173	257	458	208	76	102	213	351
Effective Weighted Sample	612	343	-	-	91	187	25	161	240	425	186	66	93	199	320
Total	591	294	-	-	88	210	29	153	224	406	184	75	95	183	312
Sky TV (satellite TV, monthly subscription)	23	10	**	**	**	9	**	5	11	17	6	**	4	9	10
	4%	4%	**	**	**	5%	**	3%	5%	4%	3%	**	4%	5%	3%
NOW	22	14	**	**	**	5	**	10	7	17	5	**	4	12	7
	4%	5%	**	**	**	3%	**	7%	3%	4%	3%	**	4%	6%	2%
Virgin TV (cable TV)	13	3	**	**	**	9	**	4	4	11	2	**	5	6	3
	2%	1%	**	**	**	4%	**	3%	2%	3%	1%	**	5%	3%	1%
													c		
BT TV	12	7	**	**	**	2	**	3	7	11	1	**	3	3	5
	2%	2%	**	**	**	1%	**	2%	3%	3%	*%	**	3%	2%	2%
TalkTalk TV	5	3	**	**	**	2	**	2	2	4	1	**	-	3	2
	1%	1%	**	**	**	1%	**	1%	1%	1%	1%	**	-%	2%	1%
Other satellite TV	3	1	**	**	**	2	**	-	3	3	-	**	-	2	1
	1%	*%	**	**	**	1%	**	-%	1%	1%	-%	**	-%	1%	*%
Plusnet TV	3	2	**	**	**	1	**	-	2	2	1	**	-	1	2
	*%	1%	**	**	**	1%	**	-%	1%	1%	*%	**	-%	1%	1%
No, I have not	520	255	**	**	**	187	**	130	196	350	169	**	78	156	284
	88%	87%	**	**	**	89%	**	85%	88%	86%	92%	**	83%	85%	91%
ANY PAID-FOR TV SERVICES	71	38	**	**	**	22	**	23	27	56	15	**	16	27	28
	12%	13%	**	**	**	11%	**	15%	12%	14%	8%	**	17%	15%	9%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?

Base : Those responsible for the household's TV service who do not have a Pay TV service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	667	347	312	212	206	86	152	550	55	42	20	74	245	177	186	371
Effective Weighted Sample	612	322	285	195	195	80	138	507	49	37	19	68	222	167	167	346
Total	591	323	260	172	182	97	130	486	50	38	17	68	215	150	170	319
Sky TV (satellite TV, monthly subscription)	23	14	9	7	7	**	4	19	**	**	**	**	12	7	8	9
	4%	4%	3%	4%	4%	**	3%	4%	**	**	**	**	5%	5%	5%	3%
NOW	22	11	11	8	6	**	6	19	**	**	**	**	8	8	6	16
	4%	4%	4%	4%	3%	**	5%	4%	**	**	**	**	4%	5%	4%	5%
Virgin TV (cable TV)	13	5	7	4	3	**	3	10	**	**	**	**	7	3	3	8
	2%	2%	3%	3%	1%	**	2%	2%	**	**	**	**	3%	2%	2%	3%
BT TV	12	6	6	4	5	**	-	10	**	**	**	**	7	3	4	7
	2%	2%	2%	2%	2%	**	-%	2%	**	**	**	**	3%	2%	3%	2%
TalkTalk TV	5	2	3	1	2	**	1	5	**	**	**	**	2	1	-	5
	1%	*%	1%	*%	1%	**	1%	1%	**	**	**	**	1%	1%	-%	2%
Other satellite TV	3	2	1	1	1	**	-	3	**	**	**	**	1	1	1	2
	1%	1%	*%	1%	*%	**	-%	1%	**	**	**	**	1%	1%	1%	1%
Plusnet TV	3	2	1	1	-	**	1	3	**	**	**	**	3	-	1	2
	*%	1%	*%	1%	-%	**	1%	1%	**	**	**	**	1%	-%	*%	1%
No, I have not	520	284	230	150	159	**	114	428	**	**	**	**	183	129	148	279
	88%	88%	88%	87%	88%	**	88%	88%	**	**	**	**	85%	86%	87%	88%
ANY PAID-FOR TV SERVICES	71	39	30	22	22	**	16	57	**	**	**	**	32	21	22	40
	12%	12%	12%	13%	12%	**	12%	12%	**	**	**	**	15%	14%	13%	12%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
I regularly keep an eye on deals in the market	398	44	199	77	167	165	79	44	24	286	58	303	42	248	97	92
	12%	16% b	11%	14%	10%	14% b	8%	21% ab	16% b	11%	13%	11%	15%	14% b	8%	21% ab
I occasionally look at deals in the market	1070	71	637	159	548	450	258	79	51	831	144	883	93	687	288	172
	32%	26%	34% a	30%	34%	37% b	27%	38% b	34%	33%	32%	33%	33%	38% b	25%	38% b
I only look at deals when my contract is ending	1105	57	671	143	585	412	316	59	48	845	149	910	85	586	408	133
	33%	21%	36% a	27%	36% a	34%	33%	28%	32%	33%	33%	34%	30%	32%	35%	30%
TOTAL EVER LOOK AT DEALS	2572	171	1507	379	1299	1026	652	182	124	1963	351	2095	219	1521	793	398
	77%	62%	80% a	71%	80% a	84% b	69%	87% b	83% b	78%	79%	78%	78%	84% b	68%	88% b
I don't ever look at deals in the market	612	89	319	130	278	163	245	23	22	459	76	482	54	243	293	42
	18%	32% b	17%	24% b	17%	13%	26% acd	11%	15%	18%	17%	18%	19%	13%	25% ac	9%
Don't know	150	14	59	28	46	28	46	4	4	109	18	117	9	51	76	10
	4%	5%	3%	5%	3%	2%	5% a	2%	3%	4%	4%	4%	3%	3%	7% ac	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
I regularly keep an eye on deals in the market	398	82	220	117	185	203	99	67	46	78	119	92	105
	12%	15%	11%	14%	11%	13%	9%	19%	20%	17%	11%	15%	11%
		b				b		ab	ab	b			
I occasionally look at deals in the market	1070	170	677	265	582	546	301	133	82	154	377	211	320
	32%	30%	33%	31%	33%	36%	28%	38%	35%	34%	35%	35%	35%
						b		b					
I only look at deals when my contract is ending	1105	188	725	282	632	550	363	113	73	141	383	189	336
	33%	33%	36%	33%	36%	36%	34%	32%	31%	31%	36%	31%	36%
TOTAL EVER LOOK AT DEALS	2572	440	1623	664	1399	1299	763	314	200	373	879	491	761
	77%	78%	80%	78%	80%	85%	71%	89%	86%	81%	82%	82%	82%
						b		b	b				
I don't ever look at deals in the market	612	82	347	129	300	179	251	29	26	64	167	83	148
	18%	15%	17%	15%	17%	12%	23%	8%	11%	14%	16%	14%	16%
							acd						
Don't know	150	39	68	55	52	45	62	10	5	22	22	27	18
	4%	7%	3%	6%	3%	3%	6%	3%	2%	5%	2%	4%	2%
		b		b			a			b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
I regularly keep an eye on deals in the market	398	108	89	35	**	19	37	**	**	197	55	347	50
	12%	15%	11%	22%	**	9%	7%	**	**	13%	8%	13%	7%
				b						b		b	
I occasionally look at deals in the market	1070	302	229	67	**	68	127	**	**	531	195	903	167
	32%	41%	29%	43%	**	34%	25%	**	**	35%	27%	35%	23%
		b		b		b				b		b	
I only look at deals when my contract is ending	1105	237	288	42	**	60	164	**	**	525	224	894	211
	33%	33%	36%	27%	**	30%	32%	**	**	34%	31%	34%	29%
TOTAL EVER LOOK AT DEALS	2572	647	605	144	**	147	328	**	**	1253	474	2144	428
	77%	89%	76%	92%	**	73%	63%	**	**	82%	66%	82%	59%
		b		b		b				b		b	
I don't ever look at deals in the market	612	71	160	7	**	46	157	**	**	231	203	352	260
	18%	10%	20%	5%	**	23%	30%	**	**	15%	28%	13%	36%
			ac								a		a
Don't know	150	11	34	5	**	8	33	**	**	45	41	116	33
	4%	1%	4%	3%	**	4%	6%	**	**	3%	6%	4%	5%
			a								a		

Columns Tested: a,b,c,d - 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 99% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
I regularly keep an eye on deals in the market	398	74	77	23	49	174	68	175	131	374	24	7	153	172	73
	12%	10%	10%	16%	11%	14%	17%	14%	12%	14%	4%	3%	16%	14%	6%
						a	ef	ef	ef	ef			c	c	
I occasionally look at deals in the market	1070	254	259	55	134	375	147	415	373	935	133	39	296	457	315
	32%	33%	35%	37%	31%	30%	37%	33%	34%	34%	23%	18%	31%	37%	28%
							ef	ef	ef	ef				ac	
I only look at deals when my contract is ending	1105	274	275	42	156	364	103	438	371	912	186	58	306	398	395
	33%	35%	37%	29%	36%	29%	26%	35%	34%	33%	33%	28%	32%	32%	35%
		e	e		e			a	a	a					
TOTAL EVER LOOK AT DEALS	2572	602	611	120	339	913	318	1028	875	2222	343	105	755	1027	782
	77%	78%	83%	82%	79%	73%	80%	81%	80%	81%	61%	50%	78%	84%	69%
		e	e				ef	ef	ef	ef	f		c	ac	
I don't ever look at deals in the market	612	139	114	25	72	262	47	171	182	400	210	101	137	158	314
	18%	18%	15%	17%	17%	21%	12%	14%	17%	15%	37%	48%	14%	13%	28%
						b					abcd	abcde			ab
Don't know	150	32	14	2	21	80	35	67	32	134	14	5	71	44	33
	4%	4%	2%	1%	5%	6%	9%	5%	3%	5%	2%	2%	7%	4%	3%
						bc	cdef	ce		c			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
I regularly keep an eye on deals in the market	398	229	167	114	94	89	101	323	39	25	**	60	142	106	137	192
	12%	13%	11%	12%	10%	13%	13%	12%	13%	12%	**	14%	13%	11%	13%	12%
I occasionally look at deals in the market	1070	616	451	330	281	217	237	870	97	71	**	134	379	328	371	492
	32%	36%	29%	36%	31%	31%	31%	32%	32%	34%	**	32%	34%	34%	34%	30%
I only look at deals when my contract is ending	1105	525	561	304	351	219	214	908	95	67	**	126	385	359	320	612
	33%	30%	36%	33%	38%	32%	28%	33%	31%	32%	**	30%	34%	38%	29%	38%
			a		acd									a		a
TOTAL EVER LOOK AT DEALS	2572	1370	1179	748	726	525	552	2101	231	164	**	320	906	793	828	1296
	77%	79%	75%	81%	79%	76%	72%	77%	75%	78%	**	76%	81%	83%	76%	80%
		b		d	d									a		
I don't ever look at deals in the market	612	302	307	148	151	133	170	511	53	36	**	82	188	132	230	267
	18%	17%	20%	16%	17%	19%	22%	19%	17%	17%	**	19%	17%	14%	21%	16%
							ab					c			b	
Don't know	150	62	82	30	36	33	44	112	22	11	**	20	29	29	30	55
	4%	4%	5%	3%	4%	5%	6%	4%	7%	5%	**	5%	3%	3%	3%	3%
							a		a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2585	181	1458	375	1264	1027	612	242	121	1940	396	2087	249	1563	773	426
Effective Weighted Sample	2268	145	1283	317	1111	876	553	187	110	1699	365	1833	227	1369	686	361
Total	2572	171	1507	379	1299	1026	652	182	124	1963	351	2095	219	1521	793	398
Own provider only	408	30	226	55	200	128	128	30	13	301	54	316	40	191	164	68
	16%	18%	15%	15%	15%	12%	20%	17%	10%	15%	16%	15%	18%	13%	21%	17%
							a								a	
Other providers only	297	41	110	63	89	120	32	34	15	198	38	210	26	193	43	69
	12%	24%	7%	17%	7%	12%	5%	19%	12%	10%	11%	10%	12%	13%	5%	17%
		b		b		b		ab	b					b		b
Both own provider and others	1778	92	1126	246	972	750	468	116	95	1386	254	1490	150	1091	549	249
	69%	54%	75%	65%	75%	73%	72%	64%	77%	71%	73%	71%	68%	72%	69%	63%
			a		a	c								c		
Don't know	89	8	45	14	39	28	25	2	2	78	4	79	3	46	37	12
	3%	4%	3%	4%	3%	3%	4%	1%	1%	4%	1%	4%	1%	3%	5%	3%
										b						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2585	509	1607	736	1380	1350	766	369	215	366	744	472	638
Effective Weighted Sample	2268	452	1413	648	1214	1171	685	311	192	330	653	419	562
Total	2572	440	1623	664	1399	1299	763	314	200	373	879	491	761
Own provider only	408	41	249	73	217	145	145	32	9	63	162	86	139
	16%	9%	15%	11%	16%	11%	19%	10%	4%	17%	18%	17%	18%
			a		a	d	acd						
Other providers only	297	62	125	83	105	149	39	52	24	49	76	61	65
	12%	14%	8%	12%	7%	11%	5%	17%	12%	13%	9%	12%	9%
			b		b	b		ab	b				
Both own provider and others	1778	324	1199	488	1035	970	554	223	163	250	611	330	531
	69%	74%	74%	73%	74%	75%	73%	71%	81%	67%	69%	67%	70%
									bc				
Don't know	89	13	49	21	41	36	26	7	5	11	30	14	26
	3%	3%	3%	3%	3%	3%	3%	2%	2%	3%	3%	3%	3%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2585	579	531	155	77	176	386	42	29	1110	562	2134	451
Effective Weighted Sample	2268	495	481	124	68	163	365	38	27	976	528	1859	413
Total	2572	647	605	144	84	147	328	34	23	1253	474	2144	428
Own provider only	408	100	125	31	**	5	22	**	**	225	28	340	68
	16%	15%	21%	21%	**	4%	7%	**	**	18% b	6%	16%	16%
Other providers only	297	97	28	35	**	16	8	**	**	126	24	278	19
	12%	15% b	5%	24% ab	**	11% b	2%	**	**	10% b	5%	13% b	4%
Both own provider and others	1778	436	425	78	**	124	289	**	**	861	413	1456	322
	69%	67% c	70% c	54%	**	85%	88%	**	**	69%	87% a	68%	75% a
Don't know	89	14	26	-	**	2	8	**	**	41	10	69	20
	3%	2%	4% c	-%	**	1%	2%	**	**	3%	2%	3%	5%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2585	713	423	135	397	931	287	1037	877	2201	376	113	748	1011	818
Effective Weighted Sample	2268	671	398	128	357	821	245	889	791	1920	348	105	636	881	752
Total	2572	602	611	120	339	913	318	1028	875	2222	343	105	755	1027	782
Own provider only	408	64	115	23	51	155	77	144	128	348	58	19	146	140	121
	16%	11%	19%	19%	15%	17%	24%	14%	15%	16%	17%	18%	19%	14%	15%
Other providers only		a	a			a	bcd						b		
	297	36	43	11	43	163	76	147	66	289	7	2	146	119	32
	12%	6%	7%	9%	13%	18%	24%	14%	8%	13%	2%	2%	19%	12%	4%
Both own provider and others					ab	ab	bcdef	cef	e	cef			bc	c	
	1778	484	430	86	236	556	149	707	649	1504	268	81	435	730	607
	69%	80%	70%	71%	69%	61%	47%	69%	74%	68%	78%	77%	58%	71%	78%
Don't know		bde	e		e			a	abd	a	abd	a		a	ab
	89	18	23	-	10	39	16	30	33	79	10	3	28	39	22
	3%	3%	4%	-%	3%	4%	5%	3%	4%	4%	3%	3%	4%	4%	3%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?

Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2585	1325	1235	823	748	415	576	2113	231	165	76	310	911	808	843	1294
Effective Weighted Sample	2268	1166	1084	732	670	369	511	1856	202	142	68	269	789	718	734	1142
Total	2572	1370	1179	748	726	525	552	2101	231	164	76	320	906	793	828	1296
Own provider only	408	212	192	120	94	85	104	327	37	31	**	51	162	102	144	187
	16%	15%	16%	16%	13%	16%	19%	16%	16%	19%	**	16%	18% c	13%	17%	14%
Other providers only	297	175	120	92	60	70	74	239	22	26	**	59	108	68	132	88
	12%	13%	10%	12% b	8%	13% b	13% b	11%	10%	16%	**	19% bc	12%	9%	16% b	7%
Both own provider and others	1778	942	821	513	552	348	349	1461	165	100	**	190	615	605	529	990
	69%	69%	70%	69%	76% acd	66%	63%	70%	72%	61%	**	59%	68% a	76% ab	64%	76% a
Don't know	89	41	46	22	21	22	25	75	6	7	**	20	20	19	24	31
	3%	3%	4%	3%	3%	4%	4%	4%	3%	4%	**	6% bc	2%	2%	3%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Very confident	904	75	534	139	470	367	242	86	59	699	122	741	80	539	282	162
	27%	27%	28%	26%	29%	30%	26%	41% ab	40% b	28%	28%	28%	28%	30% b	24%	36% ab
Fairly confident	1571	111	905	242	774	586	430	87	63	1208	208	1291	124	872	543	218
	47%	40%	48%	45%	48%	48%	46%	42%	42%	48%	47%	48%	44%	48%	47%	48%
Not very confident	535	51	282	98	234	179	154	23	19	391	75	416	50	277	189	55
	16%	19%	15%	18%	14%	15%	16%	11%	12%	15%	17%	15%	18%	15%	16%	12%
Not at all confident	150	15	91	28	78	48	58	10	6	109	18	114	13	67	60	11
	5%	6%	5%	5%	5%	4%	6%	5%	4%	4%	4%	4%	5%	4%	5%	2%
Don't know	174	23	73	29	68	37	59	2	2	125	22	131	15	60	87	3
	5%	8% b	4%	5%	4%	3%	6% ac	1%	2%	5%	5%	5%	5%	3% c	7% ac	1%
TOTAL CONFIDENT	2475	186	1439	381	1244	953	672	173	122	1906	330	2033	204	1411	825	381
	74%	68%	76% a	71%	77%	78% b	71%	83% b	82% b	75%	74%	75%	72%	78% b	71%	85% ab
TOTAL NOT CONFIDENT	685	66	373	126	312	227	212	33	24	500	93	530	63	344	249	66
	21%	24%	20%	24%	19%	19%	22%	16%	16%	20%	21%	20%	22%	19%	21% c	15%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Very confident	904	151	573	223	501	463	261	137	91	122	295	154	263
	27%	27%	28%	26%	29%	30%	24%	39%	39%	27%	28%	26%	28%
						b		ab	ab				
Fairly confident	1571	275	985	418	842	751	508	157	108	220	534	301	454
	47%	49%	48%	49%	48%	49%	47%	44%	46%	48%	50%	50%	49%
Not very confident	535	95	303	139	258	209	188	42	23	89	159	108	141
	16%	17%	15%	16%	15%	14%	17%	12%	10%	19%	15%	18%	15%
							acd						
Not at all confident	150	15	93	29	79	53	55	11	7	8	45	14	40
	5%	3%	5%	3%	5%	4%	5%	3%	3%	2%	4%	2%	4%
Don't know	174	25	84	39	70	46	63	5	3	20	34	25	30
	5%	5%	4%	5%	4%	3%	6%	1%	1%	4%	3%	4%	3%
							acd						
TOTAL CONFIDENT	2475	426	1558	641	1343	1214	769	294	198	342	829	455	717
	74%	76%	76%	76%	77%	80%	71%	83%	86%	74%	78%	76%	77%
						b		b	b				
TOTAL NOT CONFIDENT	685	110	396	168	338	263	243	54	30	97	205	121	181
	21%	20%	19%	20%	19%	17%	23%	15%	13%	21%	19%	20%	20%
							acd						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Very confident	904	213	204	65	**	57	144	**	**	417	201	751	153
	27%	29%	26%	42% ab	**	28%	28%	**	**	27%	28%	29% b	21%
Fairly confident	1571	358	396	62	**	96	223	**	**	754	319	1274	297
	47%	49%	50%	40%	**	48%	43%	**	**	49%	44%	49% b	41%
Not very confident	535	123	125	22	**	32	75	**	**	249	107	403	132
	16%	17%	16%	14%	**	16%	14%	**	**	16%	15%	15%	18%
Not at all confident	150	20	33	5	**	9	33	**	**	53	42	88	62
	5%	3%	4%	3%	**	5%	6%	**	**	3%	6% a	3%	9% a
Don't know	174	14	41	2	**	7	43	**	**	55	50	97	77
	5%	2%	5% a	1%	**	3%	8%	**	**	4%	7% a	4%	11% a
TOTAL CONFIDENT	2475	571	600	127	**	152	367	**	**	1171	519	2025	450
	74%	78%	75%	81%	**	76%	71%	**	**	77%	72%	78% b	62%
TOTAL NOT CONFIDENT	685	144	159	27	**	42	107	**	**	302	149	490	195
	21%	20%	20%	18%	**	21%	21%	**	**	20%	21%	19%	27% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Very confident	904	233	201	49	104	322	121	378	297	796	105	28	299	343	259
	27%	30%	27%	33%	24%	26%	30%	30%	27%	29%	19%	13%	31%	28%	23%
							ef	ef	ef	ef			c	c	
Fairly confident	1571	355	380	66	208	569	173	624	537	1334	232	79	431	637	498
	47%	46%	51%	45%	48%	45%	43%	49%	49%	48%	41%	38%	45%	52%	44%
								ef	ef	ef				ac	
Not very confident	535	114	100	26	75	222	60	178	175	413	120	47	147	170	217
	16%	15%	14%	18%	17%	18%	15%	14%	16%	15%	21%	22%	15%	14%	19%
											bcd	bd			b
Not at all confident	150	37	37	3	20	54	15	39	40	95	54	28	31	41	77
	5%	5%	5%	2%	5%	4%	4%	3%	4%	3%	10%	13%	3%	3%	7%
											abcd	abcd			ab
Don't know	174	34	22	4	24	89	31	48	39	118	55	28	56	38	78
	5%	4%	3%	3%	6%	7%	8%	4%	4%	4%	10%	13%	6%	3%	7%
						ab	bcd				bcd	bcd	b		b
TOTAL CONFIDENT	2475	588	581	114	313	891	294	1002	834	2130	337	107	730	980	757
	74%	76%	79%	78%	72%	71%	74%	79%	77%	77%	59%	51%	76%	80%	67%
		e	e				ef	ef	ef	ef			c	c	
TOTAL NOT CONFIDENT	685	151	137	29	95	275	75	217	215	507	175	75	177	211	294
	21%	19%	19%	19%	22%	22%	19%	17%	20%	18%	31%	36%	18%	17%	26%
											abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Very confident	904	524	373	278	243	179	196	738	84	63	**	106	297	299	305	460
	27%	30%	24%	30%	27%	26%	26%	27%	27%	30%	**	25%	26%	31%	28%	28%
Fairly confident	1571	809	749	427	445	342	345	1273	151	94	**	200	542	480	493	792
	47%	47%	48%	46%	49%	49%	45%	47%	49%	45%	**	47%	48%	50%	45%	49%
Not very confident	535	259	271	149	143	105	130	449	39	34	**	81	194	124	188	241
	16%	15%	17%	16%	16%	15%	17%	16%	13%	16%	**	19%	17%	13%	17%	15%
Not at all confident	150	73	73	39	45	32	32	126	11	10	**	15	49	25	57	60
	5%	4%	5%	4%	5%	5%	4%	5%	4%	5%	**	4%	4%	3%	5%	4%
Don't know	174	69	102	33	39	33	64	138	21	10	**	21	42	25	44	65
	5%	4%	6%	4%	4%	5%	8%	5%	7%	5%	**	5%	4%	3%	4%	4%
TOTAL CONFIDENT	2475	1332	1122	705	688	520	540	2011	235	157	**	305	838	780	798	1252
	74%	77%	72%	76%	75%	75%	71%	74%	77%	74%	**	72%	75%	82%	73%	77%
TOTAL NOT CONFIDENT	685	333	344	188	187	138	162	575	50	44	**	96	243	149	246	300
	21%	19%	22%	20%	20%	20%	21%	21%	16%	21%	**	23%	22%	16%	23%	19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Very confident	970 29%	66 24%	600 32%	151 28%	515 32%	371 30%	296 31%	77 37%	53 36%	719 28%	159 36% a	771 29%	107 38% a	549 30%	329 28%	137 31%
Fairly confident	1432 43%	102 37%	816 43%	202 38%	715 44%	544 45%	373 40%	88 42%	62 42%	1125 44%	174 39%	1192 44%	107 38%	819 45%	481 41%	217 48%
Not very confident	566 17%	57 21%	293 16%	108 20% b	242 15%	196 16%	153 16%	30 14%	21 14%	426 17%	70 16%	458 17%	38 13%	293 16%	203 17%	66 15%
Not at all confident	202 6%	31 11% b	108 6%	50 9% b	89 5%	68 6%	70 7%	11 5%	9 6%	149 6%	21 5%	154 6%	16 6%	103 6%	67 6%	22 5%
Don't know	163 5%	20 7% b	69 4%	26 5%	62 4%	37 3%	51 5% a	4 2%	3 2%	112 4%	21 5%	119 4%	14 5%	51 3%	82 7% ac	8 2%
TOTAL CONFIDENT	2403 72%	168 61%	1416 75% a	353 66%	1230 76% a	915 75%	669 71%	164 79%	116 78%	1844 73%	333 75%	1963 73%	214 76%	1367 75% b	810 70%	354 79% b
TOTAL NOT CONFIDENT	768 23%	87 32% b	401 21%	157 29% b	331 20%	265 22%	223 24%	41 19%	30 20%	575 23%	91 20%	612 23%	54 19%	396 22%	270 23%	88 19%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Very confident	970	154	646	246	555	493	307	122	79	145	358	193	310
	29%	28%	32%	29%	32%	32%	29%	35%	34%	32%	33%	32%	33%
Fairly confident	1432	244	885	353	776	658	472	150	99	203	477	262	418
	43%	44%	43%	42%	44%	43%	44%	43%	43%	44%	45%	44%	45%
Not very confident	566	101	319	154	266	238	182	53	37	68	160	88	139
	17%	18%	16%	18%	15%	16%	17%	15%	16%	15%	15%	15%	15%
Not at all confident	202	33	111	52	92	85	59	22	15	22	51	31	41
	6%	6%	5%	6%	5%	6%	6%	6%	6%	5%	5%	5%	4%
Don't know	163	29	75	43	61	49	55	6	3	23	23	27	19
	5%	5%	4%	5%	3%	3%	5% cd	2%	1%	5% b	2%	4%	2%
TOTAL CONFIDENT	2403	399	1532	599	1331	1151	779	272	177	348	835	455	728
	72%	71%	75%	71%	76% a	76%	72%	77%	76%	76%	78%	76%	78%
TOTAL NOT CONFIDENT	768	134	431	206	359	323	242	75	52	89	210	119	180
	23%	24%	21%	24%	20%	21%	22%	21%	22%	19%	20%	20%	19%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Very confident	970	237	266	59	**	53	136	**	**	503	189	780	190
	29%	33%	33%	38%	**	26%	26%	**	**	33% b	26%	30%	26%
Fairly confident	1432	332	347	70	**	89	208	**	**	679	297	1153	279
	43%	46%	43%	45%	**	44%	40%	**	**	44%	41%	44% b	39%
Not very confident	566	116	111	20	**	36	89	**	**	227	125	447	119
	17%	16%	14%	13%	**	18%	17%	**	**	15%	17%	17%	17%
Not at all confident	202	31	42	5	**	15	40	**	**	73	55	141	61
	6%	4%	5%	3%	**	8%	8%	**	**	5%	8% a	5%	8% a
Don't know	163	12	34	3	**	8	44	**	**	46	52	91	72
	5%	2%	4% a	2%	**	4%	9%	**	**	3%	7% a	3%	10% a
TOTAL CONFIDENT	2403	569	613	129	**	141	345	**	**	1182	486	1933	469
	72%	78%	77%	82%	**	70%	67%	**	**	77% b	68%	74% b	65%
TOTAL NOT CONFIDENT	768	147	153	24	**	51	129	**	**	300	180	588	180
	23%	20%	19%	16%	**	26%	25%	**	**	20%	25% a	23%	25%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Very confident	970 29%	232 30%	238 32%	71 48%	121 28%	314 25%	99 25%	352 28%	363 33%	813 30%	156 28%	48 23%	256 27%	370 30%	344 30%
			e	abde					abf						
Fairly confident	1432 43%	334 43%	336 45%	51 34%	190 44%	528 42%	178 45%	571 45%	465 43%	1215 44%	212 37%	74 35%	422 44%	556 45%	448 40%
								ef		e				c	
Not very confident	566 17%	122 16%	110 15%	18 12%	76 18%	240 19%	76 19%	224 18%	170 16%	470 17%	93 16%	34 16%	181 19%	196 16%	186 16%
Not at all confident	202 6%	49 6%	40 5%	3 2%	25 6%	86 7%	22 5%	67 5%	55 5%	144 5%	58 10%	31 15%	51 5%	67 5%	84 7%
											abcd	abcd			
Don't know	163 5%	37 5%	15 2%	5 3%	19 5%	87 7%	25 6%	53 4%	35 3%	113 4%	48 8%	22 10%	54 6%	39 3%	67 6%
						b					bcd	bcd	b		b
TOTAL CONFIDENT	2403 72%	565 73%	574 78%	122 83%	311 72%	842 67%	277 69%	923 73%	828 76%	2028 74%	368 65%	123 58%	678 70%	926 75%	792 70%
		e	e	ade			f	ef	ef	ef				ac	
TOTAL NOT CONFIDENT	768 23%	171 22%	150 20%	21 14%	102 24%	326 26%	98 24%	291 23%	225 21%	614 22%	152 27%	65 31%	232 24%	263 21%	270 24%
						c					c	cd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Very confident	970	522	439	287	259	210	207	797	89	63	**	115	330	300	319	501
	29%	30%	28%	31%	28%	30%	27%	29%	29%	30%	**	27%	29%	31%	29%	31%
Fairly confident	1432	759	660	414	374	297	332	1159	132	98	**	168	485	445	447	717
	43%	44%	42%	45%	41%	43%	43%	43%	43%	47%	**	40%	43%	47%	41%	44%
Not very confident	566	262	299	141	190	102	128	461	50	36	**	85	198	144	194	260
	17%	15%	19%	15%	21%	15%	17%	17%	16%	17%	**	20%	18%	15%	18%	16%
Not at all confident	202	111	89	50	54	45	48	174	16	8	**	32	72	40	97	72
	6%	6%	6%	5%	6%	7%	6%	6%	5%	4%	**	8%	6%	4%	9%	4%
Don't know	163	79	81	33	37	37	51	133	19	6	**	21	37	24	31	66
	5%	5%	5%	4%	4%	5%	7%	5%	6%	3%	**	5%	3%	3%	3%	4%
TOTAL CONFIDENT	2403	1281	1099	701	633	507	539	1956	221	161	**	284	815	745	766	1219
	72%	74%	70%	76%	69%	73%	70%	72%	72%	76%	**	67%	73%	78%	70%	75%
TOTAL NOT CONFIDENT	768	373	387	192	243	147	176	634	66	44	**	118	271	184	290	332
	23%	22%	25%	21%	27%	21%	23%	23%	22%	21%	**	28%	24%	19%	27%	21%
Columns Tested:					a							c	c		b	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Very confident	862 26%	65 24%	518 27%	138 26%	445 27%	343 28%	240 25%	71 34% b	48 32%	665 26%	126 28%	710 26%	81 29%	506 28%	285 25%	136 30%
Fairly confident	1375 41%	91 33%	795 42% a	203 38%	683 42%	505 41%	381 40%	78 37%	56 37%	1052 42%	172 39%	1122 42%	102 36%	771 43%	452 39%	184 41%
Not very confident	685 21%	57 21%	365 19%	103 19%	320 20%	240 20%	182 19%	39 19%	28 19%	511 20%	96 22%	539 20%	68 24%	352 19%	255 22%	91 20%
Not at all confident	278 8%	47 17% b	153 8%	72 13% b	128 8%	104 9%	97 10%	17 8%	15 10%	209 8%	32 7%	223 8%	18 6%	141 8%	100 9%	31 7%
Don't know	134 4%	15 6%	53 3%	21 4%	48 3%	25 2%	44 5% a	3 2%	3 2%	94 4%	19 4%	100 4%	13 5%	44 2%	69 6% ac	8 2%
TOTAL CONFIDENT	2237 67%	155 56%	1313 70% a	341 64%	1128 69%	848 70%	621 66%	149 71%	103 69%	1717 68%	298 67%	1832 68%	183 65%	1278 70% b	737 63%	320 71% b
TOTAL NOT CONFIDENT	963 29%	104 38% b	519 28%	175 33%	448 28%	344 28%	279 30%	56 27%	43 29%	720 28%	128 29%	761 28%	86 31%	492 27%	355 31%	122 27%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Very confident	862	150	557	232	476	436	271	112	71	126	303	164	265
	26%	27%	27%	27%	27%	29%	25%	32%	31%	27%	28%	27%	29%
Fairly confident	1375	243	858	364	736	654	446	150	104	182	462	250	394
	41%	43%	42%	43%	42%	43%	41%	43%	45%	40%	43%	42%	43%
Not very confident	685	109	405	155	359	297	218	61	40	102	199	120	181
	21%	19%	20%	18%	21%	19%	20%	17%	17%	22%	19%	20%	20%
Not at all confident	278	39	157	63	133	101	95	25	14	31	75	42	64
	8%	7%	8%	7%	8%	7%	9%	7%	6%	7%	7%	7%	7%
Don't know	134	20	60	34	46	35	46	6	4	19	28	25	23
	4%	4%	3%	4%	3%	2%	a	2%	2%	4%	3%	4%	2%
TOTAL CONFIDENT	2237	393	1415	596	1212	1090	718	262	175	308	766	414	660
	67%	70%	69%	70%	69%	72%	67%	74%	75%	67%	72%	69%	71%
TOTAL NOT CONFIDENT	963	148	563	218	492	398	313	86	53	133	274	162	245
	29%	26%	28%	26%	28%	26%	29%	24%	23%	29%	26%	27%	26%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 261

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Very confident	862	217	212	60	**	48	120	**	**	429	168	714	148
	26%	30%	27%	38%	**	24%	23%	**	**	28%	23%	27%	21%
				b								b	
Fairly confident	1375	298	346	60	**	83	200	**	**	644	283	1115	260
	41%	41%	43%	38%	**	41%	39%	**	**	42%	39%	43%	36%
												b	
Not very confident	685	153	148	24	**	40	114	**	**	301	153	519	166
	21%	21%	19%	16%	**	20%	22%	**	**	20%	21%	20%	23%
Not at all confident	278	48	57	9	**	26	53	**	**	106	79	185	92
	8%	7%	7%	6%	**	13%	10%	**	**	7%	11%	7%	13%
											a		a
Don't know	134	12	36	3	**	4	31	**	**	48	35	79	55
	4%	2%	5%	2%	**	2%	6%	**	**	3%	5%	3%	8%
			a				a						a
TOTAL CONFIDENT	2237	516	558	120	**	131	320	**	**	1073	451	1828	408
	67%	71%	70%	77%	**	65%	62%	**	**	70%	63%	70%	57%
										b		b	
TOTAL NOT CONFIDENT	963	201	206	33	**	66	167	**	**	407	233	705	258
	29%	28%	26%	21%	**	33%	32%	**	**	27%	32%	27%	36%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Very confident	862 26%	203 26%	210 28%	49 33% e	108 25%	297 24%	116 29% ef	347 27% ef	302 28% ef	765 28% ef	96 17%	28 13%	266 28% c	351 29% c	244 22%
Fairly confident	1375 41%	323 42%	327 44%	59 40%	170 39%	501 40%	144 36%	556 44% aef	465 43% ef	1165 42% ef	205 36%	60 29%	388 40%	556 45% c	426 38%
Not very confident	685 21%	158 20%	130 18%	27 18%	100 23%	270 21%	81 20%	247 19%	219 20%	547 20%	133 24%	57 27% bd	195 20%	222 18%	263 23% b
Not at all confident	278 8%	68 9%	56 8%	7 5%	32 7%	116 9%	31 8%	74 6%	76 7%	181 7%	96 17% abcd	47 22% abcd	62 6%	71 6%	143 13% ab
Don't know	134 4%	21 3%	16 2%	4 3%	21 5%	71 6% ab	28 7% bcd	43 3%	27 2%	98 4%	37 6% bcd	18 8% bcd	53 5% b	28 2%	53 5% b
TOTAL CONFIDENT	2237 67%	526 68%	537 73% de	108 74%	279 65%	798 64%	259 65% ef	904 71% ef	767 70% ef	1930 70% ef	301 53% f	88 42%	654 68% c	907 74% ac	670 59%
TOTAL NOT CONFIDENT	963 29%	226 29%	187 25%	34 23%	132 31%	386 31%	112 28%	320 25%	295 27%	728 26%	229 40% abcd	104 49% abcd	257 27%	293 24%	407 36% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Very confident	862	524	329	265	238	174	176	696	87	59	**	116	265	299	266	446
	26%	30%	21%	29%	26%	25%	23%	26%	28%	28%	**	27%	24%	31%	24%	28%
		b		d										b		
Fairly confident	1375	732	630	385	394	279	303	1137	113	88	**	163	471	432	409	710
	41%	42%	40%	42%	43%	40%	40%	42%	37%	42%	**	38%	42%	45%	38%	44%
															a	
Not very confident	685	293	389	183	175	141	179	547	70	42	**	94	259	148	256	303
	21%	17%	25%	20%	19%	20%	23%	20%	23%	20%	**	22%	23%	16%	23%	19%
			a									c	c		b	
Not at all confident	278	120	151	64	80	66	64	239	20	12	**	35	91	55	130	103
	8%	7%	10%	7%	9%	10%	8%	9%	7%	5%	**	8%	8%	6%	12%	6%
			a												b	
Don't know	134	64	69	28	27	31	44	104	17	10	**	16	38	19	28	56
	4%	4%	4%	3%	3%	4%	6%	4%	5%	5%	**	4%	3%	2%	3%	3%
							ab									
TOTAL CONFIDENT	2237	1256	959	650	632	453	479	1833	200	148	**	278	736	731	675	1156
	67%	72%	61%	70%	69%	66%	63%	67%	65%	70%	**	66%	66%	77%	62%	71%
		b		d	d									ab		a
TOTAL NOT CONFIDENT	963	413	540	247	255	207	243	786	90	53	**	129	349	203	385	406
	29%	24%	34%	27%	28%	30%	32%	29%	29%	25%	**	30%	31%	21%	35%	25%
			a									c	c		b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Very confident	809	74	484	144	414	332	226	64	46	608	129	654	82	479	257	144
	24%	27%	26%	27%	25%	27%	24%	30%	31%	24%	29%	24%	29%	26%	22%	32%
														b		b
Fairly confident	1448	87	821	199	708	524	383	86	57	1115	185	1184	116	812	488	192
	43%	32%	44%	37%	44%	43%	41%	41%	38%	44%	42%	44%	41%	45%	42%	43%
			a		a											
Not very confident	687	65	369	112	322	238	197	42	33	522	85	552	54	347	259	85
	21%	24%	20%	21%	20%	20%	21%	20%	22%	21%	19%	20%	19%	19%	22%	19%
Not at all confident	237	29	145	55	119	88	86	12	8	177	29	187	19	120	86	18
	7%	11%	8%	10%	7%	7%	9%	6%	6%	7%	6%	7%	7%	7%	7%	4%
Don't know	153	20	66	25	61	35	51	5	5	110	18	117	10	56	72	11
	5%	7%	4%	5%	4%	3%	5%	3%	3%	4%	4%	4%	4%	3%	6%	2%
		b					a								ac	
TOTAL CONFIDENT	2256	160	1305	343	1122	856	610	149	102	1723	313	1838	198	1291	745	336
	68%	58%	69%	64%	69%	70%	65%	71%	69%	68%	71%	68%	70%	71%	64%	75%
			a			b								b		b
TOTAL NOT CONFIDENT	925	95	514	168	441	326	283	54	42	699	113	739	73	467	345	103
	28%	34%	27%	31%	27%	27%	30%	26%	28%	28%	26%	27%	26%	26%	30%	23%
															c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Very confident	809	133	526	213	446	414	245	112	74	120	285	157	248
	24%	24%	26%	25%	25%	27%	23%	32%	32%	26%	27%	26%	27%
						b		b	b				
Fairly confident	1448	254	885	375	765	679	460	154	103	206	461	269	398
	43%	45%	43%	44%	44%	45%	43%	44%	45%	45%	43%	45%	43%
Not very confident	687	114	404	159	358	286	231	64	36	78	225	102	200
	21%	20%	20%	19%	20%	19%	21%	18%	16%	17%	21%	17%	22%
Not at all confident	237	35	149	63	122	94	90	16	13	32	65	43	55
	7%	6%	7%	7%	7%	6%	8%	5%	6%	7%	6%	7%	6%
Don't know	153	25	73	39	60	49	50	7	5	24	32	29	28
	5%	4%	4%	5%	3%	3%	5%	2%	2%	5%	3%	5%	3%
TOTAL CONFIDENT	2256	387	1411	588	1211	1093	705	266	178	326	746	427	645
	68%	69%	69%	69%	69%	72%	66%	75%	77%	71%	70%	71%	70%
						b		b	b				
TOTAL NOT CONFIDENT	925	149	553	222	480	381	321	80	50	110	290	145	255
	28%	26%	27%	26%	27%	25%	30%	23%	21%	24%	27%	24%	27%
						acd							

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

OFCCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 262

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Very confident	809	202	203	57	**	48	107	**	**	405	155	659	150
	24%	28%	25%	36%	**	24%	21%	**	**	26%	22%	25%	21%
				b						b			
Fairly confident	1448	311	356	57	**	90	221	**	**	667	311	1189	258
	43%	43%	45%	36%	**	45%	43%	**	**	44%	43%	46%	36%
												b	
Not very confident	687	153	150	31	**	41	101	**	**	302	142	518	170
	21%	21%	19%	20%	**	20%	20%	**	**	20%	20%	20%	24%
Not at all confident	237	46	51	9	**	17	50	**	**	97	67	157	80
	7%	6%	6%	6%	**	8%	10%	**	**	6%	9%	6%	11%
													a
Don't know	153	17	39	2	**	6	39	**	**	56	44	89	63
	5%	2%	5%	1%	**	3%	7%	**	**	4%	6%	3%	9%
											a		a
TOTAL CONFIDENT	2256	513	559	114	**	138	328	**	**	1072	466	1849	408
	68%	70%	70%	73%	**	68%	63%	**	**	70%	65%	71%	57%
										b		b	
TOTAL NOT CONFIDENT	925	199	201	41	**	58	151	**	**	400	208	674	250
	28%	27%	25%	26%	**	29%	29%	**	**	26%	29%	26%	35%
													a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Very confident	809	191	189	49	113	272	109	317	290	715	93	27	254	322	231
	24%	25%	26%	33%	26%	22%	27%	25%	27%	26%	16%	13%	26%	26%	20%
				e			ef	ef	ef	ef			c	c	
Fairly confident	1448	337	329	57	184	548	164	597	479	1240	205	70	422	574	449
	43%	44%	44%	39%	43%	44%	41%	47%	44%	45%	36%	33%	44%	47%	40%
								ef	ef	ef				c	
Not very confident	687	147	151	27	92	272	77	252	210	540	142	56	186	240	256
	21%	19%	20%	18%	21%	22%	19%	20%	19%	20%	25%	26%	19%	20%	23%
											cd				
Not at all confident	237	69	48	11	23	86	23	56	73	153	84	34	48	60	128
	7%	9%	6%	8%	5%	7%	6%	4%	7%	6%	15%	16%	5%	5%	11%
											abcd	abcd			ab
Don't know	153	29	23	3	20	78	27	44	36	107	43	24	53	32	65
	5%	4%	3%	2%	5%	6%	7%	4%	3%	4%	8%	11%	5%	3%	6%
						ab	bc				bcd	bcd	b		b
TOTAL CONFIDENT	2256	528	518	106	296	819	273	914	769	1956	297	96	677	896	680
	68%	68%	70%	72%	69%	65%	68%	72%	71%	71%	52%	46%	70%	73%	60%
							ef	ef	ef	ef			c	c	
TOTAL NOT CONFIDENT	925	217	199	38	116	358	100	309	284	693	226	90	234	300	384
	28%	28%	27%	26%	27%	29%	25%	24%	26%	25%	40%	43%	24%	24%	34%
											abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Very confident	809	494	309	247	207	174	173	658	72	56	**	104	261	268	261	404
	24%	28%	20%	27%	23%	25%	23%	24%	24%	27%	**	25%	23%	28%	24%	25%
		b												b		
Fairly confident	1448	778	654	401	422	305	308	1166	146	98	**	177	498	451	449	742
	43%	45%	42%	43%	46%	44%	40%	43%	48%	47%	**	42%	44%	47%	41%	46%
Not very confident	687	289	395	189	188	135	170	575	52	39	**	87	251	171	228	326
	21%	17%	25%	20%	21%	19%	22%	21%	17%	18%	**	21%	22%	18%	21%	20%
			a													
Not at all confident	237	100	132	57	64	43	68	205	16	8	**	35	74	44	112	85
	7%	6%	8%	6%	7%	6%	9%	8%	5%	4%	**	8%	7%	5%	10%	5%
			a									c			b	
Don't know	153	73	77	32	33	35	47	119	20	10	**	20	40	20	37	60
	5%	4%	5%	3%	4%	5%	6%	4%	7%	5%	**	5%	4%	2%	3%	4%
							a					c				
TOTAL CONFIDENT	2256	1273	964	648	628	479	481	1824	218	154	**	281	759	719	711	1146
	68%	73%	61%	70%	69%	69%	63%	67%	71%	73%	**	67%	68%	75%	65%	71%
		b		d	d									ab		a
TOTAL NOT CONFIDENT	925	388	527	245	252	178	238	781	68	47	**	122	325	215	340	411
	28%	22%	34%	26%	28%	26%	31%	29%	22%	22%	**	29%	29%	23%	31%	25%
			a										c		b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?

Base : Those responsible for the household's fixed broadband service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2673	142	1815	389	1568	1136	821	228	138	1954	487	2131	310	1525	916	354
Effective Weighted Sample	2354	125	1604	343	1384	986	741	180	126	1703	452	1866	286	1339	809	296
Total	2599	129	1865	385	1609	1130	864	182	139	1923	433	2081	275	1447	909	315
Very confident	695	38	509	105	442	320	227	65	48	511	128	559	80	418	220	90
	27%	29%	27%	27%	27%	28%	26%	36%	35%	27%	30%	27%	29%	29%	24%	29%
Fairly confident	865	36	604	128	512	381	259	55	43	627	140	684	83	483	284	126
	33%	28%	32%	33%	32%	34%	30%	30%	31%	33%	32%	33%	30%	33%	31%	40%
Not very confident	619	34	442	87	389	259	217	42	32	465	103	495	73	347	221	69
	24%	26%	24%	23%	24%	23%	25%	23%	23%	24%	24%	24%	27%	24%	24%	22%
Not at all confident	318	14	243	47	209	138	118	17	14	249	42	262	29	153	137	26
	12%	11%	13%	12%	13%	12%	14%	9%	10%	13%	10%	13%	10%	11%	15%	8%
Don't know	102	7	67	18	57	32	42	1	1	72	20	81	10	45	46	5
	4%	6%	4%	5%	4%	3%	5%	1%	1%	4%	5%	4%	4%	3%	5%	1%
							c								c	
TOTAL CONFIDENT	1560	74	1113	233	954	701	486	121	91	1138	268	1243	163	901	505	216
	60%	57%	60%	61%	59%	62%	56%	67%	65%	59%	62%	60%	59%	62%	56%	69%
								b						b		b
TOTAL NOT CONFIDENT	937	48	684	134	598	397	335	59	47	714	145	757	102	501	358	94
	36%	37%	37%	35%	37%	35%	39%	33%	34%	37%	34%	36%	37%	35%	39%	30%
															c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?

Base : Those responsible for the household's fixed broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2673	644	2029	939	1734	1591	1082	416	251	367	888	491	764
Effective Weighted Sample	2354	574	1790	831	1530	1388	967	352	225	336	780	439	674
Total	2599	561	2038	848	1751	1523	1076	353	232	361	1047	496	912
Very confident	695	145	550	219	476	430	264	108	70	109	282	137	254
	27%	26%	27%	26%	27%	28%	25%	30%	30%	30%	27%	28%	28%
Fairly confident	865	201	664	302	563	537	329	134	88	129	342	187	284
	33%	36%	33%	36%	32%	35%	31%	38%	38%	36%	33%	38%	31%
								b					
Not very confident	619	130	489	192	427	348	271	80	53	86	256	115	227
	24%	23%	24%	23%	24%	23%	25%	23%	23%	24%	24%	23%	25%
Not at all confident	318	60	258	92	226	164	154	28	17	24	132	38	118
	12%	11%	13%	11%	13%	11%	14%	8%	7%	7%	13%	8%	13%
							acd				a		a
Don't know	102	25	77	44	58	44	58	4	3	13	35	20	28
	4%	4%	4%	5%	3%	3%	5%	1%	1%	4%	3%	4%	3%
							acd						
TOTAL CONFIDENT	1560	346	1214	520	1039	967	593	241	158	238	623	323	538
	60%	62%	60%	61%	59%	64%	55%	68%	68%	66%	60%	65%	59%
						b		b	b				
TOTAL NOT CONFIDENT	937	191	746	284	653	512	425	108	70	109	388	152	345
	36%	34%	37%	33%	37%	34%	40%	30%	30%	30%	37%	31%	38%
							acd						a

Columns Tested: a,b - a,b - 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 99% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?

Base : Those responsible for the household's fixed broadband service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2673	599	656	147	75	210	511	47	33	1255	721	2106	567
Effective Weighted Sample	2354	514	591	117	67	197	484	42	30	1105	681	1841	519
Total	2599	663	745	136	83	171	426	39	28	1408	597	2077	522
Very confident	695	194	197	50	**	44	108	**	**	391	152	578	117
	27%	29%	26%	36%	**	26%	25%	**	**	28%	25%	28%	22%
Fairly confident	865	231	240	46	**	61	132	**	**	471	193	721	144
	33%	35%	32%	34%	**	36%	31%	**	**	33%	32%	35%	28%
Not very confident	619	164	178	31	**	37	96	**	**	342	134	497	122
	24%	25%	24%	22%	**	22%	23%	**	**	24%	22%	24%	23%
Not at all confident	318	64	92	8	**	24	63	**	**	156	87	216	102
	12%	10%	12%	6%	**	14%	15%	**	**	11%	15%	10%	19%
Don't know	102	10	39	2	**	6	26	**	**	49	32	64	37
	4%	2%	5%	1%	**	3%	6%	**	**	3%	5%	3%	7%
			a										a
TOTAL CONFIDENT	1560	425	436	96	**	105	240	**	**	861	345	1299	261
	60%	64%	59%	70%	**	61%	56%	**	**	61%	58%	63%	50%
				b								b	
TOTAL NOT CONFIDENT	937	228	270	39	**	61	160	**	**	498	220	714	223
	36%	34%	36%	28%	**	35%	37%	**	**	35%	37%	34%	43%
													a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?

Base : Those responsible for the household's fixed broadband service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2673	915	511	168	477	616	182	1010	958	2150	515	169	642	1001	1022
Effective Weighted Sample	2354	862	483	159	436	552	151	870	862	1879	474	156	540	876	937
Total	2599	773	740	147	407	545	194	988	940	2123	468	154	624	1003	965
Very confident	695 27%	207 27%	197 27%	51 35%	102 25%	140 26%	65 33% ef	260 26%	272 29% e	597 28% e	98 21%	30 20%	182 29%	279 28%	234 24%
Fairly confident	865 33%	248 32%	244 33%	39 26%	144 35%	195 36%	65 33%	356 36%	290 31%	710 33%	151 32%	46 30%	201 32%	364 36% c	296 31%
Not very confident	619 24%	186 24%	174 23%	38 26%	100 25%	126 23%	40 21%	244 25%	241 26%	525 25%	94 20%	27 18%	156 25%	235 23%	227 23%
Not at all confident	318 12%	103 13%	102 14%	16 11%	38 9%	60 11%	11 5%	101 10%	108 11%	220 10%	95 20% abcd	32 21% abcd	59 10%	97 10%	159 16% ab
Don't know	102 4%	29 4%	23 3%	4 2%	23 6%	24 4%	13 7% b	27 3%	30 3%	71 3%	31 7% bcd	18 12% bcd	25 4%	28 3%	49 5% b
TOTAL CONFIDENT	1560 60%	455 59%	440 60%	90 61%	246 60%	336 62%	130 67% ef	616 62% ef	561 60%	1307 62% ef	249 53%	76 50%	383 61% c	643 64% c	530 55%
TOTAL NOT CONFIDENT	937 36%	288 37%	276 37%	54 37%	138 34%	186 34%	51 26%	345 35%	349 37% a	745 35%	189 40% a	59 39%	216 35%	332 33%	385 40% b

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?

Base : Those responsible for the household's fixed broadband service

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2673	1361	1287	846	798	417	579	2192	249	157	75	287	919	858	803	1396
Effective Weighted Sample	2354	1201	1135	755	723	372	519	1932	218	137	68	249	800	762	701	1235
Total	2599	1381	1194	758	755	531	526	2122	249	152	75	286	890	836	764	1368
Very confident	695	475	215	234	178	155	123	555	74	50	**	74	231	258	178	400
	27%	34%	18%	31%	24%	29%	23%	26%	30%	33%	**	26%	26%	31%	23%	29%
		b		bd												a
Fairly confident	865	509	349	258	240	170	188	710	83	49	**	103	277	295	265	437
	33%	37%	29%	34%	32%	32%	36%	33%	33%	32%	**	36%	31%	35%	35%	32%
		b														
Not very confident	619	252	363	169	198	125	123	504	59	32	**	68	238	182	193	326
	24%	18%	30%	22%	26%	23%	23%	24%	24%	21%	**	24%	27%	22%	25%	24%
			a													
Not at all confident	318	97	215	82	101	63	63	271	22	17	**	33	109	84	110	155
	12%	7%	18%	11%	13%	12%	12%	13%	9%	11%	**	12%	12%	10%	14%	11%
			a													
Don't know	102	49	52	15	38	18	29	82	12	4	**	8	34	17	19	50
	4%	4%	4%	2%	5%	3%	6%	4%	5%	3%	**	3%	4%	2%	3%	4%
					a		a									
TOTAL CONFIDENT	1560	984	564	492	418	325	312	1266	157	99	**	177	509	553	442	837
	60%	71%	47%	65%	55%	61%	59%	60%	63%	65%	**	62%	57%	66%	58%	61%
		b		b										b		
TOTAL NOT CONFIDENT	937	348	579	250	298	188	185	775	81	49	**	101	347	266	303	481
	36%	25%	48%	33%	40%	35%	35%	36%	32%	32%	**	35%	39%	32%	40%	35%
			a		a								c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1873	127	1030	273	884	654	502	118	79	1449	236	1534	152	1049	637	273
	56%	46%	55%	51%	54%	54%	53%	57%	53%	57%	53%	57%	54%	58%	55%	61%
			a													
Disagree	860	82	496	153	425	343	235	61	46	650	116	693	73	490	277	116
	26%	30%	26%	29%	26%	28%	25%	29%	31%	26%	26%	26%	26%	27%	24%	26%
Don't know	601	66	360	111	315	220	206	29	24	432	92	467	57	276	248	60
	18%	24%	19%	21%	19%	18%	22%	14%	16%	17%	21%	17%	20%	15%	21%	13%
							c								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1873	325	1132	486	971	872	585	218	145	254	629	334	549
	56%	58%	56%	57%	55%	57%	54%	62%	62%	55%	59%	56%	59%
Disagree	860	145	530	221	454	419	256	96	62	129	248	168	209
	26%	26%	26%	26%	26%	27%	24%	27%	27%	28%	23%	28%	23%
Don't know	601	91	376	142	326	232	235	39	25	77	191	99	169
	18%	16%	18%	17%	19%	15%	22% acd	11%	11%	17%	18%	16%	18%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1873	418	465	97	**	107	255	**	**	883	361	1569	304
	56%	57%	58%	62%	**	53%	49%	**	**	58% b	50%	60% b	42%
Disagree	860	193	184	35	**	62	148	**	**	377	210	640	221
	26%	26%	23%	23%	**	31%	29%	**	**	25%	29%	24%	31% a
Don't know	601	118	150	24	**	32	114	**	**	268	147	404	197
	18%	16%	19%	15%	**	16%	22%	**	**	18%	20%	15%	27% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1873	404	433	86	235	722	252	802	631	1685	183	57	620	761	486
	56%	52%	59%	59%	54%	57%	63%	63%	58%	61%	32%	27%	64%	62%	43%
							ef	cef	ef	ef			c	c	
Disagree	860	220	172	33	118	317	101	309	250	659	196	78	233	283	339
	26%	28%	23%	23%	27%	25%	25%	24%	23%	24%	35%	37%	24%	23%	30%
											abcd	abcd			ab
Don't know	601	149	135	28	79	216	47	157	207	411	187	75	110	184	304
	18%	19%	18%	19%	18%	17%	12%	12%	19%	15%	33%	36%	11%	15%	27%
									abd		abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1873	903	951	519	540	375	421	1518	173	125	**	263	644	583	600	961
	56%	52%	61%	56%	59%	54%	55%	56%	57%	59%	**	62%	57%	61%	55%	59%
			a													
Disagree	860	532	318	251	209	194	194	704	82	53	**	107	286	238	291	387
	26%	31%	20%	27%	23%	28%	25%	26%	27%	25%	**	25%	26%	25%	27%	24%
			b													
Don't know	601	298	299	155	164	122	150	501	51	33	**	52	192	133	197	269
	18%	17%	19%	17%	18%	18%	20%	18%	17%	16%	**	12%	17%	14%	18%	17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	2157	176	1239	341	1074	811	604	138	96	1636	279	1737	178	1176	739	294
	65%	64%	66%	64%	66%	67%	64%	66%	64%	65%	63%	64%	63%	65%	64%	65%
Disagree	729	63	405	122	346	261	208	44	28	552	110	588	74	425	237	115
	22%	23%	21%	23%	21%	21%	22%	21%	19%	22%	25%	22%	26%	23%	20%	26%
Don't know	447	35	241	73	204	145	132	26	25	343	56	369	29	213	185	42
	13%	13%	13%	14%	13%	12%	14%	12%	17%	14%	12%	14%	10%	12%	16%	9%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	2157	372	1344	558	1159	1018	699	238	155	311	713	391	634
	65%	66%	66%	66%	66%	67%	65%	67%	67%	68%	67%	65%	68%
Disagree	729	122	437	181	378	331	228	80	50	89	236	131	194
	22%	22%	21%	21%	22%	22%	21%	23%	22%	19%	22%	22%	21%
Don't know	447	66	256	109	214	173	149	36	27	60	119	80	99
	13%	12%	13%	13%	12%	11%	14%	10%	11%	13%	11%	13%	11%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	2157	497	528	109	**	133	310	**	**	1025	443	1709	449
	65%	68%	66%	70%	**	66%	60%	**	**	67%	62%	65%	62%
Disagree	729	159	166	33	**	45	108	**	**	324	153	577	152
	22%	22%	21%	21%	**	22%	21%	**	**	21%	21%	22%	21%
Don't know	447	73	106	14	**	23	99	**	**	179	123	327	121
	13%	10%	13%	9%	**	12%	19%	**	**	12%	17% a	13%	17% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	2157	509	500	92	277	788	244	839	700	1783	367	133	615	827	707
	65%	66%	68%	62%	64%	63%	61%	66%	64%	65%	65%	63%	64%	67%	63%
Disagree	729	156	157	37	102	280	105	285	229	619	109	40	240	242	246
	22%	20%	21%	25%	24%	22%	26%	22%	21%	22%	19%	19%	25%	20%	22%
							e						b		
Don't know	447	109	82	18	52	188	51	143	160	354	91	37	109	160	176
	13%	14%	11%	13%	12%	15%	13%	11%	15%	13%	16%	18%	11%	13%	16%
											b	b			a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	2157	1161	972	575	601	466	492	1772	181	143	**	269	762	605	733	1034
	65%	67%	62%	62%	66%	67%	64%	65%	59%	68%	**	64%	68%	63%	67%	64%
Disagree	729	371	355	223	186	152	160	593	77	40	**	104	232	246	228	373
	22%	21%	23%	24%	20%	22%	21%	22%	25%	19%	**	25%	21%	26% b	21%	23%
Don't know	447	202	241	128	126	73	113	359	47	27	**	48	129	103	128	210
	13%	12%	15%	14%	14%	11%	15%	13%	16%	13%	**	11%	11%	11%	12%	13%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	2319	184	1349	380	1153	891	642	156	110	1773	320	1891	203	1339	755	349
	70%	67%	72%	71%	71%	73% b	68%	75%	74%	70%	72%	70%	72%	74% b	65%	77% b
Disagree	659	63	350	112	301	222	191	38	28	490	76	519	47	316	249	72
	20%	23%	19%	21%	19%	18%	20%	18%	19%	19%	17%	19%	17%	17%	21% a	16%
Don't know	356	29	186	45	169	103	111	14	11	268	48	284	32	159	157	29
	11%	10%	10%	8%	10%	8%	12%	7%	7%	11%	11%	11%	11%	9%	14% ac	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	2319	393	1452	608	1237	1125	720	275	178	334	757	443	648
	70%	70%	71%	72%	71%	74%	67%	78%	77%	73%	71%	74%	70%
						b		b	b				
Disagree	659	105	383	153	335	262	226	56	39	84	204	107	182
	20%	19%	19%	18%	19%	17%	21%	16%	17%	18%	19%	18%	20%
Don't know	356	63	202	87	179	135	130	22	15	42	107	51	97
	11%	11%	10%	10%	10%	9%	12%	6%	7%	9%	10%	9%	10%
							ac						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	2319	530	561	113	**	141	363	**	**	1091	505	1856	463
	70%	73%	70%	72%	**	70%	70%	**	**	71%	70%	71%	64%
												b	
Disagree	659	134	155	27	**	40	83	**	**	288	123	516	143
	20%	18%	19%	17%	**	20%	16%	**	**	19%	17%	20%	20%
Don't know	356	65	84	17	**	20	71	**	**	149	91	240	115
	11%	9%	11%	11%	**	10%	14%	**	**	10%	13%	9%	16%
													a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	2319	558	523	108	303	838	282	892	771	1944	367	122	679	873	759
	70%	72%	71%	73%	70%	67%	70%	70%	71%	71%	65%	58%	70%	71%	67%
		e					f	f	f	ef					
Disagree	659	143	142	23	86	268	84	263	207	554	103	43	201	238	217
	20%	18%	19%	16%	20%	21%	21%	21%	19%	20%	18%	20%	21%	19%	19%
Don't know	356	73	75	16	43	150	34	113	110	257	96	46	83	118	153
	11%	9%	10%	11%	10%	12%	9%	9%	10%	9%	17%	22%	9%	10%	14%
											abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	2319	1300	1000	685	641	489	485	1882	224	149	**	280	782	744	746	1191
	70%	75%	64%	74%	70%	71%	63%	69%	73%	71%	**	66%	70%	78%	69%	74%
		b		d	d	d								ab		a
Disagree	659	277	373	160	183	130	176	545	53	41	**	97	226	157	228	286
	20%	16%	24%	17%	20%	19%	23%	20%	17%	20%	**	23%	20%	16%	21%	18%
			a				a					c				
Don't know	356	157	195	81	89	72	106	297	29	20	**	45	115	52	114	140
	11%	9%	12%	9%	10%	10%	14%	11%	10%	10%	**	11%	10%	5%	11%	9%
			a				ab					c	c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1689	146	906	267	785	610	442	114	70	1295	213	1365	143	903	605	244
	51%	53%	48%	50%	48%	50%	47%	55%	47%	51%	48%	51%	51%	50%	52%	54%
Disagree	1206	82	732	187	627	486	328	88	72	904	176	978	103	712	368	171
	36%	30%	39%	35%	39%	40%	35%	42%	48%	36%	40%	36%	36%	39%	32%	38%
			a						b					b		
Don't know	439	47	247	82	211	121	173	7	7	333	55	351	37	200	188	35
	13%	17%	13%	15%	13%	10%	18%	3%	5%	13%	12%	13%	13%	11%	16%	8%
						c	acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1689	270	1002	405	866	766	505	182	112	241	554	305	491
	51%	48%	49%	48%	49%	50%	47%	51%	48%	52%	52%	51%	53%
Disagree	1206	229	782	344	666	605	406	149	101	164	384	220	328
	36%	41%	38%	41%	38%	40%	38%	42%	44%	36%	36%	37%	35%
Don't know	439	62	255	98	218	151	166	22	19	54	130	76	108
	13%	11%	12%	12%	12%	10%	15% acd	6%	8%	12%	12%	13%	12%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1689	381	415	97	**	86	238	**	**	795	324	1348	341
	51%	52%	52%	62%	**	43%	46%	**	**	52% b	45%	52%	47%
Disagree	1206	276	273	50	**	89	178	**	**	548	267	973	233
	36%	38%	34%	32%	**	44% b	34%	**	**	36%	37%	37%	32%
Don't know	439	72	112	9	**	26	102	**	**	184	127	291	148
	13%	10%	14% c	6%	**	13%	20%	**	**	12%	18% a	11%	20% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1689	356	375	73	223	666	233	661	554	1448	234	92	525	655	501
	51%	46%	51%	50%	52%	53%	58%	52%	51%	53%	41%	44%	54%	53%	44%
						a	ef	e	e	e			c	c	
Disagree	1206	318	265	60	156	413	122	471	402	995	210	64	331	446	428
	36%	41%	36%	41%	36%	33%	30%	37%	37%	36%	37%	30%	34%	36%	38%
		e													
Don't know	439	98	100	14	53	177	45	135	133	313	124	54	108	128	201
	13%	13%	13%	9%	12%	14%	11%	11%	12%	11%	22%	26%	11%	10%	18%
											abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1689	850	824	405	459	367	441	1381	140	115	**	236	620	439	606	787
	51%	49%	53%	44%	50%	53%	58%	51%	46%	55%	**	56%	55%	46%	56%	49%
Disagree					a	a	ab					c	c		b	
	1206	684	511	415	346	225	206	977	120	75	**	134	367	435	347	643
	36%	39%	33%	45%	38%	32%	27%	36%	39%	36%	**	32%	33%	46%	32%	40%
Don't know		b		bcd	d									ab	a	
	439	199	233	106	109	100	119	365	46	21	**	52	136	80	134	186
	13%	11%	15%	11%	12%	14%	16%	13%	15%	10%	**	12%	12%	8%	12%	12%
			a										c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1585	153	853	271	736	575	432	90	58	1189	208	1257	140	792	605	205
	48%	56%	45%	51%	45%	47%	46%	43%	39%	47%	47%	47%	50%	44%	52%	46%
		b													a	
Disagree	1506	97	907	220	785	564	441	110	86	1160	205	1240	124	908	457	217
	45%	35%	48%	41%	48%	46%	47%	53%	58%	46%	46%	46%	44%	50%	39%	48%
			a		a				a					b		b
Don't know	242	24	125	46	103	78	71	9	5	183	32	197	17	114	100	28
	7%	9%	7%	9%	6%	6%	7%	4%	4%	7%	7%	7%	6%	6%	9%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1585	245	924	383	786	659	510	152	95	230	512	297	445
	48%	44%	45%	45%	45%	43%	47%	43%	41%	50%	48%	49%	48%
Disagree	1506	280	973	406	848	769	485	183	126	195	488	262	421
	45%	50%	48%	48%	48%	50%	45%	52%	54%	42%	46%	44%	45%
						b			b				
Don't know	242	36	140	60	117	95	81	18	10	35	68	42	61
	7%	6%	7%	7%	7%	6%	8%	5%	4%	8%	6%	7%	7%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1585	348	394	84	**	76	216	**	**	742	292	1242	343
	48%	48%	49%	54%	**	38%	42%	**	**	49% b	41%	48%	48%
Disagree	1506	329	355	61	**	112	249	**	**	683	361	1180	326
	45%	45%	44%	39%	**	56%	48%	**	**	45%	50%	45%	45%
Don't know	242	52	51	11	**	13	52	**	**	103	65	190	52
	7%	7%	6%	7%	**	6%	10%	**	**	7%	9%	7%	7%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1585	317	363	62	211	637	217	574	502	1293	289	121	468	575	541
	48%	41%	49%	42%	49%	51%	54%	45%	46%	47%	51%	58%	49%	47%	48%
		a	a	a	a	a	bcd					bcd			
Disagree	1506	399	333	72	193	517	143	594	518	1256	244	79	416	566	517
	45%	52%	45%	49%	45%	41%	36%	47%	48%	46%	43%	38%	43%	46%	46%
		e					a	a	af	a					
Don't know	242	57	43	13	27	101	39	99	68	206	34	10	80	88	72
	7%	7%	6%	9%	6%	8%	10%	8%	6%	7%	6%	5%	8%	7%	6%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1585	839	734	411	361	351	441	1263	158	121	**	229	565	385	598	680
	48%	48%	47%	44%	39%	51%	58%	46%	52%	57%	**	54%	50%	40%	55%	42%
Disagree						b	ab			a		c	c		b	
	1506	780	710	457	491	287	259	1253	128	78	**	162	490	528	426	823
	45%	45%	45%	49%	54%	42%	34%	46%	42%	37%	**	38%	44%	55%	39%	51%
Don't know				cd	cd	d								ab	a	
	242	115	124	57	62	52	66	207	21	12	**	32	68	41	64	114
	7%	7%	8%	6%	7%	8%	9%	8%	7%	6%	**	7%	6%	4%	6%	7%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1821	163	1020	311	872	648	535	101	66	1372	234	1453	153	924	682	228
	55%	59%	54%	58%	54%	53%	57%	49%	44%	54%	53%	54%	54%	51%	59%	51%
							d								ac	
Disagree	1258	90	744	180	655	500	335	99	76	959	179	1030	109	765	374	193
	38%	33%	39%	33%	40%	41%	35%	47%	51%	38%	40%	38%	39%	42%	32%	43%
					a	b		b	b					b		b
Don't know	254	22	121	46	96	69	73	8	7	200	31	210	21	125	106	29
	8%	8%	6%	9%	6%	6%	8%	4%	5%	8%	7%	8%	7%	7%	9%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1821	288	1106	449	945	778	616	169	105	258	588	328	519
	55%	51%	54%	53%	54%	51%	57% acd	48%	45%	56%	55%	55%	56%
Disagree	1258	220	806	320	706	650	376	168	116	170	414	227	357
	38%	39%	40%	38%	40%	43% b	35%	48% b	50% b	37%	39%	38%	38%
Don't know	254	53	126	79	100	95	84	16	12	32	66	46	52
	8%	9% b	6%	9% b	6%	6%	8%	5%	5%	7%	6%	8%	6%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1821	411	435	90	**	97	279	**	**	846	376	1403	418
	55%	56%	54%	58%	**	48%	54%	**	**	55%	52%	54%	58%
Disagree	1258	275	309	60	**	90	193	**	**	584	284	1025	233
	38%	38%	39%	38%	**	45%	37%	**	**	38%	40%	39%	32%
												b	
Don't know	254	42	56	6	**	14	45	**	**	98	58	184	71
	8%	6%	7%	4%	**	7%	9%	**	**	6%	8%	7%	10%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1821	414	407	80	228	699	242	675	587	1503	314	135	544	665	608
	55%	54%	55%	55%	53%	56%	60%	53%	54%	55%	55%	64%	56%	54%	54%
												bcd			
Disagree	1258	313	288	58	173	433	118	501	426	1045	206	58	338	483	431
	38%	40%	39%	39%	40%	34%	30%	40%	39%	38%	36%	28%	35%	39%	38%
		e						af	af	af					
Don't know	254	46	46	9	31	124	40	91	75	207	47	17	82	82	90
	8%	6%	6%	6%	7%	10%	10%	7%	7%	8%	8%	8%	9%	7%	8%
						a									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1821	884	919	482	498	368	453	1487	159	124	**	253	651	461	691	810
	55%	51%	59%	52%	55%	53%	59%	55%	52%	59%	**	60%	58%	48%	63%	50%
Disagree			a				a					c	c		b	
	1258	720	525	401	352	266	229	1035	123	68	**	133	389	460	323	713
	38%	42%	33%	43%	39%	38%	30%	38%	40%	32%	**	32%	35%	48%	30%	44%
Don't know		b		d	d	d								ab	a	
	254	129	124	43	64	57	84	202	25	19	**	36	83	33	74	94
	8%	7%	8%	5%	7%	8%	11%	7%	8%	9%	**	9%	7%	3%	7%	6%
Columns Tested:						a	ab					c	c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	2147	148	1257	325	1080	848	557	153	111	1643	279	1748	175	1264	658	330
	64%	54%	67%	61%	67%	70%	59%	73%	75%	65%	63%	65%	62%	70%	57%	73%
			a			b		b	b					b		b
Disagree	707	88	354	139	303	200	242	35	24	502	110	537	76	311	301	76
	21%	32%	19%	26%	19%	16%	26%	17%	16%	20%	25%	20%	27%	17%	26%	17%
		b		b			ac						a		ac	
Don't know	480	39	274	73	241	169	144	20	14	386	56	410	31	239	202	44
	14%	14%	15%	14%	15%	14%	15%	10%	9%	15%	12%	15%	11%	13%	17%	10%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	2147	378	1351	571	1158	1103	626	279	189	292	725	390	627
	64%	67%	66%	67%	66%	72%	58%	79%	82%	63%	68%	65%	68%
						b		ab	ab				
Disagree	707	118	389	174	334	243	264	49	27	114	189	141	162
	21%	21%	19%	20%	19%	16%	25%	14%	12%	25%	18%	23%	17%
							acd			b		b	
Don't know	480	65	297	103	258	176	186	25	16	54	154	70	139
	14%	12%	15%	12%	15%	12%	17%	7%	7%	12%	14%	12%	15%
							acd						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	2147	505	512	110	**	134	309	**	**	1017	442	1780	366
	64%	69%	64%	70%	**	66%	60%	**	**	67%	62%	68% b	51%
Disagree	707	136	167	28	**	42	119	**	**	303	160	494	214
	21%	19%	21%	18%	**	21%	23%	**	**	20%	22%	19%	30% a
Don't know	480	87	121	18	**	26	90	**	**	208	116	339	141
	14%	12%	15%	12%	**	13%	17%	**	**	14%	16%	13%	20% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	2147	508	516	100	261	773	271	868	726	1866	274	88	646	856	637
	64%	66%	70%	68%	60%	62%	68%	68%	67%	68%	48%	42%	67%	70%	56%
			de				ef	ef	ef	ef			c	c	
Disagree	707	151	110	33	112	304	89	238	204	531	176	77	215	199	292
	21%	19%	15%	22%	26%	24%	22%	19%	19%	19%	31%	37%	22%	16%	26%
					ab	ab					abcd	abcd	b		b
Don't know	480	114	114	15	59	179	39	162	158	359	117	46	102	173	200
	14%	15%	15%	10%	14%	14%	10%	13%	14%	13%	21%	22%	11%	14%	18%
											abcd	abcd			a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	2147	1170	955	610	619	438	462	1746	192	145	**	276	736	682	679	1111
	64%	67% b	61%	66%	68% d	63%	60%	64%	63%	69%	**	65%	66%	71% b	62%	69% a
Disagree	707	346	356	210	170	136	180	589	60	42	**	78	238	176	253	303
	21%	20%	23%	23%	19%	20%	24%	22%	20%	20%	**	18%	21%	18%	23% b	19%
Don't know	480	218	256	106	124	117	124	388	54	24	**	69	149	96	156	203
	14%	13%	16% a	11%	14%	17% a	16% a	14%	18%	11%	**	16% c	13%	10%	14%	13%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1858	173	1036	318	892	671	538	112	71	1386	249	1478	158	992	644	262
	56%	63%	55%	59%	55%	55%	57%	54%	48%	55%	56%	55%	56%	55%	55%	58%
Disagree	1026	64	582	137	509	374	272	74	59	809	130	852	86	599	340	143
	31%	23%	31%	26%	31%	31%	29%	36%	40% b	32%	29%	32%	31%	33%	29%	32%
Don't know	450	37	267	81	223	171	133	22	18	336	65	364	38	224	178	45
	13%	13%	14%	15%	14%	14%	14%	11%	12%	13%	15%	14%	13%	12%	15% c	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1858	322	1132	479	975	863	592	201	116	269	564	341	492
	56%	57%	56%	56%	56%	57%	55%	57%	50%	58%	53%	57%	53%
Disagree	1026	174	623	258	539	463	333	114	87	117	351	163	306
	31%	31%	31%	30%	31%	30%	31%	32%	37%	25%	33%	27%	33%
											a		
Don't know	450	65	283	111	237	197	151	38	29	74	153	97	130
	13%	12%	14%	13%	14%	13%	14%	11%	12%	16%	14%	16%	14%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1858	408	425	83	**	118	301	**	**	833	419	1443	415
	56%	56%	53%	53%	**	59%	58%	**	**	55%	58%	55%	57%
Disagree	1026	223	246	59	**	62	145	**	**	468	207	826	200
	31%	31%	31%	38%	**	31%	28%	**	**	31%	29%	32%	28%
Don't know	450	98	129	14	**	21	71	**	**	227	92	344	106
	13%	13%	16%	9%	**	11%	14%	**	**	15%	13%	13%	15%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1858	439	397	70	250	710	236	664	587	1487	366	147	544	631	677
	56%	57%	54%	47%	58%	57%	59%	52%	54%	54%	65%	70%	56%	51%	60%
											bcd	abcd			b
Disagree	1026	224	241	48	132	383	124	432	361	917	106	29	300	440	283
	31%	29%	33%	33%	31%	30%	31%	34%	33%	33%	19%	14%	31%	36%	25%
							ef	ef	ef	ef			c	c	
Don't know	450	110	102	30	50	163	40	172	140	352	95	34	119	158	170
	13%	14%	14%	20%	12%	13%	10%	14%	13%	13%	17%	16%	12%	13%	15%
				d							ad				

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1858	1004	834	536	476	381	439	1508	166	129	**	243	617	524	638	873
	56%	58%	53%	58%	52%	55%	57%	55%	54%	61%	**	57%	55%	55%	59%	54%
		b														
Disagree	1026	515	502	281	305	220	209	846	98	54	**	127	354	338	314	532
	31%	30%	32%	30%	33%	32%	27%	31%	32%	26%	**	30%	32%	35%	29%	33%
					d											
Don't know	450	215	231	108	132	90	117	369	42	28	**	53	152	91	136	212
	13%	12%	15%	12%	14%	13%	15%	14%	14%	13%	**	13%	14%	10%	12%	13%
													c			

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1870	136	1095	269	962	721	510	122	81	1389	290	1484	195	1058	621	279
	56%	49%	58%	50%	59%	59%	54%	58%	54%	55%	65%	55%	69%	58%	53%	62%
			a		a						a		a	b		b
Disagree	744	71	381	139	313	265	187	63	51	565	85	600	50	407	242	104
	22%	26%	20%	26%	19%	22%	20%	30%	34%	22%	19%	22%	18%	22%	21%	23%
				b				ab	ab							
Don't know	719	68	409	129	349	231	247	24	17	577	70	610	37	349	298	67
	22%	25%	22%	24%	21%	19%	26%	12%	11%	23%	16%	23%	13%	19%	26%	15%
						c	acd			b		b			ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1870	274	1200	421	1053	871	603	207	134	245	683	308	621
	56%	49%	59%	50%	60%	57%	56%	59%	58%	53%	64%	51%	67%
			a		a						a		a
Disagree	744	162	405	235	331	358	209	98	65	124	184	166	141
	22%	29%	20%	28%	19%	24%	19%	28%	28%	27%	17%	28%	15%
		b		b				b	b	b		b	
Don't know	719	125	433	191	366	293	264	48	32	91	201	127	165
	22%	22%	21%	23%	21%	19%	25%	14%	14%	20%	19%	21%	18%
						c	acd						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1870	455	474	105	**	113	239	**	**	928	352	1523	347
	56%	62%	59%	68%	**	56%	46%	**	**	61%	49%	58%	48%
										b		b	
Disagree	744	156	151	34	**	49	111	**	**	308	160	587	158
	22%	21%	19%	22%	**	24%	22%	**	**	20%	22%	22%	22%
Don't know	719	117	175	16	**	39	167	**	**	292	206	502	217
	22%	16%	22%	10%	**	19%	32%	**	**	19%	29%	19%	30%
			ac				a				a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1870	389	464	108	266	650	239	735	631	1605	261	94	560	743	562
	56%	50%	63%	73%	62%	52%	60%	58%	58%	58%	46%	45%	58%	60%	50%
			ae	ade	ae		ef	ef	ef	ef			c	c	
Disagree	744	184	126	21	90	327	89	308	227	625	115	40	231	258	251
	22%	24%	17%	14%	21%	26%	22%	24%	21%	23%	20%	19%	24%	21%	22%
		bc				bc									
Don't know	719	200	150	18	76	279	72	224	230	526	191	77	173	228	317
	22%	26%	20%	12%	18%	22%	18%	18%	21%	19%	34%	36%	18%	19%	28%
		cd				c					abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1870	1030	824	557	484	394	421	1540	169	116	**	243	646	591	622	928
	56%	59%	53%	60%	53%	57%	55%	57%	55%	55%	**	58%	58%	62%	57%	57%
Disagree	744	401	335	193	220	165	152	586	87	48	**	95	259	200	235	352
	22%	23%	21%	21%	24%	24%	20%	22%	28% a	23%	**	23%	23%	21%	22%	22%
Don't know	719	303	408	176	210	133	193	598	51	46	**	84	218	162	231	337
	22%	17%	26%	19%	23%	19%	25%	22%	17%	22%	**	20%	19%	17%	21%	21%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1616	149	867	278	738	580	436	110	73	1229	193	1295	127	867	556	242
	48%	54%	46%	52%	45%	48%	46%	53%	49%	49%	43%	48%	45%	48%	48%	54%
Disagree	1156	63	726	156	633	470	320	77	61	863	188	933	118	675	375	145
	35%	23%	39%	29%	39%	39%	34%	37%	41%	34%	42%	35%	42%	37%	32%	32%
			a		a						a			b		
Don't know	562	63	292	102	252	167	187	21	15	439	64	466	37	272	231	63
	17%	23%	15%	19%	16%	14%	20%	10%	10%	17%	14%	17%	13%	15%	20%	14%
		b					acd								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1616	273	945	411	807	703	515	176	98	231	510	303	438
	48%	49%	46%	48%	46%	46%	48%	50%	42%	50%	48%	50%	47%
Disagree	1156	185	777	290	671	610	352	135	99	157	408	210	355
	35%	33%	38%	34%	38%	40%	33%	38%	43%	34%	38%	35%	38%
						b			b				
Don't know	562	103	316	147	273	210	209	42	35	72	150	88	134
	17%	18%	16%	17%	16%	14%	19%	12%	15%	16%	14%	15%	14%
						ac							

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1616	366	376	82	**	89	219	**	**	741	308	1294	323
	48%	50%	47%	53%	**	44%	42%	**	**	48%	43%	50%	45%
Disagree	1156	278	287	60	**	84	171	**	**	565	256	921	234
	35%	38%	36%	38%	**	42%	33%	**	**	37%	36%	35%	32%
Don't know	562	85	137	14	**	27	127	**	**	222	155	398	165
	17%	12%	17%	9%	**	14%	25%	**	**	15%	22%	15%	23%
			ac				a				a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1616	352	350	70	193	654	239	631	474	1344	270	109	519	587	507
	48%	46%	47%	48%	45%	52%	60%	50%	44%	49%	48%	52%	54%	48%	45%
						ad	bcde	c		c			bc		
Disagree	1156	289	280	61	172	361	104	456	424	984	168	51	300	466	386
	35%	37%	38%	41%	40%	29%	26%	36%	39%	36%	30%	24%	31%	38%	34%
		e	e	e	e			aef	aef	aef			a		
Don't know	562	132	109	16	67	241	57	180	191	427	129	50	145	176	236
	17%	17%	15%	11%	15%	19%	14%	14%	18%	16%	23%	24%	15%	14%	21%
						c					abcd	abd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1616	861	732	464	423	342	366	1325	125	115	**	204	565	452	589	732
	48%	50%	47%	50%	46%	50%	48%	49%	41%	55%	**	48%	50%	47%	54%	45%
										b					b	
Disagree	1156	642	511	348	331	241	229	931	127	68	**	136	395	389	323	633
	35%	37%	33%	38%	36%	35%	30%	34%	42%	32%	**	32%	35%	41%	30%	39%
		b		d	d									ab		a
Don't know	562	230	324	114	160	108	171	467	54	28	**	82	163	112	176	252
	17%	13%	21%	12%	17%	16%	22%	17%	18%	13%	**	19%	15%	12%	16%	16%
			a		a		ac					c				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1035	98	498	176	420	360	236	81	48	791	122	834	79	557	356	152
	31%	36%	26%	33%	26%	30%	25%	39%	32%	31%	27%	31%	28%	31%	31%	34%
		b		b				ab								
Disagree	1820	125	1111	280	957	693	543	109	85	1391	257	1493	155	1035	613	248
	55%	46%	59%	52%	59%	57%	58%	52%	57%	55%	58%	55%	55%	57%	53%	55%
			a		a											
Don't know	479	51	276	81	247	163	164	18	16	349	65	367	48	223	192	50
	14%	19%	15%	15%	15%	13%	17%	9%	10%	14%	15%	14%	17%	12%	17%	11%
							c								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1035	192	551	280	463	435	307	115	67	153	346	207	293
	31%	34%	27%	33%	26%	29%	29%	33%	29%	33%	32%	34%	32%
		b		b									
Disagree	1820	303	1193	470	1025	891	605	205	141	242	586	316	512
	55%	54%	59%	55%	59%	59%	56%	58%	61%	53%	55%	53%	55%
Don't know	479	66	294	98	262	196	164	33	24	65	136	78	122
	14%	12%	14%	12%	15%	13%	15%	9%	10%	14%	13%	13%	13%
							c						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1035	267	232	74	**	41	100	**	**	499	141	904	131
	31%	37%	29%	47%	**	21%	19%	**	**	33%	20%	35%	18%
		b		b						b		b	
Disagree	1820	384	445	69	**	133	316	**	**	828	449	1380	440
	55%	53%	56%	45%	**	66%	61%	**	**	54%	62%	53%	61%
											a		a
Don't know	479	78	123	12	**	27	102	**	**	200	129	329	150
	14%	11%	15%	8%	**	14%	20%	**	**	13%	18%	13%	21%
											a		a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1035	169	235	43	128	467	215	454	294	963	69	34	428	409	196
	31%	22%	32%	29%	30%	37%	54%	36%	27%	35%	12%	16%	44%	33%	17%
		a			a	ad	bcdef	cef	ef	cef			bc	c	
Disagree	1820	486	406	87	241	609	138	657	643	1438	375	111	427	649	736
	55%	63%	55%	59%	56%	48%	34%	52%	59%	52%	66%	53%	44%	53%	65%
		bde			e		a	abd	a	abcdf	a		a	a	ab
Don't know	479	118	100	18	63	180	47	156	151	354	122	65	109	170	197
	14%	15%	13%	12%	15%	14%	12%	12%	14%	13%	22%	31%	11%	14%	17%
											abcd	abcde			a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1035	476	547	253	256	235	284	816	112	78	**	165	394	239	428	415
	31%	27%	35%	27%	28%	34%	37%	30%	37%	37%	**	39%	35%	25%	39%	26%
Disagree	1820	1032	774	568	518	352	361	1514	151	105	**	210	575	609	520	978
Don't know	479	226	247	104	140	104	121	394	44	28	**	48	154	106	140	224
	14%	13%	16%	11%	15%	15%	16%	14%	14%	13%	**	11%	14%	11%	13%	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Agree	1835	161	1007	301	868	650	518	99	62	1406	227	1486	147	934	699	239
	55%	59%	53%	56%	53%	53%	55%	47%	42%	56%	51%	55%	52%	51%	60%	53%
						d	d								ac	
Disagree	1204	77	744	169	651	488	332	100	80	909	185	978	116	750	344	186
	36%	28%	39%	32%	40%	40%	35%	48%	53%	36%	42%	36%	41%	41%	30%	41%
			a		a			b	ab					b		b
Don't know	295	36	134	67	104	78	92	10	7	217	32	230	19	131	118	25
	9%	13%	7%	12%	6%	6%	10%	5%	5%	9%	7%	9%	7%	7%	10%	6%
		b		b			ac								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Agree	1835	320	1101	472	950	786	635	180	97	257	595	331	521
	55%	57%	54%	56%	54%	52%	59%	51%	42%	56%	56%	55%	56%
						d	acd						
Disagree	1204	193	795	296	691	642	346	153	123	160	394	215	339
	36%	34%	39%	35%	39%	42%	32%	43%	53%	35%	37%	36%	37%
						b		b	ab				
Don't know	295	48	142	80	110	95	95	20	12	43	79	55	67
	9%	9%	7%	9%	6%	6%	9%	6%	5%	9%	7%	9%	7%
				b									

Columns Tested: a,b - a,b - 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 99% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Agree	1835	409	443	91	**	91	278	**	**	852	369	1491	344
	55%	56%	55%	58%	**	45%	54%	**	**	56%	51%	57% b	48%
Disagree	1204	269	285	56	**	94	193	**	**	554	286	927	277
	36%	37%	36%	36%	**	47%	37%	**	**	36%	40%	35%	38%
Don't know	295	50	72	9	**	16	47	**	**	122	63	194	101
	9%	7%	9%	6%	**	8%	9%	**	**	8%	9%	7%	14% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Agree	1835	408	411	73	237	711	265	751	559	1575	258	107	590	709	534
	55%	53%	56%	50%	55%	57%	66%	59%	51%	57%	46%	51%	61%	58%	47%
							cdef	ce		ce			c	c	
Disagree	1204	317	270	61	170	394	99	416	439	954	242	70	289	424	483
	36%	41%	37%	41%	39%	31%	25%	33%	40%	35%	43%	33%	30%	35%	43%
		e		e	e			a	abd	a	abd				ab
Don't know	295	48	58	13	25	150	37	100	90	227	66	33	84	96	113
	9%	6%	8%	9%	6%	12%	9%	8%	8%	8%	12%	16%	9%	8%	10%
						ad					bd	bcd			

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Agree	1835	896	919	512	506	372	421	1501	159	124	**	251	626	531	666	842
	55%	52%	59%	55%	55%	54%	55%	55%	52%	59%	**	59%	56%	56%	61%	52%
Disagree			a												b	
	1204	684	511	348	344	246	258	979	115	73	**	134	418	371	351	635
	36%	39%	33%	38%	38%	36%	34%	36%	37%	35%	**	32%	37%	39%	32%	39%
		b													a	
Don't know	295	154	137	66	63	73	86	243	33	14	**	38	78	52	71	139
	9%	9%	9%	7%	7%	11%	11%	9%	11%	7%	**	9%	7%	5%	7%	9%
							ab									

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Gas supplier	2320	185	1519	391	1312	965	738	151	108	1764	345	1894	214	1280	829	291
	70%	67%	81%	73%	81%	79%	78%	72%	72%	70%	78%	70%	76%	71%	71%	65%
			a		a						a				c	
Electricity supplier	2702	210	1728	446	1492	1088	850	166	126	2054	389	2202	242	1505	939	339
	81%	76%	92%	83%	92%	89%	90%	79%	84%	81%	88%	82%	86%	83%	81%	75%
			a		a	c	c				a			c		
Bank current account	2640	204	1625	424	1404	1010	819	153	120	2053	363	2191	224	1437	978	321
	79%	74%	86%	79%	86%	83%	87%	73%	81%	81%	82%	81%	79%	79%	84%	71%
			a		a	c	c							c	ac	
None of these	244	20	77	33	64	46	51	18	12	173	29	181	21	109	93	35
	7%	7%	4%	6%	4%	4%	5%	9%	8%	7%	7%	7%	7%	6%	8%	8%
								a								

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Gas supplier	2320	366	1632	589	1410	1167	831	266	180	318	879	431	767
	70%	65%	80%	69%	81%	77%	77%	75%	78%	69%	82%	72%	83%
			a		a						a		a
Electricity supplier	2702	438	1854	698	1594	1341	951	301	202	372	971	498	845
	81%	78%	91%	82%	91%	88%	88%	85%	87%	81%	91%	83%	91%
			a		a						a		a
Bank current account	2640	422	1747	664	1505	1243	926	280	196	374	910	492	791
	79%	75%	86%	78%	86%	82%	86%	79%	85%	81%	85%	82%	85%
			a		a		ac						
None of these	244	56	85	69	72	73	68	18	11	27	44	32	39
	7%	10%	4%	8%	4%	5%	6%	5%	5%	6%	4%	5%	4%
			b		b								

Columns Tested: a,b - a,b - 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 99% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Gas supplier	2320	555	643	119	**	138	397	**	**	1198	535	1783	537
	70%	76%	80%	76%	**	69%	77%	**	**	78%	74%	68%	74%
Electricity supplier	2702	628	715	130	**	175	467	**	**	1343	642	2075	627
	81%	86%	89%	83%	**	87%	90%	**	**	88%	89%	79%	87%
Bank current account	2640	584	700	116	**	173	448	**	**	1284	621	2034	606
	79%	80%	88%	74%	**	86%	87%	**	**	84%	86%	78%	84%
			ac										a
None of these	244	35	36	11	**	9	28	**	**	71	38	192	53
	7%	5%	5%	7%	**	5%	5%	**	**	5%	5%	7%	7%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Gas supplier	2320	601	625	124	320	661	155	858	846	1859	454	172	507	915	892
	70%	78%	84%	84%	74%	53%	39%	68%	78%	67%	80%	82%	53%	74%	79%
		e	ade	de	e			a	abd	a	abd	abd		a	ab
Electricity supplier	2702	709	685	135	367	817	202	978	985	2165	527	196	609	1029	1054
	81%	92%	93%	92%	85%	65%	51%	77%	90%	79%	93%	93%	63%	84%	93%
		de	de	e	e			a	abd	a	abd	abd		a	ab
Bank current account	2640	669	644	128	345	865	260	957	901	2118	512	193	666	971	993
	79%	87%	87%	87%	80%	69%	65%	76%	83%	77%	90%	92%	69%	79%	88%
		de	de	e	e			a	abd	a	abcd	abcd		a	ab
None of these	244	28	28	6	30	154	51	125	46	222	22	9	123	83	38
	7%	4%	4%	4%	7%	12%	13%	10%	4%	8%	4%	4%	13%	7%	3%
					a	abcd	cdef	ce		ce			bc	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Gas supplier	2320	1225	1076	657	652	490	496	1922	215	146	**	280	803	714	733	1194
	70%	71%	69%	71% d	71% d	71%	65%	71%	70%	69%	**	66%	71%	75% a	67%	74% a
Electricity supplier	2702	1427	1249	782	747	552	591	2194	259	168	**	328	947	823	862	1379
	81%	82%	80%	84% d	82%	80%	77%	81%	85%	80%	**	78%	84% a	86% a	79%	85% a
Bank current account	2640	1345	1273	730	748	522	610	2164	243	161	**	316	930	802	853	1369
	79%	78%	81%	79%	82% c	76%	80%	79%	79%	76%	**	75%	83% a	84% a	78%	85% a
None of these	244	122	118	57	65	53	67	204	20	15	**	30	41	53	57	84
	7%	7%	8%	6%	7%	8%	9%	7%	7%	7%	**	7% b	4%	6%	5%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2335	178	1461	373	1266	960	679	197	107	1748	385	1893	240	1325	808	318
Effective Weighted Sample	2055	146	1293	319	1120	829	611	155	99	1532	358	1664	222	1166	717	271
Total	2320	185	1519	391	1312	965	738	151	108	1764	345	1894	214	1280	829	291
Yes - in the last 6 months	148	12	74	19	67	60	26	30	13	114	19	122	11	96	37	44
	6%	6%	5%	5%	5%	6%	4%	20% ab	12% b	6%	5%	6%	5%	8% b	4%	15% ab
Yes - 7 to 12 months ago	276	24	171	50	144	134	60	35	22	209	39	219	29	179	69	55
	12%	13%	11%	13%	11%	14% b	8%	23% ab	21% b	12%	11%	12%	14%	14% b	8%	19% b
Yes – 13 to 18 months ago	217	16	141	40	118	109	49	19	13	165	38	182	21	143	60	27
	9%	9%	9%	10%	9%	11% b	7%	13% b	12%	9%	11%	10%	10%	11% b	7%	9%
Yes – 1.5 to 2 years ago	199	15	128	29	114	95	48	10	9	150	29	158	21	121	58	24
	9%	8%	8%	8%	9%	10%	7%	6%	8%	8%	9%	8%	10%	9%	7%	8%
Yes – 2 to 3 years ago	246	16	175	42	149	111	80	16	15	193	33	206	19	136	89	23
	11%	8%	12%	11%	11%	11%	11%	11%	14%	11%	9%	11%	9%	11%	11%	8%
Yes – More than 3 years ago	491	36	368	79	325	263	141	23	22	375	77	405	47	296	156	49
	21%	19%	24%	20%	25%	27% bc	19%	15%	20%	21%	22%	21%	22%	23%	19%	17%
No – never changed provider	743	66	461	132	395	193	334	19	14	558	110	602	66	307	361	68
	32%	36%	30%	34%	30%	20%	45% acd	12%	13%	32%	32%	32%	31%	24%	44% ac	24%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2335	436	1609	661	1384	1218	827	315	195	317	736	416	637
Effective Weighted Sample	2055	393	1421	586	1223	1060	742	267	174	288	651	371	566
Total	2320	366	1632	589	1410	1167	831	266	180	318	879	431	767
Yes - in the last 6 months	148	34	81	42	72	79	36	45	14	28	44	33	39
	6%	9%	5%	7%	5%	7%	4%	17%	8%	9%	5%	8%	5%
		b						abd					
Yes - 7 to 12 months ago	276	47	183	74	156	161	69	58	34	33	95	49	79
	12%	13%	11%	13%	11%	14%	8%	22%	19%	10%	11%	11%	10%
						b		ab	b				
Yes – 13 to 18 months ago	217	31	154	59	125	132	53	34	23	28	83	44	67
	9%	8%	9%	10%	9%	11%	6%	13%	13%	9%	9%	10%	9%
						b		b	b				
Yes – 1.5 to 2 years ago	199	32	138	48	123	111	59	17	15	32	80	41	71
	9%	9%	8%	8%	9%	10%	7%	7%	9%	10%	9%	9%	9%
Yes – 2 to 3 years ago	246	40	186	65	161	147	79	25	23	35	103	47	91
	11%	11%	11%	11%	11%	13%	9%	9%	13%	11%	12%	11%	12%
Yes – More than 3 years ago	491	58	391	102	347	292	156	35	32	63	219	82	201
	21%	16%	24%	17%	25%	25%	19%	13%	18%	20%	25%	19%	26%
			a		a	bc							a
No – never changed provider	743	125	499	198	425	245	379	51	38	100	255	136	220
	32%	34%	31%	34%	30%	21%	46%	19%	21%	31%	29%	32%	29%
							acd						

Columns Tested: a,b - a,b - 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 99% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2335	497	556	125	63	165	451	30	18	1053	616	1788	547
Effective Weighted Sample	2055	428	504	101	56	153	417	26	16	932	570	1561	496
Total	2320	555	643	119	71	138	397	24	15	1198	535	1783	537
Yes - in the last 6 months	148	40	31	21	**	8	21	**	**	71	29	129	19
	6%	7%	5%	18% ab	**	5%	5%	**	**	6%	5%	7% b	4%
Yes - 7 to 12 months ago	276	78	50	26	**	18	38	**	**	128	56	221	55
	12%	14% b	8%	22% b	**	13%	9%	**	**	11%	10%	12%	10%
Yes – 13 to 18 months ago	217	65	46	13	**	18	26	**	**	111	44	181	35
	9%	12%	7%	11%	**	13% b	6%	**	**	9%	8%	10%	7%
Yes – 1.5 to 2 years ago	199	52	60	7	**	10	28	**	**	112	38	165	34
	9%	9%	9%	6%	**	7%	7%	**	**	9%	7%	9%	6%
Yes – 2 to 3 years ago	246	62	76	9	**	15	42	**	**	138	57	197	49
	11%	11%	12%	8%	**	11%	11%	**	**	12%	11%	11%	9%
Yes – More than 3 years ago	491	148	134	21	**	33	87	**	**	282	120	361	130
	21%	27%	21%	18%	**	24%	22%	**	**	24%	22%	20%	24%
No – never changed provider	743	111	245	22	**	36	156	**	**	356	192	529	214
	32%	20%	38% ac	18%	**	26%	39% a	**	**	30%	36% a	30%	40% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2335	712	432	140	370	692	146	870	840	1856	472	170	528	892	908
Effective Weighted Sample	2055	672	409	133	335	610	120	751	756	1624	426	152	446	781	826
Total	2320	601	625	124	320	661	155	858	846	1859	454	172	507	915	892
Yes - in the last 6 months	148	27	31	7	18	66	31	63	37	131	18	5	67	44	37
	6%	4%	5%	6%	6%	10%	20%	7%	4%	7%	4%	3%	13%	5%	4%
						ab	bcdef	c		c			bc		
Yes - 7 to 12 months ago	276	67	72	9	42	88	21	109	104	233	42	14	66	111	98
	12%	11%	12%	7%	13%	13%	13%	13%	12%	13%	9%	8%	13%	12%	11%
Yes – 13 to 18 months ago	217	52	62	11	32	60	19	93	70	182	33	7	64	91	61
	9%	9%	10%	9%	10%	9%	12%	11%	8%	10%	7%	4%	13%	10%	7%
							f	f					c		
Yes – 1.5 to 2 years ago	199	47	55	14	24	60	12	72	82	166	33	16	35	94	69
	9%	8%	9%	11%	8%	9%	8%	8%	10%	9%	7%	9%	7%	10%	8%
Yes – 2 to 3 years ago	246	73	75	16	25	58	6	88	102	197	49	10	31	118	97
	11%	12%	12%	13%	8%	9%	4%	10%	12%	11%	11%	6%	6%	13%	11%
									a					a	a
Yes – More than 3 years ago	491	140	162	33	62	97	4	139	214	357	131	52	48	192	248
	21%	23%	26%	26%	19%	15%	3%	16%	25%	19%	29%	31%	9%	21%	28%
		e	e	e				a	abd	a	abd	abd		a	ab
No – never changed provider	743	196	169	35	117	231	62	293	237	593	149	67	196	265	281
	32%	33%	27%	28%	36%	35%	40%	34%	28%	32%	33%	39%	39%	29%	31%
					b	b	c	c				c	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?

Base : Those who are the decision maker for the household's gas service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2335	1184	1130	723	673	386	527	1941	212	147	35	276	811	726	744	1198
Effective Weighted Sample	2055	1042	999	642	608	342	474	1712	186	127	31	240	708	644	646	1060
Total	2320	1225	1076	657	652	490	496	1922	215	146	36	280	803	714	733	1194
Yes - in the last 6 months	148	85	63	48	39	30	30	125	10	12	**	17	46	54	59	65
	6%	7%	6%	7%	6%	6%	6%	6%	5%	8%	**	6%	6%	8%	8%	5%
Yes - 7 to 12 months ago	276	158	114	91	87	53	43	230	27	14	**	26	101	95	93	136
	12%	13%	11%	14% d	13%	11%	9%	12%	13%	10%	**	9%	13%	13%	13%	11%
Yes – 13 to 18 months ago	217	130	83	71	65	40	40	179	20	14	**	26	83	71	63	127
	9%	11%	8%	11%	10%	8%	8%	9%	10%	9%	**	9%	10%	10%	9%	11%
Yes – 1.5 to 2 years ago	199	108	91	55	61	47	34	168	14	16	**	18	82	61	64	99
	9%	9%	8%	8%	9%	10%	7%	9%	7%	11%	**	6%	10%	9%	9%	8%
Yes – 2 to 3 years ago	246	134	111	80	80	44	41	201	29	16	**	19	82	103	64	151
	11%	11%	10%	12%	12%	9%	8%	10%	13%	11%	**	7%	10%	14% a	9%	13% a
Yes – More than 3 years ago	491	259	227	142	130	115	99	436	31	19	**	47	170	140	151	260
	21%	21%	21%	22%	20%	24%	20%	23% bc	14%	13%	**	17%	21%	20%	21%	22%
No – never changed provider	743	350	387	171	190	161	209	584	83	55	**	127	240	190	239	357
	32%	29%	36% a	26%	29%	33%	42% abc	30%	39%	38%	**	45% bc	30%	27%	33%	30%

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

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2716	190	1680	417	1453	1079	791	210	125	2042	438	2207	273	1556	924	366
Effective Weighted Sample	2394	161	1487	363	1285	936	711	166	114	1793	408	1944	253	1374	819	311
Total	2702	210	1728	446	1492	1088	850	166	126	2054	389	2202	242	1505	939	339
Yes - in the last 6 months	163	18	87	28	77	68	36	26	13	121	24	133	12	99	46	35
	6%	8%	5%	6%	5%	6%	4%	16%	10%	6%	6%	6%	5%	7%	5%	10%
								ab	b							b
Yes - 7 to 12 months ago	346	25	207	55	177	158	74	41	29	258	55	274	39	234	79	77
	13%	12%	12%	12%	12%	15%	9%	25%	23%	13%	14%	12%	16%	16%	8%	23%
						b		ab	b					b		ab
Yes – 13 to 18 months ago	274	24	165	47	142	134	55	22	14	201	41	218	23	174	68	39
	10%	11%	10%	11%	10%	12%	6%	13%	11%	10%	10%	10%	10%	12%	7%	12%
						b		b						b		
Yes – 1.5 to 2 years ago	214	11	130	24	116	96	45	10	10	162	29	170	21	131	60	26
	8%	5%	8%	5%	8%	9%	5%	6%	8%	8%	7%	8%	9%	9%	6%	8%
						b										
Yes – 2 to 3 years ago	299	18	215	50	183	134	99	16	13	237	35	249	23	168	104	24
	11%	9%	12%	11%	12%	12%	12%	9%	11%	12%	9%	11%	10%	11%	11%	7%
Yes – More than 3 years ago	566	43	409	88	364	294	158	25	25	428	94	463	59	345	178	57
	21%	20%	24%	20%	24%	27%	19%	15%	20%	21%	24%	21%	25%	23%	19%	17%
						bc										
No – never changed provider	840	72	515	154	433	204	382	26	21	646	113	695	63	355	404	81
	31%	34%	30%	34%	29%	19%	45%	16%	17%	31%	29%	32%	26%	24%	43%	24%
							acd								ac	

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

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2716	513	1842	779	1576	1397	958	353	220	364	818	478	704
Effective Weighted Sample	2394	460	1629	692	1393	1222	857	301	197	330	722	427	624
Total	2702	438	1854	698	1594	1341	951	301	202	372	971	498	845
Yes - in the last 6 months	163	33	94	45	82	87	41	45	16	21	48	27	41
	6%	8%	5%	6%	5%	6%	4%	15% ab	8%	6%	5%	5%	5%
Yes - 7 to 12 months ago	346	58	219	88	189	196	81	65	38	42	111	59	95
	13%	13%	12%	13%	12%	15% b	9%	22% ab	19% b	11%	11%	12%	11%
Yes – 13 to 18 months ago	274	49	180	82	147	168	61	41	28	32	104	54	83
	10%	11%	10%	12%	9%	13% b	6%	14% b	14% b	9%	11%	11%	10%
Yes – 1.5 to 2 years ago	214	41	140	54	127	120	61	19	16	43	69	48	64
	8%	9%	8%	8%	8%	9%	6%	6%	8%	12%	7%	10%	8%
Yes – 2 to 3 years ago	299	38	230	69	199	173	95	24	22	44	124	60	108
	11%	9%	12%	10%	13%	13%	10%	8%	11%	12%	13%	12%	13%
Yes – More than 3 years ago	566	71	436	119	387	325	181	42	38	72	231	92	212
	21%	16%	23% a	17%	24% a	24% bc	19%	14%	19%	19%	24%	18%	25% a
No – never changed provider	840	148	555	240	462	271	432	65	44	117	285	160	242
	31%	34%	30%	34% b	29%	20%	45% acd	22%	22%	31%	29%	32%	29%

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

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2716	560	622	137	72	206	533	42	28	1182	739	2073	643
Effective Weighted Sample	2394	485	561	111	64	193	492	38	26	1046	685	1813	583
Total	2702	628	715	130	80	175	467	36	23	1343	642	2075	627
Yes - in the last 6 months	163	35	34	14	**	13	29	**	**	68	42	131	32
	6%	6%	5%	10%	**	7%	6%	**	**	5%	7%	6%	5%
				b									
Yes - 7 to 12 months ago	346	94	59	28	**	24	51	**	**	153	75	277	69
	13%	15%	8%	21%	**	14%	11%	**	**	11%	12%	13%	11%
		b		b									
Yes – 13 to 18 months ago	274	86	50	21	**	19	27	**	**	136	47	239	35
	10%	14%	7%	16%	**	11%	6%	**	**	10%	7%	12%	6%
		b		b								b	
Yes – 1.5 to 2 years ago	214	53	59	8	**	16	31	**	**	112	47	169	46
	8%	8%	8%	6%	**	9%	7%	**	**	8%	7%	8%	7%
Yes – 2 to 3 years ago	299	80	88	10	**	23	53	**	**	168	76	243	55
	11%	13%	12%	8%	**	13%	11%	**	**	13%	12%	12%	9%
Yes – More than 3 years ago	566	162	142	22	**	40	98	**	**	303	138	417	148
	21%	26%	20%	17%	**	23%	21%	**	**	23%	22%	20%	24%
No – never changed provider	840	118	284	27	**	41	176	**	**	402	217	598	241
	31%	19%	40%	21%	**	23%	38%	**	**	30%	34%	29%	38%
			ac				a						a

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

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2716	842	473	154	426	833	180	989	986	2155	551	194	616	1012	1078
Effective Weighted Sample	2394	794	448	146	388	734	153	851	889	1888	499	173	523	884	981
Total	2702	709	685	135	367	817	202	978	985	2165	527	196	609	1029	1054
Yes - in the last 6 months	163	33	33	9	20	68	14	64	60	138	24	10	51	53	57
	6%	5%	5%	7%	5%	8%	7%	7%	6%	6%	5%	5%	8%	5%	5%
						a							b		
Yes - 7 to 12 months ago	346	83	78	12	56	119	50	121	120	291	54	17	101	124	120
	13%	12%	11%	9%	15%	15%	25%	12%	12%	13%	10%	9%	17%	12%	11%
							bcdef						bc		
Yes – 13 to 18 months ago	274	58	74	13	40	91	24	129	86	240	34	7	86	119	68
	10%	8%	11%	10%	11%	11%	12%	13%	9%	11%	6%	3%	14%	12%	6%
							f	cef		ef			c	c	
Yes – 1.5 to 2 years ago	214	59	46	12	27	72	11	84	81	176	37	16	38	100	76
	8%	8%	7%	9%	7%	9%	6%	9%	8%	8%	7%	8%	6%	10%	7%
Yes – 2 to 3 years ago	299	93	93	18	27	68	12	93	133	237	61	15	34	136	129
	11%	13%	14%	14%	7%	8%	6%	9%	13%	11%	12%	8%	6%	13%	12%
		de	de						ab					a	a
Yes – More than 3 years ago	566	166	164	35	78	127	9	160	240	408	155	58	60	212	291
	21%	23%	24%	26%	21%	16%	4%	16%	24%	19%	29%	30%	10%	21%	28%
		e	e	e				a	abd	a	abd	abd		a	ab
No – never changed provider	840	217	197	36	120	271	82	327	265	674	162	74	239	286	311
	31%	31%	29%	27%	33%	33%	40%	33%	27%	31%	31%	38%	39%	28%	30%
							c	c				c	bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?

Base : Those who are the decision maker for the household's electricity service

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2716	1374	1315	853	775	430	625	2215	253	169	79	317	953	841	865	1390
Effective Weighted Sample	2394	1214	1160	759	700	384	559	1954	222	147	71	277	831	749	757	1230
Total	2702	1427	1249	782	747	552	591	2194	259	168	80	328	947	823	862	1379
Yes - in the last 6 months	163	91	70	50	46	27	36	128	13	16	**	22	49	61	59	73
	6%	6%	6%	6%	6%	5%	6%	6%	5%	10%	**	7%	5%	7%	7%	5%
Yes - 7 to 12 months ago	346	198	145	114	104	59	67	286	34	15	**	35	120	113	120	170
	13%	14%	12%	15%	14%	11%	11%	13%	13%	9%	**	11%	13%	14%	14%	12%
Yes – 13 to 18 months ago	274	157	113	96	80	60	37	231	20	16	**	30	104	94	88	140
	10%	11%	9%	12%	11%	11%	6%	11%	8%	10%	**	9%	11%	11%	10%	10%
				d	d	d										
Yes – 1.5 to 2 years ago	214	118	95	63	59	40	49	177	16	17	**	23	83	66	64	110
	8%	8%	8%	8%	8%	7%	8%	8%	6%	10%	**	7%	9%	8%	7%	8%
Yes – 2 to 3 years ago	299	165	133	103	90	54	51	240	31	21	**	27	108	110	81	178
	11%	12%	11%	13%	12%	10%	9%	11%	12%	13%	**	8%	11%	13%	9%	13%
				d												a
Yes – More than 3 years ago	566	295	262	164	161	127	110	495	38	25	**	47	204	170	180	299
	21%	21%	21%	21%	22%	23%	19%	23%	15%	15%	**	14%	22%	21%	21%	22%
								b					a			
No – never changed provider	840	402	432	194	207	184	240	637	108	58	**	143	279	210	269	408
	31%	28%	35%	25%	28%	33%	41%	29%	42%	34%	**	44%	29%	26%	31%	30%
			a			a	ab		a			bc				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2642	183	1577	395	1365	995	765	183	117	2035	406	2190	251	1488	953	344
Effective Weighted Sample	2334	155	1400	342	1212	867	686	147	106	1793	381	1934	235	1320	846	296
Total	2640	204	1625	424	1404	1010	819	153	120	2053	363	2191	224	1437	978	321
Yes - in the last 6 months	94	6	45	12	39	36	15	16	8	63	20	67	16	73	11	29
	4%	3%	3%	3%	3%	4%	2%	10% ab	7% b	3%	6%	3%	7% a	5% b	1%	9% ab
Yes - 7 to 12 months ago	77	5	38	15	28	35	9	9	4	62	7	66	3	54	15	23
	3%	3%	2%	3%	2%	3% b	1%	6% b	3%	3%	2%	3%	1%	4% b	2%	7% ab
Yes – 13 to 18 months ago	97	18	36	26	28	43	11	14	9	69	9	73	5	63	15	26
	4%	9% b	2%	6% b	2%	4% b	1%	9% ab	8% b	3%	3%	3%	2%	4% b	2%	8% ab
Yes – 1.5 to 2 years ago	82	8	39	15	32	38	9	9	7	66	3	67	3	50	19	7
	3%	4%	2%	3%	2%	4% b	1%	6% b	5% b	3%	1%	3%	1%	3%	2%	2%
Yes – 2 to 3 years ago	75	4	44	8	40	29	18	6	6	60	8	62	6	45	23	15
	3%	2%	3%	2%	3%	3%	2%	4%	5%	3%	2%	3%	3%	3%	2%	5%
Yes – More than 3 years ago	688	43	482	92	433	340	185	38	34	522	118	569	71	453	188	73
	26%	21%	30%	22%	31% a	34% b	23%	25%	29%	25%	33% a	26%	32%	32% bc	19%	23%
No – never changed provider	1527	120	941	257	804	489	572	61	52	1209	196	1287	119	699	707	147
	58%	59%	58%	61%	57%	48%	70% acd	40%	43%	59%	54%	59%	53%	49%	72% ac	46%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	FIXED BROADBAND -												
	SIMPLE		REGARD		SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2642	495	1735	743	1487	1299	931	332	215	362	763	468	657
Effective Weighted Sample	2334	447	1538	662	1320	1141	833	287	194	328	676	417	586
Total	2640	422	1747	664	1505	1243	926	280	196	374	910	492	791
Yes - in the last 6 months	94	19	53	24	48	58	14	31	18	21	25	24	22
	4%	4%	3%	4%	3%	5%	2%	11%	9%	6%	3%	5%	3%
						b		ab	ab				
Yes - 7 to 12 months ago	77	19	40	29	30	42	17	18	10	19	18	25	12
	3%	5%	2%	4%	2%	3%	2%	7%	5%	5%	2%	5%	2%
		b		b				ab	b	b		b	
Yes – 13 to 18 months ago	97	22	38	31	29	47	13	20	9	17	23	23	17
	4%	5%	2%	5%	2%	4%	1%	7%	5%	5%	3%	5%	2%
		b		b		b		ab	b				
Yes – 1.5 to 2 years ago	82	16	46	23	39	54	8	12	9	11	28	13	27
	3%	4%	3%	3%	3%	4%	1%	4%	4%	3%	3%	3%	3%
						b		b	b				
Yes – 2 to 3 years ago	75	13	48	18	43	38	23	10	5	14	26	18	22
	3%	3%	3%	3%	3%	3%	2%	4%	3%	4%	3%	4%	3%
Yes – More than 3 years ago	688	86	512	142	455	388	209	65	54	85	262	109	237
	26%	20%	29%	21%	30%	31%	23%	23%	27%	23%	29%	22%	30%
			a		a	bc							a
No – never changed provider	1527	247	1010	397	860	616	641	124	91	207	528	280	454
	58%	59%	58%	60%	57%	50%	69%	44%	46%	55%	58%	57%	57%
							acd						

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

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2642	515	610	120	63	202	508	39	28	1125	710	2027	615
Effective Weighted Sample	2334	448	551	97	55	187	469	36	26	998	656	1779	555
Total	2640	584	700	116	69	173	448	33	23	1284	621	2034	606
Yes - in the last 6 months	94	30	17	12	**	5	10	**	**	46	15	84	10
	4%	5%	2%	10% b	**	3%	2%	**	**	4%	2%	4% b	2%
Yes - 7 to 12 months ago	77	26	11	11	**	8	8	**	**	37	15	72	6
	3%	5% b	2%	9% b	**	4%	2%	**	**	3%	2%	4% b	1%
Yes – 13 to 18 months ago	97	35	5	18	**	8	3	**	**	40	12	91	6
	4%	6% b	1%	16% ab	**	5% b	1%	**	**	3%	2%	4% b	1%
Yes – 1.5 to 2 years ago	82	29	10	7	**	8	9	**	**	39	17	75	7
	3%	5% b	1%	6% b	**	4%	2%	**	**	3%	3%	4% b	1%
Yes – 2 to 3 years ago	75	23	17	2	**	5	10	**	**	40	15	60	15
	3%	4%	2%	2%	**	3%	2%	**	**	3%	2%	3%	2%
Yes – More than 3 years ago	688	184	162	27	**	58	137	**	**	347	194	512	177
	26%	32% b	23%	23%	**	33%	30%	**	**	27%	31%	25%	29%
No – never changed provider	1527	257	477	39	**	81	272	**	**	734	353	1141	386
	58%	44%	68% ac	33%	**	47%	61% a	**	**	57%	57%	56%	64% a

Columns Tested: a,b,c,d - 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 99% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2642	793	446	144	399	871	228	969	902	2099	533	190	665	950	1017
Effective Weighted Sample	2334	750	422	137	366	768	195	840	817	1846	481	169	567	837	924
Total	2640	669	644	128	345	865	260	957	901	2118	512	193	666	971	993
Yes - in the last 6 months	94 4%	17 2%	15 2%	6 5%	18 5%	38 4%	22 8% cdef	46 5% ce	20 2%	87 4% ce	6 1%	2 1%	47 7% bc	29 3%	18 2%
Yes - 7 to 12 months ago	77 3%	19 3%	13 2%	1 *%	8 2%	37 4%	26 10% bcdef	33 3% ef	18 2% e	77 4% ef	1 *%	- -%	40 6% bc	29 3% c	8 1%
Yes – 13 to 18 months ago	97 4%	12 2%	16 3%	2 2%	10 3%	57 7% abd	28 11% bcdef	56 6% cef	11 1%	95 5% cef	1 *%	- -%	63 9% bc	30 3% c	4 *%
Yes – 1.5 to 2 years ago	82 3%	16 2%	20 3%	2 2%	8 2%	36 4%	19 7% cef	38 4% ef	23 3% e	80 4% ef	2 *%	- -%	35 5% c	33 3% c	14 1%
Yes – 2 to 3 years ago	75 3%	20 3%	17 3%	5 4%	7 2%	26 3%	4 2%	34 4%	28 3%	66 3%	7 1%	3 1%	22 3%	36 4% c	16 2%
Yes – More than 3 years ago	688 26%	192 29% e	188 29% e	46 36% e	93 27% e	172 20%	11 4%	209 22% a	282 31% abd	501 24% a	185 36% abd	66 34% abd	80 12%	256 26% a	350 35% ab
No – never changed provider	1527 58%	393 59%	374 58%	66 52%	201 58%	498 58%	151 58%	541 57%	520 58%	1211 57%	310 60%	121 63%	379 57%	558 57%	584 59%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?

Base : Those responsible for a bank current account

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2642	1287	1330	796	774	406	634	2174	235	161	72	306	919	823	852	1375
Effective Weighted Sample	2334	1140	1176	711	701	364	565	1922	207	141	65	267	807	732	747	1221
Total	2640	1345	1273	730	748	522	610	2164	243	161	72	316	930	802	853	1369
Yes - in the last 6 months	94	48	45	30	26	16	22	77	6	6	**	11	30	32	38	44
	4%	4%	4%	4%	3%	3%	4%	4%	2%	4%	**	3%	3%	4%	4%	3%
Yes - 7 to 12 months ago	77	53	24	20	25	10	21	62	7	7	**	8	34	21	29	36
	3%	4%	2%	3%	3%	2%	4%	3%	3%	4%	**	3%	4%	3%	3%	3%
		b														
Yes – 13 to 18 months ago	97	49	46	35	25	16	22	81	10	4	**	12	40	23	32	35
	4%	4%	4%	5%	3%	3%	4%	4%	4%	3%	**	4%	4%	3%	4%	3%
Yes – 1.5 to 2 years ago	82	32	48	24	18	17	23	70	5	7	**	20	31	14	34	34
	3%	2%	4%	3%	2%	3%	4%	3%	2%	4%	**	6%	3%	2%	4%	2%
												c				
Yes – 2 to 3 years ago	75	35	39	17	22	19	17	62	7	5	**	6	29	26	23	39
	3%	3%	3%	2%	3%	4%	3%	3%	3%	3%	**	2%	3%	3%	3%	3%
Yes – More than 3 years ago	688	384	298	219	206	121	134	586	48	38	**	79	240	230	224	375
	26%	29%	23%	30%	28%	23%	22%	27%	20%	23%	**	25%	26%	29%	26%	27%
		b		d												
No – never changed provider	1527	743	773	386	426	322	371	1225	160	95	**	180	525	455	473	806
	58%	55%	61%	53%	57%	62%	61%	57%	66%	59%	**	57%	57%	57%	55%	59%
			a			a	a		a							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's gas service supplier in the last 12 months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	b	c
Unweighted total	458	46	252	76	222	222	76	95	36	340	68	359	49	301	107	114
Effective Weighted Sample	392	35	215	61	189	181	70	72	33	292	60	310	41	256	95	91
Total	424	36	245	69	212	194	86	65	36	324	58	341	40	275	106	99
Yes - Previous supplier went out of business	220	**	133	**	115	119	**	**	**	163	**	172	**	150	46	61
	52%	**	54%	**	54%	61%	**	**	**	50%	**	51%	**	55%	44%	62% b
No - This was not a factor	195	**	108	**	93	72	**	**	**	152	**	160	**	119	57	36
	46%	**	44%	**	44%	37%	**	**	**	47%	**	47%	**	43%	54% c	36%
Can't remember	9	**	4	**	4	4	**	**	**	9	**	9	**	6	2	2
	2%	**	2%	**	2%	2%	**	**	**	3%	**	3%	**	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's gas service supplier in the last 12 months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	b	~a	b
Unweighted total	458	103	275	137	241	275	103	129	52	69	124	87	106
Effective Weighted Sample	392	92	235	119	206	234	91	106	46	61	105	75	89
Total	424	81	264	116	228	240	105	104	48	60	139	81	118
Yes - Previous supplier went out of business	220	45	137	62	119	135	47	47	**	**	71	**	60
	52%	56%	52%	53%	52%	56%	44%	45%	**	**	51%	**	51%
No - This was not a factor	195	33	123	51	105	100	56	53	**	**	66	**	55
	46%	41%	47%	44%	46%	42%	54%	51%	**	**	47%	**	47%
Can't remember	9	3	4	3	4	5	2	4	**	**	3	**	3
	2%	3%	1%	2%	2%	2%	2%	4%	**	**	2%	**	2%

Columns Tested: a,b - a,b - 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 99% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's gas service supplier in the last 12 months

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~d	a	b	a	~b
Unweighted total	458	121	72	53	18	32	70	10	3	193	102	382	76
Effective Weighted Sample	392	97	66	39	14	27	65	8	2	163	92	322	70
Total	424	118	82	47	18	26	59	8	2	199	85	350	75
Yes - Previous supplier went out of business	220	71	**	**	**	**	**	**	**	107	45	177	**
	52%	61%	**	**	**	**	**	**	**	54%	53%	51%	**
No - This was not a factor	195	45	**	**	**	**	**	**	**	89	39	166	**
	46%	39%	**	**	**	**	**	**	**	44%	46%	48%	**
Can't remember	9	1	**	**	**	**	**	**	**	4	1	7	**
	2%	1%	**	**	**	**	**	**	**	2%	1%	2%	**

Columns Tested: a,b,c,d - 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 99% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's gas service supplier in the last 12 months

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	458	118	75	18	76	173	55	196	143	394	63	19	151	168	138
Effective Weighted Sample	392	110	69	16	64	151	44	161	128	333	58	17	123	142	127
Total	424	94	103	15	59	154	51	172	141	364	60	19	133	156	135
Yes - Previous supplier went out of business	220	49	**	**	**	79	**	80	80	181	**	**	51	90	79
	52%	52%	**	**	**	51%	**	46%	57%	50%	**	**	39%	58%	58%
													a	a	a
No - This was not a factor	195	44	**	**	**	70	**	88	58	175	**	**	77	64	55
	46%	46%	**	**	**	45%	**	51%	41%	48%	**	**	58%	41%	41%
													bc		
Can't remember	9	1	**	**	**	5	**	4	3	9	**	**	5	2	2
	2%	1%	**	**	**	3%	**	2%	2%	2%	**	**	3%	2%	1%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's gas service supplier in the last 12 months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	~d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	458	253	199	160	137	75	82	376	43	33	6	51	159	158	175	213
Effective Weighted Sample	392	216	172	138	119	63	73	325	35	27	5	44	131	138	145	188
Total	424	243	176	139	126	83	73	355	38	26	5	43	146	150	152	201
Yes - Previous supplier went out of business	220	131	88	76	69	**	**	186	**	**	**	**	71	78	82	99
	52%	54%	50%	55%	55%	**	**	52%	**	**	**	**	49%	52%	54%	49%
No - This was not a factor	195	110	82	61	56	**	**	160	**	**	**	**	74	70	66	102
	46%	45%	47%	44%	45%	**	**	45%	**	**	**	**	51%	47%	44%	50%
Can't remember	9	2	6	2	1	**	**	9	**	**	**	**	*	1	3	1
	2%	1%	4%	1%	1%	**	**	2%	**	**	**	**	*%	1%	2%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's electricity service supplier in the last 12 months

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	c
Unweighted total	538	43	306	81	268	247	102	91	43	397	90	427	60	356	131	127
Effective Weighted Sample	468	34	267	68	233	208	93	69	39	346	80	374	52	308	117	104
Total	509	43	295	83	254	227	110	67	42	379	78	406	51	333	125	111
Yes - Previous supplier went out of business	251	**	147	**	129	122	47	**	**	181	**	193	**	171	53	63
	49%	**	50%	**	51%	54%	43%	**	**	48%	**	48%	**	52%	43%	56%
No - This was not a factor	243	**	141	**	120	97	63	**	**	187	**	201	**	150	70	43
	48%	**	48%	**	47%	43%	57%	**	**	49%	**	49%	**	45%	56%	39%
															c	
Can't remember	16	**	7	**	5	8	-	**	**	11	**	12	**	12	2	5
	3%	**	2%	**	2%	3%	-%	**	**	3%	**	3%	**	4%	1%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's electricity service supplier in the last 12 months

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	b	~a	b
Unweighted total	538	114	328	155	287	320	122	135	62	69	145	89	125
Effective Weighted Sample	468	102	287	137	250	279	108	115	57	61	124	77	107
Total	509	91	313	133	271	283	122	110	54	63	158	86	136
Yes - Previous supplier went out of business	251	46	151	63	134	144	53	38	**	**	74	**	65
	49%	51%	48%	48%	49%	51%	44%	35%	**	**	46%	**	48%
						c							
No - This was not a factor	243	40	156	64	132	128	67	62	**	**	81	**	67
	48%	43%	50%	48%	49%	45%	55%	57%	**	**	51%	**	49%
Can't remember	16	5	7	6	5	10	2	10	**	**	4	**	4
	3%	6%	2%	5%	2%	4%	1%	9%	**	**	3%	**	3%
						b							

Columns Tested: a,b - a,b - 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 99% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's electricity service supplier in the last 12 months

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	538	131	83	50	18	42	92	12	4	214	134	433	105
Effective Weighted Sample	468	108	75	38	15	38	84	11	4	183	122	372	96
Total	509	129	93	42	17	36	80	11	3	222	117	408	102
Yes - Previous supplier went out of business	251	64	**	**	**	**	**	**	**	107	66	193	58
	49%	50%	**	**	**	**	**	**	**	48%	57%	47%	57%
No - This was not a factor	243	60	**	**	**	**	**	**	**	108	49	200	43
	48%	47%	**	**	**	**	**	**	**	49%	42%	49%	43%
Can't remember	16	5	**	**	**	**	**	**	**	7	2	15	1
	3%	4%	**	**	**	**	**	**	**	3%	2%	4%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's electricity service supplier in the last 12 months

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	538	145	83	24	92	196	62	205	186	453	82	26	163	187	185
Effective Weighted Sample	468	137	77	22	80	171	51	173	167	390	76	23	135	160	170
Total	509	116	112	20	76	187	65	185	179	429	78	27	152	177	178
Yes - Previous supplier went out of business	251	57	**	**	**	93	**	72	95	200	**	**	57	89	104
	49%	50%	**	**	**	49%	**	39%	53%	47%	**	**	38%	50%	58%
									b						a
No - This was not a factor	243	57	**	**	**	85	**	102	82	213	**	**	84	83	74
	48%	49%	**	**	**	46%	**	55%	46%	50%	**	**	55%	47%	42%
Can't remember	16	1	**	**	**	9	**	11	2	16	**	**	11	5	-
	3%	1%	**	**	**	5%	**	6%	1%	4%	**	**	7%	3%	-%
								c					c		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?

Base : Those who have changed their household's electricity service supplier in the last 12 months

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	~c	d	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	538	297	235	186	161	75	109	433	50	38	17	62	182	182	190	258
Effective Weighted Sample	468	256	208	161	143	65	96	381	42	32	14	54	155	159	161	229
Total	509	289	216	164	150	86	103	414	46	31	17	58	169	173	180	243
Yes - Previous supplier went out of business	251	153	97	78	82	**	44	208	**	**	**	**	79	88	88	118
	49%	53%	45%	48%	55%	**	42%	50%	**	**	**	**	47%	51%	49%	48%
No - This was not a factor	243	131	108	80	63	**	55	191	**	**	**	**	88	83	86	124
	48%	45%	50%	49%	42%	**	53%	46%	**	**	**	**	52%	48%	48%	51%
Can't remember	16	5	11	6	4	**	5	15	**	**	**	**	2	2	6	2
	3%	2%	5%	4%	3%	**	5%	4%	**	**	**	**	1%	1%	3%	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2936	228	1638	441	1425	1089	777	242	131	2226	442	2389	279	1674	994	418
Effective Weighted Sample	2582	188	1445	377	1255	934	698	186	118	1959	408	2107	255	1474	883	354
Total	2932	242	1684	462	1465	1088	838	188	136	2252	386	2396	243	1624	1015	390
A. Hearing? Poor hearing, partial hearing, or are deaf	195 7%	42 17% b	104 6%	52 11% b	93 6%	78 7%	67 8%	14 8%	7 5%	127 6%	26 7%	135 6%	18 8%	97 6%	56 5%	19 5%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	219 7%	40 16% b	78 5%	57 12% b	61 4%	67 6%	51 6%	19 10%	11 8%	151 7%	25 7%	157 7%	19 8%	111 7%	66 6%	36 9%
C. 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	313 11%	60 25% b	177 11%	74 16% b	163 11%	130 12%	108 13%	31 16%	17 13%	209 9%	55 14% a	222 9%	42 17% a	178 11%	86 8%	43 11%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	136 5%	39 16% b	59 4%	47 10% b	51 3%	59 5%	39 5%	17 9% b	10 7%	86 4%	15 4%	93 4%	8 3%	65 4%	35 3%	23 6%
E. Breathing? Breathlessness or chest pains	189 6%	27 11% b	106 6%	40 9%	94 6%	58 5%	75 9% a	12 7%	6 5%	137 6%	29 8%	143 6%	23 9%	97 6%	69 7%	27 7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2936	228	1638	441	1425	1089	777	242	131	2226	442	2389	279	1674	994	418
Effective Weighted Sample	2582	188	1445	377	1255	934	698	186	118	1959	408	2107	255	1474	883	354
Total	2932	242	1684	462	1465	1088	838	188	136	2252	386	2396	243	1624	1015	390
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 5%	26 11% b	56 3%	33 7% b	49 3%	40 4%	42 5%	11 6%	6 4%	115 5%	15 4%	118 5%	12 5%	87 5%	43 4%	29 7%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	116 4%	20 8% b	36 2%	25 6% b	30 2%	28 3%	27 3%	9 5%	3 2%	83 4%	12 3%	87 4%	8 3%	63 4%	32 3%	20 5%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	462 16%	34 14%	219 13%	64 14%	189 13%	143 13%	110 13%	25 13%	19 14%	364 16%	55 14%	382 16%	37 15%	261 16%	159 16%	68 18%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 9%	26 11%	163 10%	41 9%	149 10%	94 9%	95 11%	14 7%	11 8%	199 9%	41 11%	212 9%	27 11%	152 9%	88 9%	30 8%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1617 55%	96 40%	1025 61% a	232 50%	889 61% a	638 59%	482 58%	96 51%	78 58%	1263 56%	224 58%	1357 57%	130 54%	884 54% c	603 59% c	178 46%
Prefer not to say	115 4%	13 5%	69 4%	28 6%	53 4%	49 4%	33 4%	6 3%	5 4%	80 4%	21 5%	89 4%	12 5%	65 4%	36 4%	16 4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2936	228	1638	441	1425	1089	777	242	131	2226	442	2389	279	1674	994	418
Effective Weighted Sample	2582	188	1445	377	1255	934	698	186	118	1959	408	2107	255	1474	883	354
Total	2932	242	1684	462	1465	1088	838	188	136	2252	386	2396	243	1624	1015	390
Don't know	112	7	47	12	43	32	22	8	7	96	6	96	5	66	35	28
	4%	3%	3%	3%	3%	3%	3%	4%	5%	4%	2%	4%	2%	4%	3%	7%
										b						ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	FIXED BROADBAND - SIMPLE			FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2936	550	1823	804	1569	1419	954	372	221	388	832	502	718
Effective Weighted Sample	2582	492	1606	715	1382	1236	853	313	197	349	730	446	633
Total	2932	474	1830	718	1587	1353	952	315	206	398	978	520	856
A. Hearing? Poor hearing, partial hearing, or are deaf	195	30	110	43	98	74	67	17	10	23	58	29	51
	7%	6%	6%	6%	6%	5%	7%	6%	5%	6%	6%	6%	6%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	219	31	85	49	67	66	50	19	9	42	45	52	35
	7%	6%	5%	7% b	4%	5%	5%	6%	4%	11% b	5%	10% b	4%
C. 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	313	40	182	55	167	121	101	34	20	48	98	57	88
	11%	8%	10%	8%	11%	9%	11%	11%	10%	12%	10%	11%	10%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	136	22	63	30	54	52	33	17	7	19	38	28	29
	5%	5%	3%	4%	3%	4%	3%	5%	3%	5%	4%	5%	3%
E. Breathing? Breathlessness or chest pains	189	26	113	40	99	68	72	14	8	20	65	29	57
	6%	6%	6%	6%	6%	5%	8%	4%	4%	5%	7%	6%	7%

Columns Tested: a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE			REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2936	550	1823	804	1569	1419	954	372	221	388	832	502	718
Effective Weighted Sample	2582	492	1606	715	1382	1236	853	313	197	349	730	446	633
Total	2932	474	1830	718	1587	1353	952	315	206	398	978	520	856
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 5%	27 6%	64 3%	34 5%	56 4%	48 4%	43 4%	14 5%	8 4%	32 8% b	37 4%	37 7% b	32 4%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	116 4%	29 6% b	42 2%	35 5% b	36 2%	38 3%	32 3%	12 4%	2 1%	26 7% b	22 2%	30 6% b	18 2%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	462 16%	81 17%	248 14%	115 16%	214 13%	173 13%	155 16%	48 15%	32 15%	61 15%	147 15%	82 16%	126 15%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 9%	36 8%	174 9%	54 8%	156 10%	111 8%	100 10%	23 7%	19 9%	36 9%	95 10%	47 9%	83 10%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1617 55%	252 53%	1116 61% a	405 56%	962 61%	826 61%	542 57%	175 56%	120 58%	217 54%	576 59%	288 55%	504 59%
Prefer not to say	115 4%	25 5%	71 4%	41 6%	55 3%	55 4%	41 4%	11 3%	7 3%	15 4%	38 4%	23 4%	30 4%

Columns Tested: a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2936	550	1823	804	1569	1419	954	372	221	388	832	502	718
Effective Weighted Sample	2582	492	1606	715	1382	1236	853	313	197	349	730	446	633
Total	2932	474	1830	718	1587	1353	952	315	206	398	978	520	856
Don't know	112	22	55	28	49	44	32	18	13	12	32	16	29
	4%	5%	3%	4%	3%	3%	3%	6%	6%	3%	3%	3%	3%

Columns Tested: a,b - a,b - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2936	594	626	153	79	206	521	42	29	1220	727	2313	623
Effective Weighted Sample	2582	511	563	123	70	190	480	38	27	1074	670	2020	563
Total	2932	659	717	143	86	174	460	33	24	1376	633	2319	613
A. Hearing? Poor hearing, partial hearing, or are deaf	195 7%	38 6%	43 6%	9 6%	** **	16 9%	42 9%	** **	** **	80 6%	58 9% a	120 5%	75 12% a
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	219 7%	49 7%	39 5%	21 15% ab	** **	6 3%	37 8%	** **	** **	87 6%	42 7%	159 7%	59 10%
C. 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	313 11%	72 11%	74 10%	22 15%	** **	20 12%	65 14%	** **	** **	146 11%	85 13%	209 9%	104 17% a
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	136 5%	34 5%	24 3%	13 9% b	** **	8 5%	26 6%	** **	** **	58 4%	34 5%	92 4%	44 7% a
E. Breathing? Breathlessness or chest pains	189 6%	37 6%	49 7%	11 8%	** **	8 5%	37 8%	** **	** **	86 6%	46 7%	126 5%	64 10% a

Columns Tested: a,b,c,d - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	2936	594	626	153	79	206	521	42	29	1220	727	2313	623
Effective Weighted Sample	2582	511	563	123	70	190	480	38	27	1074	670	2020	563
Total	2932	659	717	143	86	174	460	33	24	1376	633	2319	613
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 5%	36 6%	33 5%	13 9%	** **	8 5%	16 4%	** **	** **	69 5%	24 4%	125 5%	32 5%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	116 4%	22 3%	27 4%	11 7%	** **	5 3%	13 3%	** **	** **	48 4%	18 3%	100 4%	16 3%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	462 16%	101 15%	108 15%	28 20%	** **	21 12%	50 11%	** **	** **	208 15%	71 11%	398 17% b	64 10%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 9%	64 10%	67 9%	12 9%	** **	16 9%	51 11%	** **	** **	131 9%	66 10%	186 8%	80 13% a
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1617 55%	360 55% c	432 60% c	58 40%	** **	106 61%	281 61%	** **	** **	792 58%	387 61%	1290 56%	327 53%
Prefer not to say	115 4%	23 4%	30 4%	5 4%	** **	3 2%	16 3%	** **	** **	53 4%	19 3%	92 4%	23 4%

Columns Tested: a,b,c,d - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2936	594	626	153	79	206	521	42	29	1220	727	2313	623
Effective Weighted Sample	2582	511	563	123	70	190	480	38	27	1074	670	2020	563
Total	2932	659	717	143	86	174	460	33	24	1376	633	2319	613
Don't know	112	26	18	9	**	6	12	**	**	45	19	90	22
	4%	4%	3%	6%	**	4%	3%	**	**	3%	3%	4%	4%

Columns Tested: a,b,c,d - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2936	813	471	154	442	1069	309	1115	979	2403	522	183	821	1070	1034
Effective Weighted Sample	2582	767	445	145	400	943	268	957	884	2103	471	163	702	933	941
Total	2932	685	682	134	373	1070	342	1105	977	2424	497	182	828	1088	1005
A. Hearing? Poor hearing, partial hearing, or are deaf	195 7%	44 6%	40 6%	9 7%	22 6%	83 8%	21 6% b	30 3%	52 5% b	103 4%	92 18% abcd	52 28% abcde	29 3%	43 4%	123 12% ab
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	219 7%	33 5%	25 4%	9 6%	24 6%	129 12% abd	49 14% bcd	68 6%	55 6%	172 7%	47 9% c	25 14% bcd	90 11% b	51 5%	77 8% b
C. 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	313 11%	69 10%	63 9%	20 15%	40 11%	125 12%	33 10% b	59 5%	106 11% b	197 8% b	112 23% abcd	54 29% abcd	53 6%	79 7%	177 18% ab
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	136 5%	25 4%	23 3%	7 5%	12 3%	71 7% ab	17 5%	42 4%	36 4%	94 4%	41 8% bcd	25 14% abcd	39 5%	32 3%	63 6% b
E. Breathing? Breathlessness or chest pains	189 6%	37 5%	47 7%	9 7%	25 7%	74 7%	27 8% b	41 4%	64 7% b	132 5%	56 11% bcd	25 14% bcd	39 5%	51 5%	98 10% ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2936	813	471	154	442	1069	309	1115	979	2403	522	183	821	1070	1034
Effective Weighted Sample	2582	767	445	145	400	943	268	957	884	2103	471	163	702	933	941
Total	2932	685	682	134	373	1070	342	1105	977	2424	497	182	828	1088	1005
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 5%	25 4%	22 3%	4 3%	17 5%	90 8% abd	33 10% bcde	53 5%	49 5%	135 6%	20 4%	8 4%	60 7% c	53 5%	42 4%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	116 4%	16 2%	13 2%	4 3%	10 3%	73 7% abd	36 11% bcdef	52 5% ce	23 2%	111 5% ce	5 1%	4 2%	61 7% bc	37 3%	17 2%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	462 16%	81 12%	97 14%	18 13%	61 16%	208 19% a	105 31% bcdef	197 18% ef	137 14% ef	439 18% cef	23 5%	6 4%	196 24% bc	180 17% c	86 9%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 9%	65 10%	64 9%	17 12%	33 9%	89 8%	16 5%	68 6%	109 11% abd	194 8%	72 15% abd	28 15% abd	37 4%	93 9% a	136 14% ab
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1617 55%	431 63% e	411 60% e	78 58% e	215 58% e	487 46%	137 40%	627 57% af	593 61% aef	1358 56% af	257 52% af	74 41%	404 49%	641 59% a	570 57% a
Prefer not to say	115 4%	24 3%	26 4%	8 6%	14 4%	43 4%	5 2%	44 4%	43 4%	92 4%	20 4%	5 3%	24 3%	46 4%	42 4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2936	813	471	154	442	1069	309	1115	979	2403	522	183	821	1070	1034
Effective Weighted Sample	2582	767	445	145	400	943	268	957	884	2103	471	163	702	933	941
Total	2932	685	682	134	373	1070	342	1105	977	2424	497	182	828	1088	1005
Don't know	112	20	22	-	15	56	13	66	25	104	7	1	42	52	17
	4%	3%	3%	-%	4%	5%	4%	6%	3%	4%	1%	*%	5%	5%	2%
						c		cef		e			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2936	1455	1453	904	833	478	691	2409	259	190	78	372	1056	895	1094	1619
Effective Weighted Sample	2582	1281	1280	803	749	426	616	2122	225	165	70	325	919	796	954	1433
Total	2932	1511	1394	827	809	610	659	2393	267	193	78	380	1054	878	1088	1617
A. Hearing? Poor hearing, partial hearing, or are deaf	195 7%	110 7%	82 6%	52 6%	37 5%	34 6%	71 11% abc	155 6%	13 5%	21 11%	** **	32 8% c	74 7% c	36 4%	195 18% b	- -%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	219 7%	112 7%	99 7%	59 7%	38 5%	50 8% b	70 11% b	176 7%	19 7%	16 8%	** **	47 12% bc	72 7% c	33 4%	219 20% b	- -%
C. 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	313 11%	156 10%	154 11%	65 8%	57 7%	64 11%	121 18% abc	249 10%	25 9%	28 14%	** **	59 16% c	132 13% c	32 4%	313 29% b	- -%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	136 5%	65 4%	68 5%	42 5%	23 3%	28 5%	40 6% b	110 5%	8 3%	14 7%	** **	25 7% c	55 5% c	17 2%	136 12% b	- -%
E. Breathing? Breathlessness or chest pains	189 6%	109 7%	76 5%	38 5%	33 4%	33 5%	82 12% abc	162 7% b	6 2%	13 7%	** **	29 8% c	91 9% c	24 3%	189 17% b	- -%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2936	1455	1453	904	833	478	691	2409	259	190	78	372	1056	895	1094	1619
Effective Weighted Sample	2582	1281	1280	803	749	426	616	2122	225	165	70	325	919	796	954	1433
Total	2932	1511	1394	827	809	610	659	2393	267	193	78	380	1054	878	1088	1617
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	157 5%	66 4%	83 6%	30 4%	29 4%	30 5%	65 10% abc	127 5%	13 5%	9 5%	** **	35 9% c	58 6% c	19 2%	157 14% b	- -%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	116 4%	54 4%	56 4%	25 3%	24 3%	20 3%	44 7% ab	95 4%	7 3%	13 7%	** **	20 5%	42 4%	23 3%	116 11% b	- -%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	462 16%	176 12%	277 20% a	69 8%	118 15% a	96 16% a	174 26% abc	364 15%	51 19%	30 15%	** **	105 28% bc	180 17% c	70 8%	462 43% b	- -%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 9%	120 8%	142 10%	54 7%	59 7%	53 9%	98 15% abc	211 9%	31 12%	16 8%	** **	43 11% c	97 9%	54 6%	267 25% b	- -%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1617 55%	859 57%	751 54%	529 64% cd	493 61% d	332 54% d	254 39%	1329 56%	151 57%	99 51%	** **	154 41%	547 52% a	633 72% ab	- -%	1617 100% a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C1. Which of these – if any – impact or limit your daily activities or the work you can do?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2936	1455	1453	904	833	478	691	2409	259	190	78	372	1056	895	1094	1619
Effective Weighted Sample	2582	1281	1280	803	749	426	616	2122	225	165	70	325	919	796	954	1433
Total	2932	1511	1394	827	809	610	659	2393	267	193	78	380	1054	878	1088	1617
Prefer not to say	115	62	50	32	36	28	14	98	7	8	**	10	29	21	-	-
	4%	4%	4%	4%	4% d	5%	2%	4%	3%	4%	**	3%	3%	2%	-%	-%
Don't know	112	68	44	21	32	34	23	102	4	4	**	13	45	22	-	-
	4%	4%	3%	3%	4%	6% a	4%	4%	1%	2%	**	3%	4%	3%	-%	-%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3060	230	1711	454	1487	1125	816	245	134	2314	461	2484	291	1725	1050	425
Effective Weighted Sample	2692	190	1510	388	1311	967	731	189	121	2035	428	2190	268	1522	931	361
Total	3053	245	1757	477	1525	1124	878	192	139	2336	407	2487	255	1674	1068	399
WHITE																
British	1782	129	1068	264	934	661	536	117	87	1386	233	1475	144	995	625	238
	58%	53%	61%	55%	61%	59%	61%	61%	62%	59%	57%	59%	57%	59%	58%	60%
English	563	53	358	109	302	240	171	25	21	416	86	441	61	325	177	66
	18%	22%	20%	23%	20%	21% c	19%	13%	15%	18%	21%	18%	24%	19%	17%	17%
Scottish	172	17	105	31	91	54	68	13	9	137	22	144	15	87	72	20
	6%	7%	6%	6%	6%	5%	8% a	7%	6%	6%	6%	6%	6%	5%	7%	5%
Welsh	94	13	57	16	55	37	33	9	6	71	11	77	5	41	41	5
	3%	5%	3%	3%	4%	3%	4%	5%	5%	3%	3%	3%	2%	2%	4%	1%
Irish	47	2	29	7	24	15	16	2	1	34	8	39	2	21	21	5
	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	1%
Any other white background	107	3	45	6	42	28	19	6	4	84	14	88	10	62	35	15
	4%	1%	3%	1%	3%	3%	2%	3%	3%	4%	3%	4%	4%	4%	3%	4%
MIXED/ MULTIPLE ETHIC GROUPS																
White and Black Caribbean	26	4	9	6	7	11	3	3	2	19	3	23	-	16	6	5
	1%	2%	1%	1%	*%	1%	*%	1%	1%	1%	1%	1%	-%	1%	1%	1%
White and Black African	5	-	3	-	3	3	-	1	1	5	-	5	-	4	1	1
	*%	-%	*%	-%	*%	*%	-%	*%	1%	*%	-%	*%	-%	*%	*%	*%
White and Asian	18	2	6	2	6	4	4	1	-	12	3	13	2	9	6	3
	1%	1%	*%	*%	*%	*%	*%	*%	-%	*%	1%	1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	16	-	4	2	3	3	1	-	-	10	2	11	1	8	4	2
	1%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%
ASIAN AND BRITISH ASIAN																
Indian	45	-	23	6	17	17	6	1	1	35	8	39	4	26	16	6
	1%	-%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3060	230	1711	454	1487	1125	816	245	134	2314	461	2484	291	1725	1050	425
Effective Weighted Sample	2692	190	1510	388	1311	967	731	189	121	2035	428	2190	268	1522	931	361
Total	3053	245	1757	477	1525	1124	878	192	139	2336	407	2487	255	1674	1068	399
Pakistani	41	6	11	7	9	13	3	4	2	29	6	30	5	18	17	4
	1%	2%	1%	2%	1%	1%	*%	2%	1%	1%	2%	1%	2%	1%	2%	1%
		b						b								
Bangladeshi	10	1	4	2	3	5	1	2	-	8	1	9	-	7	2	4
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	*%	-%	*%	*%	1%
Any other Asian background	33	2	6	3	5	6	2	3	1	25	1	25	1	14	12	8
	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	1%	*%	1%	1%	2%
BLACK AND BLACK BRITISH																
Caribbean	16	1	7	1	7	3	6	1	-	14	1	14	1	5	10	2
	1%	1%	*%	*%	*%	*%	1%	*%	-%	1%	*%	1%	*%	*%	1%	1%
African	30	3	7	4	5	6	3	1	-	21	2	21	2	12	11	4
	1%	1%	*%	1%	*%	1%	*%	1%	-%	1%	1%	1%	1%	1%	1%	1%
Any other black/ African/ Caribbean background	7	-	1	-	1	1	-	*	-	6	-	6	-	4	2	3
	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	1%
OTHER ETHNIC GROUP	27	4	8	5	7	8	5	3	2	18	2	19	1	15	6	3
	1%	2%	*%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%
Prefer not to say	13	4	4	6	3	7	1	2	2	7	3	8	2	6	3	3
	*%	2%	*%	1%	*%	1%	*%	1%	1%	*%	1%	*%	1%	*%	*%	1%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3060	589	1894	853	1630	1478	1005	384	236	402	852	519	735
Effective Weighted Sample	2692	527	1670	757	1437	1289	898	325	211	362	749	462	649
Total	3053	509	1901	764	1645	1412	998	323	219	412	1006	541	878
WHITE													
British	1782	255	1163	407	1011	826	591	196	138	256	616	332	540
	58%	50%	61%	53%	61%	59%	59%	61%	63%	62%	61%	62%	62%
			a		a								
English	563	85	366	139	313	278	174	44	32	61	204	91	174
	18%	17%	19%	18%	19%	20%	17%	14%	15%	15%	20%	17%	20%
						c							
Scottish	172	29	114	46	98	65	79	14	9	25	64	34	55
	6%	6%	6%	6%	6%	5%	8%	4%	4%	6%	6%	6%	6%
							a						
Welsh	94	13	63	16	60	40	35	11	8	8	32	10	30
	3%	2%	3%	2%	4%	3%	4%	3%	4%	2%	3%	2%	3%
Irish	47	10	32	16	25	22	20	5	2	6	16	7	15
	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%
Any other white background	107	38	53	43	48	58	34	16	10	12	20	15	17
	4%	8%	3%	6%	3%	4%	3%	5%	5%	3%	2%	3%	2%
		b		b									
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	26	6	12	7	11	9	9	5	2	1	8	2	7
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Black African	5	1	3	1	3	5	-	2	2	1	2	1	2
	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%
									b				
White and Asian	18	4	8	6	6	9	2	3	2	4	4	5	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	16	7	5	9	3	7	5	3	3	1	3	2	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		b		b									
Columns Tested: a,b - a,b - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3060	589	1894	853	1630	1478	1005	384	236	402	852	519	735
Effective Weighted Sample	2692	527	1670	757	1437	1289	898	325	211	362	749	462	649
Total	3053	509	1901	764	1645	1412	998	323	219	412	1006	541	878
ASIAN AND BRITISH ASIAN													
Indian	45	11	24	16	18	25	10	3	2	7	11	9	9
	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%
Pakistani	41	7	14	9	13	15	6	5	3	7	10	7	10
	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Bangladeshi	10	1	4	2	3	3	2	*	-	2	*	2	*
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%
Any other Asian background	33	16	6	17	5	17	5	7	5	7	3	9	1
	1%	3%	*%	2%	*%	1%	1%	2%	2%	2%	*%	2%	*%
		b		b				b		b		b	
BLACK AND BLACK BRITISH													
Caribbean	16	5	8	5	8	5	8	2	-	4	2	4	2
	1%	1%	*%	1%	*%	*%	1%	1%	-%	1%	*%	1%	*%
African	30	9	9	11	8	13	5	3	-	4	4	4	4
	1%	2%	*%	1%	*%	1%	1%	1%	-%	1%	*%	1%	*%
		b											
Any other black/ African/ Caribbean background	7	3	1	3	1	3	1	*	-	-	*	-	*
	*%	1%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
		b											
OTHER ETHNIC GROUP	27	7	8	9	6	7	8	4	1	3	5	4	4
	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	*%	1%	*%
Prefer not to say	13	2	6	4	5	5	4	-	-	2	2	2	2
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%

Columns Tested: a,b - a,b - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3060	604	650	148	75	217	548	45	31	1254	765	2396	664
Effective Weighted Sample	2692	520	585	119	66	200	504	40	29	1105	704	2093	600
Total	3053	674	744	138	82	186	483	38	26	1418	670	2405	648
WHITE													
British	1782	395	478	89	**	104	291	**	**	873	395	1448	334
	58%	59%	64%	65%	**	56%	60%	**	**	62%	59%	60% b	52%
English	563	135	130	20	**	46	101	**	**	265	147	390	173
	18%	20%	17%	15%	**	25%	21%	**	**	19%	22%	16%	27% a
Scottish	172	36	53	9	**	6	24	**	**	89	30	146	26
	6%	5%	7%	6%	**	3%	5%	**	**	6%	5%	6%	4%
Welsh	94	23	18	6	**	8	14	**	**	40	22	74	21
	3%	3%	2%	4%	**	4%	3%	**	**	3%	3%	3%	3%
Irish	47	9	13	1	**	2	12	**	**	22	13	33	14
	2%	1%	2%	1%	**	1%	2%	**	**	2%	2%	1%	2%
Any other white background	107	16	16	-	**	9	15	**	**	32	24	85	22
	4%	2%	2%	-%	**	5%	3%	**	**	2%	4%	4%	3%
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	26	5	4	-	**	1	-	**	**	9	1	24	2
	1%	1%	1%	-%	**	1%	-%	**	**	1%	*%	1%	*%
White and Black African	5	1	2	-	**	1	1	**	**	3	2	5	-
	*%	*%	*%	-%	**	*%	*%	**	**	*%	*%	*%	-%
White and Asian	18	4	4	1	**	1	1	**	**	8	2	12	5
	1%	1%	*%	1%	**	1%	*%	**	**	1%	*%	1%	1%
Any other mixed/ multiple ethnic background	16	4	1	1	**	-	4	**	**	4	4	16	-
	1%	1%	*%	1%	**	-%	1%	**	**	*%	1%	1%	-%
ASIAN AND BRITISH ASIAN													
Indian	45	12	6	1	**	-	6	**	**	18	6	39	6
	1%	2%	1%	1%	**	-%	1%	**	**	1%	1%	2%	1%

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

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3060	604	650	148	75	217	548	45	31	1254	765	2396	664
Effective Weighted Sample	2692	520	585	119	66	200	504	40	29	1105	704	2093	600
Total	3053	674	744	138	82	186	483	38	26	1418	670	2405	648
Pakistani	41	11	7	4	**	1	2	**	**	18	3	34	7
	1%	2%	1%	3%	**	*%	1%	**	**	1%	*%	1%	1%
Bangladeshi	10	2	-	1	**	-	-	**	**	2	-	8	2
	*%	*%	-%	1%	**	-%	-%	**	**	*%	-%	*%	*%
Any other Asian background	33	8	2	3	**	4	3	**	**	10	7	31	2
	1%	1%	*%	2% b	**	2%	1%	**	**	1%	1%	1%	*%
BLACK AND BLACK BRITISH													
Caribbean	16	2	4	-	**	1	3	**	**	6	4	10	6
	1%	*%	1%	-%	**	1%	1%	**	**	*%	1%	*%	1%
African	30	6	1	*	**	1	3	**	**	7	4	18	12
	1%	1%	*%	*%	**	*%	1%	**	**	1%	1%	1%	2%
Any other black/ African/ Caribbean background	7	*	-	*	**	-	-	**	**	*	-	7	1
	*%	*%	-%	*%	**	-%	-%	**	**	*%	-%	*%	*%
OTHER ETHNIC GROUP	27	3	4	-	**	1	2	**	**	8	3	16	11
	1%	1%	1%	-%	**	1%	*%	**	**	1%	*%	1%	2%
Prefer not to say	13	2	2	-	**	1	2	**	**	4	3	9	3
	*%	*%	*%	-%	**	*%	*%	**	**	*%	*%	*%	1%

Columns Tested: a,b,c,d - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3060	854	483	161	454	1121	319	1156	1027	2502	548	189	850	1122	1078
Effective Weighted Sample	2692	806	456	152	413	988	276	996	925	2192	494	168	727	982	979
Total	3053	717	700	142	387	1119	357	1143	1024	2523	520	189	859	1138	1047
WHITE															
British	1782	436	436	83	228	602	194	671	630	1496	282	93	496	697	585
	58%	61%	62%	58%	59%	54%	54%	59%	62%	59%	54%	49%	58%	61%	56%
		e	e						ef	f				c	
English	563	143	137	35	68	187	39	156	205	401	159	70	105	175	280
	18%	20%	20%	25%	18%	17%	11%	14%	20%	16%	31%	37%	12%	15%	27%
									abd		abcd	abcd			ab
Scottish	172	38	49	9	19	58	27	70	43	140	31	9	55	63	54
	6%	5%	7%	6%	5%	5%	8%	6%	4%	6%	6%	5%	6%	6%	5%
Welsh	94	23	25	3	12	32	10	32	31	72	22	7	21	32	42
	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	4%	4%	2%	3%	4%
Irish	47	11	11	2	8	15	6	15	18	39	8	4	13	13	20
	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	2%
Any other white background	107	23	13	2	16	54	11	60	30	100	7	3	35	53	20
	4%	3%	2%	1%	4%	5%	3%	5%	3%	4%	1%	1%	4%	5%	2%
						b		ce		e			c	c	
MIXED/ MULTIPLE ETHIC GROUPS															
White and Black Caribbean	26	4	5	1	3	14	2	15	10	26	-	-	4	16	6
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	-%	-%	1%	1%	1%
								e							
White and Black African	5	2	2	-	-	2	1	4	1	5	-	-	3	3	-
	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	-%
White and Asian	18	3	2	1	3	9	8	8	1	18	-	-	14	3	1
	1%	*%	*%	1%	1%	1%	2%	1%	*%	1%	-%	-%	2%	*%	*%
							cde						bc		
Any other mixed/ multiple ethnic background	16	1	1	1	2	11	2	11	3	16	-	-	10	5	2
	1%	*%	*%	1%	*%	1%	1%	1%	*%	1%	-%	-%	1%	*%	*%
													c		

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

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3060	854	483	161	454	1121	319	1156	1027	2502	548	189	850	1122	1078
Effective Weighted Sample	2692	806	456	152	413	988	276	996	925	2192	494	168	727	982	979
Total	3053	717	700	142	387	1119	357	1143	1024	2523	520	189	859	1138	1047
ASIAN AND BRITISH ASIAN															
Indian	45	11	5	3	7	20	13	18	11	43	2	-	20	16	8
	1%	2%	1%	2%	2%	2%	4%	2%	1%	2%	*%	-%	2%	1%	1%
							cef						c		
Pakistani	41	3	4	2	7	25	9	24	8	41	-	-	19	19	3
	1%	*%	1%	1%	2%	2%	3%	2%	1%	2%	-%	-%	2%	2%	*%
					a	a	ce	ce		e			c	c	
Bangladeshi	10	3	*	-	1	6	5	2	3	10	-	-	6	4	-
	*%	*%	*%	-%	*%	*%	1%	*%	*%	*%	-%	-%	1%	*%	-%
							be						c		
Any other Asian background	33	3	3	-	1	26	12	16	4	32	1	1	18	13	2
	1%	*%	*%	-%	*%	2%	3%	1%	*%	1%	*%	*%	2%	1%	*%
						abd	cde						c	c	
BLACK AND BLACK BRITISH															
Caribbean	16	5	2	-	2	8	2	5	8	15	2	-	6	2	8
	1%	1%	*%	-%	*%	1%	*%	*%	1%	1%	*%	-%	1%	*%	1%
African	30	4	2	*	3	21	8	16	7	30	-	-	16	10	4
	1%	1%	*%	*%	1%	2%	2%	1%	1%	1%	-%	-%	2%	1%	*%
						a	e	e					c		
Any other black/ African/ Caribbean background	7	1	*	-	-	6	1	6	*	7	-	-	5	2	-
	*%	*%	*%	-%	-%	1%	*%	1%	*%	*%	-%	-%	1%	*%	-%
OTHER ETHNIC GROUP	27	4	2	-	4	18	8	8	6	22	5	2	10	9	8
	1%	*%	*%	-%	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
Prefer not to say	13	3	-	1	3	6	1	5	3	10	3	1	4	4	4
	*%	*%	-%	1%	1%	1%	*%	*%	*%	*%	1%	1%	*%	*%	*%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3060	1510	1524	934	867	492	734	2509	277	194	80	385	1086	928	1064	1600
Effective Weighted Sample	2692	1330	1344	830	778	441	655	2209	243	168	73	337	945	827	928	1417
Total	3053	1572	1456	855	839	631	697	2492	284	197	81	392	1086	911	1059	1599
WHITE																
British	1782	873	898	516	481	364	411	1570	83	80	**	220	644	571	605	949
	58%	56%	62% a	60%	57%	58%	59%	63% bc	29%	41%	**	56%	59%	63%	57%	59%
English	563	336	223	156	139	142	118	533	7	19	**	55	236	133	210	291
	18%	21% b	15%	18%	17%	23% b	17%	21% bc	2%	10% b	**	14%	22% ac	15%	20%	18%
Scottish	172	90	81	32	43	50	44	20	152	-	**	19	60	50	64	88
	6%	6%	6%	4%	5%	8% a	6%	1%	54% ac	-%	**	5%	6%	5%	6%	6%
Welsh	94	50	44	28	23	17	25	14	1	80	**	6	30	37	34	48
	3%	3%	3%	3%	3%	3%	4%	1%	*% ab	40% ab	**	1%	3%	4%	3%	3%
Irish	47	26	20	16	16	2	12	18	6	1	**	13	7	16	15	27
	2%	2%	1%	2%	2%	*% b	2%	1%	2%	1%	**	3% b	1%	2%	1%	2%
Any other white background	107	49	57	26	45	16	19	93	8	2	**	16	31	38	27	67
	4%	3%	4%	3%	5% d	3%	3%	4%	3%	1%	**	4%	3%	4%	3%	4%
MIXED/ MULTIPLE ETHIC GROUPS																
White and Black Caribbean	26	11	14	8	3	10	5	20	2	1	**	6	5	3	14	11
	1%	1%	1%	1%	*% 2%	2%	1%	1%	1%	1%	**	1%	*% 1%	*% 1%	1%	1%
White and Black African	5	3	3	3	2	-	-	4	1	1	**	2	2	1	3	2
	*% 1%	*% 1%	*% 1%	*% 1%	*% 1%	-% 1%	-% 1%	*% 1%	*% 1%	*% 1%	** 1%	*% 1%	*% 1%	*% 1%	*% 1%	*% 1%
White and Asian	18	6	11	3	7	2	6	11	3	3	**	1	6	6	6	10
	1%	*% 1%	1%	*% 1%	1%	*% 1%	1%	*% 1%	1%	1%	** 1%	*% 1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	16	8	7	4	7	1	4	13	1	2	**	2	6	4	5	6
	1%	*% 1%	1%	*% 1%	1%	*% 1%	1%	1%	*% 1%	1%	** 1%	*% 1%	1%	*% 1%	*% 1%	*% 1%

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

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C2. Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3060	1510	1524	934	867	492	734	2509	277	194	80	385	1086	928	1064	1600
Effective Weighted Sample	2692	1330	1344	830	778	441	655	2209	243	168	73	337	945	827	928	1417
Total	3053	1572	1456	855	839	631	697	2492	284	197	81	392	1086	911	1059	1599
ASIAN AND BRITISH ASIAN																
Indian	45	30	13	18	17	5	5	41	3	-	**	5	12	14	12	22
	1%	2%	1%	2%	2%	1%	1%	2%	1%	-%	**	1%	1%	2%	1%	1%
Pakistani	41	18	23	9	16	5	11	35	6	-	**	16	11	5	19	17
	1%	1%	2%	1%	2%	1%	2%	1%	2%	-%	**	4% bc	1%	1%	2%	1%
Bangladeshi	10	7	3	3	3	1	3	9	-	1	**	1	4	3	3	4
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	**	*%	*%	*%	*%	*%
Any other Asian background	33	18	15	9	12	2	10	26	4	3	**	8	10	11	9	19
	1%	1%	1%	1%	1%	*%	1%	1%	1%	2%	**	2%	1%	1%	1%	1%
BLACK AND BLACK BRITISH																
Caribbean	16	6	9	1	3	5	7	14	1	1	**	5	5	1	7	5
	1%	*%	1%	*%	*%	1%	1% a	1%	*%	*%	**	1% c	*%	*%	1%	*%
African	30	12	17	6	12	3	8	28	1	1	**	4	8	7	7	17
	1%	1%	1%	1%	1%	1%	1%	1%	*%	*%	**	1%	1%	1%	1%	1%
Any other black/ African/ Caribbean background	7	7	1	*	3	2	2	6	-	1	**	3	1	2	2	2
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	**	1%	*%	*%	*%	*%
OTHER ETHNIC GROUP	27	13	14	10	4	4	8	23	3	1	**	6	7	6	9	10
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**	2%	1%	1%	1%	1%
Prefer not to say	13	8	3	7	3	1	1	12	1	-	**	3	1	2	6	4
	*%	1%	*%	1%	*%	*%	*%	*%	*%	-%	**	1%	*%	*%	1%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
1	657 20%	64 23%	374 20%	117 22%	320 20%	204 17%	233 25%	38 18%	32 22%	494 20%	90 20%	524 19%	60 21%	329 18%	255 22%	80 18%
					a											
2	1079 32%	85 31%	677 36%	163 30%	599 37%	405 33%	357 38%	66 32%	48 32%	830 33%	139 31%	880 33%	89 32%	561 31%	409 35%	122 27%
					a										c	
3	590 18%	33 12%	316 17%	82 15%	266 16%	216 18%	132 14%	38 18%	25 16%	436 17%	91 20%	470 17%	57 20%	331 18%	196 17%	87 19%
4	573 17%	48 18%	318 17%	96 18%	271 17%	242 20%	125 13%	41 20%	33 22%	458 18%	65 15%	485 18%	38 14%	358 20%	166 14%	91 20%
						b		b	b					b		b
5+	250 7%	21 8%	118 6%	39 7%	100 6%	90 7%	49 5%	12 6%	5 3%	182 7%	38 9%	195 7%	24 9%	136 8%	84 7%	38 9%
Refused	185 6%	24 9%	82 4%	40 7%	67 4%	60 5%	46 5%	13 6%	6 4%	131 5%	20 5%	139 5%	13 5%	99 5%	52 4%	32 7%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
1	657	110	389	168	331	237	262	65	44	89	160	107	141
	20%	20%	19%	20%	19%	16%	24%	18%	19%	19%	15%	18%	15%
							a						
2	1079	184	724	269	638	512	396	123	84	120	375	163	333
	32%	33%	36%	32%	36%	34%	37%	35%	36%	26%	35%	27%	36%
											a		a
3	590	114	345	166	293	294	166	74	44	91	197	123	165
	18%	20%	17%	20%	17%	19%	15%	21%	19%	20%	18%	20%	18%
							b						
4	573	87	357	141	303	294	150	56	43	95	211	121	184
	17%	16%	17%	17%	17%	19%	14%	16%	19%	21%	20%	20%	20%
							b						
5+	250	32	135	55	111	114	53	18	12	31	85	46	70
	7%	6%	7%	7%	6%	7%	5%	5%	5%	7%	8%	8%	8%
							b						
Refused	185	34	88	48	73	72	50	17	5	34	41	40	34
	6%	6%	4%	6%	4%	5%	5%	5%	2%	7%	4%	7%	4%
										b			

Columns Tested: a,b - a,b - 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 99% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
1	657	90	158	27	**	37	166	**	**	249	203	376	281
	20%	12%	20%	17%	**	18%	32%	**	**	16%	28%	14%	39%
			a				a				a		a
2	1079	219	277	41	**	83	202	**	**	496	285	819	260
	32%	30%	35%	26%	**	41%	39%	**	**	32%	40%	31%	36%
											a		
3	590	152	136	39	**	37	67	**	**	288	104	524	66
	18%	21%	17%	25%	**	18%	13%	**	**	19%	14%	20%	9%
										b		b	
4	573	160	146	28	**	27	47	**	**	305	74	529	44
	17%	22%	18%	18%	**	13%	9%	**	**	20%	10%	20%	6%
										b		b	
5+	250	69	46	10	**	10	15	**	**	116	25	228	22
	7%	10%	6%	6%	**	5%	3%	**	**	8%	3%	9%	3%
										b		b	
Refused	185	39	36	11	**	7	20	**	**	74	27	137	49
	6%	5%	4%	7%	**	3%	4%	**	**	5%	4%	5%	7%

Columns Tested: a,b,c,d - 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 99% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
1	657	179	111	26	81	259	53	177	231	462	194	96	124	189	343
	20%	23%	15%	18%	19%	21%	13%	14%	21%	17%	34%	46%	13%	15%	30%
		b				b			abd		abcd	abcde			ab
2	1079	284	269	50	134	344	83	332	348	763	314	99	259	284	534
	32%	37%	36%	34%	31%	27%	21%	26%	32%	28%	55%	47%	27%	23%	47%
		e	e						abd	a	abcd	abcd			ab
3	590	115	130	27	88	235	71	279	213	563	26	4	212	265	111
	18%	15%	18%	18%	20%	19%	18%	22%	20%	20%	5%	2%	22%	22%	10%
					a		ef	ef	ef	ef			c	c	
4	573	120	151	20	76	210	90	278	195	562	11	2	189	310	75
	17%	15%	20%	14%	18%	17%	22%	22%	18%	20%	2%	1%	20%	25%	7%
							ef	ef	ef	ef			c	ac	
5+	250	36	53	18	30	114	62	134	49	245	3	-	107	121	21
	7%	5%	7%	12%	7%	9%	15%	11%	5%	9%	1%	-%	11%	10%	2%
				a		a	cdef	cef	ef	cef			c	c	
Refused	185	40	25	5	22	93	42	67	52	161	18	10	73	60	45
	6%	5%	3%	4%	5%	7%	11%	5%	5%	6%	3%	5%	8%	5%	4%
						b	bcde			e			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

	Total	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
1	657	362	291	128	193	114	209	539	68	36	**	95	234	165	260	311
	20%	21%	19%	14%	21%	16%	27%	20%	22%	17%	**	23%	21%	17%	24%	19%
					a		abc								b	
2	1079	590	478	325	297	221	226	878	107	68	**	42	400	395	349	552
	32%	34%	31%	35%	33%	32%	30%	32%	35%	32%	**	10%	36%	41%	32%	34%
													a	ab		
3	590	293	288	161	163	143	121	495	42	43	**	37	313	133	196	297
	18%	17%	18%	17%	18%	21%	16%	18%	14%	20%	**	9%	28%	14%	18%	18%
													ac	a		
4	573	276	295	208	147	116	100	456	54	39	**	110	150	193	156	322
	17%	16%	19%	22%	16%	17%	13%	17%	18%	18%	**	26%	13%	20%	14%	20%
				bcd								b		b		a
5+	250	115	133	55	69	62	61	208	16	14	**	128	26	55	92	106
	7%	7%	8%	6%	8%	9%	8%	8%	5%	7%	**	30%	2%	6%	8%	7%
												bc		b		
Refused	185	96	82	49	45	36	48	147	19	11	**	10	-	14	35	31
	6%	6%	5%	5%	5%	5%	6%	5%	6%	5%	**	2%	-%	1%	3%	2%
												b		b		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
None	2064	165	1233	333	1066	746	653	119	91	1575	279	1672	183	1096	758	248
	62%	60%	65%	62%	66%	61%	69%	57%	61%	62%	63%	62%	65%	60%	65%	55%
							ac								ac	
1	541	42	279	81	240	202	119	42	25	412	63	438	38	295	180	82
	16%	15%	15%	15%	15%	17%	13%	20%	17%	16%	14%	16%	13%	16%	15%	18%
								b								
2	400	29	227	64	191	164	91	26	21	313	57	340	29	246	124	68
	12%	10%	12%	12%	12%	13%	10%	13%	14%	12%	13%	13%	10%	14%	11%	15%
						b										
3	95	4	50	8	46	31	23	5	2	72	18	77	13	60	30	14
	3%	2%	3%	1%	3%	3%	2%	3%	1%	3%	4%	3%	5%	3%	3%	3%
4	33	4	13	5	12	7	10	2	1	22	3	22	3	17	8	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5+	12	3	3	3	3	4	2	*	-	12	*	12	*	4	8	*
	*%	1%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	1%	*%
		b														
Refused	190	27	81	43	65	62	46	14	8	125	24	134	16	95	55	34
	6%	10%	4%	8%	4%	5%	5%	7%	6%	5%	6%	5%	6%	5%	5%	7%
		b		b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
None	2064	324	1304	503	1126	905	724	206	142	275	650	358	568
	62%	58%	64%	59%	64%	59%	67%	58%	61%	60%	61%	60%	61%
			a		a		ac						
1	541	110	315	154	271	264	161	72	43	75	184	98	161
	16%	20%	15%	18%	15%	17%	15%	20%	19%	16%	17%	16%	17%
2	400	67	251	108	209	212	105	45	31	58	144	84	118
	12%	12%	12%	13%	12%	14%	10%	13%	13%	13%	13%	14%	13%
						b							
3	95	16	58	21	53	47	27	7	5	13	37	16	34
	3%	3%	3%	3%	3%	3%	2%	2%	2%	3%	3%	3%	4%
4	33	9	15	11	14	17	8	5	4	3	8	3	8
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
5+	12	1	5	1	5	4	3	*	-	-	5	-	5
	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%
Refused	190	34	88	50	72	74	49	18	7	36	41	43	34
	6%	6%	4%	6%	4%	5%	5%	5%	3%	8%	4%	7%	4%
										b		b	

Columns Tested: a,b - a,b - 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 99% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
None	2064	408	518	85	**	137	393	**	**	926	529	1467	597
	62%	56%	65%	55%	**	68%	76%	**	**	61%	74%	56%	83%
		a	a								a		a
1	541	144	114	35	**	31	56	**	**	259	87	499	41
	16%	20%	14%	23%	**	15%	11%	**	**	17%	12%	19%	6%
		b		b						b		b	
2	400	103	99	18	**	21	43	**	**	202	64	370	30
	12%	14%	12%	11%	**	10%	8%	**	**	13%	9%	14%	4%
										b		b	
3	95	25	25	5	**	3	3	**	**	50	5	90	4
	3%	3%	3%	3%	**	1%	*%	**	**	3%	1%	3%	1%
										b		b	
4	33	5	6	1	**	3	4	**	**	11	7	29	3
	1%	1%	1%	1%	**	1%	1%	**	**	1%	1%	1%	*%
5+	12	3	2	-	**	-	-	**	**	5	-	9	3
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	*%
Refused	190	40	36	11	**	7	18	**	**	76	25	148	42
	6%	5%	5%	7%	**	3%	4%	**	**	5%	3%	6%	6%

Columns Tested: a,b,c,d - 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 99% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
None	2064	526	457	95	259	734	237	543	738	1518	540	201	520	528	1011
	62%	68%	62%	64%	60%	58%	59%	43%	68%	55%	95%	96%	54%	43%	89%
		de					b		abd	b	abcd	abcd	b		ab
1	541	103	129	16	77	219	66	294	175	536	4	-	186	302	52
	16%	13%	17%	11%	18%	17%	17%	23%	16%	19%	1%	-%	19%	25%	5%
						a	ef	acdef	ef	ef			c	ac	
2	400	86	99	18	56	143	34	250	111	395	4	2	130	249	21
	12%	11%	13%	12%	13%	11%	9%	20%	10%	14%	1%	1%	13%	20%	2%
							ef	acdef	ef	acef			c	ac	
3	95	15	22	9	14	36	9	73	13	95	-	-	33	60	2
	3%	2%	3%	6%	3%	3%	2%	6%	1%	3%	-%	-%	3%	5%	*%
				a			e	acdef	e	cef			c	c	
4	33	6	6	1	3	17	5	25	3	33	-	-	12	19	2
	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	-%	-%	1%	2%	*%
							e	ce		ce			c	c	
5+	12	-	2	-	3	7	3	6	2	11	1	-	4	7	1
	*%	-%	*%	-%	1%	1%	1%	*%	*%	*%	*%	-%	*%	1%	*%
Refused	190	38	25	9	20	99	45	77	46	168	17	7	79	65	41
	6%	5%	3%	6%	5%	8%	11%	6%	4%	6%	3%	3%	8%	5%	4%
						ab	bcdef	e		e			bc		

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
None	2064	1144	899	557	583	394	507	1688	191	129	**	191	747	635	724	1036
	62%	66%	57%	60%	64%	57%	66%	62%	62%	61%	**	45%	67%	67%	67%	64%
1		b			c		ac						a	a		
	541	248	290	140	141	146	110	438	44	45	**	62	260	132	165	284
	16%	14%	18%	15%	15%	21%	14%	16%	14%	22%	**	15%	23%	14%	15%	18%
2			a			abd							ac			
	400	175	223	146	102	85	65	325	41	19	**	85	102	139	115	209
	12%	10%	14%	16%	11%	12%	9%	12%	13%	9%	**	20%	9%	15%	11%	13%
3			a	bd								b		b		
	95	39	55	24	28	17	25	76	11	4	**	47	14	20	33	44
	3%	2%	4%	3%	3%	2%	3%	3%	4%	2%	**	11%	1%	2%	3%	3%
4												bc				
	33	15	17	4	7	12	10	29	-	2	**	23	-	6	12	13
	1%	1%	1%	*%	1%	2%	1%	1%	-%	1%	**	5%	-%	1%	1%	1%
5+						a						bc		b		
	12	6	6	1	4	-	6	10	2	-	**	5	-	3	5	2
	*%	*%	*%	*%	*%	-%	1%	*%	1%	-%	**	1%	-%	*%	*%	*%
Refused												b				
	190	106	78	54	48	37	44	156	17	11	**	10	-	20	33	29
	6%	6%	5%	6%	5%	5%	6%	6%	6%	5%	**	2%	-%	2%	3%	2%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
I have no formal qualifications (and I am not still studying)	157 5%	26 9% b	83 4%	37 7%	71 4%	50 4%	58 6%	12 6%	8 6%	108 4%	22 5%	116 4%	14 5%	67 4%	63 5%	23 5%
Entry level qualification such as ESOL, ELC or Skills for Life	44 1%	11 4% b	10 1%	13 2% b	8 1%	15 1%	5 1%	7 3% b	6 4% ab	23 1%	5 1%	24 1%	3 1%	24 1% b	4 **%	6 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	252 8%	27 10%	118 6%	46 9%	99 6%	82 7%	63 7%	12 6%	8 5%	179 7%	42 10%	197 7%	25 9%	126 7%	96 8%	41 9%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	490 15%	31 11%	303 16%	80 15%	254 16%	190 16%	145 15%	26 13%	18 12%	383 15%	69 16%	408 15%	44 16%	260 14%	192 17%	62 14%
Level 1-2 vocational qualification or intermediate apprenticeship	122 4%	12 4%	56 3%	24 5%	43 3%	41 3%	27 3%	6 3%	2 1%	88 3%	19 4%	95 4%	12 4%	58 3%	49 4%	19 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	326 10%	29 11%	173 9%	49 9%	153 9%	105 9%	98 10%	22 11%	14 10%	263 10%	37 8%	275 10%	25 9%	176 10%	124 11%	46 10%
Level 3 vocational qualification or advanced apprenticeship	167 5%	7 2%	87 5%	20 4%	74 5%	63 5%	31 3%	9 4%	4 3%	131 5%	20 4%	138 5%	12 4%	95 5%	55 5%	22 5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	328 10%	23 8%	213 11%	54 10%	182 11%	124 10%	112 12%	18 9%	17 11%	256 10%	48 11%	271 10%	32 11%	197 11%	107 9%	43 10%
Level 4-5 vocational qualification or higher apprenticeship	95 3%	7 3%	54 3%	13 2%	49 3%	32 3%	29 3%	6 3%	5 4%	73 3%	13 3%	78 3%	7 2%	57 3%	28 2%	11 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	691 21%	36 13%	444 24% a	98 18%	383 24%	289 24%	192 20%	54 26%	39 26%	553 22%	78 18%	592 22% b	40 14%	426 23% b	206 18%	100 22%
Level 6 vocational qualification or degree apprenticeship	36 1%	6 2%	20 1%	9 2%	17 1%	16 1%	10 1%	4 2%	3 2%	24 1%	11 2% a	26 1%	9 3% a	26 1%	9 1%	3 1%
University higher degree (e.g. Masters, PhD or equivalent)	379 11%	29 11%	210 11%	48 9%	191 12%	144 12%	95 10%	27 13%	20 13%	287 11%	48 11%	301 11%	34 12%	210 12%	125 11%	50 11%
Still studying/ still at school	18 1%	2 1%	2 *%	3 1%	1 *%	4 *%	- -%	* *%	- -%	15 1%	1 *%	16 1%	- -%	10 1%	6 1%	4 1%
Prefer not to say	145 4%	15 6%	71 4%	22 4%	64 4%	44 4%	42 4%	5 2%	4 3%	90 4%	22 5%	96 4%	16 6%	54 3%	58 5% a	13 3%
Don't know	83 3%	13 5%	42 2%	21 4%	34 2%	19 2%	36 4% ac	1 *%	- -%	57 2%	11 2%	59 2%	8 3%	29 2%	39 3% a	8 2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
I have no formal qualifications (and I am not still studying)	157	18	88	33	73	50	55	13	11	23	43	30	35
	5%	3%	4%	4%	4%	3%	5%	4%	5%	5%	4%	5%	4%
Entry level qualification such as ESOL, ELC or Skills for Life	44	14	9	15	8	17	6	5	4	6	2	6	2
	1%	2%	5%	2%	5%	1%	1%	1%	2%	1%	5%	1%	5%
		b		b									
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	252	33	137	57	113	98	72	24	16	29	75	38	67
	8%	6%	7%	7%	6%	6%	7%	7%	7%	6%	7%	6%	7%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	490	72	319	124	267	216	175	44	28	72	169	95	146
	15%	13%	16%	15%	15%	14%	16%	12%	12%	16%	16%	16%	16%
Level 1-2 vocational qualification or intermediate apprenticeship	122	20	66	33	52	42	43	11	7	21	35	33	24
	4%	4%	3%	4%	3%	3%	4%	3%	3%	5%	3%	6%	3%
												b	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	326	48	191	72	167	139	100	36	21	29	119	42	106
	10%	8%	9%	8%	10%	9%	9%	10%	9%	6%	11%	7%	11%
											a		a

Columns Tested: a,b - a,b - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Level 3 vocational qualification or advanced apprenticeship	167 5%	33 6%	98 5%	49 6%	82 5%	83 5%	47 4%	23 7%	14 6%	21 5%	63 6%	29 5%	55 6%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	328 10%	50 9%	224 11%	76 9%	198 11%	162 11%	112 10%	35 10%	26 11%	55 12%	138 13%	67 11%	126 14%
Level 4-5 vocational qualification or higher apprenticeship	95 3%	12 2%	58 3%	19 2%	52 3%	43 3%	28 3%	9 2%	7 3%	13 3%	36 3%	18 3%	31 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	691 21%	125 22%	473 23%	191 23%	408 23%	369 24%	229 21%	83 24%	54 23%	103 22%	222 21%	138 23%	188 20%
Level 6 vocational qualification or degree apprenticeship	36 1%	5 1%	22 1%	8 1%	19 1%	18 1%	9 1%	3 1%	3 1%	8 2%	8 1%	9 2%	8 1%
University higher degree (e.g. Masters, PhD or equivalent)	379 11%	80 14%	229 11%	103 12%	206 12%	199 13%	111 10%	58 16% b	33 14%	46 10%	102 10%	56 9%	92 10%
Still studying/ still at school	18 1%	7 1% b	4 *% b	8 1% b	2 *% b	9 1%	2 *% c	2 1%	2 1%	5 1% b	1 *% b	5 1%	1 *% b
Prefer not to say	145 4%	32 6%	75 4%	40 5%	67 4%	56 4%	51 5% c	7 2%	6 2%	15 3%	35 3%	21 3%	30 3%
Don't know	83 3%	14 2%	44 2%	22 3%	35 2%	20 1%	37 3% acd	1 *% acd	- -%	12 3%	19 2%	14 2%	17 2%

Columns Tested: a,b - a,b - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
I have no formal qualifications (and I am not still studying)	157	18	47	6	**	8	30	**	**	66	38	94	63
	5%	3%	6% a	4%	**	4%	6%	**	**	4%	5%	4%	9% a
Entry level qualification such as ESOL, ELC or Skills for Life	44	4	4	2	**	4	2	**	**	8	6	37	7
	1%	1%	*%	1%	**	2%	*%	**	**	1%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	252	52	52	12	**	6	38	**	**	104	44	206	46
	8%	7%	7%	8%	**	3%	7%	**	**	7%	6%	8%	6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	490	110	131	26	**	34	76	**	**	241	111	376	113
	15%	15%	16%	17%	**	17%	15%	**	**	16%	15%	14%	16%
Level 1-2 vocational qualification or intermediate apprenticeship	122	28	29	7	**	4	13	**	**	57	17	109	14
	4%	4%	4%	5%	**	2%	2%	**	**	4%	2%	4% b	2%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	326	71	77	14	**	16	47	**	**	148	64	271	55
	10%	10%	10%	9%	**	8%	9%	**	**	10%	9%	10%	8%
Level 3 vocational qualification or advanced apprenticeship	167	48	36	11	**	8	19	**	**	84	26	140	28
	5%	7%	5%	7%	**	4%	4%	**	**	5%	4%	5%	4%

Columns Tested: a,b,c,d - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	PAY TV a	FREE TV b	YES a	NO b
Significance Level: 99%													
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	328 10%	85 12%	107 13%	21 13%	** **	23 11%	44 8%	** **	** **	193 13%	66 9%	256 10%	71 10%
Level 4-5 vocational qualification or higher apprenticeship	95 3%	28 4%	21 3%	2 1%	** **	5 2%	8 1%	** **	** **	49 3%	12 2%	75 3%	19 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	691 21%	165 23%	160 20%	34 22%	** **	47 23%	124 24%	** **	** **	326 21%	171 24%	572 22% b	119 16%
Level 6 vocational qualification or degree apprenticeship	36 1%	11 1%	6 1%	3 2%	** **	5 2%	4 1%	** **	** **	17 1%	9 1%	27 1%	9 1%
University higher degree (e.g. Masters, PhD or equivalent)	379 11%	76 10%	72 9%	11 7%	** **	28 14%	59 11%	** **	** **	148 10%	87 12%	307 12%	72 10%
Still studying/ still at school	18 1%	4 *%	3 *%	1 1%	** **	2 1%	2 *%	** **	** **	6 *%	4 1%	18 1%	- -%
Prefer not to say	145 4%	20 3%	30 4%	4 3%	** **	7 4%	31 6%	** **	** **	51 3%	38 5%	87 3%	59 8% a
Don't know	83 3%	7 1%	24 3% a	1 1%	** **	4 2%	21 4%	** **	** **	31 2%	25 4%	37 1%	47 6% a

Columns Tested: a,b,c,d - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
I have no formal qualifications (and I am not still studying)	157	37	28	7	19	68	12	38	33	83	72	34	29	37	89
	5%	5%	4%	5%	4%	5%	3%	3%	3%	3%	13% abcd	16% abcd	3%	3%	8% ab
Entry level qualification such as ESOL, ELC or Skills for Life	44	3	2	1	4	34	11	21	10	42	2	1	22	16	5
	1%	*%	*%	1%	1%	3% ab	3% ce	2%	1%	2%	*%	*%	2% c	1%	*%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	252	43	39	15	44	112	31	96	103	230	22	13	69	118	65
	8%	6%	5%	10%	10% ab	9% a	8%	8% e	9% e	8% e	4%	6%	7%	10% c	6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	490	115	126	25	58	167	63	137	201	401	88	30	132	149	208
	15%	15%	17%	17%	13%	13%	16% b	11%	18% bd	15% b	16% b	14%	14%	12%	18% ab
Level 1-2 vocational qualification or intermediate apprenticeship	122	22	22	2	23	53	25	60	33	118	4	-	49	53	20
	4%	3%	3%	2%	5%	4%	6% cef	5% ef	3% e	4% ef	1%	-%	5% c	4% c	2% 2%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	326	53	88	13	41	131	84	112	95	292	32	13	129	112	83
	10%	7%	12% a	9%	10%	10% a	21% bcdef	9%	9%	11% e	6%	6%	13% bc	9%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 286

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Level 3 vocational qualification or advanced apprenticeship	167	32	37	9	24	67	26	76	54	156	12	5	59	72	36
	5%	4%	5%	6%	6%	5%	6%	6%	5%	6%	2%	2%	6%	6%	3%
							e	e	e	e			c	c	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	328	67	104	17	43	97	15	119	133	267	61	18	51	153	123
	10%	9%	14%	12%	10%	8%	4%	9%	12%	10%	11%	8%	5%	12%	11%
			ae					a	a	a	a			a	a
Level 4-5 vocational qualification or higher apprenticeship	95	18	25	6	9	36	9	31	37	77	18	3	17	42	35
	3%	2%	3%	4%	2%	3%	2%	2%	3%	3%	3%	1%	2%	3%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	691	219	164	23	80	211	67	311	215	593	97	31	223	257	209
	21%	28%	22%	15%	18%	17%	17%	25%	20%	22%	17%	15%	23%	21%	19%
		cde	e					acef					c		
Level 6 vocational qualification or degree apprenticeship	36	7	3	2	10	14	2	13	11	26	11	4	5	16	15
	1%	1%	*%	2%	2%	1%	*%	1%	1%	1%	2%	2%	1%	1%	1%
					b										
University higher degree (e.g. Masters, PhD or equivalent)	379	102	70	14	48	147	35	188	105	328	48	15	122	154	101
	11%	13%	9%	9%	11%	12%	9%	15%	10%	12%	8%	7%	13%	13%	9%
								acdef					c	c	
Still studying/ still at school	18	2	-	-	2	14	12	4	2	18	-	-	15	1	1
	1%	*%	-%	-%	*%	1%	3%	*%	*%	1%	-%	-%	2%	*%	*%
							bcde						bc		
Prefer not to say	145	32	18	8	21	66	*	46	39	85	59	30	25	32	87
	4%	4%	2%	5%	5%	5%	*%	4%	4%	3%	10%	14%	3%	3%	8%
						b		a	a	a	abcd	abcd			ab
Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Don't know	83	20	13	5	6	39	8	16	17	41	42	16	15	17	51
	3%	3%	2%	3%	1%	3%	2%	1%	2%	1%	7%	8%	2%	1%	4%
											abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
I have no formal qualifications (and I am not still studying)	157	77	80	20	22	41	71	133	8	13	**	25	64	7	74	49
	5%	4%	5%	2%	2%	6%	9%	5%	3%	6%	**	6%	6%	1%	7%	3%
						ab	ab					c	c		b	
Entry level qualification such as ESOL, ELC or Skills for Life	44	24	20	13	4	9	16	36	4	2	**	16	13	-	23	11
	1%	1%	1%	1%	*%	1%	2%	1%	1%	1%	**	4%	1%	-%	2%	1%
							b					bc	c		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	252	114	136	31	36	78	105	201	20	22	**	57	100	41	104	101
	8%	7%	9%	3%	4%	11%	14%	7%	6%	11%	**	13%	9%	4%	10%	6%
						ab	ab					bc	c		b	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	490	238	247	74	118	128	163	400	49	26	**	78	206	99	176	236
	15%	14%	16%	8%	13%	19%	21%	15%	16%	13%	**	18%	18%	10%	16%	15%
					a	ab	ab					c	c			
Level 1-2 vocational qualification or intermediate apprenticeship	122	63	59	15	15	55	37	101	6	11	**	23	51	17	50	47
	4%	4%	4%	2%	2%	8%	5%	4%	2%	5%	**	6%	5%	2%	5%	3%
						ab	ab					c	c			
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	326	161	158	84	99	53	89	258	38	17	**	42	127	97	109	160
	10%	9%	10%	9%	11%	8%	12%	9%	12%	8%	**	10%	11%	10%	10%	10%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Level 3 vocational qualification or advanced apprenticeship	167	66	100	22	41	62	42	145	6	13	**	30	61	38	67	76
	5%	4%	6%	2%	4%	9%	6%	5%	2%	6%	**	7%	5%	4%	6%	5%
			a			ab	a	b								
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	328	200	126	89	90	102	45	262	46	14	**	35	123	89	100	168
	10%	12%	8%	10%	10%	15%	6%	10%	15%	7%	**	8%	11%	9%	9%	10%
		b		d	d	abd			ac							
Level 4-5 vocational qualification or higher apprenticeship	95	54	41	27	29	27	11	83	3	5	**	9	30	32	33	53
	3%	3%	3%	3%	3%	4%	1%	3%	1%	2%	**	2%	3%	3%	3%	3%
						d										
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	691	367	320	280	266	68	71	553	71	48	**	54	201	310	178	415
	21%	21%	20%	30%	29%	10%	9%	20%	23%	23%	**	13%	18%	32%	16%	26%
				cd	cd									ab		a
Level 6 vocational qualification or degree apprenticeship	36	23	14	18	11	6	2	28	4	2	**	3	13	15	13	21
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	1%	2%	1%	1%
				d												
University higher degree (e.g. Masters, PhD or equivalent)	379	210	166	216	126	13	20	318	29	26	**	19	92	197	89	225
	11%	12%	11%	23%	14%	2%	3%	12%	10%	12%	**	5%	8%	21%	8%	14%
				bcd	cd									ab		a
Still studying/ still at school	18	10	8	4	10	-	4	15	3	-	**	6	3	2	5	7
	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	**	1%	1%	1%	1%	1%
												bc				
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Prefer not to say	145	75	63	25	34	27	53	125	8	7	**	7	20	8	33	30
	4%	4%	4%	3%	4%	4%	7%	5%	3%	3%	**	2%	2%	1%	3%	2%
							ab									
Don't know	83	53	30	7	14	22	36	67	11	2	**	17	20	3	35	19
	3%	3%	2%	1%	2%	3%	5%	2%	3%	1%	**	4%	2%	*%	3%	1%
						a	ab					bc	c		b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Income Support	54 2%	8 3% b	14 1%	9 2%	12 1%	15 1%	7 1%	9 4% ab	3 2%	35 1%	6 1%	37 1%	4 1%	29 2%	12 1%	10 2%
Income-based Jobseeker's Allowance	39 1%	10 4% b	9 *%	11 2% b	8 1%	16 1%	3 *%	5 2% b	3 2%	25 1%	4 1%	26 1%	3 1%	22 1%	7 1%	8 2%
Pensions Credit (Guaranteed Credit)	68 2%	18 6% b	29 2%	23 4% b	24 1%	30 2%	17 2%	7 3%	3 2%	35 1%	16 4% a	41 2%	11 4% a	33 2%	19 2%	8 2%
Pensions Credit (no Guaranteed Credit)	26 1%	8 3% b	9 *%	12 2% b	5 *%	13 1%	4 *%	4 2% b	- -%	18 1%	3 1%	19 1%	2 1%	17 1%	5 *%	5 1%
Employment and Support Allowance (ESA)	109 3%	12 4%	45 2%	13 2%	44 3%	36 3%	21 2%	11 5% b	6 4%	80 3%	13 3%	87 3%	5 2%	58 3%	34 3%	20 4%
Universal Credit (and household has other earnings)	261 8%	16 6%	107 6%	31 6%	92 6%	72 6%	50 5%	12 6%	5 3%	190 7%	29 7%	199 7%	20 7%	130 7%	89 8%	31 7%
Universal Credit (and household has no other earnings)	144 4%	12 4%	55 3%	22 4%	45 3%	34 3%	33 4%	10 5%	4 3%	111 4%	11 2%	114 4%	8 3%	77 4%	45 4%	30 7%
Personal Independence Payment (PIP)	197 6%	15 5%	116 6%	24 4%	107 7%	75 6%	57 6%	14 7%	9 6%	161 6%	26 6%	169 6%	18 6%	109 6%	77 7%	27 6%
Carer's allowance	122 4%	12 4%	75 4%	21 4%	66 4%	44 4%	43 5%	6 3%	6 4%	82 3%	21 5%	90 3%	13 5%	57 3%	46 4%	10 2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Disability Living Allowance (DLA)	120	10	69	15	64	40	40	10	8	84	17	88	13	61	40	8
	4%	4%	4%	3%	4%	3%	4%	5%	6%	3%	4%	3%	5%	3%	3%	2%
Other benefit	51	8	28	14	21	20	16	2	2	41	6	43	4	26	20	1
	2%	3%	1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%
None of these - Do not receive any of these benefits	2205	164	1362	350	1176	856	669	131	103	1726	288	1833	180	1237	777	291
	66%	60%	72%	65%	72%	70%	71%	63%	69%	68%	65%	68%	64%	68%	67%	65%
			a		a											
Don't know	89	6	34	15	25	19	21	5	3	66	12	73	4	42	35	18
	3%	2%	2%	3%	2%	2%	2%	2%	2%	3%	3%	3%	1%	2%	3%	4%
Prefer not to say	199	17	101	34	84	58	60	9	6	141	30	150	21	90	81	25
	6%	6%	5%	6%	5%	5%	6%	4%	4%	6%	7%	6%	8%	5%	7%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Income Support	54	13	17	15	15	21	9	13	3	15	11	16	10
	2%	2%	1%	2%	1%	1%	1%	4%	1%	3%	1%	3%	1%
		b						ab		b			
Income-based Jobseeker's Allowance	39	9	11	10	10	14	6	7	5	4	7	4	7
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
		b						b					
Pensions Credit (Guaranteed Credit)	68	10	31	14	27	25	16	4	1	13	20	17	17
	2%	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	3%	2%
Pensions Credit (no Guaranteed Credit)	26	6	9	10	5	8	7	4	*	3	5	5	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
				b									
Employment and Support Allowance (ESA)	109	25	52	28	48	47	30	16	10	16	25	19	22
	3%	4%	3%	3%	3%	3%	3%	5%	5%	4%	2%	3%	2%
Universal Credit (and household has other earnings)	261	52	130	71	112	115	68	29	16	32	80	44	68
	8%	9%	6%	8%	6%	8%	6%	8%	7%	7%	8%	7%	7%
Universal Credit (and household has no other earnings)	144	31	62	42	51	46	47	18	7	13	38	19	31
	4%	5%	3%	5%	3%	3%	4%	5%	3%	3%	4%	3%	3%
		b		b									
Personal Independence Payment (PIP)	197	30	122	40	112	84	69	24	14	28	71	37	62
	6%	5%	6%	5%	6%	6%	6%	7%	6%	6%	7%	6%	7%
Carer's allowance	122	10	80	19	71	54	36	13	11	12	48	20	40
	4%	2%	4%	2%	4%	4%	3%	4%	5%	3%	5%	3%	4%

Columns Tested: a,b - a,b - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Disability Living Allowance (DLA)	120	19	69	23	65	54	35	13	10	18	45	23	39
	4%	3%	3%	3%	4%	4%	3%	4%	4%	4%	4%	4%	4%
Other benefit	51	5	30	12	23	20	15	2	2	6	12	9	9
	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%
None of these - Do not receive any of these benefits	2205	372	1468	579	1262	1081	759	234	161	307	751	399	659
	66%	66%	72% a	68%	72%	71%	71%	66%	69%	67%	70%	67%	71%
Don't know	89	14	37	21	29	30	21	9	5	17	20	20	17
	3%	3%	2%	3%	2%	2%	2%	3%	2%	4%	2%	3%	2%
Prefer not to say	199	27	105	45	88	74	59	14	9	32	46	39	39
	6%	5%	5%	5%	5%	5%	5%	4%	4%	7%	4%	6%	4%

Columns Tested: a,b - a,b - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Income Support	54	13	12	4	**	2	4	**	**	26	5	47	7
	2%	2%	2%	2%	**	1%	1%	**	**	2%	1%	2%	1%
Income-based Jobseeker's Allowance	39	6	4	2	**	3	-	**	**	10	3	37	2
	1%	1%	1%	1%	**	1%	-%	**	**	1%	*%	1%	*%
						b							
Pensions Credit (Guaranteed Credit)	68	18	15	7	**	3	10	**	**	33	13	48	19
	2%	2%	2%	4%	**	1%	2%	**	**	2%	2%	2%	3%
Pensions Credit (no Guaranteed Credit)	26	4	3	2	**	2	3	**	**	7	5	21	5
	1%	1%	*%	1%	**	1%	1%	**	**	*%	1%	1%	1%
Employment and Support Allowance (ESA)	109	22	19	5	**	6	20	**	**	41	26	86	24
	3%	3%	2%	3%	**	3%	4%	**	**	3%	4%	3%	3%
Universal Credit (and household has other earnings)	261	61	52	12	**	15	18	**	**	113	33	233	28
	8%	8%	6%	8%	**	8%	3%	**	**	7%	5%	9%	4%
										b		b	
Universal Credit (and household has no other earnings)	144	22	28	9	**	9	19	**	**	50	28	116	28
	4%	3%	4%	6%	**	5%	4%	**	**	3%	4%	4%	4%
Personal Independence Payment (PIP)	197	45	54	15	**	13	29	**	**	99	41	144	53
	6%	6%	7%	10%	**	6%	6%	**	**	6%	6%	6%	7%
Carer's allowance	122	28	32	3	**	12	18	**	**	60	30	93	29
	4%	4%	4%	2%	**	6%	4%	**	**	4%	4%	4%	4%
Disability Living Allowance (DLA)	120	30	33	10	**	9	14	**	**	63	24	92	28
	4%	4%	4%	6%	**	5%	3%	**	**	4%	3%	4%	4%

Columns Tested: a,b,c,d - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Other benefit	51	10	8	2	**	2	13	**	**	18	16	32	19
	2%	1%	1%	1%	**	1%	3%	**	**	1%	2%	1%	3% a
None of these - Do not receive any of these benefits	2205	492	566	97	**	144	371	**	**	1058	516	1730	476
	66%	68%	71%	62%	**	72%	72%	**	**	69%	72%	66%	66%
Don't know	89	24	14	6	**	-	7	**	**	38	7	73	16
	3%	3%	2%	4%	**	-%	1%	**	**	2%	1%	3%	2%
Prefer not to say	199	33	45	6	**	9	33	**	**	78	43	140	59
	6%	4%	6%	4%	**	5%	6%	**	**	5%	6%	5%	8% a

Columns Tested: a,b,c,d - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Income Support	54 2%	3 *%	8 1%	1 1%	6 2%	37 3% a	18 5% bcdef	23 2% e	13 1%	53 2% e	1 *% -	- -%	28 3% c	22 2% c	4 *%
Income-based Jobseeker's Allowance	39 1%	2 *%	4 1%	- -%	5 1%	27 2% a	9 2% e	21 2% e	9 1%	39 1% e	- -%	- -%	16 2% c	20 2% c	3 *%
Pensions Credit (Guaranteed Credit)	68 2%	5 1%	12 2%	6 4% a	10 2% a	35 3% a	17 4% bcd	12 1%	9 1%	37 1% bcd	30 5% bcd	12 6% bcd	21 2%	13 1%	33 3% b
Pensions Credit (no Guaranteed Credit)	26 1%	3 *%	2 *%	2 2%	1 *%	17 1%	4 1%	11 1%	5 *%	20 1%	6 1%	4 2%	6 1%	10 1%	10 1%
Employment and Support Allowance (ESA)	109 3%	23 3%	14 2%	2 2%	15 3%	56 4% b	17 4% f	35 3%	47 4% ef	99 4%	10 2%	1 *%	33 3%	38 3%	38 3%
Universal Credit (and household has other earnings)	261 8%	35 5%	51 7%	8 6%	39 9% a	129 10% a	54 14% cef	146 12% cef	59 5% ef	259 9% cef	2 *% -	- -%	123 13% bc	109 9% c	29 3%
Universal Credit (and household has no other earnings)	144 4%	18 2%	28 4%	4 3%	12 3%	82 7% ad	27 7% cef	76 6% cef	36 3% e	139 5% ef	5 1%	2 1%	76 8% bc	48 4% c	20 2%
Personal Independence Payment (PIP)	197 6%	46 6%	49 7%	11 7%	21 5%	73 6%	20 5% f	48 4%	91 8% bdf	158 6% bf	38 7% bf	2 1%	39 4%	66 5%	92 8% ab
Carer's allowance	122 4%	22 3%	37 5%	6 4%	17 4%	42 3%	13 3%	39 3%	51 5%	103 4%	19 3%	10 5%	25 3%	46 4%	50 4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2022. JULY-AUGUST 2022

Table 287

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Disability Living Allowance (DLA)	120	23	32	10	8	48	14	41	35	90	28	14	28	41	50
	4%	3%	4%	7%	2%	4%	3%	3%	3%	3%	5%	7%	3%	3%	4%
				d											
Other benefit	51	14	10	-	7	21	1	25	11	37	14	6	6	25	19
	2%	2%	1%	-%	2%	2%	1%	2%	1%	1%	2%	3%	1%	2%	2%
												a		a	
None of these - Do not receive any of these benefits	2205	579	539	89	297	710	207	819	767	1794	405	151	562	833	803
	66%	75%	73%	60%	69%	57%	52%	65%	71%	65%	71%	72%	58%	68%	71%
		ce	ce		e			a	abd	a	abd	a		a	a
Don't know	89	12	12	4	10	50	29	35	16	81	6	4	52	27	9
	3%	2%	2%	3%	2%	4%	7%	3%	1%	3%	1%	2%	5%	2%	1%
						a	bcdef						bc	c	
Prefer not to say	199	48	25	14	21	91	25	65	65	155	42	17	58	60	79
	6%	6%	3%	10%	5%	7%	6%	5%	6%	6%	7%	8%	6%	5%	7%
				b		b									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Income Support	54 2%	33 2%	21 1%	15 2%	5 1%	9 1%	24 3% b	37 1%	8 3%	5 2%	** **	17 4% bc	19 2%	9 1%	35 3% b	7 **%
Income-based Jobseeker's Allowance	39 1%	24 1%	14 1%	13 1%	4 *%	10 1%	11 1%	30 1%	1 *%	6 3%	** **	13 3% c	14 1%	4 *%	18 2%	14 1%
Pensions Credit (Guaranteed Credit)	68 2%	35 2%	32 2%	18 2%	12 1%	7 1%	30 4% bc	60 2%	1 *%	7 3% b	** **	14 3% c	29 3%	11 1%	40 4% b	19 1%
Pensions Credit (no Guaranteed Credit)	26 1%	16 1%	10 1%	9 1%	5 1%	5 1%	7 1%	17 1%	5 1%	2 1%	** **	6 1% c	14 1% c	2 *%	20 2% b	3 *%
Employment and Support Allowance (ESA)	109 3%	60 3%	49 3%	27 3%	18 2%	14 2%	49 6% abc	81 3%	13 4%	9 4%	** **	27 6% c	41 4% c	11 1%	82 8% b	10 1%
Universal Credit (and household has other earnings)	261 8%	99 6%	160 10% a	34 4%	49 5%	75 11% ab	99 13% ab	210 8%	28 9%	19 9%	** **	98 23% bc	88 8% c	20 2%	134 12% b	77 5%
Universal Credit (and household has no other earnings)	144 4%	65 4%	77 5%	15 2%	15 2%	25 4%	83 11% abc	116 4%	12 4%	11 5%	** **	44 10% bc	45 4% c	10 1%	95 9% b	28 2%
Personal Independence Payment (PIP)	197 6%	95 5%	98 6%	29 3%	31 3%	33 5%	99 13% abc	143 5%	22 7%	20 9%	** **	41 10% c	75 7% c	21 2%	145 13% b	25 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6B. Could you please tell us whether you or anyone in your household currently receives any of the following benefits?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Carer's allowance	122	53	67	24	22	21	53	91	13	8	**	34	49	11	62	33
	4%	3%	4%	3%	2%	3%	7%	3%	4%	4%	**	8%	4%	1%	6%	2%
							abc					bc	c		b	
Disability Living Allowance (DLA)	120	50	69	21	26	22	48	92	15	6	**	26	51	13	73	27
	4%	3%	4%	2%	3%	3%	6%	3%	5%	3%	**	6%	5%	1%	7%	2%
							ab					c	c		b	
Other benefit	51	16	35	12	19	7	12	47	2	1	**	10	28	6	23	20
	2%	1%	2%	1%	2%	1%	2%	2%	1%	1%	**	2%	2%	1%	2%	1%
			a									c	c			
None of these - Do not receive any of these benefits	2205	1181	1008	712	691	449	338	1813	208	139	**	153	760	845	514	1354
	66%	68%	64%	77%	76%	65%	44%	67%	68%	66%	**	36%	68%	89%	47%	84%
				cd	cd	d							a	ab		a
Don't know	89	59	30	22	26	15	26	70	11	3	**	8	24	13	27	28
	3%	3%	2%	2%	3%	2%	3%	3%	4%	1%	**	2%	2%	1%	3%	2%
		b														
Prefer not to say	199	103	89	35	44	45	63	174	9	8	**	23	23	11	54	29
	6%	6%	6%	4%	5%	7%	8%	6%	3%	4%	**	6%	2%	1%	5%	2%
							ab					bc			b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?

Base : Those responsible for the household's fixed broadband service whose household receives any government benefits

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted total	596	41	383	90	334	263	161	67	32	400	128	442	86	328	200	80
Effective Weighted Sample	518	32	333	75	290	219	145	49	29	342	118	381	78	281	177	65
Total	575	32	385	81	336	242	175	45	31	391	111	429	73	305	198	62
Yes	71	**	30	**	23	31	7	**	**	34	13	36	**	38	10	**
	12%	**	8%	**	7%	13%	4%	**	**	9%	12%	9%	**	12%	5%	**
						b								b		
No	480	**	346	**	306	207	162	**	**	343	92	378	**	254	181	**
	83%	**	90%	**	91%	85%	93%	**	**	88%	83%	88%	**	83%	92%	**
															a	
Don't know	25	**	10	**	7	5	6	**	**	14	6	14	**	13	6	**
	4%	**	2%	**	2%	2%	4%	**	**	3%	5%	3%	**	4%	3%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?

Base : Those responsible for the household's fixed broadband service whose household receives any government benefits

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	b	a	b
Unweighted total	596	167	429	223	373	367	229	122	63	72	213	107	178
Effective Weighted Sample	518	144	375	193	326	312	206	100	56	63	187	93	156
Total	575	148	428	204	371	338	237	96	57	70	247	108	208
Yes	71	33	38	40	31	57	13	26	**	**	20	17	12
	12%	22%	9%	20%	8%	17%	6%	27%	**	**	8%	16%	6%
		b		b		b		b				b	
No	480	104	376	149	330	264	216	65	**	**	217	85	189
	83%	70%	88%	73%	89%	78%	91%	67%	**	**	88%	79%	91%
			a		a		ac						a
Don't know	25	11	14	14	11	17	8	6	**	**	10	6	7
	4%	7%	3%	7%	3%	5%	3%	6%	**	**	4%	5%	3%

Columns Tested: a,b - a,b - 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 99% confidence level.

C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?

Base : Those responsible for the household's fixed broadband service whose household receives any government benefits

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	596	145	140	44	18	46	89	12	4	285	135	478	118
Effective Weighted Sample	518	122	126	34	16	42	86	10	4	248	128	411	108
Total	575	157	160	37	19	35	72	9	3	317	107	468	107
Yes	71	26	3	**	**	**	**	**	**	29	10	65	5
	12%	16%	2%	**	**	**	**	**	**	9%	9%	14%	5%
		b										b	
No	480	125	149	**	**	**	**	**	**	275	95	383	97
	83%	80%	93%	**	**	**	**	**	**	87%	89%	82%	90%
			a										
Don't know	25	6	7	**	**	**	**	**	**	13	2	19	6
	4%	4%	5%	**	**	**	**	**	**	4%	2%	4%	5%

Columns Tested: a,b,c,d - 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 99% confidence level.

C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?

Base : Those responsible for the household's fixed broadband service whose household receives any government benefits

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	~c	d	e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	596	166	116	46	116	158	54	246	200	500	94	27	167	228	199
Effective Weighted Sample	518	156	108	43	104	138	44	207	181	431	86	24	137	197	182
Total	575	134	164	40	99	143	54	242	189	486	88	23	156	226	191
Yes	71	10	11	**	14	32	**	38	15	68	**	**	31	33	7
	12%	8%	7%	**	14%	22%	**	16%	8%	14%	**	**	20%	14%	4%
						ab							c	c	
No	480	122	148	**	78	101	**	193	169	397	**	**	112	186	179
	83%	91%	90%	**	79%	70%	**	80%	89%	82%	**	**	72%	82%	94%
		de	e						b						ab
Don't know	25	2	5	**	6	11	**	11	5	21	**	**	12	7	5
	4%	1%	3%	**	6%	8%	**	5%	3%	4%	**	**	8%	3%	3%
						a									

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6C. Some providers offer cheaper home broadband services to people who are eligible to receive certain government benefits, such as Universal Credit. These can sometimes be referred to as social tariffs, targeted tariffs or targeted discount tariffs. Are you currently receiving cheaper home broadband services for people who receive government benefits?

Base : Those responsible for the household's fixed broadband service whose household receives any government benefits

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	~c	d	a	~b	~c	~d	a	b	~c	a	b
Unweighted total	596	256	332	113	131	96	246	462	63	42	29	157	248	62	352	160
Effective Weighted Sample	518	217	294	98	120	84	220	400	54	37	27	135	216	54	305	140
Total	575	256	312	99	121	124	221	446	60	41	28	158	230	64	325	163
Yes	71	44	26	20	10	**	28	52	**	**	**	20	31	**	49	7
	12%	17%	8%	21%	8%	**	13%	12%	**	**	**	13%	14%	**	15%	4%
		b		b											b	
No	480	203	273	73	108	**	183	375	**	**	**	133	193	**	265	148
	83%	79%	88%	74%	90%	**	83%	84%	**	**	**	84%	84%	**	82%	91%
			a		a											a
Don't know	25	9	13	6	3	**	11	19	**	**	**	5	5	**	11	7
	4%	4%	4%	6%	2%	**	5%	4%	**	**	**	3%	2%	**	3%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	3334	260	1835	512	1583	1219	876	269	144	2507	501	2689	319	1870	1138	480
Effective Weighted Sample	2935	214	1620	436	1396	1047	785	207	130	2205	464	2370	293	1648	1011	409
Total	3334	275	1885	536	1624	1217	943	209	149	2531	444	2694	282	1814	1161	450
Up to £199 per week/ Up to £10,399 per year	194 6%	22 8%	96 5%	29 5%	89 5%	59 5%	59 6%	7 4%	5 3%	145 6%	22 5%	153 6%	15 5%	84 5%	84 7% a	21 5%
From £200 to £299 per week/ From £10,400 to £15,599 per year	276 8%	24 9%	142 8%	43 8%	123 8%	95 8%	71 8%	25 12%	18 12%	195 8%	36 8%	205 8%	26 9%	149 8%	82 7%	40 9%
From £300 to £499 per week/ From £15,600 to £25,999 per year	524 16%	41 15%	287 15%	85 16%	243 15%	187 15%	141 15%	36 17%	24 16%	388 15%	82 18%	413 15%	57 20%	277 15%	193 17%	74 16%
From £500 to £699 per week/ From £26,000 to £36,399 per year	446 13%	38 14%	264 14%	78 15%	223 14%	179 15%	122 13%	35 17%	25 17%	338 13%	67 15%	361 13%	44 16%	260 14%	145 12%	70 16%
From £700 to £999 per week/ From £36,400 to £51,999 per year	491 15%	28 10%	294 16%	67 12%	256 16%	184 15%	139 15%	30 14%	23 16%	381 15%	62 14%	405 15%	39 14%	288 16%	155 13%	77 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	371 11%	31 11%	222 12%	62 12%	191 12%	155 13%	98 10%	33 16%	20 13%	299 12%	46 10%	317 12%	29 10%	226 12%	120 10%	49 11%
£1,500 and above per week/ £78,000 and above per year	276 8%	22 8%	176 9%	41 8%	157 10%	115 9%	82 9%	20 9%	14 9%	217 9%	38 9%	235 9%	21 8%	177 10% b	78 7%	36 8%
Don't know	206 6%	24 9% b	53 3%	38 7% b	40 2%	38 3%	39 4%	5 3%	3 2%	153 6%	18 4%	162 6%	8 3%	96 5%	75 6%	23 5%
Prefer not to say	549 16%	45 16%	352 19%	95 18%	301 19%	204 17% c	192 20% cd	18 9%	16 11%	413 16%	73 16%	443 16%	43 15%	257 14%	229 20% ac	59 13%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	FIXED BROADBAND - REGARD												
	FIXED BROADBAND - SIMPLE				FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Up to £199 per week/ Up to £10,399 per year	194	22	102	30	94	56	68	13	11	22	44	27	39
	6%	4%	5%	4%	5%	4%	6% a	4%	5%	5%	4%	5%	4%
From £200 to £299 per week/ From £10,400 to £15,599 per year	276	52	151	70	132	103	99	27	17	47	75	57	65
	8%	9%	7%	8%	8%	7%	9%	8%	7%	10%	7%	10%	7%
From £300 to £499 per week/ From £15,600 to £25,999 per year	524	83	315	137	261	237	162	61	45	68	153	92	128
	16%	15%	15%	16%	15%	16%	15%	17%	20%	15%	14%	15%	14%
From £500 to £699 per week/ From £26,000 to £36,399 per year	446	72	293	114	251	220	146	53	32	56	160	74	142
	13%	13%	14%	13%	14%	14%	14%	15%	14%	12%	15%	12%	15%
From £700 to £999 per week/ From £36,400 to £51,999 per year	491	97	319	142	274	248	168	56	38	72	180	98	154
	15%	17%	16%	17%	16%	16%	16%	16%	16%	16%	17%	16%	17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	371	78	238	109	207	211	105	50	27	54	140	76	118
	11%	14%	12%	13%	12%	14% b	10%	14%	12%	12%	13%	13%	13%
£1,500 and above per week/ £78,000 and above per year	276	47	192	66	173	159	80	35	22	51	101	59	94
	8%	8%	9%	8%	10%	10% b	7%	10%	10%	11%	9%	10%	10%
Don't know	206	41	65	58	48	58	48	20	16	29	28	35	22
	6%	7% b	3%	7% b	3%	4%	4%	6%	7%	6% b	3%	6% b	2%

Columns Tested: a,b - a,b - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	FIXED BROADBAND -												
	SIMPLE		REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	
Significance Level: 99%	a	b	a	b	a	b	c	d	a	b	a	b	
Unweighted total	3334	644	2029	939	1734	1591	1082	416	251	443	907	572	778
Effective Weighted Sample	2935	574	1790	831	1530	1388	967	352	225	400	797	509	687
Total	3334	561	2038	848	1751	1523	1076	353	232	460	1068	601	927
Prefer not to say	549	69	362	122	309	230	200	38	24	60	188	83	165
	16%	12%	18%	14%	18%	15%	19%	11%	10%	13%	18%	14%	18%
		a					cd						

Columns Tested: a,b - a,b - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Up to £199 per week/ Up to £10,399 per year	194	25	41	4	**	13	47	**	**	66	60	117	78
	6%	3%	5%	3%	**	6%	9%	**	**	4%	8% a	4%	11% a
From £200 to £299 per week/ From £10,400 to £15,599 per year	276	59	63	14	**	16	38	**	**	122	54	196	80
	8%	8%	8%	9%	**	8%	7%	**	**	8%	8%	7%	11% a
From £300 to £499 per week/ From £15,600 to £25,999 per year	524	103	118	25	**	35	97	**	**	220	132	384	140
	16%	14%	15%	16%	**	17%	19%	**	**	14%	18%	15%	19% a
From £500 to £699 per week/ From £26,000 to £36,399 per year	446	118	98	31	**	32	53	**	**	216	85	363	83
	13%	16%	12%	20%	**	16%	10%	**	**	14%	12%	14%	12%
From £700 to £999 per week/ From £36,400 to £51,999 per year	491	125	127	27	**	34	54	**	**	252	88	435	56
	15%	17%	16%	17%	**	17%	10%	**	**	17% b	12%	17% b	8%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	371	96	98	19	**	17	50	**	**	194	66	339	31
	11%	13%	12%	12%	**	8%	10%	**	**	13%	9%	13% b	4%
£1,500 and above per week/ £78,000 and above per year	276	70	82	12	**	18	34	**	**	153	52	262	14
	8%	10%	10%	8%	**	9%	7%	**	**	10%	7%	10% b	2%
Don't know	206	25	32	7	**	8	34	**	**	57	42	152	55
	6%	3%	4%	5%	**	4%	7%	**	**	4%	6%	6%	8%
Columns Tested: a,b,c,d - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	3334	653	697	166	85	235	585	50	33	1350	820	2598	736
Effective Weighted Sample	2935	563	628	134	75	216	539	45	30	1190	755	2271	666
Total	3334	728	800	156	92	201	517	42	28	1528	718	2613	721
Prefer not to say	549	107	141	17	**	30	110	**	**	248	140	365	184
	16%	15%	18%	11%	**	15%	21%	**	**	16%	19%	14%	26% a

Columns Tested: a,b,c,d - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Up to £199 per week/ Up to £10,399 per year	194 6%	46 6%	32 4%	5 4%	22 5%	90 7%	16 4%	59 5%	83 8% b	158 6%	36 6%	16 8%	38 4%	64 5%	92 8% ab
From £200 to £299 per week/ From £10,400 to £15,599 per year	276 8%	56 7%	54 7%	11 7%	34 8%	122 10%	44 11%	97 8%	76 7%	217 8%	58 10%	21 10%	91 9% b	72 6%	111 10% b
From £300 to £499 per week/ From £15,600 to £25,999 per year	524 16%	118 15%	102 14%	20 13%	85 20%	203 16%	65 16%	173 14%	172 16%	411 15%	114 20% bd	56 27% abcd	142 15%	177 14%	205 18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	446 13%	100 13%	109 15%	23 16%	67 15%	147 12%	44 11%	196 15% e	145 13%	384 14%	61 11%	19 9%	129 13%	181 15%	136 12%
From £700 to £999 per week/ From £36,400 to £51,999 per year	491 15%	120 16%	122 16%	25 17%	61 14%	164 13%	54 13%	233 18% cef	151 14% e	438 16% ef	52 9%	16 8%	165 17% c	203 16% c	123 11%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	371 11%	83 11%	102 14%	15 11%	45 11%	126 10%	40 10% ef	167 13% ef	139 13% ef	347 13% ef	24 4%	5 2%	115 12% c	164 13% c	92 8%
£1,500 and above per week/ £78,000 and above per year	276 8%	71 9%	73 10%	12 8%	38 9%	83 7%	17 4%	130 10% aef	116 11% aef	263 10% aef	12 2%	4 2%	66 7%	157 13% ac	52 5%
Don't know	206 6%	25 3%	17 2%	2 1%	23 5%	140 11% abcd	73 18% bcdef	67 5%	38 3%	177 6% c	27 5%	15 7%	117 12% bc	41 3%	46 4%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	3334	915	511	168	502	1252	357	1278	1093	2728	594	210	948	1214	1160
Effective Weighted Sample	2935	862	483	159	455	1105	309	1103	986	2391	536	187	812	1063	1054
Total	3334	773	740	147	432	1256	400	1267	1088	2755	567	210	964	1229	1130
Prefer not to say	549	154	129	34	56	181	47	144	169	361	182	59	101	170	272
	16%	20%	17%	23%	13%	14%	12%	11%	16%	13%	32%	28%	10%	14%	24%
		de		de					b		abcd	abcd			ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Up to £199 per week/ Up to £10,399 per year	194	87	107	10	32	38	109	159	17	9	**	194	-	-	96	70
	6%	5%	7%	1%	4%	5%	14%	6%	6%	4%	**	46%	-%	-%	9%	4%
					a	a	abc					bc			b	
From £200 to £299 per week/ From £10,400 to £15,599 per year	276	134	138	28	48	65	133	215	31	22	**	65	195	-	139	92
	8%	8%	9%	3%	5%	9%	17%	8%	10%	10%	**	15%	17%	-%	13%	6%
						ab	abc					c	c		b	
From £300 to £499 per week/ From £15,600 to £25,999 per year	524	264	255	83	153	128	159	427	53	31	**	113	388	-	233	215
	16%	15%	16%	9%	17%	18%	21%	16%	17%	15%	**	27%	35%	-%	21%	13%
					a	a	a					c	ac		b	
From £500 to £699 per week/ From £26,000 to £36,399 per year	446	243	199	104	148	111	80	365	40	25	**	28	322	75	126	247
	13%	14%	13%	11%	16%	16%	10%	13%	13%	12%	**	7%	29%	8%	12%	15%
					ad	ad							ac			a
From £700 to £999 per week/ From £36,400 to £51,999 per year	491	282	205	163	179	104	42	401	38	38	**	22	218	232	143	290
	15%	16%	13%	18%	20%	15%	5%	15%	12%	18%	**	5%	19%	24%	13%	18%
				d	d	d							a	ab		a
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	371	214	155	176	120	54	20	293	39	29	**	-	-	371	75	243
	11%	12%	10%	19%	13%	8%	3%	11%	13%	14%	**	-%	-%	39%	7%	15%
				bcd	cd	d								ab		a
£1,500 and above per week/ £78,000 and above per year	276	175	99	183	44	36	13	241	19	11	**	-	-	276	52	194
	8%	10%	6%	20%	5%	5%	2%	9%	6%	5%	**	-%	-%	29%	5%	12%
		b		bcd	d	d								ab		a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
		MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%	Total	a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	3334	1661	1639	1010	939	544	800	2735	300	206	93	410	1127	970	1094	1619
Effective Weighted Sample	2935	1465	1444	896	844	487	713	2411	263	179	84	358	981	862	954	1433
Total	3334	1734	1568	926	914	691	766	2723	306	211	94	422	1123	954	1088	1617
Don't know	206	68	135	26	41	42	96	172	17	16	**	-	-	-	87	69
	6%	4%	9%	3%	4%	6%	13%	6%	6%	8%	**	-%	-%	-%	8%	4%
			a			a	abc								b	
Prefer not to say	549	268	274	153	148	114	115	450	50	30	**	-	-	-	137	199
	16%	15%	17%	17%	16%	16%	15%	17%	16%	14%	**	-%	-%	-%	13%	12%
Columns Tested: a,b - a,b,c,d - a,b,c,d - a,b,c - a,b																

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
		STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND- ALONE	SIMPLE BUNDLE	STAND- ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2507	194	1407	377	1224	955	646	233	120	1889	393	2026	256	1460	822	377
Effective Weighted Sample	2200	158	1238	320	1076	813	583	178	108	1656	363	1780	234	1280	730	318
Total	2499	196	1451	389	1258	945	702	177	125	1913	347	2035	225	1413	847	351
Most Financially Vulnerable	422	40	203	69	175	141	102	25	15	315	53	333	35	214	154	60
	17%	20%	14%	18%	14%	15%	15%	14%	12%	16%	15%	16%	15%	15%	18%	17%
Potentially Financially Vulnerable	1123	82	653	171	564	431	304	82	60	836	176	892	120	624	388	167
	45%	42%	45%	44%	45%	46%	43%	46%	48%	44%	51%	44%	53% a	44%	46%	48%
Least Financially Vulnerable	954	74	594	149	519	373	296	70	50	762	118	809	70	575	304	124
	38%	38%	41%	38%	41%	39%	42%	39%	40%	40%	34%	40% b	31%	41%	36%	35%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	FIXED BROADBAND -												
	FIXED BROADBAND - SIMPLE		REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2507	501	1563	717	1347	1262	802	343	206	346	711	442	615
Effective Weighted Sample	2200	445	1375	631	1186	1094	718	289	185	313	622	393	541
Total	2499	433	1578	646	1365	1202	809	286	189	354	839	462	731
Most Financially Vulnerable	422	61	225	95	191	161	125	36	27	54	118	72	101
	17%	14%	14%	15%	14%	13%	15%	12%	14%	15%	14%	15%	14%
Potentially Financially Vulnerable	1123	182	707	282	607	525	365	122	88	158	372	208	322
	45%	42%	45%	44%	44%	44%	45%	43%	46%	45%	44%	45%	44%
Least Financially Vulnerable	954	190	646	269	567	517	319	128	75	142	349	182	308
	38%	44%	41%	42%	42%	43%	39%	45%	39%	40%	42%	39%	42%

Columns Tested: a,b - a,b - 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 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2507	524	533	132	63	189	419	43	29	1057	608	2030	477
Effective Weighted Sample	2200	448	481	105	55	172	388	38	27	929	560	1770	431
Total	2499	577	617	123	69	161	365	35	24	1193	526	2026	473
Most Financially Vulnerable	422	79	93	10	**	21	59	**	**	172	80	324	98
	17%	14%	15%	8%	**	13%	16%	**	**	14%	15%	16%	21%
Potentially Financially Vulnerable	1123	272	258	69	**	79	175	**	**	530	254	860	264
	45%	47%	42%	56% b	**	49%	48%	**	**	44%	48%	42%	56% a
Least Financially Vulnerable	954	226	265	44	**	61	131	**	**	491	192	842	111
	38%	39%	43%	35%	**	38%	36%	**	**	41%	36%	42% b	24%

Columns Tested: a,b,c,d - 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 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 99%		a	b	c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2507	683	406	126	401	901	237	1024	866	2127	377	141	705	974	825
Effective Weighted Sample	2200	643	382	119	364	793	204	879	779	1858	343	127	601	850	750
Total	2499	577	588	109	343	890	259	1018	865	2142	355	136	705	990	802
Most Financially Vulnerable	422	78	80	17	54	192	58	193	133	385	38	16	138	172	111
	17%	14%	14%	16%	16%	22%	23%	19%	15%	18%	11%	12%	20%	17%	14%
Potentially Financially Vulnerable						ab	cef	e		e			c		
	1123	251	254	55	167	400	108	409	382	899	223	91	292	393	436
	45%	44%	43%	50%	49%	45%	42%	40%	44%	42%	63%	67%	41%	40%	54%
Least Financially Vulnerable											abcd	abcd			ab
	954	247	254	37	122	298	92	415	351	858	95	29	274	425	254
	38%	43%	43%	34%	36%	33%	35%	41%	41%	40%	27%	22%	39%	43%	32%
		e	e				f	ef	ef	ef			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 99% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO
Significance Level: 99%		a	b	a	b	c	d	a	b	c	~d	a	b	c	a	b
Unweighted total	2507	1307	1179	799	730	407	558	2055	223	160	69	410	1127	970	850	1335
Effective Weighted Sample	2200	1148	1038	710	654	361	498	1805	194	139	63	358	981	862	741	1179
Total	2499	1357	1123	728	708	517	535	2043	228	159	70	422	1123	954	837	1334
Most Financially Vulnerable	422	178	242	43	85	97	191	347	43	16	**	422	-	-	202	154
	17%	13%	22%	6%	12%	19%	36%	17%	19%	10%	**	100%	-%	-%	24%	12%
			a		a	ab	abc					bc			b	
Potentially Financially Vulnerable	1123	604	506	215	338	281	283	901	105	85	**	-	1123	-	432	547
	45%	45%	45%	30%	48%	54%	53%	44%	46%	53%	**	-%	100%	-%	52%	41%
					a	a	a						ac		b	
Least Financially Vulnerable	954	574	375	469	285	138	61	794	80	59	**	-	-	954	202	633
	38%	42%	33%	64%	40%	27%	11%	39%	35%	37%	**	-%	-%	100%	24%	47%
		b		bcd	cd	d								ab		a

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