

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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" .....	906
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" .....	911
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" .....	916
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? .....	921
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)? .....	926
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? .....	931
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... ..	941
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? .....	950
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)? .....	955
Base : Those who have received a discount from their Pay TV service provider in the last twelve months	



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Q25. Did you contact your provider to add extra or improved services or did they contact you? .....	960
Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months	
Q26. Did you contact your provider to reduce or downgrade services or did they contact you? .....	965
Base : Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER .....	970
Base : Those responsible for the household's television service	
Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER .....	980
Base : Those responsible for the household's television service	
Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... ..	989
Base : Those responsible for the household's television service	
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? .....	994
Base : Those responsible for the household's television service	
Q28D. Which provider did you previously use for your TV service? .....	999
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. ....	1004
Base : Those who have ever changed supplier	
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? .....	1009
Base : Those who have not changed supplier in the last year	
Q29B. How long has (PROVIDER) been providing your TV service? .....	1014
Base : Those responsible for the household's television service	
Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies? .....	1019
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. ....	1024
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? .....	1029
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" .....	1034
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" .....	1039
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" .....	1044
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" .....	1049
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? .....	1054
Base : Those responsible for the household's Pay television service	
LANDLINE - SUMMARY OF BEHAVIOUR .....	1059
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1063
Base : Those responsible for the household's landline service	

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1067
Base : Those responsible for the household's landline service	
LANDLINE - SUMMARY OF BEHAVIOUR .....	1071
Base : Those responsible for the household's standalone landline service (SIMPLE)	
LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1075
Base : Those responsible for the household's standalone landline service (SIMPLE)	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1079
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 .....	1083
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 .....	1087
Base : Those responsible for the household's standalone landline service (SIMPLE)	
MOBILE PHONE - SUMMARY OF BEHAVIOUR .....	1091
Base : Those responsible for a mobile phone	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1095
Base : Those responsible for a mobile phone	
MOBILE PHONE - SUMMARY OF BEHAVIOUR .....	1099
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 .....	1103
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 MAKING CONTACT WITH PROVIDER .....	1107
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 .....	1115
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR .....	1119
Base : Those responsible for the household's fixed broadband service	
FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1123
Base : Those responsible for the household's fixed broadband service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1127
Base : Those responsible for the household's fixed broadband service	
PAY TV - SUMMARY OF BEHAVIOUR .....	1131
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1135
Base : Those responsible for the household's Pay TV service	
SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1139
Base : Those responsible for the household's Pay TV service	
PAY TV - SUMMARY OF BEHAVIOUR .....	1143
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1147
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	

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SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS .....	1151
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 .....	1155
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 .....	1160
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)	
FREE TV - SUMMARY OF BEHAVIOUR .....	1164
Base : Those responsible for the household's Free TV service	
FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS .....	1168
Base : Those responsible for the household's Free TV service	
DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR .....	1172
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 .....	1176
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 .....	1184
Base : Those responsible for the household's Dual Play package (SIMPLE)	
DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR .....	1188
Base : Those responsible for the household's Dual Play package (REGARD)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR .....	1192
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR .....	1196
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 MAKING CONTACT WITH PROVIDER .....	1200
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 .....	1204
Base : Those responsible for the household's Triple Play package (SIMPLE)	
TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR .....	1208
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? .....	1212
Base : All respondents	
Q34AB. Which provider did you use for your Landline service? .....	1216
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? .....	1224
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? .....	1229
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? .....	1237
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? .....	1241
Base : Those responsible for the household's TV service who do not have a Pay TV service	

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Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV? .....	1245
Base : All respondents	
Q35. Do you tend to look at deals from your own provider, from other providers or both? .....	1249
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? .....	1253
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? .....	1258
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? .....	1263
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? .....	1268
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? .....	1273
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 .....	1278
Base : All respondents	
Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to .....	1283
Base : All respondents	
Q37C. AGREEMENT WITH STATEMENTS - I'm comfortable working out how much services really cost .....	1288
Base : All respondents	
Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal .....	1293
Base : All respondents	
Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change .....	1298
Base : All respondents	
Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider .....	1303
Base : All respondents	
Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal .....	1308
Base : All respondents	
Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal .....	1313
Base : All respondents	
Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal .....	1318
Base : All respondents	
Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere .....	1323
Base : All respondents	
Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media .....	1328
Base : All respondents	
Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers .....	1333
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? .....	1338
Base : All respondents	

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier? .....	1343
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? .....	1348
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? .....	1353
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? .....	1358
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? .....	1363
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? .....	1368
Base : All respondents (giving their consent to answer this question)	
C2. Which one of these groups best describes your ethnic group or background? .....	1382
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)? .....	1392
Base : All respondents	
C4. And what is the total number of children aged under 18 in the household? .....	1397
Base : All respondents	
C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have? .....	1402
Base : All respondents	
C6. Which one of these bands describes your total household income before tax or any other deductions are made? .....	1414
Base : All respondents	
FINANCIAL VULNERABILITY .....	1422
Base : Those where it is possible to calculate the Financial Vulnerability Index	

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
England	2231	160	1194	317	1036	752	602	140	98	1664	274	1777	161	1184	754	287
	82%	78%	82%	79%	82%	82%	81%	79%	77%	82%	82%	82%	80%	83%	80%	81%
Scotland	254	33	133	50	116	95	72	25	20	187	33	199	20	121	98	27
	9%	16%	9%	13%	9%	10%	10%	14%	16%	9%	10%	9%	10%	8%	10%	8%
		b														
Wales	138	9	79	21	68	51	37	7	6	96	22	103	14	73	45	29
	5%	5%	5%	5%	5%	6%	5%	4%	5%	5%	7%	5%	7%	5%	5%	8%
Northern Ireland	94	4	51	12	43	25	30	6	3	83	7	84	6	47	42	9
	3%	2%	4%	3%	3%	3%	4%	3%	2%	4%	2%	4%	3%	3%	5%	3%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
England	2231	425	1310	599	1136	1005	730	235	169	273	686	354	606
	82%	82%	82%	82%	82%	82%	82%	80%	81%	81%	81%	80%	82%
Scotland	254	48	147	65	129	116	79	29	22	32	78	42	68
	9%	9%	9%	9%	9%	9%	9%	10%	10%	9%	9%	9%	9%
Wales	138	26	83	40	70	55	55	14	10	15	39	24	29
	5%	5%	5%	5%	5%	4%	6%	5%	5%	4%	5%	6%	4%
Northern Ireland	94	17	61	27	52	49	30	15	9	16	40	23	33
	3%	3%	4%	4%	4%	4%	3%	5%	4%	5%	5%	5%	4%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
England	2231	434	525	**	**	128	332	**	**	959	460	1731	501
	82%	82%	81%	**	**	84%	85%	**	**	81%	85%	81%	86%
Scotland	254	52	57	**	**	13	35	**	**	109	48	209	46
	9%	10%	9%	**	**	8%	9%	**	**	9%	9%	10%	8%
Wales	138	21	32	**	**	9	16	**	**	53	26	115	23
	5%	4%	5%	**	**	6%	4%	**	**	5%	5%	5%	4%
Northern Ireland	94	24	31	**	**	2	8	**	**	56	9	78	15
	3%	5%	5%	**	**	1%	2%	**	**	5%	2%	4%	3%

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
England	2231	493	473	**	318	889	268	846	713	1828	398	166	645	842	738
	82%	82%	82%	**	82%	82%	82%	82%	80%	81%	86% c	89% cd	82%	83%	81%
Scotland	254	55	50	**	36	103	24	99	93	216	38	12	62	96	96
	9%	9%	9%	**	9%	10%	7%	10%	10%	10%	8%	6%	8%	9%	11%
Wales	138	35	28	**	20	54	15	46	53	115	23	9	43	39	55
	5%	6%	5%	**	5%	5%	5%	4%	6%	5%	5%	5%	5%	4%	6%
Northern Ireland	94	17	28	**	13	33	18	42	31	91	3	-	34	43	17
	3%	3%	5%	**	3%	3%	6%	4%	3%	4%	1%	-%	4%	4%	2%
							ef	ef	ef	ef			c	c	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
England	2231	1173	1027	608	595	482	518	2231	-	-	**	266	754	696	737	1104
	82%	83%	81%	81%	80%	85%	83%	100%	-%	-%	**	79%	82%	81%	81%	82%
						b		bc								
Scotland	254	137	114	78	85	35	54	-	254	-	**	26	81	99	86	133
	9%	10%	9%	10%	11%	6%	9%	-%	100%	-%	**	8%	9%	12%	10%	10%
				c	c				ac							
Wales	138	68	66	37	37	28	37	-	-	138	**	21	48	43	55	62
	5%	5%	5%	5%	5%	5%	6%	-%	-%	100%	**	6%	5%	5%	6%	5%
										ab						
Northern Ireland	94	34	59	30	31	19	13	-	-	-	**	22	38	21	29	52
	3%	2%	5%	4%	4%	3%	2%	-%	-%	-%	**	6%	4%	2%	3%	4%
			a									c				

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
North East	135	12	66	20	58	47	32	11	8	103	17	113	7	66	53	19
	5%	6%	5%	5%	5%	5%	4%	6%	6%	5%	5%	5%	3%	5%	6%	5%
Yorkshire and Humberside	253	16	132	35	113	99	50	13	10	190	37	207	19	158	69	39
	9%	8%	9%	9%	9%	11%	7%	8%	8%	9%	11%	10%	10%	11%	7%	11%
						b								b		
North West	307	22	166	42	147	90	99	21	10	226	34	233	26	156	103	42
	11%	11%	11%	11%	12%	10%	13%	12%	8%	11%	10%	11%	13%	11%	11%	12%
West Midlands	245	20	114	38	96	77	57	22	16	183	21	192	12	122	82	30
	9%	10%	8%	10%	8%	8%	8%	13%	12%	9%	6%	9%	6%	9%	9%	9%
East Midlands	220	17	111	30	98	67	61	4	4	153	29	162	20	109	73	27
	8%	8%	8%	7%	8%	7%	8%	3%	3%	8%	9%	8%	10%	8%	8%	8%
South West	256	15	159	41	134	97	78	19	15	200	33	216	17	137	96	29
	9%	7%	11%	10%	11%	10%	11%	11%	12%	10%	10%	10%	8%	10%	10%	8%
East of England	235	19	133	30	122	75	77	11	9	175	28	189	14	124	80	27
	9%	9%	9%	7%	10%	8%	10%	6%	7%	9%	8%	9%	7%	9%	8%	8%
South East	336	14	201	45	170	110	104	14	10	246	52	267	31	177	122	35
	12%	7%	14%	11%	13%	12%	14%	8%	8%	12%	16%	12%	16%	12%	13%	10%
Greater London	246	24	110	36	98	91	43	24	15	187	23	198	13	134	76	39
	9%	12%	8%	9%	8%	10%	6%	13%	12%	9%	7%	9%	7%	9%	8%	11%
						b		b								
Scotland	254	33	133	50	116	95	72	25	20	187	33	199	20	121	98	27
	9%	16%	9%	13%	9%	10%	10%	14%	16%	9%	10%	9%	10%	8%	10%	8%
		b														
Wales	138	9	79	21	68	51	37	7	6	96	22	103	14	73	45	29
	5%	5%	5%	5%	5%	6%	5%	4%	5%	5%	7%	5%	7%	5%	5%	8%
Northern Ireland	94	4	51	12	43	25	30	6	3	83	7	84	6	47	42	9
	3%	2%	4%	3%	3%	3%	4%	3%	2%	4%	2%	4%	3%	3%	5%	3%

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

**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
North East	135 5%	22 4%	78 5%	34 5%	66 5%	57 5%	43 5%	20 7%	15 7%	15 4%	44 5%	20 5%	39 5%
Yorkshire and Humberside	253 9%	52 10%	149 9%	74 10%	128 9%	132 11%	70 8%	29 10%	22 10%	39 12%	76 9%	50 11%	65 9%
North West	307 11%	53 10%	184 11%	71 10%	166 12%	142 12%	95 11%	39 13%	23 11%	32 10%	106 13%	42 10%	96 13%
West Midlands	245 9%	50 10%	124 8%	69 9%	105 8%	102 8%	73 8%	28 10%	22 10%	30 9%	66 8%	37 8%	58 8%
East Midlands	220 8%	42 8%	125 8%	55 8%	111 8%	88 7%	78 9%	17 6%	12 6%	26 8%	70 8%	33 7%	63 9%
South West	256 9%	49 10%	166 10%	74 10%	141 10%	118 10%	97 11%	22 8%	17 8%	34 10%	81 10%	46 10%	69 9%
East of England	235 9%	35 7%	151 9%	53 7%	132 10%	100 8%	86 10%	24 8%	20 9%	23 7%	74 9%	30 7%	67 9%
South East	336 12%	63 12%	218 14%	94 13%	187 14%	160 13%	122 14%	32 11%	23 11%	43 13%	107 13%	57 13%	93 13%
Greater London	246 9%	58 11%	115 7%	74 10%	99 7%	107 9%	66 7%	24 8%	17 8%	31 9%	62 7%	38 9%	56 8%
Scotland	254 9%	48 9%	147 9%	65 9%	129 9%	116 9%	79 9%	29 10%	22 10%	32 9%	78 9%	42 9%	68 9%
Wales	138 5%	26 5%	83 5%	40 5%	70 5%	55 4%	55 6%	14 5%	10 5%	15 4%	39 5%	24 6%	29 4%
Northern Ireland	94 3%	17 3%	61 4%	27 4%	52 4%	49 4%	30 3%	15 5%	9 4%	16 5%	40 5%	23 5%	33 4%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
North East	135	26	33	**	**	5	21	**	**	59	26	97	38
	5%	5%	5%	**	**	3%	5%	**	**	5%	5%	5%	6%
Yorkshire and Humberside	253	48	67	**	**	23	32	**	**	115	55	198	55
	9%	9%	10%	**	**	15%	8%	**	**	10%	10%	9%	9%
North West	307	59	78	**	**	19	36	**	**	138	55	249	58
	11%	11%	12%	**	**	12%	9%	**	**	12%	10%	12%	10%
West Midlands	245	51	45	**	**	9	45	**	**	96	54	185	60
	9%	10%	7%	**	**	6%	12%	**	**	8%	10%	9%	10%
East Midlands	220	39	56	**	**	12	28	**	**	96	41	176	44
	8%	7%	9%	**	**	8%	7%	**	**	8%	7%	8%	8%
South West	256	53	62	**	**	15	52	**	**	115	66	189	66
	9%	10%	10%	**	**	10%	13%	**	**	10%	12%	9%	11%
East of England	235	41	56	**	**	15	33	**	**	97	48	192	42
	9%	8%	9%	**	**	10%	9%	**	**	8%	9%	9%	7%
South East	336	71	80	**	**	24	58	**	**	150	82	246	90
	12%	13%	12%	**	**	16%	15%	**	**	13%	15%	12%	15%
Greater London	246	45	49	**	**	7	26	**	**	94	33	198	48
	9%	8%	8%	**	**	4%	7%	**	**	8%	6%	9%	8%
Scotland	254	52	57	**	**	13	35	**	**	109	48	209	46
	9%	10%	9%	**	**	8%	9%	**	**	9%	9%	10%	8%
Wales	138	21	32	**	**	9	16	**	**	53	26	115	23
	5%	4%	5%	**	**	6%	4%	**	**	5%	5%	5%	4%
Northern Ireland	94	24	31	**	**	2	8	**	**	56	9	78	15
	3%	5%	5%	**	**	1%	2%	**	**	5%	2%	4%	3%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
North East	135 5%	27 4%	28 5%	** **	23 6%	55 5%	17 5%	57 5%	46 5%	120 5%	14 3%	6 3%	41 5%	65 6%	28 3%
Yorkshire and Humberside	253 9%	56 9%	51 9%	** **	35 9%	102 9%	32 10%	106 10%	80 9%	218 10%	35 8%	12 6%	87 11%	96 9%	70 8%
North West	307 11%	58 10%	80 14%	** **	39 10%	122 11%	43 13%	123 12%	97 11%	262 12%	45 10%	21 11%	103 13%	112 11%	92 10%
West Midlands	245 9%	51 9%	43 7%	** **	30 8%	117 11%	39 12%	90 9%	69 8%	198 9%	46 10%	23 12%	82 10%	84 8%	79 9%
East Midlands	220 8%	42 7%	45 8%	** **	31 8%	93 9%	23 7%	94 9%	62 7%	179 8%	40 9%	17 9%	58 7%	87 8%	74 8%
South West	256 9%	69 11%	56 10%	** **	40 10%	85 8%	24 7%	78 8%	77 9%	179 8%	75 16%	28 15%	64 8%	74 7%	116 13%
East of England	235 9%	61 10%	54 9%	** **	34 9%	83 8%	18 5%	77 7%	95 11%	190 8%	44 10%	22 12%	51 6%	101 10%	82 9%
South East	336 12%	86 14%	73 13%	** **	61 16%	109 10%	22 7%	123 12%	118 13%	262 12%	73 16%	33 18%	57 7%	137 13%	141 16%
Greater London	246 9%	44 7%	44 8%	** **	27 7%	125 12%	51 16%	98 10%	70 8%	219 10%	26 6%	5 3%	102 13%	87 8%	56 6%
Scotland	254 9%	55 9%	50 9%	** **	36 9%	103 10%	24 7%	99 10%	93 10%	216 10%	38 8%	12 6%	62 8%	96 9%	96 11%
Wales	138 5%	35 6%	28 5%	** **	20 5%	54 5%	15 5%	46 4%	53 6%	115 5%	23 5%	9 5%	43 5%	39 4%	55 6%
Northern Ireland	94 3%	17 3%	28 5%	** **	13 3%	33 3%	18 6%	42 4%	31 3%	91 4%	3 1%	- -%	34 4%	43 4%	17 2%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
North East	135 5%	53 4%	80 6%	23 3%	44 6%	23 4%	41 7%	135 6%	- -%	- -%	** **	22 7%	61 7%	30 3%	55 6%	59 4%
Yorkshire and Humberside	253 9%	154 11%	97 8%	62 8%	61 8%	72 13%	55 9%	253 11%	- -%	- -%	** **	30 9%	109 12%	66 8%	63 7%	132 10%
North West	307 11%	150 11%	151 12%	75 10%	80 11%	62 11%	88 14%	307 14%	- -%	- -%	** **	42 12%	112 12%	80 9%	116 13%	131 10%
West Midlands	245 9%	126 9%	116 9%	52 7%	55 7%	68 12%	64 10%	245 11%	- -%	- -%	** **	44 13%	89 10%	65 8%	87 10%	120 9%
East Midlands	220 8%	116 8%	100 8%	59 8%	64 9%	46 8%	49 8%	220 10%	- -%	- -%	** **	23 7%	74 8%	65 8%	79 9%	105 8%
South West	256 9%	135 10%	120 10%	88 12%	65 9%	43 8%	57 9%	256 11%	- -%	- -%	** **	21 6%	79 9%	91 11%	75 8%	147 11%
East of England	235 9%	127 9%	106 8%	68 9%	62 8%	45 8%	55 9%	235 11%	- -%	- -%	** **	20 6%	71 8%	80 9%	85 9%	118 9%
South East	336 12%	172 12%	158 13%	94 13%	95 13%	71 13%	73 12%	336 15%	- -%	- -%	** **	34 10%	111 12%	119 14%	106 12%	179 13%
Greater London	246 9%	141 10%	98 8%	87 12%	69 9%	50 9%	37 6%	246 11%	- -%	- -%	** **	31 9%	47 5%	100 12%	71 8%	112 8%
Scotland	254 9%	137 10%	114 9%	78 10%	85 11%	35 6%	54 9%	- -%	254 100%	- -%	** **	26 8%	81 9%	99 12%	86 10%	133 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.

REGION/ NATION

Base : All respondents

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Wales	138	68	66	37	37	28	37	-	-	138	**	21	48	43	55	62
	5%	5%	5%	5%	5%	5%	6%	-%	-%	100%	**	6%	5%	5%	6%	5%
										ab						
Northern Ireland	94	34	59	30	31	19	13	-	-	-	**	22	38	21	29	52
	3%	2%	5%	4%	4%	3%	2%	-%	-%	-%	**	6%	4%	2%	3%	4%
			a									c				

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
16-24 years	326 12%	15 7%	55 4%	29 7% b	40 3%	48 5%	21 3%	17 10% b	9 7%	257 13% b	20 6%	260 12%	17 9%	161 11%	116 12%	73 21% ab
25-34 years	459 17%	45 22% b	150 10%	55 14%	140 11%	118 13%	77 10%	34 19% b	13 11%	354 17% b	35 11%	366 17%	24 12%	253 18%	137 15%	68 19%
35-44 years	574 21%	32 15%	305 21%	75 19%	262 21%	179 19%	158 21%	41 23%	27 22%	420 21%	81 24%	454 21%	47 23%	307 22%	193 21%	60 17%
45-54 years	447 16%	35 17%	291 20%	68 17%	257 20%	177 19%	149 20%	27 15%	22 17%	337 17%	60 18%	362 17%	36 18%	247 17%	151 16%	56 16%
55-64 years	444 16%	29 14%	308 21%	77 19%	260 21%	200 22%	137 19%	32 18%	32 25%	343 17%	57 17%	371 17%	29 14%	239 17%	161 17%	55 16%
65-74 years	275 10%	18 9%	213 15%	46 11%	184 15%	120 13%	110 15%	14 8%	13 10%	196 10%	49 15% a	218 10%	27 13%	146 10%	99 11%	30 9%
75 years or over	187 7%	32 16% b	133 9%	49 12%	116 9%	77 8%	88 12%	11 6%	11 9%	121 6%	32 9%	132 6%	21 10%	72 5%	81 9% ac	11 3%
Prefer not to say	6 *%	2 1%	4 *%	2 *%	4 *%	4 *%	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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
16-24 years	326	73	62	87	49	88	47	41	20	51	36	60	28
	12%	14%	4%	12%	4%	7%	5%	14%	9%	15%	4%	14%	4%
		b		b				ab		b		b	
25-34 years	459	131	184	153	162	176	140	54	32	52	102	62	92
	17%	25%	12%	21%	12%	14%	16%	19%	15%	15%	12%	14%	12%
		b		b									
35-44 years	574	137	343	185	295	288	192	75	54	80	187	109	159
	21%	27%	21%	25%	21%	24%	21%	26%	26%	24%	22%	25%	22%
		b											
45-54 years	447	70	319	114	275	233	156	50	39	53	190	71	171
	16%	14%	20%	16%	20%	19%	17%	17%	19%	16%	23%	16%	23%
			a										a
55-64 years	444	59	327	100	285	231	154	42	37	59	171	74	156
	16%	11%	20%	14%	21%	19%	17%	14%	18%	18%	20%	17%	21%
			a		a								
65-74 years	275	30	225	61	195	129	126	20	18	24	98	38	84
	10%	6%	14%	8%	14%	11%	14%	7%	9%	7%	12%	9%	11%
			a		a		c						
75 years or over	187	16	137	31	122	76	77	10	9	16	57	26	46
	7%	3%	9%	4%	9%	6%	9%	3%	4%	5%	7%	6%	6%
			a		a		c						
Prefer not to say	6	-	4	-	4	3	1	-	-	1	-	1	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%

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

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
16-24 years	326	50	38	**	**	8	14	**	**	88	23	298	28
	12%	9%	6%	**	**	6%	4%	**	**	7%	4%	14%	5%
										b		b	
25-34 years	459	83	71	**	**	13	49	**	**	154	62	419	39
	17%	16%	11%	**	**	9%	12%	**	**	13%	11%	20%	7%
												b	
35-44 years	574	113	154	**	**	36	63	**	**	267	98	514	59
	21%	21%	24%	**	**	23%	16%	**	**	23%	18%	24%	10%
												b	
45-54 years	447	106	137	**	**	29	56	**	**	243	85	368	79
	16%	20%	21%	**	**	19%	14%	**	**	21%	16%	17%	14%
55-64 years	444	104	126	**	**	32	88	**	**	230	120	314	130
	16%	20%	20%	**	**	21%	22%	**	**	20%	22%	15%	22%
												a	
65-74 years	275	46	76	**	**	20	64	**	**	122	83	155	119
	10%	9%	12%	**	**	13%	16%	**	**	10%	15%	7%	20%
											a		a
75 years or over	187	28	44	**	**	14	56	**	**	72	71	60	128
	7%	5%	7%	**	**	9%	14%	**	**	6%	13%	3%	22%
											a		a
Prefer not to say	6	1	-	**	**	-	2	**	**	1	2	4	2
	*%	*%	-%	**	**	-%	1%	**	**	*%	*%	*%	*%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
16-24 years	326 12%	13 2%	25 4%	** **	31 8%	258 24%	326 100%	- -%	- -%	326 14%	- -%	- -%	326 42%	- -%	- -%
					a	abd	bcdef			bcef			bc		
25-34 years	459 17%	68 11%	61 10%	** **	54 14%	270 25%	- -%	459 44%	- -%	459 20%	- -%	- -%	459 58%	- -%	- -%
					abd	abd		acdef		acef			bc		
35-44 years	574 21%	125 21%	115 20%	** **	97 25%	219 20%	- -%	574 56%	- -%	574 26%	- -%	- -%	- -%	574 56%	- -%
								acdef		acef				ac	
45-54 years	447 16%	103 17%	138 24%	** **	61 16%	123 11%	- -%	- -%	447 50%	447 20%	- -%	- -%	- -%	447 44%	- -%
		e	ade						abdef	abef				ac	
55-64 years	444 16%	131 22%	127 22%	** **	60 15%	112 10%	- -%	- -%	444 50%	444 20%	- -%	- -%	- -%	- -%	444 49%
		e	e		e				abdef	abef					ab
65-74 years	275 10%	98 16%	73 13%	** **	44 11%	49 5%	- -%	- -%	- -%	- -%	275 59%	- -%	- -%	- -%	275 30%
		e	e		e						abcdf				ab
75 years or over	187 7%	60 10%	40 7%	** **	40 10%	46 4%	- -%	- -%	- -%	- -%	187 41%	187 100%	- -%	- -%	187 21%
		e			e						abcd	abcde			ab
Prefer not to say	6 *%	2 *%	- -%	** **	1 *%	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.

**S4. AGE OF RESPONDENT**

Base : All respondents

	GENDER		SOCIAL GRADE					NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
16-24 years	326 12%	108 8%	208 16%	63 8%	102 14%	87 15%	69 11%	268 12%	24 9%	15 11%	** **	66 20%	88 10%	47 5%	158 17%	102 8%
			a	a	a							bc	c		b	
25-34 years	459 17%	215 15%	235 19%	96 13%	145 19%	113 20%	102 16%	377 17%	38 15%	28 20%	** **	63 19%	162 18%	147 17%	168 19%	188 14%
				a	a										b	
35-44 years	574 21%	287 20%	283 22%	170 23%	167 22%	125 22%	105 17%	469 21%	61 24%	18 13%	** **	103 31%	157 17%	226 26%	158 17%	317 23%
				d								b	b		a	
45-54 years	447 16%	233 16%	208 16%	117 16%	115 15%	103 18%	107 17%	373 17%	36 14%	21 15%	** **	52 15%	163 18%	149 17%	117 13%	255 19%
															a	
55-64 years	444 16%	260 18%	178 14%	136 18%	109 15%	84 15%	111 18%	340 15%	57 23%	33 24%	** **	39 12%	165 18%	164 19%	133 15%	251 19%
			b						a	a			a	a		
65-74 years	275 10%	183 13%	90 7%	100 13%	69 9%	33 6%	73 12%	232 10%	27 10%	13 10%	** **	5 2%	102 11%	83 10%	84 9%	154 11%
			b	c			c						a	a		
75 years or over	187 7%	124 9%	63 5%	69 9%	41 6%	19 3%	56 9%	166 7%	12 5%	9 7%	** **	6 2%	84 9%	41 5%	87 10%	83 6%
			b	bc			c						ac		b	
Prefer not to say	6 *%	4 *%	2 *%	3 *%	1 *%	- -%	1 *%	5 *%	- -%	1 1%	** **	- -%	- -%	2 *%	2 *%	1 *%

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

**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Man	1413	111	800	231	680	508	403	95	69	1033	188	1110	111	788	434	195
	52%	54%	55%	58%	54%	55%	54%	54%	55%	51%	56%	51%	55%	55%	46%	55%
Woman	1266	92	647	165	573	404	334	79	57	970	145	1027	88	614	501	151
	47%	45%	44%	41%	45%	44%	45%	45%	45%	48%	43%	47%	44%	43%	53%	43%
															ac	
Non-binary	10	-	4	-	4	1	3	-	-	6	2	6	2	7	2	2
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	1%
Prefer to use my own term	3	-	-	-	-	-	-	-	-	3	-	3	-	2	1	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	*%	*%
Prefer not to say	26	3	6	4	5	8	1	3	-	17	-	17	-	15	2	4
	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.

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Man	1413	273	868	399	742	670	470	157	118	178	435	236	377
	52%	53%	54%	55%	53%	55%	53%	54%	56%	53%	52%	53%	51%
Woman	1266	234	723	322	635	537	419	130	89	153	406	202	357
	47%	45%	45%	44%	46%	44%	47%	44%	42%	46%	48%	46%	49%
Non-binary	10	2	4	2	4	3	2	2	2	3	1	3	1
	*%	*%	*%	*%	*%	*%	*%	1%	1%	1%	*%	1%	*%
Prefer to use my own term	3	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Prefer not to say	26	8	7	9	5	13	1	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

Any break column with 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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Man	1413	276	337	**	**	88	205	**	**	613	292	1079	334
	52%	52%	52%	**	**	58%	52%	**	**	52%	54%	51%	57%
Woman	1266	252	307	**	**	63	181	**	**	559	244	1024	242
	47%	47%	48%	**	**	41%	46%	**	**	47%	45%	48%	41%
Non-binary	10	3	1	**	**	1	2	**	**	4	3	10	-
	*%	1%	*%	**	**	*%	1%	**	**	*%	1%	*%	-%
Prefer to use my own term	3	-	-	**	**	-	-	**	**	-	-	3	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
Prefer not to say	26	1	1	**	**	1	4	**	**	1	5	17	8
	1%	*%	*%	**	**	1%	1%	**	**	*%	1%	1%	1%

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Man	1413	343	302	**	207	526	108	501	493	1103	307	124	323	519	567
	52%	57%	52%	**	53%	49%	33%	49%	55%	49%	66%	66%	41%	51%	63%
		e						a	abd	a	abcd	abcd		a	ab
Woman	1266	250	277	**	179	524	208	518	385	1112	152	63	443	491	330
	47%	42%	48%	**	46%	49%	64%	50%	43%	49%	33%	34%	57%	48%	36%
						a	bcdef	cef	e	cef			bc	c	
Non-binary	10	1	-	**	1	6	4	4	2	10	-	-	6	3	1
	*%	*%	-%	**	*%	1%	1%	*%	*%	*%	-%	-%	1%	*%	*%
Prefer to use my own term	3	-	-	**	-	3	1	1	2	3	-	-	1	-	2
	*%	-%	-%	**	-%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%
Prefer not to say	26	6	-	**	1	19	5	9	8	22	3	1	11	8	6
	1%	1%	-%	**	*%	2%	2%	1%	1%	1%	1%	*%	1%	1%	1%
						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.

S5. GENDER

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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Man	1413	1413	-	455	346	314	284	1173	137	68	**	135	512	497	406	730
	52%	100%	-%	60%	46%	56%	46%	53%	54%	49%	**	40%	56%	58%	45%	54%
		b		bd		bd							a	a		a
Woman	1266	-	1266	286	390	242	333	1027	114	66	**	196	399	355	488	612
	47%	-%	100%	38%	52%	43%	53%	46%	45%	48%	**	58%	43%	41%	54%	45%
			a		ac		ac					bc			b	
Non-binary	10	-	-	2	4	3	1	7	-	2	**	1	5	2	7	3
	*%	-%	-%	*%	*%	1%	*%	*%	-%	2%	**	*%	1%	*%	1%	*%
Prefer to use my own term	3	-	-	2	1	-	-	3	-	-	**	1	-	2	1	-
	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	**	*%	-%	*%	*%	-%
Prefer not to say	26	-	-	7	8	5	4	21	3	1	**	2	5	3	6	6
	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

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
AB	753 28%	68 33%	458 31%	131 33%	395 31%	289 31%	236 32%	50 28%	33 26%	554 27%	103 31%	593 27%	63 31%	419 29%	238 25%	89 25%
C1	748 28%	42 20%	407 28%	93 23%	356 28%	258 28%	191 26%	43 24%	35 28%	572 28%	106 31%	619 29%	58 29%	425 30%	253 27%	110 31%
C2	564 21%	43 21%	271 19%	74 19%	240 19%	174 19%	140 19%	44 25%	29 23%	429 21%	52 16%	445 21%	36 18%	305 21%	176 19%	80 23%
DE	623 23%	50 24%	307 21%	95 24%	262 21%	192 21%	165 22%	39 22%	29 23%	452 22%	73 22%	481 22%	43 22%	266 19%	258 28%	71 20%
Don't know	29 1%	3 2%	14 1%	7 2%	10 1%	9 1%	9 1%	1 1%	1 1%	22 1%	2 1%	25 1%	- -%	11 1%	14 1%	3 1%
<b>SUMMARY</b>																
ABC1	1501 55%	109 53%	865 59%	224 56%	751 59%	547 59%	428 58%	93 53%	68 54%	1126 55%	208 62%	1213 56%	122 60%	843 59%	491 52%	199 56%
C2DE	1187 44%	93 45%	578 40%	169 42%	502 40%	366 40%	305 41%	83 47%	58 46%	881 43%	125 37%	926 43%	80 40%	572 40%	435 46%	151 43%

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 - 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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
AB	753	131	499	202	429	372	258	71	52	115	257	150	222
	28%	25%	31%	28%	31%	30%	29%	24%	25%	34%	31%	34%	30%
			a										
C1	748	170	453	226	397	366	257	92	64	86	236	112	209
	28%	33%	28%	31%	29%	30%	29%	31%	31%	26%	28%	25%	28%
C2	564	100	294	138	256	240	154	66	46	79	166	93	152
	21%	19%	18%	19%	19%	20%	17%	22%	22%	23%	20%	21%	21%
DE	623	111	341	158	294	239	213	63	48	53	176	83	145
	23%	22%	21%	22%	21%	20%	24%	22%	23%	16%	21%	19%	20%
Don't know	29	3	14	7	10	7	11	1	-	3	7	4	6
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%
<b>SUMMARY</b>													
ABC1	1501	301	952	428	825	738	515	163	117	201	492	262	432
	55%	58%	59%	59%	60%	60%	58%	56%	55%	60%	58%	59%	59%
C2DE	1187	212	635	295	551	479	367	129	94	132	342	176	297
	44%	41%	40%	40%	40%	39%	41%	44%	45%	39%	41%	40%	40%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
AB	753	160	212	**	**	50	109	**	**	372	159	624	129
	28%	30%	33%	**	**	33%	28%	**	**	32%	29%	29%	22%
												b	
C1	748	155	167	**	**	39	126	**	**	322	164	597	151
	28%	29%	26%	**	**	25%	32%	**	**	27%	30%	28%	26%
C2	564	119	126	**	**	27	63	**	**	245	90	455	110
	21%	22%	19%	**	**	18%	16%	**	**	21%	17%	21%	19%
DE	623	95	134	**	**	35	89	**	**	229	123	440	183
	23%	18%	21%	**	**	23%	23%	**	**	19%	23%	21%	31%
												a	
Don't know	29	2	8	**	**	2	5	**	**	10	7	17	12
	1%	*%	1%	**	**	1%	1%	**	**	1%	1%	1%	2%
												a	
<b>SUMMARY</b>													
ABC1	1501	315	379	**	**	88	235	**	**	694	323	1221	280
	55%	59%	59%	**	**	58%	60%	**	**	59%	59%	57%	48%
												b	
C2DE	1187	214	259	**	**	62	152	**	**	474	213	894	293
	44%	40%	40%	**	**	40%	39%	**	**	40%	39%	42%	50%
												a	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
AB	753 28%	184 31%	188 33%	** **	115 30%	244 23%	63 19%	266 26%	252 28%	581 26%	169 37%	69 37%	159 20%	286 28%	305 34%
		e	e		e				a		abcd	abd		a	ab
C1	748 28%	165 27%	160 28%	** **	120 31%	283 26%	102 31%	312 30%	224 25%	638 28%	110 24%	41 22%	247 31%	282 28%	219 24%
								e					c		
C2	564 21%	113 19%	114 20%	** **	63 16%	262 24%	87 27%	238 23%	187 21%	512 23%	52 11%	19 10%	200 26%	228 22%	136 15%
						ad	ef	ef	ef	ef			c	c	
DE	623 23%	132 22%	110 19%	** **	89 23%	275 25%	69 21%	207 20%	218 24%	494 22%	128 28%	56 30%	171 22%	212 21%	239 26%
											bd	b			b
Don't know	29 1%	6 1%	6 1%	** **	1 *%	15 1%	5 2%	10 1%	9 1%	25 1%	3 1%	2 1%	8 1%	12 1%	8 1%
<b>SUMMARY</b>															
ABC1	1501 55%	349 58%	348 60%	** **	234 61%	527 49%	165 50%	578 56%	476 53%	1219 54%	279 60%	110 59%	405 52%	569 56%	523 58%
		e	e		e						a				
C2DE	1187 44%	246 41%	224 39%	** **	152 39%	537 50%	156 48%	445 43%	405 45%	1006 45%	180 39%	75 40%	371 47%	440 43%	375 41%
						abd									

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
AB	753 28%	455 32% b	286 23%	753 100% bcd	- -%	- -%	- -%	608 27%	78 31%	37 27%	** **	22 7%	163 18% a	417 48% ab	178 20%	468 35% a
C1	748 28%	346 25%	390 31% a	- -%	748 100% acd	- -%	- -%	595 27%	85 34%	37 27%	** **	79 24%	239 26%	279 32% ab	222 24%	417 31% a
C2	564 21%	314 22%	242 19%	- -%	- -%	564 100% abd	- -%	482 22% b	35 14%	28 20%	** **	93 28% c	252 27% c	103 12%	205 23%	256 19%
DE	623 23%	284 20%	333 26% a	- -%	- -%	- -%	623 100% abc	518 23%	54 21%	37 27%	** **	139 42% bc	259 28% c	59 7%	290 32% b	202 15%
Don't know	29 1%	13 1%	15 1%	- -%	- -%	- -%	- -%	27 1%	2 1%	- -%	** **	2 1%	7 1%	3 *%	12 1%	8 1%
<b>SUMMARY</b>																
ABC1	1501 55%	801 57%	676 53%	753 100% cd	748 100% cd	- -%	- -%	1204 54%	163 64% a	73 53%	** **	101 30%	402 44% a	695 81% ab	400 44%	885 66% a
C2DE	1187 44%	598 42%	575 45%	- -%	- -%	564 100% ab	623 100% ab	1000 45% b	89 35%	65 47%	** **	232 69% bc	511 56% c	161 19%	495 55% b	457 34%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
In full time employment	1300	100	673	198	575	439	334	95	66	972	163	1039	95	727	408	163
	48%	48%	46%	49%	46%	48%	45%	53%	52%	48%	49%	48%	47%	51%	43%	46%
In part time employment	407	31	201	62	170	139	93	29	23	322	38	341	19	216	144	64
	15%	15%	14%	15%	13%	15%	12%	16%	18%	16%	11%	16%	10%	15%	15%	18%
Unemployed	152	9	50	15	44	27	32	8	5	121	12	125	8	66	66	21
	6%	4%	3%	4%	4%	3%	4%	4%	4%	6%	3%	6%	4%	5%	7%	6%
A student	112	6	11	7	10	15	3	5	-	90	5	90	5	58	38	22
	4%	3%	1%	2%	1%	2%	*%	3%	-%	4%	2%	4%	3%	4%	4%	6%
Full-time responsibility for home/ family	124	8	65	12	61	41	33	6	3	89	17	96	11	50	56	14
	5%	4%	4%	3%	5%	4%	4%	4%	2%	4%	5%	4%	5%	4%	6%	4%
Retired	536	49	403	98	354	228	224	30	28	376	87	411	52	268	195	56
	20%	24%	28%	25%	28%	25%	30%	17%	22%	19%	26%	19%	26%	19%	21%	16%
Other	86	4	54	9	49	34	24	4	3	58	14	61	11	40	32	12
	3%	2%	4%	2%	4%	4%	3%	2%	2%	3%	4%	3%	6%	3%	3%	3%
Refused	1	-	-	-	-	-	-	-	-	*	-	*	-	*	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%
<b>SUMMARY</b>																
TOTAL EMPLOYED	1707	130	874	259	745	578	426	123	88	1294	200	1380	114	943	552	227
	63%	63%	60%	65%	59%	63%	58%	70%	70%	64%	60%	64%	57%	66%	59%	64%
								b						b		

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



**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
In full time employment	1300	289	754	401	642	632	411	166	114	196	409	249	355
	48%	56%	47%	55%	46%	52%	46%	57%	54%	58%	49%	56%	48%
		b		b				b		b			
In part time employment	407	75	216	109	183	168	124	39	29	40	127	55	111
	15%	15%	14%	15%	13%	14%	14%	13%	14%	12%	15%	13%	15%
Unemployed	152	38	59	47	50	44	53	14	9	12	30	16	26
	6%	7%	4%	6%	4%	4%	6%	5%	4%	3%	4%	4%	4%
		b		b									
A student	112	24	13	26	11	24	13	8	1	18	5	18	5
	4%	5%	1%	4%	1%	2%	1%	3%	1%	5%	1%	4%	1%
		b		b						b		b	
Full-time responsibility for home/ family	124	19	77	23	73	53	43	13	9	11	45	14	42
	5%	4%	5%	3%	5%	4%	5%	4%	4%	3%	5%	3%	6%
Retired	536	53	426	103	377	256	223	41	37	51	191	79	164
	20%	10%	27%	14%	27%	21%	25%	14%	18%	15%	23%	18%	22%
			a		a	c	c				a		
Other	86	17	55	22	51	47	26	12	12	8	35	10	33
	3%	3%	3%	3%	4%	4%	3%	4%	6%	2%	4%	2%	4%
Refused	1	1	-	1	-	*	*	-	-	-	-	-	-
	*%	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%
<b>SUMMARY</b>													
TOTAL EMPLOYED	1707	364	970	510	825	800	535	205	143	236	536	305	467
	63%	71%	61%	70%	60%	65%	60%	70%	68%	70%	64%	69%	63%
		b		b		b		b					

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

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
In full time employment	1300	286	319	**	**	76	163	**	**	605	238	1153	147
	48%	54%	49%	**	**	50%	42%	**	**	51%	44%	54%	25%
										b		b	
In part time employment	407	73	93	**	**	18	42	**	**	167	60	342	65
	15%	14%	14%	**	**	12%	11%	**	**	14%	11%	16%	11%
												b	
Unemployed	152	15	26	**	**	6	19	**	**	42	25	109	43
	6%	3%	4%	**	**	4%	5%	**	**	4%	5%	5%	7%
A student	112	13	10	**	**	4	6	**	**	23	10	94	17
	4%	2%	2%	**	**	3%	1%	**	**	2%	2%	4%	3%
Full-time responsibility for home/ family	124	26	30	**	**	8	14	**	**	56	22	99	25
	5%	5%	5%	**	**	5%	4%	**	**	5%	4%	5%	4%
Retired	536	100	142	**	**	37	136	**	**	242	173	272	264
	20%	19%	22%	**	**	24%	35%	**	**	21%	32%	13%	45%
							a				a		a
Other	86	17	25	**	**	4	11	**	**	43	15	63	23
	3%	3%	4%	**	**	3%	3%	**	**	4%	3%	3%	4%
Refused	1	-	-	**	**	-	-	**	**	-	-	*	*
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	*%
<b>SUMMARY</b>													
TOTAL EMPLOYED	1707	360	412	**	**	93	205	**	**	771	298	1495	212
	63%	68%	64%	**	**	61%	52%	**	**	66%	55%	70%	36%
										b		b	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
In full time employment	1300	278	267	**	202	520	115	703	471	1289	11	1	418	684	197
	48%	46%	46%	**	52%	48%	35%	68%	53%	57%	2%	1%	53%	67%	22%
							ef	acdef	aef	aef			c	ac	
In part time employment	407	73	97	**	47	184	72	162	143	378	29	5	148	152	107
	15%	12%	17%	**	12%	17%	22%	16%	16%	17%	6%	3%	19%	15%	12%
							a	ef	ef	ef			c		
Unemployed	152	24	16	**	13	93	42	48	59	149	3	1	67	48	37
	6%	4%	3%	**	3%	9%	13%	5%	7%	7%	1%	1%	9%	5%	4%
						abd	bcdef	ef	ef	ef			bc		
A student	112	4	3	**	5	99	88	22	1	111	-	-	103	8	-
	4%	1%	*%	**	1%	9%	27%	2%	*%	5%	-%	-%	13%	1%	-%
						abd	bcdef	ce		bcef			bc	c	
Full-time responsibility for home/ family	124	24	29	**	22	46	7	67	45	119	3	2	37	71	15
	5%	4%	5%	**	6%	4%	2%	7%	5%	5%	1%	1%	5%	7%	2%
								aef	e	ef			c	c	
Retired	536	184	139	**	92	104	-	1	117	118	415	177	-	11	522
	20%	31%	24%	**	24%	10%	-%	*%	13%	5%	90%	94%	-%	1%	58%
		e	e		e				abd	ab	abcd	abcd		a	ab
Other	86	14	26	**	8	31	1	29	54	84	2	2	12	45	28
	3%	2%	5%	**	2%	3%	*%	3%	6%	4%	*%	1%	2%	4%	3%
								e	abdef	ae				a	
Refused	1	-	-	**	-	1	-	*	*	1	-	-	-	1	-
	*%	-%	-%	**	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%
<b>SUMMARY</b>															
TOTAL EMPLOYED	1707	351	365	**	248	704	187	865	615	1667	39	6	566	836	304
	63%	58%	63%	**	64%	65%	57%	84%	69%	74%	8%	3%	72%	82%	34%
						a	ef	acdef	aef	acef			c	ac	

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

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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

	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357	
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152	
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351	
In full time employment	1300 48%	771 55%	510 40%	426 57%	437 58%	302 54%	126 20%	1051 47%	132 52%	63 45%	** **	106 32%	410 45%	593 69%	306 34%	752 56%	
		b		d	d	d							a	ab		a	
In part time employment	407 15%	116 8%	289 23%	80 11%	97 13%	113 20%	115 18%	340 15%	30 12%	20 15%	** **	75 22%	160 17%	78 9%	145 16%	201 15%	
			a			ab	ab					c	c				
Unemployed	152 6%	78 6%	73 6%	6 1%	12 2%	26 5%	107 17%	122 5%	17 7%	8 6%	** **	52 16%	42 5%	11 1%	98 11%	21 2%	
						ab	abc					bc	c		b		
A student	112 4%	35 2%	70 6%	22 3%	47 6%	26 5%	14 2%	103 5%	3 1%	4 3%	** **	27 8%	13 1%	19 2%	50 6%	39 3%	
			a		ad							bc			b		
Full-time responsibility for home/ family	124 5%	27 2%	95 7%	16 2%	19 3%	21 4%	67 11%	95 4%	17 7%	6 5%	** **	41 12%	35 4%	10 1%	54 6%	54 4%	
			a				abc					bc	c				
Retired	536 20%	356 25%	175 14%	193 26%	129 17%	64 11%	144 23%	450 20%	47 19%	31 22%	** **	20 6%	218 24%	143 17%	197 22%	267 20%	
		b		bc	c		bc						ac	a			
Other	86 3%	30 2%	54 4%	10 1%	7 1%	12 2%	49 8%	70 3%	7 3%	7 5%	** **	14 4%	43 5%	6 1%	56 6%	16 1%	
			a				abc					c	c		b		
Refused	1 *% *% -%	* *% -%	- -%	- -%	* *% -%	- -%	- -%	1 *% -%	- -%	- -%	** **	- -%	- -%	- -%	- -%	- -%	- -%
<b>SUMMARY</b>																	
TOTAL EMPLOYED	1707 63%	886 63%	799 63%	506 67%	533 71%	416 74%	241 39%	1391 62%	162 64%	83 60%	** **	181 54%	571 62%	671 78%	451 50%	953 71%	
				d	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.

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
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Mobile phone	2581	154	1439	348	1245	870	723	156	123	2029	336	2164	202	1426	939	352
	95%	75%	99%	87%	99%	94%	98%	88%	98%	100%	100%	100%	100%	100%	100%	100%
			a		a	c	ac		c							
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2349	102	1445	293	1253	842	705	146	121	1749	328	1880	197	1244	833	283
	86%	49%	99%	73%	99%	91%	95%	83%	95%	86%	98%	87%	98%	87%	89%	80%
			a		a	c	ac		c		a		a	c	c	
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	2201	206	1457	400	1263	922	741	177	127	1592	311	1712	192	1136	767	252
	81%	100%	100%	100%	100%	100%	100%	100%	100%	78%	93%	79%	95%	80%	82%	72%
											a		a	c	c	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2108	121	1327	303	1145	784	664	140	117	1596	292	1711	176	1128	760	245
	78%	59%	91%	76%	91%	85%	90%	79%	93%	79%	87%	79%	88%	79%	81%	70%
			a		a		ac		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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Mobile phone	2581	469	1582	683	1368	1181	871	276	203	314	837	421	730
	95%	91%	99%	94%	99%	96%	98%	94%	97%	94%	99%	95%	99%
			a		a		c				a		a
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2349	516	1601	731	1386	1224	893	293	210	300	833	405	728
	86%	100%	100%	100%	100%	100%	100%	100%	100%	89%	99%	91%	99%
											a		a
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	2201	323	1553	519	1356	1076	800	233	171	273	807	371	709
	81%	63%	97%	71%	98%	88%	90%	79%	82%	81%	96%	84%	96%
			a		a	cd	cd				a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2108	342	1461	538	1265	1039	764	230	173	336	842	442	735
	78%	66%	91%	74%	91%	85%	86%	79%	82%	100%	100%	100%	100%
			a		a	c	c						

Columns Tested: a,b - 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Mobile phone	2581	517	635	**	**	146	376	**	**	1151	522	2023	558
	95%	97%	98%	**	**	96%	96%	**	**	98%	96%	95%	95%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2349	507	626	**	**	144	352	**	**	1133	495	1868	481
	86%	95%	97%	**	**	94%	90%	**	**	96%	91%	88%	82%
										b		b	
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	2201	482	598	**	**	122	335	**	**	1080	457	1717	484
	81%	91%	93%	**	**	80%	86%	**	**	92%	84%	81%	83%
										b			
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2108	531	646	**	**	152	391	**	**	1178	544	1673	435
	78%	100%	100%	**	**	100%	100%	**	**	100%	100%	78%	74%

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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Mobile phone	2581	586	576	**	385	962	296	974	865	2135	442	174	727	978	873
	95%	98%	100%	**	99%	89%	91%	94%	97%	95%	96%	93%	93%	96%	96%
		e	e		e				abdf	a	a			a	a
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2349	600	578	**	374	724	224	890	804	1918	428	164	595	926	824
	86%	100%	100%	**	97%	67%	69%	86%	90%	85%	93%	87%	76%	91%	91%
		de	de		e			a	abd	a	abd	a		a	a
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	2201	600	578	**	336	614	185	795	779	1759	437	180	509	864	823
	81%	100%	100%	**	87%	57%	57%	77%	88%	78%	95%	96%	65%	85%	91%
		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	2108	499	578	**	344	615	204	746	759	1709	394	160	504	824	775
	78%	83%	100%	**	89%	57%	63%	72%	85%	76%	85%	85%	64%	81%	86%
		e	ade		e			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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Mobile phone	2581	1335	1211	717	733	528	578	2116	243	130	**	310	872	832	839	1311
	95%	95%	96%	95%	98%	94%	93%	95%	96%	94%	**	92%	95%	97%	93%	97%
					acd									a		a
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2349	1218	1106	677	687	462	501	1933	216	115	**	263	793	782	738	1251
	86%	86%	87%	90%	92%	82%	81%	87%	85%	83%	**	79%	86%	91%	81%	93%
				cd	cd								a	ab		a
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	2201	1164	1016	655	602	447	475	1805	210	108	**	244	761	732	706	1152
	81%	82%	80%	87%	80%	79%	76%	81%	83%	78%	**	73%	83%	85%	78%	85%
				bcd									a	a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	2108	1087	999	623	596	428	437	1730	199	102	**	219	731	719	652	1144
	78%	77%	79%	83%	80%	76%	70%	78%	78%	74%	**	66%	79%	84%	72%	85%
				cd	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those in a household with a 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	1863	161	1275	333	1103	803	633	162	107	1347	253	1446	154	958	642	213
Effective Weighted Sample	1691	146	1146	298	993	721	570	142	94	1213	236	1308	141	867	582	188
Total	2201	206	1457	400	1263	922	741	177	127	1592	311	1712	192	1136	767	252
Traditional wall socket	1371	141	856	268	729	512	485	78	55	989	205	1069	125	715	479	154
	62%	69%	59%	67%	58%	56%	65%	44%	44%	62%	66%	62%	65%	63%	62%	61%
Broadband router	773	63	558	129	492	386	235	95	67	553	103	589	67	392	265	89
	35%	31%	38%	32%	39%	42%	32%	53%	53%	35%	33%	34%	35%	34%	34%	35%
Don't know	56	1	44	3	41	24	21	5	4	50	3	53	-	29	24	10
	3%	1%	3%	1%	3%	3%	3%	3%	3%	3%	1%	3%	-%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those in a household with a landline service

	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
Total	278	1356	455	1179	935	699	197	143	211	574	285	500
Unweighted total	278	1356	455	1179	935	699	197	143	211	574	285	500
Effective Weighted Sample	264	1227	423	1067	852	638	174	129	191	543	260	474
Total	323	1553	519	1356	1076	800	233	171	273	807	371	709
Traditional wall socket	241	942	366	817	668	515	134	89	175	462	238	399
	62%	75%	61%	71%	62%	64%	57%	52%	64%	57%	64%	56%
	b	b	b	b	b	d						
Broadband router	78	566	146	498	380	264	94	78	93	322	129	286
	35%	24%	36%	28%	35%	33%	41%	46%	34%	40%	35%	40%
		a		a				b				
Don't know	4	45	7	41	28	20	5	4	4	23	4	23
	3%	1%	3%	1%	3%	3%	2%	2%	2%	3%	1%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those in a household with a landline 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	1863	345	440	66	43	131	363	17	13	785	494	1407	456
Effective Weighted Sample	1691	323	411	59	40	123	336	15	12	734	459	1282	415
Total	2201	482	598	94	66	122	335	17	14	1080	457	1717	484
Traditional wall socket	1371	272	365	**	**	80	247	**	**	637	327	1056	315
	62%	56%	61%	**	**	65%	74%	**	**	59%	72%	62%	65%
Broadband router	773	197	219	**	**	39	80	**	**	415	119	617	156
	35%	41%	37%	**	**	32%	24%	**	**	38%	26%	36%	32%
Don't know	56	13	14	**	**	3	8	**	**	28	11	44	12
	3%	3%	2%	**	**	3%	2%	**	**	3%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those in a household with a 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	1863	674	376	67	287	471	104	596	721	1421	437	178	350	708	800
Effective Weighted Sample	1691	645	363	65	266	438	98	559	669	1296	405	164	321	655	742
Total	2201	600	578	86	336	614	185	795	779	1759	437	180	509	864	823
Traditional wall socket	1371	373	305	**	240	411	101	530	462	1093	274	122	315	545	507
	62%	62%	53%	**	71%	67%	55%	67%	59%	62%	63%	68%	62%	63%	62%
		b			ab	b		c							
Broadband router	773	209	250	**	93	191	75	245	301	621	151	56	174	301	298
	35%	35%	43%	**	28%	31%	40%	31%	39%	35%	35%	31%	34%	35%	36%
			ade					b							
Don't know	56	18	23	**	3	12	9	19	16	45	12	2	20	18	18
	3%	3%	4%	**	1%	2%	5%	2%	2%	3%	3%	1%	4%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those in a household with a 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	1863	985	859	614	484	353	394	1533	177	94	59	191	636	633	588	994
Effective Weighted Sample	1691	901	774	554	443	323	362	1393	162	84	53	172	580	580	530	908
Total	2201	1164	1016	655	602	447	475	1805	210	108	78	244	761	732	706	1152
Traditional wall socket	1371	736	625	411	396	265	286	1134	135	**	**	133	479	471	439	734
	62%	63%	62%	63%	66%	59%	60%	63%	64%	**	**	54%	63%	64%	62%	64%
Broadband router	773	411	352	229	188	177	172	621	70	**	**	100	266	246	243	392
	35%	35%	35%	35%	31%	40%	36%	34%	33%	**	**	41%	35%	34%	34%	34%
Don't know	56	18	38	15	18	5	17	49	6	**	**	11	15	15	23	26
	3%	2%	4%	2%	3%	1%	4%	3%	3%	**	**	5%	2%	2%	3%	2%

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

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**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
Traditional wall socket	997	141	856	268	729	512	485	78	55	720	182	794	108	533	369	103
	60%	69%	59%	67%	58%	56%	65%	44%	44%	59%	64%	60%	63%	60%	60%	56%
				b		c	acd									
Broadband router	622	63	558	129	492	386	235	95	67	457	100	493	64	334	223	72
	37%	31%	38%	32%	39%	42%	32%	53%	53%	38%	35%	37%	37%	37%	37%	39%
						b		ab	b							
Don't know	45	1	44	3	41	24	21	5	4	39	2	42	-	24	18	8
	3%	1%	3%	1%	3%	3%	3%	3%	3%	3%	1%	3%	-%	3%	3%	5%

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

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**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those responsible for the household's landline service

	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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
Traditional wall socket	997	**	861	160	746	490	415	69	50	121	393	174	339
	60%	**	59%	64%	59%	58%	62%	46%	42%	63%	54%	63%	53%
						cd	cd						
Broadband router	622	**	548	86	484	332	238	79	67	69	306	100	275
	37%	**	38%	34%	38%	39%	35%	52%	56%	36%	42%	36%	43%
								ab	ab				
Don't know	45	**	44	3	41	27	18	3	3	2	23	2	23
	3%	**	3%	1%	3%	3%	3%	2%	2%	1%	3%	1%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those responsible for the household's landline 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	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
Traditional wall socket	997	204	309	**	**	63	212	**	**	513	275	728	269
	60%	52%	60%	**	**	60%	72%	**	**	56%	69%	59%	64%
Broadband router	622	179	196	**	**	39	75	**	**	375	114	480	142
	37%	45%	38%	**	**	37%	26%	**	**	41%	29%	39%	34%
Don't know	45	12	13	**	**	3	7	**	**	25	10	33	11
	3%	3%	3%	**	**	3%	2%	**	**	3%	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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those responsible for the household's landline service

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
Traditional wall socket	997 60%	373 62%	305 53%	** **	158 67%	119 67%	** **	334 63%	384 58%	743 59%	250 63%	113 69%	147 56%	396 60%	449 61%
Broadband router	622 37%	209 35%	250 43%	** **	74 32%	58 33%	** **	182 34%	264 40%	487 39%	134 34%	50 30%	105 40%	250 38%	266 36%
Don't know	45 3%	18 3%	23 4%	** **	2 1%	1 1%	** **	15 3%	14 2%	33 3%	12 3%	2 1%	12 5%	16 2%	17 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.

**Q2AA. Thinking about your landline phone handset, is this connected via a traditional wall socket, or is it connected to a broadband router?**

Base : Those responsible for the household's landline service

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
Traditional wall socket	997	564	423	314	280	182	209	824	105	**	**	80	356	360	311	555
	60%	62%	57%	60%	62%	58%	59%	61%	63%	**	**	50%	60%	63%	59%	61%
														a		
Broadband router	622	333	286	197	156	129	134	490	58	**	**	71	227	203	200	328
	37%	37%	39%	37%	35%	41%	37%	36%	35%	**	**	44%	38%	35%	38%	36%
Don't know	45	15	30	14	13	3	14	39	4	**	**	10	14	12	18	22
	3%	2%	4%	3%	3%	1%	4%	3%	3%	**	**	6%	2%	2%	3%	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.

**Q2A. Which of the following best describes the reason you have a landline that plugs into a broadband router?**

Base : Those in a household with a landline service connected to a broadband router

	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	643	49	477	106	420	327	199	86	55	454	86	484	56	326	214	73
Effective Weighted Sample	579	43	429	92	379	292	179	75	49	404	81	432	53	292	192	62
Total	773	63	558	129	492	386	235	95	67	553	103	589	67	392	265	89
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	264 34%	** **	204 36%	32 25%	184 37%	125 32%	91 39%	** **	** **	199 36%	** **	208 35%	** **	142 36%	88 33%	** **
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and this is how the landline connects	234 30%	** **	169 30%	51 39%	143 29%	106 27%	88 38%	** **	** **	167 30%	** **	175 30%	** **	115 29%	78 30%	** **
I switched my broadband service to a full fibre/ Fibre to the premises/ FTTP service with a new provider and this is how the landline connects	138 18%	** **	98 17%	28 22%	83 17%	89 23% b	22 9%	** **	** **	90 16%	** **	102 17%	** **	85 22% b	34 13%	** **
I switched my broadband service to a part-fibre/ Fibre to the cabinet/ FTTC service with a new provider and this is how the landline connects	42 5%	** **	29 5%	8 6%	27 6%	31 8% b	4 2%	** **	** **	26 5%	** **	29 5%	** **	17 4%	18 7%	** **
Don't know	96 12%	** **	59 11%	10 7%	55 11%	35 9%	29 12%	** **	** **	72 13%	** **	75 13%	** **	33 9%	46 17% 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.

**Q2A. Which of the following best describes the reason you have a landline that plugs into a broadband router?**

Base : Those in a household with a landline service connected to a broadband router

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		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
Significance Level: 99%													
Unweighted total	643	72	483	131	424	330	225	81	62	76	223	101	198
Effective Weighted Sample	579	68	436	119	385	299	204	71	55	68	211	90	188
Total	773	78	566	146	498	380	264	94	78	93	322	129	286
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	264 34%	** **	200 35%	45 31%	181 36%	116 31%	110 41%	** **	** **	** **	121 38%	33 26%	113 39%
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and this is how the landline connects	234 30%	** **	168 30%	47 32%	143 29%	112 30%	78 30%	** **	** **	** **	86 27%	56 43%	72 25%
I switched my broadband service to a full fibre/ Fibre to the premises/ FTTP service with a new provider and this is how the landline connects	138 18%	** **	103 18%	32 22%	87 17%	93 24%	27 10%	** **	** **	** **	54 17%	16 12%	47 16%
I switched my broadband service to a part-fibre/ Fibre to the cabinet/ FTTC service with a new provider and this is how the landline connects	42 5%	** **	30 5%	5 4%	28 6%	26 7%	8 3%	** **	** **	** **	14 4%	8 6%	13 4%
Don't know	96 12%	** **	66 12%	16 11%	59 12%	33 9%	42 16%	** **	** **	** **	47 14%	16 12%	42 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.

**Q2A. Which of the following best describes the reason you have a landline that plugs into a broadband router?**

Base : Those in a household with a landline service connected to a broadband router

	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%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	643	141	158	30	20	43	91	4	3	299	134	501	142
Effective Weighted Sample	579	131	147	26	18	41	86	4	3	278	127	452	128
Total	773	197	219	42	32	39	80	4	3	415	119	617	156
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	264 34%	63 32%	83 38%	** **	** **	** **	** **	** **	** **	146 35%	42 35%	202 33%	62 40%
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and this is how the landline connects	234 30%	61 31%	67 31%	** **	** **	** **	** **	** **	** **	128 31%	35 30%	189 31%	46 29%
I switched my broadband service to a full fibre/ Fibre to the premises/ FTTP service with a new provider and this is how the landline connects	138 18%	37 19%	26 12%	** **	** **	** **	** **	** **	** **	63 15%	25 21%	118 19%	19 12%
I switched my broadband service to a part-fibre/ Fibre to the cabinet/ FTTC service with a new provider and this is how the landline connects	42 5%	10 5%	10 5%	** **	** **	** **	** **	** **	** **	21 5%	7 6%	34 6%	8 5%
Don't know	96 12%	26 13%	32 14%	** **	** **	** **	** **	** **	** **	57 14%	10 8%	73 12%	22 14%

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.

**Q2A. Which of the following best describes the reason you have a landline that plugs into a broadband router?**

Base : Those in a household with a landline service connected to a broadband router

	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	643	232	162	29	82	144	41	178	274	493	149	52	112	244	286
Effective Weighted Sample	579	222	155	28	77	131	38	165	255	444	140	49	102	224	269
Total	773	209	250	37	93	191	75	245	301	621	151	56	174	301	298
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	264	65	102	**	**	56	**	58	113	195	68	**	47	93	124
	34%	31%	41%	**	**	30%	**	24%	38%	31%	45%	**	27%	31%	41%
									b		bd				a
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and this is how the landline connects	234	77	66	**	**	62	**	73	98	195	39	**	57	88	89
	30%	37%	26%	**	**	32%	**	30%	32%	31%	26%	**	33%	29%	30%
I switched my broadband service to a full fibre/ Fibre to the premises/ FTTP service with a new provider and this is how the landline connects	138	40	35	**	**	33	**	57	51	121	16	**	34	64	40
	18%	19%	14%	**	**	17%	**	23%	17%	20%	11%	**	20%	21%	13%
								e							
I switched my broadband service to a part-fibre/ Fibre to the cabinet/ FTTC service with a new provider and this is how the landline connects	42	10	11	**	**	11	**	16	11	28	14	**	8	16	17
	5%	5%	4%	**	**	6%	**	7%	4%	4%	9%	**	5%	5%	6%
Don't know	96	17	35	**	**	28	**	41	29	82	13	**	27	39	29
	12%	8%	14%	**	**	15%	**	17%	10%	13%	9%	**	15%	13%	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.

**Q2A. Which of the following best describes the reason you have a landline that plugs into a broadband router?**

Base : Those in a household with a landline service connected to a broadband router

	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	643	343	292	206	151	138	143	517	61	38	27	77	220	212	202	335
Effective Weighted Sample	579	313	259	183	137	125	131	466	55	34	24	68	200	193	181	305
Total	773	411	352	229	188	177	172	621	70	48	35	100	266	246	243	392
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	264 34%	141 34%	120 34%	89 39%	55 29%	64 36%	53 31%	216 35%	** **	** **	** **	** **	96 36%	81 33%	72 30%	146 37%
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and this is how the landline connects	234 30%	128 31%	100 28%	81 35%	48 26%	53 30%	51 30%	190 31%	** **	** **	** **	** **	89 34%	74 30%	85 35%	104 27%
I switched my broadband service to a full fibre/ Fibre to the premises/ FTTP service with a new provider and this is how the landline connects	138 18%	83 20%	54 15%	27 12%	43 23%	33 18%	36 21%	103 17%	** **	** **	** **	** **	36 14%	48 19%	40 16%	74 19%
I switched my broadband service to a part-fibre/ Fibre to the cabinet/ FTTC service with a new provider and this is how the landline connects	42 5%	29 7%	12 3%	15 6%	9 5%	8 5%	9 5%	36 6%	** **	** **	** **	** **	14 5%	8 3%	16 7%	16 4%
Don't know	96 12%	29 7%	66 19%	18 8%	33 18%	20 11%	24 14%	75 12%	** **	** **	** **	** **	30 11%	35 14%	29 12%	52 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.

**Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)**

Base : Those in a household with a landline service connected to a broadband router

	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	643	49	477	106	420	327	199	86	55	454	86	484	56	326	214	73
Effective Weighted Sample	579	43	429	92	379	292	179	75	49	404	81	432	53	292	192	62
Total	773	63	558	129	492	386	235	95	67	553	103	589	67	392	265	89
An engineer installed a new broadband router inside my house	262 34%	** **	191 34%	47 37%	168 34%	137 36%	78 33%	** **	** **	193 35%	** **	203 34%	** **	134 34%	90 34%	** **
I was sent a new broadband router, which I installed myself	237 31%	** **	171 31%	58 45% b	143 29%	144 37% b	56 24%	** **	** **	155 28%	** **	171 29%	** **	114 29%	81 30%	** **
A hole was drilled through a wall in my house and a new box was installed on the outside wall	176 23%	** **	147 26%	21 16%	134 27%	104 27%	51 21%	** **	** **	125 23%	** **	136 23%	** **	95 24%	58 22%	** **
My landline provider gave me an adapter to plug my existing handset into my existing router	82 11%	** **	68 12%	7 5%	63 13%	39 10%	31 13%	** **	** **	59 11%	** **	64 11%	** **	49 12%	21 8%	** **
My landline provider gave me a free handset that is compatible with my router	67 9%	** **	46 8%	21 16% b	35 7%	31 8%	25 10%	** **	** **	46 8%	** **	50 9%	** **	39 10%	18 7%	** **
I had to purchase a new handset that is compatible with my router	48 6%	** **	26 5%	20 16% b	15 3%	27 7%	8 3%	** **	** **	30 5%	** **	35 6%	** **	27 7%	10 4%	** **
None of these	44 6%	** **	26 5%	3 2%	24 5%	15 4%	12 5%	** **	** **	35 6%	** **	35 6%	** **	21 5%	16 6%	** **
Don't know	61 8%	** **	35 6%	- -%	35 7% a	13 3%	22 9% a	** **	** **	51 9%	** **	51 9%	** **	23 6%	32 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.

**Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)**

Base : Those in a household with a landline service connected to a broadband router

	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	643	72	483	131	424	330	225	81	62	76	223	101	198
Effective Weighted Sample	579	68	436	119	385	299	204	71	55	68	211	90	188
Total	773	78	566	146	498	380	264	94	78	93	322	129	286
An engineer installed a new broadband router inside my house	262 34%	** **	189 33%	47 32%	168 34%	126 33%	90 34%	** **	** **	** **	110 34%	43 33%	99 35%
I was sent a new broadband router, which I installed myself	237 31%	** **	172 30%	50 34%	144 29%	125 33%	69 26%	** **	** **	** **	78 24%	39 30%	67 23%
A hole was drilled through a wall in my house and a new box was installed on the outside wall	176 23%	** **	146 26%	32 22%	133 27%	109 29%	56 21%	** **	** **	** **	84 26%	22 17%	77 27%
My landline provider gave me an adapter to plug my existing handset into my existing router	82 11%	** **	68 12%	12 8%	64 13%	31 8%	45 17%	** **	** **	** **	41 13%	11 9%	40 14%
My landline provider gave me a free handset that is compatible with my router	67 9%	** **	47 8%	22 15%	35 7%	31 8%	26 10%	** **	** **	** **	12 4%	13 10%	10 3%
I had to purchase a new handset that is compatible with my router	48 6%	** **	25 4%	20 14%	13 3%	22 6%	10 4%	** **	** **	** **	13 4%	15 12%	5 2%
None of these	44 6%	** **	27 5%	10 7%	25 5%	20 5%	15 6%	** **	** **	** **	16 5%	5 4%	15 5%
Don't know	61 8%	** **	42 7%	6 4%	40 8%	24 6%	22 8%	** **	** **	** **	35 11%	10 7%	32 11%

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

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**Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)**

Base : Those in a household with a landline service connected to a broadband router

	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	643	141	158	30	20	43	91	4	3	299	134	501	142
Effective Weighted Sample	579	131	147	26	18	41	86	4	3	278	127	452	128
Total	773	197	219	42	32	39	80	4	3	415	119	617	156
An engineer installed a new broadband router inside my house	262 34%	71 36%	71 32%	** **	** **	** **	** **	** **	** **	142 34%	34 28%	217 35%	45 29%
I was sent a new broadband router, which I installed myself	237 31%	49 25%	56 26%	** **	** **	** **	** **	** **	** **	106 25%	40 33%	185 30%	51 33%
A hole was drilled through a wall in my house and a new box was installed on the outside wall	176 23%	55 28%	44 20%	** **	** **	** **	** **	** **	** **	99 24%	34 29%	145 24%	31 20%
My landline provider gave me an adapter to plug my existing handset into my existing router	82 11%	22 11%	29 13%	** **	** **	** **	** **	** **	** **	51 12%	10 9%	67 11%	15 10%
My landline provider gave me a free handset that is compatible with my router	67 9%	9 5%	14 6%	** **	** **	** **	** **	** **	** **	23 5%	19 16% a	57 9%	10 6%
I had to purchase a new handset that is compatible with my router	48 6%	13 7%	7 3%	** **	** **	** **	** **	** **	** **	20 5%	6 5%	41 7%	6 4%
None of these	44 6%	10 5%	10 4%	** **	** **	** **	** **	** **	** **	20 5%	6 5%	33 5%	10 6%
Don't know	61 8%	15 8%	26 12%	** **	** **	** **	** **	** **	** **	42 10%	6 5%	49 8%	12 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.

**Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)**

Base : Those in a household with a landline service connected to a broadband router

	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	643	232	162	29	82	144	41	178	274	493	149	52	112	244	286
Effective Weighted Sample	579	222	155	28	77	131	38	165	255	444	140	49	102	224	269
Total	773	209	250	37	93	191	75	245	301	621	151	56	174	301	298
An engineer installed a new broadband router inside my house	262	67	93	**	**	68	**	84	102	217	45	**	59	115	87
	34%	32%	37%	**	**	36%	**	34%	34%	35%	30%	**	34%	38%	29%
I was sent a new broadband router, which I installed myself	237	78	56	**	**	60	**	78	82	178	59	**	57	81	99
	31%	37%	22%	**	**	32%	**	32%	27%	29%	39%	**	33%	27%	33%
		b													
A hole was drilled through a wall in my house and a new box was installed on the outside wall	176	55	62	**	**	24	**	66	75	148	28	**	24	87	65
	23%	26%	25%	**	**	12%	**	27%	25%	24%	19%	**	14%	29%	22%
		e	e											a	
My landline provider gave me an adapter to plug my existing handset into my existing router	82	23	33	**	**	12	**	16	40	61	22	**	14	22	47
	11%	11%	13%	**	**	6%	**	6%	13%	10%	14%	**	8%	7%	16%
															b
My landline provider gave me a free handset that is compatible with my router	67	27	7	**	**	19	**	22	19	47	19	**	14	23	30
	9%	13%	3%	**	**	10%	**	9%	6%	8%	13%	**	8%	8%	10%
		b				b									
I had to purchase a new handset that is compatible with my router	48	9	10	**	**	20	**	20	11	40	8	**	19	15	13
	6%	4%	4%	**	**	11%	**	8%	4%	6%	5%	**	11%	5%	4%
None of these	44	11	13	**	**	15	**	10	21	36	7	**	7	18	19
	6%	5%	5%	**	**	8%	**	4%	7%	6%	5%	**	4%	6%	6%
Don't know	61	7	26	**	**	19	**	28	16	57	4	**	26	26	9
	8%	3%	10%	**	**	10%	**	11%	5%	9%	2%	**	15%	9%	3%
			a			a		e		e			c	c	

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

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**Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)**

Base : Those in a household with a landline service connected to a broadband router

	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	643	343	292	206	151	138	143	517	61	38	27	77	220	212	202	335
Effective Weighted Sample	579	313	259	183	137	125	131	466	55	34	24	68	200	193	181	305
Total	773	411	352	229	188	177	172	621	70	48	35	100	266	246	243	392
An engineer installed a new broadband router inside my house	262 34%	134 33%	120 34%	86 38%	59 32%	51 29%	62 36%	214 35%	** **	** **	** **	** **	89 33%	88 36%	87 36%	127 32%
I was sent a new broadband router, which I installed myself	237 31%	140 34%	96 27%	63 28%	69 36%	55 31%	49 28%	192 31%	** **	** **	** **	** **	88 33%	67 27%	70 29%	127 32%
A hole was drilled through a wall in my house and a new box was installed on the outside wall	176 23%	115 28% b	60 17%	54 23%	48 26%	39 22%	35 20%	137 22%	** **	** **	** **	** **	56 21%	71 29%	54 22%	93 24%
My landline provider gave me an adapter to plug my existing handset into my existing router	82 11%	40 10%	42 12%	21 9%	9 5%	25 14% b	24 14% b	67 11%	** **	** **	** **	** **	30 11%	26 10%	26 11%	49 12%
My landline provider gave me a free handset that is compatible with my router	67 9%	40 10%	27 8%	30 13%	14 7%	10 6%	12 7%	53 9%	** **	** **	** **	** **	17 7%	30 12%	26 11%	26 7%
I had to purchase a new handset that is compatible with my router	48 6%	33 8%	15 4%	17 8%	6 3%	17 9%	8 5%	39 6%	** **	** **	** **	** **	14 5%	16 6%	16 6%	20 5%
None of these	44 6%	22 5%	21 6%	12 5%	7 4%	9 5%	15 8%	27 4%	** **	** **	** **	** **	12 4%	14 6%	17 7%	19 5%
Don't know	61 8%	15 4%	46 13% a	10 4%	23 12% a	16 9%	12 7%	45 7%	** **	** **	** **	** **	14 5%	13 5%	24 10%	23 6%

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

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**Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
Agree strongly	421	**	328	**	293	220	138	**	**	300	**	321	**	212	151	**
	64%	**	68%	**	69%	65%	69%	**	**	64%	**	64%	**	61%	71%	**
Agree slightly	190	**	120	**	98	101	43	**	**	136	**	146	**	116	46	**
	29%	**	25%	**	23%	30%	22%	**	**	29%	**	29%	**	33%	22%	**
														b		
Disagree slightly	23	**	19	**	19	10	10	**	**	19	**	20	**	14	7	**
	4%	**	4%	**	5%	3%	5%	**	**	4%	**	4%	**	4%	3%	**
Disagree strongly	16	**	11	**	9	7	6	**	**	10	**	10	**	5	5	**
	2%	**	2%	**	2%	2%	3%	**	**	2%	**	2%	**	1%	2%	**
Don't know	6	**	4	**	4	2	2	**	**	4	**	4	**	2	3	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	*%	1%	**
TOTAL AGREE	611	**	448	**	391	320	181	**	**	436	**	466	**	328	198	**
	93%	**	93%	**	92%	94%	91%	**	**	93%	**	93%	**	94%	93%	**
TOTAL DISAGREE	40	**	31	**	29	18	16	**	**	28	**	29	**	19	12	**
	6%	**	6%	**	7%	5%	8%	**	**	6%	**	6%	**	6%	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.

**Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	59	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	55	374	99	330	264	165	67	52	62	175	81	157
Total	656	65	484	124	425	336	212	89	73	82	268	112	238
Agree strongly	421	**	329	76	294	219	150	**	**	**	192	**	173
	64%	**	68%	61%	69%	65%	71%	**	**	**	72%	**	73%
Agree slightly	190	**	118	39	97	94	42	**	**	**	61	**	51
	29%	**	24%	32%	23%	28%	20%	**	**	**	23%	**	22%
Disagree slightly	23	**	19	3	19	12	11	**	**	**	11	**	11
	4%	**	4%	2%	5%	4%	5%	**	**	**	4%	**	5%
Disagree strongly	16	**	11	5	9	8	6	**	**	**	2	**	-
	2%	**	2%	4%	2%	2%	3%	**	**	**	1%	**	-%
Don't know	6	**	6	-	6	3	2	**	**	**	3	**	3
	1%	**	1%	-%	1%	1%	1%	**	**	**	1%	**	1%
TOTAL AGREE	611	**	448	116	390	313	193	**	**	**	252	**	224
	93%	**	93%	93%	92%	93%	91%	**	**	**	94%	**	94%
TOTAL DISAGREE	40	**	31	8	29	20	17	**	**	**	13	**	11
	6%	**	6%	7%	7%	6%	8%	**	**	**	5%	**	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.

**Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
Agree strongly	421 64%	114 68%	130 72%	** **	** **	** **	** **	** **	** **	244 70%	72 70%	340 64%	80 64%
Agree slightly	190 29%	44 26%	39 22%	** **	** **	** **	** **	** **	** **	83 24%	23 22%	159 30%	31 25%
Disagree slightly	23 4%	6 3%	8 4%	** **	** **	** **	** **	** **	** **	14 4%	6 5%	17 3%	6 5%
Disagree strongly	16 2%	2 1%	3 2%	** **	** **	** **	** **	** **	** **	5 1%	2 2%	10 2%	6 5%
Don't know	6 1%	2 1%	1 1%	** **	** **	** **	** **	** **	** **	4 1%	1 1%	6 1%	- -%
TOTAL AGREE	611 93%	158 94%	169 93%	** **	** **	** **	** **	** **	** **	328 94%	95 92%	499 94%	112 90%
TOTAL DISAGREE	40 6%	8 5%	11 6%	** **	** **	** **	** **	** **	** **	18 5%	8 8%	27 5%	13 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.

**Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
Agree strongly	421 64%	122 65%	145 70%	** **	** **	81 51%	** **	121 61%	183 69%	330 63%	90 71%	** **	** **	165 64%	185 72%
Agree slightly	190 29%	46 25%	48 23%	** **	** **	68 43%	** **	62 31%	63 24%	158 30%	32 25%	** **	** **	74 29%	53 21%
Disagree slightly	23 4%	6 3%	11 5%	** **	** **	4 3%	** **	8 4%	9 3%	21 4%	2 2%	** **	** **	5 2%	9 3%
Disagree strongly	16 2%	8 4%	2 1%	** **	** **	5 3%	** **	6 3%	7 3%	13 2%	3 3%	** **	** **	9 3%	7 3%
Don't know	6 1%	3 2%	1 1%	** **	** **	- -%	** **	3 1%	3 1%	6 1%	- -%	** **	** **	3 1%	1 1%
TOTAL AGREE	611 93%	168 90%	193 93%	** **	** **	148 94%	** **	183 92%	246 93%	488 92%	123 96%	** **	** **	239 93%	238 93%
TOTAL DISAGREE	40 6%	15 8%	13 6%	** **	** **	9 6%	** **	14 7%	16 6%	35 7%	5 4%	** **	** **	14 6%	16 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.

**Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
Agree strongly	421 64%	248 67%	168 60%	130 64%	104 70%	93 60%	90 63%	340 64%	** **	** **	** **	** **	150 65%	142 70%	134 65%	228 70%
Agree slightly	190 29%	102 28%	85 31%	54 27%	36 24%	55 35%	46 32%	156 29%	** **	** **	** **	** **	64 28%	48 24%	57 27%	80 24%
Disagree slightly	23 4%	9 3%	14 5%	11 5%	3 2%	4 3%	5 4%	19 4%	** **	** **	** **	** **	6 2%	9 4%	6 3%	11 3%
Disagree strongly	16 2%	8 2%	8 3%	8 4%	4 3%	2 2%	3 2%	13 2%	** **	** **	** **	** **	6 3%	4 2%	7 4%	6 2%
Don't know	6 1%	3 1%	3 1%	- -%	2 1%	2 1%	- -%	3 1%	** **	** **	** **	** **	3 2%	- -%	3 2%	1 *%
TOTAL AGREE	611 93%	350 95%	253 91%	184 91%	140 94%	148 95%	136 95%	497 93%	** **	** **	** **	** **	213 93%	189 94%	191 92%	308 94%
TOTAL DISAGREE	40 6%	18 5%	22 8%	19 9%	7 5%	6 4%	8 5%	31 6%	** **	** **	** **	** **	12 5%	13 6%	13 6%	17 5%

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

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**Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
Agree strongly	310	**	242	**	210	164	99	**	**	227	**	242	**	153	121	**
	47%	**	50%	**	50%	48%	50%	**	**	48%	**	48%	**	44%	57%	**
Agree slightly	231	**	164	**	145	126	58	**	**	166	**	178	**	142	55	**
	35%	**	34%	**	34%	37%	29%	**	**	36%	**	36%	**	41%	26%	**
Disagree slightly	83	**	54	**	50	32	30	**	**	58	**	63	**	38	31	**
	13%	**	11%	**	12%	10%	15%	**	**	12%	**	13%	**	11%	15%	**
Disagree strongly	27	**	16	**	13	14	10	**	**	13	**	14	**	12	4	**
	4%	**	3%	**	3%	4%	5%	**	**	3%	**	3%	**	3%	2%	**
Don't know	6	**	6	**	6	3	2	**	**	4	**	4	**	3	1	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	1%	**
TOTAL AGREE	541	**	406	**	355	290	157	**	**	394	**	419	**	295	176	**
	82%	**	84%	**	84%	85%	79%	**	**	84%	**	84%	**	85%	83%	**
TOTAL DISAGREE	109	**	70	**	63	46	40	**	**	71	**	77	**	50	35	**
	17%	**	15%	**	15%	14%	20%	**	**	15%	**	15%	**	14%	17%	**

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

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**Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	59	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	55	374	99	330	264	165	67	52	62	175	81	157
Total	656	65	484	124	425	336	212	89	73	82	268	112	238
Agree strongly	310 47%	** **	238 49%	60 48%	209 49%	156 46%	113 53%	** **	** **	** **	128 48%	** **	115 48%
Agree slightly	231 35%	** **	167 34%	44 35%	144 34%	124 37%	64 30%	** **	** **	** **	102 38%	** **	89 37%
Disagree slightly	83 13%	** **	58 12%	13 11%	52 12%	38 11%	28 13%	** **	** **	** **	30 11%	** **	27 11%
Disagree strongly	27 4%	** **	16 3%	7 6%	13 3%	14 4%	6 3%	** **	** **	** **	8 3%	** **	7 3%
Don't know	6 1%	** **	6 1%	- -%	6 1%	4 1%	2 1%	** **	** **	** **	- -%	** **	- -%
TOTAL AGREE	541 82%	** **	405 84%	104 84%	353 83%	280 83%	177 83%	** **	** **	** **	230 86%	** **	204 86%
TOTAL DISAGREE	109 17%	** **	73 15%	20 16%	66 16%	52 15%	34 16%	** **	** **	** **	38 14%	** **	34 14%

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

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**Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
Agree strongly	310 47%	71 42%	95 53%	** **	** **	** **	** **	** **	** **	167 48%	54 52%	257 48%	53 43%
Agree slightly	231 35%	72 43%	60 33%	** **	** **	** **	** **	** **	** **	133 38%	25 24%	192 36%	39 31%
Disagree slightly	83 13%	21 13%	18 10%	** **	** **	** **	** **	** **	** **	39 11%	14 14%	61 11%	22 18%
Disagree strongly	27 4%	3 2%	8 4%	** **	** **	** **	** **	** **	** **	11 3%	6 6%	20 4%	6 5%
Don't know	6 1%	- -%	- -%	** **	** **	** **	** **	** **	** **	- -%	4 4%	2 *%	4 3%
											a		a
TOTAL AGREE	541 82%	144 86%	155 86%	** **	** **	** **	** **	** **	** **	299 86%	79 77%	449 84%	92 74%
TOTAL DISAGREE	109 17%	24 14%	26 14%	** **	** **	** **	** **	** **	** **	50 14%	20 19%	81 15%	28 23%

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

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**Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
Agree strongly	310 47%	99 53%	98 47%	** **	** **	64 41%	** **	88 44%	129 49%	244 46%	66 52%	** **	** **	119 46%	132 52%
Agree slightly	231 35%	54 29%	80 39%	** **	** **	59 37%	** **	75 37%	94 35%	189 36%	42 33%	** **	** **	96 38%	81 32%
Disagree slightly	83 13%	21 11%	22 11%	** **	** **	24 15%	** **	28 14%	32 12%	69 13%	13 10%	** **	** **	30 12%	30 12%
Disagree strongly	27 4%	6 3%	7 4%	** **	** **	10 7%	** **	9 4%	7 3%	22 4%	5 4%	** **	** **	9 4%	10 4%
Don't know	6 1%	6 3%	- -%	** **	** **	- -%	** **	1 1%	3 1%	4 1%	2 1%	** **	** **	2 1%	2 1%
TOTAL AGREE	541 82%	153 82%	178 86%	** **	** **	123 78%	** **	163 81%	223 84%	433 82%	108 85%	** **	** **	215 84%	213 83%
TOTAL DISAGREE	109 17%	27 15%	29 14%	** **	** **	34 22%	** **	36 18%	39 15%	91 17%	18 14%	** **	** **	39 15%	40 16%

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

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**Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
Agree strongly	310 47%	191 52%	116 42%	101 50%	66 45%	71 46%	70 49%	261 49%	** **	** **	** **	** **	119 52%	98 48%	85 41%	172 53%
Agree slightly	231 35%	128 35%	98 35%	71 35%	52 35%	57 36%	48 34%	184 35%	** **	** **	** **	** **	77 34%	68 34%	82 40%	99 30%
Disagree slightly	83 13%	35 9%	48 17%	23 11%	22 15%	21 13%	16 11%	58 11%	** **	** **	** **	** **	23 10%	27 14%	29 14%	44 13%
Disagree strongly	27 4%	14 4%	13 5%	8 4%	7 5%	5 3%	7 5%	23 4%	** **	** **	** **	** **	8 4%	9 4%	11 5%	8 2%
Don't know	6 1%	2 1%	4 1%	- -%	2 1%	2 2%	2 1%	5 1%	** **	** **	** **	** **	3 1%	- -%	1 *%	4 1%
TOTAL AGREE	541 82%	319 86%	214 77%	172 85%	118 79%	128 82%	119 83%	445 84%	** **	** **	** **	** **	196 86%	166 82%	167 81%	271 83%
TOTAL DISAGREE	109 17%	49 13%	60 22%	31 15%	29 20%	26 17%	23 16%	81 15%	** **	** **	** **	** **	31 13%	36 18%	40 19%	51 16%

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

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**Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
Agree strongly	328	**	263	**	224	162	120	**	**	240	**	256	**	170	119	**
	50%	**	54%	**	53%	48%	60%	**	**	51%	**	51%	**	49%	56%	**
Agree slightly	211	**	136	**	128	118	45	**	**	152	**	154	**	117	57	**
	32%	**	28%	**	30%	35%	22%	**	**	32%	**	31%	**	34%	27%	**
Disagree slightly	76	**	54	**	49	38	21	**	**	49	**	57	**	41	23	**
	12%	**	11%	**	12%	11%	11%	**	**	10%	**	11%	**	12%	11%	**
Disagree strongly	34	**	24	**	19	17	11	**	**	22	**	26	**	15	13	**
	5%	**	5%	**	4%	5%	5%	**	**	5%	**	5%	**	4%	6%	**
Don't know	7	**	6	**	5	4	3	**	**	6	**	6	**	5	1	**
	1%	**	1%	**	1%	1%	2%	**	**	1%	**	1%	**	2%	*%	**
TOTAL AGREE	539	**	398	**	352	280	164	**	**	391	**	410	**	287	176	**
	82%	**	83%	**	83%	83%	82%	**	**	84%	**	82%	**	82%	83%	**
TOTAL DISAGREE	110	**	78	**	68	55	32	**	**	71	**	84	**	57	36	**
	17%	**	16%	**	16%	16%	16%	**	**	15%	**	17%	**	16%	17%	**

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



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**Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	59	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	55	374	99	330	264	165	67	52	62	175	81	157
Total	656	65	484	124	425	336	212	89	73	82	268	112	238
Agree strongly	328	**	265	68	226	167	127	**	**	**	155	**	131
	50%	**	55%	55%	53%	50%	60%	**	**	**	58%	**	55%
Agree slightly	211	**	137	35	127	111	50	**	**	**	81	**	79
	32%	**	28%	28%	30%	33%	24%	**	**	**	30%	**	33%
Disagree slightly	76	**	53	12	48	38	22	**	**	**	22	**	20
	12%	**	11%	9%	11%	11%	10%	**	**	**	8%	**	8%
Disagree strongly	34	**	23	9	19	18	9	**	**	**	8	**	6
	5%	**	5%	7%	4%	5%	4%	**	**	**	3%	**	3%
Don't know	7	**	6	1	5	3	3	**	**	**	1	**	1
	1%	**	1%	1%	1%	1%	1%	**	**	**	1%	**	1%
TOTAL AGREE	539	**	401	102	353	278	178	**	**	**	236	**	210
	82%	**	83%	82%	83%	83%	84%	**	**	**	88%	**	88%
TOTAL DISAGREE	110	**	76	20	67	56	31	**	**	**	31	**	26
	17%	**	16%	17%	16%	17%	15%	**	**	**	11%	**	11%

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

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**Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
Agree strongly	328 50%	85 50%	112 62%	** **	** **	** **	** **	** **	** **	197 56%	51 49%	271 51%	57 46%
Agree slightly	211 32%	60 35%	51 28%	** **	** **	** **	** **	** **	** **	110 32%	29 28%	176 33%	35 28%
Disagree slightly	76 12%	16 10%	12 7%	** **	** **	** **	** **	** **	** **	28 8%	12 12%	59 11%	17 14%
Disagree strongly	34 5%	5 3%	6 3%	** **	** **	** **	** **	** **	** **	11 3%	9 9%	20 4%	14 11% a
Don't know	7 1%	3 2%	- -%	** **	** **	** **	** **	** **	** **	3 1%	2 2%	6 1%	1 1%
TOTAL AGREE	539 82%	144 86%	163 90%	** **	** **	** **	** **	** **	** **	308 88% b	80 77%	447 84%	92 74%
TOTAL DISAGREE	110 17%	21 12%	18 10%	** **	** **	** **	** **	** **	** **	39 11%	21 21%	79 15%	31 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.

**Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
Agree strongly	328 50%	97 52% e	123 59% e	** **	** **	58 37%	** **	93 46%	140 53%	267 50%	61 48%	** **	** **	125 49%	135 53%
Agree slightly	211 32%	51 27%	60 29%	** **	** **	69 44% a	** **	69 35%	79 30%	168 32%	43 34%	** **	** **	83 32%	77 30%
Disagree slightly	76 12%	25 13%	15 7%	** **	** **	20 13%	** **	23 11%	29 11%	60 11%	16 13%	** **	** **	27 11%	30 12%
Disagree strongly	34 5%	9 5%	8 4%	** **	** **	10 6%	** **	15 8%	13 5%	28 5%	6 4%	** **	** **	18 7%	11 4%
Don't know	7 1%	5 3%	1 1%	** **	** **	1 1%	** **	- -%	5 2%	6 1%	1 1%	** **	** **	3 1%	3 1%
TOTAL AGREE	539 82%	147 79%	183 88%	** **	** **	126 80%	** **	162 81%	219 83%	435 82%	104 81%	** **	** **	208 81%	212 83%
TOTAL DISAGREE	110 17%	34 18%	23 11%	** **	** **	30 19%	** **	38 19%	42 16%	88 17%	22 17%	** **	** **	45 18%	41 16%

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.

**Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
Agree strongly	328	204	121	101	73	73	78	271	**	**	**	**	119	101	110	169
	50%	55%	43%	50%	49%	47%	54%	51%	**	**	**	**	52%	50%	53%	52%
		b														
Agree slightly	211	108	99	65	49	48	47	166	**	**	**	**	69	72	66	99
	32%	29%	36%	32%	33%	31%	33%	31%	**	**	**	**	30%	35%	32%	30%
Disagree slightly	76	43	34	27	14	25	10	62	**	**	**	**	32	17	20	41
	12%	12%	12%	13%	10%	16%	7%	12%	**	**	**	**	14%	9%	9%	12%
Disagree strongly	34	14	19	8	10	8	6	26	**	**	**	**	6	12	8	17
	5%	4%	7%	4%	7%	5%	4%	5%	**	**	**	**	2%	6%	4%	5%
Don't know	7	1	5	1	2	2	3	6	**	**	**	**	4	1	4	1
	1%	*%	2%	1%	1%	1%	2%	1%	**	**	**	**	2%	*%	2%	*%
TOTAL AGREE	539	312	220	166	123	122	125	437	**	**	**	**	187	173	176	269
	82%	84%	79%	82%	83%	78%	87%	82%	**	**	**	**	82%	85%	85%	82%
TOTAL DISAGREE	110	57	53	35	24	33	16	88	**	**	**	**	38	29	28	58
	17%	15%	19%	17%	16%	21%	11%	17%	**	**	**	**	16%	14%	13%	18%

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

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**Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen when**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
Agree strongly	309 47%	** **	253 52%	** **	224 53%	157 46%	110 55%	** **	** **	229 49%	** **	243 49%	** **	152 44%	119 56%	** **
Agree slightly	232 35%	** **	158 33%	** **	133 31%	120 35%	63 31%	** **	** **	160 34%	** **	175 35%	** **	129 37%	69 33%	** **
Disagree slightly	73 11%	** **	40 8%	** **	38 9%	42 12%	13 7%	** **	** **	49 10%	** **	51 10%	** **	47 14%	12 5%	** **
Disagree strongly	32 5%	** **	24 5%	** **	22 5%	18 5%	8 4%	** **	** **	22 5%	** **	22 4%	** **	14 4%	10 5%	** **
Don't know	10 1%	** **	8 2%	** **	7 2%	3 1%	5 3%	** **	** **	9 2%	** **	9 2%	** **	6 2%	2 1%	** **
TOTAL AGREE	541 82%	** **	411 85%	** **	357 84%	277 81%	173 87%	** **	** **	389 83%	** **	418 84%	** **	281 81%	189 89%	** **
TOTAL DISAGREE	105 16%	** **	64 13%	** **	59 14%	60 18%	21 11%	** **	** **	71 15%	** **	73 15%	** **	61 18%	21 10%	** **

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

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**Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen when**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	59	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	55	374	99	330	264	165	67	52	62	175	81	157
Total	656	65	484	124	425	336	212	89	73	82	268	112	238
Agree strongly	309 47%	** **	257 53%	57 46%	229 54%	164 49%	122 58%	** **	** **	** **	140 52%	** **	124 52%
Agree slightly	232 35%	** **	153 32%	51 41%	126 30%	115 34%	61 29%	** **	** **	** **	94 35%	** **	83 35%
Disagree slightly	73 11%	** **	42 9%	10 8%	40 9%	36 11%	14 7%	** **	** **	** **	21 8%	** **	20 9%
Disagree strongly	32 5%	** **	24 5%	6 5%	22 5%	18 5%	10 5%	** **	** **	** **	12 4%	** **	10 4%
Don't know	10 1%	** **	8 2%	1 1%	7 2%	3 1%	5 2%	** **	** **	** **	1 1%	** **	1 1%
TOTAL AGREE	541 82%	** **	410 85%	108 87%	355 84%	279 83%	183 86%	** **	** **	** **	233 87%	** **	206 87%
TOTAL DISAGREE	105 16%	** **	66 14%	16 13%	62 15%	54 16%	24 11%	** **	** **	** **	33 12%	** **	30 13%

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

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**Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen when**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
Agree strongly	309 47%	83 49%	100 55%	** **	** **	** **	** **	** **	** **	183 52%	60 58%	247 46%	62 50%
Agree slightly	232 35%	61 36%	61 33%	** **	** **	** **	** **	** **	** **	122 35%	29 28%	196 37%	36 29%
Disagree slightly	73 11%	13 8%	14 8%	** **	** **	** **	** **	** **	** **	26 8%	8 8%	60 11%	13 10%
Disagree strongly	32 5%	8 4%	7 4%	** **	** **	** **	** **	** **	** **	14 4%	3 3%	21 4%	11 9%
Don't know	10 1%	4 3%	- -%	** **	** **	** **	** **	** **	** **	4 1%	3 3%	8 1%	2 2%
TOTAL AGREE	541 82%	144 85%	161 89%	** **	** **	** **	** **	** **	** **	304 87%	89 86%	443 83%	98 79%
TOTAL DISAGREE	105 16%	20 12%	21 11%	** **	** **	** **	** **	** **	** **	41 12%	11 11%	81 15%	24 19%

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

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**Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen when**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
Agree strongly	309 47%	100 54%	116 56%	** **	** **	48 31%	** **	75 38%	140 53%	240 45%	69 54%	** **	** **	110 43%	147 58%
		e	e					b	b	b	b			b	b
Agree slightly	232 35%	51 27%	65 31%	** **	** **	70 44%	** **	92 46%	83 31%	199 38%	33 26%	** **	** **	110 43%	62 24%
		a	a			a		ce	a	a	a			c	a
Disagree slightly	73 11%	17 9%	14 7%	** **	** **	30 19%	** **	20 10%	29 11%	63 12%	10 8%	** **	** **	22 8%	25 10%
		b	b			b		b	b	b	b			b	b
Disagree strongly	32 5%	10 6%	12 6%	** **	** **	9 5%	** **	10 5%	11 4%	22 4%	10 8%	** **	** **	12 5%	15 6%
Don't know	10 1%	7 4%	1 1%	** **	** **	2 1%	** **	2 1%	3 1%	4 1%	6 4%	** **	** **	3 1%	6 3%
		d	d			d		d	d	d	d			d	d
TOTAL AGREE	541 82%	152 82%	180 87%	** **	** **	118 75%	** **	168 84%	222 84%	439 83%	102 80%	** **	** **	219 86%	209 82%
TOTAL DISAGREE	105 16%	28 15%	26 12%	** **	** **	38 24%	** **	31 15%	40 15%	85 16%	20 16%	** **	** **	34 13%	40 16%

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



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**Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen when**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
Agree strongly	309 47%	186 50%	121 44%	94 46%	70 47%	66 42%	78 54%	258 49%	** **	** **	** **	** **	111 48%	101 50%	103 50%	160 49%
Agree slightly	232 35%	117 32%	110 40%	71 35%	53 36%	58 37%	48 33%	183 34%	** **	** **	** **	** **	84 37%	63 31%	63 30%	117 36%
Disagree slightly	73 11%	41 11%	32 11%	25 12%	14 10%	21 13%	11 8%	61 11%	** **	** **	** **	** **	23 10%	22 11%	27 13%	29 9%
Disagree strongly	32 5%	20 5%	12 4%	12 6%	8 6%	6 4%	6 4%	23 4%	** **	** **	** **	** **	8 3%	16 8%	10 5%	16 5%
Don't know	10 1%	6 2%	3 1%	1 *%	3 2%	5 3%	1 1%	7 1%	** **	** **	** **	** **	4 2%	1 *%	4 2%	5 1%
TOTAL AGREE	541 82%	303 82%	231 83%	165 81%	123 83%	124 79%	126 88%	441 83%	** **	** **	** **	** **	195 85%	165 81%	166 80%	277 85%
TOTAL DISAGREE	105 16%	62 17%	44 16%	37 18%	23 15%	27 17%	17 12%	84 16%	** **	** **	** **	** **	30 13%	37 18%	37 18%	45 14%

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

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**Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
Agree strongly	357	**	281	**	254	186	122	**	**	259	**	272	**	181	130	**
	54%	**	58%	**	60%	55%	61%	**	**	55%	**	54%	**	52%	61%	**
Agree slightly	204	**	142	**	122	107	53	**	**	142	**	157	**	114	59	**
	31%	**	29%	**	29%	31%	26%	**	**	30%	**	31%	**	33%	28%	**
Disagree slightly	60	**	36	**	30	32	11	**	**	43	**	46	**	38	10	**
	9%	**	8%	**	7%	9%	6%	**	**	9%	**	9%	**	11%	5%	**
Disagree strongly	22	**	15	**	11	11	8	**	**	15	**	16	**	10	8	**
	3%	**	3%	**	3%	3%	4%	**	**	3%	**	3%	**	3%	4%	**
Don't know	13	**	7	**	7	4	5	**	**	9	**	9	**	5	5	**
	2%	**	2%	**	2%	1%	3%	**	**	2%	**	2%	**	2%	3%	**
TOTAL AGREE	561	**	423	**	376	293	174	**	**	401	**	429	**	295	190	**
	85%	**	88%	**	89%	86%	87%	**	**	86%	**	86%	**	85%	89%	**
TOTAL DISAGREE	83	**	52	**	41	43	20	**	**	58	**	62	**	48	18	**
	13%	**	11%	**	10%	13%	10%	**	**	12%	**	12%	**	14%	8%	**

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

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**Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	549	59	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	55	374	99	330	264	165	67	52	62	175	81	157
Total	656	65	484	124	425	336	212	89	73	82	268	112	238
Agree strongly	357	**	281	56	257	181	132	**	**	**	157	**	144
	54%	**	58%	45%	60%	54%	62%	**	**	**	59%	**	61%
					a								
Agree slightly	204	**	141	42	118	105	55	**	**	**	83	**	72
	31%	**	29%	34%	28%	31%	26%	**	**	**	31%	**	30%
Disagree slightly	60	**	37	18	30	38	10	**	**	**	16	**	14
	9%	**	8%	15%	7%	11%	5%	**	**	**	6%	**	6%
Disagree strongly	22	**	16	6	11	10	7	**	**	**	7	**	2
	3%	**	3%	5%	3%	3%	4%	**	**	**	3%	**	1%
Don't know	13	**	9	1	9	2	8	**	**	**	5	**	5
	2%	**	2%	1%	2%	1%	4%	**	**	**	2%	**	2%
TOTAL AGREE	561	**	423	98	374	286	187	**	**	**	240	**	216
	85%	**	87%	79%	88%	85%	88%	**	**	**	90%	**	91%
TOTAL DISAGREE	83	**	53	24	41	49	17	**	**	**	23	**	17
	13%	**	11%	20%	10%	14%	8%	**	**	**	9%	**	7%
					b								

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

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**Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
Agree strongly	357 54%	89 53%	111 61%	** **	** **	** **	** **	** **	** **	200 57%	61 59%	291 55%	66 53%
Agree slightly	204 31%	61 36%	49 27%	** **	** **	** **	** **	** **	** **	110 31%	27 26%	170 32%	34 27%
Disagree slightly	60 9%	11 7%	12 7%	** **	** **	** **	** **	** **	** **	23 7%	7 6%	49 9%	11 9%
Disagree strongly	22 3%	4 3%	6 4%	** **	** **	** **	** **	** **	** **	11 3%	4 4%	13 2%	9 7%
Don't know	13 2%	2 1%	3 2%	** **	** **	** **	** **	** **	** **	6 2%	5 5%	8 1%	5 4%
TOTAL AGREE	561 85%	151 90%	160 88%	** **	** **	** **	** **	** **	** **	310 89%	88 85%	461 87%	100 80%
TOTAL DISAGREE	83 13%	15 9%	19 10%	** **	** **	** **	** **	** **	** **	34 10%	11 10%	63 12%	20 16%

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.

**Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
Agree strongly	357	109	124	**	**	68	**	100	157	282	75	**	**	136	157
	54%	59%	60%	**	**	43%	**	50%	59%	53%	58%	**	**	53%	61%
		e	e												
Agree slightly	204	49	61	**	**	57	**	69	79	172	32	**	**	84	67
	31%	26%	29%	**	**	36%	**	34%	30%	33%	25%	**	**	33%	26%
Disagree slightly	60	16	15	**	**	23	**	21	16	48	12	**	**	19	19
	9%	9%	7%	**	**	15%	**	10%	6%	9%	9%	**	**	7%	7%
Disagree strongly	22	7	6	**	**	6	**	5	10	18	4	**	**	10	9
	3%	4%	3%	**	**	4%	**	3%	4%	3%	3%	**	**	4%	3%
Don't know	13	4	2	**	**	4	**	5	3	8	5	**	**	7	5
	2%	2%	1%	**	**	3%	**	2%	1%	1%	4%	**	**	3%	2%
TOTAL AGREE	561	158	185	**	**	125	**	169	236	454	107	**	**	221	224
	85%	85%	89%	**	**	79%	**	85%	89%	86%	83%	**	**	86%	87%
TOTAL DISAGREE	83	23	20	**	**	29	**	26	26	66	16	**	**	29	27
	13%	13%	10%	**	**	18%	**	13%	10%	13%	13%	**	**	11%	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.

**Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
Agree strongly	357 54%	224 61%	130 47%	115 57%	81 55%	83 53%	76 53%	295 56%	** **	** **	** **	** **	120 53%	124 61%	110 53%	194 59%
Agree slightly	204 31%	108 29%	90 33%	65 32%	46 31%	51 33%	41 28%	164 31%	** **	** **	** **	** **	79 34%	59 29%	60 29%	90 28%
Disagree slightly	60 9%	26 7%	34 12%	15 7%	12 8%	16 10%	18 13%	43 8%	** **	** **	** **	** **	17 7%	11 5%	22 11%	29 9%
Disagree strongly	22 3%	6 2%	16 6%	8 4%	7 4%	2 1%	6 4%	17 3%	** **	** **	** **	** **	9 4%	9 4%	10 5%	8 3%
Don't know	13 2%	6 1%	7 3%	- -%	4 2%	4 3%	3 2%	12 2%	** **	** **	** **	** **	4 2%	- -%	5 3%	5 2%
TOTAL AGREE	561 85%	332 90%	221 79%	180 89%	127 85%	134 86%	117 81%	459 86%	** **	** **	** **	** **	199 87%	183 90%	170 82%	284 87%
TOTAL DISAGREE	83 13%	32 9%	50 18%	23 11%	18 12%	18 12%	24 16%	60 11%	** **	** **	** **	** **	26 11%	19 10%	32 16%	37 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.

**SUMMARY OF RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband 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	549	44	415	94	365	290	169	84	54	390	76	416	50	292	174	68
Effective Weighted Sample	495	39	372	82	330	259	152	74	48	348	72	372	47	262	157	58
Total	656	56	483	115	424	340	199	93	66	469	92	500	61	349	212	84
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	405	**	311	**	270	212	128	**	**	299	**	316	**	218	139	**
	62%	**	64%	**	64%	62%	64%	**	**	64%	**	63%	**	62%	65%	**
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	251	**	172	**	154	128	71	**	**	170	**	184	**	131	74	**
	38%	**	36%	**	36%	38%	36%	**	**	36%	**	37%	**	38%	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.

**SUMMARY OF RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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
Total	549	415	110	364	292	182	76	58	68	186	89	165
Unweighted total	549	415	110	364	292	182	76	58	68	186	89	165
Effective Weighted Sample	495	374	99	330	264	165	67	52	62	175	81	157
Total	656	484	124	425	336	212	89	73	82	268	112	238
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	405	310	82	269	211	140	**	**	**	182	**	161
	62%	64%	66%	63%	63%	66%	**	**	**	68%	**	68%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	251	174	42	156	126	72	**	**	**	85	**	77
	38%	36%	34%	37%	37%	34%	**	**	**	32%	**	32%

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 RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	122	132	30	20	37	80	3	2	254	117	435	114
Effective Weighted Sample	495	113	123	26	18	35	75	3	2	237	111	393	103
Total	656	168	181	42	32	33	70	3	2	350	103	532	124
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	405 62%	113 67%	128 71%	** **	** **	** **	** **	** **	** **	242 69%	61 59%	343 64%	63 50%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	251 38%	55 33%	53 29%	** **	** **	** **	** **	** **	** **	108 31%	43 41%	189 36%	62 50%
													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 RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	Total	SIMPLE BUNDLE TYPE					AGE						AGE (2)		
		DUAL a	TRIPLE b	QUAD ~c	OTHER ~d	NONE e	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	549	206	135	26	69	119	35	147	241	423	126	45	94	209	246
Effective Weighted Sample	495	196	129	25	64	110	32	137	223	382	118	42	86	191	231
Total	656	186	207	34	78	158	63	200	265	529	128	48	144	256	256
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	405 62%	114 61%	142 68%	** **	** **	85 54%	** **	124 62%	172 65%	329 62%	76 60%	** **	** **	170 66%	158 62%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	251 38%	72 39%	66 32%	** **	** **	72 46%	** **	76 38%	93 35%	200 38%	51 40%	** **	** **	86 34%	98 38%

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 RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER**

Base : Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

	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	549	310	233	183	121	123	119	448	49	29	23	72	189	176	173	281
Effective Weighted Sample	495	283	207	163	110	112	109	405	44	26	21	63	172	161	154	256
Total	656	370	278	203	149	157	144	531	58	37	30	93	229	203	207	327
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	405 62%	238 64%	160 57%	129 64%	84 56%	93 59%	98 68%	332 62%	** **	** **	** **	** **	147 64%	127 63%	127 61%	205 63%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	251 38%	132 36%	118 43%	73 36%	65 44%	64 41%	46 32%	200 38%	** **	** **	** **	** **	82 36%	76 37%	81 39%	122 37%

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Mobile phone	2364	126	1374	318	1182	811	689	142	116	2029	336	2163	202	1426	939	352
	87%	61%	94%	80%	94%	88%	93%	80%	92%	100%	100%	100%	100%	100%	100%	100%
			a		a	c	ac		c							
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
	78%	38%	99%	68%	99%	89%	94%	80%	94%	76%	97%	77%	97%	79%	79%	69%
			a		a	c	ac		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	1815	98	1273	267	1103	733	637	122	106	1402	273	1512	163	995	679	210
	67%	47%	87%	67%	87%	80%	86%	69%	84%	69%	81%	70%	81%	70%	72%	60%
			a		a	c	ac		c		a		a	c	c	
Landline phone service	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
	61%	100%	100%	100%	100%	100%	100%	100%	100%	60%	85%	61%	86%	62%	65%	52%
											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		
	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Mobile phone	2364	368	1502	577	1293	1074	797	248	182	292	797	392	698
	87%	71%	94%	79%	93%	88%	89%	85%	87%	87%	95%	89%	95%
		a		a						a		a	
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
	78%	100%	100%	100%	100%	100%	100%	100%	100%	77%	99%	82%	99%
										a		a	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1815	248	1403	432	1219	938	713	195	150	336	842	442	735
	67%	48%	88%	59%	88%	77%	80%	66%	71%	100%	100%	100%	100%
		a	a	a	a	c	cd						
Landline phone service	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
	61%	13%	91%	34%	92%	69%	75%	51%	57%	57%	86%	62%	87%
		a	a	a	a	cd	acd				a		a

Columns Tested: a,b - 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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Mobile phone	2364	476	613	**	**	140	355	**	**	1089	495	1853	511
	87%	90%	95%	**	**	92%	91%	**	**	93%	91%	87%	87%
			a										
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2117	484	605	**	**	138	337	**	**	1089	475	1672	445
	78%	91%	94%	**	**	90%	86%	**	**	92%	87%	78%	76%
										b			
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1815	531	646	**	**	152	391	**	**	1178	544	1420	394
	67%	100%	100%	**	**	100%	100%	**	**	100%	100%	67%	67%
Landline phone service	1663	396	518	**	**	105	294	**	**	914	399	1241	423
	61%	74%	80%	**	**	69%	75%	**	**	78%	73%	58%	72%
													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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Mobile phone	2364	543	555	**	366	828	277	890	797	1964	397	152	667	898	797
	87%	90%	96%	**	94%	77%	85%	86%	89%	87%	86%	81%	85%	88%	88%
		e	ae		e				f						
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2117	600	578	**	370	496	135	795	774	1705	409	153	451	869	794
	78%	100%	100%	**	95%	46%	42%	77%	87%	76%	88%	82%	57%	85%	88%
		de	de		e			a	abd	a	abd	a		a	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1815	460	578	**	325	379	121	633	698	1452	359	146	358	735	718
	67%	77%	100%	**	84%	35%	37%	61%	78%	65%	78%	78%	46%	72%	79%
		e	ade		ae			a	abd	a	abd	abd		a	ab
Landline phone service	1663	600	578	**	234	178	69	532	662	1263	395	165	264	662	732
	61%	100%	100%	**	60%	17%	21%	52%	74%	56%	85%	88%	34%	65%	81%
		de	de		e			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.

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	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
Unweighted total	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Mobile phone	2364 87%	1220 86%	1115 88%	656 87%	678 91%	482 85%	525 84%	1938 87%	220 86%	118 85%	** **	280 84%	805 87%	759 88%	765 84%	1213 90%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2117 78%	1140 81%	957 76%	631 84%	622 83%	394 70%	452 73%	1734 78%	194 76%	109 79%	** **	225 67%	729 79%	728 85%	649 72%	1155 86%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1815 67%	945 67%	852 67%	551 73%	524 70%	346 61%	376 60%	1493 67%	169 66%	86 62%	** **	172 51%	652 71%	647 75%	559 62%	1015 75%
Landline phone service	1663 61%	912 65%	739 58%	526 70%	449 60%	314 56%	357 57%	1353 61%	167 66%	89 64%	** **	162 48%	597 65%	575 67%	529 58%	905 67%

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	1729	78	1081	226	933	629	530	106	87	1352	243	1457	138	958	637	213
Effective Weighted Sample	1466	70	972	201	841	565	477	92	76	1135	214	1228	121	810	539	172
Total	1815	98	1273	267	1103	733	637	122	106	1402	273	1512	163	995	679	210
Freeview (through a set-top box or television set)	721	**	497	122	425	297	250	56	**	557	106	605	58	414	249	92
	40%	**	39%	46%	38%	41%	39%	46%	**	40%	39%	40%	36%	42%	37%	44%
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	694	**	502	115	427	303	239	56	**	499	136	553	83	383	252	73
	38%	**	39%	43%	39%	41%	38%	46%	**	36%	50% a	37% a	51% a	39%	37%	35%
Virgin TV (cable TV)	336	**	264	21	249	137	133	19	**	287	27	292	22	179	135	42
	18%	**	21%	8%	23% a	19%	21%	16%	**	20% b	10%	19%	13%	18%	20%	20%
BT TV	190	**	133	25	116	55	86	10	**	153	17	159	11	109	61	34
	10%	**	10%	9%	11%	8%	13% a	9%	**	11%	6%	11%	7%	11%	9%	16% b
NOW	178	**	115	20	101	67	54	16	**	142	24	152	14	110	56	24
	10%	**	9%	7%	9%	9%	8%	13%	**	10%	9%	10%	9%	11%	8%	11%
Freesat (satellite TV, no monthly subscription)	135	**	97	25	79	59	45	14	**	106	20	118	8	78	48	19
	7%	**	8%	9%	7%	8%	7%	12%	**	8%	7%	8%	5%	8%	7%	9%
TalkTalk TV	59	**	44	6	40	31	15	8	**	53	3	54	2	34	22	7
	3%	**	3%	2%	4%	4%	2%	6%	**	4%	1%	4%	1%	3%	3%	3%
YouView (no monthly subscription)	48	**	32	6	29	19	15	4	**	40	5	43	2	31	14	7
	3%	**	3%	2%	3%	3%	2%	3%	**	3%	2%	3%	1%	3%	2%	3%
Other satellite TV	18	**	10	4	7	5	6	-	**	9	7	11	4	6	9	4
	1%	**	1%	1%	1%	1%	1%	-%	**	1%	2% a	1%	3%	1%	1%	2%
Plusnet TV	15	**	7	1	7	6	2	1	**	10	1	10	1	6	4	1
	1%	**	1%	1%	1%	1%	*%	1%	**	1%	*%	1%	*%	1%	1%	*%
None of these	93	**	52	14	44	36	22	5	**	80	11	83	7	43	47	7
	5%	**	4%	5%	4%	5%	4%	4%	**	6%	4%	5%	4%	4%	7%	3%

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

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**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	1729	78	1081	226	933	629	530	106	87	1352	243	1457	138	958	637	213
Effective Weighted Sample	1466	70	972	201	841	565	477	92	76	1135	214	1228	121	810	539	172
Total	1815	98	1273	267	1103	733	637	122	106	1402	273	1512	163	995	679	210
<b>SUMMARY</b>																
ANY PAY TV SERVICES	1285	**	942	168	828	525	471	84	**	989	199	1061	127	716	472	152
	71%	**	74%	63%	75%	72%	74%	69%	**	71%	73%	70%	78%	72%	70%	72%
					a											
ANY FREE TV SERVICES	814	**	560	139	476	331	285	61	**	634	120	691	63	465	288	101
	45%	**	44%	52%	43%	45%	45%	50%	**	45%	44%	46%	38%	47%	42%	48%
ONLY FREE TV SERVICES	436	**	279	85	232	173	143	33	**	333	63	368	28	236	160	51
	24%	**	22%	32%	21%	24%	23%	27%	**	24%	23%	24%	17%	24%	24%	24%
				b												

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

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**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	1729	338	1246	519	1065	912	672	203	150	297	650	390	557
Effective Weighted Sample	1466	266	1100	416	945	770	578	158	120	255	583	334	504
Total	1815	248	1403	432	1219	938	713	195	150	336	842	442	735
Freeview (through a set-top box or television set)	721	119	525	193	451	377	267	75	61	74	171	90	154
	40%	48%	37%	45%	37%	40%	37%	39%	41%	22%	20%	20%	21%
		b		b									
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	694	73	568	164	477	385	256	79	59	242	435	318	358
	38%	29%	40%	38%	39%	41%	36%	41%	39%	72%	52%	72%	49%
			a							b		b	
Virgin TV (cable TV)	336	8	305	23	290	146	168	30	25	28	300	46	282
	18%	3%	22%	5%	24%	16%	24%	15%	17%	8%	36%	10%	38%
			a		a		a				a		a
BT TV	190	22	148	38	132	98	72	24	19	39	113	52	101
	10%	9%	11%	9%	11%	10%	10%	12%	13%	12%	13%	12%	14%
NOW	178	29	125	43	111	87	67	17	13	66	61	74	53
	10%	12%	9%	10%	9%	9%	9%	9%	8%	20%	7%	17%	7%
										b		b	
Freesat (satellite TV, no monthly subscription)	135	26	97	45	78	77	47	16	14	8	28	13	23
	7%	11%	7%	10%	6%	8%	7%	8%	9%	2%	3%	3%	3%
				b									
TalkTalk TV	59	3	47	8	42	36	14	5	2	12	38	18	33
	3%	1%	3%	2%	3%	4%	2%	3%	2%	4%	4%	4%	4%
YouView (no monthly subscription)	48	7	33	11	29	27	13	5	4	4	12	5	11
	3%	3%	2%	3%	2%	3%	2%	3%	3%	1%	1%	1%	1%
Other satellite TV	18	5	12	6	10	10	6	4	2	10	1	10	1
	1%	2%	1%	1%	1%	1%	1%	2%	1%	3%	1%	2%	1%
										b	*	b	*
Plusnet TV	15	8	5	8	5	10	4	4	2	8	4	8	4
	1%	3%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%
		b		b									

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

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**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	1729	338	1246	519	1065	912	672	203	150	297	650	390	557
Effective Weighted Sample	1466	266	1100	416	945	770	578	158	120	255	583	334	504
Total	1815	248	1403	432	1219	938	713	195	150	336	842	442	735
None of these	93	34	53	43	45	49	38	11	8	-	-	-	-
	5%	14%	4%	10%	4%	5%	5%	6%	6%	-%	-%	-%	-%
		b		b									
<b>SUMMARY</b>													
ANY PAY TV SERVICES	1285	117	1068	243	942	669	516	135	102	336	842	442	735
	71%	47%	76%	56%	77%	71%	72%	69%	68%	100%	100%	100%	100%
		a		a									
ANY FREE TV SERVICES	814	137	588	222	503	417	308	83	67	78	192	98	171
	45%	55%	42%	51%	41%	44%	43%	43%	45%	23%	23%	22%	23%
		b		b									
ONLY FREE TV SERVICES	436	97	282	146	233	221	158	49	40	-	-	-	-
	24%	39%	20%	34%	19%	24%	22%	25%	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	1729	423	524	98	62	193	473	26	20	947	666	1330	399
Effective Weighted Sample	1466	372	464	80	51	169	420	21	17	836	589	1120	350
Total	1815	531	646	117	79	152	391	22	17	1178	544	1420	394
Freeview (through a set-top box or television set)	721	119	126	**	**	126	350	**	**	245	476	500	221
	40%	22%	19%	**	**	83%	89%	**	**	21%	88%	35%	56%
											a		a
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	694	276	400	**	**	9	8	**	**	677	17	599	95
	38%	52%	62%	**	**	6%	2%	**	**	57%	3%	42%	24%
			a			b				b		b	
Virgin TV (cable TV)	336	156	172	**	**	3	5	**	**	328	8	276	59
	18%	29%	27%	**	**	2%	1%	**	**	28%	1%	19%	15%
										b			
BT TV	190	80	73	**	**	12	25	**	**	153	37	153	37
	10%	15%	11%	**	**	8%	6%	**	**	13%	7%	11%	9%
										b			
NOW	178	75	52	**	**	20	31	**	**	127	51	172	6
	10%	14%	8%	**	**	13%	8%	**	**	11%	9%	12%	2%
		b										b	
Freesat (satellite TV, no monthly subscription)	135	21	14	**	**	42	58	**	**	36	100	105	31
	7%	4%	2%	**	**	28%	15%	**	**	3%	18%	7%	8%
						b				a			
TalkTalk TV	59	35	15	**	**	5	3	**	**	50	8	48	11
	3%	7%	2%	**	**	3%	1%	**	**	4%	2%	3%	3%
		b								b			
YouView (no monthly subscription)	48	12	5	**	**	10	21	**	**	16	31	39	8
	3%	2%	1%	**	**	7%	5%	**	**	1%	6%	3%	2%
											a		
Other satellite TV	18	3	8	**	**	2	5	**	**	12	7	13	5
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	1%
Plusnet TV	15	7	4	**	**	2	1	**	**	12	3	12	2
	1%	1%	1%	**	**	2%	1%	**	**	1%	1%	1%	1%

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

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**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 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	1729	423	524	98	62	193	473	26	20	947	666	1330	399
Effective Weighted Sample	1466	372	464	80	51	169	420	21	17	836	589	1120	350
Total	1815	531	646	117	79	152	391	22	17	1178	544	1420	394
None of these	93	-	-	**	**	-	-	**	**	-	-	80	13
	5%	-%	-%	**	**	-%	-%	**	**	-%	-%	6%	3%
<b>SUMMARY</b>													
ANY PAY TV SERVICES	1285	531	646	**	**	41	66	**	**	1178	108	1082	203
	71%	100%	100%	**	**	27%	17%	**	**	100%	20%	76%	52%
						b				b		b	
ANY FREE TV SERVICES	814	134	136	**	**	152	391	**	**	270	544	565	249
	45%	25%	21%	**	**	100%	100%	**	**	23%	100%	40%	63%
										a	a	a	a
ONLY FREE TV SERVICES	436	-	-	**	**	111	325	**	**	-	436	258	178
	24%	-%	-%	**	**	73%	83%	**	**	-%	80%	18%	45%
							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.

**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	1729	517	376	67	335	446	87	575	696	1358	368	145	320	677	729
Effective Weighted Sample	1466	493	363	65	281	340	68	471	618	1137	332	132	245	579	657
Total	1815	460	578	86	325	379	121	633	698	1452	359	146	358	735	718
Freeview (through a set-top box or television set)	721	280	120	**	121	188	**	210	282	523	194	76	105	265	348
	40%	61%	21%	**	37%	50%	**	33%	40%	36%	54%	52%	29%	36%	48%
		bde			b	bd			b		bcd	bcd			ab
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	694	128	266	**	142	105	**	266	283	602	90	33	151	321	220
	38%	28%	46%	**	44%	28%	**	42%	40%	41%	25%	23%	42%	44%	31%
			ae		ae			ef	ef	ef			c	c	
Virgin TV (cable TV)	336	7	229	**	57	26	**	96	140	259	77	30	58	127	150
	18%	2%	40%	**	18%	7%	**	15%	20%	18%	21%	20%	16%	17%	21%
			ade		ae	a									
BT TV	190	30	84	**	32	37	**	55	66	146	44	23	48	61	80
	10%	7%	15%	**	10%	10%	**	9%	9%	10%	12%	16%	13%	8%	11%
			a												
NOW	178	48	43	**	35	50	**	77	58	159	19	1	53	76	49
	10%	10%	7%	**	11%	13%	**	12%	8%	11%	5%	1%	15%	10%	7%
					b			ef	f	ef			c		
Freesat (satellite TV, no monthly subscription)	135	55	24	**	21	36	**	46	41	96	39	18	25	46	63
	7%	12%	4%	**	6%	10%	**	7%	6%	7%	11%	12%	7%	6%	9%
		bd			b						cd	c			
TalkTalk TV	59	11	31	**	6	9	**	24	17	48	10	4	22	20	17
	3%	2%	5%	**	2%	2%	**	4%	2%	3%	3%	3%	6%	3%	2%
													bc		
YouView (no monthly subscription)	48	16	11	**	6	14	**	14	17	38	10	2	13	15	20
	3%	3%	2%	**	2%	4%	**	2%	2%	3%	3%	1%	4%	2%	3%
Other satellite TV	18	5	-	**	6	6	**	4	9	16	2	1	4	8	7
	1%	1%	-%	**	2%	2%	**	1%	1%	1%	1%	1%	1%	1%	1%
Plusnet TV	15	2	4	**	1	8	**	10	2	15	-	-	8	6	1
	1%	*%	1%	**	*%	2%	**	2%	*%	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.

**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	1729	517	376	67	335	446	87	575	696	1358	368	145	320	677	729
Effective Weighted Sample	1466	493	363	65	281	340	68	471	618	1137	332	132	245	579	657
Total	1815	460	578	86	325	379	121	633	698	1452	359	146	358	735	718
None of these	93	42	-	**	11	40	**	52	20	82	11	3	32	42	19
	5%	9%	-%	**	3%	11%	**	8%	3%	6%	3%	2%	9%	6%	3%
		bd			b	bd		ce		c			c	c	
<b>SUMMARY</b>															
ANY PAY TV SERVICES	1285	196	578	**	250	188	**	450	513	1060	223	87	259	550	474
	71%	43%	100%	**	77%	50%	**	71%	73%	73%	62%	60%	72%	75%	66%
			ade		ae			ef	ef	ef				c	
ANY FREE TV SERVICES	814	311	140	**	134	217	**	245	310	593	217	88	123	298	389
	45%	68%	24%	**	41%	57%	**	39%	44%	41%	60%	60%	34%	41%	54%
		bde			b	bd					bcd	bcd			ab
ONLY FREE TV SERVICES	436	222	-	**	63	151	**	131	165	309	125	56	67	144	224
	24%	48%	-%	**	20%	40%	**	21%	24%	21%	35%	38%	19%	20%	31%
		bde			b	bd					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.

**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 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	1729	885	824	556	499	310	347	1432	156	84	57	152	604	635	529	976
Effective Weighted Sample	1466	764	686	478	416	263	298	1214	133	72	48	125	519	540	442	836
Total	1815	945	852	551	524	346	376	1493	169	86	67	172	652	647	559	1015
Freeview (through a set-top box or television set)	721 40%	385 41%	329 39%	219 40%	198 38%	136 39%	160 43%	615 41%	56 33%	** **	** **	57 33%	259 40%	265 41%	240 43%	397 39%
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	694 38%	354 37%	336 39%	217 39%	192 37%	147 43%	130 35%	556 37%	70 41%	** **	** **	66 39%	241 37%	257 40%	219 39%	380 37%
Virgin TV (cable TV)	336 18%	184 19%	151 18%	111 20%	89 17%	70 20%	65 17%	279 19%	30 18%	** **	** **	34 20%	128 20%	115 18%	92 16%	199 20%
BT TV	190 10%	111 12%	76 9%	73 13%	48 9%	28 8%	40 11%	152 10%	15 9%	** **	** **	24 14%	66 10%	57 9%	64 11%	93 9%
NOW	178 10%	86 9%	87 10%	59 11%	35 7%	43 12%	37 10%	157 11%	7 4%	** **	** **	12 7%	70 11%	67 10%	57 10%	92 9%
Freesat (satellite TV, no monthly subscription)	135 7%	75 8%	59 7%	43 8%	41 8%	22 6%	28 7%	114 8%	8 5%	** **	** **	15 9%	49 8%	50 8%	34 6%	77 8%
TalkTalk TV	59 3%	23 2%	33 4%	16 3%	11 2%	15 4%	15 4%	51 3%	4 2%	** **	** **	10 6%	24 4%	16 3%	24 4%	25 2%
YouView (no monthly subscription)	48 3%	28 3%	17 2%	16 3%	13 2%	5 2%	14 4%	44 3%	2 1%	** **	** **	2 1%	11 2%	23 4%	15 3%	23 2%
Other satellite TV	18 1%	5 1%	13 2%	5 1%	7 1%	2 *%	4 1%	17 1%	- -%	** **	** **	1 *%	9 1%	7 1%	6 1%	9 1%
Plusnet TV	15 1%	5 1%	10 1%	3 1%	3 1%	8 2%	2 1%	14 1%	- -%	** **	** **	1 1%	9 1%	4 1%	4 1%	5 1%
None of these	93 5%	40 4%	50 6%	20 4%	38 7%	10 3%	23 6%	74 5%	11 6%	** **	** **	14 8%	25 4%	27 4%	27 5%	50 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.

**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	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	1729	885	824	556	499	310	347	1432	156	84	57	152	604	635	529	976
Effective Weighted Sample	1466	764	686	478	416	263	298	1214	133	72	48	125	519	540	442	836
Total	1815	945	852	551	524	346	376	1493	169	86	67	172	652	647	559	1015
<b>SUMMARY</b>																
ANY PAY TV SERVICES	1285 71%	671 71%	604 71%	410 74% b	347 66%	267 77% bd	251 67%	1054 71%	117 70%	**	**	127 74%	472 72%	455 70%	401 72%	714 70%
ANY FREE TV SERVICES	814 45%	437 46%	369 43%	250 45%	228 44%	146 42%	181 48%	694 46%	65 39%	**	**	66 39%	287 44%	307 47%	263 47%	449 44%
ONLY FREE TV SERVICES	436 24%	234 25%	198 23%	121 22%	139 26%	69 20%	101 27%	366 24%	40 24%	**	**	32 18%	155 24%	165 25%	131 24%	251 25%

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 - excluding 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	1613	73	1025	212	886	591	507	100	81	1251	233	1353	131	904	580	204
Effective Weighted Sample	1371	65	922	188	799	531	456	87	71	1053	205	1144	115	766	492	166
Total	1721	91	1221	253	1059	698	614	117	101	1322	262	1429	156	952	633	203
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	651 38%	** **	469 38%	104 41%	402 38%	284 41%	222 36%	48 41%	** **	467 35%	128 49%	516 36%	79 51%	353 37%	242 38%	65 32%
Freeview (through a set-top box or television set)	459 27%	** **	301 25%	93 37%	249 24%	186 27%	156 25%	35 30%	** **	346 26%	71 27%	383 27%	34 22%	247 26%	170 27%	52 26%
Virgin TV (cable TV)	316 18%	** **	253 21%	19 8%	239 23%	128 18%	131 21%	17 14%	** **	274 21%	24 9%	277 19%	21 14%	169 18%	129 20%	41 20%
BT TV	95 6%	** **	71 6%	12 5%	60 6%	24 3%	48 8%	4 3%	** **	80 6%	8 3%	82 6%	6 4%	63 7%	24 4%	20 10%
Freesat (satellite TV, no monthly subscription)	72 4%	** **	43 4%	12 5%	37 3%	26 4%	24 4%	4 4%	** **	54 4%	12 5%	62 4%	4 3%	41 4%	25 4%	10 5%
NOW	61 4%	** **	39 3%	4 1%	35 3%	25 4%	14 2%	8 7%	** **	50 4%	9 3%	53 4%	6 4%	41 4%	18 3%	5 3%
TalkTalk TV	39 2%	** **	30 2%	3 1%	27 3%	18 3%	12 2%	2 2%	** **	36 3%	2 1%	37 3%	1 1%	22 2%	16 2%	2 1%
YouView (no monthly subscription)	13 1%	** **	8 1%	2 1%	5 *%	3 *%	4 1%	- -%	** **	9 1%	3 1%	12 1%	- -%	10 1%	2 *%	3 1%
Other satellite TV	10 1%	** **	5 *%	3 1%	2 *%	1 *%	4 1%	- -%	** **	5 *%	5 2%	6 *%	4 3%	4 *%	6 1%	3 2%
Plusnet TV	4 *%	** **	2 *%	- -%	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.

**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 - excluding 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	1613	73	1025	212	886	591	507	100	81	1251	233	1353	131	904	580	204
Effective Weighted Sample	1371	65	922	188	799	531	456	87	71	1053	205	1144	115	766	492	166
Total	1721	91	1221	253	1059	698	614	117	101	1322	262	1429	156	952	633	203
<b>SUMMARY</b>																
ANY PAY TV SERVICES	1178	**	869	146	768	482	431	78	**	913	177	972	117	654	435	138
	68%	**	71%	58%	72%	69%	70%	66%	**	69%	67%	68%	75%	69%	69%	68%
					a											
ANY FREE TV SERVICES	544	**	351	107	291	215	183	39	**	410	85	456	39	297	198	65
	32%	**	29%	42%	28%	31%	30%	34%	**	31%	33%	32%	25%	31%	31%	32%
				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.

**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 - excluding 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	1613	287	1188	458	1017	851	624	188	140	297	650	390	557
Effective Weighted Sample	1371	226	1048	368	902	721	539	147	111	255	583	334	504
Total	1721	214	1350	389	1174	889	674	184	142	336	842	442	735
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	651	69	534	151	452	360	243	71	52	233	418	304	346
	38%	32%	40%	39%	39%	41%	36%	38%	37%	69%	50%	69%	47%
										b		b	
Freeview (through a set-top box or television set)	459	96	307	148	255	237	165	47	38	-	-	-	-
	27%	45%	23%	38%	22%	27%	25%	25%	27%	-%	-%	-%	-%
		b		b									
Virgin TV (cable TV)	316	2	295	16	281	132	165	27	22	20	296	37	279
	18%	1%	22%	4%	24%	15%	24%	14%	16%	6%	35%	8%	38%
			a		a		ac				a		a
BT TV	95	3	83	12	74	46	39	14	11	13	82	24	71
	6%	1%	6%	3%	6%	5%	6%	8%	8%	4%	10%	5%	10%
			a								a		
Freesat (satellite TV, no monthly subscription)	72	19	43	26	36	34	27	10	9	-	-	-	-
	4%	9%	3%	7%	3%	4%	4%	6%	6%	-%	-%	-%	-%
		b		b									
NOW	61	17	38	21	34	40	15	9	6	51	10	53	8
	4%	8%	3%	5%	3%	5%	2%	5%	4%	15%	1%	12%	1%
		b								b		b	
TalkTalk TV	39	1	34	4	31	23	12	1	1	5	35	10	29
	2%	*%	3%	1%	3%	3%	2%	1%	1%	1%	4%	2%	4%
YouView (no monthly subscription)	13	3	8	5	5	6	5	1	1	-	-	-	-
	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	-%	-%	-%
Other satellite TV	10	3	6	4	5	7	3	4	2	10	-	10	-
	1%	2%	*%	1%	*%	1%	*%	2%	1%	3%	-%	2%	-%
										b		b	
Plusnet TV	4	2	2	2	2	3	-	-	-	3	2	3	2
	*%	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

	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	1613	287	1188	458	1017	851	624	188	140	297	650	390	557
Effective Weighted Sample	1371	226	1048	368	902	721	539	147	111	255	583	334	504
Total	1721	214	1350	389	1174	889	674	184	142	336	842	442	735
<b>SUMMARY</b>													
ANY PAY TV SERVICES	1178	96	992	211	878	612	477	126	93	336	842	442	735
	68%	45%	74%	54%	75%	69%	71%	68%	66%	100%	100%	100%	100%
			a		a								
ANY FREE TV SERVICES	544	117	358	179	296	277	197	58	48	-	-	-	-
	32%	55%	26%	46%	25%	31%	29%	32%	34%	-%	-%	-%	-%
		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 - excluding 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	1613	423	524	98	62	193	473	26	20	947	666	1229	384
Effective Weighted Sample	1371	372	464	80	51	169	420	21	17	836	589	1039	336
Total	1721	531	646	117	79	152	391	22	17	1178	544	1340	381
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	651	263	387	**	**	-	-	**	**	651	-	561	90
	38%	50%	60%	**	**	-%	-%	**	**	55%	-%	42%	23%
			a							b		b	
Freeview (through a set-top box or television set)	459	-	-	**	**	117	341	**	**	-	459	279	179
	27%	-%	-%	**	**	77%	87%	**	**	-%	84%	21%	47%
							a				a		a
Virgin TV (cable TV)	316	148	168	**	**	-	-	**	**	316	-	261	54
	18%	28%	26%	**	**	-%	-%	**	**	27%	-%	20%	14%
										b			
BT TV	95	48	47	**	**	-	-	**	**	95	-	79	16
	6%	9%	7%	**	**	-%	-%	**	**	8%	-%	6%	4%
										b			
Freesat (satellite TV, no monthly subscription)	72	-	-	**	**	32	40	**	**	-	72	51	21
	4%	-%	-%	**	**	21%	10%	**	**	-%	13%	4%	5%
						b					a		
NOW	61	40	21	**	**	-	-	**	**	61	-	55	6
	4%	8%	3%	**	**	-%	-%	**	**	5%	-%	4%	2%
		b								b			
TalkTalk TV	39	24	15	**	**	-	-	**	**	39	-	32	8
	2%	5%	2%	**	**	-%	-%	**	**	3%	-%	2%	2%
										b			
YouView (no monthly subscription)	13	-	-	**	**	3	10	**	**	-	13	11	3
	1%	-%	-%	**	**	2%	3%	**	**	-%	2%	1%	1%
											a		
Other satellite TV	10	3	7	**	**	-	-	**	**	10	-	7	4
	1%	1%	1%	**	**	-%	-%	**	**	1%	-%	1%	1%
Plusnet TV	4	4	-	**	**	-	-	**	**	4	-	3	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.

**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	1613	423	524	98	62	193	473	26	20	947	666	1229	384
Effective Weighted Sample	1371	372	464	80	51	169	420	21	17	836	589	1039	336
Total	1721	531	646	117	79	152	391	22	17	1178	544	1340	381
<b>SUMMARY</b>													
ANY PAY TV SERVICES	1178	531	646	**	**	-	-	**	**	1178	-	998	179
	68%	100%	100%	**	**	-%	-%	**	**	100%	-%	75%	47%
										b		b	
ANY FREE TV SERVICES	544	-	-	**	**	152	391	**	**	-	544	341	202
	32%	-%	-%	**	**	100%	100%	**	**	-%	100%	25%	53%
											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 - excluding 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	1613	469	376	67	325	388	75	513	668	1256	354	141	277	629	704
Effective Weighted Sample	1371	446	363	65	272	297	60	422	595	1056	320	128	215	539	634
Total	1721	418	578	86	314	339	111	581	678	1370	348	143	326	693	698
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	651 38%	117 28%	253 44%	** **	134 43%	97 29%	** **	246 42%	275 40%	564 41%	85 24%	32 22%	133 41%	307 44%	210 30%
			ae		ae			ef	ef	ef			c	c	
Freeview (through a set-top box or television set)	459 27%	239 57%	- -%	** **	71 22%	149 44%	** **	127 22%	179 26%	322 24%	135 39%	63 44%	66 20%	156 22%	235 34%
		bde			b	bd					bcd	bcd			ab
Virgin TV (cable TV)	316 18%	- -%	227 39%	** **	54 17%	17 5%	** **	85 15%	137 20%	242 18%	74 21%	28 19%	48 15%	120 17%	147 21%
			ade		ae	a									
BT TV	95 6%	2 *%	61 11%	** **	19 6%	10 3%	** **	32 6%	31 5%	72 5%	23 7%	9 7%	25 8%	25 4%	45 6%
			ae		a	a							b		
Freesat (satellite TV, no monthly subscription)	72 4%	32 8%	- -%	** **	12 4%	28 8%	** **	26 4%	22 3%	53 4%	18 5%	7 5%	14 4%	23 3%	34 5%
		b			b	b									
NOW	61 4%	21 5%	7 1%	** **	12 4%	21 6%	** **	40 7%	12 2%	59 4%	3 1%	- -%	17 5%	37 5%	8 1%
		b			b	b		cef		ce			c	c	
TalkTalk TV	39 2%	1 *%	28 5%	** **	5 2%	4 1%	** **	13 2%	12 2%	31 2%	9 3%	3 2%	13 4%	12 2%	14 2%
			ae												
YouView (no monthly subscription)	13 1%	5 1%	- -%	** **	3 1%	6 2%	** **	7 1%	4 1%	13 1%	1 *%	1 *%	4 1%	4 1%	5 1%
					b										
Other satellite TV	10 1%	1 *%	- -%	** **	5 2%	4 1%	** **	3 1%	4 1%	10 1%	- -%	- -%	3 1%	6 1%	1 *%
Plusnet TV	4 *%	- -%	2 *%	** **	- -%	3 1%	** **	1 *%	2 *%	4 *%	- -%	- -%	2 1%	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.

**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	1613	469	376	67	325	388	75	513	668	1256	354	141	277	629	704
Effective Weighted Sample	1371	446	363	65	272	297	60	422	595	1056	320	128	215	539	634
Total	1721	418	578	86	314	339	111	581	678	1370	348	143	326	693	698
<b>SUMMARY</b>															
ANY PAY TV SERVICES	1178	142	578	**	229	156	**	421	473	982	194	72	242	510	425
	68%	34%	100%	**	73%	46%	**	73%	70%	72%	56%	51%	74%	74%	61%
			ade		ae	a		ef	ef	ef			c	c	
ANY FREE TV SERVICES	544	276	-	**	85	183	**	160	205	388	154	71	84	183	274
	32%	66%	-%	**	27%	54%	**	27%	30%	28%	44%	49%	26%	26%	39%
		bde			b	bd					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.

**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 - excluding those not using a broadcast TV service provider

	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
	Total	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	1613	838	759	532	450	295	320	1338	144	77	54	137	572	599	498	912
Effective Weighted Sample	1371	724	635	457	377	252	275	1139	123	65	46	112	493	511	417	784
Total	1721	905	803	531	486	335	352	1419	158	79	65	158	626	620	532	965
Sky TV (satellite TV, or Sky Glass or Sky Stream, monthly subscription)	651 38%	328 36%	319 40%	199 37%	182 38%	141 42%	122 35%	520 37%	70 44%	** **	** **	62 39%	228 36%	241 39%	209 39%	360 37%
Freeview (through a set-top box or television set)	459 27%	245 27%	208 26%	131 25%	132 27%	81 24%	108 31%	390 27%	41 26%	** **	** **	32 20%	170 27%	161 26%	150 28%	258 27%
Virgin TV (cable TV)	316 18%	175 19%	140 17%	106 20%	85 17%	63 19%	62 18%	261 18%	28 18%	** **	** **	34 22%	117 19%	110 18%	86 16%	192 20%
BT TV	95 6%	66 7%	29 4%	32 6%	22 4%	19 6%	22 6%	77 5%	6 4%	** **	** **	16 10%	35 6%	26 4%	32 6%	49 5%
Freesat (satellite TV, no monthly subscription)	72 4%	40 4%	31 4%	22 4%	25 5%	8 2%	16 4%	58 4%	8 5%	** **	** **	5 3%	24 4%	33 5%	15 3%	45 5%
NOW	61 4%	25 3%	36 4%	23 4%	18 4%	12 3%	9 3%	52 4%	3 2%	** **	** **	1 1%	26 4%	26 4%	16 3%	33 3%
TalkTalk TV	39 2%	14 2%	24 3%	10 2%	8 2%	7 2%	12 3%	36 3%	2 1%	** **	** **	7 5%	16 2%	11 2%	17 3%	17 2%
YouView (no monthly subscription)	13 1%	7 1%	5 1%	5 1%	7 2%	1 *%	- -%	13 1%	- -%	** **	** **	- -%	1 *%	7 1%	2 *%	6 1%
Other satellite TV	10 1%	3 *%	8 1%	3 1%	4 1%	2 *%	2 *%	9 1%	- -%	** **	** **	1 *%	5 1%	3 *%	4 1%	4 *%
Plusnet TV	4 *%	2 *%	3 *%	- -%	2 *%	3 1%	- -%	4 *%	- -%	** **	** **	- -%	3 1%	1 *%	1 *%	2 *%
<b>SUMMARY</b>																
ANY PAY TV SERVICES	1178 68%	613 68%	559 70%	372 70%	322 66%	245 73%	229 65%	959 68%	109 69%	** **	** **	121 77%	430 69%	419 67%	365 69%	656 68%

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	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	1613	838	759	532	450	295	320	1338	144	77	54	137	572	599	498	912
Effective Weighted Sample	1371	724	635	457	377	252	275	1139	123	65	46	112	493	511	417	784
Total	1721	905	803	531	486	335	352	1419	158	79	65	158	626	620	532	965
ANY FREE TV SERVICES	544	292	244	159	164	90	123	460	48	**	**	37	196	202	168	309
	32%	32%	30%	30%	34%	27%	35%	32%	31%	**	**	23%	31%	33%	31%	32%

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
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Netflix	1693 62%	102 50%	877 60%	223 56%	756 60%	551 60%	429 58%	111 63%	81 64%	1280 63%	208 62%	1361 63%	128 63%	918 64%	571 61%	233 66%
Amazon Prime Video	1478 54%	91 44%	832 57%	193 48%	730 58%	527 57%	396 53%	104 59%	75 59%	1124 55%	182 54%	1187 55%	120 59%	822 58%	485 52%	207 59%
Disney+	970 36%	64 31%	471 32%	133 33%	402 32%	307 33%	228 31%	62 35%	46 37%	727 36%	120 36%	766 35%	81 40%	520 36%	327 35%	125 36%
Apple TV+	319 12%	27 13%	140 10%	45 11%	122 10%	96 10%	71 10%	24 13%	13 10%	230 11%	39 12%	246 11%	23 11%	195 14%	74 8%	54 15%
NOW	297 11%	16 8%	158 11%	37 9%	137 11%	97 11%	77 10%	28 16%	19 15%	230 11%	33 10%	239 11%	23 12%	183 13%	80 8%	48 14%
Paramount+	272 10%	21 10%	153 10%	43 11%	131 10%	101 11%	74 10%	31 18%	22 17%	196 10%	37 11%	211 10%	23 11%	142 10%	92 10%	46 13%
Discovery+	166 6%	17 8%	86 6%	28 7%	75 6%	59 6%	44 6%	20 11%	11 9%	114 6%	29 8%	124 6%	19 9%	102 7%	41 4%	23 6%
ITVX Premium/ STV Player VIP (premium service with no adverts)	145 5%	25 12%	67 5%	39 10%	53 4%	63 7%	29 4%	22 12%	9 7%	100 5%	22 7%	110 5%	13 6%	70 5%	53 6%	21 6%
Channel4+ (premium service with no adverts)	94 3%	7 3%	40 3%	12 3%	35 3%	27 3%	20 3%	13 7%	4 4%	73 4%	9 3%	75 3%	7 4%	58 4%	25 3%	27 8%
BritBox	87 3%	17 8%	36 2%	24 6%	30 2%	37 4%	17 2%	13 7%	4 3%	53 3%	11 3%	58 3%	6 3%	51 4%	13 1%	15 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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Any other paid-for streaming services	45 2%	- -%	22 2%	4 1%	19 1%	11 1%	11 1%	2 1%	2 2%	29 1%	9 3%	33 2%	5 2%	31 2%	7 1%	5 1%
No, none	585 22%	63 30%	360 25%	111 28%	312 25%	216 23%	206 28%	27 15%	25 19%	436 21%	76 23%	472 22%	40 20%	256 18%	256 27%	48 14%
<b>SUMMARY</b>																
ANY OTT SERVICES	2132 78%	143 70%	1097 75%	289 72%	951 75%	706 77%	535 72%	150 85%	102 81%	1593 79%	260 77%	1691 78%	161 80%	1170 82%	683 73%	304 86%

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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Netflix	1693	348	998	491	854	794	552	206	141	239	607	321	525
	62%	67%	62%	67%	62%	65%	62%	70%	67%	71%	72%	73%	71%
				b				b					
Amazon Prime Video	1478	280	937	403	814	731	485	175	127	208	543	276	475
	54%	54%	59%	55%	59%	60%	54%	60%	61%	62%	64%	62%	65%
Disney+	970	204	543	292	455	455	292	112	72	157	326	205	278
	36%	40%	34%	40%	33%	37%	33%	38%	34%	47%	39%	46%	38%
				b								b	
Apple TV+	319	71	158	94	135	152	77	45	27	57	99	73	83
	12%	14%	10%	13%	10%	12%	9%	15%	13%	17%	12%	16%	11%
		b				b		b					
NOW	297	69	165	88	146	148	86	37	22	55	81	65	71
	11%	13%	10%	12%	11%	12%	10%	13%	10%	17%	10%	15%	10%
										b			
Paramount+	272	51	172	76	146	135	87	38	23	45	130	66	109
	10%	10%	11%	10%	11%	11%	10%	13%	11%	13%	15%	15%	15%
Discovery+	166	29	93	42	80	70	52	27	18	28	68	36	60
	6%	6%	6%	6%	6%	6%	6%	9%	9%	8%	8%	8%	8%
ITVX Premium/ STV Player VIP (premium service with no adverts)	145	18	70	32	57	52	36	22	11	24	47	34	37
	5%	4%	4%	4%	4%	4%	4%	7%	5%	7%	6%	8%	5%
Channel4+ (premium service with no adverts)	94	14	41	22	34	32	24	13	7	9	30	14	26
	3%	3%	3%	3%	2%	3%	3%	4%	3%	3%	4%	3%	4%
BritBox	87	10	39	17	32	22	27	8	5	8	28	16	20
	3%	2%	2%	2%	2%	2%	3%	3%	3%	2%	3%	4%	3%
Any other paid-for streaming services	45	15	26	19	22	25	16	9	8	3	14	5	11
	2%	3%	2%	3%	2%	2%	2%	3%	4%	1%	2%	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.

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
No, none	585	80	365	126	319	226	219	37	33	49	130	64	115
	22%	15%	23%	17%	23%	18%	24%	13%	15%	15%	15%	15%	16%
			a		a		acd						
<b>SUMMARY</b>													
ANY OTT SERVICES	2132	436	1235	605	1067	998	674	256	178	287	712	378	620
	78%	85%	77%	83%	77%	82%	76%	87%	85%	85%	85%	85%	84%
		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.

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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Netflix	1693	394	452	**	**	86	170	**	**	847	255	1693	-
	62%	74%	70%	**	**	56%	43%	**	**	72%	47%	79%	-%
						b				b		b	
Amazon Prime Video	1478	348	403	**	**	82	161	**	**	751	243	1478	-
	54%	66%	62%	**	**	53%	41%	**	**	64%	45%	69%	-%
						b				b		b	
Disney+	970	236	248	**	**	42	89	**	**	484	132	970	-
	36%	44%	38%	**	**	28%	23%	**	**	41%	24%	45%	-%
										b		b	
Apple TV+	319	82	74	**	**	11	21	**	**	155	32	319	-
	12%	15%	11%	**	**	7%	5%	**	**	13%	6%	15%	-%
										b		b	
NOW	297	78	58	**	**	22	41	**	**	137	63	297	-
	11%	15%	9%	**	**	14%	10%	**	**	12%	12%	14%	-%
										b		b	
Paramount+	272	81	94	**	**	8	8	**	**	175	16	272	-
	10%	15%	15%	**	**	5%	2%	**	**	15%	3%	13%	-%
										b		b	
Discovery+	166	42	55	**	**	7	8	**	**	97	15	166	-
	6%	8%	8%	**	**	5%	2%	**	**	8%	3%	8%	-%
										b		b	
ITVX Premium/ STV Player VIP (premium service with no adverts)	145	34	36	**	**	8	8	**	**	71	15	145	-
	5%	6%	6%	**	**	5%	2%	**	**	6%	3%	7%	-%
										b		b	
Channel4+ (premium service with no adverts)	94	17	22	**	**	2	4	**	**	40	6	94	-
	3%	3%	3%	**	**	1%	1%	**	**	3%	1%	4%	-%
										b		b	
BritBox	87	17	19	**	**	4	6	**	**	36	9	87	-
	3%	3%	3%	**	**	2%	1%	**	**	3%	2%	4%	-%
												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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Any other paid-for streaming services	45 2%	5 1%	11 2%	** **	** **	2 1%	2 1%	** **	** **	16 1%	4 1%	45 2%	- -%
												b	
No, none	585 22%	63 12%	116 18%	** **	** **	39 26%	164 42%	** **	** **	179 15%	202 37%	- -%	585 100%
			a				a				a		a
<b>SUMMARY</b>													
ANY OTT SERVICES	2132 78%	469 88%	530 82%	** **	** **	114 74%	228 58%	** **	** **	998 85%	341 63%	2132 100%	- -%
			b				b			b		b	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Netflix	1693 62%	311 52%	405 70%	** **	257 66%	669 62%	258 79%	776 75%	521 59%	1555 69%	136 29%	30 16%	602 77%	721 71%	368 41%
Amazon Prime Video	1478 54%	311 52%	380 66%	** **	218 56%	524 49%	197 60%	642 62%	480 54%	1318 59%	157 34%	43 23%	488 62%	609 60%	378 42%
Disney+	970 36%	171 29%	210 36%	** **	147 38%	413 38%	190 58%	511 49%	246 28%	948 42%	22 5%	4 2%	415 53%	441 43%	114 13%
Apple TV+	319 12%	44 7%	66 11%	** **	46 12%	155 14%	58 18%	159 15%	86 10%	303 13%	16 3%	2 1%	126 16%	148 15%	45 5%
NOW	297 11%	63 11%	60 10%	** **	45 12%	124 12%	44 14%	138 13%	91 10%	273 12%	24 5%	2 1%	105 13%	125 12%	66 7%
Paramount+	272 10%	43 7%	83 14%	** **	42 11%	94 9%	34 11%	136 13%	93 10%	262 12%	10 2%	3 2%	81 10%	148 14%	44 5%
Discovery+	166 6%	25 4%	38 7%	** **	27 7%	67 6%	18 6%	72 7%	66 7%	157 7%	10 2%	2 1%	44 6%	75 7%	48 5%
ITVX Premium/ STV Player VIP (premium service with no adverts)	145 5%	18 3%	31 5%	** **	22 6%	70 6%	33 10%	66 6%	37 4%	136 6%	7 2%	3 2%	64 8%	56 6%	23 3%
Channel4+ (premium service with no adverts)	94 3%	10 2%	21 4%	** **	7 2%	52 5%	29 9%	49 5%	14 2%	92 4%	2 1%	1 *%	56 7%	31 3%	7 1%
BritBox	87 3%	9 2%	18 3%	** **	14 4%	46 4%	17 5%	40 4%	22 3%	79 3%	8 2%	4 2%	39 5%	34 3%	14 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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954	
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855	
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906	
Any other paid-for streaming services	45 2%	8 1%	10 2%	** **	10 2%	19 2%	7 2%	18 2%	13 1%	38 2%	7 1%	3 2%	12 2%	19 2%	14 2%	
No, none	585 22%	187 31%	100 17%	** **	76 20%	211 20%	28 8%	99 10%	209 23%	335 15%	247 53%	128 68%	67 9%	138 14%	377 42%	
		bde							abd	ab	abcd	abcde		a	ab	
<b>SUMMARY</b>																
ANY OTT SERVICES	2132 78%	413 69%	479 83%	** **	312 80%	867 80%	298 92%	934 90%	682 77%	1914 85%	215 47%	60 32%	718 91%	882 86%	529 58%	
			a		a	a	cdef	cdef	ef	cef	f		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.

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Netflix	1693 62%	790 56%	885 70%	483 64%	493 66%	364 65%	338 54%	1362 61%	171 67%	89 64%	** **	225 67%	533 58%	599 70%	564 62%	850 63%
Amazon Prime Video	1478 54%	744 53%	711 56%	471 63%	424 57%	299 53%	273 44%	1178 53%	158 62%	84 61%	** **	162 48%	454 49%	574 67%	488 54%	771 57%
Disney+	970 36%	443 31%	515 41%	261 35%	294 39%	224 40%	184 30%	769 34%	104 41%	52 37%	** **	153 46%	298 32%	330 38%	358 39%	460 34%
Apple TV+	319 12%	177 13%	135 11%	119 16%	100 13%	58 10%	42 7%	256 11%	33 13%	14 10%	** **	31 9%	96 10%	135 16%	109 12%	155 11%
NOW	297 11%	150 11%	142 11%	90 12%	72 10%	74 13%	58 9%	243 11%	26 10%	19 14%	** **	31 9%	101 11%	109 13%	123 14%	126 9%
Paramount+	272 10%	126 9%	142 11%	76 10%	82 11%	62 11%	49 8%	206 9%	36 14%	19 14%	** **	44 13%	87 9%	106 12%	103 11%	130 10%
Discovery+	166 6%	83 6%	77 6%	47 6%	33 4%	40 7%	45 7%	127 6%	17 7%	14 10%	** **	19 6%	61 7%	61 7%	66 7%	64 5%
ITVX Premium/ STV Player VIP (premium service with no adverts)	145 5%	64 5%	79 6%	46 6%	27 4%	40 7%	31 5%	122 5%	5 2%	12 9%	** **	24 7%	55 6%	39 4%	65 7%	52 4%
Channel4+ (premium service with no adverts)	94 3%	41 3%	53 4%	31 4%	26 3%	23 4%	15 2%	83 4%	3 1%	4 3%	** **	19 6%	32 3%	32 4%	41 5%	31 2%
BritBox	87 3%	43 3%	43 3%	31 4%	17 2%	21 4%	18 3%	66 3%	7 3%	10 7%	** **	14 4%	23 2%	33 4%	44 5%	33 2%

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

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**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	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Any other paid-for streaming services	45 2%	28 2%	16 1%	10 1%	16 2%	8 1%	10 2%	36 2%	6 2%	2 1%	** **	2 1%	17 2%	14 2%	20 2%	14 1%
No, none	585 22%	334 24%	242 19%	129 17%	151 20%	110 19%	183 29%	501 22%	46 18%	23 17%	** **	72 22%	226 25%	114 13%	200 22%	279 21%
		b					abc					c	c			
<b>SUMMARY</b>																
ANY OTT SERVICES	2132 78%	1079 76%	1024 81%	624 83%	597 80%	455 81%	440 71%	1731 78%	209 82%	115 83%	** **	263 78%	695 75%	745 87%	707 78%	1071 79%
			a	d	d	d								ab		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
BT	438	92	346	157	281	151	286	28	18	336	50	356	30	228	159	52
	26%	44%	24%	39%	22%	16%	39%	16%	14%	28%	18%	27%	18%	26%	26%	28%
		b		b			acd			b						
Sky	415	15	400	59	356	254	161	47	35	290	94	317	67	233	150	44
	25%	7%	27%	15%	28%	28%	22%	27%	28%	24%	33%	24%	39%	26%	25%	24%
			a		a						a		a			
Virgin Media	332	11	322	35	297	175	158	24	17	289	32	298	23	183	138	45
	20%	5%	22%	9%	24%	19%	21%	14%	13%	24%	11%	22%	13%	21%	23%	25%
			a		a					b						
TalkTalk	122	10	112	23	99	76	47	5	3	102	8	105	5	54	56	8
	7%	5%	8%	6%	8%	8%	6%	3%	2%	8%	3%	8%	3%	6%	9%	4%
										b						
Vodafone	89	5	84	23	66	73	16	21	20	44	40	66	18	60	24	8
	5%	3%	6%	6%	5%	8%	2%	12%	16%	4%	14%	5%	11%	7%	4%	4%
						b		b	ab		a		a			
Plusnet	70	2	68	9	61	53	17	11	10	58	7	66	-	44	21	11
	4%	1%	5%	2%	5%	6%	2%	6%	8%	5%	3%	5%	-%	5%	3%	6%
						b			b			b				
EE	62	12	49	27	35	42	20	11	8	9	38	29	19	19	29	1
	4%	6%	3%	7%	3%	5%	3%	6%	6%	1%	13%	2%	11%	2%	5%	**%
				b							a		a		a	
NOW/ NOW Broadband	28	4	24	7	22	24	5	5	4	24	1	25	-	19	7	5
	2%	2%	2%	2%	2%	3%	1%	3%	4%	2%	**%	2%	-%	2%	1%	3%
						b		b	b							
Utility Warehouse	26	4	22	7	19	17	10	-	-	13	11	14	10	14	10	5
	2%	2%	2%	2%	2%	2%	1%	-%	-%	1%	4%	1%	6%	2%	2%	3%
											a		a			
Shell Energy/ Post Office	19	6	14	6	13	13	7	5	5	17	-	17	-	9	8	2
	1%	3%	1%	2%	1%	1%	1%	3%	4%	1%	-%	1%	-%	1%	1%	1%
									b							
KCOM	11	5	7	6	6	4	8	3	2	8	2	9	-	6	3	-
	1%	2%	**%	1%	**%	**%	1%	2%	1%	1%	1%	1%	-%	1%	**%	-%
		b														

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 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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
Gigaclear	7	7	-	7	-	7	-	4	-	-	-	-	-	-	-	-
	*%	3%	-%	2%	-%	1%	-%	2%	-%	-%	-%	-%	-%	-%	-%	-%
		b		b				b								
OVO/ SSE	6	4	2	4	2	4	2	3	-	2	-	2	-	2	-	-
	*%	2%	*%	1%	*%	*%	*%	2%	-%	*%	-%	*%	-%	*%	-%	-%
		b														
Community Fibre	5	3	2	3	2	4	1	4	1	3	-	3	-	2	1	1
	*%	2%	*%	1%	*%	*%	*%	2%	1%	*%	-%	*%	-%	*%	*%	1%
		b						b								
Zen	5	2	3	2	3	4	1	-	-	5	-	5	-	3	2	1
	*%	1%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	1%
Hyperoptic	3	1	1	2	1	2	1	1	-	1	-	1	-	-	1	-
	*%	1%	*%	*%	*%	*%	*%	1%	-%	*%	-%	*%	-%	-%	*%	-%
POP Telecom	3	2	1	2	1	3	-	-	-	1	-	1	-	1	-	1
	*%	1%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
		b														
John Lewis	2	2	-	2	-	2	-	-	-	2	-	2	-	2	-	-
	*%	1%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%
		b														
Your Co-op	1	1	-	1	-	1	-	-	-	1	-	1	-	1	-	-
	*%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%
Other supplier	18	18	-	18	-	15	4	4	4	13	1	13	1	11	3	-
	1%	9%	-%	5%	-%	2%	*%	2%	3%	1%	*%	1%	1%	1%	*%	-%
		b		b					b							

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



**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
BT	438 26%	** **	363 25%	86 35% b	294 23%	181 21%	200 30% a	28 19%	21 18%	89 46% b	85 12%	105 38% b	69 11%
Sky	415 25%	** **	384 26%	51 20%	343 27%	233 27%	161 24%	44 29%	30 25%	9 5%	328 45% a	47 17%	290 45% a
Virgin Media	332 20%	** **	319 22%	19 8%	301 24% a	150 18%	170 25% a	26 17%	23 20%	20 10%	257 36% a	34 12%	242 38% a
TalkTalk	122 7%	** **	113 8%	13 5%	100 8%	63 7%	50 7%	4 2%	3 3%	16 8%	31 4%	22 8%	26 4%
Vodafone	89 5%	** **	86 6%	18 7%	70 6%	69 8% b	19 3%	19 13% b	17 14% b	16 8% b	2 *% b	17 6% b	1 *% b
Plusnet	70 4%	** **	69 5%	9 4%	61 5%	52 6% b	19 3%	8 5%	8 6%	5 3%	6 1%	9 3% b	2 *% b
EE	62 4%	** **	44 3%	19 8% b	32 2%	29 3%	22 3%	7 4%	7 6%	16 8% b	1 *% b	17 6% b	- -% b
NOW/ NOW Broadband	28 2%	** **	22 2%	6 2%	20 2%	24 3% b	2 *% b	4 3% b	3 2%	- -% b	10 1%	3 1%	8 1%
Utility Warehouse	26 2%	** **	22 2%	2 1%	22 2%	14 2%	11 2%	3 2%	- -% b	10 5% b	- -% b	10 4% b	- -% b
Shell Energy/ Post Office	19 1%	** **	14 1%	4 1%	13 1%	11 1%	6 1%	3 2%	3 2%	2 1%	- -% b	2 1%	- -% b
KCOM	11 1%	** **	7 *% b	1 *% b	6 *% b	3 *% b	3 1%	2 1%	2 1%	3 2%	2 *% b	5 2% 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.

**Q6A. Which provider do you use for your Landline phone 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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
Gigaclear	7	**	-	-	-	-	-	-	-	-	-	-	-
	%	**	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
OVO/ SSE	6	**	2	1	2	1	2	-	-	2	-	2	-
	%	**	%	%	%	%	%	-%	-%	1%	-%	1%	-%
Community Fibre	5	**	2	-	2	1	1	1	1	1	-	1	-
	%	**	%	-%	%	%	%	1%	1%	1%	-%	%	-%
Zen	5	**	3	2	3	5	-	-	-	1	-	1	-
	%	**	%	1%	%	1%	-%	-%	-%	%	-%	%	-%
Hyperoptic	3	**	1	1	1	1	-	-	-	-	-	-	-
	%	**	%	%	%	%	-%	-%	-%	-%	-%	-%	-%
POP Telecom	3	**	1	-	1	1	-	-	-	-	-	-	-
	%	**	%	-%	%	%	-%	-%	-%	-%	-%	-%	-%
John Lewis	2	**	-	-	-	-	-	-	-	-	-	-	-
	%	**	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Your Co-op	1	**	-	1	-	-	1	-	-	-	-	-	-
	%	**	-%	%	-%	-%	%	-%	-%	-%	-%	-%	-%
Other supplier	18	**	-	17	-	11	6	3	3	2	1	2	1
	1%	**	-%	7%	-%	1%	1%	2%	2%	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.

Q6A. Which provider do you use for your Landline phone 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	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
BT	438	59	114	**	**	34	117	**	**	174	151	303	135
	26%	15%	22%	**	**	33%	40%	**	**	19%	38%	24%	32%
											a		a
Sky	415	141	196	**	**	5	20	**	**	337	25	351	64
	25%	36%	38%	**	**	5%	7%	**	**	37%	6%	28%	15%
										b		b	
Virgin Media	332	129	147	**	**	10	14	**	**	276	24	261	71
	20%	33%	28%	**	**	10%	5%	**	**	30%	6%	21%	17%
										b			
TalkTalk	122	29	19	**	**	10	35	**	**	47	45	79	44
	7%	7%	4%	**	**	10%	12%	**	**	5%	11%	6%	10%
											a		
Vodafone	89	11	7	**	**	12	28	**	**	18	39	71	18
	5%	3%	1%	**	**	11%	9%	**	**	2%	10%	6%	4%
											a		
Plusnet	70	5	6	**	**	12	29	**	**	11	41	37	34
	4%	1%	1%	**	**	12%	10%	**	**	1%	10%	3%	8%
											a		a
EE	62	7	11	**	**	8	20	**	**	17	28	49	12
	4%	2%	2%	**	**	8%	7%	**	**	2%	7%	4%	3%
											a		
NOW/ NOW Broadband	28	8	2	**	**	4	4	**	**	10	8	17	12
	2%	2%	*%	**	**	4%	1%	**	**	1%	2%	1%	3%
Utility Warehouse	26	3	6	**	**	3	7	**	**	10	10	19	7
	2%	1%	1%	**	**	2%	3%	**	**	1%	3%	2%	2%
Shell Energy/ Post Office	19	2	-	**	**	1	8	**	**	2	9	9	10
	1%	*%	-%	**	**	1%	3%	**	**	*%	2%	1%	2%
											a		
KCOM	11	1	4	**	**	1	2	**	**	5	3	7	4
	1%	*%	1%	**	**	1%	1%	**	**	1%	1%	1%	1%
Gigaclear	7	-	-	**	**	-	-	**	**	-	-	7	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	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.

**Q6A. Which provider do you use for your Landline phone service?**

Base : Those responsible for the household's landline 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
OVO/ SSE	6	2	-	**	**	-	-	**	**	2	-	4	2
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	*%	*%
Community Fibre	5	-	1	**	**	-	-	**	**	1	-	5	-
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
Zen	5	-	1	**	**	1	2	**	**	1	2	3	2
	*%	-%	*%	**	**	1%	1%	**	**	*%	1%	*%	*%
Hyperoptic	3	-	-	**	**	-	1	**	**	-	1	3	-
	*%	-%	-%	**	**	-%	*%	**	**	-%	*%	*%	-%
POP Telecom	3	-	-	**	**	-	1	**	**	-	1	2	1
	*%	-%	-%	**	**	-%	*%	**	**	-%	*%	*%	*%
John Lewis	2	-	-	**	**	-	-	**	**	-	-	2	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
Your Co-op	1	-	-	**	**	-	1	**	**	-	1	-	1
	*%	-%	-%	**	**	-%	*%	**	**	-%	*%	-%	*%
Other supplier	18	-	3	**	**	3	7	**	**	3	11	11	8
	1%	-%	1%	**	**	3%	2%	**	**	*%	3%	1%	2%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
BT	438 26%	238 40%	61 11%	** **	63 27%	72 41%	** **	117 22%	171 26%	301 24%	136 34%	62 38%	64 24%	137 21%	236 32%
		bd			b	b				bcd	bcd				b
Sky	415 25%	46 8%	253 44%	** **	38 16%	15 8%	** **	164 31%	172 26%	359 28%	55 14%	16 10%	82 31%	206 31%	127 17%
			ade		a			ef	ef	ef			c	c	
Virgin Media	332 20%	64 11%	227 39%	** **	21 9%	8 4%	** **	94 18%	150 23%	250 20%	82 21%	34 20%	32 12%	145 22%	155 21%
			ade											a	a
TalkTalk	122 7%	77 13%	28 5%	** **	8 3%	9 5%	** **	39 7%	40 6%	88 7%	35 9%	17 11%	26 10%	41 6%	56 8%
		bd													
Vodafone	89 5%	46 8%	- -%	** **	41 18%	3 2%	** **	30 6%	32 5%	68 5%	20 5%	7 4%	15 5%	37 6%	36 5%
		be			abe										
Plusnet	70 4%	62 10%	2 *%	** **	8 4%	1 1%	** **	17 3%	28 4%	45 4%	25 6%	11 7%	7 3%	17 3%	46 6%
		bde			b										b
EE	62 4%	11 2%	- -%	** **	38 16%	12 7%	** **	22 4%	23 3%	48 4%	13 3%	5 3%	12 5%	27 4%	23 3%
		b			ab	ab									
NOW/ NOW Broadband	28 2%	15 3%	7 1%	** **	3 1%	4 2%	** **	10 2%	10 2%	21 2%	7 2%	4 2%	3 1%	11 2%	14 2%
Utility Warehouse	26 2%	11 2%	- -%	** **	11 5%	4 2%	** **	10 2%	8 1%	21 2%	6 1%	2 1%	7 3%	8 1%	11 2%
		b			b	b									
Shell Energy/ Post Office	19 1%	14 2%	- -%	** **	- -%	6 3%	** **	5 1%	5 1%	10 1%	9 2%	3 2%	2 1%	6 1%	11 2%
		b				b									
KCOM	11 1%	7 1%	- -%	** **	2 1%	5 3%	** **	2 *%	9 1%	11 1%	- -%	- -%	1 *%	9 1%	1 *%
						b								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.

**Q6A. Which provider do you use for your Landline phone 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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
Gigaclear	7 *%	- -%	- -%	** **	- -%	7 4% abd	** **	6 1% c	- -%	7 1%	- -%	- -%	4 2% c	3 *%	- -%
OVO/ SSE	6 *%	2 *%	- -%	** **	- -%	4 2% ab	** **	3 *%	2 *%	6 *%	- -%	- -%	1 *%	4 1%	1 *%
Community Fibre	5 *%	2 *%	- -%	** **	- -%	3 2%	** **	5 1%	- -%	5 *%	- -%	- -%	3 1% c	2 *%	- -%
Zen	5 *%	3 1%	- -%	** **	- -%	2 1%	** **	- -%	3 1%	3 *%	2 *%	- -%	- -%	2 *%	3 *%
Hyperoptic	3 *%	1 *%	- -%	** **	- -%	1 1%	** **	1 *%	1 *%	2 *%	- -%	- -%	1 *%	- -%	1 *%
POP Telecom	3 *%	1 *%	- -%	** **	- -%	2 1%	** **	2 *%	- -%	2 *%	1 *%	1 *%	- -%	2 *%	1 *%
John Lewis	2 *%	- -%	- -%	** **	- -%	2 1% a	** **	- -%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%
Your Co-op	1 *%	- -%	- -%	** **	- -%	1 *%	** **	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%
Other supplier	18 1%	- -%	- -%	** **	1 *%	17 10% abd	** **	6 1%	7 1%	12 1%	4 1%	4 2%	5 2%	3 *%	9 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.

**Q6A. Which provider do you use for your Landline phone service?**

Base : Those responsible for the household's landline service

	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
	Total	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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
BT	438 26%	255 28%	178 24%	151 29%	115 26%	76 24%	95 27%	346 26%	46 28%	** **	** **	38 23%	158 26%	151 26%	146 28%	222 25%
Sky	415 25%	200 22%	213 29%	111 21%	122 27%	79 25%	95 27%	329 24%	46 28%	** **	** **	45 28%	150 25%	145 25%	143 27%	223 25%
Virgin Media	332 20%	194 21%	137 19%	111 21%	89 20%	72 23%	56 16%	278 21%	33 20%	** **	** **	36 22%	113 19%	124 21%	80 15%	206 23%
TalkTalk	122 7%	53 6%	68 9%	35 7%	26 6%	25 8%	34 9%	104 8%	8 5%	** **	** **	17 10%	40 7%	36 6%	48 9%	62 7%
Vodafone	89 5%	46 5%	43 6%	26 5%	23 5%	17 5%	23 7%	79 6%	8 5%	** **	** **	2 1%	31 5%	32 6%	23 4%	53 6%
Plusnet	70 4%	45 5%	25 3%	23 4%	19 4%	11 3%	18 5%	54 4%	8 5%	** **	** **	4 3%	28 5%	26 5%	18 3%	45 5%
EE	62 4%	41 4%	21 3%	23 4%	15 3%	11 4%	11 3%	51 4%	6 4%	** **	** **	5 3%	23 4%	22 4%	12 2%	36 4%
NOW/ NOW Broadband	28 2%	17 2%	12 2%	6 1%	10 2%	5 2%	7 2%	21 2%	4 2%	** **	** **	1 1%	14 2%	6 1%	13 2%	13 1%
Utility Warehouse	26 2%	11 1%	15 2%	8 1%	12 3%	3 1%	4 1%	20 1%	2 1%	** **	** **	4 2%	14 2%	7 1%	13 2%	13 1%
Shell Energy/ Post Office	19 1%	10 1%	9 1%	4 1%	8 2%	2 *%	6 2%	16 1%	1 1%	** **	** **	2 1%	8 1%	3 *%	2 *%	13 1%
KCOM	11 1%	10 1%	1 *%	2 *%	3 1%	7 2%	- -%	11 1%	- -%	** **	** **	3 2%	6 1%	3 *%	3 1%	5 1%
Gigaclear	7 *%	4 *%	1 *%	4 1%	2 *%	- -%	1 *%	7 1%	- -%	** **	** **	3 2%	- -%	4 1%	5 1%	- -%
OVO/ SSE	6 *%	5 1%	1 *%	- -%	- -%	3 1%	3 1%	6 *%	- -%	** **	** **	- -%	3 *%	1 *%	4 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.

**Q6A. Which provider do you use for your Landline phone service?**

Base : Those responsible for the household's landline service

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
Community Fibre	5 *%	2 *%	3 *%	3 1%	1 *%	- -%	1 *%	4 *%	- -%	** **	** **	2 1%	1 *%	2 *%	3 1%	1 *%
Zen	5 *%	4 *%	1 *%	3 1%	1 *%	1 *%	- -%	4 *%	1 *%	** **	** **	- -%	1 *%	3 1%	3 1%	2 *%
Hyperoptic	3 *%	3 *%	- -%	2 *%	1 *%	- -%	- -%	1 *%	1 1%	** **	** **	- -%	1 *%	1 *%	3 *%	- -%
POP Telecom	3 *%	2 *%	1 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	** **	** **	- -%	2 *%	- -%	2 *%	- -%
John Lewis	2 *%	2 *%	- -%	- -%	- -%	2 1%	- -%	2 *%	- -%	** **	** **	- -%	- -%	- -%	2 *%	- -%
Your Co-op	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	** **	** **	- -%	- -%	1 *%	1 *%	- -%
Other supplier	18 1%	9 1%	9 1%	11 2%	2 *%	1 *%	3 1%	16 1%	2 1%	** **	** **	2 1%	4 1%	7 1%	7 1%	10 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 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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
I am currently within my minimum contract period	1099	101	998	234	865	640	459	149	113	810	199	887	121	616	393	142
	66%	49%	68%	58%	68%	69%	62%	84%	89%	67%	70%	67%	70%	69%	64%	78%
			a		a	b		ab	ab							b
My minimum contract period has ended, I am out of contract	285	40	246	75	211	164	121	19	8	206	49	226	30	164	91	24
	17%	19%	17%	19%	17%	18%	16%	11%	6%	17%	17%	17%	17%	18%	15%	13%
						d	d									
I don't know whether I am within my minimum contract period or whether it has ended	181	26	155	44	137	86	95	9	6	136	23	146	13	78	81	13
	11%	13%	11%	11%	11%	9%	13%	5%	5%	11%	8%	11%	8%	9%	13%	7%
							c									
I'm not sure/don't know if I ever had a contract	97	39	58	48	50	32	65	-	-	64	14	70	8	33	45	3
	6%	19%	4%	12%	4%	3%	9%	-%	-%	5%	5%	5%	5%	4%	7%	2%
		b		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.

**Q6J. Thinking about your Landline phone 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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
I am currently within my minimum contract period	1099	**	988	153	865	583	435	127	105	115	501	174	442
	66%	**	68%	61%	68%	69%	65%	85%	88%	60%	69%	63%	69%
								ab	ab				
My minimum contract period has ended, I am out of contract	285	**	249	47	218	156	109	16	7	37	117	50	105
	17%	**	17%	19%	17%	18%	16%	11%	6%	19%	16%	18%	16%
						d	d						
I don't know whether I am within my minimum contract period or whether it has ended	181	**	154	27	135	78	84	5	5	31	73	43	61
	11%	**	11%	11%	11%	9%	13%	4%	4%	16%	10%	16%	10%
							c						
I'm not sure/don't know if I ever had a contract	97	**	61	22	53	33	43	2	2	8	31	10	30
	6%	**	4%	9%	4%	4%	6%	1%	2%	4%	4%	3%	5%
				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 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 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	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
I am currently within my minimum contract period	1099	278	338	**	**	66	192	**	**	616	258	830	269
	66%	70%	65%	**	**	63%	65%	**	**	67%	65%	67%	64%
My minimum contract period has ended, I am out of contract	285	72	83	**	**	24	48	**	**	155	73	226	60
	17%	18%	16%	**	**	23%	16%	**	**	17%	18%	18%	14%
I don't know whether I am within my minimum contract period or whether it has ended	181	37	68	**	**	8	26	**	**	105	34	139	43
	11%	9%	13%	**	**	8%	9%	**	**	11%	8%	11%	10%
I'm not sure/don't know if I ever had a contract	97	9	30	**	**	7	28	**	**	39	34	46	51
	6%	2%	6%	**	**	6%	9%	**	**	4%	9%	4%	12%
											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 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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
I am currently within my minimum contract period	1099	401	400	**	157	88	**	349	425	819	277	109	173	426	497
	66%	67%	69%	**	67%	50%	**	66%	64%	65%	70%	66%	66%	64%	68%
		e	e		e										
My minimum contract period has ended, I am out of contract	285	105	96	**	43	32	**	95	128	235	50	17	41	129	116
	17%	17%	17%	**	18%	18%	**	18%	19%	19%	13%	10%	15%	19%	16%
								ef	ef						
I don't know whether I am within my minimum contract period or whether it has ended	181	72	60	**	22	23	**	58	75	142	38	19	37	76	68
	11%	12%	10%	**	9%	13%	**	11%	11%	11%	10%	12%	14%	11%	9%
I'm not sure/don't know if I ever had a contract	97	23	22	**	13	35	**	30	35	67	29	20	13	32	51
	6%	4%	4%	**	6%	19%	**	6%	5%	5%	7%	12%	5%	5%	7%
						abd						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.

**Q6J. Thinking about your Landline phone 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	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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
I am currently within my minimum contract period	1099	603	486	350	285	213	240	898	109	**	**	112	407	353	344	603
	66%	66%	66%	67%	64%	68%	67%	66%	65%	**	**	69%	68%	61%	65%	67%
My minimum contract period has ended, I am out of contract	285	163	121	105	95	47	38	231	24	**	**	24	91	137	83	166
	17%	18%	16%	20% d	21% d	15%	11%	17%	14%	**	**	15%	15%	24% b	16%	18%
I don't know whether I am within my minimum contract period or whether it has ended	181	103	78	46	50	39	44	141	26	**	**	15	63	57	64	88
	11%	11%	10%	9%	11%	12%	12%	10%	16%	**	**	9%	10%	10%	12%	10%
I'm not sure/don't know if I ever had a contract	97	43	55	24	19	15	35	84	8	**	**	11	35	29	37	48
	6%	5%	7%	4%	4%	5%	10% ab	6%	5%	**	**	7%	6%	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.

**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	953	81	872	200	753	562	391	137	98	709	159	772	96	533	335	125
Effective Weighted Sample	857	74	784	180	677	504	354	121	87	630	150	691	90	480	301	109
Total	1099	101	998	234	865	640	459	149	113	810	199	887	121	616	393	142
Very certain	752	**	691	146	605	436	316	105	**	563	127	615	**	425	266	97
	68%	**	69%	63%	70%	68%	69%	71%	**	70%	64%	69%	**	69%	68%	68%
Fairly certain	267	**	233	58	209	161	107	39	**	185	55	204	**	144	96	34
	24%	**	23%	25%	24%	25%	23%	26%	**	23%	28%	23%	**	23%	24%	24%
Not very certain	62	**	57	26	36	35	27	5	**	50	10	54	**	36	25	8
	6%	**	6%	11%	4%	6%	6%	3%	**	6%	5%	6%	**	6%	6%	6%
				b												
Don't know	18	**	18	3	15	7	10	-	**	11	6	14	**	10	7	3
	2%	**	2%	1%	2%	1%	2%	-%	**	1%	3%	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.

**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	953	31	860	142	749	515	376	112	89	100	342	143	299
Effective Weighted Sample	857	29	774	128	675	462	340	96	78	93	326	131	286
Total	1099	30	988	153	865	583	435	127	105	115	501	174	442
Very certain	752	**	682	99	603	410	293	93	**	72	337	108	301
	68%	**	69%	65%	70%	70%	67%	73%	**	63%	67%	62%	68%
Fairly certain	267	**	230	29	209	129	109	24	**	30	120	39	111
	24%	**	23%	19%	24%	22%	25%	19%	**	26%	24%	23%	25%
Not very certain	62	**	58	21	38	31	28	8	**	8	36	20	25
	6%	**	6%	14%	4%	5%	7%	6%	**	7%	7%	11%	6%
				b									
Don't know	18	**	18	3	15	13	5	2	**	5	7	6	6
	2%	**	2%	2%	2%	2%	1%	2%	**	4%	1%	4%	1%

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

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**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 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	953	194	248	37	26	73	214	6	4	442	287	691	262
Effective Weighted Sample	857	182	233	33	24	68	198	5	4	416	267	622	240
Total	1099	278	338	56	41	66	192	6	5	616	258	830	269
Very certain	752	182	227	**	**	**	140	**	**	409	183	552	200
	68%	66%	67%	**	**	**	73%	**	**	66%	71%	66%	75%
Fairly certain	267	72	78	**	**	**	45	**	**	150	62	210	58
	24%	26%	23%	**	**	**	23%	**	**	24%	24%	25%	22%
Not very certain	62	20	25	**	**	**	5	**	**	44	10	54	8
	6%	7%	7%	**	**	**	3%	**	**	7%	4%	7%	3%
Don't know	18	4	8	**	**	**	2	**	**	12	3	15	3
	2%	1%	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.

**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	953	454	259	49	130	70	25	256	393	674	276	109	119	348	483
Effective Weighted Sample	857	435	250	48	120	64	22	236	362	606	256	101	106	319	447
Total	1099	401	400	63	157	88	45	349	425	819	277	109	173	426	497
Very certain	752	294	273	**	99	**	**	208	301	534	215	87	91	277	380
	68%	73%	68%	**	63%	**	**	60%	71%	65%	78%	80%	53%	65%	77%
								b	b	bd	bd			ab	
Fairly certain	267	85	92	**	42	**	**	106	93	214	53	19	62	113	92
	24%	21%	23%	**	27%	**	**	30%	22%	26%	19%	17%	36%	27%	19%
								e					c	c	
Not very certain	62	17	29	**	11	**	**	25	24	55	7	2	15	27	21
	6%	4%	7%	**	7%	**	**	7%	6%	7%	3%	2%	9%	6%	4%
Don't know	18	5	6	**	5	**	**	10	6	16	1	1	5	8	4
	2%	1%	2%	**	3%	**	**	3%	1%	2%	1%	1%	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.

**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 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	953	519	425	334	234	176	201	783	94	53	23	88	342	310	291	531
Effective Weighted Sample	857	473	377	303	212	158	181	704	86	47	21	77	311	282	259	481
Total	1099	603	486	350	285	213	240	898	109	62	30	112	407	353	344	603
Very certain	752 68%	431 71%	316 65%	245 70%	191 67%	134 63%	176 73%	620 69%	** **	** **	** **	** **	273 67%	244 69%	218 63%	432 72%
Fairly certain	267 24%	140 23%	123 25%	74 21%	74 26%	62 29%	55 23%	215 24%	** **	** **	** **	** **	106 26%	80 23%	94 27%	133 22%
Not very certain	62 6%	24 4%	37 8%	23 6%	18 6%	14 7%	6 3%	49 5%	** **	** **	** **	** **	22 5%	20 6%	31 9%	27 4%
Don't know	18 2%	9 1%	9 2%	8 2%	2 1%	3 1%	3 1%	13 1%	** **	** **	** **	** **	7 2%	8 2%	2 1%	12 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.

**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	251	34	217	63	188	144	107	18	5	184	39	200	23	145	78	22
Effective Weighted Sample	223	31	192	55	168	130	93	15	4	164	34	180	19	127	71	18
Total	285	40	246	75	211	164	121	19	8	206	49	226	30	164	91	24
Very certain	148	**	131	**	113	87	61	**	**	115	**	128	**	95	**	**
	52%	**	53%	**	54%	53%	50%	**	**	56%	**	57%	**	58%	**	**
Fairly certain	108	**	89	**	78	65	43	**	**	73	**	78	**	56	**	**
	38%	**	36%	**	37%	40%	35%	**	**	35%	**	35%	**	34%	**	**
Not very certain	24	**	23	**	20	12	12	**	**	13	**	14	**	14	**	**
	8%	**	9%	**	10%	7%	10%	**	**	6%	**	6%	**	8%	**	**
Don't know	5	**	4	**	-	-	5	**	**	5	**	5	**	-	**	**
	2%	**	1%	**	-%	-%	4%	**	**	3%	**	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 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

	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	251	17	218	44	191	138	97	13	5	29	82	38	73
Effective Weighted Sample	223	16	194	39	170	123	86	10	5	25	77	34	69
Total	285	16	249	47	218	156	109	16	7	37	117	50	105
Very certain	148	**	130	**	113	85	**	**	**	**	**	**	**
	52%	**	52%	**	52%	55%	**	**	**	**	**	**	**
Fairly certain	108	**	91	**	82	57	**	**	**	**	**	**	**
	38%	**	37%	**	38%	37%	**	**	**	**	**	**	**
Not very certain	24	**	24	**	23	13	**	**	**	**	**	**	**
	8%	**	10%	**	10%	8%	**	**	**	**	**	**	**
Don't know	5	**	4	**	-	-	**	**	**	**	**	**	**
	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 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 ~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	251	52	59	9	4	27	57	4	3	111	84	191	60
Effective Weighted Sample	223	48	54	7	4	26	55	4	3	103	80	169	55
Total	285	72	83	11	7	24	48	3	2	155	73	226	60
Very certain	148	**	**	**	**	**	**	**	**	80	**	113	**
	52%	**	**	**	**	**	**	**	**	52%	**	50%	**
Fairly certain	108	**	**	**	**	**	**	**	**	55	**	91	**
	38%	**	**	**	**	**	**	**	**	36%	**	40%	**
Not very certain	24	**	**	**	**	**	**	**	**	16	**	19	**
	8%	**	**	**	**	**	**	**	**	10%	**	8%	**
Don't know	5	**	**	**	**	**	**	**	**	4	**	4	**
	2%	**	**	**	**	**	**	**	**	2%	**	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 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 a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE ~e	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	251	118	63	9	37	26	7	72	119	198	53	19	30	104	117
Effective Weighted Sample	223	113	61	8	32	23	6	65	110	176	49	18	25	94	108
Total	285	105	96	12	43	32	12	95	128	235	50	17	41	129	116
Very certain	148 52%	57 54%	** **	** **	** **	** **	** **	** **	73 57%	122 52%	** **	** **	** **	63 49%	68 59%
Fairly certain	108 38%	42 40%	** **	** **	** **	** **	** **	** **	42 33%	89 38%	** **	** **	** **	48 38%	40 34%
Not very certain	24 8%	6 5%	** **	** **	** **	** **	** **	** **	9 7%	19 8%	** **	** **	** **	11 9%	8 7%
Don't know	5 2%	- -%	** **	** **	** **	** **	** **	** **	3 3%	5 2%	** **	** **	** **	5 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.

**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	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	251	142	106	103	78	36	33	205	18	16	12	20	79	120	73	147
Effective Weighted Sample	223	127	93	91	69	34	30	183	16	14	11	18	69	109	63	132
Total	285	163	121	105	95	47	38	231	24	15	16	24	91	137	83	166
Very certain	148	91	56	51	**	**	**	125	**	**	**	**	**	72	**	92
	52%	56%	46%	48%	**	**	**	54%	**	**	**	**	**	53%	**	55%
Fairly certain	108	57	50	45	**	**	**	87	**	**	**	**	**	52	**	57
	38%	35%	42%	42%	**	**	**	38%	**	**	**	**	**	38%	**	34%
Not very certain	24	13	11	10	**	**	**	17	**	**	**	**	**	12	**	16
	8%	8%	9%	9%	**	**	**	7%	**	**	**	**	**	9%	**	10%
Don't know	5	2	4	-	**	**	**	2	**	**	**	**	**	-	**	2
	2%	1%	3%	-%	**	**	**	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.

**Q6P. When did you sign up to your CURRENT Landline phone 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	633	97	536	172	461	326	307	54	30	449	106	486	69	305	250	56
Effective Weighted Sample	571	88	484	154	418	294	278	47	27	403	98	439	63	274	227	48
Total	763	127	636	219	544	398	364	62	39	537	135	585	87	371	301	72
Within the last 2 years	384	**	330	106	279	231	154	**	**	271	69	295	**	201	139	**
	50%	**	52%	48%	51%	58%	42%	**	**	50%	51%	50%	**	54%	46%	**
						b										
Longer than 2 years ago	327	**	269	95	233	147	181	**	**	228	58	250	**	150	135	**
	43%	**	42%	43%	43%	37%	50%	**	**	42%	43%	43%	**	41%	45%	**
						a										
Don't know	51	**	37	18	33	21	30	**	**	38	9	41	**	20	27	**
	7%	**	6%	8%	6%	5%	8%	**	**	7%	6%	7%	**	5%	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.

**Q6P. When did you sign up to your CURRENT Landline phone 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

	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	633	35	539	108	466	293	281	42	30	78	223	109	192
Effective Weighted Sample	571	33	489	98	423	265	257	35	26	70	212	99	183
Total	763	38	640	124	554	353	325	52	40	101	324	146	279
Within the last 2 years	384	**	327	62	280	200	142	**	**	**	154	77	131
	50%	**	51%	50%	51%	57%	44%	**	**	**	48%	53%	47%
						b							
Longer than 2 years ago	327	**	277	51	242	128	164	**	**	**	145	60	125
	43%	**	43%	41%	44%	36%	51%	**	**	**	45%	41%	45%
						a							
Don't know	51	**	36	11	33	25	19	**	**	**	25	9	22
	7%	**	6%	9%	6%	7%	6%	**	**	**	8%	6%	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 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 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	633	124	177	18	13	52	131	6	5	301	183	466	167
Effective Weighted Sample	571	115	167	16	12	48	119	5	4	282	167	421	151
Total	763	177	248	27	21	49	123	7	5	425	172	576	187
Within the last 2 years	384	96	113	**	**	**	55	**	**	208	85	300	84
	50%	54%	46%	**	**	**	45%	**	**	49%	50%	52%	45%
Longer than 2 years ago	327	76	110	**	**	**	58	**	**	185	75	242	85
	43%	43%	44%	**	**	**	47%	**	**	44%	44%	42%	46%
Don't know	51	5	25	**	**	**	10	**	**	31	12	33	18
	7%	3%	10%	**	**	**	8%	**	**	7%	7%	6%	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.

**Q6P. When did you sign up to your CURRENT Landline phone 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 a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e	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	633	268	163	33	93	79	21	207	254	482	149	64	110	253	268
Effective Weighted Sample	571	254	157	32	85	72	19	192	234	437	137	58	98	233	247
Total	763	249	252	43	113	109	39	280	288	608	153	69	156	321	283
Within the last 2 years	384	138	121	**	**	**	**	160	138	317	67	**	89	167	128
	50%	56%	48%	**	**	**	**	57%	48%	52%	44%	**	57%	52%	45%
Longer than 2 years ago	327	102	112	**	**	**	**	105	133	255	71	**	63	131	132
	43%	41%	44%	**	**	**	**	37%	46%	42%	46%	**	40%	41%	47%
Don't know	51	9	19	**	**	**	**	15	17	36	15	**	4	23	23
	7%	4%	7%	**	**	**	**	5%	6%	6%	10%	**	3%	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.

**Q6P. When did you sign up to your CURRENT Landline phone 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	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
Unweighted total	633	324	303	213	161	118	132	507	70	36	20	56	226	225	218	325
Effective Weighted Sample	571	294	271	190	148	107	120	458	64	31	18	50	204	206	196	296
Total	763	389	367	230	203	153	167	608	87	42	26	73	282	259	268	382
Within the last 2 years	384	195	187	114	106	72	87	301	**	**	**	**	145	127	140	181
	50%	50%	51%	50%	52%	47%	52%	50%	**	**	**	**	51%	49%	52%	47%
Longer than 2 years ago	327	169	155	104	82	71	66	265	**	**	**	**	118	120	113	170
	43%	43%	42%	45%	40%	46%	40%	44%	**	**	**	**	42%	46%	42%	44%
Don't know	51	25	25	12	15	10	13	42	**	**	**	**	19	12	14	31
	7%	7%	7%	5%	8%	6%	8%	7%	**	**	**	**	7%	5%	5%	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.

**Q6S. Have you made any changes to your Landline phone 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	633	97	536	172	461	326	307	54	30	449	106	486	69	305	250	56
Effective Weighted Sample	571	88	484	154	418	294	278	47	27	403	98	439	63	274	227	48
Total	763	127	636	219	544	398	364	62	39	537	135	585	87	371	301	72
Yes	152	**	124	48	104	99	53	**	**	97	28	103	**	69	57	**
	20%	**	19%	22%	19%	25%	15%	**	**	18%	21%	18%	**	19%	19%	**
						b										
No	568	**	474	160	408	278	290	**	**	406	100	446	**	269	237	**
	74%	**	75%	73%	75%	70%	80%	**	**	76%	74%	76%	**	73%	79%	**
						a										
Don't know	43	**	38	11	32	22	22	**	**	33	7	35	**	32	8	**
	6%	**	6%	5%	6%	5%	6%	**	**	6%	5%	6%	**	9%	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.

**Q6S. Have you made any changes to your Landline phone 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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	633	35	539	108	466	293	281	42	30	78	223	109	192
Effective Weighted Sample	571	33	489	98	423	265	257	35	26	70	212	99	183
Total	763	38	640	124	554	353	325	52	40	101	324	146	279
Yes	152	**	121	21	106	82	44	**	**	**	71	27	61
	20%	**	19%	17%	19%	23%	14%	**	**	**	22%	18%	22%
						b							
No	568	**	482	98	416	247	267	**	**	**	231	110	198
	74%	**	75%	79%	75%	70%	82%	**	**	**	71%	75%	71%
							a						
Don't know	43	**	37	6	32	24	14	**	**	**	22	9	20
	6%	**	6%	4%	6%	7%	4%	**	**	**	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.

**Q6S. Have you made any changes to your Landline phone 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	633	124	177	18	13	52	131	6	5	301	183	466	167
Effective Weighted Sample	571	115	167	16	12	48	119	5	4	282	167	421	151
Total	763	177	248	27	21	49	123	7	5	425	172	576	187
Yes	152	41	46	**	**	**	21	**	**	88	29	121	31
	20%	23%	19%	**	**	**	17%	**	**	21%	17%	21%	17%
No	568	122	185	**	**	**	99	**	**	308	138	421	147
	74%	69%	75%	**	**	**	80%	**	**	72%	80%	73%	79%
Don't know	43	14	16	**	**	**	3	**	**	30	5	35	8
	6%	8%	7%	**	**	**	3%	**	**	7%	3%	6%	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.

**Q6S. Have you made any changes to your Landline phone 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 a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e	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	633	268	163	33	93	79	21	207	254	482	149	64	110	253	268
Effective Weighted Sample	571	254	157	32	85	72	19	192	234	437	137	58	98	233	247
Total	763	249	252	43	113	109	39	280	288	608	153	69	156	321	283
Yes	152 20%	41 16%	55 22%	**	**	**	**	58 21%	48 17%	120 20%	32 21%	**	44 28%	56 17%	52 18%
No	568 74%	196 79%	178 71%	**	**	**	**	200 71%	226 79%	450 74%	116 75%	**	102 65%	244 76%	220 78%
Don't know	43 6%	12 5%	19 7%	**	**	**	**	22 8%	14 5%	37 6%	6 4%	**	10 7%	22 7%	11 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.

**Q6S. Have you made any changes to your Landline phone 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	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	633	324	303	213	161	118	132	507	70	36	20	56	226	225	218	325
Effective Weighted Sample	571	294	271	190	148	107	120	458	64	31	18	50	204	206	196	296
Total	763	389	367	230	203	153	167	608	87	42	26	73	282	259	268	382
Yes	152 20%	68 17%	84 23%	50 22%	34 17%	36 23%	30 18%	117 19%	** **	** **	** **	** **	61 22%	47 18%	71 27%	66 17%
															b	
No	568 74%	297 76%	266 72%	169 74%	157 78%	103 68%	129 77%	458 75%	** **	** **	** **	** **	206 73%	201 78%	186 69%	296 77%
Don't know	43 6%	25 6%	17 5%	10 5%	11 6%	14 9%	7 4%	34 6%	** **	** **	** **	** **	15 5%	11 4%	11 4%	20 5%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 28**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
VERY CERTAIN IN CONTRACT	752	61	691	146	605	436	316	105	83	563	127	615	75	425	266	97
	45%	30%	47%	37%	48%	47%	43%	60%	65%	46%	45%	46%	44%	48%	44%	53%
			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)	504	71	433	135	369	293	211	58	37	350	96	381	65	256	191	61
	30%	35%	30%	34%	29%	32%	28%	33%	29%	29%	34%	29%	38%	29%	31%	33%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	179	44	135	61	118	64	114	1	1	131	26	143	15	77	80	8
	11%	21%	9%	15%	9%	7%	15%	1%	1%	11%	9%	11%	9%	9%	13%	4%
		b		b		c	acd								c	
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)	80	12	68	23	57	41	39	2	1	55	13	61	8	38	31	2
	5%	6%	5%	6%	5%	4%	5%	1%	1%	5%	4%	5%	4%	4%	5%	1%
VERY CERTAIN OUT OF CONTRACT	148	18	131	35	113	87	61	10	4	115	23	128	10	95	43	14
	9%	9%	9%	9%	9%	9%	8%	5%	3%	9%	8%	10%	6%	11%	7%	8%
<b>SUMMARY</b>																
IN CONTRACT	1256	132	1124	281	975	730	527	164	120	913	223	997	140	681	456	158
	76%	64%	77%	70%	77%	79%	71%	92%	94%	75%	78%	75%	81%	76%	75%	86%
			a			b		ab	ab							ab
OUT OF CONTRACT	229	30	199	58	170	128	100	12	6	171	35	189	17	132	74	17
	14%	14%	14%	15%	13%	14%	14%	7%	4%	14%	12%	14%	10%	15%	12%	9%
						d	d									

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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

	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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
VERY CERTAIN IN CONTRACT	752	**	682	99	603	410	293	93	76	72	337	108	301
	45%	**	47%	40%	47%	48%	44%	62%	63%	37%	47%	39%	47%
								ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	504	**	431	77	372	256	193	45	35	65	221	94	192
	30%	**	30%	31%	29%	30%	29%	30%	29%	34%	31%	34%	30%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	179	**	137	33	120	58	95	4	4	29	66	37	58
	11%	**	9%	13%	9%	7%	14%	2%	3%	15%	9%	13%	9%
							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)	80	**	72	14	62	40	36	4	1	7	37	15	29
	5%	**	5%	6%	5%	5%	5%	2%	1%	4%	5%	5%	5%
VERY CERTAIN OUT OF CONTRACT	148	**	130	26	113	85	54	5	4	20	60	22	58
	9%	**	9%	10%	9%	10%	8%	3%	4%	10%	8%	8%	9%
<b>SUMMARY</b>													
IN CONTRACT	1256	**	1113	176	976	666	486	138	110	137	558	202	493
	76%	**	77%	71%	77%	78%	72%	92%	92%	71%	77%	73%	77%
						b		ab	ab				
OUT OF CONTRACT	229	**	202	40	175	125	90	9	6	26	97	37	87
	14%	**	14%	16%	14%	15%	13%	6%	5%	14%	13%	13%	14%
						cd							

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
VERY CERTAIN IN CONTRACT	752	182	227	**	**	43	140	**	**	409	183	552	200
	45%	46%	44%	**	**	41%	48%	**	**	45%	46%	44%	47%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	504	128	158	**	**	37	72	**	**	286	108	395	109
	30%	32%	30%	**	**	35%	24%	**	**	31%	27%	32%	26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	179	27	68	**	**	5	43	**	**	95	48	116	63
	11%	7%	13%	**	**	5%	14%	**	**	10%	12%	9%	15%
			a				a						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)	80	22	22	**	**	7	9	**	**	44	16	66	14
	5%	6%	4%	**	**	7%	3%	**	**	5%	4%	5%	3%
VERY CERTAIN OUT OF CONTRACT	148	36	44	**	**	13	31	**	**	80	44	113	36
	9%	9%	8%	**	**	12%	11%	**	**	9%	11%	9%	8%
<b>SUMMARY</b>													
IN CONTRACT	1256	310	384	**	**	80	211	**	**	695	291	947	309
	76%	78%	74%	**	**	76%	72%	**	**	76%	73%	76%	73%
OUT OF CONTRACT	229	58	66	**	**	20	40	**	**	124	60	178	50
	14%	15%	13%	**	**	19%	14%	**	**	14%	15%	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.

**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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
VERY CERTAIN IN CONTRACT	752	294	273	**	99	55	**	208	301	534	215	87	91	277	380
	45%	49%	47%	**	42%	31%	**	39%	45%	42%	55%	53%	34%	42%	52%
		e	e								bcd	b			ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	504	164	171	**	76	63	**	211	176	415	89	37	126	215	164
	30%	27%	30%	**	33%	35%	**	40%	27%	33%	22%	22%	48%	32%	22%
								cef		cef			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	179	58	51	**	23	38	**	43	76	127	49	28	23	69	85
	11%	10%	9%	**	10%	22%	**	8%	11%	10%	13%	17%	9%	10%	12%
						abd						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)	80	27	30	**	14	7	**	26	37	65	15	5	8	38	34
	5%	5%	5%	**	6%	4%	**	5%	6%	5%	4%	3%	3%	6%	5%
VERY CERTAIN OUT OF CONTRACT	148	57	53	**	22	15	**	44	73	122	26	9	17	63	68
	9%	9%	9%	**	9%	8%	**	8%	11%	10%	7%	5%	6%	10%	9%
<b>SUMMARY</b>															
IN CONTRACT	1256	458	444	**	176	118	**	419	477	949	304	124	217	492	545
	76%	76%	77%	**	75%	66%	**	79%	72%	75%	77%	75%	82%	74%	74%
OUT OF CONTRACT	229	84	83	**	36	22	**	70	110	187	41	14	25	102	102
	14%	14%	14%	**	15%	12%	**	13%	17%	15%	10%	8%	9%	15%	14%
									ef						

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

	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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
VERY CERTAIN IN CONTRACT	752 45%	431 47%	316 43%	245 47%	191 43%	134 43%	176 49%	620 46%	72 43%	** **	** **	71 44%	273 46%	244 42%	218 41%	432 48%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	504 30%	248 27%	252 34%	149 28%	136 30%	107 34%	107 30%	394 29%	62 37%	** **	** **	58 36%	192 32%	161 28%	186 35%	244 27%
			a												b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	179 11%	98 11%	79 11%	48 9%	44 10%	34 11%	47 13%	154 11%	14 9%	** **	** **	15 9%	60 10%	58 10%	59 11%	94 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)	80 5%	43 5%	36 5%	33 6%	23 5%	12 4%	13 4%	61 4%	11 6%	** **	** **	- -%	31 5%	39 7%	22 4%	44 5%
													a	a		
VERY CERTAIN OUT OF CONTRACT	148 9%	91 10%	56 8%	51 10%	55 12%	27 9%	14 4%	125 9%	8 5%	** **	** **	18 11%	41 7%	72 13%	43 8%	92 10%
				d	d									b		
<b>SUMMARY</b>																
IN CONTRACT	1256 76%	679 74%	568 77%	394 75%	327 73%	241 77%	283 79%	1014 75%	134 80%	** **	** **	129 80%	465 78%	405 70%	404 76%	675 75%
													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.

**SUMMARY OF CONTRACT STATUS - LANDLINE**

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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
OUT OF CONTRACT	229	135	92	83	78	39	27	186	18	**	**	18	72	112	66	136
	14%	15%	12%	16%	17%	12%	8%	14%	11%	**	**	11%	12%	19%	12%	15%
				d	d									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.

**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	1436	161	1275	333	1103	803	633	162	107	1059	229	1151	137	770	518	161
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	944	214	1032	126	692	465	140
Total	1663	206	1457	400	1263	922	741	177	127	1215	285	1328	173	891	610	183
TOTAL IN CONTRACT	1099	101	998	234	865	640	459	149	113	810	199	887	121	616	393	142
	66%	49%	68%	58%	68%	69%	62%	84%	89%	67%	70%	67%	70%	69%	64%	78%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
VERY CERTAIN	752	61	691	146	605	436	316	105	83	563	127	615	75	425	266	97
	45%	30%	47%	37%	48%	47%	43%	60%	65%	46%	45%	46%	44%	48%	44%	53%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
NOT 'VERY CERTAIN'	347	40	307	87	260	204	143	44	30	246	71	272	46	191	127	45
	21%	20%	21%	22%	21%	22%	19%	25%	24%	20%	25%	20%	27%	21%	21%	25%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
TOTAL OUT OF CONTRACT	285	40	246	75	211	164	121	19	8	206	49	226	30	164	91	24
	17%	19%	17%	19%	17%	18%	16%	11%	6%	17%	17%	17%	17%	18%	15%	13%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
VERY CERTAIN	148	18	131	35	113	87	61	10	4	115	23	128	10	95	43	14
	9%	9%	9%	9%	9%	9%	8%	5%	3%	9%	8%	10%	6%	11%	7%	8%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
NOT 'VERY CERTAIN'	137	22	115	39	98	77	60	9	3	91	26	98	20	69	48	10
	8%	11%	8%	10%	8%	8%	8%	5%	3%	8%	9%	7%	12%	8%	8%	6%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	26	155	44	137	86	95	9	6	136	23	146	13	78	81	13
	11%	13%	11%	11%	11%	9%	13%	5%	5%	11%	8%	11%	8%	9%	13%	7%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
NOT SURE IF EVER HAD A CONTRACT	97	39	58	48	50	32	65	-	-	64	14	70	8	33	45	3
	6%	19%	4%	12%	4%	3%	9%	-%	-%	5%	5%	5%	5%	4%	7%	2%
		b	a	b	a	a	b			a	a	a	a	a	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.

**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	1436	67	1266	230	1103	747	586	131	100	159	497	220	436
Effective Weighted Sample	1291	63	1141	208	995	673	530	111	88	144	473	200	416
Total	1663	68	1452	249	1271	849	671	151	120	192	722	276	638
TOTAL IN CONTRACT	1099	**	988	153	865	583	435	127	105	115	501	174	442
	66%	**	68%	61%	68%	69%	65%	85%	88%	60%	69%	63%	69%
								ab	ab				
VERY CERTAIN	752	**	682	99	603	410	293	93	76	72	337	108	301
	45%	**	47%	40%	47%	48%	44%	62%	63%	37%	47%	39%	47%
								ab	ab				
NOT 'VERY CERTAIN'	347	**	306	54	262	173	143	34	30	43	164	66	141
	21%	**	21%	22%	21%	20%	21%	23%	25%	22%	23%	24%	22%
TOTAL OUT OF CONTRACT	285	**	249	47	218	156	109	16	7	37	117	50	105
	17%	**	17%	19%	17%	18%	16%	11%	6%	19%	16%	18%	16%
						d	d						
VERY CERTAIN	148	**	130	26	113	85	54	5	4	20	60	22	58
	9%	**	9%	10%	9%	10%	8%	3%	4%	10%	8%	8%	9%
NOT 'VERY CERTAIN'	137	**	119	21	105	70	55	11	3	18	57	28	47
	8%	**	8%	8%	8%	8%	8%	7%	2%	9%	8%	10%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	**	154	27	135	78	84	5	5	31	73	43	61
	11%	**	11%	11%	11%	9%	13%	4%	4%	16%	10%	16%	10%
							c						
NOT SURE IF EVER HAD A CONTRACT	97	**	61	22	53	33	43	2	2	8	31	10	30
	6%	**	4%	9%	4%	4%	6%	1%	2%	4%	4%	3%	5%
				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) - LANDLINE**

Base : Those responsible for the household's landline 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1436	279	377	48	32	116	326	13	9	656	442	1033	403
Effective Weighted Sample	1291	261	354	42	29	109	302	11	8	615	411	930	366
Total	1663	396	518	70	50	105	294	12	9	914	399	1241	423
TOTAL IN CONTRACT	1099	278	338	**	**	66	192	**	**	616	258	830	269
	66%	70%	65%	**	**	63%	65%	**	**	67%	65%	67%	64%
VERY CERTAIN	752	182	227	**	**	43	140	**	**	409	183	552	200
	45%	46%	44%	**	**	41%	48%	**	**	45%	46%	44%	47%
NOT 'VERY CERTAIN'	347	95	111	**	**	23	52	**	**	207	75	279	69
	21%	24%	22%	**	**	22%	18%	**	**	23%	19%	22%	16%
												b	
TOTAL OUT OF CONTRACT	285	72	83	**	**	24	48	**	**	155	73	226	60
	17%	18%	16%	**	**	23%	16%	**	**	17%	18%	18%	14%
VERY CERTAIN	148	36	44	**	**	13	31	**	**	80	44	113	36
	9%	9%	8%	**	**	12%	11%	**	**	9%	11%	9%	8%
NOT 'VERY CERTAIN'	137	36	39	**	**	11	17	**	**	75	29	113	24
	8%	9%	8%	**	**	11%	6%	**	**	8%	7%	9%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	37	68	**	**	8	26	**	**	105	34	139	43
	11%	9%	13%	**	**	8%	9%	**	**	11%	8%	11%	10%
NOT SURE IF EVER HAD A CONTRACT	97	9	30	**	**	7	28	**	**	39	34	46	51
	6%	2%	6%	**	**	6%	9%	**	**	4%	9%	4%	12%
											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	1436	674	376	67	196	135	38	395	605	1038	393	162	186	536	709
Effective Weighted Sample	1291	645	363	65	179	122	33	364	558	935	362	148	164	490	654
Total	1663	600	578	86	234	178	69	532	662	1263	395	165	264	662	732
TOTAL IN CONTRACT	1099	401	400	**	157	88	**	349	425	819	277	109	173	426	497
	66%	67%	69%	**	67%	50%	**	66%	64%	65%	70%	66%	66%	64%	68%
		e	e		e										
VERY CERTAIN	752	294	273	**	99	55	**	208	301	534	215	87	91	277	380
	45%	49%	47%	**	42%	31%	**	39%	45%	42%	55%	53%	34%	42%	52%
		e	e							bcd	bcd	b			ab
NOT 'VERY CERTAIN'	347	107	127	**	57	34	**	141	124	285	62	22	82	148	117
	21%	18%	22%	**	25%	19%	**	26%	19%	23%	16%	13%	31%	22%	16%
								cef		ef			c		c
TOTAL OUT OF CONTRACT	285	105	96	**	43	32	**	95	128	235	50	17	41	129	116
	17%	17%	17%	**	18%	18%	**	18%	19%	19%	13%	10%	15%	19%	16%
									ef	ef					
VERY CERTAIN	148	57	53	**	22	15	**	44	73	122	26	9	17	63	68
	9%	9%	9%	**	9%	8%	**	8%	11%	10%	7%	5%	6%	10%	9%
NOT 'VERY CERTAIN'	137	48	43	**	21	17	**	51	55	113	24	8	24	65	48
	8%	8%	7%	**	9%	10%	**	10%	8%	9%	6%	5%	9%	10%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	72	60	**	22	23	**	58	75	142	38	19	37	76	68
	11%	12%	10%	**	9%	13%	**	11%	11%	11%	10%	12%	14%	11%	9%
NOT SURE IF EVER HAD A CONTRACT	97	23	22	**	13	35	**	30	35	67	29	20	13	32	51
	6%	4%	4%	**	6%	19%	**	6%	5%	5%	7%	12%	5%	5%	7%
							abd					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.

**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 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	1436	780	643	500	370	254	297	1175	141	78	42	129	502	503	450	792
Effective Weighted Sample	1291	707	572	447	335	230	270	1056	128	70	37	113	454	456	401	718
Total	1663	912	739	526	449	314	357	1353	167	89	55	162	597	575	529	905
TOTAL IN CONTRACT	1099	603	486	350	285	213	240	898	109	**	**	112	407	353	344	603
	66%	66%	66%	67%	64%	68%	67%	66%	65%	**	**	69%	68%	61%	65%	67%
VERY CERTAIN	752	431	316	245	191	134	176	620	72	**	**	71	273	244	218	432
	45%	47%	43%	47%	43%	43%	49%	46%	43%	**	**	44%	46%	42%	41%	48%
NOT 'VERY CERTAIN'	347	173	170	105	94	79	64	278	37	**	**	41	134	108	126	172
	21%	19%	23%	20%	21%	25%	18%	21%	22%	**	**	25%	23%	19%	24%	19%
TOTAL OUT OF CONTRACT	285	163	121	105	95	47	38	231	24	**	**	24	91	137	83	166
	17%	18%	16%	20%	21%	15%	11%	17%	14%	**	**	15%	15%	24%	16%	18%
				d	d									b		
VERY CERTAIN	148	91	56	51	55	27	14	125	8	**	**	18	41	72	43	92
	9%	10%	8%	10%	12%	9%	4%	9%	5%	**	**	11%	7%	13%	8%	10%
				d	d									b		
NOT 'VERY CERTAIN'	137	71	65	55	40	20	23	106	16	**	**	6	50	65	40	75
	8%	8%	9%	10%	9%	6%	7%	8%	10%	**	**	3%	8%	11%	8%	8%
				a										a		
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	103	78	46	50	39	44	141	26	**	**	15	63	57	64	88
	11%	11%	10%	9%	11%	12%	12%	10%	16%	**	**	9%	10%	10%	12%	10%
NOT SURE IF EVER HAD A CONTRACT	97	43	55	24	19	15	35	84	8	**	**	11	35	29	37	48
	6%	5%	7%	4%	4%	5%	10%	6%	5%	**	**	7%	6%	5%	7%	5%
							ab									

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2363	100	1187	269	1018	704	583	129	98	2057	306	2188	175	1434	929	368
Effective Weighted Sample	1983	90	1067	240	917	632	525	112	86	1717	267	1832	153	1202	781	300
Total	2364	126	1374	318	1182	811	689	142	116	2029	336	2163	202	1426	939	352
O2	527 22%	32 25%	307 22%	72 23%	267 23%	176 22%	163 24%	25 18%	** **	527 26% b	- -%	527 24% b	- -%	277 19%	251 27%	81 23%
EE	473 20%	30 24%	273 20%	72 23%	231 20%	145 18%	158 23%	30 21%	** **	420 21%	53 16%	451 21% b	22 11%	242 17%	230 25%	55 16%
Vodafone	290 12%	16 13%	173 13%	40 13%	149 13%	104 13%	86 12%	24 17%	** **	235 12%	55 17%	258 12%	32 16%	146 10%	145 15%	22 6%
'3' / Three	204 9%	5 4%	102 7%	11 3%	95 8% a	60 7%	46 7%	9 6%	** **	204 10% b	- -%	204 9% b	- -%	122 9%	82 9%	28 8%
Tesco Mobile	182 8%	10 8%	108 8%	25 8%	93 8%	70 9%	49 7%	12 9%	** **	182 9% b	- -%	182 8% b	- -%	109 8%	73 8%	21 6%
Sky	161 7%	5 4%	122 9%	24 8%	103 9%	88 11% b	39 6%	14 10%	** **	37 2%	124 37% a	84 4%	78 38% a	133 9% b	29 3%	29 8% b
GiffGaff	142 6%	12 10%	71 5%	21 6%	63 5%	43 5%	40 6%	9 6%	** **	142 7% b	- -%	142 7% b	- -%	97 7%	45 5%	19 5%
BT	62 3%	1 1%	45 3%	15 5%	32 3%	15 2%	31 5% a	2 1%	** **	13 1%	49 14% a	30 1%	32 16% a	51 4% b	11 1%	9 2%
Lebara	57 2%	- -%	28 2%	2 1%	27 2%	15 2%	14 2%	3 2%	** **	57 3% b	- -%	57 3%	- -%	47 3% b	10 1%	23 7% ab
Virgin Mobile	50 2%	2 2%	31 2%	8 2%	25 2%	13 2%	20 3%	1 1%	** **	23 1%	28 8% a	30 1%	20 10% a	28 2%	22 2%	5 1%
Smarty	49 2%	2 2%	28 2%	5 2%	24 2%	20 2%	10 1%	4 3%	** **	49 2% b	- -%	49 2%	- -%	43 3% b	6 1%	16 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.

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	2363	100	1187	269	1018	704	583	129	98	2057	306	2188	175	1434	929	368
Effective Weighted Sample	1983	90	1067	240	917	632	525	112	86	1717	267	1832	153	1202	781	300
Total	2364	126	1374	318	1182	811	689	142	116	2029	336	2163	202	1426	939	352
iD Mobile	46 2%	2 1%	21 2%	4 1%	20 2%	19 2%	4 1%	4 3%	** **	46 2%	- -%	46 2%	- -%	42 3%	5 *%	15 4%
VOXI	30 1%	2 1%	13 1%	4 1%	11 1%	9 1%	6 1%	2 2%	** **	30 1%	- -%	30 1%	- -%	20 1%	10 1%	5 1%
TalkTalk	14 1%	1 1%	8 1%	3 1%	7 1%	6 1%	4 1%	1 1%	** **	4 *%	10 3%	8 *%	6 3%	8 1%	6 1%	1 *%
Utility Warehouse	14 1%	- -%	11 1%	3 1%	8 1%	4 1%	6 1%	- -%	** **	2 *%	12 3%	3 *%	11 5%	10 1%	4 *%	6 2%
Lycamobile	13 1%	1 1%	5 *%	1 *%	5 *%	5 1%	1 *%	- -%	** **	13 1%	- -%	13 1%	- -%	12 1%	1 *%	6 2%
Plusnet	12 1%	2 2%	8 1%	3 1%	8 1%	9 1%	1 *%	1 1%	** **	7 *%	5 2%	12 1%	1 *%	11 1%	1 *%	- -%
Talkmobile	9 *%	1 1%	4 *%	1 *%	4 *%	3 *%	2 *%	- -%	** **	9 *%	- -%	9 *%	- -%	7 *%	2 *%	2 1%
Asda Mobile	7 *%	- -%	2 *%	- -%	2 *%	2 *%	1 *%	1 *%	** **	7 *%	- -%	7 *%	- -%	7 *%	1 *%	3 1%
POP Telecom	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	** **	2 *%	- -%	2 *%	- -%	2 *%	- -%	2 1%
Other supplier	18 1%	2 1%	12 1%	5 2%	9 1%	5 1%	9 1%	- -%	** **	18 1%	- -%	18 1%	- -%	12 1%	6 1%	3 1%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 - 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	2363	512	1356	722	1146	1081	787	268	190	263	609	349	523
Effective Weighted Sample	1983	404	1196	574	1018	905	669	209	151	224	546	297	474
Total	2364	368	1502	577	1293	1074	797	248	182	292	797	392	698
O2	527	103	330	151	283	244	190	54	41	74	202	95	181
	22%	28%	22%	26%	22%	23%	24%	22%	23%	25%	25%	24%	26%
		b											
EE	473	57	306	108	255	188	175	45	35	66	143	74	135
	20%	15%	20%	19%	20%	18%	22%	18%	19%	23%	18%	19%	19%
Vodafone	290	34	202	58	178	139	98	31	24	39	93	48	84
	12%	9%	13%	10%	14%	13%	12%	13%	13%	13%	12%	12%	12%
'3' / Three	204	44	110	52	102	96	58	21	13	34	67	36	65
	9%	12%	7%	9%	8%	9%	7%	8%	7%	12%	8%	9%	9%
		b											
Tesco Mobile	182	27	118	44	101	89	56	21	18	15	60	20	56
	8%	7%	8%	8%	8%	8%	7%	9%	10%	5%	8%	5%	8%
Sky	161	16	127	37	106	88	55	25	13	9	101	44	66
	7%	4%	8%	6%	8%	8%	7%	10%	7%	3%	13%	11%	10%
			a								a		
GiffGaff	142	27	75	38	64	57	46	12	10	12	40	17	35
	6%	7%	5%	7%	5%	5%	6%	5%	6%	4%	5%	4%	5%
BT	62	-	51	11	39	26	24	2	-	9	8	11	6
	3%	-%	3%	2%	3%	2%	3%	1%	-%	3%	1%	3%	1%
			a										
Lebara	57	15	29	17	27	23	21	7	5	7	7	7	7
	2%	4%	2%	3%	2%	2%	3%	3%	3%	2%	1%	2%	1%
		b											
Virgin Mobile	50	7	33	12	29	20	20	6	4	-	24	5	19
	2%	2%	2%	2%	2%	2%	3%	2%	2%	-%	3%	1%	3%
			a										
Smarty	49	9	29	13	25	24	14	7	5	5	15	7	14
	2%	3%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%
iD Mobile	46	8	24	10	22	22	10	4	3	9	12	9	12
	2%	2%	2%	2%	2%	2%	1%	2%	2%	3%	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.

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

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	2363	512	1356	722	1146	1081	787	268	190	263	609	349	523
Effective Weighted Sample	1983	404	1196	574	1018	905	669	209	151	224	546	297	474
Total	2364	368	1502	577	1293	1074	797	248	182	292	797	392	698
VOXI	30 1%	7 2%	12 1%	9 2%	10 1%	13 1%	6 1%	2 1%	2 1%	5 2%	7 1%	7 2%	5 1%
TalkTalk	14 1%	* *%	10 1%	3 1%	7 1%	4 *%	6 1%	1 1%	1 *%	- -%	2 *%	1 *%	1 *%
Utility Warehouse	14 1%	1 *%	12 1%	1 *%	12 1%	8 1%	5 1%	3 1%	- -%	4 1%	- -%	4 1%	- -%
Lycamobile	13 1%	3 1%	5 *%	3 1%	5 *%	7 1%	1 *%	2 1%	2 1%	1 *%	2 *%	1 *%	2 *%
Plusnet	12 1%	1 *%	9 1%	2 *%	9 1%	7 1%	3 *%	1 1%	1 1%	- -%	3 *%	- -%	3 *%
Talkmobile	9 *%	3 1%	5 *%	3 1%	5 *%	6 1%	2 *%	2 1%	2 1%	2 1%	3 *%	2 *%	3 *%
Asda Mobile	7 *%	2 1%	2 *%	2 *%	2 *%	3 *%	2 *%	2 1%	2 1%	- -%	- -%	- -%	- -%
POP Telecom	2 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Other supplier	18 1%	1 *%	13 1%	3 *%	11 1%	9 1%	5 1%	- -%	- -%	2 1%	7 1%	5 1%	4 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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2363	378	494	84	54	178	434	25	20	872	612	1825	538
Effective Weighted Sample	1983	331	438	67	44	155	387	20	17	769	542	1519	468
Total	2364	476	613	99	68	140	355	21	17	1089	495	1853	511
O2	527 22%	127 27%	148 24%	** **	** **	26 19%	69 19%	** **	** **	276 25% b	95 19%	416 22%	112 22%
EE	473 20%	88 18%	121 20%	** **	** **	34 24%	76 21%	** **	** **	209 19%	109 22%	381 21%	92 18%
Vodafone	290 12%	55 12%	76 12%	** **	** **	20 14%	45 13%	** **	** **	131 12%	65 13%	235 13%	56 11%
'3 / Three	204 9%	43 9%	58 9%	** **	** **	10 7%	21 6%	** **	** **	101 9%	31 6%	167 9%	37 7%
Tesco Mobile	182 8%	36 8%	39 6%	** **	** **	11 8%	40 11%	** **	** **	75 7%	51 10%	131 7%	51 10%
Sky	161 7%	48 10%	63 10%	** **	** **	5 3%	12 3%	** **	** **	111 10% b	16 3%	134 7%	28 5%
GiffGaff	142 6%	23 5%	29 5%	** **	** **	7 5%	22 6%	** **	** **	52 5%	29 6%	102 6%	40 8%
BT	62 3%	7 1%	10 2%	** **	** **	6 4%	14 4%	** **	** **	17 2%	20 4% a	45 2%	17 3%
Lebara	57 2%	3 1%	11 2%	** **	** **	2 2%	7 2%	** **	** **	14 1%	10 2%	46 2%	11 2%
Virgin Mobile	50 2%	7 1%	17 3%	** **	** **	5 4% b	2 1%	** **	** **	24 2%	7 1%	36 2%	14 3%
Smarty	49 2%	9 2%	11 2%	** **	** **	3 2%	14 4%	** **	** **	20 2%	17 3%	39 2%	10 2%
iD Mobile	46 2%	12 2%	9 2%	** **	** **	4 3%	9 3%	** **	** **	21 2%	13 3%	36 2%	10 2%
VOXI	30 1%	7 1%	5 1%	** **	** **	* *% b	3 1%	** **	** **	12 1%	3 1%	23 1%	7 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	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	2363	378	494	84	54	178	434	25	20	872	612	1825	538
Effective Weighted Sample	1983	331	438	67	44	155	387	20	17	769	542	1519	468
Total	2364	476	613	99	68	140	355	21	17	1089	495	1853	511
TalkTalk	14 1%	1 *%	1 *%	** **	** **	1 1%	3 1%	** **	** **	2 *%	5 1%	6 *%	8 2% a
Utility Warehouse	14 1%	1 *%	3 *%	** **	** **	1 1%	7 2%	** **	** **	4 *%	8 2%	10 1%	4 1%
Lycamobile	13 1%	1 *%	2 *%	** **	** **	2 1%	2 1%	** **	** **	3 *%	4 1%	9 *%	4 1%
Plusnet	12 1%	1 *%	1 *%	** **	** **	1 1%	4 1%	** **	** **	3 *%	5 1%	10 1%	3 *%
Talkmobile	9 *%	2 *%	3 *%	** **	** **	* *%	1 *%	** **	** **	4 *%	1 *%	9 *%	- -%
Asda Mobile	7 *%	- -%	- -%	** **	** **	- -%	2 *%	** **	** **	- -%	2 *%	7 *%	- -%
POP Telecom	2 *%	- -%	- -%	** **	** **	- -%	- -%	** **	** **	- -%	- -%	2 *%	- -%
Other supplier	18 1%	5 1%	4 1%	** **	** **	- -%	5 1%	** **	** **	8 1%	5 1%	8 *%	10 2% a

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2363	607	359	67	374	968	232	883	829	1944	416	155	651	872	837
Effective Weighted Sample	1983	580	346	65	313	766	183	717	729	1610	377	141	508	737	750
Total	2364	543	555	86	366	828	277	890	797	1964	397	152	667	898	797
O2	527 22%	134 25%	166 30%	** **	36 10%	191 23%	62 22%	211 24%	178 22%	451 23%	76 19%	29 19%	146 22%	217 24%	165 21%
		d	d			d									
EE	473 20%	118 22%	114 21%	** **	80 22%	160 19%	44 16%	197 22%	156 20%	397 20%	76 19%	31 20%	128 19%	187 21%	158 20%
Vodafone	290 12%	58 11%	75 14%	** **	71 19%	86 10%	36 13%	102 11%	112 14%	250 13%	38 10%	15 10%	77 12%	115 13%	96 12%
					ae										
'3' / Three	204 9%	42 8%	60 11%	** **	8 2%	94 11%	31 11%	81 9%	69 9%	182 9%	22 6%	7 5%	79 12%	72 8%	54 7%
		d	d			d	e						c		
Tesco Mobile	182 8%	57 11%	51 9%	** **	10 3%	64 8%	18 7%	39 4%	68 8%	124 6%	58 14%	22 15%	38 6%	49 5%	95 12%
		d	d			d			b		abcd	abd			ab
Sky	161 7%	23 4%	5 1%	** **	62 17%	21 3%	18 7%	67 8%	53 7%	139 7%	23 6%	5 3%	46 7%	69 8%	46 6%
		b			abe										
GiffGaff	142 6%	37 7%	32 6%	** **	8 2%	65 8%	20 7%	56 6%	46 6%	122 6%	20 5%	7 5%	45 7%	57 6%	40 5%
		d	d			d									
BT	62 3%	1 *%	- -%	** **	47 13%	10 1%	3 1%	23 3%	17 2%	42 2%	20 5%	10 6%	13 2%	20 2%	29 4%
					abe						acd	acd			
Lebara	57 2%	22 4%	7 1%	** **	* *%	28 3%	3 1%	25 3%	17 2%	46 2%	10 3%	2 1%	15 2%	20 2%	21 3%
		d				d									
Virgin Mobile	50 2%	3 1%	3 1%	** **	11 3%	15 2%	5 2%	15 2%	16 2%	36 2%	15 4%	6 4%	10 2%	16 2%	24 3%
					a										
Smarty	49 2%	13 2%	14 3%	** **	1 *%	20 2%	5 2%	16 2%	25 3%	45 2%	4 1%	2 1%	14 2%	23 3%	13 2%
		d	d			d									

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2363	607	359	67	374	968	232	883	829	1944	416	155	651	872	837
Effective Weighted Sample	1983	580	346	65	313	766	183	717	729	1610	377	141	508	737	750
Total	2364	543	555	86	366	828	277	890	797	1964	397	152	667	898	797
iD Mobile	46 2%	12 2%	9 2%	** **	3 1%	22 3%	7 2%	20 2%	12 1%	39 2%	8 2%	3 2%	15 2%	17 2%	15 2%
VOXI	30 1%	5 1%	7 1%	** **	1 *%	17 2%	11 4%	11 1%	8 1%	30 2%	- -%	- -%	17 3%	12 1%	1 *%
TalkTalk	14 1%	1 *%	- -%	** **	9 2%	3 *%	4 1%	2 *%	1 *%	7 *%	7 2%	6 4%	6 1%	1 *%	7 1%
Utility Warehouse	14 1%	- -%	- -%	** **	12 3%	2 *%	3 1%	4 *%	4 1%	11 1%	3 1%	2 2%	4 1%	4 *%	5 1%
Lycamobile	13 1%	3 *%	2 *%	** **	- -%	8 1%	2 1%	7 1%	2 *%	11 1%	1 *%	- -%	6 1%	4 *%	2 *%
Plusnet	12 1%	1 *%	3 *%	** **	5 1%	3 *%	- -%	1 *%	6 1%	7 *%	5 1%	1 *%	- -%	4 *%	9 1%
Talkmobile	9 *%	3 *%	1 *%	** **	1 *%	4 *%	- -%	5 1%	3 *%	7 *%	2 *%	- -%	- -%	7 1%	2 *%
Asda Mobile	7 *%	2 *%	- -%	** **	- -%	5 1%	2 1%	2 *%	2 *%	6 *%	2 *%	1 1%	2 *%	2 *%	3 *%
POP Telecom	2 *%	- -%	- -%	** **	- -%	2 *%	2 1%	- -%	- -%	2 *%	- -%	- -%	2 *%	- -%	- -%
Other supplier	18 1%	7 1%	5 1%	** **	2 *%	4 1%	1 *%	5 1%	4 1%	10 *%	8 2%	3 2%	4 1%	3 *%	12 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.

**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 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	2363	1194	1132	684	680	451	526	1947	217	119	80	275	782	772	762	1214
Effective Weighted Sample	1983	1019	935	587	558	379	443	1632	185	100	67	224	667	650	635	1027
Total	2364	1220	1115	656	678	482	525	1938	220	118	90	280	805	759	765	1213
O2	527 22%	247 20%	276 25% a	133 20%	186 27% ad	112 23%	94 18%	428 22%	44 20%	15 13%	** **	72 26%	161 20%	188 25%	158 21%	297 24%
EE	473 20%	242 20%	226 20%	159 24% b	119 18%	92 19%	97 19%	390 20%	50 23%	25 22%	** **	56 20%	141 17%	168 22%	150 20%	240 20%
Vodafone	290 12%	157 13%	133 12%	106 16% b	64 9%	52 11%	68 13%	230 12%	37 17%	10 9%	** **	17 6%	102 13% a	112 15% a	91 12%	145 12%
'3' / Three	204 9%	99 8%	104 9%	43 7%	60 9%	43 9%	54 10%	171 9%	15 7%	11 9%	** **	23 8%	75 9%	60 8%	56 7%	118 10%
Tesco Mobile	182 8%	97 8%	84 8%	44 7%	46 7%	41 9%	50 9%	149 8%	15 7%	13 11%	** **	27 10% c	72 9% c	39 5%	66 9%	88 7%
Sky	161 7%	82 7%	78 7%	31 5%	53 8%	32 7%	43 8%	126 7%	17 8%	15 13% a	** **	19 7%	65 8%	45 6%	58 8%	78 6%
GiffGaff	142 6%	71 6%	68 6%	30 5%	34 5%	32 7%	40 8%	123 6%	13 6%	4 4%	** **	24 9%	43 5%	40 5%	58 8%	58 5%
BT	62 3%	40 3%	20 2%	29 4% d	16 2%	11 2%	6 1%	49 3%	4 2%	6 5%	** **	3 1%	18 2%	23 3%	20 3%	26 2%
Lebara	57 2%	33 3%	22 2%	18 3%	22 3%	6 1%	9 2%	41 2%	7 3%	7 6%	** **	5 2%	23 3%	18 2%	17 2%	32 3%
Virgin Mobile	50 2%	32 3%	17 2%	17 3%	11 2%	14 3%	8 2%	44 2%	3 1%	4 3%	** **	4 1%	20 3%	12 2%	14 2%	26 2%
Smarty	49 2%	36 3% b	12 1%	11 2%	15 2%	13 3%	10 2%	46 2%	2 1%	1 *% **	** **	6 2%	21 3%	12 2%	9 1%	34 3%

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

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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 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	2363	1194	1132	684	680	451	526	1947	217	119	80	275	782	772	762	1214
Effective Weighted Sample	1983	1019	935	587	558	379	443	1632	185	100	67	224	667	650	635	1027
Total	2364	1220	1115	656	678	482	525	1938	220	118	90	280	805	759	765	1213
iD Mobile	46 2%	25 2%	19 2%	8 1%	11 2%	13 3%	14 3%	36 2%	4 2%	3 3%	** **	6 2%	18 2%	14 2%	21 3%	17 1%
VOXI	30 1%	14 1%	14 1%	1 *%	12 2%	6 1%	10 2%	27 1%	3 1%	- -%	** **	7 2%	7 1%	5 1%	9 1%	15 1%
TalkTalk	14 1%	8 1%	6 1%	- -%	9 1%	2 *%	3 1%	13 1%	- -%	1 1%	** **	4 1%	5 1%	2 *%	5 1%	7 1%
Utility Warehouse	14 1%	5 *%	9 1%	5 1%	7 1%	1 *%	1 *%	12 1%	1 1%	1 1%	** **	1 *%	10 1%	3 *%	9 1%	4 *%
Lycamobile	13 1%	7 1%	5 *%	4 1%	3 *%	4 1%	2 *%	12 1%	* *%	- -%	** **	3 1%	5 1%	4 1%	2 *%	7 1%
Plusnet	12 1%	8 1%	4 *%	7 1%	2 *%	2 *%	1 *%	10 *%	1 1%	1 1%	** **	1 1%	3 *%	4 1%	8 1%	4 *%
Talkmobile	9 *%	5 *%	4 *%	3 1%	1 *%	1 *%	3 1%	7 *%	* *%	- -%	** **	1 *%	3 *%	4 1%	4 *%	5 *%
Asda Mobile	7 *%	4 *%	3 *%	4 1%	- -%	- -%	3 1%	7 *%	- -%	- -%	** **	- -%	1 *%	3 *%	2 *%	1 *%
POP Telecom	2 *%	1 *%	1 *%	1 *%	- -%	1 *%	- -%	2 *%	- -%	- -%	** **	1 *%	1 *%	- -%	2 *%	- -%
Other supplier	18 1%	8 1%	9 1%	2 *%	6 1%	4 1%	5 1%	15 1%	3 1%	- -%	** **	- -%	11 1%	3 *%	8 1%	9 1%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
Sky	505 24%	** **	385 27%	57 21%	343 27%	237 29%	164 24%	39 28%	31 26%	351 23%	99 30%	380 23%	70 36%	264 23%	186 25%	51 21%
Virgin Media	482 23%	** **	317 22%	36 13%	293 23%	169 21%	160 23%	25 18%	20 17%	397 26%	34 10%	409 24%	22 11%	258 23%	173 23%	63 26%
BT	460 22%	** **	349 24%	71 26%	284 23%	126 15%	229 33%	22 16%	16 14%	352 23%	53 16%	371 22%	34 17%	253 22%	152 21%	61 25%
TalkTalk	159 8%	** **	115 8%	19 7%	101 8%	70 9%	50 7%	4 3%	3 2%	129 8%	12 4%	136 8%	5 3%	70 6%	72 10%	8 3%
Vodafone	130 6%	** **	86 6%	24 9%	66 5%	71 9%	19 3%	21 15%	20 17%	59 4%	58 18%	85 5%	33 17%	83 7%	35 5%	14 6%
Plusnet	90 4%	** **	68 5%	9 3%	61 5%	53 6%	17 2%	11 8%	11 9%	70 5%	8 3%	78 5%	1 *%	52 5%	27 4%	12 5%
EE	81 4%	** **	44 3%	17 6%	32 3%	25 3%	23 3%	4 3%	4 4%	21 1%	46 14%	48 3%	19 10%	32 3%	35 5%	3 1%
NOW/ NOW Broadband	48 2%	** **	22 2%	5 2%	20 2%	20 2%	5 1%	5 4%	4 4%	43 3%	1 *%	44 3%	- -%	30 3%	13 2%	10 4%
Utility Warehouse	29 1%	** **	22 2%	4 2%	19 2%	15 2%	9 1%	- -%	- -%	16 1%	12 4%	17 1%	11 5%	15 1%	12 2%	6 2%
Shell Energy/ Post Office	21 1%	** **	14 1%	5 2%	14 1%	14 2%	5 1%	4 3%	4 4%	19 1%	- -%	19 1%	- -%	12 1%	7 1%	2 1%
KCOM	18 1%	** **	7 *%	1 *%	6 *%	2 *%	4 1%	2 1%	2 1%	14 1%	2 *%	16 1%	- -%	10 1%	6 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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
Hyperoptic	14 1%	** **	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	8 1%	- -%	8 1%	- -%	5 *%	4 *%	3 1%
Zen	12 1%	** **	4 *%	3 1%	4 *%	3 *%	3 *%	- -%	- -%	12 1%	- -%	12 1%	- -%	8 1%	4 1%	3 1%
Community Fibre	7 *%	** **	2 *%	1 *%	2 *%	2 *%	1 *%	1 1%	1 1%	6 *%	- -%	6 *%	- -%	2 *%	4 1%	1 *%
OVO/ SSE	6 *%	** **	2 *%	1 1%	2 *%	- -%	3 *%	- -%	- -%	5 *%	- -%	5 *%	- -%	4 *%	1 *%	- -%
Gigaclear	5 *%	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%	3 *%	- -%	3 *%	- -%	3 *%	- -%	2 1%
POP Telecom	2 *%	** **	2 *%	- -%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%	- -%	2 *%	- -%	1 *%
Your Co-op	1 *%	** **	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%
Other supplier	45 2%	** **	- -%	16 6%	- -%	11 1%	5 1%	3 2%	3 2%	35 2%	2 1%	36 2%	1 1%	27 2%	10 1%	3 1%

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



**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
Sky	505	46	459	106	398	292	212	67	42	9	389	65	334
	24%	9%	29%	15%	29%	24%	24%	23%	20%	4%	47%	18%	46%
			a		a						a		a
Virgin Media	482	122	361	146	336	244	238	58	46	33	297	52	277
	23%	24%	23%	20%	24%	20%	27%	20%	22%	13%	36%	14%	38%
							a				a		a
BT	460	101	359	163	298	233	227	57	41	105	83	116	72
	22%	20%	22%	22%	21%	19%	25%	19%	19%	40%	10%	32%	10%
							a			b		b	
TalkTalk	159	41	118	56	103	91	68	8	6	21	35	27	29
	8%	8%	7%	8%	7%	7%	8%	3%	3%	8%	4%	8%	4%
						c	c						
Vodafone	130	29	101	47	83	103	27	31	28	25	5	30	1
	6%	6%	6%	6%	6%	8%	3%	11%	14%	10%	1%	8%	1%
						b		b	b	b		b	1%
Plusnet	90	21	69	28	62	64	26	9	8	10	5	13	2
	4%	4%	4%	4%	4%	5%	3%	3%	4%	4%	1%	3%	1%
						b				b		b	2%
EE	81	24	57	46	35	56	25	18	14	21	1	22	-
	4%	5%	4%	6%	3%	5%	3%	6%	7%	8%	1%	6%	0%
				b				b	b	b	1%	b	0%
NOW/ NOW Broadband	48	25	23	27	21	39	9	15	4	2	9	5	6
	2%	5%	1%	4%	1%	3%	1%	5%	2%	1%	1%	1%	1%
		b		b		b		b					
Utility Warehouse	29	6	23	6	23	17	11	3	*	9	-	9	-
	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	0%	2%	0%
										b		b	
Shell Energy/ Post Office	21	7	14	8	13	15	7	3	3	2	1	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
											*	*	*
KCOM	18	12	7	13	6	8	10	4	2	6	2	8	-
	1%	2%	1%	2%	1%	1%	1%	1%	1%	2%	1%	2%	0%
		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

	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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
Hyperoptic	14 1%	13 2%	1 *	13 2%	1 *	10 1%	5 1%	- -	- -	1 *	- -	1 *	- -
Zen	12 1%	9 2%	3 *	9 1%	3 *	8 1%	5 1%	1 *	1 1%	4 2%	1 *	4 1%	1 *
Community Fibre	7 *	5 1%	2 *	5 1%	2 *	5 *	2 *	4 1%	3 1%	1 *	- -	1 *	- -
OVO/ SSE	6 *	5 1%	2 *	5 1%	2 *	3 *	3 *	2 1%	1 *	2 1%	- -	2 *	- -
Gigaclear	5 *	5 1%	- -	5 1%	- -	5 *	- -	2 1%	1 *	1 *	- -	1 *	- -
POP Telecom	2 *	1 *	1 *	1 *	1 *	2 *	- -	- -	- -	- -	1 *	- -	1 *
Your Co-op	1 *	1 *	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	- -
Other supplier	45 2%	45 9%	- -	45 6%	- -	29 2%	15 2%	12 4%	10 5%	7 3%	2 *	7 2%	1 *

Columns Tested: a,b - 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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
Sky	505	171	227	**	**	8	24	**	**	398	32	434	71
	24%	35%	38%	**	**	5%	7%	**	**	37%	7%	26%	16%
										b		b	
Virgin Media	482	157	173	**	**	17	27	**	**	330	44	401	82
	23%	32%	29%	**	**	13%	8%	**	**	30%	9%	24%	18%
										b		b	
BT	460	70	118	**	**	41	108	**	**	188	149	346	114
	22%	15%	19%	**	**	30%	32%	**	**	17%	31%	21%	26%
											a		
TalkTalk	159	33	23	**	**	12	45	**	**	57	57	109	50
	8%	7%	4%	**	**	9%	13%	**	**	5%	12%	7%	11%
											a		a
Vodafone	130	18	13	**	**	18	33	**	**	31	51	108	22
	6%	4%	2%	**	**	13%	10%	**	**	3%	11%	6%	5%
											a		
Plusnet	90	5	9	**	**	14	33	**	**	14	47	48	42
	4%	1%	1%	**	**	10%	10%	**	**	1%	10%	3%	9%
											a		a
EE	81	8	14	**	**	8	22	**	**	22	30	69	12
	4%	2%	2%	**	**	6%	7%	**	**	2%	6%	4%	3%
											a		
NOW/ NOW Broadband	48	7	4	**	**	5	10	**	**	11	14	37	11
	2%	1%	1%	**	**	3%	3%	**	**	1%	3%	2%	3%
											a		
Utility Warehouse	29	3	5	**	**	4	7	**	**	9	12	20	9
	1%	1%	1%	**	**	3%	2%	**	**	1%	3%	1%	2%
											a		
Shell Energy/ Post Office	21	2	1	**	**	2	7	**	**	2	9	13	8
	1%	*%	*%	**	**	1%	2%	**	**	*%	2%	1%	2%
											a		
KCOM	18	3	5	**	**	3	2	**	**	8	5	15	4
	1%	1%	1%	**	**	2%	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.

**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 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	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
Hyperoptic	14 1%	- -%	1 *%	** **	** **	* *%	3 1%	** **	** **	1 *%	3 1%	13 1%	1 *%
Zen	12 1%	1 *%	4 1%	** **	** **	* *%	3 1%	** **	** **	5 *%	3 1%	9 1%	3 1%
Community Fibre	7 *%	- -%	1 *%	** **	** **	- -%	1 *%	** **	** **	1 *%	1 *%	5 *%	2 *%
OVO/ SSE	6 *%	2 *%	- -%	** **	** **	- -%	1 *%	** **	** **	2 *%	1 *%	3 *%	3 1%
Gigaclear	5 *%	1 *%	1 *%	** **	** **	- -%	1 *%	** **	** **	1 *%	1 *%	5 *%	- -%
POP Telecom	2 *%	1 *%	- -%	** **	** **	- -%	1 *%	** **	** **	1 *%	1 *%	1 *%	1 *%
Your Co-op	1 *%	- -%	- -%	** **	** **	- -%	1 *%	** **	** **	- -%	1 *%	- -%	1 *%
Other supplier	45 2%	3 1%	6 1%	** **	** **	5 4%	10 3%	** **	** **	9 1%	15 3%	35 2%	10 2%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
Sky	505 24%	46 8%	253 44%	** **	97 26%	46 9%	28 20%	210 26%	205 26%	443 26%	61 15%	19 12%	102 23%	257 30%	145 18%
			ade		ae			ef	ef	ef				ac	
Virgin Media	482 23%	64 11%	227 39%	** **	60 16%	118 24%	33 24%	170 21%	183 24%	387 23%	96 23%	35 23%	101 23%	195 22%	186 23%
			ade		a	ad									
BT	460 22%	238 40%	61 11%	** **	64 17%	95 19%	31 23%	146 18%	166 21%	343 20%	117 29%	43 28%	94 21%	150 17%	215 27%
		bde			b	b				bcd	b			b	
TalkTalk	159 8%	77 13%	28 5%	** **	16 4%	38 8%	8 6%	61 8%	50 6%	119 7%	40 10%	18 12%	35 8%	57 7%	68 9%
		bde													
Vodafone	130 6%	46 8%	- -%	** **	58 16%	27 5%	12 9%	54 7%	43 6%	109 6%	20 5%	6 4%	26 6%	64 7%	40 5%
		b			abe	b									
Plusnet	90 4%	62 10%	2 *%	** **	8 2%	21 4%	1 *%	25 3%	37 5%	62 4%	27 7%	13 8%	13 3%	23 3%	53 7%
		bde			b					abd	abd			ab	
EE	81 4%	11 2%	- -%	** **	47 13%	23 5%	8 6%	27 3%	30 4%	66 4%	16 4%	6 4%	19 4%	34 4%	28 3%
		b			abe	ab									
NOW/ NOW Broadband	48 2%	15 3%	7 1%	** **	2 1%	25 5%	4 3%	27 3%	12 2%	42 2%	6 1%	4 2%	16 4%	19 2%	13 2%
					bd										
Utility Warehouse	29 1%	11 2%	- -%	** **	12 3%	6 1%	3 2%	11 1%	9 1%	23 1%	6 2%	2 2%	8 2%	9 1%	12 2%
		b			b										
Shell Energy/ Post Office	21 1%	14 2%	- -%	** **	1 *%	7 1%	- -%	7 1%	7 1%	14 1%	7 2%	3 2%	3 1%	7 1%	11 1%
		bd													
KCOM	18 1%	7 1%	- -%	** **	2 *%	12 2%	1 1%	11 1%	6 1%	18 1%	- -%	- -%	7 2%	11 1%	1 *%
					b								c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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	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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
Hyperoptic	14 1%	1 *%	- -%	** **	- -%	13 3%	2 2%	7 1%	3 *%	13 1%	- -%	- -%	8 2%	4 *%	2 *%
						abd	e						c		
Zen	12 1%	3 1%	- -%	** **	1 *%	8 2%	- -%	5 1%	5 1%	10 1%	2 1%	- -%	- -%	8 1%	4 *%
Community Fibre	7 *%	2 *%	- -%	** **	- -%	5 1%	1 1%	4 *%	2 *%	7 *%	- -%	- -%	2 1%	3 *%	2 *%
OVO/ SSE	6 *%	2 *%	- -%	** **	- -%	5 1%	- -%	5 1%	1 *%	6 *%	- -%	- -%	1 *%	5 1%	- -%
Gigaclear	5 *%	- -%	- -%	** **	- -%	5 1%	1 *%	3 *%	1 *%	5 *%	1 *%	- -%	1 *%	4 *%	1 *%
						a									
POP Telecom	2 *%	1 *%	- -%	** **	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	1 *%	1 *%
Your Co-op	1 *%	- -%	- -%	** **	- -%	1 *%	- -%	- -%	- -%	- -%	1 *%	- -%	- -%	- -%	1 *%
Other supplier	45 2%	- -%	- -%	** **	2 *%	43 9%	3 3%	21 3%	14 2%	39 2%	6 1%	3 2%	14 3%	18 2%	13 2%
						abd									

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 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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
Sky	505 24%	239 21%	263 27% a	128 20%	152 24%	99 25%	118 26%	407 23%	49 25%	24 22%	** **	51 23%	177 24%	183 25%	161 25%	275 24%
Virgin Media	482 23%	269 24%	208 22%	147 23%	148 24%	93 24%	91 20%	402 23%	47 24%	15 14%	** **	52 23%	163 22%	172 24%	129 20%	285 25%
BT	460 22%	275 24% b	181 19%	151 24%	122 20%	97 25%	90 20%	367 21%	39 20%	30 28%	** **	49 22%	153 21%	154 21%	151 23%	235 20%
TalkTalk	159 8%	75 7%	82 9%	44 7%	38 6%	27 7%	47 10%	136 8%	10 5%	8 8%	** **	23 10%	52 7%	46 6%	55 8%	86 7%
Vodafone	130 6%	70 6%	60 6%	39 6%	41 7%	19 5%	32 7%	115 7% c	13 7% c	- -%	** **	8 3%	49 7%	45 6%	36 6%	79 7%
Plusnet	90 4%	54 5%	34 4%	27 4%	25 4%	15 4%	23 5%	70 4%	11 5%	7 7%	** **	6 3%	35 5%	29 4%	27 4%	51 4%
EE	81 4%	47 4%	34 4%	26 4%	26 4%	13 3%	17 4%	68 4%	5 3%	8 7%	** **	9 4%	28 4%	27 4%	13 2%	47 4%
NOW/ NOW Broadband	48 2%	28 2%	20 2%	7 1%	23 4% a	7 2%	9 2%	38 2%	7 4%	3 3%	** **	5 2%	16 2%	14 2%	18 3%	19 2%
Utility Warehouse	29 1%	11 1%	18 2%	11 2%	13 2%	3 1%	3 1%	22 1%	2 1%	5 5% a	** **	5 2%	15 2%	8 1%	12 2%	16 1%
Shell Energy/ Post Office	21 1%	9 1%	12 1%	7 1%	8 1%	3 1%	4 1%	16 1%	1 1%	4 4% a	** **	4 2%	7 1%	4 1%	6 1%	12 1%
KCOM	18 1%	8 1%	9 1%	7 1%	3 *% a	7 2%	2 *% a	18 1%	- -%	- -%	** **	5 2%	7 1%	6 1%	3 *% a	7 1%
Hyperoptic	14 1%	10 1%	4 *% a	3 *% a	8 1%	2 *% a	2 1%	13 1%	* *% a	- -%	** **	* *% a	2 *% a	8 1%	6 1%	6 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			
	Total	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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
Zen	12 1%	9 1%	3 *%	6 1%	3 *%	- -%	4 1%	10 1%	2 1%	- -%	** **	- -%	4 1%	7 1%	4 1%	7 1%
Community Fibre	7 *%	1 *%	5 1%	2 *%	1 *%	3 1%	1 *%	7 *%	- -%	- -%	** **	1 *%	1 *%	3 *%	3 *%	3 *%
OVO/ SSE	6 *%	6 1%	* *%	- -%	1 *%	2 *%	3 1%	4 *%	1 1%	1 1%	** **	- -%	5 1%	1 *%	5 1%	* *%
Gigaclear	5 *%	3 *%	2 *%	4 1%	1 *%	* *%	- -%	5 *%	- -%	- -%	** **	1 1%	2 *%	1 *%	3 *%	1 *%
POP Telecom	2 *%	- -%	2 *%	1 *%	- -%	1 *%	- -%	2 *%	- -%	- -%	** **	1 *%	- -%	- -%	- -%	1 *%
Your Co-op	1 *%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	- -%	** **	- -%	- -%	1 *%	1 *%	- -%
Other supplier	45 2%	25 2%	19 2%	21 3%	11 2%	4 1%	8 2%	34 2%	6 3%	3 3%	** **	5 2%	12 2%	22 3%	15 2%	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.

**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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
I am currently within my minimum contract period	1485	**	1016	177	880	587	469	127	109	1080	243	1173	149	822	500	188
	70%	**	71%	65%	70%	71%	67%	89%	92%	70%	74%	70%	76%	73%	68%	78%
								ab	ab							b
My minimum contract period has ended, I am out of contract	338	**	231	49	201	142	108	10	5	244	49	265	27	184	108	31
	16%	**	16%	18%	16%	17%	16%	7%	4%	16%	15%	16%	14%	16%	15%	13%
						cd	d									
I don't know whether I am within my minimum contract period or whether it has ended	215	**	148	26	130	70	85	5	4	165	25	176	13	96	94	20
	10%	**	10%	10%	10%	9%	12%	3%	4%	11%	8%	11%	7%	8%	13%	8%
							c								a	
I'm not sure/don't know if I ever had a contract	79	**	46	19	39	24	34	-	-	56	11	60	6	29	37	4
	4%	**	3%	7%	3%	3%	5%	-%	-%	4%	3%	4%	3%	3%	5%	2%
				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.

**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

	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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
I am currently within my minimum contract period	1485	349	1136	504	981	882	603	247	184	176	603	256	523
	70%	68%	71%	69%	71%	72%	68%	84%	87%	68%	73%	70%	72%
								ab	ab				
My minimum contract period has ended, I am out of contract	338	84	254	116	222	196	142	24	12	43	127	54	116
	16%	16%	16%	16%	16%	16%	16%	8%	6%	17%	15%	15%	16%
						cd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	215	55	159	76	139	112	103	18	13	32	73	43	61
	10%	11%	10%	10%	10%	9%	12%	6%	6%	12%	9%	12%	8%
							c						
I'm not sure/don't know if I ever had a contract	79	27	51	35	44	34	45	4	1	8	27	10	25
	4%	5%	3%	5%	3%	3%	5%	1%	1%	3%	3%	3%	3%
							acd						

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

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**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
I am currently within my minimum contract period	1485	355	424	**	**	96	227	**	**	779	322	1173	313
	70%	73%	70%	**	**	69%	67%	**	**	72%	68%	70%	70%
My minimum contract period has ended, I am out of contract	338	80	90	**	**	25	58	**	**	170	83	272	66
	16%	17%	15%	**	**	18%	17%	**	**	16%	17%	16%	15%
I don't know whether I am within my minimum contract period or whether it has ended	215	42	63	**	**	12	37	**	**	104	49	175	40
	10%	9%	10%	**	**	9%	11%	**	**	10%	10%	10%	9%
I'm not sure/don't know if I ever had a contract	79	8	27	**	**	5	16	**	**	35	21	52	27
	4%	2%	5%	**	**	3%	5%	**	**	3%	4%	3%	6%

a

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

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**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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
I am currently within my minimum contract period	1485	413	408	**	271	335	98	550	531	1179	304	112	311	604	567
	70%	69%	71%	**	73%	68%	72%	69%	69%	69%	74%	73%	69%	70%	71%
My minimum contract period has ended, I am out of contract	338	98	94	**	60	80	16	137	138	291	47	13	63	159	116
	16%	16%	16%	**	16%	16%	12%	17%	18%	17%	12%	9%	14%	18%	15%
								ef	ef	ef					
I don't know whether I am within my minimum contract period or whether it has ended	215	71	57	**	29	54	17	81	78	177	38	15	57	81	75
	10%	12%	10%	**	8%	11%	12%	10%	10%	10%	9%	10%	13%	9%	9%
I'm not sure/don't know if I ever had a contract	79	18	19	**	10	27	5	27	27	59	20	12	19	24	36
	4%	3%	3%	**	3%	5%	4%	3%	3%	3%	5%		4%	3%	5%
												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.

**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 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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
I am currently within my minimum contract period	1485	791	680	438	428	275	333	1217	140	78	**	161	537	474	450	814
	70%	69%	71%	69%	69%	70%	74%	70%	72%	71%	**	72%	74%	65%	69%	70%
													c			
My minimum contract period has ended, I am out of contract	338	200	134	110	120	61	45	282	24	17	**	30	103	153	101	192
	16%	18%	14%	17%	19%	15%	10%	16%	12%	16%	**	13%	14%	21%	16%	17%
				d	d									b		
I don't know whether I am within my minimum contract period or whether it has ended	215	112	100	58	54	50	48	167	27	10	**	28	57	79	73	107
	10%	10%	10%	9%	9%	13%	11%	10%	14%	10%	**	13%	8%	11%	11%	9%
I'm not sure/don't know if I ever had a contract	79	37	42	25	20	8	25	68	3	4	**	5	32	22	25	42
	4%	3%	4%	4%	3%	2%	6%	4%	2%	4%	**	2%	4%	3%	4%	4%
							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.

**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	1506	37	887	161	763	522	402	115	95	1104	223	1199	128	823	504	201
Effective Weighted Sample	1269	35	798	147	687	469	364	102	84	920	195	1001	114	690	424	162
Total	1485	41	1016	177	880	587	469	127	109	1080	243	1173	149	822	500	188
Very certain	1094	**	782	128	682	455	355	100	**	813	173	882	103	618	368	144
	74%	**	77%	73%	77%	78%	76%	79%	**	75%	71%	75%	69%	75%	74%	77%
Fairly certain	348	**	214	44	182	121	105	25	**	239	64	263	40	186	117	41
	23%	**	21%	25%	21%	21%	22%	20%	**	22%	26%	22%	27%	23%	23%	22%
Not very certain	34	**	15	3	13	9	7	1	**	24	3	25	2	14	13	3
	2%	**	1%	2%	1%	2%	1%	1%	**	2%	1%	2%	2%	2%	3%	1%
Don't know	9	**	5	1	3	2	3	-	**	4	3	4	3	4	2	-
	1%	**	*%	1%	*%	*%	1%	-%	**	*%	1%	*%	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.

**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

	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	1506	466	1040	625	881	908	598	275	199	168	466	238	396
Effective Weighted Sample	1269	371	916	503	780	761	508	221	162	146	417	206	357
Total	1485	349	1136	504	981	882	603	247	184	176	603	256	523
Very certain	1094	228	866	340	754	668	426	193	147	124	458	179	403
	74%	65%	76%	67%	77%	76%	71%	78%	80%	71%	76%	70%	77%
			a		a								
Fairly certain	348	104	244	142	206	195	153	48	34	49	131	70	110
	23%	30%	21%	28%	21%	22%	25%	20%	19%	28%	22%	27%	21%
		b		b									
Not very certain	34	13	21	18	16	14	20	6	2	2	12	4	9
	2%	4%	2%	4%	2%	2%	3%	2%	1%	1%	2%	2%	2%
Don't know	9	5	5	5	5	5	4	1	1	2	3	3	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	1506	285	349	67	45	123	284	13	11	634	407	1165	341
Effective Weighted Sample	1269	251	309	54	36	107	257	10	8	560	365	969	306
Total	1485	355	424	75	52	96	227	11	10	779	322	1173	313
Very certain	1094	256	326	**	**	67	173	**	**	582	240	849	245
	74%	72%	77%	**	**	70%	76%	**	**	75%	74%	72%	78%
Fairly certain	348	91	88	**	**	27	45	**	**	179	73	289	58
	23%	26%	21%	**	**	29%	20%	**	**	23%	23%	25%	19%
Not very certain	34	8	6	**	**	1	7	**	**	13	8	25	9
	2%	2%	1%	**	**	1%	3%	**	**	2%	3%	2%	3%
Don't know	9	-	4	**	**	-	1	**	**	4	1	9	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.

**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	1506	468	264	53	283	447	86	534	562	1182	321	118	312	587	604
Effective Weighted Sample	1269	448	255	51	237	355	63	430	497	977	294	110	235	498	545
Total	1485	413	408	69	271	335	98	550	531	1179	304	112	311	604	567
Very certain	1094	324	324	**	185	220	**	366	419	835	256	96	176	448	467
	74%	79%	79%	**	68%	66%	**	66%	79%	71%	84%	86%	57%	74%	82%
		de	de					bd	bd	bd	bd	bd	a	ab	
Fairly certain	348	81	77	**	75	98	**	170	96	306	41	13	118	145	85
	23%	20%	19%	**	28%	29%	**	31%	18%	26%	14%	12%	38%	24%	15%
					a	ab		cef	cef	cef			bc	c	
Not very certain	34	7	6	**	8	13	**	13	10	29	5	2	15	8	11
	2%	2%	2%	**	3%	4%	**	2%	2%	2%	2%	2%	5%	1%	2%
													b		
Don't know	9	1	1	**	2	5	**	1	6	9	1	1	2	3	4
	1%	*%	*%	**	1%	1%	**	*%	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.

**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	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	1506	783	702	462	434	265	334	1241	142	77	46	150	523	492	448	829
Effective Weighted Sample	1269	670	583	399	356	226	281	1044	121	67	37	124	447	414	374	705
Total	1485	791	680	438	428	275	333	1217	140	78	50	161	537	474	450	814
Very certain	1094	615	470	331	317	196	242	904	98	**	**	102	390	369	325	621
	74%	78%	69%	76%	74%	71%	73%	74%	70%	**	**	63%	73%	78%	72%	76%
		b											a			
Fairly certain	348	158	185	93	100	69	83	278	37	**	**	57	130	92	114	168
	23%	20%	27%	21%	23%	25%	25%	23%	26%	**	**	35%	24%	19%	25%	21%
			a									bc				
Not very certain	34	13	20	11	11	8	4	28	4	**	**	3	13	12	9	19
	2%	2%	3%	2%	3%	3%	1%	2%	3%	**	**	2%	2%	2%	2%	2%
Don't know	9	4	5	2	1	3	4	8	2	**	**	-	3	1	2	6
	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	334	19	204	44	179	128	95	11	4	243	42	263	22	186	99	31
Effective Weighted Sample	285	18	182	39	161	116	84	9	3	209	35	226	18	157	87	24
Total	338	19	231	49	201	142	108	10	5	244	49	265	27	184	108	31
Very certain	181	**	132	**	113	89	**	**	**	142	**	155	**	108	**	**
	53%	**	57%	**	56%	63%	**	**	**	58%	**	58%	**	59%	**	**
Fairly certain	127	**	80	**	73	46	**	**	**	83	**	91	**	62	**	**
	38%	**	35%	**	36%	32%	**	**	**	34%	**	34%	**	34%	**	**
Not very certain	27	**	17	**	15	7	**	**	**	16	**	17	**	14	**	**
	8%	**	7%	**	8%	5%	**	**	**	6%	**	6%	**	7%	**	**
Don't know	3	**	2	**	-	1	**	**	**	3	**	3	**	-	**	**
	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 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

	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	334	104	230	137	197	193	141	23	11	36	99	48	87
Effective Weighted Sample	285	84	203	111	176	163	122	17	9	31	90	39	81
Total	338	84	254	116	222	196	142	24	12	43	127	54	116
Very certain	181	36	145	56	125	109	72	**	**	**	**	**	**
	53%	42%	57%	48%	56%	56%	51%	**	**	**	**	**	**
Fairly certain	127	39	88	47	79	75	52	**	**	**	**	**	**
	38%	47%	34%	41%	36%	38%	37%	**	**	**	**	**	**
Not very certain	27	7	20	9	18	13	14	**	**	**	**	**	**
	8%	9%	8%	8%	8%	6%	10%	**	**	**	**	**	**
Don't know	3	2	2	3	-	-	3	**	**	**	**	**	**
	1%	2%	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.

**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 ~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	334	64	71	14	7	30	71	4	3	135	101	266	68
Effective Weighted Sample	285	57	63	12	7	28	65	4	3	120	93	225	60
Total	338	80	90	17	12	25	58	3	2	170	83	272	66
Very certain	181	**	**	**	**	**	**	**	**	97	51	142	**
	53%	**	**	**	**	**	**	**	**	57%	62%	52%	**
Fairly certain	127	**	**	**	**	**	**	**	**	56	28	107	**
	38%	**	**	**	**	**	**	**	**	33%	33%	39%	**
Not very certain	27	**	**	**	**	**	**	**	**	16	3	21	**
	8%	**	**	**	**	**	**	**	**	9%	4%	8%	**
Don't know	3	**	**	**	**	**	**	**	**	2	1	3	**
	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	334	110	63	6	59	98	15	126	141	282	52	15	62	152	120
Effective Weighted Sample	285	105	61	5	48	79	11	105	126	239	48	14	48	129	109
Total	338	98	94	8	60	80	16	137	138	291	47	13	63	159	116
Very certain	181	59	**	**	**	**	**	68	81	151	**	**	**	91	70
	53%	60%	**	**	**	**	**	49%	59%	52%	**	**	**	57%	60%
Fairly certain	127	34	**	**	**	**	**	56	43	113	**	**	**	53	37
	38%	35%	**	**	**	**	**	41%	31%	39%	**	**	**	33%	32%
Not very certain	27	5	**	**	**	**	**	13	11	24	**	**	**	14	7
	8%	5%	**	**	**	**	**	9%	8%	8%	**	**	**	9%	6%
Don't know	3	-	**	**	**	**	**	*	3	3	**	**	**	2	1
	1%	-%	**	**	**	**	**	*%	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.

**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 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	334	198	131	115	115	55	47	279	24	18	13	28	101	152	105	190
Effective Weighted Sample	285	170	111	103	95	47	41	239	20	15	11	24	85	132	87	165
Total	338	200	134	110	120	61	45	282	24	17	16	30	103	153	101	192
Very certain	181 53%	108 54%	70 52%	58 53%	67 56%	** **	** **	153 54%	** **	** **	** **	** **	57 55%	80 52%	56 55%	110 57%
Fairly certain	127 38%	71 35%	55 41%	45 41%	42 35%	** **	** **	103 37%	** **	** **	** **	** **	35 34%	59 39%	37 37%	65 34%
Not very certain	27 8%	19 10%	7 5%	6 5%	9 7%	** **	** **	24 8%	** **	** **	** **	** **	9 9%	14 9%	8 7%	17 9%
Don't know	3 1%	2 1%	1 1%	1 1%	2 2%	** **	** **	2 1%	** **	** **	** **	** **	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.

**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	841	36	448	95	389	236	248	31	22	595	113	640	68	391	317	77
Effective Weighted Sample	705	35	401	86	350	212	223	27	20	495	99	535	59	324	269	59
Total	842	40	526	111	455	279	287	34	27	589	133	639	83	406	315	79
Within the last 2 years	466	**	274	**	234	166	129	**	**	333	70	360	**	230	173	**
	55%	**	52%	**	51%	59%	45%	**	**	57%	53%	56%	**	57%	55%	**
						b										
Longer than 2 years ago	328	**	227	**	201	101	142	**	**	229	52	247	**	161	120	**
	39%	**	43%	**	44%	36%	49%	**	**	39%	39%	39%	**	40%	38%	**
						a										
Don't know	47	**	26	**	20	13	16	**	**	27	11	31	**	15	22	**
	6%	**	5%	**	4%	4%	5%	**	**	5%	8%	5%	**	4%	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.

**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

	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	841	318	523	397	444	437	404	95	59	97	227	134	190
Effective Weighted Sample	705	253	461	317	394	363	343	73	46	83	203	115	171
Total	842	252	590	334	507	447	395	92	59	112	298	157	253
Within the last 2 years	466	156	310	205	261	279	188	**	**	**	156	89	129
	55%	62%	53%	61%	51%	62%	48%	**	**	**	52%	57%	51%
		b		b		b							
Longer than 2 years ago	328	78	250	107	221	148	180	**	**	**	126	60	109
	39%	31%	42%	32%	44%	33%	46%	**	**	**	42%	38%	43%
			a		a		a						
Don't know	47	18	29	22	25	20	27	**	**	**	17	8	15
	6%	7%	5%	7%	5%	4%	7%	**	**	**	6%	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.

**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 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	841	144	180	31	21	67	158	12	10	324	225	671	170
Effective Weighted Sample	705	126	160	24	17	59	141	10	9	286	200	558	148
Total	842	181	229	34	27	54	129	12	10	410	184	681	161
Within the last 2 years	466	111	107	**	**	**	69	**	**	218	105	381	85
	55%	61%	47%	**	**	**	53%	**	**	53%	57%	56%	53%
		b											
Longer than 2 years ago	328	64	106	**	**	**	55	**	**	170	71	261	67
	39%	35%	46%	**	**	**	43%	**	**	41%	39%	38%	41%
Don't know	47	6	16	**	**	**	5	**	**	22	8	38	9
	6%	3%	7%	**	**	**	4%	**	**	5%	4%	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.

**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	841	235	126	25	150	308	75	351	283	709	131	49	256	314	270
Effective Weighted Sample	705	223	121	24	127	244	54	290	250	587	120	45	196	270	243
Total	842	217	197	33	155	243	84	362	273	718	123	48	254	330	257
Within the last 2 years	466	118	99	**	88	149	**	221	136	405	61	**	159	178	129
	55%	54%	50%	**	57%	61%	**	61%	50%	56%	50%	**	63%	54%	50%
								c					c		
Longer than 2 years ago	328	94	87	**	57	76	**	123	118	272	56	**	83	134	111
	39%	43%	44%	**	37%	31%	**	34%	43%	38%	46%	**	33%	41%	43%
		e													
Don't know	47	4	11	**	10	18	**	18	19	41	5	**	12	18	17
	6%	2%	6%	**	6%	7%	**	5%	7%	6%	4%	**	5%	5%	7%
						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.

**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	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	841	404	425	250	242	153	189	680	82	43	36	94	269	282	269	424
Effective Weighted Sample	705	345	350	216	198	127	159	568	72	36	30	76	229	242	219	364
Total	842	416	417	241	239	162	192	677	86	41	37	100	283	280	268	425
Within the last 2 years	466	228	233	123	131	100	108	369	**	**	**	**	163	142	156	227
	55%	55%	56%	51%	55%	62%	56%	55%	**	**	**	**	58%	51%	58%	53%
Longer than 2 years ago	328	171	155	108	94	54	70	269	**	**	**	**	106	126	102	169
	39%	41%	37%	45%	39%	33%	37%	40%	**	**	**	**	37%	45%	38%	40%
Don't know	47	17	29	10	14	9	14	39	**	**	**	**	14	12	10	29
	6%	4%	7%	4%	6%	5%	7%	6%	**	**	**	**	5%	4%	4%	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.

**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	841	36	448	95	389	236	248	31	22	595	113	640	68	391	317	77
Effective Weighted Sample	705	35	401	86	350	212	223	27	20	495	99	535	59	324	269	59
Total	842	40	526	111	455	279	287	34	27	589	133	639	83	406	315	79
Yes	257	**	154	**	136	80	81	**	**	170	45	180	**	123	91	**
	30%	**	29%	**	30%	29%	28%	**	**	29%	34%	28%	**	30%	29%	**
No	540	**	344	**	294	182	192	**	**	389	79	425	**	256	212	**
	64%	**	65%	**	65%	65%	67%	**	**	66%	59%	67%	**	63%	67%	**
Don't know	45	**	29	**	25	18	14	**	**	30	9	34	**	27	12	**
	5%	**	6%	**	6%	6%	5%	**	**	5%	7%	5%	**	7%	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.

**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	841	318	523	397	444	437	404	95	59	97	227	134	190
Effective Weighted Sample	705	253	461	317	394	363	343	73	46	83	203	115	171
Total	842	252	590	334	507	447	395	92	59	112	298	157	253
Yes	257	88	169	108	149	143	113	**	**	**	94	58	79
	30%	35%	29%	32%	29%	32%	29%	**	**	**	31%	37%	31%
No	540	151	389	211	329	280	259	**	**	**	191	89	161
	64%	60%	66%	63%	65%	63%	66%	**	**	**	64%	57%	64%
Don't know	45	14	32	16	30	23	23	**	**	**	14	10	13
	5%	5%	5%	5%	6%	5%	6%	**	**	**	5%	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	841	144	180	31	21	67	158	12	10	324	225	671	170
Effective Weighted Sample	705	126	160	24	17	59	141	10	9	286	200	558	148
Total	842	181	229	34	27	54	129	12	10	410	184	681	161
Yes	257	67	70	**	**	**	33	**	**	137	48	227	29
	30%	37%	30%	**	**	**	25%	**	**	33%	26%	33%	18%
												b	
No	540	104	146	**	**	**	93	**	**	250	130	421	119
	64%	57%	64%	**	**	**	71%	**	**	61%	71%	62%	74%
												a	
Don't know	45	10	13	**	**	**	4	**	**	23	6	32	13
	5%	6%	6%	**	**	**	3%	**	**	6%	3%	5%	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.

**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	841	235	126	25	150	308	75	351	283	709	131	49	256	314	270
Effective Weighted Sample	705	223	121	24	127	244	54	290	250	587	120	45	196	270	243
Total	842	217	197	33	155	243	84	362	273	718	123	48	254	330	257
Yes	257	54	62	**	53	82	**	129	64	229	27	**	95	107	55
	30%	25%	31%	**	34%	34%	**	36%	24%	32%	22%	**	37%	32%	22%
								ce		c			c	c	
No	540	151	126	**	95	148	**	216	189	449	90	**	150	203	186
	64%	69%	64%	**	61%	61%	**	60%	69%	63%	73%	**	59%	62%	72%
										b					ab
Don't know	45	13	9	**	7	14	**	17	20	40	6	**	10	20	16
	5%	6%	4%	**	4%	6%	**	5%	7%	6%	5%	**	4%	6%	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.

**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	841	404	425	250	242	153	189	680	82	43	36	94	269	282	269	424
Effective Weighted Sample	705	345	350	216	198	127	159	568	72	36	30	76	229	242	219	364
Total	842	416	417	241	239	162	192	677	86	41	37	100	283	280	268	425
Yes	257	106	149	70	64	66	52	199	**	**	**	**	79	74	96	118
	30%	25%	36%	29%	27%	41%	27%	29%	**	**	**	**	28%	26%	36%	28%
			a			bd										
No	540	290	245	162	159	86	130	441	**	**	**	**	185	195	159	284
	64%	70%	59%	67%	67%	53%	68%	65%	**	**	**	**	66%	70%	59%	67%
		b		c	c		c									
Don't know	45	21	23	10	16	10	10	37	**	**	**	**	18	10	14	23
	5%	5%	6%	4%	7%	6%	5%	6%	**	**	**	**	6%	4%	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.

**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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
VERY CERTAIN IN CONTRACT	1094	**	782	128	682	455	355	100	87	813	173	882	103	618	368	144
	52%	**	54%	47%	55%	55%	51%	71%	73%	53%	53%	53%	53%	55%	50%	59%
								ab	ab							b
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	621	**	369	76	319	209	185	34	27	428	103	463	67	308	223	69
	29%	**	26%	28%	26%	25%	26%	24%	23%	28%	31%	28%	34%	27%	30%	29%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	143	**	102	25	89	45	68	-	-	107	20	116	11	63	63	7
	7%	**	7%	9%	7%	5%	10%	-	-	7%	6%	7%	5%	6%	9%	3%
						c	acd								c	
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)	78	**	56	11	48	24	34	1	-	54	10	59	5	35	29	3
	4%	**	4%	4%	4%	3%	5%	1%	-	4%	3%	4%	3%	3%	4%	1%
VERY CERTAIN OUT OF CONTRACT	181	**	132	32	113	89	55	7	4	142	22	155	10	108	56	19
	9%	**	9%	12%	9%	11%	8%	5%	4%	9%	7%	9%	5%	10%	8%	8%
<b>SUMMARY</b>																
IN CONTRACT	1716	**	1151	204	1000	665	539	134	114	1241	275	1345	170	925	591	214
	81%	**	80%	75%	80%	81%	77%	95%	96%	80%	84%	80%	87%	82%	80%	88%
								ab	ab							b
OUT OF CONTRACT	258	**	188	42	160	113	90	8	4	197	32	214	15	144	85	22
	12%	**	13%	16%	13%	14%	13%	5%	4%	13%	10%	13%	8%	13%	11%	9%
						cd	d									

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 - FIXED BROADBAND**

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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
VERY CERTAIN IN CONTRACT	1094	228	866	340	754	668	426	193	147	124	458	179	403
	52%	44%	54%	47%	54%	55%	48%	66%	70%	48%	55%	49%	56%
			a		a	b		ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	621	203	418	262	360	354	267	88	56	86	214	122	179
	29%	39%	26%	36%	26%	29%	30%	30%	26%	33%	26%	33%	25%
		b		b								b	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	143	32	111	46	97	56	86	2	2	19	53	25	47
	7%	6%	7%	6%	7%	5%	10%	1%	1%	7%	6%	7%	6%
						cd	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)	78	17	61	27	51	36	42	2	2	7	31	11	27
	4%	3%	4%	4%	4%	3%	5%	1%	1%	3%	4%	3%	4%
							cd						
VERY CERTAIN OUT OF CONTRACT	181	36	145	56	125	109	72	8	4	23	74	28	69
	9%	7%	9%	8%	9%	9%	8%	3%	2%	9%	9%	8%	10%
						cd	cd						
<b>SUMMARY</b>													
IN CONTRACT	1716	432	1284	602	1114	1023	693	281	203	211	672	301	582
	81%	84%	80%	82%	80%	84%	78%	96%	96%	81%	81%	83%	80%
						b		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 - 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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
OUT OF CONTRACT	258	52	206	83	176	145	114	10	6	30	105	38	96
	12%	10%	13%	11%	13%	12%	13%	3%	3%	11%	13%	11%	13%
						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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
VERY CERTAIN IN CONTRACT	1094	256	326	**	**	67	173	**	**	582	240	849	245
	52%	53%	54%	**	**	49%	51%	**	**	53%	51%	51%	55%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	621	146	154	**	**	41	86	**	**	301	127	511	110
	29%	30%	26%	**	**	30%	25%	**	**	28%	27%	31%	25%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	143	20	51	**	**	7	31	**	**	71	38	106	37
	7%	4%	8%	**	**	5%	9%	**	**	7%	8%	6%	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)	78	15	23	**	**	7	13	**	**	38	20	63	14
	4%	3%	4%	**	**	5%	4%	**	**	3%	4%	4%	3%
VERY CERTAIN OUT OF CONTRACT	181	47	49	**	**	16	35	**	**	97	51	142	39
	9%	10%	8%	**	**	12%	10%	**	**	9%	11%	8%	9%
<b>SUMMARY</b>													
IN CONTRACT	1716	402	481	**	**	108	259	**	**	883	366	1361	355
	81%	83%	80%	**	**	78%	77%	**	**	81%	77%	81%	80%
OUT OF CONTRACT	258	62	72	**	**	23	48	**	**	134	71	205	53
	12%	13%	12%	**	**	16%	14%	**	**	12%	15%	12%	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.

**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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
VERY CERTAIN IN CONTRACT	1094	324	324	**	185	220	50	366	419	835	256	96	176	448	467
	52%	54%	56%	**	50%	44%	37%	46%	54%	49%	63%	63%	39%	52%	59%
		e	e						ab		abcd	abd		a	ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	621	148	134	**	123	196	72	292	177	541	80	32	217	243	162
	29%	25%	23%	**	33%	39%	53%	37%	23%	32%	20%	21%	48%	28%	20%
					ab	ab	bcdef	cef		cef			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	143	47	37	**	19	31	8	40	61	109	33	15	25	53	64
	7%	8%	6%	**	5%	6%	6%	5%	8%	6%	8%	10%	6%	6%	8%
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)	78	22	25	**	13	16	4	30	35	68	9	1	12	34	32
	4%	4%	4%	**	4%	3%	3%	4%	5%	4%	2%	*%	3%	4%	4%
VERY CERTAIN OUT OF CONTRACT	181	59	57	**	29	33	2	68	81	151	30	9	20	91	70
	9%	10%	10%	**	8%	7%	1%	9%	10%	9%	7%	6%	4%	10%	9%
								a	a	a				a	a
<b>SUMMARY</b>															
IN CONTRACT	1716	472	458	**	308	415	122	658	596	1376	337	128	393	691	629
	81%	79%	79%	**	83%	84%	90%	83%	77%	81%	82%	84%	87%	80%	79%
							c	c					bc		
OUT OF CONTRACT	258	81	83	**	43	49	5	98	117	220	39	10	32	125	102
	12%	13%	14%	**	11%	10%	4%	12%	15%	13%	10%	6%	7%	14%	13%
								a	aef	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.

**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 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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
VERY CERTAIN IN CONTRACT	1094 52%	615 54%	470 49%	331 53%	317 51%	196 50%	242 54%	904 52%	98 50%	61 56%	** **	102 45%	390 54%	369 51%	325 50%	621 54%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	621 29%	291 26%	323 34%	168 27%	176 28%	130 33%	142 32%	499 29%	64 33%	31 29%	** **	91 41%	213 29%	186 25%	205 32%	303 26%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	143 7%	78 7%	63 7%	50 8%	36 6%	21 5%	32 7%	119 7%	13 6%	7 6%	** **	6 3%	48 7%	54 7%	47 7%	75 7%
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)	78 4%	47 4%	31 3%	23 4%	27 4%	11 3%	17 4%	60 3%	10 5%	3 3%	** **	2 1%	22 3%	40 6%	16 2%	46 4%
VERY CERTAIN OUT OF CONTRACT	181 9%	108 10%	70 7%	58 9%	67 11%	36 9%	18 4%	153 9%	10 5%	7 7%	** **	23 10%	57 8%	80 11%	56 9%	110 10%
<b>SUMMARY</b>																
IN CONTRACT	1716 81%	907 80%	792 83%	499 79%	493 79%	326 83%	384 85%	1402 81%	162 83%	92 84%	** **	193 86%	603 83%	555 76%	530 82%	924 80%
												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.

**SUMMARY OF CONTRACT STATUS - FIXED BROADBAND**

Base : Those responsible for the household's fixed broadband 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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
OUT OF CONTRACT	258	155	101	81	93	47	35	214	20	10	**	26	79	120	72	156
	12%	14%	11%	13% d	15% d	12%	8%	12%	10%	9%	**	11%	11%	16% b	11%	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.

**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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
TOTAL IN CONTRACT	1485	**	1016	177	880	587	469	127	109	1080	243	1173	149	822	500	188
	70%	**	71%	65%	70%	71%	67%	89%	92%	70%	74%	70%	76%	73%	68%	78%
								ab	ab							b
VERY CERTAIN	1094	**	782	128	682	455	355	100	87	813	173	882	103	618	368	144
	52%	**	54%	47%	55%	55%	51%	71%	73%	53%	53%	53%	53%	55%	50%	59%
								ab	ab							b
NOT 'VERY CERTAIN'	391	**	234	49	198	132	115	26	22	267	70	291	46	205	132	44
	18%	**	16%	18%	16%	16%	16%	18%	19%	17%	22%	17%	23%	18%	18%	18%
TOTAL OUT OF CONTRACT	338	**	231	49	201	142	108	10	5	244	49	265	27	184	108	31
	16%	**	16%	18%	16%	17%	16%	7%	4%	16%	15%	16%	14%	16%	15%	13%
						cd	d									
VERY CERTAIN	181	**	132	32	113	89	55	7	4	142	22	155	10	108	56	19
	9%	**	9%	12%	9%	11%	8%	5%	4%	9%	7%	9%	5%	10%	8%	8%
NOT 'VERY CERTAIN'	157	**	99	18	88	53	53	3	1	102	27	111	18	76	52	12
	7%	**	7%	7%	7%	6%	8%	2%	1%	7%	8%	7%	9%	7%	7%	5%
							d									
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	215	**	148	26	130	70	85	5	4	165	25	176	13	96	94	20
	10%	**	10%	10%	10%	9%	12%	3%	4%	11%	8%	11%	7%	8%	13%	8%
							c								a	
NOT SURE IF EVER HAD A CONTRACT	79	**	46	19	39	24	34	-	-	56	11	60	6	29	37	4
	4%	**	3%	7%	3%	3%	5%	-%	-%	4%	3%	4%	3%	3%	5%	2%
				b											a	

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

	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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
TOTAL IN CONTRACT	1485	349	1136	504	981	882	603	247	184	176	603	256	523
	70%	68%	71%	69%	71%	72%	68%	84%	87%	68%	73%	70%	72%
								ab	ab				
VERY CERTAIN	1094	228	866	340	754	668	426	193	147	124	458	179	403
	52%	44%	54%	47%	54%	55%	48%	66%	70%	48%	55%	49%	56%
			a		a	b		ab	ab				
NOT 'VERY CERTAIN'	391	121	270	164	227	214	177	54	37	52	145	76	120
	18%	23%	17%	22%	16%	17%	20%	19%	18%	20%	17%	21%	17%
		b		b									
TOTAL OUT OF CONTRACT	338	84	254	116	222	196	142	24	12	43	127	54	116
	16%	16%	16%	16%	16%	16%	16%	8%	6%	17%	15%	15%	16%
						cd	cd						
VERY CERTAIN	181	36	145	56	125	109	72	8	4	23	74	28	69
	9%	7%	9%	8%	9%	9%	8%	3%	2%	9%	9%	8%	10%
						cd	cd						
NOT 'VERY CERTAIN'	157	48	109	60	97	87	70	16	8	20	53	27	47
	7%	9%	7%	8%	7%	7%	8%	6%	4%	8%	6%	7%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	215	55	159	76	139	112	103	18	13	32	73	43	61
	10%	11%	10%	10%	10%	9%	12%	6%	6%	12%	9%	12%	8%
							c						
NOT SURE IF EVER HAD A CONTRACT	79	27	51	35	44	34	45	4	1	8	27	10	25
	4%	5%	3%	5%	3%	3%	5%	1%	1%	3%	3%	3%	3%
							acd						

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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
TOTAL IN CONTRACT	1485	355	424	**	**	96	227	**	**	779	322	1173	313
	70%	73%	70%	**	**	69%	67%	**	**	72%	68%	70%	70%
VERY CERTAIN	1094	256	326	**	**	67	173	**	**	582	240	849	245
	52%	53%	54%	**	**	49%	51%	**	**	53%	51%	51%	55%
NOT 'VERY CERTAIN'	391	99	98	**	**	29	54	**	**	197	82	323	68
	18%	20%	16%	**	**	21%	16%	**	**	18%	17%	19%	15%
TOTAL OUT OF CONTRACT	338	80	90	**	**	25	58	**	**	170	83	272	66
	16%	17%	15%	**	**	18%	17%	**	**	16%	17%	16%	15%
VERY CERTAIN	181	47	49	**	**	16	35	**	**	97	51	142	39
	9%	10%	8%	**	**	12%	10%	**	**	9%	11%	8%	9%
NOT 'VERY CERTAIN'	157	33	41	**	**	9	23	**	**	74	32	131	27
	7%	7%	7%	**	**	6%	7%	**	**	7%	7%	8%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	215	42	63	**	**	12	37	**	**	104	49	175	40
	10%	9%	10%	**	**	9%	11%	**	**	10%	10%	10%	9%
NOT SURE IF EVER HAD A CONTRACT	79	8	27	**	**	5	16	**	**	35	21	52	27
	4%	2%	5%	**	**	3%	5%	**	**	3%	4%	3%	6%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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) - 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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
TOTAL IN CONTRACT	1485	413	408	**	271	335	98	550	531	1179	304	112	311	604	567
	70%	69%	71%	**	73%	68%	72%	69%	69%	69%	74%	73%	69%	70%	71%
VERY CERTAIN	1094	324	324	**	185	220	50	366	419	835	256	96	176	448	467
	52%	54%	56%	**	50%	44%	37%	46%	54%	49%	63%	63%	39%	52%	59%
		e	e						ab		abcd	abd		a	ab
NOT 'VERY CERTAIN'	391	89	84	**	85	115	48	184	112	344	47	16	135	156	100
	18%	15%	15%	**	23%	23%	35%	23%	14%	20%	12%	11%	30%	18%	13%
					ab	ab	bcdef	cef		cef			bc	c	
TOTAL OUT OF CONTRACT	338	98	94	**	60	80	16	137	138	291	47	13	63	159	116
	16%	16%	16%	**	16%	16%	12%	17%	18%	17%	12%	9%	14%	18%	15%
								ef	ef	ef					
VERY CERTAIN	181	59	57	**	29	33	2	68	81	151	30	9	20	91	70
	9%	10%	10%	**	8%	7%	1%	9%	10%	9%	7%	6%	4%	10%	9%
								a	a	a				a	a
NOT 'VERY CERTAIN'	157	39	37	**	31	47	14	69	56	140	18	4	43	68	46
	7%	6%	6%	**	8%	9%	10%	9%	7%	8%	4%	3%	10%	8%	6%
							f	ef		e			c		
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	215	71	57	**	29	54	17	81	78	177	38	15	57	81	75
	10%	12%	10%	**	8%	11%	12%	10%	10%	10%	9%	10%	13%	9%	9%
NOT SURE IF EVER HAD A CONTRACT	79	18	19	**	10	27	5	27	27	59	20	12	19	24	36
	4%	3%	3%	**	3%	5%	4%	3%	3%	3%	5%	8%	4%	3%	5%

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.

**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 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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
TOTAL IN CONTRACT	1485	791	680	438	428	275	333	1217	140	78	**	161	537	474	450	814
	70%	69%	71%	69%	69%	70%	74%	70%	72%	71%	**	72%	74%	65%	69%	70%
													c			
VERY CERTAIN	1094	615	470	331	317	196	242	904	98	61	**	102	390	369	325	621
	52%	54%	49%	53%	51%	50%	54%	52%	50%	56%	**	45%	54%	51%	50%	54%
NOT 'VERY CERTAIN'	391	175	211	107	112	79	91	313	43	17	**	60	147	105	125	193
	18%	15%	22%	17%	18%	20%	20%	18%	22%	16%	**	27%	20%	14%	19%	17%
			a									c	c			
TOTAL OUT OF CONTRACT	338	200	134	110	120	61	45	282	24	17	**	30	103	153	101	192
	16%	18%	14%	17%	19%	15%	10%	16%	12%	16%	**	13%	14%	21%	16%	17%
				d	d									b		
VERY CERTAIN	181	108	70	58	67	36	18	153	10	7	**	23	57	80	56	110
	9%	10%	7%	9%	11%	9%	4%	9%	5%	7%	**	10%	8%	11%	9%	10%
				d	d	d										
NOT 'VERY CERTAIN'	157	92	64	52	53	25	27	128	13	10	**	7	47	73	45	82
	7%	8%	7%	8%	9%	6%	6%	7%	7%	9%	**	3%	6%	10%	7%	7%
														a		
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	215	112	100	58	54	50	48	167	27	10	**	28	57	79	73	107
	10%	10%	10%	9%	9%	13%	11%	10%	14%	10%	**	13%	8%	11%	11%	9%
NOT SURE IF EVER HAD A CONTRACT	79	37	42	25	20	8	25	68	3	4	**	5	32	22	25	42
	4%	3%	4%	4%	3%	2%	6%	4%	2%	4%	**	2%	4%	3%	4%	4%
							c									

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 - excluding 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	1613	73	1025	212	886	591	507	100	81	1251	233	1353	131	904	580	204
Effective Weighted Sample	1371	65	922	188	799	531	456	87	71	1053	205	1144	115	766	492	166
Total	1721	91	1221	253	1059	698	614	117	101	1322	262	1429	156	952	633	203
Sky	651 38%	** **	469 38%	104 41%	402 38%	284 41%	222 36%	48 41%	** **	467 35%	128 49%	516 36%	79 51%	353 37%	242 38%	65 32%
Freeview	459 27%	** **	301 25%	93 37%	249 24%	186 27%	156 25%	35 30%	** **	346 26%	71 27%	383 27%	34 22%	247 26%	170 27%	52 26%
Virgin Media	316 18%	** **	253 21%	19 8%	239 23%	128 18%	131 21%	17 14%	** **	274 21%	24 9%	277 19%	21 14%	169 18%	129 20%	41 20%
BT	95 6%	** **	71 6%	12 5%	60 6%	24 3%	48 8%	4 3%	** **	80 6%	8 3%	82 6%	6 4%	63 7%	24 4%	20 10%
Freesat	72 4%	** **	43 4%	12 5%	37 3%	26 4%	24 4%	4 4%	** **	54 4%	12 5%	62 4%	4 3%	41 4%	25 4%	10 5%
NOW/ NOW Broadband	61 4%	** **	39 3%	4 1%	35 3%	25 4%	14 2%	8 7%	** **	50 4%	9 3%	53 4%	6 4%	41 4%	18 3%	5 3%
TalkTalk	39 2%	** **	30 2%	3 1%	27 3%	18 3%	12 2%	2 2%	** **	36 3%	2 1%	37 3%	1 1%	22 2%	16 2%	2 1%
YouView	13 1%	** **	8 1%	2 1%	5 *%	3 *%	4 1%	- -%	** **	9 1%	3 1%	12 1%	- -%	10 1%	2 *%	3 1%
Plusnet	4 *%	** **	2 *%	- -%	2 *%	2 *%	- -%	- -%	** **	2 *%	- -%	2 *%	- -%	2 *%	- -%	- -%
Other supplier	10 1%	** **	5 *%	3 1%	2 *%	1 *%	4 1%	- -%	** **	5 *%	5 2%	6 *%	4 3%	4 *%	6 1%	3 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.

**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	1613	287	1188	458	1017	851	624	188	140	297	650	390	557
Effective Weighted Sample	1371	226	1048	368	902	721	539	147	111	255	583	334	504
Total	1721	214	1350	389	1174	889	674	184	142	336	842	442	735
Sky	651	69	534	151	452	360	243	71	52	233	418	304	346
	38%	32%	40%	39%	39%	41%	36%	38%	37%	69%	50%	69%	47%
										b		b	
Freeview	459	96	307	148	255	237	165	47	38	-	-	-	-
	27%	45%	23%	38%	22%	27%	25%	25%	27%	-%	-%	-%	-%
		b		b									
Virgin Media	316	2	295	16	281	132	165	27	22	20	296	37	279
	18%	1%	22%	4%	24%	15%	24%	14%	16%	6%	35%	8%	38%
			a		a		ac				a		a
BT	95	3	83	12	74	46	39	14	11	13	82	24	71
	6%	1%	6%	3%	6%	5%	6%	8%	8%	4%	10%	5%	10%
			a								a		
Freesat	72	19	43	26	36	34	27	10	9	-	-	-	-
	4%	9%	3%	7%	3%	4%	4%	6%	6%	-%	-%	-%	-%
		b		b									
NOW/ NOW Broadband	61	17	38	21	34	40	15	9	6	51	10	53	8
	4%	8%	3%	5%	3%	5%	2%	5%	4%	15%	1%	12%	1%
		b								b		b	
TalkTalk	39	1	34	4	31	23	12	1	1	5	35	10	29
	2%	*%	3%	1%	3%	3%	2%	1%	1%	1%	4%	2%	4%
YouView	13	3	8	5	5	6	5	1	1	-	-	-	-
	1%	1%	1%	1%	*%	1%	1%	1%	1%	-%	-%	-%	-%
Plusnet	4	2	2	2	2	3	-	-	-	3	2	3	2
	*%	1%	*%	*%	*%	*%	-%	-%	-%	1%	*%	1%	*%
Other supplier	10	3	6	4	5	7	3	4	2	10	-	10	-
	1%	2%	*%	1%	*%	1%	*%	2%	1%	3%	-%	2%	-%
										b		b	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1613	423	524	98	62	193	473	26	20	947	666	1229	384
Effective Weighted Sample	1371	372	464	80	51	169	420	21	17	836	589	1039	336
Total	1721	531	646	117	79	152	391	22	17	1178	544	1340	381
Sky	651	263	387	**	**	-	-	**	**	651	-	561	90
	38%	50%	60%	**	**	-%	-%	**	**	55%	-%	42%	23%
			a							b		b	
Freeview	459	-	-	**	**	117	341	**	**	-	459	279	179
	27%	-%	-%	**	**	77%	87%	**	**	-%	84%	21%	47%
							a				a		a
Virgin Media	316	148	168	**	**	-	-	**	**	316	-	261	54
	18%	28%	26%	**	**	-%	-%	**	**	27%	-%	20%	14%
										b			
BT	95	48	47	**	**	-	-	**	**	95	-	79	16
	6%	9%	7%	**	**	-%	-%	**	**	8%	-%	6%	4%
										b			
Freesat	72	-	-	**	**	32	40	**	**	-	72	51	21
	4%	-%	-%	**	**	21%	10%	**	**	-%	13%	4%	5%
							b				a		
NOW/ NOW Broadband	61	40	21	**	**	-	-	**	**	61	-	55	6
	4%	8%	3%	**	**	-%	-%	**	**	5%	-%	4%	2%
										b			
TalkTalk	39	24	15	**	**	-	-	**	**	39	-	32	8
	2%	5%	2%	**	**	-%	-%	**	**	3%	-%	2%	2%
										b			
YouView	13	-	-	**	**	3	10	**	**	-	13	11	3
	1%	-%	-%	**	**	2%	3%	**	**	-%	2%	1%	1%
											a		
Plusnet	4	4	-	**	**	-	-	**	**	4	-	3	2
	*%	1%	-%	**	**	-%	-%	**	**	*%	-%	*%	*%
Other supplier	10	3	7	**	**	-	-	**	**	10	-	7	4
	1%	1%	1%	**	**	-%	-%	**	**	1%	-%	1%	1%

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1613	469	376	67	325	388	75	513	668	1256	354	141	277	629	704
Effective Weighted Sample	1371	446	363	65	272	297	60	422	595	1056	320	128	215	539	634
Total	1721	418	578	86	314	339	111	581	678	1370	348	143	326	693	698
Sky	651 38%	117 28%	253 44%	** **	134 43%	97 29%	** **	246 42%	275 40%	564 41%	85 24%	32 22%	133 41%	307 44%	210 30%
		ae	ae		ae	ae		ef	ef	ef			c	c	
Freeview	459 27%	239 57%	- -%	** **	71 22%	149 44%	** **	127 22%	179 26%	322 24%	135 39%	63 44%	66 20%	156 22%	235 34%
		bde			b	bd					bcd	bcd			ab
Virgin Media	316 18%	- -%	227 39%	** **	54 17%	17 5%	** **	85 15%	137 20%	242 18%	74 21%	28 19%	48 15%	120 17%	147 21%
			ade		ae	a									
BT	95 6%	2 *%	61 11%	** **	19 6%	10 3%	** **	32 6%	31 5%	72 5%	23 7%	9 7%	25 8%	25 4%	45 6%
			ae		a	a							b		
Freesat	72 4%	32 8%	- -%	** **	12 4%	28 8%	** **	26 4%	22 3%	53 4%	18 5%	7 5%	14 4%	23 3%	34 5%
		b			b	b									
NOW/ NOW Broadband	61 4%	21 5%	7 1%	** **	12 4%	21 6%	** **	40 7%	12 2%	59 4%	3 1%	- -%	17 5%	37 5%	8 1%
		b			b	b		cef		ce			c	c	
TalkTalk	39 2%	1 *%	28 5%	** **	5 2%	4 1%	** **	13 2%	12 2%	31 2%	9 3%	3 2%	13 4%	12 2%	14 2%
			ae												
YouView	13 1%	5 1%	- -%	** **	3 1%	6 2%	** **	7 1%	4 1%	13 1%	1 *%	1 *%	4 1%	4 1%	5 1%
					b	b									
Plusnet	4 *%	- -%	2 *%	** **	- -%	3 1%	** **	1 *%	2 *%	4 *%	- -%	- -%	2 1%	3 *%	- -%
Other supplier	10 1%	1 *%	- -%	** **	5 2%	4 1%	** **	3 1%	4 1%	10 1%	- -%	- -%	3 1%	6 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.

**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 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	1613	838	759	532	450	295	320	1338	144	77	54	137	572	599	498	912
Effective Weighted Sample	1371	724	635	457	377	252	275	1139	123	65	46	112	493	511	417	784
Total	1721	905	803	531	486	335	352	1419	158	79	65	158	626	620	532	965
Sky	651 38%	328 36%	319 40%	199 37%	182 38%	141 42%	122 35%	520 37%	70 44%	** **	** **	62 39%	228 36%	241 39%	209 39%	360 37%
Freeview	459 27%	245 27%	208 26%	131 25%	132 27%	81 24%	108 31%	390 27%	41 26%	** **	** **	32 20%	170 27%	161 26%	150 28%	258 27%
Virgin Media	316 18%	175 19%	140 17%	106 20%	85 17%	63 19%	62 18%	261 18%	28 18%	** **	** **	34 22%	117 19%	110 18%	86 16%	192 20%
BT	95 6%	66 7%	29 4%	32 6%	22 4%	19 6%	22 6%	77 5%	6 4%	** **	** **	16 10%	35 6%	26 4%	32 6%	49 5%
Freesat	72 4%	40 4%	31 4%	22 4%	25 5%	8 2%	16 4%	58 4%	8 5%	** **	** **	5 3%	24 4%	33 5%	15 3%	45 5%
NOW/ NOW Broadband	61 4%	25 3%	36 4%	23 4%	18 4%	12 3%	9 3%	52 4%	3 2%	** **	** **	1 1%	26 4%	26 4%	16 3%	33 3%
TalkTalk	39 2%	14 2%	24 3%	10 2%	8 2%	7 2%	12 3%	36 3%	2 1%	** **	** **	7 5%	16 2%	11 2%	17 3%	17 2%
YouView	13 1%	7 1%	5 1%	5 1%	7 2%	1 *%	- -%	13 1%	- -%	** **	** **	- -%	1 *%	7 1%	2 *%	6 1%
Plusnet	4 *%	2 *%	3 *%	- -%	2 *%	3 1%	- -%	4 *%	- -%	** **	** **	- -%	3 1%	1 *%	1 *%	2 *%
Other supplier	10 1%	3 *%	8 1%	3 1%	4 1%	2 *%	2 *%	9 1%	- -%	** **	** **	1 *%	5 1%	3 *%	4 1%	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.

**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	947	35	621	109	547	349	307	57	41	720	152	777	95	533	339	119
Effective Weighted Sample	836	30	584	98	516	327	288	51	38	637	132	686	83	467	302	99
Total	1178	44	869	146	768	482	431	78	64	913	177	972	117	654	435	138
I am currently within my minimum contract period	790 67%	** **	590 68%	87 60%	531 69%	332 69%	286 66%	** **	** **	614 67%	124 70%	658 68%	** **	463 71%	275 63%	100 73%
My minimum contract period has ended, I am out of contract	193 16%	** **	141 16%	28 19%	123 16%	91 19%	60 14%	** **	** **	141 15%	32 18%	148 15%	** **	105 16%	68 16%	20 14%
I don't know whether I am within my minimum contract period or whether it has ended	126 11%	** **	92 11%	20 14%	75 10%	44 9%	51 12%	** **	** **	107 12%	10 6%	112 12%	** **	60 9%	57 13%	15 11%
I'm not sure/don't know if I ever had a contract	69 6%	** **	46 5%	11 7%	39 5%	15 3%	34 8%	** **	** **	51 6%	11 6%	54 6%	** **	26 4%	36 8%	3 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.

**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

	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	947	105	774	205	674	496	383	110	77	297	650	390	557
Effective Weighted Sample	836	85	698	169	612	438	342	88	64	255	583	334	504
Total	1178	96	992	211	878	612	477	126	93	336	842	442	735
I am currently within my minimum contract period	790	56	685	133	608	423	318	91	**	191	599	264	526
	67%	58%	69%	63%	69%	69%	67%	73%	**	57%	71%	60%	72%
											a		a
My minimum contract period has ended, I am out of contract	193	19	158	33	144	111	66	21	**	76	117	88	105
	16%	19%	16%	15%	16%	18%	14%	17%	**	23%	14%	20%	14%
										b			
I don't know whether I am within my minimum contract period or whether it has ended	126	14	100	33	81	57	57	9	**	41	85	58	68
	11%	15%	10%	16%	9%	9%	12%	7%	**	12%	10%	13%	9%
				b									
I'm not sure/don't know if I ever had a contract	69	7	49	12	45	20	36	4	**	27	41	32	36
	6%	8%	5%	6%	5%	3%	8%	3%	**	8%	5%	7%	5%
							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.

**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 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	947	423	524	98	62	-	-	-	-	947	-	801	146
Effective Weighted Sample	836	372	464	80	51	-	-	-	-	836	-	703	133
Total	1178	531	646	117	79	-	-	-	-	1178	-	998	179
I am currently within my minimum contract period	790	368	422	**	**	**	**	**	**	790	**	672	118
	67%	69%	65%	**	**	**	**	**	**	67%	**	67%	66%
My minimum contract period has ended, I am out of contract	193	91	102	**	**	**	**	**	**	193	**	171	22
	16%	17%	16%	**	**	**	**	**	**	16%	**	17%	12%
I don't know whether I am within my minimum contract period or whether it has ended	126	52	74	**	**	**	**	**	**	126	**	110	16
	11%	10%	11%	**	**	**	**	**	**	11%	**	11%	9%
I'm not sure/don't know if I ever had a contract	69	20	49	**	**	**	**	**	**	69	**	46	23
	6%	4%	8%	**	**	**	**	**	**	6%	**	5%	13%

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	947	131	376	67	244	141	53	323	404	780	166	62	176	406	364
Effective Weighted Sample	836	126	363	65	199	113	44	276	373	680	158	59	143	360	342
Total	1178	142	578	86	229	156	88	421	473	982	194	72	242	510	425
I am currently within my minimum contract period	790	82	406	**	152	90	**	300	296	650	139	**	166	344	279
	67%	58%	70%	**	66%	57%	**	71%	63%	66%	71%	**	69%	67%	66%
			e												
My minimum contract period has ended, I am out of contract	193	32	85	**	42	32	**	79	85	173	20	**	39	91	63
	16%	23%	15%	**	19%	20%	**	19%	18%	18%	10%	**	16%	18%	15%
I don't know whether I am within my minimum contract period or whether it has ended	126	18	64	**	17	22	**	30	61	103	23	**	21	55	50
	11%	12%	11%	**	7%	14%	**	7%	13%	11%	12%	**	9%	11%	12%
I'm not sure/don't know if I ever had a contract	69	10	24	**	17	13	**	12	30	56	13	**	16	21	32
	6%	7%	4%	**	8%	8%	**	3%	6%	6%	7%	**	6%	4%	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.

**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	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	947	490	452	317	251	190	181	774	88	44	41	89	342	346	294	529
Effective Weighted Sample	836	437	395	283	220	168	159	685	77	38	36	76	305	308	255	473
Total	1178	613	559	372	322	245	229	959	109	53	56	121	430	419	365	656
I am currently within my minimum contract period	790	415	371	242	223	159	162	647	**	**	**	**	309	257	255	438
	67%	68%	66%	65%	69%	65%	71%	67%	**	**	**	**	72% c	61%	70%	67%
My minimum contract period has ended, I am out of contract	193	102	91	80	49	40	24	160	**	**	**	**	55	99	49	120
	16%	17%	16%	22% d	15%	16%	10%	17%	**	**	**	**	13%	24% b	13%	18%
I don't know whether I am within my minimum contract period or whether it has ended	126	61	64	28	35	32	26	97	**	**	**	**	37	45	39	63
	11%	10%	11%	8%	11%	13%	12%	10%	**	**	**	**	9%	11%	11%	10%
I'm not sure/don't know if I ever had a contract	69	34	33	22	15	14	16	55	**	**	**	**	29	18	21	35
	6%	6%	6%	6%	5%	6%	7%	6%	**	**	**	**	7%	4%	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.

**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	631	22	413	66	369	237	198	40	32	476	108	518	66	373	211	87
Effective Weighted Sample	557	19	392	60	351	223	187	36	30	420	96	456	59	329	186	73
Total	790	28	590	87	531	332	286	57	49	614	124	658	80	463	275	100
Very certain	564	**	442	**	395	247	212	**	**	431	98	466	**	339	190	**
	71%	**	75%	**	74%	74%	74%	**	**	70%	79%	71%	**	73%	69%	**
Fairly certain	184	**	125	**	117	74	57	**	**	145	25	154	**	103	67	**
	23%	**	21%	**	22%	22%	20%	**	**	24%	20%	23%	**	22%	24%	**
Not very certain	35	**	18	**	18	10	13	**	**	33	*	33	**	19	14	**
	4%	**	3%	**	3%	3%	5%	**	**	5%	*%	5%	**	4%	5%	**
Don't know	7	**	5	**	1	1	4	**	**	6	-	6	**	3	3	**
	1%	**	1%	**	*%	*%	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.

**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	631	64	530	132	462	341	253	81	61	171	460	235	396
Effective Weighted Sample	557	51	478	109	420	302	224	67	51	147	411	202	357
Total	790	56	685	133	608	423	318	91	74	191	599	264	526
Very certain	564	**	502	92	447	313	226	**	**	125	439	176	388
	71%	**	73%	69%	74%	74%	71%	**	**	65%	73%	67%	74%
Fairly certain	184	**	155	30	140	97	73	**	**	52	132	68	116
	23%	**	23%	22%	23%	23%	23%	**	**	27%	22%	26%	22%
Not very certain	35	**	23	8	19	11	15	**	**	13	22	16	19
	4%	**	3%	6%	3%	3%	5%	**	**	7%	4%	6%	4%
Don't know	7	**	6	3	2	2	3	**	**	1	6	4	2
	1%	**	1%	3%	%	1%	1%	**	**	%	1%	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.

**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	631	294	337	66	46	-	-	-	-	631	-	535	96
Effective Weighted Sample	557	259	298	55	38	-	-	-	-	557	-	469	88
Total	790	368	422	75	55	-	-	-	-	790	-	672	118
Very certain	564	260	304	**	**	**	**	**	**	564	**	482	**
	71%	71%	72%	**	**	**	**	**	**	71%	**	72%	**
Fairly certain	184	89	95	**	**	**	**	**	**	184	**	156	**
	23%	24%	23%	**	**	**	**	**	**	23%	**	23%	**
Not very certain	35	17	18	**	**	**	**	**	**	35	**	29	**
	4%	5%	4%	**	**	**	**	**	**	4%	**	4%	**
Don't know	7	2	5	**	**	**	**	**	**	7	**	5	**
	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.

**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	631	74	261	53	168	83	31	229	253	513	117	36	119	272	239
Effective Weighted Sample	557	71	252	51	139	65	27	196	232	446	112	35	98	241	224
Total	790	82	406	69	152	90	54	300	296	650	139	42	166	344	279
Very certain	564	**	302	**	111	**	**	198	228	447	116	**	87	253	223
	71%	**	74%	**	73%	**	**	66%	77%	69%	84%	**	52%	74%	80%
								b		bd			a	a	
Fairly certain	184	**	82	**	35	**	**	89	51	167	18	**	66	76	43
	23%	**	20%	**	23%	**	**	30%	17%	26%	13%	**	40%	22%	15%
								ce		e			bc		
Not very certain	35	**	17	**	5	**	**	10	13	31	4	**	14	9	12
	4%	**	4%	**	3%	**	**	3%	4%	5%	3%	**	8%	3%	4%
Don't know	7	**	5	**	1	**	**	2	4	6	1	**	-	6	1
	1%	**	1%	**	1%	**	**	1%	1%	1%	1%	**	-%	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

	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	631	326	302	201	174	127	126	514	59	32	26	64	246	208	205	352
Effective Weighted Sample	557	291	263	180	153	111	111	454	52	28	23	55	219	184	179	313
Total	790	415	371	242	223	159	162	647	70	38	35	88	309	257	255	438
Very certain	564 71%	312 75%	249 67%	184 76%	160 72%	107 67%	109 67%	460 71%	** **	** **	** **	** **	225 73%	192 75%	170 67%	326 74%
Fairly certain	184 23%	88 21%	96 26%	49 20%	47 21%	40 25%	48 30%	154 24%	** **	** **	** **	** **	69 22%	51 20%	73 29%	91 21%
Not very certain	35 4%	12 3%	23 6%	9 4%	12 6%	11 7%	3 2%	28 4%	** **	** **	** **	** **	10 3%	14 6%	8 3%	20 4%
Don't know	7 1%	3 1%	3 1%	1 *%	3 2%	1 1%	1 1%	5 1%	** **	** **	** **	** **	5 2%	- -%	4 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	154	8	104	20	92	69	43	13	6	115	24	122	17	87	52	16
Effective Weighted Sample	136	7	95	17	85	63	39	11	5	103	20	110	14	74	49	13
Total	193	10	141	28	123	91	60	15	9	141	32	148	25	105	68	20
Very certain	117	**	90	**	**	**	**	**	**	88	**	93	**	**	**	**
	61%	**	64%	**	**	**	**	**	**	63%	**	63%	**	**	**	**
Fairly certain	66	**	45	**	**	**	**	**	**	46	**	48	**	**	**	**
	34%	**	32%	**	**	**	**	**	**	33%	**	32%	**	**	**	**
Not very certain	7	**	5	**	**	**	**	**	**	4	**	5	**	**	**	**
	4%	**	4%	**	**	**	**	**	**	3%	**	4%	**	**	**	**
Don't know	2	**	1	**	**	**	**	**	**	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.

**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	154	19	123	32	110	89	53	18	8	64	90	75	79
Effective Weighted Sample	136	16	110	26	100	78	48	13	7	54	82	63	73
Total	193	19	158	33	144	111	66	21	10	76	117	88	105
Very certain	117	**	101	**	95	**	**	**	**	**	**	**	**
	61%	**	64%	**	66%	**	**	**	**	**	**	**	**
Fairly certain	66	**	50	**	43	**	**	**	**	**	**	**	**
	34%	**	31%	**	30%	**	**	**	**	**	**	**	**
Not very certain	7	**	5	**	5	**	**	**	**	**	**	**	**
	4%	**	3%	**	4%	**	**	**	**	**	**	**	**
Don't know	2	**	2	**	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.

**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 ~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	154	69	85	18	7	-	-	-	-	154	-	136	18
Effective Weighted Sample	136	61	75	15	6	-	-	-	-	136	-	120	16
Total	193	91	102	24	10	-	-	-	-	193	-	171	22
Very certain	117	**	**	**	**	**	**	**	**	117	**	101	**
	61%	**	**	**	**	**	**	**	**	61%	**	59%	**
Fairly certain	66	**	**	**	**	**	**	**	**	66	**	61	**
	34%	**	**	**	**	**	**	**	**	34%	**	36%	**
Not very certain	7	**	**	**	**	**	**	**	**	7	**	7	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**
Don't know	2	**	**	**	**	**	**	**	**	2	**	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.

**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	154	31	57	5	38	27	5	56	74	135	19	9	25	74	55
Effective Weighted Sample	136	30	55	5	30	23	4	50	68	119	18	9	22	64	52
Total	193	32	85	6	42	32	9	79	85	173	20	10	39	91	63
Very certain	117	**	**	**	**	**	**	**	**	104	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	60%	**	**	**	**	**
Fairly certain	66	**	**	**	**	**	**	**	**	61	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	35%	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	**	**	7	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	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.

**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 ~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	154	83	71	72	35	30	17	130	13	5	6	12	41	84	38	97
Effective Weighted Sample	136	75	62	65	31	27	15	115	11	5	5	11	36	76	32	87
Total	193	102	91	80	49	40	24	160	18	6	9	17	55	99	49	120
Very certain	117	**	**	**	**	**	**	102	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	64%	**	**	**	**	**	**	**	**
Fairly certain	66	**	**	**	**	**	**	51	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	32%	**	**	**	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	5	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	3%	**	**	**	**	**	**	**	**
Don't know	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.

**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	394	17	240	48	209	124	133	17	9	308	50	326	32	202	156	46
Effective Weighted Sample	345	14	224	43	196	114	123	14	8	270	43	285	28	175	137	36
Total	497	24	337	69	292	175	186	22	15	393	58	413	39	251	201	52
Within the last 2 years	253	**	166	**	149	98	76	**	**	207	**	215	**	144	88	**
	51%	**	49%	**	51%	56%	41%	**	**	52%	**	52%	**	57%	44%	**
Longer than 2 years ago	200	**	136	**	117	62	88	**	**	154	**	162	**	93	87	**
	40%	**	40%	**	40%	35%	47%	**	**	39%	**	39%	**	37%	43%	**
Don't know	43	**	35	**	25	15	22	**	**	33	**	36	**	14	26	**
	9%	**	10%	**	9%	9%	12%	**	**	8%	**	9%	**	6%	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.

**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

	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	394	47	304	91	260	178	173	34	20	139	255	179	215
Effective Weighted Sample	345	39	272	76	234	156	154	25	15	118	227	152	193
Total	497	48	390	101	336	221	217	37	22	165	331	213	284
Within the last 2 years	253	**	198	**	174	135	94	**	**	89	164	109	145
	51%	**	51%	**	52%	61%	44%	**	**	54%	49%	51%	51%
						b							
Longer than 2 years ago	200	**	154	**	132	71	98	**	**	65	135	85	116
	40%	**	39%	**	39%	32%	45%	**	**	39%	41%	40%	41%
Don't know	43	**	38	**	30	15	25	**	**	11	32	19	24
	9%	**	10%	**	9%	7%	11%	**	**	7%	10%	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.

**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 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	394	171	223	44	26	-	-	-	-	394	-	333	61
Effective Weighted Sample	345	149	196	35	20	-	-	-	-	345	-	290	55
Total	497	213	283	49	31	-	-	-	-	497	-	416	81
Within the last 2 years	253	123	131	**	**	**	**	**	**	253	**	221	**
	51%	58%	46%	**	**	**	**	**	**	51%	**	53%	**
Longer than 2 years ago	200	79	121	**	**	**	**	**	**	200	**	164	**
	40%	37%	43%	**	**	**	**	**	**	40%	**	40%	**
Don't know	43	11	32	**	**	**	**	**	**	43	**	30	**
	9%	5%	11%	**	**	**	**	**	**	9%	**	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.

**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	394	54	143	25	98	75	38	144	157	339	55	27	99	159	136
Effective Weighted Sample	345	52	137	24	81	61	31	122	146	294	52	25	78	143	128
Total	497	59	222	32	92	92	62	178	192	432	65	32	132	201	163
Within the last 2 years	253	**	106	**	**	**	**	113	86	228	**	**	**	106	71
	51%	**	48%	**	**	**	**	64%	45%	53%	**	**	**	53%	44%
								c							
Longer than 2 years ago	200	**	92	**	**	**	**	57	86	175	**	**	**	82	65
	40%	**	42%	**	**	**	**	32%	45%	40%	**	**	**	41%	40%
Don't know	43	**	23	**	**	**	**	8	19	29	**	**	**	14	26
	9%	**	11%	**	**	**	**	4%	10%	7%	**	**	**	7%	16%

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

	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	394	186	205	122	102	83	82	316	40	15	23	40	136	139	128	205
Effective Weighted Sample	345	165	178	108	89	74	71	278	35	12	20	34	120	123	110	183
Total	497	233	261	145	130	114	102	397	51	19	30	55	175	166	162	258
Within the last 2 years	253	122	130	71	69	**	**	203	**	**	**	**	88	91	94	122
	51%	52%	50%	49%	53%	**	**	51%	**	**	**	**	50%	55%	58%	47%
Longer than 2 years ago	200	94	106	64	52	**	**	153	**	**	**	**	68	70	52	114
	40%	41%	41%	44%	40%	**	**	39%	**	**	**	**	39%	42%	32%	44%
Don't know	43	17	25	10	10	**	**	41	**	**	**	**	19	6	16	22
	9%	7%	10%	7%	7%	**	**	10%	**	**	**	**	11%	4%	10%	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.

**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	394	17	240	48	209	124	133	17	9	308	50	326	32	202	156	46
Effective Weighted Sample	345	14	224	43	196	114	123	14	8	270	43	285	28	175	137	36
Total	497	24	337	69	292	175	186	22	15	393	58	413	39	251	201	52
Yes	165	**	123	**	109	64	62	**	**	123	**	130	**	83	68	**
	33%	**	37%	**	37%	36%	33%	**	**	31%	**	32%	**	33%	34%	**
No	301	**	193	**	164	99	114	**	**	245	**	257	**	154	119	**
	61%	**	57%	**	56%	56%	61%	**	**	62%	**	62%	**	61%	59%	**
Don't know	31	**	21	**	19	12	10	**	**	25	**	25	**	14	14	**
	6%	**	6%	**	6%	7%	6%	**	**	6%	**	6%	**	6%	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

	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	394	47	304	91	260	178	173	34	20	139	255	179	215
Effective Weighted Sample	345	39	272	76	234	156	154	25	15	118	227	152	193
Total	497	48	390	101	336	221	217	37	22	165	331	213	284
Yes	165	**	136	**	117	82	69	**	**	41	124	59	105
	33%	**	35%	**	35%	37%	32%	**	**	25%	37%	28%	37%
No	301	**	229	**	198	126	135	**	**	113	188	138	163
	61%	**	59%	**	59%	57%	62%	**	**	69%	57%	65%	57%
Don't know	31	**	24	**	22	12	12	**	**	11	20	15	16
	6%	**	6%	**	6%	5%	6%	**	**	7%	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.

**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	394	171	223	44	26	-	-	-	-	394	-	333	61
Effective Weighted Sample	345	149	196	35	20	-	-	-	-	345	-	290	55
Total	497	213	283	49	31	-	-	-	-	497	-	416	81
Yes	165	80	85	**	**	**	**	**	**	165	**	144	**
	33%	38%	30%	**	**	**	**	**	**	33%	**	35%	**
No	301	121	180	**	**	**	**	**	**	301	**	249	**
	61%	57%	64%	**	**	**	**	**	**	61%	**	60%	**
Don't know	31	12	19	**	**	**	**	**	**	31	**	23	**
	6%	6%	7%	**	**	**	**	**	**	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.

**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	394	54	143	25	98	75	38	144	157	339	55	27	99	159	136
Effective Weighted Sample	345	52	137	24	81	61	31	122	146	294	52	25	78	143	128
Total	497	59	222	32	92	92	62	178	192	432	65	32	132	201	163
Yes	165	**	84	**	**	**	**	70	58	146	**	**	**	71	52
	33%	**	38%	**	**	**	**	39%	30%	34%	**	**	**	35%	32%
No	301	**	124	**	**	**	**	101	124	262	**	**	**	122	97
	61%	**	56%	**	**	**	**	57%	65%	61%	**	**	**	61%	60%
Don't know	31	**	14	**	**	**	**	7	10	23	**	**	**	8	14
	6%	**	6%	**	**	**	**	4%	5%	5%	**	**	**	4%	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.

**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	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	394	186	205	122	102	83	82	316	40	15	23	40	136	139	128	205
Effective Weighted Sample	345	165	178	108	89	74	71	278	35	12	20	34	120	123	110	183
Total	497	233	261	145	130	114	102	397	51	19	30	55	175	166	162	258
Yes	165	73	91	57	42	**	**	123	**	**	**	**	46	66	54	91
	33%	31%	35%	39%	32%	**	**	31%	**	**	**	**	26%	40%	33%	35%
No	301	151	149	80	80	**	**	248	**	**	**	**	118	92	93	155
	61%	65%	57%	55%	61%	**	**	63%	**	**	**	**	67%	55%	57%	60%
Don't know	31	8	21	9	8	**	**	26	**	**	**	**	11	9	15	12
	6%	4%	8%	6%	6%	**	**	6%	**	**	**	**	6%	5%	9%	5%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 45**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	947	35	621	109	547	349	307	57	41	720	152	777	95	533	339	119
Effective Weighted Sample	836	30	584	98	516	327	288	51	38	637	132	686	83	467	302	99
Total	1178	44	869	146	768	482	431	78	64	913	177	972	117	654	435	138
VERY CERTAIN IN CONTRACT	564	**	442	63	395	247	212	**	**	431	98	466	**	339	190	76
	48%	**	51%	43%	51%	51%	49%	**	**	47%	56%	48%	**	52%	44%	55%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	365	**	238	43	213	133	123	**	**	289	40	301	**	192	136	46
	31%	**	27%	30%	28%	28%	29%	**	**	32%	22%	31%	**	29%	31%	34%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	92	**	67	16	54	27	42	**	**	77	12	82	**	33	56	1
	8%	**	8%	11%	7%	6%	10%	**	**	8%	7%	8%	**	5%	13%	1%
															ac	
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)	39	**	32	10	25	15	20	**	**	28	7	30	**	26	9	4
	3%	**	4%	7%	3%	3%	5%	**	**	3%	4%	3%	**	4%	2%	3%
VERY CERTAIN OUT OF CONTRACT	117	**	90	13	81	61	33	**	**	88	20	93	**	64	44	10
	10%	**	10%	9%	11%	13%	8%	**	**	10%	11%	10%	**	10%	10%	7%
<b>SUMMARY</b>																
IN CONTRACT	928	**	680	107	608	379	335	**	**	720	138	768	**	531	327	123
	79%	**	78%	73%	79%	79%	78%	**	**	79%	78%	79%	**	81%	75%	89%
																b
OUT OF CONTRACT	157	**	122	24	106	76	54	**	**	116	27	123	**	90	53	13
	13%	**	14%	16%	14%	16%	13%	**	**	13%	15%	13%	**	14%	12%	10%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 45**

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

**SUMMARY OF CONTRACT STATUS - PAY TV**

Base : Those responsible for the household's Pay TV 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	947	105	774	205	674	496	383	110	77	297	650	390	557
Effective Weighted Sample	836	85	698	169	612	438	342	88	64	255	583	334	504
Total	1178	96	992	211	878	612	477	126	93	336	842	442	735
VERY CERTAIN IN CONTRACT	564	38	502	92	447	313	226	73	**	125	439	176	388
	48%	39%	51%	44%	51%	51%	47%	58%	**	37%	52%	40%	53%
											a		a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	365	38	283	74	247	175	146	31	**	123	242	156	208
	31%	40%	29%	35%	28%	29%	31%	24%	**	37%	29%	35%	28%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	92	8	73	20	61	30	51	3	**	30	63	40	53
	8%	8%	7%	10%	7%	5%	11%	2%	**	9%	7%	9%	7%
							ac						
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)	39	2	34	7	29	16	20	3	**	13	27	17	23
	3%	2%	3%	3%	3%	3%	4%	2%	**	4%	3%	4%	3%
VERY CERTAIN OUT OF CONTRACT	117	11	101	18	95	78	34	16	**	46	72	54	63
	10%	12%	10%	8%	11%	13%	7%	13%	**	14%	8%	12%	9%
						b							
<b>SUMMARY</b>													
IN CONTRACT	928	76	785	166	694	489	372	104	**	248	681	332	596
	79%	79%	79%	79%	79%	80%	78%	83%	**	74%	81%	75%	81%
OUT OF CONTRACT	157	13	135	24	123	94	54	19	**	58	98	71	86
	13%	13%	14%	12%	14%	15%	11%	15%	**	17%	12%	16%	12%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	947	423	524	98	62	-	-	-	-	947	-	801	146
Effective Weighted Sample	836	372	464	80	51	-	-	-	-	836	-	703	133
Total	1178	531	646	117	79	-	-	-	-	1178	-	998	179
VERY CERTAIN IN CONTRACT	564	260	304	**	**	**	**	**	**	564	**	482	82
	48%	49%	47%	**	**	**	**	**	**	48%	**	48%	46%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	365	171	193	**	**	**	**	**	**	365	**	309	56
	31%	32%	30%	**	**	**	**	**	**	31%	**	31%	31%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	92	26	66	**	**	**	**	**	**	92	**	68	24
	8%	5%	10%	**	**	**	**	**	**	8%	**	7%	13%
			a										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)	39	16	24	**	**	**	**	**	**	39	**	38	1
	3%	3%	4%	**	**	**	**	**	**	3%	**	4%	1%
VERY CERTAIN OUT OF CONTRACT	117	58	59	**	**	**	**	**	**	117	**	101	16
	10%	11%	9%	**	**	**	**	**	**	10%	**	10%	9%
<b>SUMMARY</b>													
IN CONTRACT	928	431	497	**	**	**	**	**	**	928	**	791	138
	79%	81%	77%	**	**	**	**	**	**	79%	**	79%	77%
OUT OF CONTRACT	157	74	83	**	**	**	**	**	**	157	**	139	17
	13%	14%	13%	**	**	**	**	**	**	13%	**	14%	10%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	947	131	376	67	244	141	53	323	404	780	166	62	176	406	364
Effective Weighted Sample	836	126	363	65	199	113	44	276	373	680	158	59	143	360	342
Total	1178	142	578	86	229	156	88	421	473	982	194	72	242	510	425
VERY CERTAIN IN CONTRACT	564 48%	60 42%	302 52% e	** **	111 49% e	49 31%	** **	198 47%	228 48%	447 45%	116 60% bd	** **	87 36%	253 50% a	223 53% a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	365 31%	45 32%	157 27%	** **	67 29%	72 46% bd	** **	150 36% ce	125 27%	324 33% e	41 21%	** **	108 45% bc	156 31%	101 24%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	92 8%	10 7%	44 8%	** **	16 7%	15 10%	** **	14 3%	48 10% b	73 7%	20 10% b	** **	17 7%	30 6%	46 11%
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)	39 3%	4 3%	21 4%	** **	9 4%	5 3%	** **	13 3%	18 4%	35 4%	4 2%	** **	7 3%	16 3%	16 4%
VERY CERTAIN OUT OF CONTRACT	117 10%	23 16%	54 9%	** **	26 11%	15 10%	** **	45 11%	54 11%	104 11%	14 7%	** **	23 9%	56 11%	39 9%
<b>SUMMARY</b>															
IN CONTRACT	928 79%	104 74%	459 79%	** **	178 78%	121 77%	** **	348 83% c	353 75%	770 78%	157 81%	** **	195 81%	408 80%	324 76%
OUT OF CONTRACT	157 13%	27 19%	75 13%	** **	35 15%	20 13%	** **	59 14%	72 15%	139 14%	18 9%	** **	30 12%	72 14%	55 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.

**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 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	947	490	452	317	251	190	181	774	88	44	41	89	342	346	294	529
Effective Weighted Sample	836	437	395	283	220	168	159	685	77	38	36	76	305	308	255	473
Total	1178	613	559	372	322	245	229	959	109	53	56	121	430	419	365	656
VERY CERTAIN IN CONTRACT	564 48%	312 51%	249 45%	184 49%	160 50%	107 44%	109 48%	460 48%	** **	** **	** **	** **	225 52%	192 46%	170 47%	326 50%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	365 31%	171 28%	192 34%	106 28%	94 29%	88 36%	75 33%	289 30%	** **	** **	** **	** **	119 28%	123 29%	125 34%	185 28%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	92 8%	47 8%	44 8%	23 6%	25 8%	18 7%	24 10%	77 8%	** **	** **	** **	** **	40 9%	23 6%	30 8%	47 7%
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)	39 3%	15 2%	25 4%	17 5%	11 4%	8 3%	3 2%	31 3%	** **	** **	** **	** **	16 4%	20 5%	8 2%	26 4%
VERY CERTAIN OUT OF CONTRACT	117 10%	68 11%	49 9%	43 12%	32 10%	24 10%	17 8%	102 11%	** **	** **	** **	** **	30 7%	60 14%	32 9%	72 11%
<b>SUMMARY</b>																
IN CONTRACT	928 79%	483 79%	441 79%	289 78%	253 79%	195 80%	184 80%	749 78%	** **	** **	** **	** **	344 80%	315 75%	295 81%	511 78%
OUT OF CONTRACT	157 13%	83 13%	74 13%	60 16%	43 14%	32 13%	21 9%	133 14%	** **	** **	** **	** **	46 11%	80 19%	40 11%	97 15%

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	947	35	621	109	547	349	307	57	41	720	152	777	95	533	339	119
Effective Weighted Sample	836	30	584	98	516	327	288	51	38	637	132	686	83	467	302	99
Total	1178	44	869	146	768	482	431	78	64	913	177	972	117	654	435	138
TOTAL IN CONTRACT	790	**	590	87	531	332	286	**	**	614	124	658	**	463	275	100
	67%	**	68%	60%	69%	69%	66%	**	**	67%	70%	68%	**	71%	63%	73%
VERY CERTAIN	564	**	442	63	395	247	212	**	**	431	98	466	**	339	190	76
	48%	**	51%	43%	51%	51%	49%	**	**	47%	56%	48%	**	52%	44%	55%
NOT 'VERY CERTAIN'	226	**	148	24	136	86	74	**	**	183	26	192	**	124	85	24
	19%	**	17%	16%	18%	18%	17%	**	**	20%	15%	20%	**	19%	19%	17%
TOTAL OUT OF CONTRACT	193	**	141	28	123	91	60	**	**	141	32	148	**	105	68	20
	16%	**	16%	19%	16%	19%	14%	**	**	15%	18%	15%	**	16%	16%	14%
VERY CERTAIN	117	**	90	13	81	61	33	**	**	88	20	93	**	64	44	10
	10%	**	10%	9%	11%	13%	8%	**	**	10%	11%	10%	**	10%	10%	7%
NOT 'VERY CERTAIN'	76	**	51	15	42	30	27	**	**	53	12	55	**	41	24	10
	6%	**	6%	10%	6%	6%	6%	**	**	6%	7%	6%	**	6%	5%	7%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	126	**	92	20	75	44	51	**	**	107	10	112	**	60	57	15
	11%	**	11%	14%	10%	9%	12%	**	**	12%	6%	12%	**	9%	13%	11%
NOT SURE IF EVER HAD A CONTRACT	69	**	46	11	39	15	34	**	**	51	11	54	**	26	36	3
	6%	**	5%	7%	5%	3%	8%	**	**	6%	6%	6%	**	4%	8%	2%

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) - 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	947	105	774	205	674	496	383	110	77	297	650	390	557
Effective Weighted Sample	836	85	698	169	612	438	342	88	64	255	583	334	504
Total	1178	96	992	211	878	612	477	126	93	336	842	442	735
TOTAL IN CONTRACT	790	56	685	133	608	423	318	91	**	191	599	264	526
	67%	58%	69%	63%	69%	69%	67%	73%	**	57%	71%	60%	72%
											a		a
VERY CERTAIN	564	38	502	92	447	313	226	73	**	125	439	176	388
	48%	39%	51%	44%	51%	51%	47%	58%	**	37%	52%	40%	53%
											a		a
NOT 'VERY CERTAIN'	226	18	183	41	161	110	92	18	**	67	160	88	138
	19%	19%	18%	19%	18%	18%	19%	14%	**	20%	19%	20%	19%
TOTAL OUT OF CONTRACT	193	19	158	33	144	111	66	21	**	76	117	88	105
	16%	19%	16%	15%	16%	18%	14%	17%	**	23%	14%	20%	14%
										b			
VERY CERTAIN	117	11	101	18	95	78	34	16	**	46	72	54	63
	10%	12%	10%	8%	11%	13%	7%	13%	**	14%	8%	12%	9%
						b							
NOT 'VERY CERTAIN'	76	8	57	15	50	33	32	5	**	30	46	34	42
	6%	8%	6%	7%	6%	5%	7%	4%	**	9%	5%	8%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	126	14	100	33	81	57	57	9	**	41	85	58	68
	11%	15%	10%	16%	9%	9%	12%	7%	**	12%	10%	13%	9%
				b									
NOT SURE IF EVER HAD A CONTRACT	69	7	49	12	45	20	36	4	**	27	41	32	36
	6%	8%	5%	6%	5%	3%	8%	3%	**	8%	5%	7%	5%
							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.

**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 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%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	947	423	524	98	62	-	-	-	-	947	-	801	146
Effective Weighted Sample	836	372	464	80	51	-	-	-	-	836	-	703	133
Total	1178	531	646	117	79	-	-	-	-	1178	-	998	179
TOTAL IN CONTRACT	790	368	422	**	**	**	**	**	**	790	**	672	118
	67%	69%	65%	**	**	**	**	**	**	67%	**	67%	66%
VERY CERTAIN	564	260	304	**	**	**	**	**	**	564	**	482	82
	48%	49%	47%	**	**	**	**	**	**	48%	**	48%	46%
NOT 'VERY CERTAIN'	226	108	118	**	**	**	**	**	**	226	**	190	36
	19%	20%	18%	**	**	**	**	**	**	19%	**	19%	20%
TOTAL OUT OF CONTRACT	193	91	102	**	**	**	**	**	**	193	**	171	22
	16%	17%	16%	**	**	**	**	**	**	16%	**	17%	12%
VERY CERTAIN	117	58	59	**	**	**	**	**	**	117	**	101	16
	10%	11%	9%	**	**	**	**	**	**	10%	**	10%	9%
NOT 'VERY CERTAIN'	76	33	43	**	**	**	**	**	**	76	**	70	5
	6%	6%	7%	**	**	**	**	**	**	6%	**	7%	3%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	126	52	74	**	**	**	**	**	**	126	**	110	16
	11%	10%	11%	**	**	**	**	**	**	11%	**	11%	9%
NOT SURE IF EVER HAD A CONTRACT	69	20	49	**	**	**	**	**	**	69	**	46	23
	6%	4%	8%	**	**	**	**	**	**	6%	**	5%	13%

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) - 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	947	131	376	67	244	141	53	323	404	780	166	62	176	406	364
Effective Weighted Sample	836	126	363	65	199	113	44	276	373	680	158	59	143	360	342
Total	1178	142	578	86	229	156	88	421	473	982	194	72	242	510	425
TOTAL IN CONTRACT	790	82	406	**	152	90	**	300	296	650	139	**	166	344	279
	67%	58%	70%	**	66%	57%	**	71%	63%	66%	71%	**	69%	67%	66%
			e												
VERY CERTAIN	564	60	302	**	111	49	**	198	228	447	116	**	87	253	223
	48%	42%	52%	**	49%	31%	**	47%	48%	45%	60%	**	36%	50%	53%
			e		e						bd			a	a
NOT 'VERY CERTAIN'	226	23	104	**	41	41	**	101	69	204	23	**	79	91	56
	19%	16%	18%	**	18%	26%	**	24%	15%	21%	12%	**	33%	18%	13%
								ce		ce			bc		
TOTAL OUT OF CONTRACT	193	32	85	**	42	32	**	79	85	173	20	**	39	91	63
	16%	23%	15%	**	19%	20%	**	19%	18%	18%	10%	**	16%	18%	15%
VERY CERTAIN	117	23	54	**	26	15	**	45	54	104	14	**	23	56	39
	10%	16%	9%	**	11%	10%	**	11%	11%	11%	7%	**	9%	11%	9%
NOT 'VERY CERTAIN'	76	9	31	**	17	16	**	34	31	69	6	**	17	35	25
	6%	7%	5%	**	7%	10%	**	8%	7%	7%	3%	**	7%	7%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	126	18	64	**	17	22	**	30	61	103	23	**	21	55	50
	11%	12%	11%	**	7%	14%	**	7%	13%	11%	12%	**	9%	11%	12%
NOT SURE IF EVER HAD A CONTRACT	69	10	24	**	17	13	**	12	30	56	13	**	16	21	32
	6%	7%	4%	**	8%	8%	**	3%	6%	6%	7%	**	6%	4%	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.

**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

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	947	490	452	317	251	190	181	774	88	44	41	89	342	346	294	529
Effective Weighted Sample	836	437	395	283	220	168	159	685	77	38	36	76	305	308	255	473
Total	1178	613	559	372	322	245	229	959	109	53	56	121	430	419	365	656
TOTAL IN CONTRACT	790	415	371	242	223	159	162	647	**	**	**	**	309	257	255	438
	67%	68%	66%	65%	69%	65%	71%	67%	**	**	**	**	72%	61%	70%	67%
													c			
VERY CERTAIN	564	312	249	184	160	107	109	460	**	**	**	**	225	192	170	326
	48%	51%	45%	49%	50%	44%	48%	48%	**	**	**	**	52%	46%	47%	50%
NOT 'VERY CERTAIN'	226	104	122	58	63	52	53	187	**	**	**	**	84	65	85	112
	19%	17%	22%	16%	20%	21%	23%	19%	**	**	**	**	19%	16%	23%	17%
TOTAL OUT OF CONTRACT	193	102	91	80	49	40	24	160	**	**	**	**	55	99	49	120
	16%	17%	16%	22%	15%	16%	10%	17%	**	**	**	**	13%	24%	13%	18%
				d										b		
VERY CERTAIN	117	68	49	43	32	24	17	102	**	**	**	**	30	60	32	72
	10%	11%	9%	12%	10%	10%	8%	11%	**	**	**	**	7%	14%	9%	11%
														b		
NOT 'VERY CERTAIN'	76	34	42	37	17	16	6	58	**	**	**	**	25	39	17	48
	6%	6%	7%	10%	5%	6%	3%	6%	**	**	**	**	6%	9%	5%	7%
				d												
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	126	61	64	28	35	32	26	97	**	**	**	**	37	45	39	63
	11%	10%	11%	8%	11%	13%	12%	10%	**	**	**	**	9%	11%	11%	10%
NOT SURE IF EVER HAD A CONTRACT	69	34	33	22	15	14	16	55	**	**	**	**	29	18	21	35
	6%	6%	6%	6%	5%	6%	7%	6%	**	**	**	**	7%	4%	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.

**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	376	-	376	29	347	203	173	30	25	359	-	359	-	209	150	50
Effective Weighted Sample	363	-	363	27	336	196	167	28	24	346	-	346	-	202	145	47
Total	578	-	578	47	531	307	271	47	41	555	-	555	-	319	236	78
ALL SERVICES IN CONTRACT	420	**	420	**	391	228	192	**	**	402	**	402	**	243	159	**
	73%	**	73%	**	74%	74%	71%	**	**	72%	**	72%	**	76%	68%	**
ALL SERVICES OUT OF CONTRACT	61	**	61	**	61	36	25	**	**	59	**	59	**	35	24	**
	10%	**	10%	**	11%	12%	9%	**	**	11%	**	11%	**	11%	10%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	60	24	46	**	**	69	**	69	**	31	37	**
	12%	**	12%	**	11%	8%	17%	**	**	12%	**	12%	**	10%	16%	**
							a									
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	19	20	8	**	**	25	**	25	**	10	15	**
	5%	**	5%	**	4%	6%	3%	**	**	5%	**	5%	**	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.

**SUMMARY OF CONTRACT STATUS - TRIPLE PLAY**

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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	376	-	376	25	351	204	172	31	29	-	376	27	349
Effective Weighted Sample	363	-	363	24	339	197	166	29	27	-	363	26	337
Total	578	-	578	42	536	310	268	50	48	-	578	44	534
ALL SERVICES IN CONTRACT	420	**	420	**	394	236	184	**	**	**	420	**	391
	73%	**	73%	**	73%	76%	69%	**	**	**	73%	**	73%
ALL SERVICES OUT OF CONTRACT	61	**	61	**	61	32	28	**	**	**	61	**	61
	10%	**	10%	**	11%	10%	10%	**	**	**	10%	**	11%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	60	26	43	**	**	**	70	**	60
	12%	**	12%	**	11%	8%	16%	**	**	**	12%	**	11%
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	22	15	13	**	**	**	28	**	22
	5%	**	5%	**	4%	5%	5%	**	**	**	5%	**	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.

**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 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%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted total	376	175	201	27	21	-	-	-	-	376	-	307	69
Effective Weighted Sample	363	169	194	25	20	-	-	-	-	363	-	296	68
Total	578	267	311	43	35	-	-	-	-	578	-	479	100
ALL SERVICES IN CONTRACT	420	200	220	**	**	**	**	**	**	420	**	349	**
	73%	75%	71%	**	**	**	**	**	**	73%	**	73%	**
ALL SERVICES OUT OF CONTRACT	61	31	29	**	**	**	**	**	**	61	**	50	**
	10%	12%	9%	**	**	**	**	**	**	10%	**	11%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	70	18	52	**	**	**	**	**	**	70	**	55	**
	12%	7%	17%	**	**	**	**	**	**	12%	**	11%	**
			a										
MIX OF SERVICES IN & OUT OF CONTRACT	28	18	10	**	**	**	**	**	**	28	**	25	**
	5%	7%	3%	**	**	**	**	**	**	5%	**	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	376	-	376	-	-	-	10	96	188	294	82	29	43	160	173
Effective Weighted Sample	363	-	363	-	-	-	10	95	186	283	82	29	42	156	172
Total	578	-	578	-	-	-	25	175	265	466	112	40	86	253	240
ALL SERVICES IN CONTRACT	420	**	420	**	**	**	**	**	180	336	**	**	**	182	168
	73%	**	73%	**	**	**	**	**	68%	72%	**	**	**	72%	70%
ALL SERVICES OUT OF CONTRACT	61	**	61	**	**	**	**	**	30	54	**	**	**	29	26
	10%	**	10%	**	**	**	**	**	11%	12%	**	**	**	12%	11%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	**	70	**	**	**	**	**	39	52	**	**	**	27	36
	12%	**	12%	**	**	**	**	**	15%	11%	**	**	**	11%	15%
MIX OF SERVICES IN & OUT OF CONTRACT	28	**	28	**	**	**	**	**	16	24	**	**	**	15	10
	5%	**	5%	**	**	**	**	**	6%	5%	**	**	**	6%	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.

**SUMMARY OF CONTRACT STATUS - TRIPLE PLAY**

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

	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	376	194	182	133	98	72	69	311	32	17	16	34	134	140	108	223
Effective Weighted Sample	363	188	174	128	96	69	67	300	31	16	16	32	131	135	104	216
Total	578	302	277	188	160	114	110	473	50	28	28	61	205	211	169	337
ALL SERVICES IN CONTRACT	420	211	209	138	**	**	**	338	**	**	**	**	148	147	124	243
	73%	70%	76%	74%	**	**	**	72%	**	**	**	**	72%	70%	73%	72%
ALL SERVICES OUT OF CONTRACT	61	30	30	19	**	**	**	52	**	**	**	**	16	31	14	40
	10%	10%	11%	10%	**	**	**	11%	**	**	**	**	8%	15%	8%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	70	44	26	22	**	**	**	61	**	**	**	**	25	24	23	38
	12%	15%	9%	12%	**	**	**	13%	**	**	**	**	12%	12%	14%	11%
MIX OF SERVICES IN & OUT OF CONTRACT	28	16	11	8	**	**	**	22	**	**	**	**	15	8	8	16
	5%	5%	4%	4%	**	**	**	5%	**	**	**	**	7%	4%	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.

**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	674	-	674	94	580	369	305	73	57	596	12	607	1	358	250	83
Effective Weighted Sample	645	-	645	90	555	351	294	69	54	570	12	580	1	340	241	79
Total	600	-	600	84	516	329	271	66	53	530	13	542	1	321	222	73
BOTH SERVICES IN CONTRACT	451	**	451	**	386	265	186	**	**	403	**	413	**	245	170	**
	75%	**	75%	**	75%	80%	69%	**	**	76%	**	76%	**	76%	76%	**
						b										
BOTH SERVICES OUT OF CONTRACT	75	**	75	**	65	39	35	**	**	65	**	67	**	43	24	**
	12%	**	12%	**	13%	12%	13%	**	**	12%	**	12%	**	13%	11%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	61	**	61	**	56	19	42	**	**	51	**	51	**	25	26	**
	10%	**	10%	**	11%	6%	16%	**	**	10%	**	9%	**	8%	12%	**
						a										
MIX OF SERVICES IN & OUT OF CONTRACT	14	**	14	**	9	6	7	**	**	10	**	11	**	9	2	**
	2%	**	2%	**	2%	2%	3%	**	**	2%	**	2%	**	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.

**SUMMARY OF CONTRACT STATUS - DUAL PLAY**

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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	674	-	674	94	580	376	298	68	49	119	12	130	1
Effective Weighted Sample	645	-	645	90	555	357	288	64	46	114	12	125	1
Total	600	-	600	84	516	338	262	61	45	129	13	141	1
BOTH SERVICES IN CONTRACT	451	**	451	**	386	269	181	**	**	99	**	109	**
	75%	**	75%	**	75%	80%	69%	**	**	77%	**	77%	**
						b							
BOTH SERVICES OUT OF CONTRACT	75	**	75	**	65	42	33	**	**	12	**	13	**
	12%	**	12%	**	13%	12%	12%	**	**	10%	**	10%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	61	**	61	**	56	19	42	**	**	13	**	13	**
	10%	**	10%	**	11%	6%	16%	**	**	10%	**	10%	**
						a							
MIX OF SERVICES IN & OUT OF CONTRACT	14	**	14	**	9	7	7	**	**	4	**	5	**
	2%	**	2%	**	2%	2%	3%	**	**	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.

**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 ~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	674	46	85	11	7	84	254	10	6	131	338	451	223
Effective Weighted Sample	645	44	83	10	6	81	248	9	6	126	329	430	216
Total	600	53	89	13	8	69	207	8	5	142	276	413	187
BOTH SERVICES IN CONTRACT	451	**	**	**	**	**	147	**	**	110	197	314	137
	75%	**	**	**	**	**	71%	**	**	78%	72%	76%	73%
BOTH SERVICES OUT OF CONTRACT	75	**	**	**	**	**	30	**	**	13	43	53	22
	12%	**	**	**	**	**	15%	**	**	9%	16%	13%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	61	**	**	**	**	**	27	**	**	13	31	36	25
	10%	**	**	**	**	**	13%	**	**	9%	11%	9%	13%
MIX OF SERVICES IN & OUT OF CONTRACT	14	**	**	**	**	**	2	**	**	5	4	10	4
	2%	**	**	**	**	**	1%	**	**	4%	1%	2%	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	674	674	-	-	12	-	10	179	280	469	202	77	74	238	359
Effective Weighted Sample	645	645	-	-	12	-	9	174	274	448	199	76	70	229	352
Total	600	600	-	-	13	-	13	193	234	439	159	60	80	228	290
BOTH SERVICES IN CONTRACT	451	451	**	**	**	**	**	146	174	331	118	**	**	170	215
	75%	75%	**	**	**	**	**	76%	75%	75%	75%	**	**	75%	74%
BOTH SERVICES OUT OF CONTRACT	75	75	**	**	**	**	**	22	36	59	15	**	**	33	36
	12%	12%	**	**	**	**	**	12%	15%	13%	10%	**	**	14%	12%
ANY SERVICES UNSURE OF CONTRACT STATUS	61	61	**	**	**	**	**	21	20	41	19	**	**	21	29
	10%	10%	**	**	**	**	**	11%	8%	9%	12%	**	**	9%	10%
MIX OF SERVICES IN & OUT OF CONTRACT	14	14	**	**	**	**	**	3	4	8	6	**	**	3	9
	2%	2%	**	**	**	**	**	2%	2%	2%	4%	**	**	1%	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 - DUAL PLAY**

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

	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	674	375	290	228	178	118	143	555	62	39	18	57	228	236	200	384
Effective Weighted Sample	645	359	279	220	171	113	137	531	59	38	17	55	216	227	190	368
Total	600	343	250	184	165	113	132	493	55	35	17	53	210	210	179	341
BOTH SERVICES IN CONTRACT	451	253	192	136	119	85	107	370	**	**	**	**	162	150	131	255
	75%	74%	77%	74%	72%	75%	81%	75%	**	**	**	**	77%	71%	73%	75%
BOTH SERVICES OUT OF CONTRACT	75	44	29	26	26	8	13	61	**	**	**	**	24	32	22	46
	12%	13%	12%	14%	16%	7%	10%	12%	**	**	**	**	11%	15%	12%	14%
ANY SERVICES UNSURE OF CONTRACT STATUS	61	36	25	15	16	16	13	51	**	**	**	**	21	21	22	32
	10%	10%	10%	8%	10%	14%	9%	10%	**	**	**	**	10%	10%	12%	9%
MIX OF SERVICES IN & OUT OF CONTRACT	14	10	3	7	4	3	-	11	**	**	**	**	3	7	4	7
	2%	3%	1%	4%	2%	3%	-%	2%	**	**	**	**	1%	4%	2%	2%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2100	114	919	236	797	595	438	134	82	1589	236	1686	139	1160	665	314
Effective Weighted Sample	1756	103	826	211	718	532	397	117	72	1319	201	1401	120	966	553	254
Total	2132	143	1097	289	951	706	535	150	102	1593	260	1691	161	1170	683	304
Netflix	1693	102	877	223	756	551	429	111	**	1280	208	1361	128	918	571	233
	79%	71%	80%	77%	79%	78%	80%	74%	**	80%	80%	80%	79%	79%	83%	76%
															c	
Amazon Prime Video	1478	91	832	193	730	527	396	104	**	1124	182	1187	120	822	485	207
	69%	63%	76%	67%	77%	75%	74%	69%	**	71%	70%	70%	74%	70%	71%	68%
			a		a											
Disney+	970	64	471	133	402	307	228	62	**	727	120	766	81	520	327	125
	45%	45%	43%	46%	42%	43%	43%	41%	**	46%	46%	45%	50%	44%	48%	41%
Apple TV+	319	27	140	45	122	96	71	24	**	230	39	246	23	195	74	54
	15%	19%	13%	16%	13%	14%	13%	16%	**	14%	15%	15%	14%	17%	11%	18%
														b		b
NOW	297	16	158	37	137	97	77	28	**	230	33	239	23	183	80	48
	14%	11%	14%	13%	14%	14%	14%	19%	**	14%	13%	14%	14%	16%	12%	16%
Paramount+	272	21	153	43	131	101	74	31	**	196	37	211	23	142	92	46
	13%	15%	14%	15%	14%	14%	14%	21%	**	12%	14%	12%	14%	12%	13%	15%
Discovery+	166	17	86	28	75	59	44	20	**	114	29	124	19	102	41	23
	8%	12%	8%	10%	8%	8%	8%	13%	**	7%	11%	7%	12%	9%	6%	8%
ITVX Premium/ STV Player VIP	145	25	67	39	53	63	29	22	**	100	22	110	13	70	53	21
	7%	17%	6%	13%	6%	9%	5%	14%	**	6%	9%	6%	8%	6%	8%	7%
		b		b				b								
Channel4+ (premium service with no adverts)	94	7	40	12	35	27	20	13	**	73	9	75	7	58	25	27
	4%	5%	4%	4%	4%	4%	4%	9%	**	5%	4%	4%	5%	5%	4%	9%
																ab
BritBox	87	17	36	24	30	37	17	13	**	53	11	58	6	51	13	15
	4%	12%	3%	8%	3%	5%	3%	8%	**	3%	4%	3%	4%	4%	2%	5%
		b		b				b						b		b
Other supplier	45	-	22	4	19	11	11	2	**	29	9	33	5	31	7	5
	2%	-%	2%	1%	2%	2%	2%	2%	**	2%	3%	2%	3%	3%	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.

**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	2100	567	1094	735	926	1002	659	277	186	251	550	331	470
Effective Weighted Sample	1756	451	960	586	820	832	557	216	148	215	489	282	423
Total	2132	436	1235	605	1067	998	674	256	178	287	712	378	620
Netflix	1693	348	998	491	854	794	552	206	141	239	607	321	525
	79%	80%	81%	81%	80%	80%	82%	80%	79%	84%	85%	85%	85%
Amazon Prime Video	1478	280	937	403	814	731	485	175	127	208	543	276	475
	69%	64%	76%	67%	76%	73%	72%	69%	72%	73%	76%	73%	77%
			a		a								
Disney+	970	204	543	292	455	455	292	112	72	157	326	205	278
	45%	47%	44%	48%	43%	46%	43%	44%	41%	55%	46%	54%	45%
												b	
Apple TV+	319	71	158	94	135	152	77	45	27	57	99	73	83
	15%	16%	13%	16%	13%	15%	11%	18%	15%	20%	14%	19%	13%
NOW	297	69	165	88	146	148	86	37	22	55	81	65	71
	14%	16%	13%	15%	14%	15%	13%	14%	12%	19%	11%	17%	11%
										b			
Paramount+	272	51	172	76	146	135	87	38	23	45	130	66	109
	13%	12%	14%	13%	14%	14%	13%	15%	13%	16%	18%	17%	18%
Discovery+	166	29	93	42	80	70	52	27	18	28	68	36	60
	8%	7%	8%	7%	8%	7%	8%	11%	10%	10%	10%	10%	10%
ITVX Premium/ STV Player VIP	145	18	70	32	57	52	36	22	11	24	47	34	37
	7%	4%	6%	5%	5%	5%	5%	9%	6%	8%	7%	9%	6%
Channel4+ (premium service with no adverts)	94	14	41	22	34	32	24	13	7	9	30	14	26
	4%	3%	3%	4%	3%	3%	4%	5%	4%	3%	4%	4%	4%
BritBox	87	10	39	17	32	22	27	8	5	8	28	16	20
	4%	2%	3%	3%	3%	2%	4%	3%	3%	3%	4%	4%	3%
Other supplier	45	15	26	19	22	25	16	9	8	3	14	5	11
	2%	3%	2%	3%	2%	2%	2%	4%	5%	1%	2%	1%	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.

**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	~b
Unweighted total	2100	375	426	95	60	144	284	20	16	801	428	2100	-
Effective Weighted Sample	1756	326	377	77	49	125	251	16	13	703	376	1756	-
Total	2132	469	530	113	76	114	228	17	14	998	341	2132	-
Netflix	1693	394	452	**	**	86	170	**	**	847	255	1693	**
	79%	84%	85%	**	**	75%	75%	**	**	85%	75%	79%	**
										b			
Amazon Prime Video	1478	348	403	**	**	82	161	**	**	751	243	1478	**
	69%	74%	76%	**	**	72%	71%	**	**	75%	71%	69%	**
Disney+	970	236	248	**	**	42	89	**	**	484	132	970	**
	45%	50%	47%	**	**	37%	39%	**	**	48%	39%	45%	**
										b			
Apple TV+	319	82	74	**	**	11	21	**	**	155	32	319	**
	15%	17%	14%	**	**	10%	9%	**	**	16%	9%	15%	**
										b			
NOW	297	78	58	**	**	22	41	**	**	137	63	297	**
	14%	17%	11%	**	**	19%	18%	**	**	14%	18%	14%	**
Paramount+	272	81	94	**	**	8	8	**	**	175	16	272	**
	13%	17%	18%	**	**	7%	4%	**	**	17%	5%	13%	**
										b			
Discovery+	166	42	55	**	**	7	8	**	**	97	15	166	**
	8%	9%	10%	**	**	6%	3%	**	**	10%	4%	8%	**
										b			
ITVX Premium/ STV Player VIP	145	34	36	**	**	8	8	**	**	71	15	145	**
	7%	7%	7%	**	**	7%	3%	**	**	7%	5%	7%	**
Channel4+ (premium service with no adverts)	94	17	22	**	**	2	4	**	**	40	6	94	**
	4%	4%	4%	**	**	2%	2%	**	**	4%	2%	4%	**
BritBox	87	17	19	**	**	4	6	**	**	36	9	87	**
	4%	4%	4%	**	**	3%	2%	**	**	4%	3%	4%	**
Other supplier	45	5	11	**	**	2	2	**	**	16	4	45	**
	2%	1%	2%	**	**	2%	1%	**	**	2%	1%	2%	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2100	451	307	56	324	971	254	916	698	1868	228	63	696	846	554
Effective Weighted Sample	1756	430	296	54	266	777	201	752	613	1551	207	59	550	719	494
Total	2132	413	479	72	312	867	298	934	682	1914	215	60	718	882	529
Netflix	1693	311	405	**	257	669	258	776	521	1555	136	**	602	721	368
	79%	75%	85%	**	82%	77%	87%	83%	76%	81%	63%	**	84%	82%	70%
		ae			ce		ce	e	ce				c	c	
Amazon Prime Video	1478	311	380	**	218	524	197	642	480	1318	157	**	488	609	378
	69%	75%	79%	**	70%	60%	66%	69%	70%	69%	73%	**	68%	69%	72%
		e	de		e										
Disney+	970	171	210	**	147	413	190	511	246	948	22	**	415	441	114
	45%	41%	44%	**	47%	48%	64%	55%	36%	50%	10%	**	58%	50%	22%
					bcde		cde	e	ce				bc	c	
Apple TV+	319	44	66	**	46	155	58	159	86	303	16	**	126	148	45
	15%	11%	14%	**	15%	18%	19%	17%	13%	16%	7%	**	18%	17%	8%
					a	ce	e		e				c	c	
NOW	297	63	60	**	45	124	44	138	91	273	24	**	105	125	66
	14%	15%	13%	**	15%	14%	15%	15%	13%	14%	11%	**	15%	14%	13%
Paramount+	272	43	83	**	42	94	34	136	93	262	10	**	81	148	44
	13%	10%	17%	**	13%	11%	12%	15%	14%	14%	4%	**	11%	17%	8%
		ae			e	e	e	e	e				ac		
Discovery+	166	25	38	**	27	67	18	72	66	157	10	**	44	75	48
	8%	6%	8%	**	9%	8%	6%	8%	10%	8%	5%	**	6%	8%	9%
ITVX Premium/ STV Player VIP	145	18	31	**	22	70	33	66	37	136	7	**	64	56	23
	7%	4%	6%	**	7%	8%	11%	7%	5%	7%	3%	**	9%	6%	4%
					a	ce							c		
Channel4+ (premium service with no adverts)	94	10	21	**	7	52	29	49	14	92	2	**	56	31	7
	4%	2%	4%	**	2%	6%	10%	5%	2%	5%	1%	**	8%	3%	1%
					ad	cde	ce		c				bc		
BritBox	87	9	18	**	14	46	17	40	22	79	8	**	39	34	14
	4%	2%	4%	**	4%	5%	6%	4%	3%	4%	4%	**	5%	4%	3%
					a										
Other supplier	45	8	10	**	10	19	7	18	13	38	7	**	12	19	14
	2%	2%	2%	**	3%	2%	2%	2%	2%	2%	3%	**	2%	2%	3%

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

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**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	2100	1043	1022	637	592	422	431	1713	204	112	71	246	668	750	693	1060
Effective Weighted Sample	1756	887	841	544	480	356	364	1432	172	95	58	201	568	630	574	897
Total	2132	1079	1024	624	597	455	440	1731	209	115	78	263	695	745	707	1071
Netflix	1693	790	885	483	493	364	338	1362	171	89	**	225	533	599	564	850
	79%	73%	86%	77%	83%	80%	77%	79%	82%	77%	**	86%	77%	80%	80%	79%
			a									b				
Amazon Prime Video	1478	744	711	471	424	299	273	1178	158	84	**	162	454	574	488	771
	69%	69%	69%	75%	71%	66%	62%	68%	76%	73%	**	62%	65%	77%	69%	72%
				cd	d									ab		
Disney+	970	443	515	261	294	224	184	769	104	52	**	153	298	330	358	460
	45%	41%	50%	42%	49%	49%	42%	44%	50%	45%	**	58%	43%	44%	51%	43%
			a		a							bc			b	
Apple TV+	319	177	135	119	100	58	42	256	33	14	**	31	96	135	109	155
	15%	16%	13%	19%	17%	13%	9%	15%	16%	12%	**	12%	14%	18%	15%	14%
				cd	d											
NOW	297	150	142	90	72	74	58	243	26	19	**	31	101	109	123	126
	14%	14%	14%	14%	12%	16%	13%	14%	12%	17%	**	12%	15%	15%	17%	12%
															b	
Paramount+	272	126	142	76	82	62	49	206	36	19	**	44	87	106	103	130
	13%	12%	14%	12%	14%	14%	11%	12%	17%	17%	**	17%	13%	14%	15%	12%
Discovery+	166	83	77	47	33	40	45	127	17	14	**	19	61	61	66	64
	8%	8%	7%	8%	6%	9%	10%	7%	8%	12%	**	7%	9%	8%	9%	6%
							b								b	
ITVX Premium/ STV Player VIP	145	64	79	46	27	40	31	122	5	12	**	24	55	39	65	52
	7%	6%	8%	7%	5%	9%	7%	7%	2%	10%	**	9%	8%	5%	9%	5%
						b		b		b					b	
Channel4+ (premium service with no adverts)	94	41	53	31	26	23	15	83	3	4	**	19	32	32	41	31
	4%	4%	5%	5%	4%	5%	3%	5%	2%	4%	**	7%	5%	4%	6%	3%
															b	
BritBox	87	43	43	31	17	21	18	66	7	10	**	14	23	33	44	33
	4%	4%	4%	5%	3%	5%	4%	4%	4%	8%	**	5%	3%	4%	6%	3%
															b	

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

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**Q6E. STREAMING SERVICE PROVIDERS**

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

	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	2100	1043	1022	637	592	422	431	1713	204	112	71	246	668	750	693	1060
Effective Weighted Sample	1756	887	841	544	480	356	364	1432	172	95	58	201	568	630	574	897
Total	2132	1079	1024	624	597	455	440	1731	209	115	78	263	695	745	707	1071
Other supplier	45	28	16	10	16	8	10	36	6	2	**	2	17	14	20	14
	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	**	1%	3%	2%	3%	1%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	27	1411	211	1227	773	665	126	106	1189	299	1302	186	877	611	184
	58%	13%	97%	53%	97%	84%	90%	71%	84%	59%	89%	60%	93%	61%	65%	52%
		a	b	a	a	c	ac			a	a	a	a	c	c	
Landline phone service	1442	-	1442	190	1253	786	656	135	110	1098	261	1195	164	809	550	171
	53%	-%	99%	47%	99%	85%	89%	76%	87%	54%	78%	55%	81%	57%	59%	49%
			a		a	c	c			a	a	a	a	c	c	
Pay TV service	839	22	697	88	631	382	336	57	49	671	123	716	78	468	326	106
	31%	11%	48%	22%	50%	41%	45%	32%	39%	33%	37%	33%	39%	33%	35%	30%
		a	a		a		c									
Mobile Phone	336	9	276	74	211	166	119	28	23	-	336	134	202	225	111	29
	12%	4%	19%	19%	17%	18%	16%	16%	18%	-%	100%	6%	100%	16%	12%	8%
			a								a		a	bc		
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	-	587	81	506	319	268	62	49	530	-	530	-	310	220	72
	22%	-%	40%	20%	40%	35%	36%	35%	39%	26%	-%	25%	-%	22%	23%	20%
			a		a					b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	47	531	307	271	47	41	555	-	555	-	319	236	78
	21%	-%	40%	12%	42%	33%	37%	26%	32%	27%	-%	26%	-%	22%	25%	22%
			a		a					b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	86	13	73	46	40	4	3	-	86	24	62	63	23	8
	3%	-%	6%	3%	6%	5%	5%	2%	3%	-%	26%	1%	31%	4%	2%	2%
			a		a						a		a			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	158	41	117	90	68	13	13	-	158	67	91	99	58	8
	6%	-%	11%	10%	9%	10%	9%	8%	10%	-%	47%	3%	45%	7%	6%	2%
			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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
FIXED BROADBAND AND PAY TV	122	19	-	19	-	5	14	-	-	103	-	103	-	49	54	10
	4%	9%	-%	5%	-%	1%	2%	-%	-%	5%	-%	5%	-%	3%	6%	3%
		b		b						b		b			a	
MOBILE PHONE AND FIXED BROADBAND	41	6	2	8	-	5	3	-	-	-	41	17	24	23	18	4
	2%	3%	*%	2%	-%	1%	*%	-%	-%	-%	12%	1%	12%	2%	2%	1%
		b		b							a		a			
MOBILE PHONE AND PAY TV	19	1	13	4	10	11	3	4	4	-	19	15	4	15	3	2
	1%	*%	1%	1%	1%	1%	*%	2%	3%	-%	6%	1%	2%	1%	*%	1%
									b		a					
LANDLINE AND PAY TV	16	-	16	1	15	11	5	2	-	13	-	13	-	6	6	3
	1%	-%	1%	*%	1%	1%	1%	1%	-%	1%	-%	1%	-%	*%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	2	-	2	-	1	1	-	-	-	15	5	9	13	2	4
	1%	1%	-%	*%	-%	*%	*%	-%	-%	-%	4%	*%	5%	1%	*%	1%
		b									a		a			
LANDLINE AND MOBILE PHONE	14	-	14	5	9	12	2	6	3	-	14	5	9	9	5	2
	1%	-%	1%	1%	1%	1%	*%	3%	2%	-%	4%	*%	5%	1%	*%	1%
								b			a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	-	4	2	2	1	3	1	1	-	4	2	2	2	2	1
	*%	-%	*%	*%	*%	*%	*%	1%	1%	-%	1%	*%	1%	*%	*%	*%
											a		a			
NONE	1078	178	-	178	-	114	64	39	13	828	-	828	-	516	312	161
	40%	86%	-%	44%	-%	12%	9%	22%	10%	41%	-%	38%	-%	36%	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	-	1586	210	1376	875	712	167	125	176	802	264	714
	58%	-%	99%	29%	99%	71%	80%	57%	59%	52%	95%	60%	97%
			a		a	cd	acd				a		a
Landline phone service	1442	15	1410	184	1241	782	644	136	106	169	685	234	620
	53%	3%	88%	25%	90%	64%	72%	46%	50%	50%	81%	53%	84%
			a		a	cd	acd				a		a
Pay TV service	839	13	814	96	731	444	383	85	69	-	839	104	735
	31%	3%	51%	13%	53%	36%	43%	29%	33%	-%	100%	23%	100%
			a		a		acd				a		a
Mobile Phone	336	13	314	84	243	194	133	45	28	51	126	92	85
	12%	3%	20%	11%	18%	16%	15%	15%	14%	15%	15%	21%	12%
			a		a							b	
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	-	587	81	506	327	260	58	43	129	-	129	-
	22%	-%	37%	11%	36%	27%	29%	20%	20%	38%	-%	29%	-%
			a		a		cd			b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	42	536	310	268	50	48	-	578	44	534
	21%	-%	36%	6%	39%	25%	30%	17%	23%	-%	69%	10%	73%
			a		a	c	c				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	86	12	74	42	44	6	2	-	86	17	69
	3%	-%	5%	2%	5%	3%	5%	2%	1%	-%	10%	4%	9%
			a		a		d				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	158	33	125	94	64	19	11	37	-	37	-
	6%	-%	10%	4%	9%	8%	7%	6%	5%	11%	-%	8%	-%
			a		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.

**Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE**

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
FIXED BROADBAND AND PAY TV	122	-	122	21	101	63	59	20	12	-	122	21	101
	4%	-%	8%	3%	7%	5%	7%	7%	6%	-%	14%	5%	14%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	41	-	41	17	24	30	10	10	7	10	2	12	-
	2%	-%	3%	2%	2%	2%	1%	3%	3%	3%	*%	3%	-%
			a					b		b		b	
MOBILE PHONE AND PAY TV	19	4	13	8	10	14	4	3	3	-	19	15	4
	1%	1%	1%	1%	1%	1%	*%	1%	2%	-%	2%	3%	1%
											a	b	
LANDLINE AND PAY TV	16	7	-	7	-	5	2	1	1	-	16	1	15
	1%	1%	-%	1%	-%	*%	*%	*%	*%	-%	2%	*%	2%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	-	15	5	10	10	5	4	3	-	15	5	10
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%
LANDLINE AND MOBILE PHONE	14	7	1	8	-	4	4	2	1	4	1	5	-
	1%	1%	*%	1%	-%	*%	*%	1%	1%	1%	*%	1%	-%
			b		b								
LANDLINE, MOBILE PHONE AND PAY TV	4	2	-	2	-	1	1	1	1	-	4	2	2
	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
NONE	1078	496	-	496	-	325	171	119	79	156	-	156	-
	40%	96%	-%	68%	-%	27%	19%	41%	38%	47%	-%	35%	-%
			b		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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	436	542	**	**	95	262	**	**	978	358	1224	362
	58%	82%	84%	**	**	63%	67%	**	**	83%	66%	57%	62%
										b			
Landline phone service	1442	373	481	**	**	90	261	**	**	854	351	1085	357
	53%	70%	74%	**	**	59%	67%	**	**	73%	65%	51%	61%
										b			a
Pay TV service	839	378	461	**	**	-	-	**	**	839	-	709	130
	31%	71%	71%	**	**	-%	-%	**	**	71%	-%	33%	22%
										b		b	
Mobile Phone	336	69	108	**	**	27	58	**	**	177	85	260	76
	12%	13%	17%	**	**	18%	15%	**	**	15%	16%	12%	13%
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	49	79	**	**	69	207	**	**	129	276	403	184
	22%	9%	12%	**	**	45%	53%	**	**	11%	51%	19%	32%
											a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	267	311	**	**	-	-	**	**	578	-	479	100
	21%	50%	48%	**	**	-%	-%	**	**	49%	-%	22%	17%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	26	60	**	**	-	-	**	**	86	-	72	13
	3%	5%	9%	**	**	-%	-%	**	**	7%	-%	3%	2%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	19	19	**	**	20	52	**	**	37	72	106	52
	6%	3%	3%	**	**	13%	13%	**	**	3%	13%	5%	9%
											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.

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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
FIXED BROADBAND AND PAY TV	122 4%	60 11%	62 10%	** **	** **	- -%	- -%	** **	** **	122 10% b	- -%	114 5% b	8 1%
MOBILE PHONE AND FIXED BROADBAND	41 2%	5 1%	7 1%	** **	** **	6 4% b	4 1%	** **	** **	12 1%	10 2%	37 2%	4 1%
MOBILE PHONE AND PAY TV	19 1%	6 1%	13 2%	** **	** **	- -%	- -%	** **	** **	19 2% b	- -%	16 1%	3 *%
LANDLINE AND PAY TV	16 1%	8 2%	8 1%	** **	** **	- -%	- -%	** **	** **	16 1% b	- -%	11 1%	5 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	10 2%	5 1%	** **	** **	- -%	- -%	** **	** **	15 1% b	- -%	14 1%	1 *%
LANDLINE AND MOBILE PHONE	14 1%	3 1%	2 *%	** **	** **	1 *%	3 1%	** **	** **	5 *%	3 1%	11 1%	3 1%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	1 *%	3 *%	** **	** **	- -%	- -%	** **	** **	4 *%	- -%	4 *%	- -%
NONE	1078 40%	78 15%	79 12%	** **	** **	56 37%	126 32%	** **	** **	156 13%	183 34% a	867 41%	211 36%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	587	578	**	335	-	62	522	641	1226	357	135	245	657	681
	58%	98%	100%	**	87%	-%	19%	51%	72%	54%	77%	72%	31%	64%	75%
		de	ade		e			a	abd	a	abd	abd		a	ab
Landline phone service	1442	587	578	**	191	-	55	449	595	1098	340	131	203	591	645
	53%	98%	100%	**	49%	-%	17%	44%	67%	49%	74%	70%	26%	58%	71%
		de	ade		e			a	abd	ab	abcd	abd		a	ab
Pay TV service	839	13	578	**	175	-	36	286	362	684	155	57	138	374	326
	31%	2%	100%	**	45%	-%	11%	28%	41%	30%	33%	30%	18%	37%	36%
		e	ade		ae			a	abdef	a	a	a		a	a
Mobile Phone	336	13	-	**	250	-	20	117	117	254	81	32	56	141	137
	12%	2%	-%	**	64%	-%	6%	11%	13%	11%	17%	17%	7%	14%	15%
		be			abe				a		abd	a		a	a
<b>SERVICES FROM THE SAME PROVIDER</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	587	-	**	-	-	13	189	230	431	154	58	79	224	282
	22%	98%	-%	**	-%	-%	4%	18%	26%	19%	33%	31%	10%	22%	31%
		bde						a	abd	a	abcd	abd		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	**	-	-	25	175	265	466	112	40	86	253	240
	21%	-%	100%	**	-%	-%	8%	17%	30%	21%	24%	21%	11%	25%	26%
			ade					a	abd	a	ab	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	-	**	-	-	-	28	40	69	17	4	8	43	35
	3%	-%	-%	**	-%	-%	-%	3%	4%	3%	4%	2%	1%	4%	4%
								a	a	a	a			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	-	**	158	-	12	43	50	105	52	25	23	54	80
	6%	-%	-%	**	41%	-%	4%	4%	6%	5%	11%	13%	3%	5%	9%
					abe						abcd	abcd			ab

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
FIXED BROADBAND AND PAY TV	122 4%	- -%	- -%	** **	122 31% abe	- -%	9 3%	58 6%	39 4%	106 5%	16 4%	8 4%	34 4%	54 5%	33 4%
MOBILE PHONE AND FIXED BROADBAND	41 2%	- -%	- -%	** **	41 11% abe	- -%	4 1%	21 2%	11 1%	35 2%	5 1%	1 *%	12 2%	20 2%	9 1%
MOBILE PHONE AND PAY TV	19 1%	13 2% be	- -%	** **	19 5% be	- -%	1 *%	8 1%	5 1%	14 1%	5 1%	2 1%	4 1%	6 1%	8 1%
LANDLINE AND PAY TV	16 1%	- -%	- -%	** **	16 4% abe	- -%	2 *%	5 *%	6 1%	12 1%	4 1%	4 2%	2 *%	7 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	- -%	- -%	** **	15 4% abe	- -%	- -%	8 1%	7 1%	15 1%	- -%	- -%	4 *%	8 1%	3 *%
LANDLINE AND MOBILE PHONE	14 1%	- -%	- -%	** **	14 4% abe	- -%	4 1%	5 *%	4 *%	13 1%	1 *%	1 *%	5 1%	6 1%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	- -%	- -%	** **	4 1% ae	- -%	- -%	4 *%	- -%	4 *%	- -%	- -%	1 *%	3 *%	- -%
NONE	1078 40%	- -%	- -%	** **	- -%	1078 100% abd	258 79%	489 47% cefc	235 26%	981 44% cef	95 21%	46 25%	528 67% bc	341 33% c	207 23%

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	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586 58%	857 61%	718 57%	496 66% cd	449 60% c	289 51%	338 54%	1298 58%	147 58%	80 58%	** **	153 46%	557 60% a	562 65% a	473 52%	910 67% a
Landline phone service	1442 53%	790 56% b	643 51%	455 60% cd	404 54%	267 47%	302 48%	1184 53%	132 52%	76 55%	** **	137 41%	511 55% a	504 59% a	431 48%	825 61% a
Pay TV service	839 31%	431 31%	406 32%	257 34%	236 31%	165 29%	174 28%	685 31%	76 30%	39 28%	** **	92 28%	308 33%	294 34%	250 28%	483 36% a
Mobile Phone	336 12%	188 13%	145 11%	103 14%	106 14% c	52 9%	73 12%	274 12%	33 13%	22 16%	** **	27 8%	131 14% a	112 13%	105 12%	186 14%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587 22%	334 24% b	246 19%	181 24%	161 22%	110 19%	129 21%	483 22%	55 22%	31 23%	** **	53 16%	202 22%	205 24% a	173 19%	335 25% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 21%	302 21%	277 22%	188 25% d	160 21%	114 20%	110 18%	473 21%	50 20%	28 20%	** **	61 18%	205 22%	211 25%	169 19%	337 25% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 3%	45 3%	40 3%	24 3%	25 3%	15 3%	20 3%	68 3%	10 4%	5 3%	** **	14 4%	32 3%	25 3%	23 3%	51 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 6%	91 6%	66 5%	52 7%	47 6%	21 4%	36 6%	132 6%	12 5%	11 8%	** **	5 2%	55 6% a	57 7% a	54 6%	88 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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
FIXED BROADBAND AND PAY TV	122 4%	55 4%	66 5%	33 4%	34 5%	23 4%	32 5%	98 4%	12 5%	3 2%	** **	12 4%	43 5%	44 5%	40 4%	67 5%
MOBILE PHONE AND FIXED BROADBAND	41 2%	22 2%	19 2%	14 2%	17 2%	2 *% c	7 1%	31 1%	6 2%	2 1%	** **	6 2%	15 2%	16 2%	10 1%	23 2%
MOBILE PHONE AND PAY TV	19 1%	10 1%	8 1%	4 1%	6 1%	5 1%	3 *% c	15 1%	- -%	3 2%	** **	- -%	12 1%	6 1%	8 1%	9 1%
LANDLINE AND PAY TV	16 1%	8 1%	8 1%	4 *% c	5 1%	3 1%	4 1%	14 1%	2 1%	- -%	** **	3 1%	7 1%	3 *% c	6 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	9 1%	5 *% c	3 *% c	4 1%	4 1%	4 1%	13 1%	1 1%	- -%	** **	1 *% c	6 1%	5 1%	4 *% c	8 1%
LANDLINE AND MOBILE PHONE	14 1%	8 1%	6 *% c	4 1%	5 1%	4 1%	1 *% c	11 1%	2 1%	1 1%	** **	* *% c	8 1%	3 *% c	7 1%	3 *% c
LANDLINE, MOBILE PHONE AND PAY TV	4 *% c	3 *% c	1 *% c	1 *% c	1 *% c	- -% c	2 *% c	3 *% c	1 *% c	- -% c	** **	- -% c	3 *% c	- -% c	- -% c	4 *% c
NONE	1078 40%	526 37%	524 41%	244 32%	283 38%	262 46% ab	275 44% a	889 40%	103 41%	54 39%	** **	178 53% bc	334 36%	285 33%	414 46% b	418 31%

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	1503	26	1275	198	1103	714	587	127	96	1090	306	1221	175	828	568	180
Effective Weighted Sample	1324	25	1146	177	993	642	528	110	85	961	267	1075	153	728	500	152
Total	1639	28	1457	222	1263	808	677	139	114	1201	336	1336	202	910	627	192
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586 97%	** **	1411 97%	211 95%	1227 97%	773 96%	665 98%	126 91%	** **	1189 99%	299 89%	1302 97%	186 93%	877 96%	611 97%	184 96%
Landline phone service	1442 88%	** **	1442 99%	190 85%	1253 99%	786 97%	656 97%	135 97%	** **	1098 91%	261 78%	1195 89%	164 81%	809 89%	550 88%	171 89%
Pay TV service	839 51%	** **	697 48%	88 39%	631 50%	382 47%	336 50%	57 41%	** **	671 56%	123 37%	716 54%	78 39%	468 51%	326 52%	106 55%
Mobile Phone	336 20%	** **	276 19%	74 33%	211 17%	166 21%	119 18%	28 20%	** **	- -%	336 100%	134 10%	202 100%	225 25%	111 18%	29 15%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587 36%	** **	587 40%	81 37%	506 40%	319 39%	268 40%	62 45%	** **	530 44%	- -%	530 40%	- -%	310 34%	220 35%	72 38%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 35%	** **	578 40%	47 21%	531 42%	307 38%	271 40%	47 34%	** **	555 46%	- -%	555 42%	- -%	319 35%	236 38%	78 41%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 5%	** **	86 6%	13 6%	73 6%	46 6%	40 6%	4 3%	** **	- -%	86 26%	24 2%	62 31%	63 7%	23 4%	8 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 10%	** **	158 11%	41 18%	117 9%	90 11%	68 10%	13 10%	** **	- -%	158 47%	67 5%	91 45%	99 11%	58 9%	8 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 : 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	1503	26	1275	198	1103	714	587	127	96	1090	306	1221	175	828	568	180
Effective Weighted Sample	1324	25	1146	177	993	642	528	110	85	961	267	1075	153	728	500	152
Total	1639	28	1457	222	1263	808	677	139	114	1201	336	1336	202	910	627	192
FIXED BROADBAND AND PAY TV	122	**	-	19	-	5	14	-	**	103	-	103	-	49	54	10
	7%	**	-%	9%	-%	1%	2%	-%	**	9%	-%	8%	-%	5%	9%	5%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	41	**	2	8	-	5	3	-	**	-	41	17	24	23	18	4
	2%	**	*%	3%	-%	1%	*%	-%	**	-%	12%	1%	12%	3%	3%	2%
				b						a		a				
MOBILE PHONE AND PAY TV	19	**	13	4	10	11	3	4	**	-	19	15	4	15	3	2
	1%	**	1%	2%	1%	1%	*%	3%	**	-%	6%	1%	2%	2%	1%	1%
										a						
LANDLINE AND PAY TV	16	**	16	1	15	11	5	2	**	13	-	13	-	6	6	3
	1%	**	1%	*%	1%	1%	1%	2%	**	1%	-%	1%	-%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	**	-	2	-	1	1	-	**	-	15	5	9	13	2	4
	1%	**	-%	1%	-%	*%	*%	-%	**	-%	4%	*%	5%	1%	*%	2%
				b						a		a				b
LANDLINE AND MOBILE PHONE	14	**	14	5	9	12	2	6	**	-	14	5	9	9	5	2
	1%	**	1%	2%	1%	1%	*%	4%	**	-%	4%	*%	5%	1%	1%	1%
								b		a		a				
LANDLINE, MOBILE PHONE AND PAY TV	4	**	4	2	2	1	3	1	**	-	4	2	2	2	2	1
	*%	**	*%	1%	*%	*%	*%	1%	**	-%	1%	*%	1%	*%	*%	1%
										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	1503	27	1460	243	1244	829	658	166	121	156	650	249	557
Effective Weighted Sample	1324	23	1289	206	1106	727	583	135	100	142	583	221	504
Total	1639	20	1601	235	1386	899	722	174	131	179	842	286	735
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586 97%	** **	1586 99%	210 90%	1376 99% a	875 97%	712 99%	167 96%	125 95%	176 98%	802 95%	264 92%	714 97% a
Landline phone service	1442 88%	** **	1410 88%	184 79%	1241 90% a	782 87% c	644 89% c	136 78%	106 81%	169 95% b	685 81%	234 82%	620 84%
Pay TV service	839 51%	** **	814 51%	96 41%	731 53% a	444 49%	383 53%	85 49%	69 52%	- -%	839 100% a	104 36%	735 100% a
Mobile Phone	336 20%	** **	314 20%	84 36% b	243 18%	194 22%	133 18%	45 26%	28 22%	51 28% b	126 15%	92 32% b	85 12%
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587 36%	** **	587 37%	81 35%	506 36%	327 36%	260 36%	58 33%	43 33%	129 72% b	- -%	129 45% b	- -%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 35%	** **	578 36%	42 18%	536 39% a	310 34%	268 37%	50 29%	48 36%	- -%	578 69% a	44 15%	534 73% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 5%	** **	86 5%	12 5%	74 5%	42 5%	44 6%	6 3%	2 1%	- -%	86 10% a	17 6%	69 9%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 10%	** **	158 10%	33 14%	125 9%	94 10%	64 9%	19 11%	11 9%	37 21% b	- -%	37 13% 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 : Those using the same provider for 2-4 services - Bundle 1

	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	1503	27	1460	243	1244	829	658	166	121	156	650	249	557
Effective Weighted Sample	1324	23	1289	206	1106	727	583	135	100	142	583	221	504
Total	1639	20	1601	235	1386	899	722	174	131	179	842	286	735
FIXED BROADBAND AND PAY TV	122	**	122	21	101	63	59	20	12	-	122	21	101
	7%	**	8%	9%	7%	7%	8%	12%	9%	-%	14%	7%	14%
											a		a
MOBILE PHONE AND FIXED BROADBAND	41	**	41	17	24	30	10	10	7	10	2	12	-
	2%	**	3%	7%	2%	3%	1%	6%	6%	5%	*%	4%	-%
				b				b	b	b		b	
MOBILE PHONE AND PAY TV	19	**	13	8	10	14	4	3	3	-	19	15	4
	1%	**	1%	3%	1%	2%	1%	2%	3%	-%	2%	5%	1%
				b								b	
LANDLINE AND PAY TV	16	**	-	7	-	5	2	1	1	-	16	1	15
	1%	**	-%	3%	-%	1%	*%	*%	1%	-%	2%	*%	2%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	**	15	5	10	10	5	4	3	-	15	5	10
	1%	**	1%	2%	1%	1%	1%	2%	2%	-%	2%	2%	1%
LANDLINE AND MOBILE PHONE	14	**	1	8	-	4	4	2	1	4	1	5	-
	1%	**	*%	3%	-%	*%	1%	1%	1%	2%	*%	2%	-%
				b						b		b	
LANDLINE, MOBILE PHONE AND PAY TV	4	**	-	2	-	1	1	1	1	-	4	2	2
	*%	**	-%	1%	-%	*%	*%	1%	1%	-%	*%	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.

**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	1503	355	451	73	48	110	309	14	10	806	419	1129	374
Effective Weighted Sample	1324	317	406	59	40	103	292	12	9	723	395	988	342
Total	1639	453	568	89	63	96	265	13	10	1021	361	1265	373
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	436	542	**	**	95	262	**	**	978	358	1224	362
	97%	96%	96%	**	**	99%	99%	**	**	96%	99%	97%	97%
										a			
Landline phone service	1442	373	481	**	**	90	261	**	**	854	351	1085	357
	88%	82%	85%	**	**	94%	99%	**	**	84%	97%	86%	96%
							a			a		a	a
Pay TV service	839	378	461	**	**	-	-	**	**	839	-	709	130
	51%	83%	81%	**	**	-%	-%	**	**	82%	-%	56%	35%
										b		b	
Mobile Phone	336	69	108	**	**	27	58	**	**	177	85	260	76
	20%	15%	19%	**	**	28%	22%	**	**	17%	24%	21%	20%
											a		
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	49	79	**	**	69	207	**	**	129	276	403	184
	36%	11%	14%	**	**	72%	78%	**	**	13%	76%	32%	49%
											a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	267	311	**	**	-	-	**	**	578	-	479	100
	35%	59%	55%	**	**	-%	-%	**	**	57%	-%	38%	27%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	26	60	**	**	-	-	**	**	86	-	72	13
	5%	6%	10%	**	**	-%	-%	**	**	8%	-%	6%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	19	19	**	**	20	52	**	**	37	72	106	52
	10%	4%	3%	**	**	21%	20%	**	**	4%	20%	8%	14%
											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.

**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1503	355	451	73	48	110	309	14	10	806	419	1129	374
Effective Weighted Sample	1324	317	406	59	40	103	292	12	9	723	395	988	342
Total	1639	453	568	89	63	96	265	13	10	1021	361	1265	373
FIXED BROADBAND AND PAY TV	122	60	62	**	**	-	-	**	**	122	-	114	8
	7%	13%	11%	**	**	-%	-%	**	**	12%	-%	9%	2%
										b		b	
MOBILE PHONE AND FIXED BROADBAND	41	5	7	**	**	6	4	**	**	12	10	37	4
	2%	1%	1%	**	**	6%	1%	**	**	1%	3%	3%	1%
						b							
MOBILE PHONE AND PAY TV	19	6	13	**	**	-	-	**	**	19	-	16	3
	1%	1%	2%	**	**	-%	-%	**	**	2%	-%	1%	1%
										b			
LANDLINE AND PAY TV	16	8	8	**	**	-	-	**	**	16	-	11	5
	1%	2%	1%	**	**	-%	-%	**	**	2%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	10	5	**	**	-	-	**	**	15	-	14	1
	1%	2%	1%	**	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE AND MOBILE PHONE	14	3	2	**	**	1	3	**	**	5	3	11	3
	1%	1%	*%	**	**	1%	1%	**	**	*%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	1	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.

**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	1503	674	376	67	398	-	40	446	635	1121	378	146	206	590	703
Effective Weighted Sample	1324	645	363	65	334	-	34	389	580	980	350	136	169	525	648
Total	1639	600	578	86	388	-	68	544	656	1268	367	141	257	679	699
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586	587	578	**	335	**	**	522	641	1226	357	135	245	657	681
	97%	98%	100%	**	87%	**	**	96%	98%	97%	97%	96%	95%	97%	97%
		d	ad												
Landline phone service	1442	587	578	**	191	**	**	449	595	1098	340	131	203	591	645
	88%	98%	100%	**	49%	**	**	83%	91%	87%	93%	93%	79%	87%	92%
		d	ad						b		bd	b		a	ab
Pay TV service	839	13	578	**	175	**	**	286	362	684	155	57	138	374	326
	51%	2%	100%	**	45%	**	**	53%	55%	54%	42%	40%	54%	55%	47%
			ad		a			ef	ef	ef				c	
Mobile Phone	336	13	-	**	250	**	**	117	117	254	81	32	56	141	137
	20%	2%	-%	**	64%	**	**	21%	18%	20%	22%	23%	22%	21%	20%
		b			ab										
<b>SERVICES FROM THE SAME PROVIDER</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587	587	-	**	-	**	**	189	230	431	154	58	79	224	282
	36%	98%	-%	**	-%	**	**	35%	35%	34%	42%	41%	31%	33%	40%
		bd									d				b
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	**	-	**	**	175	265	466	112	40	86	253	240
	35%	-%	100%	**	-%	**	**	32%	40%	37%	31%	28%	33%	37%	34%
			ad						bef						
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	-	**	-	**	**	28	40	69	17	4	8	43	35
	5%	-%	-%	**	-%	**	**	5%	6%	5%	5%	3%	3%	6%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	-	**	158	**	**	43	50	105	52	25	23	54	80
	10%	-%	-%	**	41%	**	**	8%	8%	8%	14%	18%	9%	8%	11%
					ab						bcd	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.

**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	1503	674	376	67	398	-	40	446	635	1121	378	146	206	590	703
Effective Weighted Sample	1324	645	363	65	334	-	34	389	580	980	350	136	169	525	648
Total	1639	600	578	86	388	-	68	544	656	1268	367	141	257	679	699
FIXED BROADBAND AND PAY TV	122 7%	- -%	- -%	** **	122 31%	** **	** **	58 11%	39 6%	106 8%	16 4%	8 5%	34 13%	54 8%	33 5%
					ab			ce					c		
MOBILE PHONE AND FIXED BROADBAND	41 2%	- -%	- -%	** **	41 11%	** **	** **	21 4%	11 2%	35 3%	5 1%	1 1%	12 5%	20 3%	9 1%
					ab								c		
MOBILE PHONE AND PAY TV	19 1%	13 2%	- -%	** **	19 5%	** **	** **	8 1%	5 1%	14 1%	5 1%	2 1%	4 2%	6 1%	8 1%
		b			b										
LANDLINE AND PAY TV	16 1%	- -%	- -%	** **	16 4%	** **	** **	5 1%	6 1%	12 1%	4 1%	4 3%	2 1%	7 1%	7 1%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	- -%	- -%	** **	15 4%	** **	** **	8 2%	7 1%	15 1%	- -%	- -%	4 1%	8 1%	3 *%
					ab										
LANDLINE AND MOBILE PHONE	14 1%	- -%	- -%	** **	14 4%	** **	** **	5 1%	4 1%	13 1%	1 *%	1 *%	5 2%	6 1%	3 *%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	- -%	- -%	** **	4 1%	** **	** **	4 1%	- -%	4 *%	- -%	- -%	1 *%	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.

**Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE**

Base : Those using the same provider for 2-4 services - Bundle 1

	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	1503	802	689	504	410	261	315	1241	139	76	47	131	531	533	447	861
Effective Weighted Sample	1324	712	601	449	360	231	278	1092	123	67	42	112	470	474	389	766
Total	1639	887	741	509	466	302	348	1342	151	84	61	157	587	575	493	933
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1586 97%	857 97%	718 97%	496 98%	449 96%	289 96%	338 97%	1298 97%	147 97%	** **	** **	153 98%	557 95%	562 98%	473 96%	910 98%
Landline phone service	1442 88%	790 89%	643 87%	455 89%	404 87%	267 89%	302 87%	1184 88%	132 87%	** **	** **	137 87%	511 87%	504 88%	431 87%	825 88%
Pay TV service	839 51%	431 49%	406 55%	257 50%	236 51%	165 55%	174 50%	685 51%	76 50%	** **	** **	92 59%	308 52%	294 51%	250 51%	483 52%
Mobile Phone	336 20%	188 21%	145 20%	103 20%	106 23%	52 17%	73 21%	274 20%	33 22%	** **	** **	27 17%	131 22%	112 19%	105 21%	186 20%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	587 36%	334 38%	246 33%	181 36%	161 35%	110 36%	129 37%	483 36%	55 37%	** **	** **	53 34%	202 34%	205 36%	173 35%	335 36%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 35%	302 34%	277 37%	188 37%	160 34%	114 38%	110 32%	473 35%	50 33%	** **	** **	61 39%	205 35%	211 37%	169 34%	337 36%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 5%	45 5%	40 5%	24 5%	25 5%	15 5%	20 6%	68 5%	10 7%	** **	** **	14 9%	32 5%	25 4%	23 5%	51 5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 10%	91 10%	66 9%	52 10%	47 10%	21 7%	36 10%	132 10%	12 8%	** **	** **	5 3%	55 9%	57 10%	54 11%	88 9%
FIXED BROADBAND AND PAY TV	122 7%	55 6%	66 9%	33 6%	34 7%	23 8%	32 9%	98 7%	12 8%	** **	** **	12 8%	43 7%	44 8%	40 8%	67 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.

**Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE**

Base : Those using the same provider for 2-4 services - Bundle 1

	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	1503	802	689	504	410	261	315	1241	139	76	47	131	531	533	447	861
Effective Weighted Sample	1324	712	601	449	360	231	278	1092	123	67	42	112	470	474	389	766
Total	1639	887	741	509	466	302	348	1342	151	84	61	157	587	575	493	933
MOBILE PHONE AND FIXED BROADBAND	41 2%	22 2%	19 3%	14 3%	17 4%	2 1%	7 2%	31 2%	6 4%	** **	** **	6 4%	15 2%	16 3%	10 2%	23 2%
MOBILE PHONE AND PAY TV	19 1%	10 1%	8 1%	4 1%	6 1%	5 2%	3 1%	15 1%	- -%	** **	** **	- -%	12 2%	6 1%	8 2%	9 1%
LANDLINE AND PAY TV	16 1%	8 1%	8 1%	4 1%	5 1%	3 1%	4 1%	14 1%	2 1%	** **	** **	3 2%	7 1%	3 1%	6 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	9 1%	5 1%	3 1%	4 1%	4 1%	4 1%	13 1%	1 1%	** **	** **	1 1%	6 1%	5 1%	4 1%	8 1%
LANDLINE AND MOBILE PHONE	14 1%	8 1%	6 1%	4 1%	5 1%	4 1%	1 *%	11 1%	2 1%	** **	** **	* *%	8 1%	3 1%	7 1%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	3 *%	1 *%	1 *%	1 *%	- -%	2 1%	3 *%	1 1%	** **	** **	- -%	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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Landline	15	-	15	5	10	10	5	4	4	-	15	12	3	13	2	1
	1%	-%	1%	1%	1%	1%	1%	2%	3%	-%	4%	1%	1%	1%	1%	1%
											a					*
Fixed Broadband	14	-	14	3	11	12	3	4	4	-	14	12	2	12	2	1
	1%	-%	1%	1%	1%	1%	1%	2%	3%	-%	4%	1%	1%	1%	1%	1%
									b		a					*
Pay TV service	3	-	3	2	1	1	2	-	-	-	3	-	3	3	-	-
	1%	-%	1%	1%	1%	1%	1%	-%	-%	-%	1%	-%	2%	1%	-%	-%
											a		a			-%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	-	13	3	10	10	3	4	4	-	13	12	1	11	2	1
	1%	-%	1%	1%	1%	1%	1%	2%	3%	-%	4%	1%	1%	1%	1%	1%
									b		a					*
LANDLINE AND PAY TV	2	-	2	2	-	-	2	-	-	-	2	-	2	2	-	-
	1%	-%	1%	1%	-%	-%	1%	-%	-%	-%	1%	-%	1%	1%	-%	-%
											a		a			-%
FIXED BROADBAND AND PAY TV	1	-	1	-	1	1	-	-	-	-	1	-	1	1	-	-
	1%	-%	1%	-%	1%	1%	-%	-%	-%	-%	1%	-%	1%	1%	-%	-%
											a		a			-%
NONE	2701	206	1441	396	1252	911	736	173	123	2029	319	2152	197	1412	937	351
	99%	100%	99%	99%	99%	99%	99%	98%	97%	100%	95%	99%	98%	99%	100%	100%
										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.

**Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE**

Base : All respondents

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Landline	15	-	15	3	12	13	2	3	3	-	15	14	1
	1%	-%	1%	*%	1%	1%	*%	1%	1%	-%	2%	3%	*%
												b	
Fixed Broadband	14	-	14	4	10	11	3	3	3	-	14	13	1
	1%	-%	1%	1%	1%	1%	*%	1%	1%	-%	2%	3%	*%
												b	
Pay TV service	3	-	3	1	2	2	1	-	-	-	3	3	-
	*%	-%	*%	*%	*%	*%	*%	-%	-%	-%	*%	1%	-%
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	-	13	3	10	11	2	3	3	-	13	12	1
	*%	-%	1%	*%	1%	1%	*%	1%	1%	-%	2%	3%	*%
												b	
LANDLINE AND PAY TV	2	-	2	-	2	2	-	-	-	-	2	2	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	*%	-%
FIXED BROADBAND AND PAY TV	1	-	1	1	-	-	1	-	-	-	1	1	-
	*%	-%	*%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%
NONE	2701	516	1585	726	1374	1211	889	290	208	336	826	427	734
	99%	100%	99%	99%	99%	99%	100%	99%	99%	100%	98%	97%	100%
		b											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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Landline	15 1%	5 1%	10 2%	** **	** **	- -%	- -%	** **	** **	15 1% b	- -%	12 1%	3 *%
Fixed Broadband	14 1%	5 1%	10 2%	** **	** **	- -%	- -%	** **	** **	14 1% b	- -%	12 1%	3 *%
Pay TV service	3 *%	3 1%	- -%	** **	** **	- -%	- -%	** **	** **	3 *%	- -%	3 *%	- -%
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13 *%	3 1%	10 2%	** **	** **	- -%	- -%	** **	** **	13 1% b	- -%	10 *%	3 *%
LANDLINE AND PAY TV	2 *%	2 *%	- -%	** **	** **	- -%	- -%	** **	** **	2 *%	- -%	2 *%	- -%
FIXED BROADBAND AND PAY TV	1 *%	1 *%	- -%	** **	** **	- -%	- -%	** **	** **	1 *%	- -%	1 *%	- -%
NONE	2701 99%	525 99%	636 98%	** **	** **	152 100%	391 100%	** **	** **	1161 99%	544 100% a	2119 99%	582 100%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954	
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855	
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906	
Landline	15	13	-	**	15	-	-	6	4	10	5	2	1	6	8	
	1%	2%	-%	**	4%	-%	-%	1%	*%	*%	1%	1%	*%	1%	1%	
		be			be											
Fixed Broadband	14	13	-	**	14	-	-	5	4	10	5	2	1	5	8	
	1%	2%	-%	**	4%	-%	-%	1%	*%	*%	1%	1%	*%	1%	1%	
		be			be											
Pay TV service	3	-	-	**	3	-	-	3	-	3	-	-	-	3	-	
	*%	-%	-%	**	1%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	
					e											
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13	13	-	**	13	-	-	4	4	8	5	2	1	4	8	
	*%	2%	-%	**	3%	-%	-%	*%	*%	*%	1%	1%	*%	*%	1%	
		be			be											
LANDLINE AND PAY TV	2	-	-	**	2	-	-	2	-	2	-	-	-	2	-	
	*%	-%	-%	**	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	
FIXED BROADBAND AND PAY TV	1	-	-	**	1	-	-	1	-	1	-	-	-	1	-	
	*%	-%	-%	**	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%	
NONE	2701	587	578	**	371	1078	326	1025	887	2238	457	185	784	1013	898	
	99%	98%	100%	**	96%	100%	100%	99%	100%	99%	99%	99%	100%	99%	99%	
			ad		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

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Landline	15 1%	10 1%	4 *%	3 *%	4 *%	4 1%	5 1%	10 *%	2 1%	3 2%	** **	2 1%	8 1%	5 1%	8 1%	6 *%
Fixed Broadband	14 1%	10 1%	4 *%	3 *%	4 *%	5 1%	3 *%	11 1%	- -%	3 2%	** **	- -%	9 1%	5 1%	7 1%	6 *%
Pay TV service	3 *%	3 *%	- -%	- -%	- -%	1 *%	2 *%	1 *%	2 1%	- -%	** **	2 1%	1 *%	- -%	3 *%	- -%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	13 *%	9 1%	4 *%	3 *%	4 *%	4 1%	3 *%	10 *%	- -%	3 2%	** **	- -%	8 1%	5 1%	6 1%	6 *%
LANDLINE AND PAY TV	2 *%	2 *%	- -%	- -%	- -%	- -%	2 *%	- -%	2 1%	- -%	** **	2 1%	- -%	- -%	2 *%	- -%
FIXED BROADBAND AND PAY TV	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	- -%	** **	- -%	1 *%	- -%	1 *%	- -%
NONE	2701 99%	1401 99%	1261 100%	750 100%	745 100%	559 99%	618 99%	2220 99%	252 99%	135 98%	** **	333 99%	912 99%	854 99%	898 99%	1345 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	14	-	14	4	10	10	4	3	3	-	14	11	3	12	2	1
Effective Weighted Sample	13	-	13	4	10	10	4	3	3	-	13	11	3	11	2	1
Total	16	-	16	5	11	12	5	4	4	-	16	12	4	14	2	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

**SERVICES FROM THE SAME PROVIDER**

DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND 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	14	-	14	4	10	11	3	2	2	-	14	13	1
Effective Weighted Sample	13	-	13	4	10	11	3	2	2	-	13	12	1
Total	16	-	16	4	12	13	3	3	3	-	16	15	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND 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	14	5	9	-	-	-	-	-	-	14	-	11	3
Effective Weighted Sample	13	5	9	-	-	-	-	-	-	13	-	11	3
Total	16	6	10	-	-	-	-	-	-	16	-	13	3
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND 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	14	12	-	-	14	-	-	5	4	9	5	2	1	5	8
Effective Weighted Sample	13	12	-	-	13	-	-	5	4	9	5	2	1	5	8
Total	16	13	-	-	16	-	-	7	4	11	5	2	1	7	8
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES FROM THE SAME PROVIDER</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND 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 ~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	14	10	4	3	3	4	4	10	1	3	-	1	8	5	8	5
Effective Weighted Sample	13	10	4	3	3	4	4	10	1	3	-	1	8	5	8	5
Total	16	12	4	3	4	5	5	11	2	3	-	2	9	5	9	6
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	27	1425	214	1238	784	668	130	110	1189	314	1314	189	889	614	185
	59%	13%	98%	53%	98%	85%	90%	73%	87%	59%	93%	61%	94%	62%	65%	53%
		a	a	a	a	c	ac	c	c	a	a	a	a	c	c	c
Landline phone service	1457	-	1457	194	1263	797	661	139	114	1098	276	1207	167	822	552	172
	54%	-%	100%	49%	100%	86%	89%	78%	90%	54%	82%	56%	83%	58%	59%	49%
		a	a	a	a	c	c	c	a	a	a	a	a	c	c	c
Pay TV service	842	22	700	90	632	384	338	57	49	671	126	716	81	471	326	106
	31%	11%	48%	22%	50%	42%	46%	32%	39%	33%	38%	33%	40%	33%	35%	30%
		a	a	a	a	c	c	c	a	a	a	a	a	a	a	a
Mobile Phone	336	9	276	74	211	166	119	28	23	-	336	134	202	225	111	29
	12%	4%	19%	19%	17%	18%	16%	16%	18%	-%	100%	6%	100%	16%	12%	8%
		a	a	a	a	a	a	a	a	a	a	a	a	bc	bc	bc
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	-	600	84	516	329	271	66	53	530	13	542	1	321	222	73
	22%	-%	41%	21%	41%	36%	37%	37%	42%	26%	4%	25%	1%	23%	24%	21%
		a	a	a	a	a	a	a	a	b	a	b	a	a	a	a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	47	531	307	271	47	41	555	-	555	-	319	236	78
	21%	-%	40%	12%	42%	33%	37%	26%	32%	27%	-%	26%	-%	22%	25%	22%
		a	a	a	a	a	a	a	a	b	a	b	a	a	a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	86	13	73	46	40	4	3	-	86	24	62	63	23	8
	3%	-%	6%	3%	6%	5%	5%	2%	3%	-%	26%	1%	31%	4%	2%	2%
		a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	158	41	117	90	68	13	13	-	158	67	91	99	58	8
	6%	-%	11%	10%	9%	10%	9%	8%	10%	-%	47%	3%	45%	7%	6%	2%
		a	a	a	a	a	a	a	a	a	a	a	a	c	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.

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
FIXED BROADBAND AND PAY TV	123	19	1	19	1	6	14	-	-	103	1	103	1	51	54	10
	5%	9%	*%	5%	*%	1%	2%	-%	-%	5%	*%	5%	1%	4%	6%	3%
		b		b						b					a	
MOBILE PHONE AND FIXED BROADBAND	41	6	2	8	-	5	3	-	-	-	41	17	24	23	18	4
	2%	3%	*%	2%	-%	1%	*%	-%	-%	-%	12%	1%	12%	2%	2%	1%
		b		b							a		a			
MOBILE PHONE AND PAY TV	19	1	13	4	10	11	3	4	4	-	19	15	4	15	3	2
	1%	*%	1%	1%	1%	1%	*%	2%	3%	-%	6%	1%	2%	1%	*%	1%
									b		a					
LANDLINE AND PAY TV	18	-	18	2	15	11	6	2	-	13	2	13	2	8	6	3
	1%	-%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	2	-	2	-	1	1	-	-	-	15	5	9	13	2	4
	1%	1%	-%	*%	-%	*%	*%	-%	-%	-%	4%	*%	5%	1%	*%	1%
		b									a		a			
LANDLINE AND MOBILE PHONE	14	-	14	5	9	12	2	6	3	-	14	5	9	9	5	2
	1%	-%	1%	1%	1%	1%	*%	3%	2%	-%	4%	*%	5%	1%	*%	1%
								b			a		a			
LANDLINE, MOBILE PHONE AND PAY TV	4	-	4	2	2	1	3	1	1	-	4	2	2	2	2	1
	*%	-%	*%	*%	*%	*%	*%	1%	1%	-%	1%	*%	1%	*%	*%	*%
											a		a			
NONE	1078	178	-	178	-	114	64	39	13	828	-	828	-	516	312	161
	40%	86%	-%	44%	-%	12%	9%	22%	10%	41%	-%	38%	-%	36%	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	-	1601	215	1386	886	715	170	128	176	817	277	715
	59%	-%	100%	29%	100%	72%	80%	58%	61%	52%	97%	63%	97%
			a		a	cd	acd				a		a
Landline phone service	1457	15	1425	188	1253	795	645	139	109	169	700	248	621
	54%	3%	89%	26%	90%	65%	72%	47%	52%	50%	83%	56%	85%
			a		a	cd	acd				a		a
Pay TV service	842	13	817	97	733	445	385	85	69	-	842	107	735
	31%	3%	51%	13%	53%	36%	43%	29%	33%	-%	100%	24%	100%
			a		a		acd				a		a
Mobile Phone	336	13	314	84	243	194	133	45	28	51	126	92	85
	12%	3%	20%	11%	18%	16%	15%	15%	14%	15%	15%	21%	12%
			a		a							b	
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	-	600	84	516	338	262	61	45	129	13	141	1
	22%	-%	37%	12%	37%	28%	29%	21%	22%	38%	2%	32%	*%
			a		a		c			b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	42	536	310	268	50	48	-	578	44	534
	21%	-%	36%	6%	39%	25%	30%	17%	23%	-%	69%	10%	73%
			a		a	c	c				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	86	12	74	42	44	6	2	-	86	17	69
	3%	-%	5%	2%	5%	3%	5%	2%	1%	-%	10%	4%	9%
			a		a		d				a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	158	33	125	94	64	19	11	37	-	37	-
	6%	-%	10%	4%	9%	8%	7%	6%	5%	11%	-%	8%	-%
			a		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.

**Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE**

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
FIXED BROADBAND AND PAY TV	123	-	123	22	101	63	60	20	12	-	123	22	101
	5%	-%	8%	3%	7%	5%	7%	7%	6%	-%	15%	5%	14%
			a		a						a		a
MOBILE PHONE AND FIXED BROADBAND	41	-	41	17	24	30	10	10	7	10	2	12	-
	2%	-%	3%	2%	2%	2%	1%	3%	3%	3%	*%	3%	-%
			a					b		b		b	
MOBILE PHONE AND PAY TV	19	4	13	8	10	14	4	3	3	-	19	15	4
	1%	1%	1%	1%	1%	1%	*%	1%	2%	-%	2%	3%	1%
											a	b	
LANDLINE AND PAY TV	18	7	2	7	2	7	2	1	1	-	18	2	15
	1%	1%	*%	1%	*%	1%	*%	*%	*%	-%	2%	1%	2%
			b		b								
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	-	15	5	10	10	5	4	3	-	15	5	10
	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%
LANDLINE AND MOBILE PHONE	14	7	1	8	-	4	4	2	1	4	1	5	-
	1%	1%	*%	1%	-%	*%	*%	1%	1%	1%	*%	1%	-%
			b		b								
LANDLINE, MOBILE PHONE AND PAY TV	4	2	-	2	-	1	1	1	1	-	4	2	2
	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%
NONE	1078	496	-	496	-	325	171	119	79	156	-	156	-
	40%	96%	-%	68%	-%	27%	19%	41%	38%	47%	-%	35%	-%
			b		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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	440	552	**	**	95	262	**	**	992	358	1235	365
	59%	83%	85%	**	**	63%	67%	**	**	84%	66%	58%	62%
										b			
Landline phone service	1457	378	491	**	**	90	261	**	**	869	351	1097	360
	54%	71%	76%	**	**	59%	67%	**	**	74%	65%	51%	62%
										b		a	
Pay TV service	842	381	461	**	**	-	-	**	**	842	-	712	130
	31%	72%	71%	**	**	-%	-%	**	**	71%	-%	33%	22%
										b		b	
Mobile Phone	336	69	108	**	**	27	58	**	**	177	85	260	76
	12%	13%	17%	**	**	18%	15%	**	**	15%	16%	12%	13%
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	53	89	**	**	69	207	**	**	142	276	413	187
	22%	10%	14%	**	**	45%	53%	**	**	12%	51%	19%	32%
											a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	267	311	**	**	-	-	**	**	578	-	479	100
	21%	50%	48%	**	**	-%	-%	**	**	49%	-%	22%	17%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	26	60	**	**	-	-	**	**	86	-	72	13
	3%	5%	9%	**	**	-%	-%	**	**	7%	-%	3%	2%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	19	19	**	**	20	52	**	**	37	72	106	52
	6%	3%	3%	**	**	13%	13%	**	**	3%	13%	5%	9%
											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.

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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
FIXED BROADBAND AND PAY TV	123 5%	61 12%	62 10%	** **	** **	- -%	- -%	** **	** **	123 10% b	- -%	115 5% b	8 1%
MOBILE PHONE AND FIXED BROADBAND	41 2%	5 1%	7 1%	** **	** **	6 4% b	4 1%	** **	** **	12 1%	10 2%	37 2%	4 1%
MOBILE PHONE AND PAY TV	19 1%	6 1%	13 2%	** **	** **	- -%	- -%	** **	** **	19 2% b	- -%	16 1%	3 *%
LANDLINE AND PAY TV	18 1%	10 2%	8 1%	** **	** **	- -%	- -%	** **	** **	18 1% b	- -%	13 1%	5 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	10 2%	5 1%	** **	** **	- -%	- -%	** **	** **	15 1% b	- -%	14 1%	1 *%
LANDLINE AND MOBILE PHONE	14 1%	3 1%	2 *%	** **	** **	1 *%	3 1%	** **	** **	5 *%	3 1%	11 1%	3 1%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	1 *%	3 *%	** **	** **	- -%	- -%	** **	** **	4 *%	- -%	4 *%	- -%
NONE	1078 40%	78 15%	79 12%	** **	** **	56 37%	126 32%	** **	** **	156 13%	183 34% a	867 41%	211 36%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601 59%	600 100%	578 100%	** **	350 90%	- -%	62 19%	528 51%	645 72%	1235 55%	362 78%	137 73%	246 31%	662 65%	689 76%
		de	de		e			a	abd	a	abd	abd		a	ab
Landline phone service	1457 54%	600 100%	578 100%	** **	206 53%	- -%	55 17%	455 44%	599 67%	1109 49%	345 75%	133 71%	204 26%	596 58%	653 72%
		de	de		e			a	abd	ab	abcd	abd		a	ab
Pay TV service	842 31%	13 2%	578 100%	** **	178 46%	- -%	36 11%	290 28%	362 41%	687 31%	155 33%	57 30%	138 18%	377 37%	326 36%
		e	ade		ae			a	abdef	a	a	a		a	a
Mobile Phone	336 12%	13 2%	- -%	** **	250 64%	- -%	20 6%	117 11%	117 13%	254 11%	81 17%	32 17%	56 7%	141 14%	137 15%
		be			abe				a		abd	a		a	a
<b>SERVICES FROM THE SAME PROVIDER</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600 22%	600 100%	- -%	** **	13 3%	- -%	13 4%	193 19%	234 26%	439 20%	159 34%	60 32%	80 10%	228 22%	290 32%
		bde			be			a	abd	a	abcd	abd		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 21%	- -%	578 100%	** **	- -%	- -%	25 8%	175 17%	265 30%	466 21%	112 24%	40 21%	86 11%	253 25%	240 26%
			ade					a	abd	a	ab	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 3%	- -%	- -%	** **	- -%	- -%	- -%	28 3%	40 4%	69 3%	17 4%	4 2%	8 1%	43 4%	35 4%
								a	a	a	a			a	a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 6%	- -%	- -%	** **	158 41%	- -%	12 4%	43 4%	50 6%	105 5%	52 11%	25 13%	23 3%	54 5%	80 9%
					abe						abcd	abcd			ab

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
FIXED BROADBAND AND PAY TV	123	-	-	**	123	-	9	59	39	107	16	8	34	56	33
	5%	-%	-%	**	32%	-%	3%	6%	4%	5%	4%	4%	4%	5%	4%
					abe										
MOBILE PHONE AND FIXED BROADBAND	41	-	-	**	41	-	4	21	11	35	5	1	12	20	9
	2%	-%	-%	**	11%	-%	1%	2%	1%	2%	1%	*%	2%	2%	1%
					abe										
MOBILE PHONE AND PAY TV	19	13	-	**	19	-	1	8	5	14	5	2	4	6	8
	1%	2%	-%	**	5%	-%	*%	1%	1%	1%	1%	1%	1%	1%	1%
		be			be										
LANDLINE AND PAY TV	18	-	-	**	18	-	2	7	6	14	4	4	2	8	7
	1%	-%	-%	**	5%	-%	*%	1%	1%	1%	1%	2%	*%	1%	1%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	-	-	**	15	-	-	8	7	15	-	-	4	8	3
	1%	-%	-%	**	4%	-%	-%	1%	1%	1%	-%	-%	*%	1%	*%
					abe										
LANDLINE AND MOBILE PHONE	14	-	-	**	14	-	4	5	4	13	1	1	5	6	3
	1%	-%	-%	**	4%	-%	1%	*%	*%	1%	*%	*%	1%	1%	*%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	**	4	-	-	4	-	4	-	-	1	3	-
	*%	-%	-%	**	1%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%
					ae										
NONE	1078	-	-	**	-	1078	258	489	235	981	95	46	528	341	207
	40%	-%	-%	**	-%	100%	79%	47%	26%	44%	21%	25%	67%	33%	23%
					abd		bcdef	cef		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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601 59%	868 61%	723 57%	499 66% cd	453 60% c	294 52%	341 55%	1310 59%	147 58%	83 61%	** **	153 46%	566 61% a	567 66% a	480 53%	916 68% a
Landline phone service	1457 54%	800 57% b	647 51%	458 61% cd	407 54%	271 48%	307 49%	1194 54%	133 52%	79 57%	** **	138 41%	519 56% a	509 59% a	439 48%	831 62% a
Pay TV service	842 31%	435 31%	406 32%	257 34%	236 31%	166 30%	176 28%	686 31%	78 31%	39 28%	** **	94 28%	309 34%	294 34%	253 28%	483 36% a
Mobile Phone	336 12%	188 13%	145 11%	103 14%	106 14% c	52 9%	73 12%	274 12%	33 13%	22 16%	** **	27 8%	131 14% a	112 13%	105 12%	186 14%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600 22%	343 24% b	250 20%	184 24%	165 22%	113 20%	132 21%	493 22%	55 22%	35 25%	** **	53 16%	210 23% a	210 24% a	179 20%	341 25% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 21%	302 21%	277 22%	188 25% d	160 21%	114 20%	110 18%	473 21%	50 20%	28 20%	** **	61 18%	205 22%	211 25%	169 19%	337 25% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 3%	45 3%	40 3%	24 3%	25 3%	15 3%	20 3%	68 3%	10 4%	5 3%	** **	14 4%	32 3%	25 3%	23 3%	51 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 6%	91 6%	66 5%	52 7%	47 6%	21 4%	36 6%	132 6%	12 5%	11 8%	** **	5 2%	55 6% a	57 7% a	54 6%	88 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.

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
FIXED BROADBAND AND PAY TV	123 5%	57 4%	66 5%	33 4%	34 5%	24 4%	32 5%	99 4%	12 5%	3 2%	** **	12 4%	44 5%	44 5%	42 5%	67 5%
MOBILE PHONE AND FIXED BROADBAND	41 2%	22 2%	19 2%	14 2%	17 2%	2 *% c	7 1%	31 1%	6 2%	2 1%	** **	6 2%	15 2%	16 2%	10 1%	23 2%
MOBILE PHONE AND PAY TV	19 1%	10 1%	8 1%	4 1%	6 1%	5 1%	3 *%	15 1%	- -%	3 2%	** **	- -%	12 1%	6 1%	8 1%	9 1%
LANDLINE AND PAY TV	18 1%	9 1%	8 1%	4 *%	5 1%	3 1%	6 1%	14 1%	3 1%	- -%	** **	5 2%	7 1%	3 *%	8 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	9 1%	5 *%	3 *%	4 1%	4 1%	4 1%	13 1%	1 1%	- -%	** **	1 *%	6 1%	5 1%	4 *%	8 1%
LANDLINE AND MOBILE PHONE	14 1%	8 1%	6 *%	4 1%	5 1%	4 1%	1 *%	11 1%	2 1%	1 1%	** **	* *%	8 1%	3 *%	7 1%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	3 *%	1 *%	1 *%	1 *%	- -%	2 *%	3 *%	1 *%	- -%	** **	- -%	3 *%	- -%	- -%	4 *%
NONE	1078 40%	526 37%	524 41%	244 32%	283 38%	262 46% ab	275 44% a	889 40%	103 41%	54 39%	** **	178 53% bc	334 36%	285 33%	414 46% b	418 31%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1503	26	1275	198	1103	714	587	127	96	1090	306	1221	175	828	568	180
Effective Weighted Sample	1324	25	1146	177	993	642	528	110	85	961	267	1075	153	728	500	152
Total	1639	28	1457	222	1263	808	677	139	114	1201	336	1336	202	910	627	192
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601 98%	** **	1425 98%	214 96%	1238 98%	784 97%	668 99%	130 94%	** **	1189 99%	314 93%	1314 98%	189 94%	889 98%	614 98%	185 97%
Landline phone service	1457 89%	** **	1457 100%	194 87%	1263 100%	797 99%	661 98%	139 100%	** **	1098 91%	276 82%	1207 90%	167 83%	822 90%	552 88%	172 90%
Pay TV service	842 51%	** **	700 48%	90 40%	632 50%	384 47%	338 50%	57 41%	** **	671 56%	126 38%	716 54%	81 40%	471 52%	326 52%	106 55%
Mobile Phone	336 20%	** **	276 19%	74 33%	211 17%	166 21%	119 18%	28 20%	** **	- -%	336 100%	134 10%	202 100%	225 25%	111 18%	29 15%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600 37%	** **	600 41%	84 38%	516 41%	329 41%	271 40%	66 47%	** **	530 44%	13 4%	542 41%	1 1%	321 35%	222 35%	73 38%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578 35%	** **	578 40%	47 21%	531 42%	307 38%	271 40%	47 34%	** **	555 46%	- -%	555 42%	- -%	319 35%	236 38%	78 41%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86 5%	** **	86 6%	13 6%	73 6%	46 6%	40 6%	4 3%	** **	- -%	86 26%	24 2%	62 31%	63 7%	23 4%	8 4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158 10%	** **	158 11%	41 18%	117 9%	90 11%	68 10%	13 10%	** **	- -%	158 47%	67 5%	91 45%	99 11%	58 9%	8 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 : 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	1503	26	1275	198	1103	714	587	127	96	1090	306	1221	175	828	568	180
Effective Weighted Sample	1324	25	1146	177	993	642	528	110	85	961	267	1075	153	728	500	152
Total	1639	28	1457	222	1263	808	677	139	114	1201	336	1336	202	910	627	192
FIXED BROADBAND AND PAY TV	123	**	1	19	1	6	14	-	**	103	1	103	1	51	54	10
	8%	**	*%	9%	*%	1%	2%	-%	**	9%	*%	8%	1%	6%	9%	5%
				b						b		b				
MOBILE PHONE AND FIXED BROADBAND	41	**	2	8	-	5	3	-	**	-	41	17	24	23	18	4
	2%	**	*%	3%	-%	1%	*%	-%	**	-%	12%	1%	12%	3%	3%	2%
				b						a		a				
MOBILE PHONE AND PAY TV	19	**	13	4	10	11	3	4	**	-	19	15	4	15	3	2
	1%	**	1%	2%	1%	1%	*%	3%	**	-%	6%	1%	2%	2%	1%	1%
										a						
LANDLINE AND PAY TV	18	**	18	2	15	11	6	2	**	13	2	13	2	8	6	3
	1%	**	1%	1%	1%	1%	1%	2%	**	1%	1%	1%	1%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	**	-	2	-	1	1	-	**	-	15	5	9	13	2	4
	1%	**	-%	1%	-%	*%	*%	-%	**	-%	4%	*%	5%	1%	*%	2%
				b						a		a				b
LANDLINE AND MOBILE PHONE	14	**	14	5	9	12	2	6	**	-	14	5	9	9	5	2
	1%	**	1%	2%	1%	1%	*%	4%	**	-%	4%	*%	5%	1%	1%	1%
								b		a		a				
LANDLINE, MOBILE PHONE AND PAY TV	4	**	4	2	2	1	3	1	**	-	4	2	2	2	2	1
	*%	**	*%	1%	*%	*%	*%	1%	**	-%	1%	*%	1%	*%	*%	1%
										a						

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1503	27	1460	243	1244	829	658	166	121	156	650	249	557
Effective Weighted Sample	1324	23	1289	206	1106	727	583	135	100	142	583	221	504
Total	1639	20	1601	235	1386	899	722	174	131	179	842	286	735
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	**	1601	215	1386	886	715	170	128	176	817	277	715
	98%	**	100%	92%	100%	99%	99%	98%	97%	98%	97%	97%	97%
				a									
Landline phone service	1457	**	1425	188	1253	795	645	139	109	169	700	248	621
	89%	**	89%	80%	90%	88%	89%	80%	83%	95%	83%	87%	85%
				a		c	c			b			
Pay TV service	842	**	817	97	733	445	385	85	69	-	842	107	735
	51%	**	51%	41%	53%	50%	53%	49%	52%	-%	100%	37%	100%
				a							a		a
Mobile Phone	336	**	314	84	243	194	133	45	28	51	126	92	85
	20%	**	20%	36%	18%	22%	18%	26%	22%	28%	15%	32%	12%
				b						b		b	
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	**	600	84	516	338	262	61	45	129	13	141	1
	37%	**	37%	36%	37%	38%	36%	35%	35%	72%	2%	49%	1%
										b		b	1%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	**	578	42	536	310	268	50	48	-	578	44	534
	35%	**	36%	18%	39%	34%	37%	29%	36%	-%	69%	15%	73%
				a							a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	**	86	12	74	42	44	6	2	-	86	17	69
	5%	**	5%	5%	5%	5%	6%	3%	1%	-%	10%	6%	9%
											a		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	**	158	33	125	94	64	19	11	37	-	37	-
	10%	**	10%	14%	9%	10%	9%	11%	9%	21%	-%	13%	-%
										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 : Those using the same provider for 2-4 services - SIMPLE BUNDLE

	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	1503	27	1460	243	1244	829	658	166	121	156	650	249	557
Effective Weighted Sample	1324	23	1289	206	1106	727	583	135	100	142	583	221	504
Total	1639	20	1601	235	1386	899	722	174	131	179	842	286	735
FIXED BROADBAND AND PAY TV	123	**	123	22	101	63	60	20	12	-	123	22	101
	8%	**	8%	10%	7%	7%	8%	12%	9%	-%	15%	8%	14%
											a		
MOBILE PHONE AND FIXED BROADBAND	41	**	41	17	24	30	10	10	7	10	2	12	-
	2%	**	3%	7%	2%	3%	1%	6%	6%	5%	*%	4%	-%
				b				b	b	b		b	
MOBILE PHONE AND PAY TV	19	**	13	8	10	14	4	3	3	-	19	15	4
	1%	**	1%	3%	1%	2%	1%	2%	3%	-%	2%	5%	1%
				b								b	
LANDLINE AND PAY TV	18	**	2	7	2	7	2	1	1	-	18	2	15
	1%	**	*%	3%	*%	1%	*%	*%	1%	-%	2%	1%	2%
				b									
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	**	15	5	10	10	5	4	3	-	15	5	10
	1%	**	1%	2%	1%	1%	1%	2%	2%	-%	2%	2%	1%
LANDLINE AND MOBILE PHONE	14	**	1	8	-	4	4	2	1	4	1	5	-
	1%	**	*%	3%	-%	*%	1%	1%	1%	2%	*%	2%	-%
				b						b		b	
LANDLINE, MOBILE PHONE AND PAY TV	4	**	-	2	-	1	1	1	1	-	4	2	2
	*%	**	-%	1%	-%	*%	*%	1%	1%	-%	*%	1%	*%
				b									

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	1503	355	451	73	48	110	309	14	10	806	419	1129	374
Effective Weighted Sample	1324	317	406	59	40	103	292	12	9	723	395	988	342
Total	1639	453	568	89	63	96	265	13	10	1021	361	1265	373
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	440	552	**	**	95	262	**	**	992	358	1235	365
	98%	97%	97%	**	**	99%	99%	**	**	97%	99%	98%	98%
Landline phone service	1457	378	491	**	**	90	261	**	**	869	351	1097	360
	89%	83%	87%	**	**	94%	99%	**	**	85%	97%	87%	96%
							a				a		a
Pay TV service	842	381	461	**	**	-	-	**	**	842	-	712	130
	51%	84%	81%	**	**	-%	-%	**	**	82%	-%	56%	35%
										b		b	
Mobile Phone	336	69	108	**	**	27	58	**	**	177	85	260	76
	20%	15%	19%	**	**	28%	22%	**	**	17%	24%	21%	20%
											a		
<b>SERVICES FROM THE SAME PROVIDER</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	53	89	**	**	69	207	**	**	142	276	413	187
	37%	12%	16%	**	**	72%	78%	**	**	14%	76%	33%	50%
											a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	267	311	**	**	-	-	**	**	578	-	479	100
	35%	59%	55%	**	**	-%	-%	**	**	57%	-%	38%	27%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	26	60	**	**	-	-	**	**	86	-	72	13
	5%	6%	10%	**	**	-%	-%	**	**	8%	-%	6%	4%
										b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	19	19	**	**	20	52	**	**	37	72	106	52
	10%	4%	3%	**	**	21%	20%	**	**	4%	20%	8%	14%
											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.

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	1503	355	451	73	48	110	309	14	10	806	419	1129	374
Effective Weighted Sample	1324	317	406	59	40	103	292	12	9	723	395	988	342
Total	1639	453	568	89	63	96	265	13	10	1021	361	1265	373
FIXED BROADBAND AND PAY TV	123	61	62	**	**	-	-	**	**	123	-	115	8
	8%	14%	11%	**	**	-%	-%	**	**	12%	-%	9%	2%
										b		b	
MOBILE PHONE AND FIXED BROADBAND	41	5	7	**	**	6	4	**	**	12	10	37	4
	2%	1%	1%	**	**	6%	1%	**	**	1%	3%	3%	1%
						b							
MOBILE PHONE AND PAY TV	19	6	13	**	**	-	-	**	**	19	-	16	3
	1%	1%	2%	**	**	-%	-%	**	**	2%	-%	1%	1%
										b			
LANDLINE AND PAY TV	18	10	8	**	**	-	-	**	**	18	-	13	5
	1%	2%	1%	**	**	-%	-%	**	**	2%	-%	1%	1%
										b			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	10	5	**	**	-	-	**	**	15	-	14	1
	1%	2%	1%	**	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE AND MOBILE PHONE	14	3	2	**	**	1	3	**	**	5	3	11	3
	1%	1%	*%	**	**	1%	1%	**	**	*%	1%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	4	1	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.

**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	1503	674	376	67	398	-	40	446	635	1121	378	146	206	590	703
Effective Weighted Sample	1324	645	363	65	334	-	34	389	580	980	350	136	169	525	648
Total	1639	600	578	86	388	-	68	544	656	1268	367	141	257	679	699
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	600	578	**	350	**	**	528	645	1235	362	137	246	662	689
	98%	100%	100%	**	90%	**	**	97%	98%	97%	99%	97%	96%	98%	99%
		d	d												
Landline phone service	1457	600	578	**	206	**	**	455	599	1109	345	133	204	596	653
	89%	100%	100%	**	53%	**	**	84%	91%	87%	94%	94%	79%	88%	93%
		d	d						b		bd	b		a	ab
Pay TV service	842	13	578	**	178	**	**	290	362	687	155	57	138	377	326
	51%	2%	100%	**	46%	**	**	53%	55%	54%	42%	40%	54%	56%	47%
			ad		a			ef	ef	ef				c	
Mobile Phone	336	13	-	**	250	**	**	117	117	254	81	32	56	141	137
	20%	2%	-%	**	64%	**	**	21%	18%	20%	22%	23%	22%	21%	20%
		b			ab										
<b>SERVICES FROM THE SAME PROVIDER</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	600	-	**	13	**	**	193	234	439	159	60	80	228	290
	37%	100%	-%	**	3%	**	**	35%	36%	35%	43%	43%	31%	34%	41%
		bd			b						d				ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	-	578	**	-	**	**	175	265	466	112	40	86	253	240
	35%	-%	100%	**	-%	**	**	32%	40%	37%	31%	28%	33%	37%	34%
			ad						bef						
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	-	-	**	-	**	**	28	40	69	17	4	8	43	35
	5%	-%	-%	**	-%	**	**	5%	6%	5%	5%	3%	3%	6%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	-	-	**	158	**	**	43	50	105	52	25	23	54	80
	10%	-%	-%	**	41%	**	**	8%	8%	8%	14%	18%	9%	8%	11%
					ab						bcd	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.

**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	1503	674	376	67	398	-	40	446	635	1121	378	146	206	590	703
Effective Weighted Sample	1324	645	363	65	334	-	34	389	580	980	350	136	169	525	648
Total	1639	600	578	86	388	-	68	544	656	1268	367	141	257	679	699
FIXED BROADBAND AND PAY TV	123	-	-	**	123	**	**	59	39	107	16	8	34	56	33
	8%	-%	-%	**	32%	**	**	11%	6%	8%	4%	5%	13%	8%	5%
					ab			ce		e			c		
MOBILE PHONE AND FIXED BROADBAND	41	-	-	**	41	**	**	21	11	35	5	1	12	20	9
	2%	-%	-%	**	11%	**	**	4%	2%	3%	1%	1%	5%	3%	1%
					ab								c		
MOBILE PHONE AND PAY TV	19	13	-	**	19	**	**	8	5	14	5	2	4	6	8
	1%	2%	-%	**	5%	**	**	1%	1%	1%	1%	1%	2%	1%	1%
		b			b										
LANDLINE AND PAY TV	18	-	-	**	18	**	**	7	6	14	4	4	2	8	7
	1%	-%	-%	**	5%	**	**	1%	1%	1%	1%	3%	1%	1%	1%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15	-	-	**	15	**	**	8	7	15	-	-	4	8	3
	1%	-%	-%	**	4%	**	**	2%	1%	1%	-%	-%	1%	1%	*%
					ab										
LANDLINE AND MOBILE PHONE	14	-	-	**	14	**	**	5	4	13	1	1	5	6	3
	1%	-%	-%	**	4%	**	**	1%	1%	1%	*%	*%	2%	1%	*%
					ab										
LANDLINE, MOBILE PHONE AND PAY TV	4	-	-	**	4	**	**	4	-	4	-	-	1	3	-
	*%	-%	-%	**	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

	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	1503	802	689	504	410	261	315	1241	139	76	47	131	531	533	447	861
Effective Weighted Sample	1324	712	601	449	360	231	278	1092	123	67	42	112	470	474	389	766
Total	1639	887	741	509	466	302	348	1342	151	84	61	157	587	575	493	933
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1601	868	723	499	453	294	341	1310	147	**	**	153	566	567	480	916
	98%	98%	97%	98%	97%	97%	98%	98%	97%	**	**	98%	96%	99%	97%	98%
Landline phone service	1457	800	647	458	407	271	307	1194	133	**	**	138	519	509	439	831
	89%	90%	87%	90%	87%	90%	88%	89%	88%	**	**	88%	88%	89%	89%	89%
Pay TV service	842	435	406	257	236	166	176	686	78	**	**	94	309	294	253	483
	51%	49%	55%	50%	51%	55%	51%	51%	51%	**	**	60%	53%	51%	51%	52%
Mobile Phone	336	188	145	103	106	52	73	274	33	**	**	27	131	112	105	186
	20%	21%	20%	20%	23%	17%	21%	20%	22%	**	**	17%	22%	19%	21%	20%
<b>SERVICES FROM THE SAME PROVIDER</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	600	343	250	184	165	113	132	493	55	**	**	53	210	210	179	341
	37%	39%	34%	36%	35%	37%	38%	37%	37%	**	**	34%	36%	37%	36%	37%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	578	302	277	188	160	114	110	473	50	**	**	61	205	211	169	337
	35%	34%	37%	37%	34%	38%	32%	35%	33%	**	**	39%	35%	37%	34%	36%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	86	45	40	24	25	15	20	68	10	**	**	14	32	25	23	51
	5%	5%	5%	5%	5%	5%	6%	5%	7%	**	**	9%	5%	4%	5%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	158	91	66	52	47	21	36	132	12	**	**	5	55	57	54	88
	10%	10%	9%	10%	10%	7%	10%	10%	8%	**	**	3%	9%	10%	11%	9%
FIXED BROADBAND AND PAY TV	123	57	66	33	34	24	32	99	12	**	**	12	44	44	42	67
	8%	6%	9%	6%	7%	8%	9%	7%	8%	**	**	8%	8%	8%	8%	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.

**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	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	1503	802	689	504	410	261	315	1241	139	76	47	131	531	533	447	861
Effective Weighted Sample	1324	712	601	449	360	231	278	1092	123	67	42	112	470	474	389	766
Total	1639	887	741	509	466	302	348	1342	151	84	61	157	587	575	493	933
MOBILE PHONE AND FIXED BROADBAND	41 2%	22 2%	19 3%	14 3%	17 4%	2 1%	7 2%	31 2%	6 4%	** **	** **	6 4%	15 2%	16 3%	10 2%	23 2%
MOBILE PHONE AND PAY TV	19 1%	10 1%	8 1%	4 1%	6 1%	5 2%	3 1%	15 1%	- -%	** **	** **	- -%	12 2%	6 1%	8 2%	9 1%
LANDLINE AND PAY TV	18 1%	9 1%	8 1%	4 1%	5 1%	3 1%	6 2%	14 1%	3 2%	** **	** **	5 3% c	7 1%	3 1%	8 2%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	15 1%	9 1%	5 1%	3 1%	4 1%	4 1%	4 1%	13 1%	1 1%	** **	** **	1 1%	6 1%	5 1%	4 1%	8 1%
LANDLINE AND MOBILE PHONE	14 1%	8 1%	6 1%	4 1%	5 1%	4 1%	1 *%	11 1%	2 1%	** **	** **	* *%	8 1%	3 1%	7 1%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	4 *%	3 *%	1 *%	1 *%	1 *%	- -%	2 1%	3 *%	1 1%	** **	** **	- -%	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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Mobile Phone	2029	117	1098	244	971	646	570	114	93	2029	-	2029	-	1201	828	323
	75%	57%	75%	61%	77%	70%	77%	64%	73%	100%	-%	94%	-%	84%	88%	92%
			a		a		ac			b		b			a	a
Free TV Service	544	47	351	107	291	215	183	39	37	410	85	456	39	297	198	65
	20%	23%	24%	27%	23%	23%	25%	22%	29%	20%	25%	21%	19%	21%	21%	18%
Fixed Broadband	516	52	15	57	11	39	29	12	9	355	13	361	7	243	125	58
	19%	25%	1%	14%	1%	4%	4%	7%	7%	17%	4%	17%	3%	17%	13%	16%
		b		b						b		b				
Pay TV service	336	22	169	56	136	99	93	20	15	242	51	256	36	183	109	32
	12%	11%	12%	14%	11%	11%	13%	11%	11%	12%	15%	12%	18%	13%	12%	9%
Landline	206	206	-	206	-	126	80	39	13	117	9	121	6	69	58	10
	8%	100%	-%	51%	-%	14%	11%	22%	10%	6%	3%	6%	3%	5%	6%	3%
		b		b				ab								
NONE	264	-	213	31	182	124	89	19	13	-	189	68	121	136	53	20
	10%	-%	15%	8%	14%	13%	12%	11%	10%	-%	56%	3%	60%	10%	6%	6%
			a		a						a		a	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Mobile Phone	2029	355	1189	494	1050	879	664	203	154	242	671	300	613
	75%	69%	74%	68%	76%	72%	74%	69%	73%	72%	80%	68%	83%
			a		a						a		a
Free TV Service	544	117	358	179	296	277	197	58	48	-	-	-	-
	20%	23%	22%	24%	21%	23%	22%	20%	23%	-%	-%	-%	-%
Fixed Broadband	516	516	-	516	-	338	178	124	83	83	13	87	10
	19%	100%	-%	71%	-%	28%	20%	42%	39%	25%	2%	20%	1%
		b		b		b		ab	ab	b		b	
Pay TV service	336	83	176	114	145	166	92	41	24	336	-	336	-
	12%	16%	11%	16%	10%	14%	10%	14%	12%	100%	-%	76%	-%
		b		b						b		b	
Landline	206	52	27	61	18	53	26	12	11	22	22	28	16
	8%	10%	2%	8%	1%	4%	3%	4%	5%	7%	3%	6%	2%
		b		b						b		b	
NONE	264	-	253	40	212	145	108	27	15	-	161	44	117
	10%	-%	16%	6%	15%	12%	12%	9%	7%	-%	19%	10%	16%
			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.

**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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Mobile Phone	2029	407	505	**	**	113	297	**	**	913	410	1593	436
	75%	77%	78%	**	**	74%	76%	**	**	78%	75%	75%	75%
Free TV Service	544	-	-	**	**	152	391	**	**	-	544	341	202
	20%	-%	-%	**	**	100%	100%	**	**	-%	100%	16%	35%
										a	a	a	a
Fixed Broadband	516	44	52	**	**	42	75	**	**	96	117	436	80
	19%	8%	8%	**	**	28%	19%	**	**	8%	22%	20%	14%
										a	a	b	b
Pay TV service	336	150	186	**	**	-	-	**	**	336	-	287	49
	12%	28%	29%	**	**	-%	-%	**	**	29%	-%	13%	8%
										b	b	b	b
Landline	206	17	27	**	**	15	32	**	**	44	47	143	63
	8%	3%	4%	**	**	10%	8%	**	**	4%	9%	7%	11%
										a	a	a	a
NONE	264	69	92	**	**	-	-	**	**	161	-	215	49
	10%	13%	14%	**	**	-%	-%	**	**	14%	-%	10%	8%
										b	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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Mobile Phone	2029	530	555	**	116	828	257	774	680	1711	317	121	611	757	660
	75%	88%	96%	**	30%	77%	79%	75%	76%	76%	69%	65%	78%	74%	73%
		de	ade		d	d	ef	f	ef	ef					
Free TV Service	544	276	-	**	85	183	23	160	205	388	154	71	84	183	274
	20%	46%	-%	**	22%	17%	7%	15%	23%	17%	33%	38%	11%	18%	30%
		bde			b	b		a	abd	a	abcd	abcd		a	ab
Fixed Broadband	516	-	-	**	20	496	73	268	128	469	47	16	204	206	105
	19%	-%	-%	**	5%	46%	22%	26%	14%	21%	10%	9%	26%	20%	12%
					ab	abd	cef	cdef		cef			bc	c	
Pay TV service	336	129	-	**	51	156	51	132	112	295	40	16	103	132	99
	12%	21%	-%	**	13%	14%	16%	13%	13%	13%	9%	8%	13%	13%	11%
		bde			b	b	e			e					
Landline	206	-	-	**	28	178	15	77	63	155	50	32	60	66	78
	8%	-%	-%	**	7%	17%	4%	7%	7%	7%	11%	17%	8%	6%	9%
					ab	abd					ad	abcd			
NONE	264	43	23	**	124	1	9	99	93	201	61	23	48	107	108
	10%	7%	4%	**	32%	*/	3%	10%	10%	9%	13%	12%	6%	10%	12%
		e	e		abe			a	a	a	ad	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			
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Mobile Phone	2029	1033	970	554	572	429	452	1664	187	96	**	253	674	647	660	1027
	75%	73%	77%	74%	76%	76%	73%	75%	74%	69%	**	75%	73%	75%	73%	76%
Free TV Service	544	292	244	159	164	90	123	460	48	26	**	37	196	202	168	309
	20%	21%	19%	21%	22%	16%	20%	21%	19%	19%	**	11%	21%	23%	18%	23%
					c								a	a		
Fixed Broadband	516	273	234	131	170	100	111	425	48	26	**	72	163	161	169	240
	19%	19%	18%	17%	23%	18%	18%	19%	19%	19%	**	21%	18%	19%	19%	18%
Pay TV service	336	178	153	115	86	79	53	273	32	15	**	27	121	125	112	173
	12%	13%	12%	15%	12%	14%	8%	12%	12%	11%	**	8%	13%	15%	12%	13%
				d		d								a		
Landline	206	111	92	68	42	43	50	160	33	9	**	23	78	66	90	74
	8%	8%	7%	9%	6%	8%	8%	7%	13%	7%	**	7%	8%	8%	10%	6%
									a						b	
NONE	264	150	111	77	69	52	63	211	28	18	**	28	97	87	95	135
	10%	11%	9%	10%	9%	9%	10%	9%	11%	13%	**	8%	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.

**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	1503	26	1275	198	1103	714	587	127	96	1090	306	1221	175	828	568	180
Effective Weighted Sample	1324	25	1146	177	993	642	528	110	85	961	267	1075	153	728	500	152
Total	1639	28	1457	222	1263	808	677	139	114	1201	336	1336	202	910	627	192
As a package of services	1339	**	1204	22	1201	664	559	114	**	1054	192	1054	192	727	520	166
	82%	**	83%	10%	95%	82%	82%	82%	**	88%	57%	79%	95%	80%	83%	86%
					a					b		a				
As individual services	230	**	185	184	10	105	89	18	**	137	87	224	-	133	90	22
	14%	**	13%	83%	1%	13%	13%	13%	**	11%	26%	17%	-%	15%	14%	11%
				b						a		b				
Some but not all as a package of services	69	**	69	17	52	39	30	6	**	10	56	57	9	49	17	4
	4%	**	5%	7%	4%	5%	4%	4%	**	1%	17%	4%	5%	5%	3%	2%
										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.

**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

	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	1503	27	1460	243	1244	829	658	166	121	156	650	249	557
Effective Weighted Sample	1324	23	1289	206	1106	727	583	135	100	142	583	221	504
Total	1639	20	1601	235	1386	899	722	174	131	179	842	286	735
As a package of services	1339	**	1311	15	1309	722	602	134	98	138	720	141	717
	82%	**	82%	7%	94%	80%	83%	77%	75%	77%	86%	49%	98%
					a						a		a
As individual services	230	**	220	217	10	131	96	29	26	33	95	127	-
	14%	**	14%	93%	1%	15%	13%	17%	19%	18%	11%	44%	-%
				b								b	
Some but not all as a package of services	69	**	69	2	68	45	24	10	7	9	27	18	18
	4%	**	4%	1%	5%	5%	3%	6%	6%	5%	3%	6%	2%
					a							b	

Columns Tested: a,b - 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 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	1503	355	451	73	48	110	309	14	10	806	419	1129	374
Effective Weighted Sample	1324	317	406	59	40	103	292	12	9	723	395	988	342
Total	1639	453	568	89	63	96	265	13	10	1021	361	1265	373
As a package of services	1339	389	469	**	**	70	205	**	**	858	275	1039	300
	82%	86%	83%	**	**	73%	78%	**	**	84% b	76%	82%	80%
As individual services	230	48	79	**	**	17	47	**	**	127	63	181	50
	14%	11%	14%	**	**	17%	18%	**	**	12%	17%	14%	13%
Some but not all as a package of services	69	16	20	**	**	10	13	**	**	36	22	46	24
	4%	4%	3%	**	**	10%	5%	**	**	3%	6%	4%	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.

**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	1503	674	376	67	398	-	40	446	635	1121	378	146	206	590	703
Effective Weighted Sample	1324	645	363	65	334	-	34	389	580	980	350	136	169	525	648
Total	1639	600	578	86	388	-	68	544	656	1268	367	141	257	679	699
As a package of services	1339	507	525	**	247	**	**	448	538	1037	298	116	213	554	568
	82%	84%	91%	**	64%	**	**	82%	82%	82%	81%	82%	83%	82%	81%
		d	ad												
As individual services	230	93	40	**	97	**	**	76	90	180	50	18	38	96	96
	14%	16%	7%	**	25%	**	**	14%	14%	14%	14%	13%	15%	14%	14%
		b			ab										
Some but not all as a package of services	69	-	13	**	43	**	**	19	29	51	18	7	6	28	35
	4%	-%	2%	**	11%	**	**	4%	4%	4%	5%	5%	2%	4%	5%
			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.

**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	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	1503	802	689	504	410	261	315	1241	139	76	47	131	531	533	447	861
Effective Weighted Sample	1324	712	601	449	360	231	278	1092	123	67	42	112	470	474	389	766
Total	1639	887	741	509	466	302	348	1342	151	84	61	157	587	575	493	933
As a package of services	1339	721	609	413	382	253	281	1098	123	**	**	133	473	460	400	771
	82%	81%	82%	81%	82%	84%	81%	82%	81%	**	**	85%	81%	80%	81%	83%
As individual services	230	135	94	75	62	37	52	186	19	**	**	21	85	91	72	117
	14%	15%	13%	15%	13%	12%	15%	14%	12%	**	**	14%	14%	16%	15%	13%
Some but not all as a package of services	69	31	39	20	22	12	15	58	10	**	**	3	29	24	21	45
	4%	3%	5%	4%	5%	4%	4%	4%	6%	**	**	2%	5%	4%	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.

**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
		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Significance Level: 99%																
Unweighted total	54	-	52	11	41	31	21	5	5	7	45	46	6	38	14	2
Effective Weighted Sample	50	-	49	10	40	30	20	5	5	7	42	44	5	35	13	2
Total	69	-	69	17	52	39	30	6	6	10	56	57	9	49	17	4
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landlinephone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SELECTED SERVICES CONSIDERED TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE 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.

**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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	54	-	54	1	53	35	19	7	6	5	21	12	14
Effective Weighted Sample	50	-	50	1	49	32	18	6	6	4	19	11	13
Total	69	-	69	2	68	45	24	10	7	9	27	18	18
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
Landlinephone service	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SELECTED SERVICES CONSIDERED TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE 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.

**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	54	12	14	2	2	8	11	-	-	26	19	35	19
Effective Weighted Sample	50	11	12	2	2	8	11	-	-	23	19	32	18
Total	69	16	20	3	3	10	13	-	-	36	22	46	24
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
Landlinephone service	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SELECTED SERVICES CONSIDERED TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE 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.

**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 ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE ~e	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	54	-	9	10	35	-	1	13	24	38	16	6	4	20	30
Effective Weighted Sample	50	-	9	10	32	-	1	12	23	35	16	6	3	19	29
Total	69	-	13	13	43	-	3	19	29	51	18	7	6	28	35
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline/phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SELECTED SERVICES CONSIDERED TO BE A PACKAGE</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE 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.

**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	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	54	25	29	17	16	9	12	46	7	1	-	2	21	19	15	36
Effective Weighted Sample	50	24	26	17	15	8	11	42	7	1	-	2	19	18	14	34
Total	69	31	39	20	22	12	15	58	10	1	-	3	29	24	21	45
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline/phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SELECTED SERVICES CONSIDERED TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE 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.

**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	14	-	14	4	10	10	4	3	3	-	14	11	3	12	2	1
Effective Weighted Sample	13	-	13	4	10	10	4	3	3	-	13	11	3	11	2	1
Total	16	-	16	5	11	12	5	4	4	-	16	12	4	14	2	1
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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	14	-	14	4	10	11	3	2	2	-	14	13	1
Effective Weighted Sample	13	-	13	4	10	11	3	2	2	-	13	12	1
Total	16	-	16	4	12	13	3	3	3	-	16	15	1
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 ~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	14	5	9	-	-	-	-	-	-	14	-	11	3
Effective Weighted Sample	13	5	9	-	-	-	-	-	-	13	-	11	3
Total	16	6	10	-	-	-	-	-	-	16	-	13	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	14	12	-	-	14	-	-	5	4	9	5	2	1	5	8
Effective Weighted Sample	13	12	-	-	13	-	-	5	4	9	5	2	1	5	8
Total	16	13	-	-	16	-	-	7	4	11	5	2	1	7	8
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

	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	14	10	4	3	3	4	4	10	1	3	-	1	8	5	8	5
Effective Weighted Sample	13	10	4	3	3	4	4	10	1	3	-	1	8	5	8	5
Total	16	12	4	3	4	5	5	11	2	3	-	2	9	5	9	6
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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
Fixed Broadband	1376	**	1243	**	1225	680	581	112	**	1050	233	1097	186	755	529	164
	98%	**	98%	**	98%	97%	99%	93%	**	99%	94%	99%	93%	97%	99%	96%
Landline phone service	1253	**	1253	**	1253	687	565	119	**	971	201	1017	155	694	478	151
	89%	**	98%	**	100%	98%	96%	99%	**	91%	81%	92%	77%	89%	89%	89%
Pay TV service	735	**	621	**	613	339	299	48	**	613	85	621	76	405	292	92
	52%	**	49%	**	49%	48%	51%	40%	**	58%	34%	56%	38%	52%	54%	54%
Mobile Phone	202	**	167	**	155	95	77	18	**	-	202	-	202	136	65	26
	14%	**	13%	**	12%	14%	13%	15%	**	-%	81%	-%	100%	18%	12%	15%
							c			b		b				
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	548	**	548	**	548	304	244	57	**	452	38	490	-	293	197	65
	39%	**	43%	**	44%	43%	41%	47%	**	42%	15%	44%	-%	38%	37%	38%
										b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	**	533	**	533	285	248	43	**	505	8	513	-	290	223	69
	38%	**	42%	**	43%	41%	42%	36%	**	47%	3%	46%	-%	37%	42%	41%
										b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	**	61	**	61	31	30	2	**	-	61	-	61	45	16	8
	4%	**	5%	**	5%	4%	5%	2%	**	-%	25%	-%	30%	6%	3%	5%
										a		a				
FIXED BROADBAND AND PAY TV	109	**	7	**	-	7	14	-	**	93	1	94	-	50	45	7
	8%	**	1%	**	-%	1%	2%	-%	**	9%	1%	8%	-%	6%	8%	4%
										b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	**	83	**	83	46	37	9	**	-	83	-	83	48	35	3
	6%	**	7%	**	7%	7%	6%	7%	**	-%	33%	-%	41%	6%	6%	2%
										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.

**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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
MOBILE PHONE AND FIXED BROADBAND	33 2%	** **	11 1%	** **	- -%	5 1%	8 1%	1 1%	** **	- -%	33 13% a	- -%	33 17% a	22 3%	12 2%	7 4%
LANDLINE AND PAY TV	17 1%	** **	17 1%	** **	17 1%	11 2%	6 1%	2 2%	** **	14 1%	- -%	14 1%	- -%	8 1%	6 1%	3 2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	** **	- -%	** **	- -%	1 *%	1 *%	- -%	** **	- -%	9 4% a	- -%	9 5% a	8 1%	2 *%	4 2%
LANDLINE AND MOBILE PHONE	9 1%	** **	9 1%	** **	9 1%	9 1%	1 *%	5 4% b	** **	- -%	9 4% a	- -%	9 5% a	9 1%	1 *%	2 1%
MOBILE PHONE AND PAY TV	4 *%	** **	1 *%	** **	- -%	2 *%	- -%	- -%	** **	- -%	4 2% a	- -%	4 2% a	3 *%	1 *%	* *%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	** **	2 *%	** **	2 *%	1 *%	1 *%	1 1%	** **	- -%	2 1% a	- -%	2 1% a	2 *%	- -%	1 1%

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

**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
Fixed Broadband	1376	**	1376	**	1376	757	619	142	**	145	723	156	712
	98%	**	100%	**	100%	99%	99%	98%	**	99%	97%	98%	97%
Landline phone service	1253	**	1228	**	1225	675	564	115	**	136	622	145	613
	89%	**	89%	**	89%	88%	90%	79%	**	92%	83%	91%	83%
						c	c			b			
Pay TV service	735	**	715	**	712	382	343	69	**	-	735	-	735
	52%	**	52%	**	52%	50%	55%	48%	**	-%	98%	-%	100%
											a		a
Mobile Phone	202	**	189	**	186	109	87	30	**	36	81	41	76
	14%	**	14%	**	14%	14%	14%	20%	**	25%	11%	26%	10%
										b		b	
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	548	**	548	**	548	313	235	54	**	110	8	118	-
	39%	**	40%	**	40%	41%	38%	38%	**	75%	1%	74%	-%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	**	533	**	533	282	251	42	**	-	533	-	533
	38%	**	39%	**	39%	37%	40%	29%	**	-%	71%	-%	73%
											a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	**	61	**	61	26	34	5	**	-	61	-	61
	4%	**	4%	**	4%	3%	6%	3%	**	-%	8%	-%	8%
											a		a
FIXED BROADBAND AND PAY TV	109	**	109	**	109	59	50	18	**	-	109	-	109
	8%	**	8%	**	8%	8%	8%	12%	**	-%	15%	-%	15%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	**	83	**	83	46	37	11	**	24	-	24	-
	6%	**	6%	**	6%	6%	6%	8%	**	16%	-%	15%	-%
										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	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
MOBILE PHONE AND FIXED BROADBAND	33	**	33	**	33	24	9	9	**	11	3	14	-
	2%	**	2%	**	2%	3%	1%	6%	**	8%	*%	9%	-%
								b		b		b	
LANDLINE AND PAY TV	17	**	2	**	-	4	3	1	**	-	17	-	17
	1%	**	*%	**	-%	1%	1%	*%	**	-%	2%	-%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	**	9	**	9	7	2	3	**	-	9	-	9
	1%	**	1%	**	1%	1%	*%	2%	**	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	9	**	1	**	-	2	2	1	**	1	1	3	-
	1%	**	*%	**	-%	*%	*%	*%	**	1%	*%	2%	-%
												b	
MOBILE PHONE AND PAY TV	4	**	1	**	-	2	1	-	**	-	4	-	4
	*%	**	*%	**	-%	*%	*%	-%	**	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND PAY TV	2	**	-	**	-	1	1	1	**	-	2	-	2
	*%	**	-%	**	-%	*%	*%	1%	**	-%	*%	-%	*%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
Fixed Broadband	1376	393	476	**	**	**	217	**	**	868	296	1059	317
	98%	97%	97%	**	**	**	99%	**	**	97%	99%	98%	98%
Landline phone service	1253	337	421	**	**	**	216	**	**	758	291	943	310
	89%	83%	86%	**	**	**	99%	**	**	85%	98%	87%	96%
										a		a	
Pay TV service	735	335	400	**	**	**	-	**	**	735	-	620	115
	52%	83%	82%	**	**	**	-%	**	**	82%	-%	57%	36%
										b		b	
Mobile Phone	202	48	69	**	**	**	30	**	**	117	39	161	40
	14%	12%	14%	**	**	**	14%	**	**	13%	13%	15%	12%
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	548	51	68	**	**	**	188	**	**	118	259	371	177
	39%	12%	14%	**	**	**	86%	**	**	13%	87%	34%	55%
										a		a	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	243	290	**	**	**	-	**	**	533	-	441	92
	38%	60%	59%	**	**	**	-%	**	**	60%	-%	41%	29%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	19	42	**	**	**	-	**	**	61	-	54	7
	4%	5%	9%	**	**	**	-%	**	**	7%	-%	5%	2%
										b			
FIXED BROADBAND AND PAY TV	109	55	53	**	**	**	-	**	**	109	-	100	8
	8%	14%	11%	**	**	**	-%	**	**	12%	-%	9%	3%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	13	11	**	**	**	27	**	**	24	31	56	27
	6%	3%	2%	**	**	**	12%	**	**	3%	10%	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.

**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 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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
MOBILE PHONE AND FIXED BROADBAND	33 2%	5 1%	9 2%	** **	** **	** **	2 1%	** **	** **	14 2%	6 2%	29 3%	5 1%
LANDLINE AND PAY TV	17 1%	8 2%	9 2%	** **	** **	** **	- -%	** **	** **	17 2% b	- -%	11 1%	6 2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	7 2%	2 *%	** **	** **	** **	- -%	** **	** **	9 1%	- -%	8 1%	1 *%
LANDLINE AND MOBILE PHONE	9 1%	3 1%	- -%	** **	** **	** **	1 1%	** **	** **	3 *%	2 1%	9 1%	1 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	3 1%	** **	** **	** **	- -%	** **	** **	4 *%	- -%	4 *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	1 *%	1 *%	** **	** **	** **	- -%	** **	** **	2 *%	- -%	2 *%	- -%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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**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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
Fixed Broadband	1376 98%	506 100%	536 100%	** **	260 90%	** **	** **	453 97%	558 98%	1060 97%	313 99%	120 97%	210 96%	567 97%	596 99%
		d	d												
Landline phone service	1253 89%	506 100%	531 99%	** **	143 49%	** **	** **	398 85%	515 91%	953 88%	296 93%	114 92%	179 82%	517 89%	554 92%
		d	d						b		bd				a
Pay TV service	735 52%	1 *%	534 99%	** **	132 45%	** **	** **	250 54%	327 58%	605 56%	130 41%	46 37%	119 55%	330 57%	286 47%
			ad		a				ef	ef	ef			c	
Mobile Phone	202 14%	1 *%	- -%	** **	139 48%	** **	** **	70 15%	64 11%	152 14%	48 15%	21 17%	41 19%	82 14%	77 13%
					ab										
<b>SERVICES CONSIDER TO BE A PACKAGE</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	548 39%	506 100%	4 1%	** **	34 12%	** **	** **	178 38%	209 37%	397 36%	149 47%	57 47%	71 33%	212 36%	263 44%
		bd			b						cd				a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533 38%	- -%	525 98%	** **	- -%	** **	** **	163 35%	249 44%	432 40%	101 32%	34 28%	80 36%	231 40%	223 37%
			ad						bef	f					
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61 4%	- -%	- -%	** **	- -%	** **	** **	22 5%	28 5%	51 5%	10 3%	1 1%	6 3%	35 6%	20 3%
FIXED BROADBAND AND PAY TV	109 8%	- -%	7 1%	** **	102 35%	** **	** **	49 10%	39 7%	94 9%	15 5%	8 6%	25 11%	49 8%	34 6%
			a		ab			e					c		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83 6%	- -%	- -%	** **	83 29%	** **	** **	22 5%	22 4%	50 5%	31 10%	17 14%	15 7%	25 4%	41 7%
					ab						bcd	bcd			

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

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**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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
MOBILE PHONE AND FIXED BROADBAND	33 2%	- -%	- -%	** **	32 11%	** **	** **	14 3%	7 1%	28 3%	6 2%	2 2%	10 5%	11 2%	12 2%
LANDLINE AND PAY TV	17 1%	- -%	2 *%	** **	15 5%	** **	** **	7 1%	6 1%	14 1%	3 1%	3 2%	2 1%	9 1%	6 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	- -%	- -%	** **	9 3%	** **	** **	5 1%	4 1%	9 1%	- -%	- -%	3 1%	4 1%	3 *%
LANDLINE AND MOBILE PHONE	9 1%	- -%	- -%	** **	9 3%	** **	** **	4 1%	2 *%	8 1%	1 *%	1 *%	3 2%	5 1%	1 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	- -%	** **	4 1%	** **	** **	2 *%	1 *%	4 *%	- -%	- -%	2 1%	1 *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	- -%	- -%	** **	2 1%	** **	** **	2 *%	- -%	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.

**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 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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
Fixed Broadband	1376	735	632	426	394	254	292	1128	129	**	**	132	487	476	407	802
	98%	98%	98%	98%	98%	96%	99%	98%	97%	**	**	97%	97%	98%	97%	98%
Landline phone service	1253	674	570	392	354	237	260	1028	116	**	**	119	439	432	371	729
	89%	90%	88%	90%	88%	90%	88%	89%	88%	**	**	88%	87%	89%	88%	89%
Pay TV service	735	377	357	222	209	152	145	606	68	**	**	80	262	258	209	437
	52%	50%	55%	51%	52%	57%	49%	52%	51%	**	**	59%	52%	53%	50%	54%
Mobile Phone	202	111	88	63	58	36	43	161	20	**	**	21	86	53	70	103
	14%	15%	14%	15%	14%	14%	15%	14%	15%	**	**	15%	17%	11%	17%	13%
													c			
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	548	303	238	167	159	95	124	453	51	**	**	47	186	189	164	320
	39%	40%	37%	38%	39%	36%	42%	39%	38%	**	**	35%	37%	39%	39%	39%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	276	257	172	151	106	99	438	49	**	**	53	184	199	146	320
	38%	37%	40%	40%	37%	40%	33%	38%	37%	**	**	39%	37%	41%	35%	39%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	31	29	16	16	14	15	50	5	**	**	11	23	13	18	36
	4%	4%	4%	4%	4%	5%	5%	4%	4%	**	**	8%	5%	3%	4%	4%
												c				
FIXED BROADBAND AND PAY TV	109	54	55	28	31	23	26	88	10	**	**	11	39	39	33	66
	8%	7%	8%	7%	8%	9%	9%	8%	8%	**	**	8%	8%	8%	8%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	48	33	30	21	14	18	63	8	**	**	4	33	26	30	43
	6%	6%	5%	7%	5%	5%	6%	5%	6%	**	**	3%	7%	5%	7%	5%
MOBILE PHONE AND FIXED BROADBAND	33	16	17	11	13	1	9	27	5	**	**	4	17	9	13	14
	2%	2%	3%	3%	3%	*%	3%	2%	4%	**	**	3%	3%	2%	3%	2%

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

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**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 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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
LANDLINE AND PAY TV	17 1%	7 1%	10 2%	3 1%	5 1%	5 2%	4 1%	16 1%	2 1%	** **	** **	3 3%	7 1%	5 1%	8 2%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	6 1%	3 *%	1 *%	4 1%	3 1%	2 1%	9 1%	* *%	** **	** **	1 1%	5 1%	2 *%	4 1%	3 *%
LANDLINE AND MOBILE PHONE	9 1%	7 1%	2 *%	3 1%	2 1%	4 2%	- -%	8 1%	1 1%	** **	** **	* *%	5 1%	2 *%	5 1%	2 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	2 *%	1 *%	1 *%	1 1%	- -%	4 *%	- -%	** **	** **	- -%	2 *%	1 *%	1 *%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 1%	** **	** **	- -%	1 *%	- -%	- -%	2 *%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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**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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
Sky	417	**	360	**	356	225	146	41	**	294	91	308	78	228	157	47
	30%	**	28%	**	28%	32%	25%	34%	**	28%	37%	28%	38%	29%	29%	27%
						b				a		a				
Virgin Media	338	**	298	**	294	155	147	19	**	299	25	304	20	181	142	44
	24%	**	23%	**	23%	22%	25%	15%	**	28%	10%	27%	10%	23%	26%	26%
										b		b				
BT	300	**	285	**	281	100	186	18	**	237	37	242	32	168	106	40
	21%	**	22%	**	22%	14%	32%	15%	**	22%	15%	22%	16%	22%	20%	23%
							ac									
TalkTalk	103	**	98	**	98	59	39	4	**	87	7	88	6	51	43	8
	7%	**	8%	**	8%	8%	7%	4%	**	8%	3%	8%	3%	7%	8%	4%
										b						
Vodafone	82	**	69	**	64	55	17	16	**	36	43	46	32	53	25	8
	6%	**	5%	**	5%	8%	3%	13%	**	3%	17%	4%	16%	7%	5%	5%
						b		b		a		a				
Plusnet	60	**	59	**	59	46	13	9	**	51	5	55	1	37	19	8
	4%	**	5%	**	5%	7%	2%	8%	**	5%	2%	5%	*%	5%	4%	5%
						b		b				b				
EE	38	**	35	**	35	17	18	5	**	7	28	13	22	14	21	1
	3%	**	3%	**	3%	2%	3%	4%	**	1%	11%	1%	11%	2%	4%	*%
										a		a				
Utility Warehouse	23	**	22	**	19	14	9	-	**	11	12	12	11	14	9	6
	2%	**	2%	**	2%	2%	1%	-%	**	1%	5%	1%	5%	2%	2%	4%
											a		a			
NOW/ NOW Broadband	21	**	21	**	21	17	4	4	**	20	-	20	-	13	7	5
	2%	**	2%	**	2%	2%	1%	4%	**	2%	-%	2%	-%	2%	1%	3%
								b								
Shell Energy/ Post Office	13	**	13	**	13	9	4	3	**	11	-	11	-	7	4	2
	1%	**	1%	**	1%	1%	1%	3%	**	1%	-%	1%	-%	1%	1%	1%
KCOM	4	**	4	**	4	1	3	-	**	4	-	4	-	2	2	-
	*%	**	*%	**	*%	*%	1%	-%	**	*%	-%	*%	-%	*%	*%	-%

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

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**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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
Zen	3	**	3	**	3	3	-	-	**	3	-	3	-	2	1	1
	%	**	%	**	%	%	-%	-%	**	%	-%	%	-%	%	%	1%
Community Fibre	2	**	2	**	2	1	1	1	**	2	-	2	-	1	1	-
	%	**	%	**	%	%	%	1%	**	%	-%	%	-%	%	%	-%
OVO/ SSE	2	**	2	**	2	-	2	-	**	2	-	2	-	2	-	-
	%	**	%	**	%	-%	%	-%	**	%	-%	%	-%	%	-%	-%
Hyperoptic	1	**	1	**	1	1	-	-	**	-	-	-	-	-	-	-
	%	**	%	**	%	%	-%	-%	**	-%	-%	-%	-%	-%	-%	-%
POP Telecom	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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
Sky	417	**	401	**	398	239	173	52	**	9	351	14	346
	30%	**	29%	**	29%	31%	28%	36%	**	6%	47%	9%	47%
											a		a
Virgin Media	338	**	333	**	333	153	180	26	**	17	280	18	279
	24%	**	24%	**	24%	20%	29%	18%	**	12%	37%	12%	38%
							a				a		a
BT	300	**	298	**	298	140	158	25	**	66	72	68	71
	21%	**	22%	**	22%	18%	25%	17%	**	45%	10%	43%	10%
							a			b	b	b	
TalkTalk	103	**	102	**	102	59	43	4	**	9	31	10	29
	7%	**	7%	**	7%	8%	7%	3%	**	6%	4%	6%	4%
Vodafone	82	**	82	**	82	63	20	19	**	16	2	18	-
	6%	**	6%	**	6%	8%	3%	13%	**	11%	*%	11%	-%
						b		b		b		b	
Plusnet	60	**	60	**	60	46	14	6	**	5	2	5	2
	4%	**	4%	**	4%	6%	2%	4%	**	4%	*%	3%	*%
						b				b		b	
EE	38	**	36	**	35	20	18	4	**	11	1	12	-
	3%	**	3%	**	3%	3%	3%	3%	**	7%	*%	8%	-%
										b		b	
Utility Warehouse	23	**	23	**	23	14	9	3	**	9	-	9	-
	2%	**	2%	**	2%	2%	1%	2%	**	6%	-%	5%	-%
										b		b	
NOW/ NOW Broadband	21	**	19	**	19	18	2	4	**	-	8	-	8
	2%	**	1%	**	1%	2%	*%	3%	**	-%	1%	-%	1%
						b		b					
Shell Energy/ Post Office	13	**	13	**	13	7	6	2	**	-	-	-	-
	1%	**	1%	**	1%	1%	1%	1%	**	-%	-%	-%	-%
KCOM	4	**	4	**	4	2	3	-	**	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	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
		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
Significance Level: 99%													
Unweighted total	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
Zen	3 *%	**	3 *%	**	3 *%	3 *%	- -%	- -%	**	1 1%	- -%	1 1%	- -%
Community Fibre	2 *%	**	2 *%	**	2 *%	1 *%	1 *%	1 1%	**	1 1%	- -%	1 1%	- -%
OVO/ SSE	2 *%	**	2 *%	**	2 *%	- -%	2 *%	- -%	**	2 1%	- -%	2 1%	- -%
Hyperoptic	1 *%	**	1 *%	**	1 *%	1 *%	- -%	- -%	**	- -%	- -%	- -%	- -%
POP Telecom	1 *%	**	1 *%	**	1 *%	1 *%	- -%	- -%	**	- -%	- -%	- -%	- -%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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**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	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
Sky	417	157	204	**	**	**	16	**	**	361	21	360	57
	30%	39%	42%	**	**	**	7%	**	**	40%	7%	33%	18%
										b		b	
Virgin Media	338	140	157	**	**	**	10	**	**	297	17	271	67
	24%	34%	32%	**	**	**	5%	**	**	33%	6%	25%	21%
										b			
BT	300	54	85	**	**	**	75	**	**	138	100	220	79
	21%	13%	17%	**	**	**	34%	**	**	15%	34%	20%	25%
											a		
TalkTalk	103	22	17	**	**	**	30	**	**	39	40	66	38
	7%	6%	3%	**	**	**	14%	**	**	4%	13%	6%	12%
											a		a
Vodafone	82	12	6	**	**	**	23	**	**	18	36	67	16
	6%	3%	1%	**	**	**	11%	**	**	2%	12%	6%	5%
											a		
Plusnet	60	4	3	**	**	**	27	**	**	7	36	31	29
	4%	1%	1%	**	**	**	13%	**	**	1%	12%	3%	9%
											a		a
EE	38	4	8	**	**	**	17	**	**	12	19	29	9
	3%	1%	2%	**	**	**	8%	**	**	1%	6%	3%	3%
											a		
Utility Warehouse	23	3	5	**	**	**	7	**	**	9	11	17	6
	2%	1%	1%	**	**	**	3%	**	**	1%	4%	2%	2%
											a		
NOW/ NOW Broadband	21	7	1	**	**	**	4	**	**	8	6	10	11
	2%	2%	*%	**	**	**	2%	**	**	1%	2%	1%	3%
													a
Shell Energy/ Post Office	13	-	-	**	**	**	6	**	**	-	6	6	7
	1%	-%	-%	**	**	**	3%	**	**	-%	2%	1%	2%
											a		a
KCOM	4	1	-	**	**	**	2	**	**	1	3	3	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.

**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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
Zen	3 *%	- -%	1 *%	** **	** **	** **	2 1%	** **	** **	1 *%	2 1%	2 *%	1 *%
Community Fibre	2 *%	- -%	1 *%	** **	** **	** **	- -%	** **	** **	1 *%	- -%	2 *%	- -%
OVO/ SSE	2 *%	2 *%	- -%	** **	** **	** **	- -%	** **	** **	2 *%	- -%	- -%	2 *%
Hyperoptic	1 *%	- -%	- -%	** **	** **	** **	- -%	** **	** **	- -%	- -%	1 *%	- -%
POP Telecom	1 *%	- -%	- -%	** **	** **	** **	1 *%	** **	** **	- -%	1 *%	- -%	1 *%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
Sky	417 30%	42 8%	230 43% ad	** **	91 31% a	** **	** **	169 36% ef	175 31% ef	368 34% ef	48 15%	17 13%	85 39% c	211 36% c	120 20%
Virgin Media	338 24%	51 10%	220 41% ad	** **	51 17% a	** **	** **	99 21%	150 26%	256 23%	82 26%	32 26%	35 16%	142 24%	161 27% a
BT	300 21%	195 38% bd	55 10%	** **	48 16%	** **	** **	85 18%	116 20%	209 19%	90 28% bcd	35 28%	45 20%	96 16%	158 26% b
TalkTalk	103 7%	66 13% bd	26 5%	** **	11 4%	** **	** **	31 7%	36 6%	72 7%	31 10%	14 12%	18 8%	36 6%	49 8%
Vodafone	82 6%	40 8% b	- -%	** **	43 15% ab	** **	** **	34 7%	25 4%	64 6%	17 5%	6 5%	16 7%	35 6%	30 5%
Plusnet	60 4%	53 10% bd	2 *%	** **	5 2%	** **	** **	17 4%	24 4%	42 4%	18 6%	7 6%	7 3%	16 3%	36 6% b
EE	38 3%	10 2% b	- -%	** **	28 10% ab	** **	** **	11 2%	15 3%	27 3%	11 3%	3 2%	4 2%	19 3%	16 3%
Utility Warehouse	23 2%	11 2% b	- -%	** **	12 4% b	** **	** **	7 2%	8 1%	17 2%	6 2%	2 2%	6 3%	6 1%	11 2%
NOW/ NOW Broadband	21 2%	13 3%	6 1%	** **	2 1%	** **	** **	8 2%	7 1%	15 1%	6 2%	4 3%	2 1%	9 2%	11 2%
Shell Energy/ Post Office	13 1%	13 3% bd	- -%	** **	- -%	** **	** **	2 *%	5 1%	7 1%	6 2%	3 3%	- -%	5 1%	8 1%
KCOM	4 *%	4 1%	- -%	** **	- -%	** **	** **	- -%	4 1%	4 *%	- -%	- -%	- -%	3 1%	1 *%
Zen	3 *%	3 1%	- -%	** **	- -%	** **	** **	- -%	2 *%	2 *%	1 *%	- -%	- -%	2 *%	2 *%

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

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**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE ~e	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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
Community Fibre	2 *%	2 *%	- -%	** **	- -%	** **	** **	2 *%	- -%	2 *%	- -%	- -%	1 *%	1 *%	- -%
OVO/ SSE	2 *%	2 *%	- -%	** **	- -%	** **	** **	2 *%	- -%	2 *%	- -%	- -%	- -%	2 *%	- -%
Hyperoptic	1 *%	1 *%	- -%	** **	- -%	** **	** **	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
POP Telecom	1 *%	1 *%	- -%	** **	- -%	** **	** **	- -%	- -%	- -%	1 *%	1 1%	- -%	- -%	1 *%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
Sky	417	192	223	104	126	87	94	335	45	**	**	47	146	147	140	229
	30%	26%	34%	24%	31%	33%	32%	29%	34%	**	**	35%	29%	30%	33%	28%
Virgin Media	338	197	139	113	95	67	61	281	33	**	**	30	121	126	81	216
	24%	26%	21%	26%	24%	25%	20%	24%	25%	**	**	22%	24%	26%	19%	26%
BT	300	175	122	104	85	55	56	244	22	**	**	26	102	103	92	164
	21%	23%	19%	24%	21%	21%	19%	21%	16%	**	**	19%	20%	21%	22%	20%
TalkTalk	103	48	54	29	26	16	29	89	5	**	**	12	34	28	36	60
	7%	6%	8%	7%	6%	6%	10%	8%	4%	**	**	9%	7%	6%	8%	7%
Vodafone	82	43	40	25	24	12	22	69	11	**	**	4	30	28	26	46
	6%	6%	6%	6%	6%	4%	7%	6%	9%	**	**	3%	6%	6%	6%	6%
Plusnet	60	36	24	20	16	11	14	47	8	**	**	4	24	20	14	40
	4%	5%	4%	5%	4%	4%	5%	4%	6%	**	**	3%	5%	4%	3%	5%
EE	38	25	13	17	7	7	7	32	5	**	**	5	14	15	4	27
	3%	3%	2%	4%	2%	3%	2%	3%	4%	**	**	3%	3%	3%	1%	3%
Utility Warehouse	23	9	15	8	9	3	3	18	1	**	**	4	14	5	11	11
	2%	1%	2%	2%	2%	1%	1%	2%	1%	**	**	3%	3%	1%	3%	1%
NOW/ NOW Broadband	21	11	10	4	8	4	5	16	2	**	**	1	10	3	9	10
	2%	1%	2%	1%	2%	1%	2%	1%	1%	**	**	1%	2%	1%	2%	1%
Shell Energy/ Post Office	13	7	6	3	5	2	3	11	-	**	**	1	4	3	2	7
	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	**	1%	1%	1%	1%	1%
KCOM	4	3	-	2	1	2	-	4	-	**	**	3	1	1	2	3
	*%	*%	-%	*%	*%	1%	-%	*%	-%	**	**	2%	*%	*%	*%	*%
Zen	3	3	-	2	1	-	-	2	1	**	**	-	-	2	1	2
	*%	*%	-%	1%	*%	-%	-%	*%	1%	**	**	-%	-%	*%	*%	*%
Community Fibre	2	1	1	1	-	-	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.

**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 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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
OVO/ SSE	2	2	-	-	-	-	2	2	-	**	**	-	2	-	2	-
	*%	*%	-%	-%	-%	-%	1%	*%	-%	**	**	-%	*%	-%	*%	-%
Hyperoptic	1	1	-	-	1	-	-	1	-	**	**	-	-	1	1	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	**	**	-%	-%	*%	*%	-%
POP Telecom	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	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Effective Weighted Sample	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Total	10	-	10	-	10	7	3	3	3	-	10	10	-	9	1	1
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED 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.

**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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	9	-	9	-	9	7	2	2	2	-	9	9	-
Effective Weighted Sample	9	-	9	-	9	7	2	2	2	-	9	9	-
Total	10	-	10	-	10	8	2	3	3	-	10	10	-
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED 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.

**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 ~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	9	2	7	-	-	-	-	-	-	9	-	7	2
Effective Weighted Sample	9	2	7	-	-	-	-	-	-	9	-	7	2
Total	10	2	8	-	-	-	-	-	-	10	-	8	2
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED 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.

**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	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Effective Weighted Sample	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Total	10	10	-	-	10	-	-	4	2	6	4	2	1	3	6
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES CONSIDER TO BE A PACKAGE</b>															
DUAL PLAY - LANDLINE AND FIXED 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.

**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 ~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	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Effective Weighted Sample	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Total	10	7	3	3	2	2	2	8	-	2	-	-	6	4	4	4
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED 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.

**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 ~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	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Effective Weighted Sample	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Total	10	-	10	-	10	7	3	3	3	-	10	10	-	9	1	1
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	9	-	9	-	9	7	2	2	2	-	9	9	-
Effective Weighted Sample	9	-	9	-	9	7	2	2	2	-	9	9	-
Total	10	-	10	-	10	8	2	3	3	-	10	10	-
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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	9	2	7	-	-	-	-	-	-	9	-	7	2
Effective Weighted Sample	9	2	7	-	-	-	-	-	-	9	-	7	2
Total	10	2	8	-	-	-	-	-	-	10	-	8	2
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Effective Weighted Sample	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Total	10	10	-	-	10	-	-	4	2	6	4	2	1	3	6
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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 ~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	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Effective Weighted Sample	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Total	10	7	3	3	2	2	2	8	-	2	-	-	6	4	4	4
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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	1278	18	1116	31	1103	628	506	113	84	955	223	1003	175	704	474	161
Effective Weighted Sample	1134	17	1004	28	993	565	456	98	74	846	199	891	153	624	420	139
Total	1418	19	1282	38	1263	710	591	123	100	1065	258	1122	202	785	538	171
Fixed Broadband	1386	**	1253	**	1235	687	584	115	**	1050	243	1107	186	763	530	165
	98%	**	98%	**	98%	97%	99%	94%	**	99%	94%	99%	93%	97%	99%	96%
							c			b		b				
Landline phone service	1263	**	1263	**	1263	695	568	122	**	971	211	1027	155	703	479	152
	89%	**	98%	**	100%	98%	96%	99%	**	91%	82%	92%	77%	90%	89%	89%
										b		b				
Pay TV service	735	**	621	**	613	339	299	48	**	613	85	621	76	405	292	92
	52%	**	48%	**	49%	48%	51%	39%	**	58%	33%	55%	38%	52%	54%	54%
										b		b				
Mobile Phone	202	**	167	**	155	95	77	18	**	-	202	-	202	136	65	26
	14%	**	13%	**	12%	13%	13%	15%	**	-%	78%	-%	100%	17%	12%	15%
										a		a				
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	**	558	**	558	311	247	60	**	452	48	500	-	302	199	66
	39%	**	44%	**	44%	44%	42%	49%	**	42%	19%	45%	-%	38%	37%	39%
										b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	**	533	**	533	285	248	43	**	505	8	513	-	290	223	69
	38%	**	42%	**	42%	40%	42%	35%	**	47%	3%	46%	-%	37%	41%	40%
										b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	**	61	**	61	31	30	2	**	-	61	-	61	45	16	8
	4%	**	5%	**	5%	4%	5%	2%	**	-%	24%	-%	30%	6%	3%	5%
										a		a				
FIXED BROADBAND AND PAY TV	109	**	7	**	-	7	14	-	**	93	1	94	-	50	45	7
	8%	**	1%	**	-%	1%	2%	-%	**	9%	1%	8%	-%	6%	8%	4%
										b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	**	83	**	83	46	37	9	**	-	83	-	83	48	35	3
	6%	**	6%	**	7%	6%	6%	7%	**	-%	32%	-%	41%	6%	6%	2%
										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.

**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	1278	18	1116	31	1103	628	506	113	84	955	223	1003	175	704	474	161
Effective Weighted Sample	1134	17	1004	28	993	565	456	98	74	846	199	891	153	624	420	139
Total	1418	19	1282	38	1263	710	591	123	100	1065	258	1122	202	785	538	171
MOBILE PHONE AND FIXED BROADBAND	33 2%	** **	11 1%	** **	- -%	5 1%	8 1%	1 1%	** **	- -%	33 13% a	- -%	33 17% a	22 3%	12 2%	7 4%
LANDLINE AND PAY TV	17 1%	** **	17 1%	** **	17 1%	11 2%	6 1%	2 2%	** **	14 1%	- -%	14 1%	- -%	8 1%	6 1%	3 2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	** **	- -%	** **	- -%	1 *%	1 *%	- -%	** **	- -%	9 4% a	- -%	9 5% a	8 1%	2 *%	4 2%
LANDLINE AND MOBILE PHONE	9 1%	** **	9 1%	** **	9 1%	9 1%	1 *%	5 4% b	** **	- -%	9 4% a	- -%	9 5% a	9 1%	1 *%	2 1%
MOBILE PHONE AND PAY TV	4 *%	** **	1 *%	** **	- -%	2 *%	- -%	- -%	** **	- -%	4 2% a	- -%	4 2% a	3 *%	1 *%	* *%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	** **	2 *%	** **	2 *%	1 *%	1 *%	1 1%	** **	- -%	2 1% a	- -%	2 1% a	2 *%	- -%	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/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	1278	17	1247	20	1244	705	559	137	97	125	575	143	557
Effective Weighted Sample	1134	15	1108	17	1106	623	499	115	84	114	521	131	504
Total	1418	13	1391	17	1386	775	628	147	108	147	757	169	735
Fixed Broadband	1386	**	1386	**	1386	765	621	145	**	145	733	166	712
	98%	**	100%	**	100%	99%	99%	98%	**	99%	97%	98%	97%
Landline phone service	1263	**	1238	**	1235	683	566	117	**	136	632	155	613
	89%	**	89%	**	89%	88%	90%	80%	**	92%	83%	92%	83%
						c	c						
Pay TV service	735	**	715	**	712	382	343	69	**	-	735	-	735
	52%	**	51%	**	51%	49%	55%	47%	**	-%	97%	-%	100%
											a		a
Mobile Phone	202	**	189	**	186	109	87	30	**	36	81	41	76
	14%	**	14%	**	13%	14%	14%	20%	**	25%	11%	24%	10%
										b		b	
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	**	558	**	558	321	237	57	**	110	18	128	-
	39%	**	40%	**	40%	41%	38%	39%	**	75%	2%	76%	-%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	**	533	**	533	282	251	42	**	-	533	-	533
	38%	**	38%	**	38%	36%	40%	29%	**	-%	70%	-%	73%
											a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	**	61	**	61	26	34	5	**	-	61	-	61
	4%	**	4%	**	4%	3%	5%	3%	**	-%	8%	-%	8%
											a		a
FIXED BROADBAND AND PAY TV	109	**	109	**	109	59	50	18	**	-	109	-	109
	8%	**	8%	**	8%	8%	8%	12%	**	-%	14%	-%	15%
											a		a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	**	83	**	83	46	37	11	**	24	-	24	-
	6%	**	6%	**	6%	6%	6%	8%	**	16%	-%	14%	-%
										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 ~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
Significance Level: 99%													
Unweighted total	1278	17	1247	20	1244	705	559	137	97	125	575	143	557
Effective Weighted Sample	1134	15	1108	17	1106	623	499	115	84	114	521	131	504
Total	1418	13	1391	17	1386	775	628	147	108	147	757	169	735
MOBILE PHONE AND FIXED BROADBAND	33 2%	** **	33 2%	** **	33 2%	24 3%	9 1%	9 6% b	** **	11 8% b	3 *%	14 8% b	- -%
LANDLINE AND PAY TV	17 1%	** **	2 *%	** **	- -%	4 1%	3 1%	1 *%	** **	- -%	17 2%	- -%	17 2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	** **	9 1%	** **	9 1%	7 1%	2 *%	3 2%	** **	- -%	9 1%	- -%	9 1%
LANDLINE AND MOBILE PHONE	9 1%	** **	1 *%	** **	- -%	2 *%	2 *%	1 *%	** **	1 1%	1 *%	3 2% b	- -%
MOBILE PHONE AND PAY TV	4 *%	** **	1 *%	** **	- -%	2 *%	1 *%	- -%	** **	- -%	4 1%	- -%	4 1%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	** **	- -%	** **	- -%	1 *%	1 *%	1 1%	** **	- -%	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.

**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 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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1278	316	384	63	40	92	254	12	8	700	346	955	323
Effective Weighted Sample	1134	285	348	53	34	86	242	11	8	634	328	844	295
Total	1418	408	496	77	52	80	218	10	7	904	298	1093	325
Fixed Broadband	1386	395	483	**	**	**	217	**	**	878	296	1067	319
	98%	97%	97%	**	**	**	99%	**	**	97%	99%	98%	98%
Landline phone service	1263	339	428	**	**	**	216	**	**	768	291	951	312
	89%	83%	86%	**	**	**	99%	**	**	85%	98%	87%	96%
										a			a
Pay TV service	735	335	400	**	**	**	-	**	**	735	-	620	115
	52%	82%	81%	**	**	**	-%	**	**	81%	-%	57%	35%
										b		b	
Mobile Phone	202	48	69	**	**	**	30	**	**	117	39	161	40
	14%	12%	14%	**	**	**	14%	**	**	13%	13%	15%	12%
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	53	75	**	**	**	188	**	**	128	259	379	179
	39%	13%	15%	**	**	**	86%	**	**	14%	87%	35%	55%
										a			a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	243	290	**	**	**	-	**	**	533	-	441	92
	38%	60%	58%	**	**	**	-%	**	**	59%	-%	40%	28%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	19	42	**	**	**	-	**	**	61	-	54	7
	4%	5%	8%	**	**	**	-%	**	**	7%	-%	5%	2%
										b			
FIXED BROADBAND AND PAY TV	109	55	53	**	**	**	-	**	**	109	-	100	8
	8%	14%	11%	**	**	**	-%	**	**	12%	-%	9%	3%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	13	11	**	**	**	27	**	**	24	31	56	27
	6%	3%	2%	**	**	**	12%	**	**	3%	10%	5%	8%
										a			

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

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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	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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1278	316	384	63	40	92	254	12	8	700	346	955	323
Effective Weighted Sample	1134	285	348	53	34	86	242	11	8	634	328	844	295
Total	1418	408	496	77	52	80	218	10	7	904	298	1093	325
MOBILE PHONE AND FIXED BROADBAND	33	5	9	**	**	**	2	**	**	14	6	29	5
	2%	1%	2%	**	**	**	1%	**	**	2%	2%	3%	1%
LANDLINE AND PAY TV	17	8	9	**	**	**	-	**	**	17	-	11	6
	1%	2%	2%	**	**	**	-%	**	**	2%	-%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9	7	2	**	**	**	-	**	**	9	-	8	1
	1%	2%	*%	**	**	**	-%	**	**	1%	-%	1%	*%
LANDLINE AND MOBILE PHONE	9	3	-	**	**	**	1	**	**	3	2	9	1
	1%	1%	-%	**	**	**	1%	**	**	*%	1%	1%	*%
MOBILE PHONE AND PAY TV	4	1	3	**	**	**	-	**	**	4	-	4	-
	*%	*%	1%	**	**	**	-%	**	**	*%	-%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	2	1	1	**	**	**	-	**	**	2	-	2	-
	*%	*%	*%	**	**	**	-%	**	**	*%	-%	*%	-%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1278	581	352	57	298	-	30	380	536	946	328	129	172	497	605
Effective Weighted Sample	1134	556	340	55	254	-	26	334	493	836	303	120	143	447	558
Total	1418	517	538	74	300	-	54	472	569	1094	321	125	220	585	609
Fixed Broadband	1386 98%	516 100%	536 100%	** **	270 90%	** **	** **	457 97%	560 99%	1066 97%	317 99%	122 97%	211 96%	570 97%	602 99%
		d	d												
Landline phone service	1263 89%	516 100%	531 99%	** **	153 51%	** **	** **	402 85%	517 91%	959 88%	300 94%	116 92%	180 82%	519 89%	560 92%
		d	d						b		bd				a
Pay TV service	735 52%	1 *%	534 99%	** **	132 44%	** **	** **	250 53%	327 58%	605 55%	130 40%	46 37%	119 54%	330 56%	286 47%
			ad		a				ef	ef	ef			c	
Mobile Phone	202 14%	1 *%	- -%	** **	139 46%	** **	** **	70 15%	64 11%	152 14%	48 15%	21 17%	41 19%	82 14%	77 13%
					ab										
<b>SERVICES CONSIDER TO BE A PACKAGE</b>															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558 39%	516 100%	4 1%	** **	44 15%	** **	** **	182 39%	211 37%	403 37%	153 48%	59 47%	72 33%	215 37%	269 44%
		bd			b						cd				a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533 38%	- -%	525 98%	** **	- -%	** **	** **	163 35%	249 44%	432 39%	101 32%	34 27%	80 36%	231 39%	223 37%
			ad						bef	f					
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61 4%	- -%	- -%	** **	- -%	** **	** **	22 5%	28 5%	51 5%	10 3%	1 1%	6 3%	35 6%	20 3%
FIXED BROADBAND AND PAY TV	109 8%	- -%	7 1%	** **	102 34%	** **	** **	49 10%	39 7%	94 9%	15 5%	8 6%	25 11%	49 8%	34 6%
			a		ab			e					c		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83 6%	- -%	- -%	** **	83 28%	** **	** **	22 5%	22 4%	50 5%	31 10%	17 14%	15 7%	25 4%	41 7%
					ab						bcd	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.

**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	1278	581	352	57	298	-	30	380	536	946	328	129	172	497	605
Effective Weighted Sample	1134	556	340	55	254	-	26	334	493	836	303	120	143	447	558
Total	1418	517	538	74	300	-	54	472	569	1094	321	125	220	585	609
MOBILE PHONE AND FIXED BROADBAND	33 2%	- -%	- -%	** **	32 11%	** **	** **	14 3%	7 1%	28 3%	6 2%	2 2%	10 5%	11 2%	12 2%
LANDLINE AND PAY TV	17 1%	- -%	2 *%	** **	15 5%	** **	** **	7 1%	6 1%	14 1%	3 1%	3 2%	2 1%	9 1%	6 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	- -%	- -%	** **	9 3%	** **	** **	5 1%	4 1%	9 1%	- -%	- -%	3 1%	4 1%	3 *%
LANDLINE AND MOBILE PHONE	9 1%	- -%	- -%	** **	9 3%	** **	** **	4 1%	2 *%	8 1%	1 *%	1 *%	3 2%	5 1%	1 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	- -%	** **	4 1%	** **	** **	2 *%	1 *%	4 *%	- -%	- -%	2 1%	1 *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	- -%	- -%	** **	2 1%	** **	** **	2 *%	- -%	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.

**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	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	1278	674	594	426	350	228	265	1054	120	64	40	114	451	440	382	740
Effective Weighted Sample	1134	601	524	381	310	204	235	934	107	58	36	99	402	394	336	663
Total	1418	758	651	436	406	267	298	1164	132	71	52	135	508	488	425	820
Fixed Broadband	1386	742	635	429	397	256	294	1136	129	**	**	132	493	480	411	807
	98%	98%	98%	98%	98%	96%	99%	98%	97%	**	**	97%	97%	98%	97%	98%
Landline phone service	1263	680	573	395	356	240	262	1036	116	**	**	119	445	436	375	733
	89%	90%	88%	90%	88%	90%	88%	89%	88%	**	**	88%	88%	89%	88%	89%
Pay TV service	735	377	357	222	209	152	145	606	68	**	**	80	262	258	209	437
	52%	50%	55%	51%	52%	57%	49%	52%	51%	**	**	59%	51%	53%	49%	53%
Mobile Phone	202	111	88	63	58	36	43	161	20	**	**	21	86	53	70	103
	14%	15%	14%	15%	14%	14%	15%	14%	15%	**	**	15%	17%	11%	16%	13%
													c			
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	310	241	170	161	97	126	461	51	**	**	47	192	193	168	324
	39%	41%	37%	39%	40%	36%	42%	40%	38%	**	**	35%	38%	39%	40%	40%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	276	257	172	151	106	99	438	49	**	**	53	184	199	146	320
	38%	36%	39%	39%	37%	40%	33%	38%	37%	**	**	39%	36%	41%	34%	39%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	31	29	16	16	14	15	50	5	**	**	11	23	13	18	36
	4%	4%	4%	4%	4%	5%	5%	4%	4%	**	**	8%	5%	3%	4%	4%
												c				
FIXED BROADBAND AND PAY TV	109	54	55	28	31	23	26	88	10	**	**	11	39	39	33	66
	8%	7%	8%	6%	8%	9%	9%	8%	8%	**	**	8%	8%	8%	8%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	48	33	30	21	14	18	63	8	**	**	4	33	26	30	43
	6%	6%	5%	7%	5%	5%	6%	5%	6%	**	**	3%	6%	5%	7%	5%
MOBILE PHONE AND FIXED BROADBAND	33	16	17	11	13	1	9	27	5	**	**	4	17	9	13	14
	2%	2%	3%	3%	3%	*%	3%	2%	4%	**	**	3%	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.

**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	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	1278	674	594	426	350	228	265	1054	120	64	40	114	451	440	382	740
Effective Weighted Sample	1134	601	524	381	310	204	235	934	107	58	36	99	402	394	336	663
Total	1418	758	651	436	406	267	298	1164	132	71	52	135	508	488	425	820
LANDLINE AND PAY TV	17 1%	7 1%	10 2%	3 1%	5 1%	5 2%	4 1%	16 1%	2 1%	** **	** **	3 3%	7 1%	5 1%	8 2%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 1%	6 1%	3 *%	1 *%	4 1%	3 1%	2 1%	9 1%	* *%	** **	** **	1 1%	5 1%	2 *%	4 1%	3 *%
LANDLINE AND MOBILE PHONE	9 1%	7 1%	2 *%	3 1%	2 1%	4 2%	- -%	8 1%	1 1%	** **	** **	* *%	5 1%	2 *%	5 1%	2 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	2 *%	1 *%	1 *%	1 1%	- -%	4 *%	- -%	** **	** **	- -%	2 *%	1 *%	1 *%	3 *%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 1%	** **	** **	- -%	1 *%	- -%	- -%	2 *%

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

**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Fixed Broadband	1386	18	1253	36	1235	687	584	115	97	1050	243	1107	186	763	530	165
	51%	9%	86%	9%	98%	75%	79%	65%	77%	52%	72%	51%	93%	54%	56%	47%
		a	b	a	a		c				a		a		c	
Landline phone service	1263	-	1263	-	1263	695	568	122	99	971	211	1027	155	703	479	152
	46%	-%	87%	-%	100%	75%	77%	69%	78%	48%	63%	47%	77%	49%	51%	43%
			a		a						a		a			
Pay TV service	735	16	621	25	613	339	299	48	40	613	85	621	76	405	292	92
	27%	8%	43%	6%	49%	37%	40%	27%	32%	30%	25%	29%	38%	28%	31%	26%
			a		a		c									
Mobile Phone	202	6	167	18	155	95	77	18	14	-	202	-	202	136	65	26
	7%	3%	11%	4%	12%	10%	10%	10%	11%	-%	60%	-%	100%	10%	7%	7%
			a		a						a		a			
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	-	558	-	558	311	247	60	49	452	48	500	-	302	199	66
	21%	-%	38%	-%	44%	34%	33%	34%	38%	22%	14%	23%	-%	21%	21%	19%
			a		a					b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	-	533	-	533	285	248	43	37	505	8	513	-	290	223	69
	20%	-%	37%	-%	42%	31%	33%	24%	29%	25%	2%	24%	-%	20%	24%	20%
			a		a					b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	-	61	-	61	31	30	2	2	-	61	-	61	45	16	8
	2%	-%	4%	-%	5%	3%	4%	1%	1%	-%	18%	-%	30%	3%	2%	2%
			a		a						a		a			
FIXED BROADBAND AND PAY TV	109	13	7	21	-	7	14	-	-	93	1	94	-	50	45	7
	4%	7%	*%	5%	-%	1%	2%	-%	-%	5%	*%	4%	-%	3%	5%	2%
		b		b						b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	-	83	-	83	46	37	9	8	-	83	-	83	48	35	3
	3%	-%	6%	-%	7%	5%	5%	5%	6%	-%	25%	-%	41%	3%	4%	1%
			a		a						a		a		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.

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
MOBILE PHONE AND FIXED BROADBAND	33 1%	3 1%	11 1%	14 3% b	- -%	5 1%	8 1%	1 1%	1 1%	- -%	33 10% a	- -%	33 17% a	22 2%	12 1%	7 2%
LANDLINE AND PAY TV	17 1%	- -%	17 1%	- -%	17 1%	11 1%	6 1%	2 1%	- -%	14 1%	- -%	14 1%	- -%	8 1%	6 1%	3 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *% b	2 1% b	- -%	2 *% b	- -%	1 *% b	1 *% b	- -%	- -%	- -%	9 3% a	- -%	9 5% a	8 1%	2 *% b	4 1%
LANDLINE AND MOBILE PHONE	9 *% b	- -%	9 1%	- -%	9 1%	9 1%	1 *% b	5 3% b	2 1%	- -%	9 3% a	- -%	9 5% a	9 1%	1 *% b	2 1%
MOBILE PHONE AND PAY TV	4 *% a	1 *% a	1 *% a	2 1% a	- -%	2 *% a	- -%	- -%	- -%	- -%	4 1% a	- -%	4 2% a	3 *% a	1 *% a	* *% a
LANDLINE, MOBILE PHONE AND PAY TV	2 *% a	- -%	2 *% a	- -%	2 *% a	1 *% a	1 *% a	1 1% a	1 1% a	- -%	2 1% a	- -%	2 1% a	2 *% a	- -%	1 *% a
NONE	1299 48%	187 91% b	175 12%	362 90% b	- -%	212 23%	150 20%	54 31% b	27 21%	965 48% b	77 23%	1042 48% b	- -%	641 45%	401 43%	182 52% 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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Fixed Broadband	1386	-	1386	-	1386	765	621	145	107	145	733	166	712
	51%	-%	87%	-%	100%	63%	70%	49%	51%	43%	87%	38%	97%
			a		a	cd	acd				a		a
Landline phone service	1263	11	1238	14	1235	683	566	117	91	136	632	155	613
	46%	2%	77%	2%	89%	56%	63%	40%	43%	40%	75%	35%	83%
			a		a	cd	acd				a		a
Pay TV service	735	10	715	13	712	382	343	69	54	-	735	-	735
	27%	2%	45%	2%	51%	31%	38%	24%	26%	-%	87%	-%	100%
			a		a	c	acd				a		a
Mobile Phone	202	7	189	9	186	109	87	30	14	36	81	41	76
	7%	1%	12%	1%	13%	9%	10%	10%	7%	11%	10%	9%	10%
			a		a								
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	-	558	-	558	321	237	57	43	110	18	128	-
	21%	-%	35%	-%	40%	26%	27%	19%	20%	33%	2%	29%	-%
			a		a					b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	-	533	-	533	282	251	42	40	-	533	-	533
	20%	-%	33%	-%	38%	23%	28%	14%	19%	-%	63%	-%	73%
			a		a	c	acd				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	-	61	-	61	26	34	5	-	-	61	-	61
	2%	-%	4%	-%	4%	2%	4%	2%	-%	-%	7%	-%	8%
			a		a		d				a		a
FIXED BROADBAND AND PAY TV	109	-	109	-	109	59	50	18	11	-	109	-	109
	4%	-%	7%	-%	8%	5%	6%	6%	5%	-%	13%	-%	15%
			a		a						a		a

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

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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	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83 3%	- -%	83 5%	- -%	83 6%	46 4%	37 4%	11 4%	7 3%	24 7%	- -%	24 5%	- -%
		a	a	a	a					b		b	
MOBILE PHONE AND FIXED BROADBAND	33 1%	- -%	33 2%	- -%	33 2%	24 2%	9 1%	9 3%	5 2%	11 3%	3 *%	14 3%	- -%
		a	a	a	a			b		b		b	
LANDLINE AND PAY TV	17 1%	6 1%	2 *%	8 1%	- -%	4 *%	3 *%	1 *%	1 *%	- -%	17 2%	- -%	17 2%
		b		b							a		a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	- -%	9 1%	- -%	9 1%	7 1%	2 *%	3 1%	1 1%	- -%	9 1%	- -%	9 1%
LANDLINE AND MOBILE PHONE	9 *%	3 1%	1 *%	4 1%	- -%	2 *%	2 *%	1 *%	- -%	1 *%	1 *%	3 1%	- -%
				b									
MOBILE PHONE AND PAY TV	4 *%	2 *%	1 *%	3 *%	- -%	2 *%	1 *%	- -%	- -%	- -%	4 *%	- -%	4 1%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	2 *%	- -%	2 *%	- -%	1 *%	1 *%	1 *%	1 *%	- -%	2 *%	- -%	2 *%
NONE	1299 48%	503 98%	210 13%	713 98%	- -%	449 37%	265 30%	146 50%	102 48%	189 56%	85 10%	274 62%	- -%
		b		b		b		ab	ab	b		b	

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

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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	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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Fixed Broadband	1386	395	483	**	**	79	217	**	**	878	296	1067	319
	51%	74%	75%	**	**	52%	55%	**	**	75%	54%	50%	55%
										b			
Landline phone service	1263	339	428	**	**	75	216	**	**	768	291	951	312
	46%	64%	66%	**	**	49%	55%	**	**	65%	54%	45%	53%
										b			a
Pay TV service	735	335	400	**	**	-	-	**	**	735	-	620	115
	27%	63%	62%	**	**	-%	-%	**	**	62%	-%	29%	20%
										b		b	
Mobile Phone	202	48	69	**	**	8	30	**	**	117	39	161	40
	7%	9%	11%	**	**	6%	8%	**	**	10%	7%	8%	7%
<b>SERVICES CONSIDER TO BE A PACKAGE</b>													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	53	75	**	**	71	188	**	**	128	259	379	179
	21%	10%	12%	**	**	47%	48%	**	**	11%	48%	18%	31%
											a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	243	290	**	**	-	-	**	**	533	-	441	92
	20%	46%	45%	**	**	-%	-%	**	**	45%	-%	21%	16%
										b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	19	42	**	**	-	-	**	**	61	-	54	7
	2%	4%	7%	**	**	-%	-%	**	**	5%	-%	3%	1%
										b			
FIXED BROADBAND AND PAY TV	109	55	53	**	**	-	-	**	**	109	-	100	8
	4%	10%	8%	**	**	-%	-%	**	**	9%	-%	5%	1%
										b		b	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	13	11	**	**	4	27	**	**	24	31	56	27
	3%	2%	2%	**	**	2%	7%	**	**	2%	6%	3%	5%
											a		

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



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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	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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
MOBILE PHONE AND FIXED BROADBAND	33 1%	5 1%	9 1%	** **	** **	4 3%	2 1%	** **	** **	14 1%	6 1%	29 1%	5 1%
LANDLINE AND PAY TV	17 1%	8 2%	9 1%	** **	** **	- -%	- -%	** **	** **	17 1% b	- -%	11 1%	6 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	7 1%	2 *%	** **	** **	- -%	- -%	** **	** **	9 1%	- -%	8 *%	1 *%
LANDLINE AND MOBILE PHONE	9 *%	3 1%	- -%	** **	** **	1 *%	1 *%	** **	** **	3 *%	2 *%	9 *%	1 *%
MOBILE PHONE AND PAY TV	4 *%	1 *%	3 *%	** **	** **	- -%	- -%	** **	** **	4 *%	- -%	4 *%	- -%
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	1 *%	1 *%	** **	** **	- -%	- -%	** **	** **	2 *%	- -%	2 *%	- -%
NONE	1299 48%	124 23%	150 23%	** **	** **	73 48%	173 44%	** **	** **	274 23%	246 45% a	1040 49%	259 44%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Fixed Broadband	1386	516	536	**	270	-	49	457	560	1066	317	122	211	570	602
	51%	86%	93%	**	70%	-%	15%	44%	63%	47%	69%	65%	27%	56%	66%
		de	ade		e			a	abd	a	abd	abd		a	ab
Landline phone service	1263	516	531	**	153	-	40	402	517	959	300	116	180	519	560
	46%	86%	92%	**	40%	-%	12%	39%	58%	43%	65%	62%	23%	51%	62%
		de	ade		e			a	abd	a	abd	abd		a	ab
Pay TV service	735	1	534	**	132	-	28	250	327	605	130	46	119	330	286
	27%	*%	92%	**	34%	-%	9%	24%	37%	27%	28%	25%	15%	32%	32%
			ade		ae			a	abdef	a	a	a		a	a
Mobile Phone	202	1	-	**	139	-	17	70	64	152	48	21	41	82	77
	7%	*%	-%	**	36%	-%	5%	7%	7%	7%	10%	11%	5%	8%	8%
					abe						d				a

**SERVICES CONSIDER TO BE A PACKAGE**

DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	516	4	**	44	-	10	182	211	403	153	59	72	215	269
	21%	86%	1%	**	11%	-%	3%	18%	24%	18%	33%	32%	9%	21%	30%
		bde	e		be			a	abd	a	abcd	abd		a	ab
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	-	525	**	-	-	20	163	249	432	101	34	80	231	223
	20%	-%	91%	**	-%	-%	6%	16%	28%	19%	22%	18%	10%	23%	25%
			ade		a			a	abdf	a	ab	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	-	-	**	-	-	-	22	28	51	10	1	6	35	20
	2%	-%	-%	**	-%	-%	-%	2%	3%	2%	2%	1%	1%	3%	2%
									a					a	
FIXED BROADBAND AND PAY TV	109	-	7	**	102	-	6	49	39	94	15	8	25	49	34
	4%	-%	1%	**	26%	-%	2%	5%	4%	4%	3%	4%	3%	5%	4%
			ae		abe										
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	-	-	**	83	-	7	22	22	50	31	17	15	25	41
	3%	-%	-%	**	21%	-%	2%	2%	2%	2%	7%	9%	2%	2%	5%
					abe						abcd	abcd			a

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
MOBILE PHONE AND FIXED BROADBAND	33 1%	- -%	- -%	** **	32 8%	- -%	7 2%	14 1%	7 1%	28 1%	6 1%	2 1%	10 1%	11 1%	12 1%
					abe										
LANDLINE AND PAY TV	17 1%	- -%	2 *%	** **	15 4%	- -%	2 *%	7 1%	6 1%	14 1%	3 1%	3 2%	2 *%	9 1%	6 1%
					abe										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *%	- -%	- -%	** **	9 2%	- -%	- -%	5 1%	4 *%	9 *%	- -%	- -%	3 *%	4 *%	3 *%
					abe										
LANDLINE AND MOBILE PHONE	9 *%	- -%	- -%	** **	9 2%	- -%	2 1%	4 *%	2 *%	8 *%	1 *%	1 *%	3 *%	5 *%	1 *%
					abe										
MOBILE PHONE AND PAY TV	4 *%	1 *%	- -%	** **	4 1%	- -%	1 *%	2 *%	1 *%	4 *%	- -%	- -%	2 *%	1 *%	- -%
					e										
LANDLINE, MOBILE PHONE AND PAY TV	2 *%	- -%	- -%	** **	2 1%	- -%	- -%	2 *%	- -%	2 *%	- -%	- -%	1 *%	1 *%	- -%
NONE	1299 48%	83 14%	40 7%	** **	87 22%	1078 100%	272 84%	561 54%	322 36%	1155 51%	141 31%	62 33%	565 72%	435 43%	297 33%
		b			ab	abd	bcdef	cef		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.

**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	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Fixed Broadband	1386	742	635	429	397	256	294	1136	129	70	**	132	493	480	411	807
	51%	52%	50%	57% cd	53% c	45%	47%	51%	51%	51%	**	39%	54% a	56% a	45%	60% a
Landline phone service	1263	680	573	395	356	240	262	1036	116	68	**	119	445	436	375	733
	46%	48%	45%	52% cd	48%	43%	42%	46%	46%	49%	**	36%	48% a	51% a	41%	54% a
Pay TV service	735	377	357	222	209	152	145	606	68	29	**	80	262	258	209	437
	27%	27%	28%	30% d	28%	27%	23%	27%	27%	21%	**	24%	28%	30%	23%	32% a
Mobile Phone	202	111	88	63	58	36	43	161	20	14	**	21	86	53	70	103
	7%	8%	7%	8%	8%	6%	7%	7%	8%	10%	**	6%	9%	6%	8%	8%
<b>SERVICES CONSIDER TO BE A PACKAGE</b>																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	558	310	241	170	161	97	126	461	51	32	**	47	192	193	168	324
	21%	22%	19%	23%	22%	17%	20%	21%	20%	23%	**	14%	21% a	22% a	19%	24% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	533	276	257	172	151	106	99	438	49	22	**	53	184	199	146	320
	20%	20%	20%	23% d	20%	19%	16%	20%	19%	16%	**	16%	20%	23% a	16%	24% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	61	31	29	16	16	14	15	50	5	5	**	11	23	13	18	36
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	**	3%	3%	1%	2%	3%
FIXED BROADBAND AND PAY TV	109	54	55	28	31	23	26	88	10	2	**	11	39	39	33	66
	4%	4%	4%	4%	4%	4%	4%	4%	4%	2%	**	3%	4%	5%	4%	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	83	48	33	30	21	14	18	63	8	9	**	4	33	26	30	43
	3%	3%	3%	4%	3%	2%	3%	3%	3%	6%	**	1%	4%	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
MOBILE PHONE AND FIXED BROADBAND	33 1%	16 1%	17 1%	11 1% c	13 2% c	1 *% c	9 1%	27 1%	5 2%	* *% c	** ** c	4 1%	17 2%	9 1%	13 1%	14 1%
LANDLINE AND PAY TV	17 1%	7 *% c	10 1%	3 *% c	5 1%	5 1%	4 1%	16 1%	2 1%	- -% c	** ** c	3 1%	7 1%	5 1%	8 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	9 *% c	6 *% c	3 *% c	1 *% c	4 *% c	3 *% c	2 *% c	9 *% c	* *% c	- -% c	** ** c	1 *% c	5 1% c	2 *% c	4 *% c	3 *% c
LANDLINE AND MOBILE PHONE	9 *% c	7 1% c	2 *% c	3 *% c	2 *% c	4 1% c	- -% c	8 *% c	1 *% c	1 1% c	** ** c	* *% c	5 1% c	2 *% c	5 1% c	2 *% c
MOBILE PHONE AND PAY TV	4 *% c	1 *% c	2 *% c	1 *% c	1 *% c	1 *% c	- -% c	4 *% c	- -% c	- -% c	** ** c	- -% c	2 *% c	1 *% c	1 *% c	3 *% c
LANDLINE, MOBILE PHONE AND PAY TV	2 *% c	1 *% c	1 *% c	1 *% c	1 *% c	- -% c	- -% c	1 *% c	1 *% c	- -% c	** ** c	- -% c	1 *% c	- -% c	- -% c	2 *% c
NONE	1299 48%	655 46%	615 49%	316 42%	343 46%	297 53% a	324 52% a	1067 48%	122 48%	67 49%	** ** c	199 60% bc	413 45% bc	372 43% bc	483 53% b	531 39% 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.

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Mobile Phone	2164	121	1207	301	1027	717	611	123	102	2029	134	2164	-	1290	874	327
	80%	59%	83%	75%	81%	78%	82%	70%	81%	100%	40%	100%	-%	90%	93%	93%
			a				c			b		b				
Fixed Broadband	731	61	188	234	14	136	113	27	22	494	84	568	9	368	209	78
	27%	30%	13%	59%	1%	15%	15%	15%	17%	24%	25%	26%	5%	26%	22%	22%
		b		b								b				
Free TV Service	544	47	351	107	291	215	183	39	37	410	85	456	39	297	198	65
	20%	23%	24%	27%	23%	23%	25%	22%	29%	20%	25%	21%	19%	21%	21%	18%
Pay TV service	442	28	248	121	155	144	132	29	23	300	92	351	41	249	143	46
	16%	14%	17%	30%	12%	16%	18%	17%	19%	15%	27%	16%	20%	17%	15%	13%
				b							a					
Landline	400	206	194	400	-	228	173	55	28	244	74	301	18	187	131	30
	15%	100%	13%	100%	-%	25%	23%	31%	22%	12%	22%	14%	9%	13%	14%	9%
		b		b							a				c	
NONE	182	-	146	-	146	82	65	11	5	-	114	-	114	80	34	17
	7%	-%	10%	-%	12%	9%	9%	6%	4%	-%	34%	-%	57%	6%	4%	5%
			a		a						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.

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Mobile Phone	2164	361	1314	568	1107	964	711	218	168	256	716	351	621
	80%	70%	82%	78%	80%	79%	80%	74%	80%	76%	85%	79%	85%
			a								a		
Fixed Broadband	731	516	215	731	-	459	272	148	104	114	97	198	13
	27%	100%	13%	100%	-%	37%	30%	51%	49%	34%	12%	45%	2%
		b		b		b		ab	ab	b		b	
Free TV Service	544	117	358	179	296	277	197	58	48	-	-	-	-
	20%	23%	22%	24%	21%	23%	22%	20%	23%	-%	-%	-%	-%
Pay TV service	442	87	277	198	166	230	134	57	39	336	107	442	-
	16%	17%	17%	27%	12%	19%	15%	19%	19%	100%	13%	100%	-%
				b						b		b	
Landline	400	57	214	234	36	165	105	33	29	56	90	121	25
	15%	11%	13%	32%	3%	14%	12%	11%	14%	17%	11%	27%	3%
				b						b		b	
NONE	182	-	173	-	173	94	79	17	6	-	107	-	107
	7%	-%	11%	-%	12%	8%	9%	6%	3%	-%	13%	-%	15%
			a		a	d	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.

**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	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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Mobile Phone	2164	428	544	**	**	131	325	**	**	972	456	1691	472
	80%	81%	84%	**	**	86%	83%	**	**	83%	84%	79%	81%
Fixed Broadband	731	89	121	**	**	59	120	**	**	211	179	605	126
	27%	17%	19%	**	**	38%	31%	**	**	18%	33%	28%	22%
											a	b	
Free TV Service	544	-	-	**	**	152	391	**	**	-	544	341	202
	20%	-%	-%	**	**	100%	100%	**	**	-%	100%	16%	35%
											a		a
Pay TV service	442	197	246	**	**	-	-	**	**	442	-	378	64
	16%	37%	38%	**	**	-%	-%	**	**	38%	-%	18%	11%
										b		b	
Landline	400	56	90	**	**	29	78	**	**	146	107	289	111
	15%	11%	14%	**	**	19%	20%	**	**	12%	20%	14%	19%
											a		a
NONE	182	47	60	**	**	-	-	**	**	107	-	150	32
	7%	9%	9%	**	**	-%	-%	**	**	9%	-%	7%	6%
										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.

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Mobile Phone	2164	542	555	**	227	828	260	820	733	1812	350	132	626	816	720
	80%	90%	96%	**	58%	77%	80%	79%	82%	81%	76%	70%	80%	80%	80%
		de	ade		d			f	ef	f					
Fixed Broadband	731	84	42	**	100	496	87	338	214	638	92	31	240	299	192
	27%	14%	7%	**	26%	46%	27%	33%	24%	28%	20%	17%	31%	29%	21%
		b			ab	abd		cef		ef			c	c	
Free TV Service	544	276	-	**	85	183	23	160	205	388	154	71	84	183	274
	20%	46%	-%	**	22%	17%	7%	15%	23%	17%	33%	38%	11%	18%	30%
		bde			b	b		a	abd	a	abcd	abcd		a	ab
Pay TV service	442	141	44	**	96	156	60	171	146	377	64	26	122	180	139
	16%	23%	8%	**	25%	14%	18%	17%	16%	17%	14%	14%	16%	18%	15%
		be			be	b									
Landline	400	84	47	**	81	178	29	130	145	304	95	49	84	143	172
	15%	14%	8%	**	21%	17%	9%	13%	16%	14%	21%	26%	11%	14%	19%
		b			ab	b			a		abd	abcd			ab
NONE	182	30	20	**	70	1	7	66	65	138	43	15	35	72	74
	7%	5%	4%	**	18%	0%	2%	6%	7%	6%	9%	8%	4%	7%	8%
		e	e		abe			a	a	a	ad	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

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Mobile Phone	2164	1110	1027	593	619	445	481	1777	199	103	**	259	719	707	695	1110
	80%	79%	81%	79%	83%	79%	77%	80%	78%	75%	**	77%	78%	82%	77%	82%
																a
Fixed Broadband	731	399	322	202	226	138	158	599	65	40	**	93	237	248	238	349
	27%	28%	25%	27%	30%	24%	25%	27%	26%	29%	**	28%	26%	29%	26%	26%
Free TV Service	544	292	244	159	164	90	123	460	48	26	**	37	196	202	168	309
	20%	21%	19%	21%	22%	16%	20%	21%	19%	19%	**	11%	21%	23%	18%	23%
					c								a	a		
Pay TV service	442	236	202	150	112	93	83	354	42	24	**	41	169	160	155	218
	16%	17%	16%	20%	15%	17%	13%	16%	16%	18%	**	12%	18%	19%	17%	16%
				d												
Landline	400	231	165	131	93	74	95	317	50	21	**	42	151	139	154	172
	15%	16%	13%	17%	12%	13%	15%	14%	20%	15%	**	13%	16%	16%	17%	13%
				b											b	
NONE	182	99	80	52	53	38	40	147	17	13	**	21	66	55	67	90
	7%	7%	6%	7%	7%	7%	6%	7%	7%	9%	**	6%	7%	6%	7%	7%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
Fixed Broadband	754 54%	** **	713 56%	** **	711 57%	380 54%	337 57%	59 49%	** **	622 58% b	97 39%	654 59% b	64 32%	457 59% b	262 49%	92 54%
Pay TV service	245 17%	** **	238 19%	** **	238 19%	122 17%	118 20% c	11 9%	** **	211 20% b	29 12%	218 20% b	23 11%	139 18%	102 19%	28 16%
Mobile Phone	52 4%	** **	46 4%	** **	46 4%	24 3%	21 4%	6 5%	** **	- -%	52 21% a	- -%	52 26% a	34 4%	18 3%	5 3%
Landline phone service	42 3%	** **	42 3%	** **	42 3%	25 4%	17 3%	9 8%	** **	33 3%	3 1%	33 3%	3 2%	20 3%	16 3%	8 5%
All of these services are equally important	571 41%	** **	486 38%	** **	469 37%	277 39%	223 38%	48 40%	** **	388 36% a	130 52%	402 36% a	117 58% a	281 36%	238 44% a	66 39%
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>																
FIXED BROADBAND ONLY	513 36%	** **	475 37%	** **	473 38%	261 37%	218 37%	48 40%	** **	434 41% b	47 19%	460 41% b	21 10%	314 40% b	167 31%	66 39%
FIXED BROADBAND AND PAY TV	183 13%	** **	181 14%	** **	181 14%	92 13%	89 15%	9 8%	** **	169 16% b	11 4%	175 16% b	5 2%	110 14%	70 13%	21 12%
PAY TV ONLY	48 3%	** **	43 3%	** **	43 3%	25 4%	20 3%	- -%	** **	41 4%	6 2%	42 4%	5 2%	19 2%	28 5%	4 2%
MOBILE PHONE AND FIXED BROADBAND	25 2%	** **	23 2%	** **	23 2%	12 2%	11 2%	- -%	** **	- -%	25 10% a	- -%	25 12% a	15 2%	10 2%	1 1%
LANDLINE AND FIXED BROADBAND	21 1%	** **	21 2%	** **	21 2%	12 2%	9 2%	3 2%	** **	19 2%	2 1%	19 2%	2 1%	10 1%	11 2%	3 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.

**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	1269	18	1107	31	1094	622	503	111	82	955	214	994	175	696	473	160
Effective Weighted Sample	1125	17	996	28	985	560	453	96	73	846	190	883	153	617	419	138
Total	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
LANDLINE ONLY	19	**	19	**	19	11	8	5	**	12	1	12	1	8	5	4
	1%	**	2%	**	2%	2%	1%	4%	**	1%	*%	1%	1%	1%	1%	2%
MOBILE PHONE ONLY	14	**	9	**	9	7	1	6	**	-	14	-	14	9	5	2
	1%	**	1%	**	1%	1%	*%	5%	**	-%	5%	-%	7%	1%	1%	1%
								ab			a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	**	13	**	13	4	8	-	**	-	13	-	13	9	4	2
	1%	**	1%	**	1%	1%	1%	-%	**	-%	5%	-%	6%	1%	1%	1%
											a		a			
LANDLINE AND PAY TV	2	**	2	**	2	2	-	2	**	2	-	2	-	2	-	2
	*%	**	*%	**	*%	*%	-%	1%	**	*%	-%	*%	-%	*%	-%	1%
LANDLINE AND MOBILE PHONE	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.

**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	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
Fixed Broadband	754	**	754	**	754	425	329	70	**	85	410	90	405
	54%	**	55%	**	55%	55%	52%	48%	**	58%	55%	57%	55%
Pay TV service	245	**	242	**	242	130	114	13	**	-	245	-	245
	17%	**	18%	**	18%	17%	18%	9%	**	-%	33%	-%	33%
							c				a		a
Mobile Phone	52	**	47	**	47	24	25	4	**	4	22	4	22
	4%	**	3%	**	3%	3%	4%	3%	**	3%	3%	2%	3%
Landline phone service	42	**	36	**	36	20	18	8	**	4	29	4	29
	3%	**	3%	**	3%	3%	3%	5%	**	3%	4%	2%	4%
All of these services are equally important	571	**	557	**	553	300	265	68	**	58	276	65	269
	41%	**	40%	**	40%	39%	42%	47%	**	40%	37%	41%	37%
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>													
FIXED BROADBAND ONLY	513	**	513	**	513	298	215	55	**	81	189	86	184
	36%	**	37%	**	37%	39%	34%	38%	**	55%	25%	54%	25%
										b		b	
FIXED BROADBAND AND PAY TV	183	**	183	**	183	102	81	9	**	-	183	-	183
	13%	**	13%	**	13%	13%	13%	6%	**	-%	24%	-%	25%
											a		a
PAY TV ONLY	48	**	45	**	45	24	23	2	**	-	48	-	48
	3%	**	3%	**	3%	3%	4%	1%	**	-%	6%	-%	7%
											a		a
MOBILE PHONE AND FIXED BROADBAND	25	**	25	**	25	13	11	2	**	3	6	3	6
	2%	**	2%	**	2%	2%	2%	1%	**	2%	1%	2%	1%
LANDLINE AND FIXED BROADBAND	21	**	21	**	21	9	11	4	**	2	19	2	19
	1%	**	2%	**	2%	1%	2%	3%	**	1%	3%	1%	3%
LANDLINE ONLY	19	**	13	**	13	8	7	1	**	2	8	2	8
	1%	**	1%	**	1%	1%	1%	1%	**	2%	1%	2%	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

	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	1269	17	1238	20	1235	698	557	135	95	125	566	134	557
Effective Weighted Sample	1125	15	1100	17	1097	616	497	113	82	114	513	123	504
Total	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
MOBILE PHONE ONLY	14	**	9	**	9	7	4	1	**	1	3	1	3
	1%	**	1%	**	1%	1%	1%	1%	**	1%	*%	*%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	**	13	**	13	3	10	-	**	-	13	-	13
	1%	**	1%	**	1%	*%	2%	-%	**	-%	2%	-%	2%
LANDLINE AND PAY TV	2	**	2	**	2	2	-	2	**	-	2	-	2
	*%	**	*%	**	*%	*%	-%	1%	**	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	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 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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
Fixed Broadband	754	225	271	**	**	**	103	**	**	496	148	628	126
	54%	55%	55%	**	**	**	47%	**	**	55%	50%	58%	39%
												b	
Pay TV service	245	104	141	**	**	**	-	**	**	245	-	215	31
	17%	26%	29%	**	**	**	-%	**	**	27%	-%	20%	9%
										b		b	
Mobile Phone	52	7	19	**	**	**	6	**	**	26	8	42	10
	4%	2%	4%	**	**	**	3%	**	**	3%	3%	4%	3%
Landline phone service	42	16	17	**	**	**	3	**	**	33	3	32	10
	3%	4%	3%	**	**	**	1%	**	**	4%	1%	3%	3%
All of these services are equally important	571	155	179	**	**	**	110	**	**	334	144	396	175
	41%	38%	37%	**	**	**	50%	**	**	37%	48%	37%	54%
											a		a
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>													
FIXED BROADBAND ONLY	513	127	142	**	**	**	99	**	**	270	143	415	98
	36%	31%	29%	**	**	**	46%	**	**	30%	48%	38%	30%
											a		
FIXED BROADBAND AND PAY TV	183	86	97	**	**	**	-	**	**	183	-	165	18
	13%	21%	20%	**	**	**	-%	**	**	20%	-%	15%	6%
										b		b	
PAY TV ONLY	48	14	34	**	**	**	-	**	**	48	-	36	12
	3%	3%	7%	**	**	**	-%	**	**	5%	-%	3%	4%
										b			
MOBILE PHONE AND FIXED BROADBAND	25	2	7	**	**	**	4	**	**	9	5	17	7
	2%	*%	2%	**	**	**	2%	**	**	1%	2%	2%	2%
LANDLINE AND FIXED BROADBAND	21	7	14	**	**	**	-	**	**	21	-	18	3
	1%	2%	3%	**	**	**	-%	**	**	2%	-%	2%	1%
										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 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%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1269	314	377	63	40	92	254	12	8	691	346	948	321
Effective Weighted Sample	1125	283	342	53	34	86	242	11	8	625	328	837	293
Total	1408	405	489	77	52	80	218	10	7	894	298	1085	323
LANDLINE ONLY	19 1%	8 2%	3 1%	** **	** **	** **	3 1%	** **	** **	11 1%	3 1%	12 1%	7 2%
MOBILE PHONE ONLY	14 1%	2 1%	2 *%	** **	** **	** **	2 1%	** **	** **	4 *%	2 1%	11 1%	3 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13 1%	3 1%	10 2%	** **	** **	** **	- -%	** **	** **	13 1%	- -%	13 1%	- -%
LANDLINE AND PAY TV	2 *%	2 *%	- -%	** **	** **	** **	- -%	** **	** **	2 *%	- -%	2 *%	- -%
LANDLINE AND MOBILE PHONE	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.

**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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
Fixed Broadband	754	284	338	**	98	**	**	297	322	638	112	27	130	363	257
	54%	56%	63%	**	34%	**	**	63%	57%	59%	35%	22%	59%	62%	43%
		d	d					ef	ef	ef	f		c	c	
Pay TV service	245	-	209	**	10	**	**	80	120	205	40	12	34	120	91
	17%	-%	39%	**	4%	**	**	17%	21%	19%	13%	9%	16%	21%	15%
			ad		a				ef	f					
Mobile Phone	52	-	-	**	34	**	**	20	15	41	9	4	13	24	14
	4%	-%	-%	**	12%	**	**	4%	3%	4%	3%	3%	6%	4%	2%
					ab										
Landline phone service	42	10	24	**	8	**	**	12	18	31	11	4	6	14	22
	3%	2%	4%	**	3%	**	**	3%	3%	3%	4%	3%	3%	2%	4%
All of these services are equally important	571	213	160	**	164	**	**	144	212	386	186	85	75	193	304
	41%	42%	30%	**	56%	**	**	31%	37%	35%	59%	69%	34%	33%	50%
		b			ab						bcd	bcd		ab	
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>															
FIXED BROADBAND ONLY	513	284	147	**	75	**	**	217	208	438	73	19	96	238	176
	36%	56%	27%	**	26%	**	**	46%	37%	40%	23%	16%	44%	41%	29%
		bd						cef	ef	ef			c	c	
FIXED BROADBAND AND PAY TV	183	-	172	**	2	**	**	62	89	156	27	5	25	98	60
	13%	-%	32%	**	1%	**	**	13%	16%	14%	9%	4%	11%	17%	10%
			ad					f	ef	ef				c	
PAY TV ONLY	48	-	35	**	8	**	**	13	25	38	10	6	6	15	27
	3%	-%	6%	**	3%	**	**	3%	4%	3%	3%	5%	3%	3%	4%
			a		a										
MOBILE PHONE AND FIXED BROADBAND	25	-	-	**	20	**	**	8	8	17	6	2	3	12	8
	2%	-%	-%	**	7%	**	**	2%	1%	2%	2%	2%	1%	2%	1%
					ab										
LANDLINE AND FIXED BROADBAND	21	-	19	**	2	**	**	5	12	16	4	-	2	8	11
	1%	-%	4%	**	1%	**	**	1%	2%	2%	1%	-%	1%	1%	2%
			ad												

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	1269	572	352	57	289	-	30	377	534	941	324	127	171	495	599
Effective Weighted Sample	1125	548	340	55	245	-	26	331	491	831	300	118	142	445	552
Total	1408	507	538	74	290	-	54	468	567	1088	317	123	219	583	603
LANDLINE ONLY	19	10	3	**	6	**	**	7	5	12	7	4	3	6	10
	1%	2%	1%	**	2%	**	**	1%	1%	1%	2%	3%	1%	1%	2%
MOBILE PHONE ONLY	14	-	-	**	14	**	**	6	2	12	1	1	5	5	4
	1%	-%	-%	**	5%	**	**	1%	*%	1%	*%	1%	2%	1%	1%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13	-	-	**	-	**	**	5	5	10	2	-	4	7	2
	1%	-%	-%	**	-%	**	**	1%	1%	1%	1%	-%	2%	1%	*%
LANDLINE AND PAY TV	2	-	2	**	-	**	**	-	2	2	-	-	-	-	2
	*%	-%	*%	**	-%	**	**	-%	*%	*%	-%	-%	-%	-%	*%
LANDLINE AND MOBILE PHONE	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.

**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 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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
Fixed Broadband	754 54%	420 56%	328 51%	243 56%	235 58%	133 50%	138 46%	622 54%	72 54%	** **	** **	59 43%	240 48%	309 64%	189 45%	484 59%
					d									ab		a
Pay TV service	245 17%	129 17%	116 18%	89 20%	72 18%	45 17%	38 13%	212 18%	21 16%	** **	** **	20 15%	82 16%	93 19%	62 15%	156 19%
Mobile Phone	52 4%	34 5%	17 3%	19 4%	18 5%	8 3%	7 2%	44 4%	5 4%	** **	** **	3 2%	16 3%	23 5%	13 3%	32 4%
Landline phone service	42 3%	27 4%	16 2%	13 3%	9 2%	8 3%	12 4%	39 3%	2 1%	** **	** **	3 2%	9 2%	11 2%	8 2%	19 2%
All of these services are equally important	571 41%	289 38%	279 43%	161 37%	146 36%	112 42%	147 50%	463 40%	52 40%	** **	** **	69 51%	235 47%	149 31%	207 49%	287 35%
							ab					c	c		b	
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>																
FIXED BROADBAND ONLY	513 36%	287 38%	222 34%	156 36%	167 41%	94 35%	93 31%	413 36%	53 40%	** **	** **	41 30%	167 33%	215 44%	135 32%	331 41%
														ab		a
FIXED BROADBAND AND PAY TV	183 13%	93 12%	90 14%	67 16%	49 12%	34 13%	32 11%	157 14%	15 11%	** **	** **	15 11%	60 12%	70 15%	46 11%	115 14%
PAY TV ONLY	48 3%	23 3%	25 4%	18 4%	14 4%	10 4%	6 2%	41 4%	6 5%	** **	** **	5 4%	17 3%	17 4%	13 3%	30 4%
MOBILE PHONE AND FIXED BROADBAND	25 2%	15 2%	9 1%	12 3%	7 2%	1 *%	5 2%	20 2%	3 2%	** **	** **	1 1%	5 1%	13 3%	7 2%	15 2%
LANDLINE AND FIXED BROADBAND	21 1%	14 2%	7 1%	6 1%	5 1%	3 1%	7 2%	19 2%	2 1%	** **	** **	2 1%	3 1%	5 1%	- -%	12 1%
LANDLINE ONLY	19 1%	10 1%	9 1%	6 1%	3 1%	5 2%	5 2%	18 2%	- -%	** **	** **	1 1%	6 1%	5 1%	6 1%	7 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.

**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	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	1269	668	591	423	348	226	263	1047	120	62	40	114	446	436	378	736
Effective Weighted Sample	1125	596	521	378	308	202	233	928	107	56	36	99	397	390	332	659
Total	1408	751	648	433	403	265	296	1156	132	68	52	135	502	484	421	816
MOBILE PHONE ONLY	14 1%	7 1%	7 1%	3 1%	4 1%	5 2%	1 *%	10 1%	2 2%	** **	** **	2 1%	5 1%	3 1%	4 1%	7 1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	13 1%	12 2%	1 *%	3 1%	8 2%	1 *%	1 *%	13 1%	- -%	** **	** **	- -%	5 1%	6 1%	1 *%	10 1%
LANDLINE AND PAY TV	2 *%	2 *%	- -%	- -%	2 *%	- -%	- -%	2 *%	- -%	** **	** **	- -%	- -%	- -%	2 *%	- -%
LANDLINE AND MOBILE PHONE	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.

**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	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Effective Weighted Sample	9	-	9	-	9	6	3	2	2	-	9	9	-	8	1	1
Total	10	-	10	-	10	7	3	3	3	-	10	10	-	9	1	1
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>																
FIXED BROADBAND 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

	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	9	-	9	-	9	7	2	2	2	-	9	9	-
Effective Weighted Sample	9	-	9	-	9	7	2	2	2	-	9	9	-
Total	10	-	10	-	10	8	2	3	3	-	10	10	-
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>													
FIXED BROADBAND 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	9	2	7	-	-	-	-	-	-	9	-	7	2
Effective Weighted Sample	9	2	7	-	-	-	-	-	-	9	-	7	2
Total	10	2	8	-	-	-	-	-	-	10	-	8	2
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>													
FIXED BROADBAND 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	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Effective Weighted Sample	9	9	-	-	9	-	-	3	2	5	4	2	1	2	6
Total	10	10	-	-	10	-	-	4	2	6	4	2	1	3	6
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>															
FIXED BROADBAND 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 ~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	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Effective Weighted Sample	9	6	3	3	2	2	2	7	-	2	-	-	5	4	4	4
Total	10	7	3	3	2	2	2	8	-	2	-	-	6	4	4	4
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
<b>SERVICE/S CONSIDERED MORE IMPORTANT</b>																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Bundle 1	1408	19	1272	38	1253	703	588	120	97	1065	248	1112	202	776	537	170
	52%	9%	87%	10%	99%	76%	79%	68%	77%	52%	74%	51%	100%	54%	57%	48%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Bundle 2	10	-	10	-	10	7	3	3	3	-	10	10	-	9	1	1
	*%	-%	1%	-%	1%	1%	*%	1%	2%	-%	3%	*%	-%	1%	*%	*%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Standalone - Landline	400	206	194	400	-	228	173	55	28	244	74	301	18	187	131	30
	15%	100%	13%	100%	-%	25%	23%	31%	22%	12%	22%	14%	9%	13%	14%	9%
		b	a	b		a	b	c	d	a	b	a	b	a	b	c
Standalone - Mobile	2164	121	1207	301	1027	717	611	123	102	2029	134	2164	-	1290	874	327
	80%	59%	83%	75%	81%	78%	82%	70%	81%	100%	40%	100%	-%	90%	93%	93%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Standalone - Broadband	731	61	188	234	14	136	113	27	22	494	84	568	9	368	209	78
	27%	30%	13%	59%	1%	15%	15%	15%	17%	24%	25%	26%	5%	26%	22%	22%
		b	a	b		a	b	c	d	a	b	a	b	a	b	c
Standalone - TV	987	75	599	228	446	359	316	68	60	710	177	808	79	546	341	111
	36%	36%	41%	57%	35%	39%	43%	39%	48%	35%	53%	37%	39%	38%	36%	31%
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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**SERVICES COVERED WITH RESPONDENT**

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Bundle 1	1408	13	1381	17	1376	767	626	145	106	147	747	159	735
	52%	2%	86%	2%	99%	63%	70%	49%	50%	44%	89%	36%	100%
			a		a	cd	acd				a		a
Bundle 2	10	-	10	-	10	8	2	3	3	-	10	10	-
	*%	-%	1%	-%	1%	1%	*%	1%	1%	-%	1%	2%	-%
												b	
Standalone - Landline	400	57	214	234	36	165	105	33	29	56	90	121	25
	15%	11%	13%	32%	3%	14%	12%	11%	14%	17%	11%	27%	3%
				b						b		b	
Standalone - Mobile	2164	361	1314	568	1107	964	711	218	168	256	716	351	621
	80%	70%	82%	78%	80%	79%	80%	74%	80%	76%	85%	79%	85%
			a								a		
Standalone - Broadband	731	516	215	731	-	459	272	148	104	114	97	198	13
	27%	100%	13%	100%	-%	37%	30%	51%	49%	34%	12%	45%	2%
		b		b		b		ab	ab	b		b	
Standalone - TV	987	204	635	377	462	507	332	115	87	336	107	442	-
	36%	40%	40%	52%	33%	41%	37%	39%	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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Bundle 1	1408	405	489	**	**	80	218	**	**	894	298	1085	323
	52%	76%	76%	**	**	52%	56%	**	**	76%	55%	51%	55%
										b			
Bundle 2	10	2	8	**	**	-	-	**	**	10	-	8	2
	*%	*%	1%	**	**	-%	-%	**	**	1%	-%	*%	*%
Standalone - Landline	400	56	90	**	**	29	78	**	**	146	107	289	111
	15%	11%	14%	**	**	19%	20%	**	**	12%	20%	14%	19%
										a			a
Standalone - Mobile	2164	428	544	**	**	131	325	**	**	972	456	1691	472
	80%	81%	84%	**	**	86%	83%	**	**	83%	84%	79%	81%
Standalone - Broadband	731	89	121	**	**	59	120	**	**	211	179	605	126
	27%	17%	19%	**	**	38%	31%	**	**	18%	33%	28%	22%
										a		b	
Standalone - TV	987	197	246	**	**	152	391	**	**	442	544	720	267
	36%	37%	38%	**	**	100%	100%	**	**	38%	100%	34%	46%
										a			a

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Bundle 1	1408	507	538	**	290	-	54	468	567	1088	317	123	219	583	603
	52%	84%	93%	**	75%	-%	16%	45%	64%	48%	69%	66%	28%	57%	67%
		de	ade		e			a	abd	a	abd	abd		a	ab
Bundle 2	10	10	-	**	10	-	-	4	2	6	4	2	1	3	6
	*%	2%	-%	**	3%	-%	-%	*%	*%	*%	1%	1%	*%	*%	1%
		e			be										
Standalone - Landline	400	84	47	**	81	178	29	130	145	304	95	49	84	143	172
	15%	14%	8%	**	21%	17%	9%	13%	16%	14%	21%	26%	11%	14%	19%
		b			ab	b			a		abd	abcd			ab
Standalone - Mobile	2164	542	555	**	227	828	260	820	733	1812	350	132	626	816	720
	80%	90%	96%	**	58%	77%	80%	79%	82%	81%	76%	70%	80%	80%	80%
		de	ade		d			f	ef	f					
Standalone - Broadband	731	84	42	**	100	496	87	338	214	638	92	31	240	299	192
	27%	14%	7%	**	26%	46%	27%	33%	24%	28%	20%	17%	31%	29%	21%
		b			ab	abd		cef		ef			c	c	
Standalone - TV	987	416	44	**	182	340	83	331	351	765	218	97	207	363	413
	36%	69%	8%	**	47%	31%	25%	32%	39%	34%	47%	52%	26%	36%	46%
		bde			be	b			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.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

	GENDER		SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Bundle 1	1408	751	648	433	403	265	296	1156	132	68	**	135	502	484	421	816
	52%	53%	51%	58% cd	54%	47%	48%	52%	52%	50%	**	40%	55% a	56% a	46%	60% a
Bundle 2	10	7	3	3	2	2	2	8	-	2	**	-	6	4	4	4
	*%	*%	*%	*%	*%	*%	*%	*%	-%	2%	**	-%	1%	*%	*%	*%
Standalone - Landline	400	231	165	131	93	74	95	317	50	21	**	42	151	139	154	172
	15%	16%	13%	17% b	12%	13%	15%	14%	20%	15%	**	13%	16%	16%	17% b	13%
Standalone - Mobile	2164	1110	1027	593	619	445	481	1777	199	103	**	259	719	707	695	1110
	80%	79%	81%	79%	83%	79%	77%	80%	78%	75%	**	77%	78%	82%	77%	82% a
Standalone - Broadband	731	399	322	202	226	138	158	599	65	40	**	93	237	248	238	349
	27%	28%	25%	27%	30%	24%	25%	27%	26%	29%	**	28%	26%	29%	26%	26%
Standalone - TV	987	528	446	309	277	183	207	814	90	50	**	79	365	362	323	527
	36%	37%	35%	41% cd	37%	32%	33%	36%	35%	37%	**	23%	40% a	42% a	36%	39%

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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Every day	207	44	163	63	144	127	81	26	12	67	50	**	43	42
	12%	22%	11%	16%	11%	14%	11%	14%	9%	11%	9%	**	19%	24%
		b											ab	ab
Every few days	207	38	169	59	149	121	86	26	11	71	66	**	27	36
	12%	18%	12%	15%	12%	13%	12%	15%	9%	12%	11%	**	12%	20%
														a
Several times a week	127	39	89	54	73	73	54	15	7	38	29	**	22	37
	8%	19%	6%	14%	6%	8%	7%	8%	6%	6%	5%	**	9%	21%
		b		b										abd
Once a week	118	18	101	33	85	71	48	18	14	48	38	**	12	14
	7%	9%	7%	8%	7%	8%	6%	10%	11%	8%	7%	**	5%	8%
Less often	371	26	345	68	302	203	167	34	31	140	149	**	46	19
	22%	13%	24%	17%	24%	22%	23%	19%	24%	23%	26%	**	20%	11%
			a		a					e	e			
Don't know	13	8	4	8	4	8	5	4	3	1	1	**	3	7
	1%	4%	*%	2%	*%	1%	1%	2%	2%	*%	*%	**	1%	4%
		b		b										ab
The landline is never used to make or receive phone calls	620	33	587	115	505	319	301	55	48	235	245	**	80	22
	37%	16%	40%	29%	40%	35%	41%	31%	38%	39%	42%	**	34%	12%
			a		a					e	e		e	
NET: AT LEAST ONCE A WEEK	660	139	522	209	451	392	268	84	45	224	183	**	105	130
	40%	67%	36%	52%	36%	43%	36%	48%	35%	37%	32%	**	45%	73%
		b		b				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.

**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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Every day	207 12%	70 16%	40 10%	31 9%	25 20%	** **	** **	91 15%	116 12%	** **	** **	50 9%	55 8%	115 9%	91 23%	59 36%
					bc										bcd	bcde
Every few days	207 12%	63 14%	34 8%	46 14%	17 14%	** **	** **	92 15%	111 11%	** **	** **	35 7%	74 11%	124 10%	82 21%	42 25%
															bcd	bcd
Several times a week	127 8%	48 11%	17 4%	18 5%	5 4%	** **	** **	51 8%	76 8%	** **	** **	22 4%	53 8%	81 6%	47 12%	23 14%
		b													bd	bd
Once a week	118 7%	34 8%	25 6%	24 7%	9 8%	** **	** **	53 8%	62 6%	** **	** **	30 6%	50 8%	87 7%	30 8%	8 5%
Less often	371 22%	101 23%	99 24%	69 21%	29 24%	** **	** **	151 24%	210 21%	** **	** **	92 17%	176 27%	277 22%	94 24%	21 13%
													bf	f	f	
Don't know	13 1%	6 1%	- -%	2 1%	1 1%	** **	** **	6 1%	6 1%	** **	** **	4 1%	6 1%	10 1%	3 1%	1 *%
The landline is never used to make or receive phone calls	620 37%	115 26%	200 48%	143 43%	36 30%	** **	** **	177 28%	416 42%	** **	** **	299 56%	248 38%	570 45%	48 12%	11 7%
			ad	a					a			cdef	ef	cef		
NET: AT LEAST ONCE A WEEK	660 40%	215 49%	117 28%	118 36%	56 46%	** **	** **	287 46%	365 37%	** **	** **	137 26%	232 35%	407 32%	250 63%	132 80%
		bc			b			b					b		bcd	bcde

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Every day	207 12%	35 13%	52 8%	119 16% b	116 13%	89 12%	67 13%	44 10%	41 13%	52 14%	169 13%	17 10%	** **	** **
Every few days	207 12%	26 10%	62 9%	118 16% b	125 14%	82 11%	93 18% bcd	43 10%	31 10%	38 11%	172 13%	20 12%	** **	** **
Several times a week	127 8%	20 8%	33 5%	74 10% b	81 9%	46 6%	37 7%	26 6%	32 10%	31 9%	102 8%	19 11%	** **	** **
Once a week	118 7%	17 6%	44 7%	56 8%	64 7%	54 7%	37 7%	35 8%	23 7%	22 6%	100 7%	8 5%	** **	** **
Less often	371 22%	40 15%	140 21%	191 26% a	205 22%	161 22%	101 19%	94 21%	83 26%	90 25%	307 23%	36 22%	** **	** **
Don't know	13 1%	2 1%	4 1%	7 1%	8 1%	5 1%	7 1%	2 *%	- -%	4 1%	9 1%	1 1%	** **	** **
The landline is never used to make or receive phone calls	620 37%	124 47% c	328 49% c	166 23%	313 34%	302 41%	184 35%	205 46% acd	105 33%	120 33%	494 36%	64 39%	** **	** **
NET: AT LEAST ONCE A WEEK	660 40%	98 37%	191 29%	368 50% ab	386 42%	271 37%	234 44% b	148 33%	127 40%	143 40%	543 40%	65 39%	** **	** **

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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Every day	207 12%	30 19% c	75 13%	57 10%	78 15%	95 10%	44 22%	** **	** **	** **
Every few days	207 12%	18 11%	67 11%	69 12%	73 14%	105 12%	38 18%	** **	** **	** **
Several times a week	127 8%	14 9%	50 8%	39 7%	44 8%	71 8%	39 19%	** **	** **	** **
Once a week	118 7%	9 5%	62 10% c	31 5%	33 6%	66 7%	18 9%	** **	** **	** **
Less often	371 22%	25 15%	149 25%	128 22%	117 22%	199 22%	26 13%	** **	** **	** **
Don't know	13 1%	- -%	2 *% c	4 1%	1 *%	5 1%	8 4%	** **	** **	** **
The landline is never used to make or receive phone calls	620 37%	66 41%	192 32%	246 43% b	181 34%	364 40%	33 16%	** **	** **	** **
NET: AT LEAST ONCE A WEEK	660 40%	70 44%	254 43% c	197 34%	229 43%	338 37%	139 67%	** **	** **	** **

Columns Tested: 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.

**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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Every day	207 12%	207 12%	92 13%	57 13%	** **	** **	30 10%	** **
Every few days	207 12%	207 12%	82 12%	56 13%	** **	** **	49 17%	** **
Several times a week	127 8%	127 8%	50 7%	28 6%	** **	** **	37 13% abc	** **
Once a week	118 7%	118 7%	56 8%	39 9%	** **	** **	15 5%	** **
Less often	371 22%	371 22%	162 23%	99 22%	** **	** **	68 23%	** **
Don't know	13 1%	13 1%	5 1%	2 *%	** **	** **	5 2%	** **
The landline is never used to make or receive phone calls	620 37%	620 37%	260 37%	164 37%	** **	** **	88 30%	** **
NET: AT LEAST ONCE A WEEK	660 40%	660 40%	280 40%	180 40%	** **	** **	130 45%	** **

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

Any break column with 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, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router rather than directly into the phone socket.**

Base : Those responsible for the household's landline service excluding those whose service is through a broadband router

	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	910	112	798	227	683	476	434	76	52	442	214	38	131	91
Effective Weighted Sample	820	103	718	206	614	430	390	67	45	423	208	37	119	84
Total	1042	143	899	271	770	536	506	82	59	391	328	48	160	120
Yes	131	32	99	40	92	76	55	**	**	44	35	**	20	**
	13%	22%	11%	15%	12%	14%	11%	**	**	11%	11%	**	12%	**
		b												
No	781	100	681	203	578	396	385	**	**	304	242	**	119	**
	75%	70%	76%	75%	75%	74%	76%	**	**	78%	74%	**	74%	**
Don't know	130	11	119	29	101	64	66	**	**	43	52	**	21	**
	12%	8%	13%	11%	13%	12%	13%	**	**	11%	16%	**	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, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router rather than directly into the phone socket.**

Base : Those responsible for the household's landline service excluding those whose service is through a broadband router

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT a	SKY b	VIRGIN MEDIA c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES ~a	NO b	UNSURE ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f
Significance Level: 99%																
Unweighted total	910	275	186	130	84	65	36	-	872	38	16	262	366	644	262	116
Effective Weighted Sample	820	248	173	122	77	62	33	-	786	34	14	242	336	583	240	105
Total	1042	289	260	172	85	57	39	-	997	45	29	350	398	776	261	115
Yes	131 13%	50 17%	28 11%	19 11%	** **	** **	** **	** **	127 13%	** **	** **	52 15%	45 11%	104 13%	27 10%	11 10%
No	781 75%	199 69%	193 74%	133 78%	** **	** **	** **	** **	755 76%	** **	** **	242 69%	312 79%	570 74%	206 79%	91 79%
Don't know	130 12%	40 14%	39 15%	19 11%	** **	** **	** **	** **	115 12%	** **	** **	56 16%	41 10%	102 13%	28 11%	13 11%

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

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

**Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router rather than directly into the phone socket.**

Base : Those responsible for the household's landline service excluding those whose service is through a broadband router

	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	910	118	335	453	498	401	322	243	150	185	758	90	46	16
Effective Weighted Sample	820	106	307	414	451	359	292	220	137	167	683	82	42	14
Total	1042	159	412	466	579	452	329	293	185	223	863	109	49	21
Yes	131	34	49	48	80	50	38	39	27	27	107	**	**	**
	13%	21%	12%	10%	14%	11%	12%	13%	15%	12%	12%	**	**	**
		c												
No	781	97	303	376	436	336	256	220	125	172	649	**	**	**
	75%	61%	74%	81%	75%	74%	78%	75%	68%	77%	75%	**	**	**
				a										
Don't know	130	29	60	41	62	66	34	35	33	25	106	**	**	**
	12%	18%	15%	9%	11%	15%	10%	12%	18%	11%	12%	**	**	**
		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.

**Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router rather than directly into the phone socket.**

Base : Those responsible for the household's landline service excluding those whose service is through a broadband router

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	910	73	314	326	282	507	112	59	53	43
Effective Weighted Sample	820	65	283	295	253	459	103	55	51	40
Total	1042	90	370	373	329	577	143	85	58	64
Yes	131 13%	** **	44 12%	39 10%	54 16%	60 10%	32 22%	** **	** **	** **
No	781 75%	** **	276 75%	290 78%	224 68%	449 78%	100 70%	** **	** **	** **
Don't know	130 12%	** **	49 13%	43 12%	50 15%	68 12%	11 8%	** **	** **	** **

Columns Tested: 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.

**Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router rather than directly into the phone socket.**

Base : Those responsible for the household's landline service excluding those whose service is through a broadband router

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	910	910	344	251	39	59	185	32
Effective Weighted Sample	820	820	307	228	34	53	169	29
Total	1042	1042	402	284	47	68	205	37
Yes	131	131	75	29	**	**	18	**
	13%	13%	19%	10%	**	**	9%	**
			acf					
No	781	781	281	222	**	**	159	**
	75%	75%	70%	78%	**	**	78%	**
Don't know	130	130	45	32	**	**	28	**
	12%	12%	11%	11%	**	**	14%	**

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



Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Very satisfied	521 31%	66 32%	455 31%	120 30%	402 32%	282 31%	240 32%	76 43%	56 44%	181 30%	172 30%	** **	79 34%	58 33%
Fairly satisfied	686 41%	73 35%	614 42%	142 35%	545 43%	393 43%	294 40%	67 38%	48 38%	250 42%	242 42%	** **	95 41%	66 37%
Neither satisfied nor dissatisfied	273 16%	44 22%	229 16%	94 23%	179 14%	153 17%	120 16%	23 13%	15 12%	104 17%	93 16%	** **	33 14%	37 21%
Fairly dissatisfied	107 6%	6 3%	101 7%	10 3%	97 8%	57 6%	50 7%	6 4%	4 3%	33 5%	53 9%	** **	16 7%	4 2%
Very dissatisfied	57 3%	10 5%	47 3%	18 5%	39 3%	29 3%	28 4%	3 2%	3 2%	28 5%	16 3%	** **	3 1%	10 6%
Don't know	18 1%	7 3%	11 1%	17 4%	1 *%	9 1%	9 1%	2 1%	2 1%	4 1%	2 *%	** **	8 3%	3 2%
TOTAL SATISFIED	1208 73%	139 68%	1069 73%	262 65%	946 75%	674 73%	534 72%	143 81%	103 82%	431 72%	414 72%	** **	174 74%	125 70%
TOTAL DISSATISFIED	164 10%	16 8%	149 10%	28 7%	136 11%	86 9%	79 11%	9 5%	7 6%	61 10%	69 12%	** **	19 8%	14 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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT a	SKY b	VIRGIN MEDIA c	TALK- TALK d	PLUS- NET ~e	EE ~f	YES a	NO b	UNSURE ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f
Significance Level: 99%																
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Very satisfied	521 31%	140 32%	136 33%	95 29%	37 31%	** **	** **	231 37% b	281 28%	** **	** **	143 27%	201 30%	369 29%	150 38% bd	68 41% bcd
Fairly satisfied	686 41%	169 39%	176 42%	129 39%	55 45%	** **	** **	253 41%	416 42%	** **	** **	245 46% e	261 39%	543 43%	142 36%	64 39%
Neither satisfied nor dissatisfied	273 16%	81 18%	51 12%	63 19%	19 16%	** **	** **	81 13%	187 19% a	** **	** **	79 15%	126 19%	208 16%	66 17%	19 12%
Fairly dissatisfied	107 6%	22 5%	35 8%	30 9%	8 6%	** **	** **	34 5%	62 6%	** **	** **	37 7%	41 6%	81 6%	26 6%	9 5%
Very dissatisfied	57 3%	20 5%	13 3%	12 4%	3 3%	** **	** **	15 2%	40 4%	** **	** **	19 3%	28 4%	47 4%	8 2%	5 3%
Don't know	18 1%	5 1%	3 1%	3 1%	- -%	** **	** **	6 1%	10 1%	** **	** **	9 2%	6 1%	15 1%	2 1%	- -%
TOTAL SATISFIED	1208 73%	309 71%	312 75%	224 67%	92 75%	** **	** **	485 78% b	697 70%	** **	** **	388 73%	462 70%	912 72%	293 74%	132 80%
TOTAL DISSATISFIED	164 10%	42 10%	48 12%	43 13%	11 9%	** **	** **	49 8%	102 10%	** **	** **	55 10%	69 10%	129 10%	34 9%	14 8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Very satisfied	521 31%	79 30%	179 27%	261 36% b	290 32%	230 31%	142 27%	136 30%	96 31%	139 39% a	423 31%	48 29%	** **	** **
Fairly satisfied	686 41%	131 50% c	287 43%	267 36%	368 40%	315 43%	223 42%	182 40%	139 44%	138 39%	555 41%	78 47%	** **	** **
Neither satisfied nor dissatisfied	273 16%	30 11%	117 18%	126 17%	161 18%	109 15%	98 19%	75 17%	49 16%	50 14%	223 16%	25 15%	** **	** **
Fairly dissatisfied	107 6%	14 5%	49 7%	44 6%	48 5%	56 8%	32 6%	39 9%	16 5%	21 6%	90 7%	11 6%	** **	** **
Very dissatisfied	57 3%	7 3%	22 3%	27 4%	33 4%	23 3%	26 5% d	15 3%	11 4%	3 1%	47 3%	5 3%	** **	** **
Don't know	18 1%	3 1%	8 1%	7 1%	12 1%	6 1%	5 1%	3 1%	3 1%	7 2%	16 1%	- -%	** **	** **
TOTAL SATISFIED	1208 73%	210 80%	466 70%	528 72%	657 72%	545 74%	365 69%	318 71%	236 75%	277 78%	978 72%	126 75%	** **	** **
TOTAL DISSATISFIED	164 10%	21 8%	71 11%	71 10%	81 9%	79 11%	58 11%	54 12%	27 9%	24 7%	136 10%	15 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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	DROPPED BB
		a	b	c	a	b	a	~b	~c	~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Very satisfied	521	67	193	176	184	274	66	**	**	**
	31%	41%	32%	31%	35%	30%	32%	**	**	**
Fairly satisfied	686	64	252	232	194	397	73	**	**	**
	41%	40%	42%	40%	37%	44%	35%	**	**	**
Neither satisfied nor dissatisfied	273	18	84	110	92	142	44	**	**	**
	16%	11%	14%	19%	17%	16%	22%	**	**	**
Fairly dissatisfied	107	7	42	34	41	55	6	**	**	**
	6%	4%	7%	6%	8%	6%	3%	**	**	**
Very dissatisfied	57	3	19	19	13	29	10	**	**	**
	3%	2%	3%	3%	3%	3%	5%	**	**	**
Don't know	18	2	7	5	4	8	7	**	**	**
	1%	1%	1%	1%	1%	1%	3%	**	**	**
TOTAL SATISFIED	1208	131	445	408	379	671	139	**	**	**
	73%	81%	75%	71%	72%	74%	68%	**	**	**
TOTAL DISSATISFIED	164	10	61	52	55	84	16	**	**	**
	10%	6%	10%	9%	10%	9%	8%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Very satisfied	521 31%	521 31%	192 27%	135 30%	** **	** **	125 43% abc	** **
Fairly satisfied	686 41%	686 41%	299 42%	183 41%	** **	** **	154 53% abc	** **
Neither satisfied nor dissatisfied	273 16%	273 16%	112 16%	82 18%	** **	** **	- -%	** **
Fairly dissatisfied	107 6%	107 6%	67 10%	30 7%	** **	** **	- -%	** **
Very dissatisfied	57 3%	57 3%	33 5%	12 3%	** **	** **	- -%	** **
Don't know	18 1%	18 1%	4 1%	1 *%	** **	** **	12 4% abc	** **
TOTAL SATISFIED	1208 73%	1208 73%	490 69%	319 72%	** **	** **	279 96% abc	** **
TOTAL DISSATISFIED	164 10%	164 10%	101 14%	42 10%	** **	** **	- -%	** **

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

Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Looking for a deal for standalone service	44 3%	31 15%	13 1%	44 11%	- -%	37 4%	7 1%	15 8%	1 1%	6 1%	2 *%	** **	7 3%	29 16%
		b		b		b		bd					b	abd
Looking for a deal for service in bundle	59 4%	- -%	59 4%	- -%	59 5%	34 4%	26 3%	7 4%	2 2%	23 4%	29 5%	** **	7 3%	- -%
			a		a						e			
Looking for a deal for other services in the bundle, but not this	8 *%	- -%	8 1%	- -%	8 1%	8 1%	- -%	2 1%	2 1%	- -%	2 *%	** **	5 2%	- -%
								b	b				a	
Planning to look for a deal for standalone service	82 5%	44 21%	38 3%	82 20%	- -%	58 6%	24 3%	15 9%	5 4%	20 3%	9 1%	** **	13 6%	40 23%
		b		b		b		b					b	abd
Planning to look for a deal for bundle	340 20%	- -%	340 23%	- -%	340 27%	209 23%	131 18%	22 12%	13 10%	133 22%	164 28%	** **	32 14%	- -%
			a		a	cd				de	de		e	
Not currently looking or planning to look for a new deal	1087 65%	123 60%	964 66%	257 64%	831 66%	560 61%	528 71%	115 65%	102 81%	407 68%	358 62%	** **	162 69%	103 58%
							a		ac					
Don't know	42 3%	8 4%	34 2%	18 4%	25 2%	17 2%	26 3%	1 *%	1 1%	11 2%	15 3%	** **	9 4%	6 3%
<b>SUMMARY</b>														
Looking for deal for service	104 6%	31 15%	72 5%	44 11%	59 5%	71 8%	33 4%	22 12%	3 2%	29 5%	31 5%	** **	14 6%	29 16%
		b		b				bd						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.

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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Planning to look for deal for service or bundle	422	44	378	82	340	267	155	37	18	153	172	**	45	40
	25%	21%	26%	20%	27%	29%	21%	21%	15%	25%	30%	**	19%	23%
						bd					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.

**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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Looking for a deal for standalone service	44 3%	10 2%	5 1%	3 1%	5 4%	** **	** **	13 2%	31 3%	** **	** **	31 6%	8 1%	43 3%	1 *%	- -%
Looking for a deal for service in bundle	59 4%	16 4%	24 6%	7 2%	5 4%	** **	** **	27 4%	29 3%	** **	** **	27 5%	20 3%	53 4%	7 2%	- -%
Looking for a deal for other services in the bundle, but not this	8 *%	3 1%	3 1%	2 1%	- -%	** **	** **	3 *%	5 1%	** **	** **	7 1%	- -%	8 1%	- -%	- -%
Planning to look for a deal for standalone service	82 5%	27 6%	16 4%	8 2%	5 4%	** **	** **	37 6%	44 4%	** **	** **	31 6%	33 5%	76 6%	6 1%	2 1%
Planning to look for a deal for bundle	340 20%	65 15%	90 22%	110 33%	29 24%	** **	** **	131 21%	193 19%	** **	** **	106 20%	152 23%	266 21%	72 18%	24 14%
Not currently looking or planning to look for a new deal	1087 65%	308 70%	259 62%	196 59%	75 61%	** **	** **	395 64%	669 67%	** **	** **	313 59%	431 65%	782 62%	301 76%	133 81%
Don't know	42 3%	9 2%	18 4%	5 2%	4 3%	** **	** **	15 2%	26 3%	** **	** **	16 3%	18 3%	34 3%	8 2%	6 4%
<b>SUMMARY</b>																
Looking for deal for service	104 6%	27 6%	29 7%	10 3%	10 8%	** **	** **	40 6%	61 6%	** **	** **	59 11%	28 4%	96 8%	8 2%	- -%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Planning to look for deal for service or bundle	422	92	106	119	34	**	**	168	237	**	**	137	185	342	78	26
	25%	21%	25%	36%	28%	**	**	27%	24%	**	**	26%	28%	27%	20%	16%
				ab								f	ef	ef		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Looking for a deal for standalone service	44 3%	22 8%	15 2%	7 1%	29 3%	14 2%	23 4%	8 2%	7 2%	7 2%	38 3%	4 3%	** **	** **
		bc												
Looking for a deal for service in bundle	59 4%	17 6%	27 4%	15 2%	30 3%	29 4%	16 3%	20 4%	13 4%	11 3%	45 3%	9 6%	** **	** **
		c												
Looking for a deal for other services in the bundle, but not this	8 *%	5 2%	3 *%	- -%	8 1%	- -%	1 *%	2 *%	3 1%	2 1%	7 1%	- -%	** **	** **
		c												
Planning to look for a deal for standalone service	82 5%	23 9%	40 6%	18 3%	48 5%	33 4%	30 6%	19 4%	19 6%	13 4%	62 5%	11 7%	** **	** **
		c	c											
Planning to look for a deal for bundle	340 20%	45 17%	152 23%	142 19%	187 20%	148 20%	116 22%	87 19%	74 24%	63 18%	276 20%	29 17%	** **	** **
Not currently looking or planning to look for a new deal	1087 65%	146 55%	407 61%	531 73%	591 65%	493 67%	327 62%	297 66%	190 60%	257 72%	891 66%	110 66%	** **	** **
				ab						ac				
Don't know	42 3%	5 2%	19 3%	18 3%	19 2%	22 3%	13 2%	17 4%	8 3%	4 1%	35 3%	3 2%	** **	** **
<b>SUMMARY</b>														
Looking for deal for service	104 6%	39 15%	42 6%	22 3%	59 6%	43 6%	39 7%	28 6%	20 6%	18 5%	82 6%	14 8%	** **	** **
		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.

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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Planning to look for deal for service or bundle	422	69	192	160	234	181	146	106	93	76	338	40	**	**
	25%	26%	29%	22%	26%	24%	28%	24%	30%	21%	25%	24%	**	**

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Looking for a deal for standalone service	44 3%	5 3%	14 2%	19 3%	28 5%	8 1%	31 15%	** **	** **	** **
Looking for a deal for service in bundle	59 4%	11 7%	21 4%	18 3%	20 4%	33 4%	- -%	** **	** **	** **
Looking for a deal for other services in the bundle, but not this	8 *%	- -%	3 1%	1 *%	5 1%	1 *%	- -%	** **	** **	** **
Planning to look for a deal for standalone service	82 5%	14 9%	29 5%	24 4%	40 8%	24 3%	44 21%	** **	** **	** **
Planning to look for a deal for bundle	340 20%	29 18%	123 21%	124 21%	95 18%	198 22%	- -%	** **	** **	** **
Not currently looking or planning to look for a new deal	1087 65%	102 63%	394 66%	369 64%	329 62%	620 69%	123 60%	** **	** **	** **
Don't know	42 3%	1 1%	11 2%	22 4%	12 2%	22 2%	8 4%	** **	** **	** **
<b>SUMMARY</b>										
Looking for deal for service	104 6%	16 10%	35 6%	36 6%	48 9%	40 4%	31 15%	** **	** **	** **

Columns Tested: 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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Planning to look for deal for service or bundle	422	43	153	147	135	222	44	**	**	**
	25%	26%	26%	26%	26%	25%	21%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Looking for a deal for standalone service	44	44	39	6	**	**	-	**
	3%	3%	5%	1%	**	**	-%	**
		f	acf					
Looking for a deal for service in bundle	59	59	54	6	**	**	-	**
	4%	4%	8%	1%	**	**	-%	**
		f	acf					
Looking for a deal for other services in the bundle, but not this	8	8	8	-	**	**	-	**
	*%	*%	1%	-%	**	**	-%	**
Planning to look for a deal for standalone service	82	82	64	18	**	**	-	**
	5%	5%	9%	4%	**	**	-%	**
		f	acf	f				
Planning to look for a deal for bundle	340	340	244	96	**	**	-	**
	20%	20%	35%	22%	**	**	-%	**
		f	acf	f				
Not currently looking or planning to look for a new deal	1087	1087	296	309	**	**	279	**
	65%	65%	42%	70%	**	**	96%	**
		b		b			abc	
Don't know	42	42	4	10	**	**	12	**
	3%	3%	*%	2%	**	**	4%	**
		b					b	
<b>SUMMARY</b>								
Looking for deal for service	104	104	92	11	**	**	-	**
	6%	6%	13%	3%	**	**	-%	**
		cf	acf					

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

Any break column with 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 ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Planning to look for deal for service or bundle	422	422	308	114	**	**	-	**
	25%	25%	44%	26%	**	**	-%	**
		f	acf	f				

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

Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Discussed deals or offers with your provider	438	37	401	71	367	247	191	44	30	134	193	**	49	33
	26%	18%	28%	18%	29%	27%	26%	25%	24%	22%	33%	**	21%	19%
					a						ade			
Looked at alternative deals or offers from your provider	425	35	390	73	352	260	165	41	27	145	177	**	55	30
	26%	17%	27%	18%	28%	28%	22%	23%	21%	24%	31%	**	23%	17%
			a		a	b					e			
Received a discount from your provider	388	33	355	66	322	230	158	47	31	112	182	**	37	32
	23%	16%	24%	17%	25%	25%	21%	27%	25%	19%	32%	**	16%	18%
					a						ade			
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)	187	26	161	54	133	117	70	39	20	46	80	**	23	25
	11%	13%	11%	13%	11%	13%	9%	22%	16%	8%	14%	**	10%	14%
								ab			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)	157	14	143	29	128	86	71	14	7	28	82	**	14	13
	9%	7%	10%	7%	10%	9%	10%	8%	5%	5%	14%	**	6%	7%
											ad			
None of these	748	98	650	203	545	374	373	62	58	307	215	**	121	77
	45%	48%	45%	51%	43%	41%	50%	35%	45%	51%	37%	**	52%	43%
							ac			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.

**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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
<b>SUMMARY</b>														
ANY CHANGE	916	108	808	198	718	548	368	115	69	293	363	**	114	101
	55%	52%	55%	49%	57%	59%	50%	65%	55%	49%	63%	**	48%	57%
						b		b			ad			

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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Discussed deals or offers with your provider	438	85	129	127	34	**	**	158	265	**	**	127	175	326	111	46
	26%	19%	31%	38%	27%	**	**	25%	27%	**	**	24%	26%	26%	28%	28%
			a	a												
Looked at alternative deals or offers from your provider	425	94	120	103	33	**	**	169	238	**	**	163	169	356	69	25
	26%	21%	29%	31%	27%	**	**	27%	24%	**	**	31%	26%	28%	18%	15%
				a								ef	ef	ef		
Received a discount from your provider	388	65	114	119	24	**	**	154	220	**	**	126	142	291	96	35
	23%	15%	27%	36%	20%	**	**	25%	22%	**	**	24%	21%	23%	24%	21%
			a	ad												
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)	187	49	51	45	11	**	**	81	100	**	**	85	53	153	34	9
	11%	11%	12%	14%	9%	**	**	13%	10%	**	**	16%	8%	12%	8%	6%
												cef		c		
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)	157	28	71	43	3	**	**	72	77	**	**	58	58	127	30	13
	9%	6%	17%	13%	2%	**	**	12%	8%	**	**	11%	9%	10%	8%	8%
			ad	ad												
None of these	748	231	165	106	53	**	**	238	488	**	**	216	310	541	202	92
	45%	53%	40%	32%	43%	**	**	38%	49%	**	**	41%	47%	43%	51%	56%
		bc							a						bd	bd

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
<b>SUMMARY</b>																
ANY CHANGE	916	207	250	226	70	**	**	383	509	**	**	316	352	723	192	73
	55%	47%	60%	68%	57%	**	**	62%	51%	**	**	59%	53%	57%	49%	44%
			a	a				b				ef		ef		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Discussed deals or offers with your provider	438 26%	67 25%	167 25%	204 28%	230 25%	207 28%	163 31%	116 26%	71 23%	84 24%	368 27%	43 26%	** **	** **
Looked at alternative deals or offers from your provider	425 26%	84 32%	182 27%	159 22%	233 26%	183 25%	149 28%	109 24%	80 26%	83 23%	344 25%	39 23%	** **	** **
Received a discount from your provider	388 23%	67 25%	149 23%	172 23%	208 23%	176 24%	126 24%	118 26%	62 20%	80 23%	307 23%	44 27%	** **	** **
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)	187 11%	55 21%	70 11%	61 8%	108 12%	77 10%	70 13%	44 10%	40 13%	33 9%	148 11%	21 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)	157 9%	32 12%	63 10%	62 9%	76 8%	80 11%	44 8%	45 10%	30 10%	38 11%	121 9%	19 12%	** **	** **
None of these	748 45%	88 33%	294 44%	362 49%	420 46%	323 44%	218 41%	212 47%	130 41%	175 49%	612 45%	73 44%	** **	** **
<b>SUMMARY</b>														
ANY CHANGE	916 55%	176 67%	369 56%	370 51%	491 54%	415 56%	308 59%	238 53%	184 59%	182 51%	741 55%	94 56%	** **	** **

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 landline service

	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
	Total	MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Discussed deals or offers with your provider	438 26%	43 27%	149 25%	160 28%	138 26%	243 27%	37 18%	** **	** **	** **
Looked at alternative deals or offers from your provider	425 26%	37 23%	168 28%	145 25%	137 26%	235 26%	35 17%	** **	** **	** **
Received a discount from your provider	388 23%	38 24%	146 25%	140 24%	135 26%	217 24%	33 16%	** **	** **	** **
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)	187 11%	23 14%	66 11%	75 13%	79 15% b	88 10%	26 13%	** **	** **	** **
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)	157 9%	22 14%	53 9%	52 9%	73 14% b	72 8%	14 7%	** **	** **	** **
None of these	748 45%	67 41%	265 44%	264 46%	216 41%	419 46%	98 48%	** **	** **	** **

Columns Tested: 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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
<b>SUMMARY</b>										
ANY CHANGE	916	95	331	311	313	486	108	**	**	**
	55%	59%	56%	54%	59%	54%	52%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Discussed deals or offers with your provider	438	438	255	183	**	**	-	**
	26%	26%	36%	41%	**	**	-%	**
		f	af	af				
Looked at alternative deals or offers from your provider	425	425	331	94	**	**	-	**
	26%	26%	47%	21%	**	**	-%	**
		f	acf	f				
Received a discount from your provider	388	388	235	141	**	**	7	**
	23%	23%	33%	32%	**	**	2%	**
		f	af	af				
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)	187	187	115	60	**	**	-	**
	11%	11%	16%	13%	**	**	-%	**
		f	af	f				
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)	157	157	94	62	**	**	-	**
	9%	9%	13%	14%	**	**	-%	**
		f	af	af				
None of these	748	748	111	150	**	**	284	**
	45%	45%	16%	34%	**	**	98%	**
		bc		b			abc	

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

Any break column with 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
<b>SUMMARY</b>								
ANY CHANGE	916	916	597	294	**	**	7	**
	55%	55%	84%	66%	**	**	2%	**
		f	acf	af				

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



Any break column with 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 ~a	SIMPLE BUNDLE b	STAND-ALONE ~a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	DUAL a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e
Significance Level: 99%														
Unweighted total	319	25	294	52	267	191	128	42	24	124	119	21	32	24
Effective Weighted Sample	288	22	266	46	242	172	116	35	20	117	115	21	30	21
Total	388	33	355	66	322	230	158	47	31	112	182	27	37	32
I contacted my provider	301	**	283	**	263	176	125	**	**	81	159	**	**	**
	78%	**	80%	**	82%	77%	79%	**	**	73%	87%	**	**	**
My provider contacted me	73	**	60	**	49	44	29	**	**	23	23	**	**	**
	19%	**	17%	**	15%	19%	19%	**	**	21%	13%	**	**	**
Don't know/ can't remember	14	**	12	**	10	10	4	**	**	8	-	**	**	**
	4%	**	3%	**	3%	4%	3%	**	**	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES a	NO b	UNSURE ~c	16-24 ~a	25-44 ~b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	319	62	79	89	25	17	12	124	184	11	13	89	124	226	92	36
Effective Weighted Sample	288	56	74	84	23	16	10	112	167	10	12	82	115	205	86	34
Total	388	65	114	119	24	15	15	154	220	14	24	126	142	291	96	35
I contacted my provider	301	**	**	**	**	**	**	116	175	**	**	**	112	227	**	**
	78%	**	**	**	**	**	**	75%	80%	**	**	**	79%	78%	**	**
My provider contacted me	73	**	**	**	**	**	**	34	38	**	**	**	25	52	**	**
	19%	**	**	**	**	**	**	22%	17%	**	**	**	17%	18%	**	**
Don't know/ can't remember	14	**	**	**	**	**	**	5	7	**	**	**	5	13	**	**
	4%	**	**	**	**	**	**	3%	3%	**	**	**	4%	4%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	319	44	113	161	171	145	115	91	46	65	256	34	20	9
Effective Weighted Sample	288	40	104	150	156	129	103	82	43	60	231	31	18	8
Total	388	67	149	172	208	176	126	118	62	80	307	44	26	11
I contacted my provider	301	**	120	135	154	144	102	**	**	**	237	**	**	**
	78%	**	81%	79%	74%	82%	81%	**	**	**	77%	**	**	**
My provider contacted me	73	**	26	31	47	27	21	**	**	**	60	**	**	**
	19%	**	17%	18%	22%	15%	17%	**	**	**	20%	**	**	**
Don't know/ can't remember	14	**	3	5	8	6	3	**	**	**	10	**	**	**
	4%	**	2%	3%	4%	3%	2%	**	**	**	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 landline service provider in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	319	29	117	116	103	185	25	16	9	5
Effective Weighted Sample	288	25	107	106	93	168	22	15	9	5
Total	388	38	146	140	135	217	33	24	9	7
I contacted my provider	301	**	112	112	101	175	**	**	**	**
	78%	**	77%	80%	75%	81%	**	**	**	**
My provider contacted me	73	**	27	25	26	39	**	**	**	**
	19%	**	18%	18%	19%	18%	**	**	**	**
Don't know/ can't remember	14	**	7	2	8	3	**	**	**	**
	4%	**	5%	2%	6%	1%	**	**	**	**

Columns Tested: 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 landline service provider in the last twelve months

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	319	319	186	121	1	2	7	2
Effective Weighted Sample	288	288	168	110	1	2	7	2
Total	388	388	235	141	1	3	7	2
I contacted my provider	301	301	186	115	**	**	**	**
	78%	78%	79%	82%	**	**	**	**
My provider contacted me	73	73	42	21	**	**	**	**
	19%	19%	18%	15%	**	**	**	**
Don't know/ can't remember	14	14	7	4	**	**	**	**
	4%	4%	3%	3%	**	**	**	**

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

Any break column with 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	319	25	294	52	267	191	128	42	24	124	119	21	32	24
Effective Weighted Sample	288	22	266	46	242	172	116	35	20	117	115	21	30	21
Total	388	33	355	66	322	230	158	47	31	112	182	27	37	32
Yes	314	**	300	**	275	179	134	**	**	87	164	**	**	**
	81%	**	85%	**	86%	78%	85%	**	**	78%	90%	**	**	**
No	57	**	42	**	35	45	12	**	**	23	10	**	**	**
	15%	**	12%	**	11%	19%	8%	**	**	21%	6%	**	**	**
						b				b				
Don't know/ can't remember	18	**	13	**	11	6	12	**	**	2	7	**	**	**
	5%	**	4%	**	3%	2%	8%	**	**	1%	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES a	NO b	UNSURE ~c	16-24 ~a	25-44 ~b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	319	62	79	89	25	17	12	124	184	11	13	89	124	226	92	36
Effective Weighted Sample	288	56	74	84	23	16	10	112	167	10	12	82	115	205	86	34
Total	388	65	114	119	24	15	15	154	220	14	24	126	142	291	96	35
Yes	314	**	**	**	**	**	**	117	183	**	**	**	112	227	**	**
	81%	**	**	**	**	**	**	76%	83%	**	**	**	79%	78%	**	**
No	57	**	**	**	**	**	**	31	26	**	**	**	21	49	**	**
	15%	**	**	**	**	**	**	20%	12%	**	**	**	15%	17%	**	**
Don't know/ can't remember	18	**	**	**	**	**	**	6	11	**	**	**	9	15	**	**
	5%	**	**	**	**	**	**	4%	5%	**	**	**	6%	5%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	319	44	113	161	171	145	115	91	46	65	256	34	20	9
Effective Weighted Sample	288	40	104	150	156	129	103	82	43	60	231	31	18	8
Total	388	67	149	172	208	176	126	118	62	80	307	44	26	11
Yes	314	**	120	144	173	139	110	**	**	**	246	**	**	**
	81%	**	80%	84%	83%	79%	87%	**	**	**	80%	**	**	**
No	57	**	19	21	31	25	8	**	**	**	48	**	**	**
	15%	**	13%	12%	15%	14%	7%	**	**	**	16%	**	**	**
Don't know/ can't remember	18	**	10	7	4	12	8	**	**	**	13	**	**	**
	5%	**	7%	4%	2%	7%	6%	**	**	**	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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	319	29	117	116	103	185	25	16	9	5
Effective Weighted Sample	288	25	107	106	93	168	22	15	9	5
Total	388	38	146	140	135	217	33	24	9	7
Yes	314	**	118	119	99	184	**	**	**	**
	81%	**	80%	85%	73%	85%	**	**	**	**
No	57	**	21	16	31	21	**	**	**	**
	15%	**	15%	12%	23%	10%	**	**	**	**
					b					
Don't know/ can't remember	18	**	7	4	5	12	**	**	**	**
	5%	**	5%	3%	4%	5%	**	**	**	**

Columns Tested: 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 landline service provider in the last twelve months

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	319	319	186	121	1	2	7	2
Effective Weighted Sample	288	288	168	110	1	2	7	2
Total	388	388	235	141	1	3	7	2
Yes	314	314	189	116	**	**	**	**
	81%	81%	80%	82%	**	**	**	**
No	57	57	38	15	**	**	**	**
	15%	15%	16%	11%	**	**	**	**
Don't know/ can't remember	18	18	8	10	**	**	**	**
	5%	5%	3%	7%	**	**	**	**

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

Any break column with 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	151	21	130	42	109	97	54	37	15	50	51	10	21	20
Effective Weighted Sample	134	19	115	38	96	85	49	31	13	47	49	10	17	18
Total	187	26	161	54	133	117	70	39	20	46	80	14	23	25
I contacted my provider	127	**	115	**	99	**	**	**	**	**	**	**	**	**
	68%	**	71%	**	74%	**	**	**	**	**	**	**	**	**
My provider contacted me	50	**	40	**	31	**	**	**	**	**	**	**	**	**
	27%	**	25%	**	24%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	10	**	6	**	3	**	**	**	**	**	**	**	**	**
	5%	**	4%	**	2%	**	**	**	**	**	**	**	**	**

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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES ~a	NO ~b	UNSURE ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	151	46	37	32	10	1	8	69	78	4	9	63	47	119	32	10
Effective Weighted Sample	134	42	33	30	8	1	7	62	69	4	8	57	43	106	30	9
Total	187	49	51	45	11	1	10	81	100	6	15	85	53	153	34	9
I contacted my provider	127	**	**	**	**	**	**	**	**	**	**	**	**	111	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	73%	**	**
My provider contacted me	50	**	**	**	**	**	**	**	**	**	**	**	**	35	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	23%	**	**
Don't know/ can't remember	10	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	151	41	53	57	89	61	62	33	32	24	120	17	7	7
Effective Weighted Sample	134	35	48	53	80	54	56	29	28	22	106	15	7	6
Total	187	55	70	61	108	77	70	44	40	33	148	21	9	9
I contacted my provider	127	**	**	**	**	**	**	**	**	**	103	**	**	**
	68%	**	**	**	**	**	**	**	**	**	69%	**	**	**
My provider contacted me	50	**	**	**	**	**	**	**	**	**	39	**	**	**
	27%	**	**	**	**	**	**	**	**	**	26%	**	**	**
Don't know/ can't remember	10	**	**	**	**	**	**	**	**	**	6	**	**	**
	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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	151	17	51	61	63	73	21	14	7	5
Effective Weighted Sample	134	15	46	55	54	67	19	13	7	5
Total	187	23	66	75	79	88	26	19	7	6
I contacted my provider	127	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**
My provider contacted me	50	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	10	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**

Columns Tested: 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 landline service provider in the last twelve months

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	151	151	92	49	10	-	-	-
Effective Weighted Sample	134	134	81	45	9	-	-	-
Total	187	187	115	60	12	-	-	-
I contacted my provider	127	127	**	**	**	**	**	**
	68%	68%	**	**	**	**	**	**
My provider contacted me	50	50	**	**	**	**	**	**
	27%	27%	**	**	**	**	**	**
Don't know/ can't remember	10	10	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**

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

Any break column with 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	121	11	110	24	97	68	53	12	4	31	52	15	13	10
Effective Weighted Sample	110	10	100	22	88	62	48	10	4	29	50	15	11	9
Total	157	14	143	29	128	86	71	14	7	28	82	20	14	13
I contacted my provider	143	**	134	**	**	**	**	**	**	**	**	**	**	**
	91%	**	94%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	8	**	**	**	**	**	**	**	**	**	**	**
	8%	**	6%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES ~a	NO ~b	UNSURE ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	121	27	50	29	4	-	2	57	59	5	6	39	50	95	26	11
Effective Weighted Sample	110	24	46	28	4	-	2	50	55	5	6	36	47	86	24	10
Total	157	28	71	43	3	-	2	72	77	8	11	58	58	127	30	13
I contacted my provider	143	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	121	21	47	53	60	60	38	33	22	28	94	14	4	9
Effective Weighted Sample	110	19	43	49	55	54	34	31	20	26	85	13	4	8
Total	157	32	63	62	76	80	44	45	30	38	121	19	5	12
I contacted my provider	143	**	**	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**	**	**
	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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	121	15	41	41	54	57	11	7	4	5
Effective Weighted Sample	110	13	38	37	50	51	10	7	4	5
Total	157	22	53	52	73	72	14	10	4	7
I contacted my provider	143	**	**	**	**	**	**	**	**	**
	91%	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**

Columns Tested: 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 landline service provider in the last twelve months

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	121	121	71	49	1	-	-	-
Effective Weighted Sample	110	110	65	44	1	-	-	-
Total	157	157	94	62	1	-	-	-
I contacted my provider	143	143	**	**	**	**	**	**
	91%	91%	**	**	**	**	**	**
My provider contacted me	12	12	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**
Don't know/ can't remember	2	2	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**

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

Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Received a discount	301	18	283	38	263	176	125	37	25	81	159	**	24	17
	18%	9%	19%	10%	21%	19%	17%	21%	20%	13%	27%	**	10%	10%
			a		a						ade			
Added extra or improved services	127	12	115	28	99	79	48	27	14	34	56	**	16	11
	8%	6%	8%	7%	8%	9%	7%	16%	11%	6%	10%	**	7%	6%
								ab						
Reduced or downgraded services	143	9	134	21	122	74	69	10	5	26	81	**	11	8
	9%	5%	9%	5%	10%	8%	9%	6%	4%	4%	14%	**	5%	5%
											ade			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	450	35	415	73	377	260	190	61	38	118	218	**	46	33
	27%	17%	29%	18%	30%	28%	26%	34%	30%	20%	38%	**	20%	18%
			a		a						ade			
ALL 3 CHANGES	17	1	16	3	14	7	10	2	-	1	13	**	1	1
	1%	1%	1%	1%	1%	1%	1%	1%	-%	*%	2%	**	*%	1%
											a			
DISCOUNT AND EXTRA SERVICES	41	2	39	3	37	26	15	8	6	11	24	**	3	1
	2%	1%	3%	1%	3%	3%	2%	5%	5%	2%	4%	**	1%	1%
DISCOUNT AND REDUCED SERVICES	40	-	40	4	36	25	15	-	-	6	26	**	1	-
	2%	-%	3%	1%	3%	3%	2%	-%	-%	1%	5%	**	1%	-%
											ad			
EXTRA SERVICES AND REDUCED SERVICES	5	-	5	1	5	3	2	1	-	4	-	**	-	-
	*%	-%	*%	*%	*%	*%	*%	1%	-%	1%	-%	**	-%	-%
DISCOUNT ONLY	203	14	188	27	175	118	85	27	19	63	95	**	19	14
	12%	7%	13%	7%	14%	13%	11%	15%	15%	11%	16%	**	8%	8%
					a						ad			
EXTRA SERVICES ONLY	64	9	55	21	43	42	21	16	8	19	18	**	13	9
	4%	4%	4%	5%	3%	5%	3%	9%	6%	3%	3%	**	5%	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.

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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
REDUCED SERVICES ONLY	80	8	72	13	67	39	41	7	5	15	41	**	10	7
	5%	4%	5%	3%	5%	4%	6%	4%	4%	3%	7%	**	4%	4%
											a			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1213	171	1042	328	885	662	551	116	88	482	361	**	188	145
	73%	83%	71%	82%	70%	72%	74%	66%	70%	80%	62%	**	80%	82%
		b		b						b			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/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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Received a discount	301 18%	43 10%	103 25% a	99 30% ad	19 15%	** **	** **	116 19%	175 18%	** **	** **	101 19%	112 17%	227 18%	73 19%	25 15%
Added extra or improved services	127 8%	35 8%	42 10%	22 7%	7 6%	** **	** **	56 9%	66 7%	** **	** **	55 10% ef	42 6%	111 9% ef	16 4%	4 2%
Reduced or downgraded services	143 9%	25 6%	69 17% ad	40 12% ad	3 2%	** **	** **	64 10%	72 7%	** **	** **	49 9%	55 8%	113 9%	30 8%	13 8%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	450 27%	87 20%	152 37% ad	131 39% ad	23 19%	** **	** **	193 31% b	241 24%	** **	** **	153 29%	169 26%	349 28%	100 25%	36 22%
ALL 3 CHANGES	17 1%	- -%	11 3% a	3 1%	- -%	** **	** **	5 1%	11 1%	** **	** **	11 2% c	2 *%	16 1%	1 *%	- -%
DISCOUNT AND EXTRA SERVICES	41 2%	9 2%	15 4%	10 3%	4 3%	** **	** **	17 3%	23 2%	** **	** **	17 3%	15 2%	34 3%	7 2%	2 1%
DISCOUNT AND REDUCED SERVICES	40 2%	4 1%	23 6% a	13 4% a	1 1%	** **	** **	15 2%	25 3%	** **	** **	9 2%	21 3%	30 2%	10 3%	4 3%
EXTRA SERVICES AND REDUCED SERVICES	5 *%	3 1%	2 *%	- -%	1 1%	** **	** **	1 *%	2 *%	** **	** **	3 1%	1 *%	5 *%	- -%	- -%
DISCOUNT ONLY	203 12%	30 7%	54 13% a	73 22% ab	14 11%	** **	** **	79 13%	116 12%	** **	** **	63 12%	74 11%	147 12%	55 14%	19 11%
EXTRA SERVICES ONLY	64 4%	23 5%	14 3%	8 3%	2 2%	** **	** **	34 5%	30 3%	** **	** **	24 4%	25 4%	56 4%	8 2%	2 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
REDUCED SERVICES ONLY	80	18	33	23	1	**	**	42	33	**	**	26	31	61	19	9
	5%	4%	8%	7%	1%	**	**	7%	3%	**	**	5%	5%	5%	5%	6%
			d					b								
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1213	350	263	202	99	**	**	429	756	**	**	379	493	914	295	129
	73%	80%	63%	61%	81%	**	**	69%	76%	**	**	71%	74%	72%	75%	78%
		bc			bc				a							

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



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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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Received a discount	301 18%	45 17%	120 18%	135 18%	154 17%	144 20%	102 19%	95 21%	41 13%	61 17%	237 17%	35 21%	**	**
Added extra or improved services	127 8%	36 14%	53 8%	38 5%	71 8%	56 8%	43 8%	36 8%	33 10%	15 4%	103 8%	16 9%	**	**
Reduced or downgraded services	143 9%	26 10%	56 8%	61 8%	67 7%	76 10%	37 7%	44 10%	28 9%	34 9%	109 8%	19 12%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	450 27%	82 31%	173 26%	194 27%	239 26%	208 28%	145 28%	135 30%	84 27%	83 23%	347 26%	55 33%	**	**
ALL 3 CHANGES	17 1%	7 3%	9 1%	1 *	3 *	14 2%	4 1%	6 1%	4 1%	4 1%	16 1%	1 1%	**	**
DISCOUNT AND EXTRA SERVICES	41 2%	4 2%	20 3%	17 2%	22 2%	18 2%	16 3%	17 4%	5 1%	3 1%	31 2%	7 4%	**	**
DISCOUNT AND REDUCED SERVICES	40 2%	3 1%	17 3%	20 3%	20 2%	21 3%	11 2%	10 2%	6 2%	14 4%	33 2%	5 3%	**	**
EXTRA SERVICES AND REDUCED SERVICES	5 *%	3 1%	2 *%	1 *%	4 *%	1 *%	2 *%	1 *%	1 *%	2 *%	5 *%	- -%	**	**
DISCOUNT ONLY	203 12%	30 11%	74 11%	97 13%	109 12%	91 12%	71 14%	62 14%	27 9%	40 11%	156 12%	22 13%	**	**
EXTRA SERVICES ONLY	64 4%	21 8%	23 3%	20 3%	41 4%	23 3%	21 4%	12 3%	24 8%	7 2%	50 4%	7 4%	**	**
REDUCED SERVICES ONLY	80 5%	13 5%	28 4%	39 5%	40 4%	40 5%	20 4%	27 6%	19 6%	14 4%	55 4%	13 8%	**	**

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 landline 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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1213	182	489	538	672	531	381	314	230	274	1006	111	**	**
	73%	69%	74%	73%	74%	72%	72%	70%	73%	77%	74%	67%	**	**

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Received a discount	301	34	112	112	101	175	18	**	**	**
	18%	21%	19%	20%	19%	19%	9%	**	**	**
Added extra or improved services	127	14	42	55	50	65	12	**	**	**
	8%	9%	7%	10%	9%	7%	6%	**	**	**
Reduced or downgraded services	143	20	47	50	65	68	9	**	**	**
	9%	13%	8%	9%	12%	8%	5%	**	**	**
					b					
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	450	48	168	166	161	254	35	**	**	**
	27%	29%	28%	29%	30%	28%	17%	**	**	**
ALL 3 CHANGES	17	6	3	6	11	5	1	**	**	**
	1%	4%	*%	1%	2%	1%	1%	**	**	**
		b			b					
DISCOUNT AND EXTRA SERVICES	41	2	11	23	17	21	2	**	**	**
	2%	1%	2%	4%	3%	2%	1%	**	**	**
DISCOUNT AND REDUCED SERVICES	40	8	15	15	13	22	-	**	**	**
	2%	5%	3%	3%	2%	2%	-%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	5	-	3	2	3	2	-	**	**	**
	*%	-%	1%	*%	1%	*%	-%	**	**	**
DISCOUNT ONLY	203	19	84	69	60	127	14	**	**	**
	12%	12%	14%	12%	11%	14%	7%	**	**	**
EXTRA SERVICES ONLY	64	6	26	24	19	37	9	**	**	**
	4%	4%	4%	4%	4%	4%	4%	**	**	**

Columns Tested: 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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
REDUCED SERVICES ONLY	80	7	27	27	38	40	8	**	**	**
	5%	4%	4%	5%	7%	4%	4%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1213	114	429	409	368	651	171	**	**	**
	73%	71%	72%	71%	70%	72%	83%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Received a discount	301	301	186	115	**	**	-	**
	18%	18%	26%	26%	**	**	-%	**
		f	af	af				
Added extra or improved services	127	127	83	44	**	**	-	**
	8%	8%	12%	10%	**	**	-%	**
		f	af	f				
Reduced or downgraded services	143	143	83	60	**	**	-	**
	9%	9%	12%	14%	**	**	-%	**
		f	f	af				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	450	450	281	169	**	**	-	**
	27%	27%	40%	38%	**	**	-%	**
		f	af	af				
ALL 3 CHANGES	17	17	8	9	**	**	-	**
	1%	1%	1%	2%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	41	41	26	15	**	**	-	**
	2%	2%	4%	3%	**	**	-%	**
			f	f				
DISCOUNT AND REDUCED SERVICES	40	40	24	16	**	**	-	**
	2%	2%	3%	4%	**	**	-%	**
			f	f				
EXTRA SERVICES AND REDUCED SERVICES	5	5	3	2	**	**	-	**
	*%	*%	*%	1%	**	**	-%	**
DISCOUNT ONLY	203	203	127	76	**	**	-	**
	12%	12%	18%	17%	**	**	-%	**
		f	af	f				
EXTRA SERVICES ONLY	64	64	45	18	**	**	-	**
	4%	4%	6%	4%	**	**	-%	**
		f	f	f				

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

Any break column with 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

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
REDUCED SERVICES ONLY	80	80	47	33	**	**	-	**
	5%	5%	7%	7%	**	**	-%	**
		f	f	f				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1213	1213	426	275	**	**	291	**
	73%	73%	60%	62%	**	**	100%	**
		bc					abc	

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

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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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Received a discount	73 4%	14 7%	60 4%	24 6%	49 4%	44 5%	29 4%	9 5%	6 5%	23 4%	23 4%	** **	10 4%	14 8%
Added extra or improved services	50 3%	10 5%	40 3%	19 5%	31 2%	31 3%	19 3%	11 6%	5 4%	7 1%	24 4% a	** **	5 2%	10 6% a
Reduced or downgraded services	12 1%	4 2%	8 1%	7 2%	5 *%	10 1%	2 *%	3 2%	1 1%	2 *%	2 *%	** **	2 1%	4 2% a
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	114 7%	21 10%	92 6%	42 10% b	72 6%	74 8%	40 5%	20 11% b	10 8%	32 5%	39 7%	** **	16 7%	21 12% a
DISCOUNT AND EXTRA SERVICES	15 1%	4 2%	11 1%	5 1%	10 1%	6 1%	9 1%	2 1%	2 1%	- -%	9 2% a	** **	1 1%	4 2% a
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%	- -%	- -%	** **	1 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	6 *%	3 1%	3 *%	3 1%	3 *%	4 *%	2 *%	1 1%	1 1%	- -%	2 *%	** **	- -%	3 1% a
DISCOUNT ONLY	57 3%	10 5%	47 3%	19 5%	39 3%	37 4%	21 3%	7 4%	5 4%	23 4%	15 3%	** **	8 4%	10 6%
EXTRA SERVICES ONLY	29 2%	4 2%	25 2%	11 3%	18 1%	20 2%	9 1%	8 4% b	2 1%	7 1%	14 2%	** **	4 2%	4 2%
REDUCED SERVICES ONLY	6 *%	1 1%	4 *%	4 1% b	1 *%	6 1%	- -%	1 1%	- -%	2 *%	- -%	** **	2 1%	1 1%

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 a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1550	185	1365	358	1191	848	701	157	117	569	539	**	218	157
	93%	90%	94%	90%	94%	92%	95%	89%	92%	95%	93%	**	93%	88%
					a		c			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 BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Received a discount	73 4%	17 4%	7 2%	20 6% b	5 4%	** **	** **	34 5%	38 4%	** **	** **	20 4%	25 4%	52 4%	21 5%	9 5%
Added extra or improved services	50 3%	10 2%	8 2%	21 6% b	4 3%	** **	** **	22 4%	27 3%	** **	** **	26 5% c	9 1%	35 3%	15 4%	4 3%
Reduced or downgraded services	12 1%	3 1%	3 1%	3 1%	- -%	** **	** **	7 1%	5 *%	** **	** **	8 2%	1 *%	12 1%	- -%	- -%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	114 7%	26 6%	15 4%	34 10% b	8 7%	** **	** **	53 8%	60 6%	** **	** **	44 8%	32 5%	86 7%	28 7%	12 7%
DISCOUNT AND EXTRA SERVICES	15 1%	3 1%	1 *%	7 2% b	- -%	** **	** **	7 1%	7 1%	** **	** **	4 1%	3 *%	6 1%	9 2% cd	1 1%
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	- -%	- -%	- -%	** **	** **	- -%	1 *%	** **	** **	1 *%	- -%	1 *%	- -%	- -%
EXTRA SERVICES AND REDUCED SERVICES	6 *%	1 *%	1 *%	3 1%	- -%	** **	** **	3 1%	3 *%	** **	** **	6 1% c	- -%	6 *%	- -%	- -%
DISCOUNT ONLY	57 3%	14 3%	6 1%	13 4%	5 4%	** **	** **	26 4%	31 3%	** **	** **	16 3%	22 3%	45 4%	13 3%	7 4%
EXTRA SERVICES ONLY	29 2%	6 1%	5 1%	10 3%	4 3%	** **	** **	12 2%	17 2%	** **	** **	16 3%	6 1%	23 2%	6 2%	3 2%
REDUCED SERVICES ONLY	6 *%	2 *%	1 *%	- -%	- -%	** **	** **	4 1%	2 *%	** **	** **	2 *%	1 *%	6 *%	- -%	- -%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1550	412	400	299	114	**	**	569	937	**	**	488	630	1177	367	153
	93%	94%	96%	90%	93%	**	**	92%	94%	**	**	92%	95%	93%	93%	93%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Received a discount	73 4%	16 6%	26 4%	31 4%	47 5%	27 4%	21 4%	21 5%	16 5%	14 4%	60 4%	7 4%	** **	** **
Added extra or improved services	50 3%	18 7% bc	12 2%	20 3%	29 3%	20 3%	22 4%	8 2%	5 2%	15 4%	39 3%	2 1%	** **	** **
Reduced or downgraded services	12 1%	5 2% c	7 1% c	- -%	8 1%	3 *%	6 1%	- -%	2 *%	5 1%	10 1%	- -%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	114 7%	35 13% bc	36 5%	43 6%	69 8%	43 6%	37 7%	26 6%	21 7%	30 8%	91 7%	9 5%	** **	** **
DISCOUNT AND EXTRA SERVICES	15 1%	2 1%	4 1%	9 1%	12 1%	3 *%	7 1%	4 1%	2 1%	2 1%	13 1%	- -%	** **	** **
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	- -%	- -%	1 *%	- -%	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	6 *%	3 1% c	3 1%	- -%	1 *%	3 *%	4 1%	- -%	- -%	2 *%	4 *%	- -%	** **	** **
DISCOUNT ONLY	57 3%	14 5%	21 3%	23 3%	34 4%	23 3%	13 3%	17 4%	14 5%	12 3%	46 3%	7 4%	** **	** **
EXTRA SERVICES ONLY	29 2%	13 5% bc	4 1%	12 2%	16 2%	13 2%	10 2%	4 1%	3 1%	11 3%	21 2%	2 1%	** **	** **
REDUCED SERVICES ONLY	6 *%	3 1% c	3 *%	- -%	6 1%	- -%	1 *%	- -%	2 *%	3 1%	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.

**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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1550	229	627	689	842	696	489	423	293	327	1262	158	**	**
	93%	87%	95%	94%	92%	94%	93%	94%	93%	92%	93%	95%	**	**
			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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Received a discount	73 4%	4 3%	27 5%	25 4%	26 5%	39 4%	14 7%	** **	** **	** **
Added extra or improved services	50 3%	7 4%	18 3%	17 3%	24 5%	20 2%	10 5%	** **	** **	** **
Reduced or downgraded services	12 1%	2 1%	5 1%	2 *%	7 1%	3 *%	4 2%	** **	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	114 7%	11 7%	41 7%	37 6%	47 9%	52 6%	21 10%	** **	** **	** **
DISCOUNT AND EXTRA SERVICES	15 1%	- -%	6 1%	5 1%	5 1%	8 1%	4 2%	** **	** **	** **
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	1 *%	- -%	- -%	- -%	- -%	** **	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	6 *%	2 1%	1 *%	2 *%	4 1%	2 *%	3 1%	** **	** **	** **
DISCOUNT ONLY	57 3%	4 3%	20 3%	20 4%	20 4%	31 3%	10 5%	** **	** **	** **
EXTRA SERVICES ONLY	29 2%	5 3%	10 2%	10 2%	14 3%	10 1%	4 2%	** **	** **	** **
REDUCED SERVICES ONLY	6 *%	- -%	3 *%	- -%	3 1%	1 *%	1 1%	** **	** **	** **

Columns Tested: 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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1550	151	555	538	482	853	185	**	**	**
	93%	93%	93%	94%	91%	94%	90%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Received a discount	73 4%	73 4%	42 6% f	21 5%	** **	** **	5 2%	** **
Added extra or improved services	50 3%	50 3% f	29 4% f	12 3% f	** **	** **	- -%	** **
Reduced or downgraded services	12 1%	12 1%	10 1%	2 *%	** **	** **	- -%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	114 7%	114 7% f	66 9% f	28 6% f	** **	** **	5 2%	** **
DISCOUNT AND EXTRA SERVICES	15 1%	15 1%	10 1%	5 1%	** **	** **	- -%	** **
DISCOUNT AND REDUCED SERVICES	1 *%	1 *%	1 *%	- -%	** **	** **	- -%	** **
EXTRA SERVICES AND REDUCED SERVICES	6 *%	6 *%	4 1%	2 *%	** **	** **	- -%	** **
DISCOUNT ONLY	57 3%	57 3%	31 4%	17 4%	** **	** **	5 2%	** **
EXTRA SERVICES ONLY	29 2%	29 2%	14 2%	6 1%	** **	** **	- -%	** **
REDUCED SERVICES ONLY	6 *%	6 *%	6 1%	- -%	** **	** **	- -%	** **

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

Any break column with 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1550	1550	641	415	**	**	286	**
	93%	93%	91%	94%	**	**	98%	**
							abc	

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



Any break column with 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 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Discussed deals or offers with any other provider	164	24	140	40	125	112	52	40	24	53	64	**	21	21
	10%	12%	10%	10%	10%	12%	7%	23%	19%	9%	11%	**	9%	12%
						b		ab	b					
Looked at deals or offers from any other provider	500	64	436	108	392	331	169	80	55	180	185	**	68	57
	30%	31%	30%	27%	31%	36%	23%	45%	43%	30%	32%	**	29%	32%
						b		b	b					
Talked with friends or family for recommendations about providers	246	31	215	50	196	148	98	27	16	92	94	**	27	27
	15%	15%	15%	13%	15%	16%	13%	15%	13%	15%	16%	**	12%	15%
None of these	942	104	838	239	703	450	491	58	51	339	320	**	141	84
	57%	50%	57%	60%	56%	49%	66%	33%	40%	56%	55%	**	60%	47%
						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.

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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Discussed deals or offers with any other provider	164	37	52	36	13	**	**	67	91	**	**	88	42	143	21	7
	10%	8%	13%	11%	10%	**	**	11%	9%	**	**	16%	6%	11%	5%	4%
												cdef		cef		
Looked at deals or offers from any other provider	500	101	114	122	39	**	**	217	272	**	**	188	195	417	82	28
	30%	23%	28%	37%	32%	**	**	35%	27%	**	**	35%	29%	33%	21%	17%
				a				b				ef	ef	ef		
Talked with friends or family for recommendations about providers	246	87	52	51	14	**	**	81	159	**	**	89	103	204	42	17
	15%	20%	12%	15%	12%	**	**	13%	16%	**	**	17%	16%	16%	11%	10%
		b												e		
None of these	942	263	254	165	67	**	**	318	594	**	**	258	387	670	268	120
	57%	60%	61%	50%	55%	**	**	51%	60%	**	**	49%	58%	53%	68%	73%
		c	c					a					b		bcd	bcd

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 landline 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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Discussed deals or offers with any other provider	164	41	80	42	92	71	57	40	40	26	135	18	**	**
	10%	16%	12%	6%	10%	10%	11%	9%	13%	7%	10%	11%	**	**
		c	c											
Looked at deals or offers from any other provider	500	105	213	181	298	195	178	123	112	86	399	47	**	**
	30%	40%	32%	25%	33%	26%	34%	27%	36%	24%	30%	28%	**	**
		c	c				d		d					
Talked with friends or family for recommendations about providers	246	50	110	86	132	112	85	61	58	41	201	26	**	**
	15%	19%	17%	12%	14%	15%	16%	14%	18%	12%	15%	15%	**	**
None of these	942	114	358	466	504	433	276	276	147	226	762	106	**	**
	57%	43%	54%	64%	55%	59%	53%	61%	47%	63%	56%	64%	**	**
				ab				ac		ac				

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	DROPPED BB
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Discussed deals or offers with any other provider	164	31	59	49	57	81	24	**	**	**
	10%	19%	10%	9%	11%	9%	12%	**	**	**
		bc								
Looked at deals or offers from any other provider	500	48	170	184	166	286	64	**	**	**
	30%	30%	28%	32%	31%	32%	31%	**	**	**
Talked with friends or family for recommendations about providers	246	14	108	76	94	114	31	**	**	**
	15%	9%	18%	13%	18%	13%	15%	**	**	**
None of these	942	86	339	326	280	528	104	**	**	**
	57%	53%	57%	57%	53%	58%	50%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Discussed deals or offers with any other provider	164	164	159	5	**	**	-	**
	10%	10%	23%	1%	**	**	-%	**
		cf	acf					
Looked at deals or offers from any other provider	500	500	463	37	**	**	-	**
	30%	30%	66%	8%	**	**	-%	**
		cf	acf	f				
Talked with friends or family for recommendations about providers	246	246	156	61	**	**	15	**
	15%	15%	22%	14%	**	**	5%	**
		f	acf	f				
None of these	942	942	114	345	**	**	275	**
	57%	57%	16%	78%	**	**	95%	**
		b		ab			abc	

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

Any break column with 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 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Yes - in the last 6 months	87 5%	18 9%	70 5%	26 7%	61 5%	87 9%	- -%	87 49%	65 51%	36 6%	22 4%	** **	12 5%	18 10%
Yes - 7 to 12 months ago	90 5%	21 10%	69 5%	29 7%	61 5%	90 10%	- -%	90 51%	62 49%	29 5%	25 4%	** **	14 6%	21 12%
Yes – 13 to 18 months ago	85 5%	24 12%	61 4%	35 9%	50 4%	85 9%	- -%	- -%	- -%	27 5%	17 3%	** **	13 6%	24 13%
Yes – 1.5 to 2 years ago	85 5%	17 8%	68 5%	22 5%	63 5%	85 9%	- -%	- -%	- -%	30 5%	32 6%	** **	9 4%	15 8%
Yes – 2 to 3 years ago	116 7%	10 5%	106 7%	29 7%	87 7%	116 13%	- -%	- -%	- -%	44 7%	40 7%	** **	20 8%	9 5%
Yes – More than 3 years ago	460 28%	36 18%	423 29%	87 22%	373 30%	460 50%	- -%	- -%	- -%	163 27%	171 30%	** **	68 29%	28 16%
No – never changed provider	741 45%	80 39%	661 45%	173 43%	568 45%	- -%	741 100%	- -%	- -%	271 45%	271 47%	** **	98 42%	64 36%

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 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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Yes - in the last 6 months	87	16	22	14	1	**	**	50	37	**	**	37	29	75	12	7
	5%	4%	5%	4%	1%	**	**	8%	4%	**	**	7%	4%	6%	3%	4%
								b								
Yes - 7 to 12 months ago	90	12	25	11	4	**	**	45	41	**	**	38	30	77	13	4
	5%	3%	6%	3%	3%	**	**	7%	4%	**	**	7%	5%	6%	3%	2%
Yes – 13 to 18 months ago	85	20	25	6	5	**	**	44	39	**	**	48	19	75	10	1
	5%	5%	6%	2%	4%	**	**	7%	4%	**	**	9%	3%	6%	3%	*%
								b				cef		cef		
Yes – 1.5 to 2 years ago	85	17	20	17	6	**	**	38	44	**	**	32	36	74	11	4
	5%	4%	5%	5%	5%	**	**	6%	4%	**	**	6%	5%	6%	3%	2%
Yes – 2 to 3 years ago	116	23	39	11	10	**	**	48	63	**	**	38	51	96	20	6
	7%	5%	9%	3%	8%	**	**	8%	6%	**	**	7%	8%	8%	5%	4%
			c													
Yes – More than 3 years ago	460	64	123	118	48	**	**	161	289	**	**	103	211	324	131	55
	28%	15%	30%	35%	39%	**	**	26%	29%	**	**	19%	32%	26%	33%	34%
			a	a	a								bd	bd	bd	b
No – never changed provider	741	286	161	158	47	**	**	235	485	**	**	236	286	542	198	88
	45%	65%	39%	47%	38%	**	**	38%	49%	**	**	44%	43%	43%	50%	53%
		bcd						a								

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

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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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Yes - in the last 6 months	87 5%	25 9% c	30 5%	32 4%	48 5%	39 5%	25 5%	15 3%	25 8% b	21 6%	71 5%	12 7%	** **	** **
Yes - 7 to 12 months ago	90 5%	26 10% c	38 6%	26 3%	47 5%	40 5%	25 5%	28 6%	19 6%	18 5%	69 5%	13 8%	** **	** **
Yes – 13 to 18 months ago	85 5%	32 12% bc	33 5%	19 3%	45 5%	39 5%	23 4%	23 5%	18 6%	21 6%	67 5%	8 5%	** **	** **
Yes – 1.5 to 2 years ago	85 5%	24 9% c	36 6%	25 3%	53 6%	30 4%	21 4%	33 7% d	19 6%	9 2%	76 6%	5 3%	** **	** **
Yes – 2 to 3 years ago	116 7%	20 8%	47 7%	49 7%	60 7%	56 8%	35 7%	27 6%	21 7%	33 9%	93 7%	12 7%	** **	** **
Yes – More than 3 years ago	460 28%	38 15%	171 26% a	246 34% ab	256 28%	200 27%	159 30%	132 29%	72 23%	91 26%	375 28%	45 27%	** **	** **
No – never changed provider	741 45%	98 37%	307 46%	335 46%	403 44%	334 45%	236 45%	191 43%	140 45%	165 46%	602 44%	72 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.

**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

	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
	Total	MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Yes - in the last 6 months	87 5%	14 8%	35 6%	22 4%	40 8% b	32 3%	18 9%	** **	** **	** **
Yes - 7 to 12 months ago	90 5%	17 10%	33 6%	26 5%	30 6%	48 5%	21 10%	** **	** **	** **
Yes – 13 to 18 months ago	85 5%	11 7%	32 5%	27 5%	26 5%	37 4%	24 12%	** **	** **	** **
Yes – 1.5 to 2 years ago	85 5%	2 1%	37 6%	26 5%	32 6%	36 4%	17 8%	** **	** **	** **
Yes – 2 to 3 years ago	116 7%	16 10%	46 8%	35 6%	40 8%	61 7%	10 5%	** **	** **	** **
Yes – More than 3 years ago	460 28%	35 22%	138 23%	192 33% b	144 27%	272 30%	36 18%	** **	** **	** **
No – never changed provider	741 45%	67 41%	276 46%	248 43%	216 41%	421 46%	80 39%	** **	** **	** **

Columns Tested: 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 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Yes - in the last 6 months	87 5%	87 5%	83 12%	2 %	** **	** **	1 *%	** **
		cf	acf					
Yes - 7 to 12 months ago	90 5%	90 5%	83 12%	6 1%	** **	** **	1 *%	** **
		cf	acf					
Yes – 13 to 18 months ago	85 5%	85 5%	54 8%	15 3%	** **	** **	- -%	** **
		f	cf	f				
Yes – 1.5 to 2 years ago	85 5%	85 5%	44 6%	22 5%	** **	** **	- -%	** **
		f	f	f				
Yes – 2 to 3 years ago	116 7%	116 7%	43 6%	37 8%	** **	** **	24 8%	** **
Yes – More than 3 years ago	460 28%	460 28%	181 26%	140 32%	** **	** **	93 32%	** **
No – never changed provider	741 45%	741 45%	220 31%	222 50%	** **	** **	172 59%	** **
		b		b			ab	

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

Any break column with 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	162	35	127	50	112	162	-	162	107	73	30	3	24	35
Effective Weighted Sample	142	32	110	45	97	142	-	142	94	69	28	3	20	32
Total	177	39	139	55	122	177	-	177	127	66	47	4	26	39
BT	45	**	39	**	30	45	**	45	36	**	**	**	**	**
	25%	**	28%	**	25%	25%	**	25%	28%	**	**	**	**	**
Sky	23	**	23	**	22	23	**	23	19	**	**	**	**	**
	13%	**	16%	**	18%	13%	**	13%	15%	**	**	**	**	**
TalkTalk	19	**	15	**	14	19	**	19	17	**	**	**	**	**
	11%	**	11%	**	11%	11%	**	11%	13%	**	**	**	**	**
EE	15	**	11	**	11	15	**	15	6	**	**	**	**	**
	8%	**	8%	**	9%	8%	**	8%	5%	**	**	**	**	**
Virgin Media	14	**	11	**	11	14	**	14	10	**	**	**	**	**
	8%	**	8%	**	9%	8%	**	8%	8%	**	**	**	**	**
Plusnet	11	**	11	**	11	11	**	11	11	**	**	**	**	**
	6%	**	8%	**	9%	6%	**	6%	8%	**	**	**	**	**
NOW/ NOW Broadband	7	**	5	**	4	7	**	7	4	**	**	**	**	**
	4%	**	4%	**	3%	4%	**	4%	3%	**	**	**	**	**
John Lewis	7	**	6	**	5	7	**	7	5	**	**	**	**	**
	4%	**	4%	**	4%	4%	**	4%	4%	**	**	**	**	**
Vodafone	7	**	6	**	6	7	**	7	6	**	**	**	**	**
	4%	**	4%	**	5%	4%	**	4%	5%	**	**	**	**	**
KCOM	5	**	-	**	-	5	**	5	1	**	**	**	**	**
	3%	**	-%	**	-%	3%	**	3%	1%	**	**	**	**	**
Gigaclear	3	**	1	**	1	3	**	3	1	**	**	**	**	**
	1%	**	1%	**	1%	1%	**	1%	1%	**	**	**	**	**
OVO/ SSE	2	**	-	**	-	2	**	2	2	**	**	**	**	**
	1%	**	-%	**	-%	1%	**	1%	2%	**	**	**	**	**
Utility Warehouse	2	**	1	**	1	2	**	2	-	**	**	**	**	**
	1%	**	1%	**	1%	1%	**	1%	-%	**	**	**	**	**
Community Fibre	2	**	-	**	-	2	**	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.

**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	162	35	127	50	112	162	-	162	107	73	30	3	24	35
Effective Weighted Sample	142	32	110	45	97	142	-	142	94	69	28	3	20	32
Total	177	39	139	55	122	177	-	177	127	66	47	4	26	39
Hyperoptic	2 1%	** **	- -%	** **	- -%	2 1%	** **	2 1%	- -%	** **	** **	** **	** **	** **
POP Telecom	2 1%	** **	* *%	** **	* *%	2 1%	** **	2 1%	- -%	** **	** **	** **	** **	** **
Shell Energy/ Post Office	1 *%	** **	1 1%	** **	1 1%	1 *%	** **	1 *%	1 1%	** **	** **	** **	** **	** **
Other supplier	10 5%	** **	8 5%	** **	5 4%	10 5%	** **	10 5%	8 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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted total	162	28	39	19	5	13	8	86	71	5	12	67	57	136	26	11
Effective Weighted Sample	142	25	34	17	4	12	7	75	62	5	10	59	52	119	24	10
Total	177	28	47	24	5	11	11	95	78	5	17	75	60	152	25	11
BT	45	**	**	**	**	**	**	**	**	**	**	**	**	41	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	27%	**	**
Sky	23	**	**	**	**	**	**	**	**	**	**	**	**	16	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	11%	**	**
TalkTalk	19	**	**	**	**	**	**	**	**	**	**	**	**	15	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	10%	**	**
EE	15	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**
Virgin Media	14	**	**	**	**	**	**	**	**	**	**	**	**	13	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**	**
Plusnet	11	**	**	**	**	**	**	**	**	**	**	**	**	10	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	6%	**	**
NOW/ NOW Broadband	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	4%	**	**
John Lewis	7	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**
Vodafone	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	5%	**	**
KCOM	5	**	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	3%	**	**
Gigaclear	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**
OVO/ SSE	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**	**
Utility Warehouse	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**
Community Fibre	2	**	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	1%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES ~a	NO ~b	UNSURE ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	162	28	39	19	5	13	8	86	71	5	12	67	57	136	26	11
Effective Weighted Sample	142	25	34	17	4	12	7	75	62	5	10	59	52	119	24	10
Total	177	28	47	24	5	11	11	95	78	5	17	75	60	152	25	11
Hyperoptic	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	2 1%	**	**
POP Telecom	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	2 1%	**	**
Shell Energy/ Post Office	1 *%	**	**	**	**	**	**	**	**	**	**	**	**	- -%	**	**
Other supplier	10 5%	**	**	**	**	**	**	**	**	**	**	**	**	9 6%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	162	44	61	57	89	71	50	37	39	35	129	21	6	6
Effective Weighted Sample	142	38	53	52	80	61	43	32	35	32	114	18	6	6
Total	177	51	68	57	95	79	50	43	44	39	140	25	7	6
BT	45 25%	** **	** **	** **	** **	** **	** **	** **	** **	** **	41 30%	** **	** **	** **
Sky	23 13%	** **	** **	** **	** **	** **	** **	** **	** **	** **	17 12%	** **	** **	** **
TalkTalk	19 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	15 11%	** **	** **	** **
EE	15 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	11 8%	** **	** **	** **
Virgin Media	14 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 7%	** **	** **	** **
Plusnet	11 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	10 7%	** **	** **	** **
NOW/ NOW Broadband	7 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **
John Lewis	7 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	6 4%	** **	** **	** **
Vodafone	7 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	7 5%	** **	** **	** **
KCOM	5 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	** **
Gigaclear	3 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	** **
OVO/ SSE	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **
Utility Warehouse	2 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	** **
Community Fibre	2 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.

**Q28A. Which provider did you previously use for your landline 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	162	44	61	57	89	71	50	37	39	35	129	21	6	6
Effective Weighted Sample	142	38	53	52	80	61	43	32	35	32	114	18	6	6
Total	177	51	68	57	95	79	50	43	44	39	140	25	7	6
Hyperoptic	2 1%	**	**	**	**	**	**	**	**	**	2 1%	**	**	**
POP Telecom	2 1%	**	**	**	**	**	**	**	**	**	2 1%	**	**	**
Shell Energy/ Post Office	1 *%	**	**	**	**	**	**	**	**	**	1 1%	**	**	**
Other supplier	10 5%	**	**	**	**	**	**	**	**	**	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.

**Q28A. Which provider did you previously use for your landline service?**

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d	
Significance Level: 99%											
Unweighted total	162	26	63	43	66	73	35	27	8	12	
Effective Weighted Sample	142	23	55	37	58	65	32	25	8	11	
Total	177	30	68	48	70	80	39	31	8	13	
BT	45 25%	**	**	**	**	**	**	**	**	**	
Sky	23 13%	**	**	**	**	**	**	**	**	**	
TalkTalk	19 11%	**	**	**	**	**	**	**	**	**	
EE	15 8%	**	**	**	**	**	**	**	**	**	
Virgin Media	14 8%	**	**	**	**	**	**	**	**	**	
Plusnet	11 6%	**	**	**	**	**	**	**	**	**	
NOW/ NOW Broadband	7 4%	**	**	**	**	**	**	**	**	**	
John Lewis	7 4%	**	**	**	**	**	**	**	**	**	
Vodafone	7 4%	**	**	**	**	**	**	**	**	**	
KCOM	5 3%	**	**	**	**	**	**	**	**	**	
Gigaclear	3 1%	**	**	**	**	**	**	**	**	**	
OVO/ SSE	2 1%	**	**	**	**	**	**	**	**	**	
Utility Warehouse	2 1%	**	**	**	**	**	**	**	**	**	

Columns Tested: 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.

**Q28A. Which provider did you previously use for your landline service?**

Base : Those who have changed supplier in the last twelve months

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	162	26	63	43	66	73	35	27	8	12
Effective Weighted Sample	142	23	55	37	58	65	32	25	8	11
Total	177	30	68	48	70	80	39	31	8	13
Community Fibre	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
Hyperoptic	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
POP Telecom	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
Shell Energy/ Post Office	1	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**
Other supplier	10	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**

Columns Tested: 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.

**Q28A. Which provider did you previously use for your landline service?**

Base : Those who have changed supplier in the last twelve months

	Total	LANDLINE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	162	162	149	10	-	1	2	-
Effective Weighted Sample	142	142	131	10	-	1	2	-
Total	177	177	166	8	-	1	2	-
BT	45 25%	45 25%	41 25%	** **	** **	** **	** **	** **
Sky	23 13%	23 13%	21 13%	** **	** **	** **	** **	** **
TalkTalk	19 11%	19 11%	19 12%	** **	** **	** **	** **	** **
EE	15 8%	15 8%	13 8%	** **	** **	** **	** **	** **
Virgin Media	14 8%	14 8%	14 9%	** **	** **	** **	** **	** **
Plusnet	11 6%	11 6%	11 7%	** **	** **	** **	** **	** **
NOW/ NOW Broadband	7 4%	7 4%	6 3%	** **	** **	** **	** **	** **
John Lewis	7 4%	7 4%	6 4%	** **	** **	** **	** **	** **
Vodafone	7 4%	7 4%	7 4%	** **	** **	** **	** **	** **
KCOM	5 3%	5 3%	5 3%	** **	** **	** **	** **	** **
Gigaclear	3 1%	3 1%	3 2%	** **	** **	** **	** **	** **
OVO/ SSE	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **
Utility Warehouse	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **
Community Fibre	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **

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

Any break column with 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

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	162	162	149	10	-	1	2	-
Effective Weighted Sample	142	142	131	10	-	1	2	-
Total	177	177	166	8	-	1	2	-
Hyperoptic	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **
POP Telecom	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **
Shell Energy/ Post Office	1 *%	1 *%	1 1%	** **	** **	** **	** **	** **
Other supplier	10 5%	10 5%	8 5%	** **	** **	** **	** **	** **

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

Any break column with 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	803	100	703	188	615	803	-	162	107	369	203	37	114	89
Effective Weighted Sample	721	90	632	169	553	721	-	142	94	351	196	35	104	80
Total	922	126	797	228	695	922	-	177	127	329	307	46	136	114
Yes	253	67	186	86	167	253	**	51	-	87	66	**	32	**
	27%	53%	23%	38%	24%	27%	**	29%	-%	26%	22%	**	23%	**
		b		b		d		d						
No	669	59	610	142	527	669	**	127	127	242	241	**	105	**
	73%	47%	77%	62%	76%	73%	**	71%	100%	74%	78%	**	77%	**
			a		a				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.

**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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	~e	~f	a	b	~c	~a	b	c	d	e	~f
Unweighted total	803	144	190	137	71	61	35	327	456	20	28	229	342	599	200	80
Effective Weighted Sample	721	128	174	128	61	58	31	292	412	18	24	209	316	539	186	74
Total	922	151	254	175	76	53	42	386	512	24	48	296	376	721	197	77
Yes	253	55	56	47	**	**	**	112	138	**	**	124	76	218	33	**
	27%	37%	22%	27%	**	**	**	29%	27%	**	**	42%	20%	30%	17%	**
		b										cde		ce		
No	669	96	198	128	**	**	**	274	374	**	**	172	300	503	164	**
	73%	63%	78%	73%	**	**	**	71%	73%	**	**	58%	80%	70%	83%	**
			a										bd	b	bd	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	803	120	292	387	443	350	278	214	145	159	656	81	46	20
Effective Weighted Sample	721	105	266	359	403	310	248	194	132	143	589	73	41	18
Total	922	166	355	397	508	404	289	258	174	192	752	95	51	25
Yes	253	87	96	67	133	114	83	65	55	47	212	**	**	**
	27%	53%	27%	17%	26%	28%	29%	25%	32%	24%	28%	**	**	**
		bc	c											
No	669	79	259	329	375	290	206	193	119	146	540	**	**	**
	73%	47%	73%	83%	74%	72%	71%	75%	68%	76%	72%	**	**	**
			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 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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	803	79	272	288	265	433	100	62	38	33
Effective Weighted Sample	721	70	246	261	237	393	90	56	37	29
Total	922	95	320	327	313	485	126	86	40	43
Yes	253	**	83	92	102	117	67	**	**	**
	27%	**	26%	28%	32%	24%	53%	**	**	**
No	669	**	237	235	211	368	59	**	**	**
	73%	**	74%	72%	68%	76%	47%	**	**	**

Columns Tested: 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 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	803	803	413	204	34	32	103	17
Effective Weighted Sample	721	721	368	182	31	30	96	16
Total	922	922	488	222	41	35	118	19
Yes	253	253	146	44	**	**	39	**
	27%	27%	30%	20%	**	**	33%	**
			c				c	
No	669	669	342	178	**	**	79	**
	73%	73%	70%	80%	**	**	67%	**
				bf				

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

Any break column with 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	1274	126	1148	283	991	641	633	-	-	601	346	64	172	100
Effective Weighted Sample	1149	115	1036	253	896	579	570	-	-	576	335	62	159	91
Total	1486	167	1319	345	1141	745	741	-	-	535	532	82	208	139
Yes	213	29	183	47	165	138	75	**	**	84	65	**	34	26
	14%	18%	14%	14%	14%	18%	10%	**	**	16%	12%	**	16%	18%
No	1207	124	1083	276	931	570	637	**	**	426	450	**	162	103
	81%	74%	82%	80%	82%	77%	86%	**	**	80%	85%	**	78%	74%
Not sure	67	14	52	22	45	37	29	**	**	25	17	**	13	11
	4%	9%	4%	6%	4%	5%	4%	**	**	5%	3%	**	6%	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1274	393	263	232	112	67	45	440	801	33	26	328	548	902	367	151
Effective Weighted Sample	1149	354	245	218	98	64	41	396	723	30	24	306	506	816	338	138
Total	1486	410	368	308	117	60	51	527	919	40	52	457	603	1111	370	154
Yes	213	52	46	43	26	**	**	92	117	**	**	76	85	175	36	19
	14%	13%	12%	14%	22%	**	**	17%	13%	**	**	17%	14%	16%	10%	12%
				a								e		e		
No	1207	342	305	249	85	**	**	418	757	**	**	351	490	875	328	131
	81%	83%	83%	81%	73%	**	**	79%	82%	**	**	77%	81%	79%	89%	85%
															bcd	
Not sure	67	16	17	16	5	**	**	17	44	**	**	30	28	61	5	4
	4%	4%	5%	5%	4%	**	**	3%	5%	**	**	7%	5%	6%	1%	3%
												e	e	e		

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1274	142	475	652	691	572	450	333	215	262	1046	120	72	36
Effective Weighted Sample	1149	128	437	602	628	511	405	303	195	238	943	110	64	32
Total	1486	213	594	674	816	659	475	406	270	318	1213	142	82	49
Yes	213	37	99	75	129	83	76	57	42	36	164	24	**	**
	14%	17%	17%	11%	16%	13%	16%	14%	16%	11%	14%	17%	**	**
			c											
No	1207	160	455	587	651	547	381	334	211	265	996	110	**	**
	81%	75%	77%	87%	80%	83%	80%	82%	78%	83%	82%	77%	**	**
				ab										
Not sure	67	15	39	12	36	30	18	16	17	17	54	8	**	**
	4%	7%	7%	2%	4%	5%	4%	4%	6%	5%	4%	6%	**	**
		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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1274	103	439	460	384	719	126	61	65	44
Effective Weighted Sample	1149	91	399	419	344	653	115	57	62	41
Total	1486	131	528	527	459	826	167	96	72	68
Yes	213 14%	23 17%	86 16%	76 14%	63 14%	123 15%	29 18%	** **	** **	** **
No	1207 81%	103 79%	422 80%	438 83%	367 80%	683 83%	124 74%	** **	** **	** **
Not sure	67 4%	5 4%	21 4%	13 2%	29 6%	20 2%	14 9%	** **	** **	** **

Columns Tested: 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 landline service provider but then decide not to?**

Base : Those who have not changed supplier in the last year

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1274	1274	444	385	57	76	255	57
Effective Weighted Sample	1149	1149	398	346	51	69	234	52
Total	1486	1486	541	436	67	87	289	66
Yes	213 14%	213 14%	166 31%	38 9%	** **	** **	1 *%	** **
		cf	acf	f				
No	1207 81%	1207 81%	343 63%	386 89%	** **	** **	272 94%	** **
		b		ab			ab	
Not sure	67 4%	67 4%	32 6%	11 3%	** **	** **	15 5%	** **

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

Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Up to 6 months	96	18	78	29	67	87	9	87	65	40	23	**	15	18
	6%	9%	5%	7%	5%	9%	1%	49%	51%	7%	4%	**	6%	10%
						b		ab	ab					
7 to 12 months	109	22	86	32	76	90	19	90	62	39	28	**	18	22
	7%	11%	6%	8%	6%	10%	3%	51%	49%	7%	5%	**	8%	12%
						b		ab	ab					b
13 to 18 months	90	26	64	37	53	85	6	-	-	30	17	**	15	25
	5%	13%	4%	9%	4%	9%	1%	-%	-%	5%	3%	**	6%	14%
		b		b		bcd								ab
1.5 years to 2 years	110	18	92	30	81	85	26	-	-	38	40	**	13	16
	7%	9%	6%	7%	6%	9%	3%	-%	-%	6%	7%	**	5%	9%
						bcd								
More than 2 years, up to 3 years	158	11	146	36	122	116	41	-	-	57	57	**	28	10
	9%	6%	10%	9%	10%	13%	6%	-%	-%	10%	10%	**	12%	6%
						bcd	c							
More than 3 years, up to 5 years	212	16	196	42	170	143	69	-	-	98	60	**	37	11
	13%	8%	13%	10%	13%	15%	9%	-%	-%	16%	10%	**	16%	6%
						bcd	cd			be			e	
More than 5 years, up to 10 years	294	30	264	61	233	151	143	-	-	104	105	**	41	25
	18%	15%	18%	15%	18%	16%	19%	-%	-%	17%	18%	**	17%	14%
						cd	cd							
More than 10 years	552	58	494	119	433	145	407	-	-	179	235	**	55	49
	33%	28%	34%	30%	34%	16%	55%	-%	-%	30%	41%	**	23%	28%
						cd	acd				ade			
Don't know/ can't remember	43	7	37	15	28	21	22	-	-	15	12	**	13	2
	3%	3%	3%	4%	2%	2%	3%	-%	-%	3%	2%	**	5%	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.

**Q29B. How long has (PROVIDER) been providing your landline service?**

Base : Those responsible for the household's landline service

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Up to 6 months	96 6%	20 4%	24 6%	14 4%	1 1%	** **	** **	54 9%	41 4%	** **	** **	40 8%	30 5%	83 7%	13 3%	7 4%
7 to 12 months	109 7%	20 5%	28 7%	12 3%	4 3%	** **	** **	47 8%	58 6%	** **	** **	49 9%	36 5%	96 8%	13 3%	4 2%
13 to 18 months	90 5%	22 5%	25 6%	6 2%	5 4%	** **	** **	45 7%	43 4%	** **	** **	50 9%	21 3%	80 6%	10 3%	1 *%
1.5 years to 2 years	110 7%	21 5%	26 6%	24 7%	9 8%	** **	** **	43 7%	64 6%	** **	** **	52 10%	41 6%	99 8%	11 3%	4 3%
More than 2 years, up to 3 years	158 9%	35 8%	47 11%	16 5%	15 12%	** **	** **	64 10%	86 9%	** **	** **	68 13%	60 9%	135 11%	22 6%	6 4%
More than 3 years, up to 5 years	212 13%	45 10%	45 11%	36 11%	21 17%	** **	** **	70 11%	138 14%	** **	** **	91 17%	74 11%	166 13%	41 10%	18 11%
More than 5 years, up to 10 years	294 18%	53 12%	92 22%	64 19%	30 25%	** **	** **	110 18%	176 18%	** **	** **	86 16%	131 20%	231 18%	62 16%	25 15%
More than 10 years	552 33%	208 48%	117 28%	153 46%	34 27%	** **	** **	184 30%	354 36%	** **	** **	72 13%	260 39%	340 27%	211 53%	94 57%
Don't know/ can't remember	43 3%	14 3%	11 3%	8 2%	2 1%	** **	** **	6 1%	37 4%	** **	** **	23 4%	9 1%	32 3%	11 3%	5 3%

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



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

**Q29B. How long has (PROVIDER) been providing your landline service?**

Base : Those responsible for the household's landline 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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Up to 6 months	96 6%	32 12% bc	31 5%	33 4%	50 5%	46 6%	26 5%	18 4%	25 8%	26 7%	79 6%	12 7%	**	**
7 to 12 months	109 7%	36 13% bc	46 7%	27 4%	55 6%	51 7%	34 6%	34 8%	20 6%	21 6%	81 6%	16 10%	**	**
13 to 18 months	90 5%	36 14% bc	33 5%	21 3%	48 5%	41 6%	24 5%	25 6%	20 6%	22 6%	72 5%	9 5%	**	**
1.5 years to 2 years	110 7%	28 10% c	56 8% c	27 4%	65 7%	44 6%	26 5%	41 9% d	27 9%	14 4%	93 7%	12 7%	**	**
More than 2 years, up to 3 years	158 9%	36 14% c	67 10%	55 7%	83 9%	74 10%	43 8%	39 9%	27 9%	48 13%	128 9%	14 8%	**	**
More than 3 years, up to 5 years	212 13%	28 11%	103 16% c	76 10%	115 13%	93 13%	67 13%	67 15%	37 12%	38 11%	173 13%	18 11%	**	**
More than 5 years, up to 10 years	294 18%	43 16%	122 18%	129 18%	164 18%	130 18%	104 20%	67 15%	54 17%	63 18%	241 18%	28 17%	**	**
More than 10 years	552 33%	23 9%	180 27% a	348 47% ab	311 34%	238 32%	184 35%	148 33%	96 31%	115 32%	444 33%	55 33%	**	**
Don't know/ can't remember	43 3%	3 1%	24 4%	17 2%	22 2%	21 3%	16 3%	10 2%	6 2%	12 3%	41 3%	2 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.

**Q29B. How long has (PROVIDER) been providing your landline service?**

Base : Those responsible for the household's landline service

	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
	Total	MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Up to 6 months	96 6%	16 10%	39 7%	23 4%	47 9%	33 4%	18 9%	** **	** **	** **
7 to 12 months	109 7%	17 10%	38 6%	37 6%	32 6%	62 7%	22 11%	** **	** **	** **
13 to 18 months	90 5%	12 7%	33 6%	29 5%	26 5%	41 5%	26 13%	** **	** **	** **
1.5 years to 2 years	110 7%	7 4%	46 8%	36 6%	41 8%	48 5%	18 9%	** **	** **	** **
More than 2 years, up to 3 years	158 9%	23 14%	69 12%	42 7%	54 10%	83 9%	11 6%	** **	** **	** **
More than 3 years, up to 5 years	212 13%	17 10%	62 10%	78 14%	61 12%	119 13%	16 8%	** **	** **	** **
More than 5 years, up to 10 years	294 18%	22 13%	98 16%	122 21%	97 18%	162 18%	30 15%	** **	** **	** **
More than 10 years	552 33%	43 26%	201 34%	193 33%	158 30%	332 37%	58 28%	** **	** **	** **
Don't know/ can't remember	43 3%	6 4%	10 2%	15 3%	11 2%	27 3%	7 3%	** **	** **	** **

Columns Tested: 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 landline service?**

Base : Those responsible for the household's landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Up to 6 months	96 6%	96 6%	83 12%	6 1%	** **	** **	1 *%	** **
		cf	acf					
7 to 12 months	109 7%	109 7%	87 12%	13 3%	** **	** **	1 *%	** **
		cf	acf					
13 to 18 months	90 5%	90 5%	54 8%	18 4%	** **	** **	- -%	** **
		f	f	f				
1.5 years to 2 years	110 7%	110 7%	55 8%	29 7%	** **	** **	- -%	** **
		f	f	f				
More than 2 years, up to 3 years	158 9%	158 9%	61 9%	49 11%	** **	** **	32 11%	** **
More than 3 years, up to 5 years	212 13%	212 13%	76 11%	64 14%	** **	** **	46 16%	** **
More than 5 years, up to 10 years	294 18%	294 18%	123 17%	83 19%	** **	** **	62 21%	** **
More than 10 years	552 33%	552 33%	163 23%	169 38%	** **	** **	135 46%	** **
		b	b	b			ab	
Don't know/ can't remember	43 3%	43 3%	6 1%	14 3%	** **	** **	13 5%	** **
				b			b	

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

Any break column with 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	331	26	305	70	261	248	83	-	-	174	79	14	48	22
Effective Weighted Sample	299	24	275	63	237	223	76	-	-	167	76	14	46	20
Total	395	36	359	92	302	288	107	-	-	160	126	19	65	31
This is my first contract with them	89	**	77	**	61	64	**	**	**	32	**	**	**	**
	22%	**	21%	**	20%	22%	**	**	**	20%	**	**	**	**
I have renewed my contract with them	287	**	268	**	227	210	**	**	**	122	**	**	**	**
	73%	**	75%	**	75%	73%	**	**	**	76%	**	**	**	**
Not sure	19	**	15	**	15	14	**	**	**	6	**	**	**	**
	5%	**	4%	**	5%	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT ~a	SKY ~b	VIRGIN MEDIA ~c	TALK- TALK ~d	PLUS- NET ~e	EE ~f	YES a	NO b	UNSURE ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f
Significance Level: 99%																
Unweighted total	331	74	68	49	34	32	14	123	200	8	7	125	127	259	68	27
Effective Weighted Sample	299	66	64	45	30	31	13	110	182	7	6	117	117	236	64	25
Total	395	81	97	65	38	30	17	151	233	11	13	174	139	326	64	25
This is my first contract with them	89	**	**	**	**	**	**	31	55	**	**	41	29	75	**	**
	22%	**	**	**	**	**	**	21%	24%	**	**	24%	21%	23%	**	**
I have renewed my contract with them	287	**	**	**	**	**	**	114	165	**	**	119	107	234	**	**
	73%	**	**	**	**	**	**	76%	71%	**	**	68%	77%	72%	**	**
Not sure	19	**	**	**	**	**	**	5	14	**	**	14	3	16	**	**
	5%	**	**	**	**	**	**	3%	6%	**	**	8%	2%	5%	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	331	52	148	127	173	153	95	96	63	75	270	31	25	5
Effective Weighted Sample	299	48	136	118	157	138	86	87	57	68	244	28	22	5
Total	395	76	188	127	210	181	103	117	78	93	321	36	30	7
This is my first contract with them	89 22%	** **	45 24%	23 18%	52 25%	36 20%	** **	** **	** **	** **	78 24%	** **	** **	** **
I have renewed my contract with them	287 73%	** **	131 70%	102 80%	148 71%	135 75%	** **	** **	** **	** **	227 71%	** **	** **	** **
Not sure	19 5%	** **	12 6%	2 2%	9 4%	9 5%	** **	** **	** **	** **	16 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 landline 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		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	331	28	115	100	100	174	26	16	10	11
Effective Weighted Sample	299	25	106	91	91	159	24	15	9	10
Total	395	40	146	112	131	198	36	23	12	14
This is my first contract with them	89	**	43	22	31	40	**	**	**	**
	22%	**	30%	20%	23%	20%	**	**	**	**
I have renewed my contract with them	287	**	99	85	93	150	**	**	**	**
	73%	**	68%	76%	71%	76%	**	**	**	**
Not sure	19	**	3	5	7	8	**	**	**	**
	5%	**	2%	5%	5%	4%	**	**	**	**

Columns Tested: 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 landline service... Which of these best applies?**

Base : Those in contract who have been with their supplier for more than 18 months

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	331	331	118	104	22	19	57	11
Effective Weighted Sample	299	299	106	93	20	17	53	10
Total	395	395	144	125	26	21	67	12
This is my first contract with them	89 22%	89 22%	30 21%	28 22%	**	**	**	**
I have renewed my contract with them	287 73%	287 73%	108 76%	98 78%	**	**	**	**
Not sure	19 5%	19 5%	5 3%	- -%	**	**	**	**

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



Any break column with 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	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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Yes	614	84	530	137	477	382	232	92	57	209	216	**	83	80
	37%	41%	36%	34%	38%	41%	31%	52%	45%	35%	37%	**	36%	45%
						b		b	b					
No	1049	122	928	264	786	540	509	85	70	392	362	**	151	98
	63%	59%	64%	66%	62%	59%	69%	48%	55%	65%	63%	**	64%	55%
							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.

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	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Yes	614	149	154	125	46	**	**	271	331	**	**	214	235	487	126	54
	37%	34%	37%	38%	37%	**	**	44%	33%	**	**	40%	35%	39%	32%	33%
								b								
No	1049	289	262	207	77	**	**	351	666	**	**	318	427	777	269	111
	63%	66%	63%	62%	63%	**	**	56%	67%	**	**	60%	65%	61%	68%	67%
								a								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Yes	614	120	250	242	353	257	219	159	121	110	491	59	**	**
	37%	46%	38%	33%	39%	35%	42%	35%	39%	31%	36%	36%	**	**
		c					d							
No	1049	144	412	490	559	482	307	290	193	247	862	107	**	**
	63%	54%	62%	67%	61%	65%	58%	65%	61%	69%	64%	64%	**	**
				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.

**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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Yes	614	55	207	220	198	335	84	**	**	**
	37%	34%	35%	38%	37%	37%	41%	**	**	**
No	1049	106	390	355	331	570	122	**	**	**
	63%	66%	65%	62%	63%	63%	59%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Yes	614	614	335	166	**	**	64	**
	37%	37%	47%	37%	**	**	22%	**
		f	acf	f				
No	1049	1049	372	278	**	**	227	**
	63%	63%	53%	63%	**	**	78%	**
		b		b			abc	

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

Any break column with 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 ~a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	DUAL a	TRIPLE b	QUAD ~c	OTHER ~d	NONE ~e
Significance Level: 99%														
Unweighted total	528	65	463	109	419	332	196	85	45	234	139	27	74	61
Effective Weighted Sample	469	59	411	97	373	294	175	72	38	222	133	26	66	55
Total	614	84	530	137	477	382	232	92	57	209	216	34	83	80
Looked into deals with my existing provider at that time	278 45%	** **	257 49%	42 31%	235 49% a	167 44%	110 48%	** **	** **	98 47%	114 53%	** **	** **	** **
Looked into deals with alternative provider/s	206 33%	** **	188 35%	39 29%	167 35%	145 38% b	61 26%	** **	** **	73 35%	81 38%	** **	** **	** **
Contacted my existing provider at that time	185 30%	** **	161 30%	38 28%	146 31%	106 28%	78 34%	** **	** **	44 21%	88 41% a	** **	** **	** **
Signed up for a contract with my existing provider at that time	175 28%	** **	155 29%	38 28%	137 29%	98 26%	76 33%	** **	** **	67 32%	61 28%	** **	** **	** **
Contacted alternative provider/s	65 11%	** **	48 9%	28 21% b	36 8%	50 13%	15 6%	** **	** **	12 6%	24 11%	** **	** **	** **
Signed up for a contract with an alternative provider	36 6%	** **	27 5%	11 8%	25 5%	36 9% b	- -%	** **	** **	7 3%	10 5%	** **	** **	** **
Something else	5 1%	** **	5 1%	2 1%	3 1%	4 1%	1 *%	** **	** **	2 1%	1 1%	** **	** **	** **
I did not take any action	133 22%	** **	119 22%	21 16%	112 23%	66 17%	67 29% a	** **	** **	47 23%	47 22%	** **	** **	** **
Can't remember	16 3%	** **	15 3%	4 3%	12 3%	11 3%	5 2%	** **	** **	8 4%	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.

**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						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	~e	~f	a	b	~c	~a	b	c	d	e	~f
Unweighted total	528	140	112	96	44	36	18	228	290	10	21	165	214	400	127	55
Effective Weighted Sample	469	124	102	89	39	34	15	202	258	9	18	149	196	355	117	50
Total	614	149	154	125	46	32	22	271	331	12	38	214	235	487	126	54
Looked into deals with my existing provider at that time	278 45%	66 44%	73 48%	** **	** **	** **	** **	112 41%	156 47%	** **	** **	112 52%	98 42%	230 47%	48 38%	** **
Looked into deals with alternative provider/s	206 33%	35 24%	46 30%	** **	** **	** **	** **	95 35%	106 32%	** **	** **	75 35%	79 34%	171 35%	35 28%	** **
Contacted my existing provider at that time	185 30%	42 28%	47 30%	** **	** **	** **	** **	85 32%	95 29%	** **	** **	68 32%	58 25%	139 29%	46 36%	** **
Signed up for a contract with my existing provider at that time	175 28%	51 34%	39 26%	** **	** **	** **	** **	69 26%	102 31%	** **	** **	65 30%	56 24%	124 25%	50 40%	** cd
Contacted alternative provider/s	65 11%	17 11%	18 12%	** **	** **	** **	** **	35 13%	29 9%	** **	** **	22 10%	23 10%	60 12%	5 4%	** e
Signed up for a contract with an alternative provider	36 6%	4 2%	13 8%	** **	** **	** **	** **	22 8%	13 4%	** **	** **	16 8%	12 5%	34 7%	2 1%	** **
Something else	5 1%	3 2%	1 1%	** **	** **	** **	** **	3 1%	2 *%	** **	** **	- -%	3 1%	5 1%	- -%	** **
I did not take any action	133 22%	36 24%	34 22%	** **	** **	** **	** **	48 18%	84 25%	** **	** **	33 15%	59 25%	94 19%	39 31%	** bd
Can't remember	16 3%	3 2%	6 4%	** **	** **	** **	** **	7 2%	10 3%	** **	** **	6 3%	10 4%	16 3%	1 1%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ~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	528	86	203	238	302	222	209	131	94	91	426	50	33	19
Effective Weighted Sample	469	74	184	220	270	195	185	117	83	83	379	45	29	16
Total	614	120	250	242	353	257	219	159	121	110	491	59	40	23
Looked into deals with my existing provider at that time	278 45%	** **	126 50%	100 41%	165 47%	111 43%	102 46%	87 55%	** **	** **	216 44%	** **	** **	** **
Looked into deals with alternative provider/s	206 33%	** **	95 38%	75 31%	128 36%	77 30%	70 32%	59 37%	** **	** **	162 33%	** **	** **	** **
Contacted my existing provider at that time	185 30%	** **	69 28%	74 30%	106 30%	77 30%	69 32%	55 35%	** **	** **	149 30%	** **	** **	** **
Signed up for a contract with my existing provider at that time	175 28%	** **	62 25%	83 34%	113 32%	60 23%	64 29%	62 39%	** **	** **	134 27%	** **	** **	** **
Contacted alternative provider/s	65 11%	** **	26 11%	16 7%	38 11%	27 11%	28 13%	9 6%	** **	** **	51 10%	** **	** **	** **
Signed up for a contract with an alternative provider	36 6%	** **	13 5%	9 4%	22 6%	14 5%	14 6%	6 4%	** **	** **	26 5%	** **	** **	** **
Something else	5 1%	** **	3 1%	- -%	2 *%	3 1%	2 1%	1 1%	** **	** **	4 1%	** **	** **	** **
I did not take any action	133 22%	** **	47 19%	72 30%	82 23%	50 20%	49 22%	26 16%	** **	** **	104 21%	** **	** **	** **
Can't remember	16 3%	** **	7 3%	6 3%	4 1%	11 4%	3 2%	5 3%	** **	** **	14 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.

**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

	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
	Total	MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL ~a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	528	42	173	195	164	294	65	50	15	27
Effective Weighted Sample	469	35	154	175	143	265	59	46	14	25
Total	614	55	207	220	198	335	84	69	15	36
Looked into deals with my existing provider at that time	278 45%	** **	97 47%	117 53%	75 38%	169 51%	** **	** **	** **	** **
Looked into deals with alternative provider/s	206 33%	** **	66 32%	84 38%	55 28%	119 36%	** **	** **	** **	** **
Contacted my existing provider at that time	185 30%	** **	74 36%	60 27%	58 29%	104 31%	** **	** **	** **	** **
Signed up for a contract with my existing provider at that time	175 28%	** **	62 30%	70 32%	49 25%	109 33%	** **	** **	** **	** **
Contacted alternative provider/s	65 11%	** **	20 10%	17 8%	32 16%	21 6%	** **	** **	** **	** **
Signed up for a contract with an alternative provider	36 6%	** **	17 8%	11 5%	17 9%	16 5%	** **	** **	** **	** **
Something else	5 1%	** **	2 1%	3 1%	1 *%	2 1%	** **	** **	** **	** **
I did not take any action	133 22%	** **	33 16%	51 23%	43 22%	75 22%	** **	** **	** **	** **
Can't remember	16 3%	** **	4 2%	2 1%	7 3%	7 2%	** **	** **	** **	** **

Columns Tested: 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

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	528	528	281	151	12	16	55	13
Effective Weighted Sample	469	469	247	135	11	15	50	12
Total	614	614	335	166	16	19	64	14
Looked into deals with my existing provider at that time	278 45%	278 45%	181 54%	77 46%	** **	** **	** **	** **
Looked into deals with alternative provider/s	206 33%	206 33%	178 53%	20 12%	** **	** **	** **	** **
		c	ac					
Contacted my existing provider at that time	185 30%	185 30%	126 38%	52 31%	** **	** **	** **	** **
Signed up for a contract with my existing provider at that time	175 28%	175 28%	87 26%	61 37%	** **	** **	** **	** **
Contacted alternative provider/s	65 11%	65 11%	61 18%	4 2%	** **	** **	** **	** **
		c	ac					
Signed up for a contract with an alternative provider	36 6%	36 6%	33 10%	3 2%	** **	** **	** **	** **
			c					
Something else	5 1%	5 1%	3 1%	- -%	** **	** **	** **	** **
I did not take any action	133 22%	133 22%	32 10%	36 22%	** **	** **	** **	** **
		b	b					
Can't remember	16 3%	16 3%	3 1%	6 4%	** **	** **	** **	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Agree strongly	398 24%	80 39%	319 22%	131 33%	267 21%	202 22%	196 26%	52 29%	22 17%	130 22%	127 22%	** **	48 20%	75 42%
		b		b										abd
Agree slightly	522 31%	48 24%	474 32%	116 29%	406 32%	305 33%	217 29%	49 28%	36 29%	195 32%	173 30%	** **	85 36%	41 23%
					e								e	
Disagree slightly	273 16%	25 12%	248 17%	43 11%	229 18%	157 17%	116 16%	27 15%	22 17%	101 17%	111 19%	** **	33 14%	19 11%
				a										
Disagree strongly	234 14%	13 7%	220 15%	42 10%	192 15%	155 17%	79 11%	31 17%	28 22%	91 15%	95 17%	** **	31 13%	10 5%
			a			b			b	e	e			
Don't know	236 14%	39 19%	197 14%	68 17%	168 13%	103 11%	133 18%	18 10%	18 14%	82 14%	71 12%	** **	37 16%	33 19%
						a								
TOTAL AGREE	920 55%	128 62%	792 54%	247 62%	674 53%	508 55%	413 56%	101 57%	58 46%	325 54%	300 52%	** **	133 57%	116 65%
				b										b
TOTAL DISAGREE	507 30%	39 19%	468 32%	85 21%	421 33%	312 34%	195 26%	58 32%	50 40%	193 32%	207 36%	** **	64 27%	29 16%
			a		a	b			b	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.

**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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Agree strongly	398 24%	113 26%	87 21%	69 21%	34 28%	** **	** **	159 26%	230 23%	** **	** **	124 23%	136 20%	290 23%	108 27%	52 31%
Agree slightly	522 31%	142 32%	133 32%	104 31%	42 34%	** **	** **	199 32%	312 31%	** **	** **	168 32%	204 31%	391 31%	131 33%	48 29%
Disagree slightly	273 16%	56 13%	72 17%	59 18%	20 16%	** **	** **	105 17%	159 16%	** **	** **	88 16%	126 19%	223 18%	48 12%	20 12%
Disagree strongly	234 14%	52 12%	60 15%	64 19%	14 12%	** **	** **	81 13%	147 15%	** **	** **	91 17%	101 15%	194 15%	39 10%	15 9%
Don't know	236 14%	75 17%	63 15%	37 11%	12 10%	** **	** **	78 13%	149 15%	** **	** **	61 11%	96 14%	165 13%	69 17%	30 18%
TOTAL AGREE	920 55%	254 58%	220 53%	173 52%	76 62%	** **	** **	357 57%	542 54%	** **	** **	292 55%	339 51%	681 54%	239 61%	100 61%
TOTAL DISAGREE	507 30%	108 25%	132 32%	122 37%	34 28%	** **	** **	186 30%	305 31%	** **	** **	179 34%	227 34%	417 33%	87 22%	35 21%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 landline 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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Agree strongly	398 24%	80 30%	139 21%	179 25%	248 27% b	148 20%	131 25%	87 19%	76 24%	102 29% b	317 23%	47 28%	** **	** **
Agree slightly	522 31%	87 33%	192 29%	242 33%	283 31%	232 31%	167 32%	139 31%	105 33%	104 29%	413 31%	52 31%	** **	** **
Disagree slightly	273 16%	36 14%	128 19%	107 15%	147 16%	125 17%	81 15%	81 18%	66 21% d	42 12%	238 18% b	14 8%	** **	** **
Disagree strongly	234 14%	33 12%	112 17%	88 12%	131 14%	102 14%	88 17%	75 17%	33 10%	39 11%	189 14%	28 17%	** **	** **
Don't know	236 14%	28 11%	91 14%	115 16%	103 11%	132 18% a	59 11%	68 15%	35 11%	69 19% ac	196 15%	26 16%	** **	** **
TOTAL AGREE	920 55%	167 63% b	332 50%	422 58% b	531 58% b	380 51%	298 57%	226 50%	181 58%	206 58%	731 54%	99 59%	** **	** **
TOTAL DISAGREE	507 30%	69 26%	239 36% c	196 27%	278 30%	227 31%	169 32% d	155 35% d	98 31%	81 23%	426 31%	41 25%	** **	** **

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	DROPPED BB
		a	b	c	a	b	a	~b	~c	~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Agree strongly	398	44	172	117	152	179	80	**	**	**
	24%	27%	29%	20%	29%	20%	39%	**	**	**
			c		b					
Agree slightly	522	37	182	204	157	292	48	**	**	**
	31%	23%	31%	36%	30%	32%	24%	**	**	**
				a						
Disagree slightly	273	28	81	106	85	160	25	**	**	**
	16%	17%	14%	18%	16%	18%	12%	**	**	**
Disagree strongly	234	22	73	91	52	152	13	**	**	**
	14%	14%	12%	16%	10%	17%	7%	**	**	**
					a					
Don't know	236	31	88	57	82	122	39	**	**	**
	14%	19%	15%	10%	16%	14%	19%	**	**	**
		c								
TOTAL AGREE	920	81	355	321	310	471	128	**	**	**
	55%	50%	59%	56%	59%	52%	62%	**	**	**
TOTAL DISAGREE	507	50	155	196	137	312	39	**	**	**
	30%	31%	26%	34%	26%	34%	19%	**	**	**
				b		a				

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Agree strongly	398 24%	398 24%	170 24%	99 22%	** **	** **	60 21%	** **
Agree slightly	522 31%	522 31%	200 28%	153 34%	** **	** **	103 35%	** **
Disagree slightly	273 16%	273 16%	131 19%	74 17%	** **	** **	47 16%	** **
Disagree strongly	234 14%	234 14%	148 21%	54 12%	** **	** **	12 4%	** **
Don't know	236 14%	236 14%	58 8%	64 14%	** **	** **	70 24%	** **
TOTAL AGREE	920 55%	920 55%	370 52%	252 57%	** **	** **	162 56%	** **
TOTAL DISAGREE	507 30%	507 30%	279 39%	128 29%	** **	** **	59 20%	** **
		f	acf	f			abc	

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

Any break column with 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 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Agree strongly	329 20%	60 29%	269 18%	114 28%	215 17%	176 19%	153 21%	47 26%	30 24%	120 20%	86 15%	** **	56 24%	54 30%
		b		b									b	ab
Agree slightly	558 34%	80 39%	479 33%	146 36%	413 33%	329 36%	229 31%	72 41%	47 37%	224 37%	154 27%	** **	88 37%	66 37%
										b			b	
Disagree slightly	398 24%	26 13%	372 26%	58 14%	340 27%	228 25%	170 23%	33 19%	29 23%	156 26%	149 26%	** **	51 22%	23 13%
			a	a						e	e			
Disagree strongly	282 17%	15 7%	267 18%	37 9%	245 19%	150 16%	132 18%	20 11%	15 12%	68 11%	164 28%	** **	24 10%	14 8%
			a	a							ade			
Don't know	96 6%	26 12%	70 5%	46 12%	49 4%	38 4%	58 8%	6 3%	5 4%	31 5%	25 4%	** **	16 7%	21 12%
		b		b			a							ab
TOTAL AGREE	887 53%	140 68%	748 51%	259 65%	628 50%	506 55%	381 51%	118 67%	77 61%	345 57%	241 42%	** **	143 61%	120 67%
		b		b				ab		b			b	b
TOTAL DISAGREE	680 41%	41 20%	640 44%	95 24%	586 46%	378 41%	302 41%	53 30%	44 35%	225 37%	312 54%	** **	75 32%	37 21%
			a	a		c				e	ade			

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



**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 landline service

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Agree strongly	329 20%	97 22% c	62 15%	44 13%	37 30% bc	** **	** **	136 22%	186 19%	** **	** **	98 18%	116 17%	234 19%	94 24%	42 25%
Agree slightly	558 34%	141 32%	144 35%	88 26%	50 41% c	** **	** **	204 33%	346 35%	** **	** **	192 36%	221 33%	446 35% e	111 28%	51 31%
Disagree slightly	398 24%	107 24%	90 22%	97 29% d	19 15%	** **	** **	158 25%	224 22%	** **	** **	113 21%	172 26%	295 23%	102 26%	29 17%
Disagree strongly	282 17%	68 16%	94 23% d	85 26% ad	11 9%	** **	** **	111 18%	163 16%	** **	** **	90 17%	127 19%	222 18%	61 15%	27 16%
Don't know	96 6%	25 6%	25 6%	18 5%	5 4%	** **	** **	12 2%	78 8% a	** **	** **	40 7%	27 4%	67 5%	28 7%	17 10% c
TOTAL AGREE	887 53%	239 55% c	207 50%	132 40%	87 72% abc	** **	** **	340 55%	533 53%	** **	** **	290 54%	336 51%	680 54%	204 52%	92 56%
TOTAL DISAGREE	680 41%	174 40% d	184 44% d	182 55% ad	29 24%	** **	** **	270 43%	386 39%	** **	** **	202 38%	299 45% f	517 41%	163 41%	55 33%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 landline 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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Agree strongly	329 20%	64 24%	122 18%	142 19%	183 20%	145 20%	83 16%	90 20%	53 17%	99 28% ac	271 20%	32 19%	** **	** **
Agree slightly	558 34%	113 43% c	218 33%	226 31%	293 32%	261 35%	180 34%	143 32%	119 38%	108 30%	458 34%	55 33%	** **	** **
Disagree slightly	398 24%	45 17%	160 24%	192 26% a	239 26%	153 21%	152 29%	96 21%	73 23%	76 21%	317 23%	40 24%	** **	** **
Disagree strongly	282 17%	35 13%	118 18%	129 18%	141 16%	140 19%	84 16%	93 21%	55 18%	49 14%	228 17%	27 16%	** **	** **
Don't know	96 6%	7 2%	45 7%	43 6%	55 6%	40 5%	27 5%	27 6%	14 4%	26 7%	80 6%	13 8%	** **	** **
TOTAL AGREE	887 53%	177 67% bc	339 51%	368 50%	476 52%	406 55%	263 50%	233 52%	172 55%	207 58%	729 54%	87 52%	** **	** **
TOTAL DISAGREE	680 41%	80 30%	278 42% a	321 44% a	381 42%	293 40%	236 45% d	189 42%	128 41%	125 35%	545 40%	66 40%	** **	** **

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 landline service

	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT DROPPED BB	
	Total	MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Agree strongly	329 20%	43 27% c	147 25% c	95 17%	118 22%	163 18%	60 29%	** **	** **	** **
Agree slightly	558 34%	49 30%	214 36%	191 33%	179 34%	302 33%	80 39%	** **	** **	** **
Disagree slightly	398 24%	25 15%	124 21%	164 29% ab	116 22%	225 25%	26 13%	** **	** **	** **
Disagree strongly	282 17%	37 23%	86 14%	97 17%	89 17%	167 18%	15 7%	** **	** **	** **
Don't know	96 6%	7 4%	26 4%	27 5%	26 5%	48 5%	26 12%	** **	** **	** **
TOTAL AGREE	887 53%	92 57%	361 60% c	286 50%	297 56%	465 51%	140 68%	** **	** **	** **
TOTAL DISAGREE	680 41%	62 39%	210 35%	261 45% b	205 39%	392 43%	41 20%	** **	** **	** **

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Agree strongly	329 20%	329 20%	133 19%	70 16%	** **	** **	61 21%	** **
Agree slightly	558 34%	558 34%	230 32%	140 31%	** **	** **	121 42%	** **
Disagree slightly	398 24%	398 24%	159 23%	125 28%	** **	** **	66 23%	** **
Disagree strongly	282 17%	282 17%	164 23%	83 19%	** **	** **	15 5%	** **
Don't know	96 6%	96 6%	21 3%	26 6%	** **	** **	27 9%	** **
TOTAL AGREE	887 53%	887 53%	363 51%	210 47%	** **	** **	182 63%	** **
TOTAL DISAGREE	680 41%	680 41%	324 46%	208 47%	** **	** **	81 28%	** **

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

Any break column with 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

	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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Agree strongly	389 23%	71 35%	318 22%	110 28%	278 22%	200 22%	189 25%	58 33%	33 26%	120 20%	121 21%	** **	54 23%	69 39%
		b						a						abd
Agree slightly	574 35%	64 31%	511 35%	142 35%	433 34%	325 35%	250 34%	65 37%	50 40%	205 34%	205 35%	** **	83 36%	51 29%
Disagree slightly	377 23%	36 17%	341 23%	63 16%	314 25%	207 22%	170 23%	28 16%	20 16%	150 25%	129 22%	** **	55 23%	29 17%
				a	a	b				e	e			
Disagree strongly	237 14%	11 5%	226 15%	36 9%	200 16%	154 17%	83 11%	21 12%	20 16%	97 16%	101 17%	** **	29 12%	9 5%
Don't know	87 5%	24 12%	63 4%	49 12%	38 3%	37 4%	50 7%	5 3%	3 2%	27 5%	23 4%	** **	14 6%	20 11%
		b		b										ab
TOTAL AGREE	963 58%	135 65%	828 57%	252 63%	711 56%	525 57%	438 59%	123 70%	83 66%	326 54%	326 56%	** **	137 59%	120 67%
								a						a
TOTAL DISAGREE	613 37%	47 23%	566 39%	99 25%	514 41%	361 39%	252 34%	49 28%	40 32%	247 41%	229 40%	** **	83 36%	38 21%
			a	a	c					e	e		e	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Agree strongly	389 23%	106 24%	94 23%	62 19%	40 32%	** **	** **	171 28%	212 21%	** **	** **	103 19%	142 21%	271 21%	117 30%	60 37%
					c			b							bcd	bcd
Agree slightly	574 35%	157 36%	145 35%	117 35%	33 27%	** **	** **	221 36%	337 34%	** **	** **	178 34%	220 33%	433 34%	138 35%	51 31%
Disagree slightly	377 23%	94 21%	100 24%	77 23%	25 21%	** **	** **	145 23%	223 22%	** **	** **	136 26%	161 24%	300 24%	76 19%	30 18%
Disagree strongly	237 14%	53 12%	56 14%	60 18%	22 18%	** **	** **	65 10%	164 16%	** **	** **	75 14%	108 16%	187 15%	50 13%	17 10%
								a								
Don't know	87 5%	27 6%	19 5%	16 5%	3 2%	** **	** **	20 3%	62 6%	** **	** **	40 7%	32 5%	72 6%	13 3%	7 4%
TOTAL AGREE	963 58%	264 60%	239 58%	179 54%	72 59%	** **	** **	392 63%	549 55%	** **	** **	281 53%	362 55%	704 56%	256 65%	111 68%
								b							bcd	bcd
TOTAL DISAGREE	613 37%	147 34%	157 38%	137 41%	47 39%	** **	** **	210 34%	387 39%	** **	** **	211 40%	269 41%	487 39%	126 32%	47 28%
													ef			

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

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

	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Agree strongly	389 23%	74 28% b	122 18%	193 26% b	203 22%	184 25%	106 20%	87 19%	72 23%	120 34% abc	316 23%	36 22%	** **	** **
Agree slightly	574 35%	102 38%	212 32%	258 35%	331 36%	241 33%	178 34%	160 36%	125 40%	105 29%	469 35%	57 34%	** **	** **
Disagree slightly	377 23%	54 20%	172 26%	150 21%	200 22%	174 24%	124 24%	107 24%	74 24%	68 19%	309 23%	36 21%	** **	** **
Disagree strongly	237 14%	26 10%	108 16%	103 14%	134 15%	98 13%	92 18% d	72 16%	34 11%	37 10%	193 14%	27 16%	** **	** **
Don't know	87 5%	10 4%	48 7% c	27 4%	42 5%	43 6%	25 5%	24 5%	9 3%	27 8%	66 5%	12 7%	** **	** **
TOTAL AGREE	963 58%	175 66% b	334 50%	451 62% b	535 59%	424 57%	284 54%	246 55%	197 63%	225 63%	785 58%	93 56%	** **	** **
TOTAL DISAGREE	613 37%	79 30%	280 42% ac	254 35%	334 37%	272 37%	217 41% d	179 40% d	108 34%	105 29%	502 37%	62 37%	** **	** **

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	DROPPED BB
		a	b	c	a	b	a	~b	~c	~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Agree strongly	389	58	161	111	151	175	71	**	**	**
	23%	36%	27%	19%	29%	19%	35%	**	**	**
		c	c		b					
Agree slightly	574	44	211	203	186	319	64	**	**	**
	35%	27%	35%	35%	35%	35%	31%	**	**	**
Disagree slightly	377	31	116	144	101	228	36	**	**	**
	23%	19%	19%	25%	19%	25%	17%	**	**	**
Disagree strongly	237	20	83	89	65	141	11	**	**	**
	14%	13%	14%	16%	12%	16%	5%	**	**	**
Don't know	87	9	26	28	27	43	24	**	**	**
	5%	6%	4%	5%	5%	5%	12%	**	**	**
TOTAL AGREE	963	102	372	314	337	493	135	**	**	**
	58%	63%	62%	55%	64%	54%	65%	**	**	**
					b					
TOTAL DISAGREE	613	51	199	233	166	369	47	**	**	**
	37%	31%	33%	41%	31%	41%	23%	**	**	**
					a					

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Agree strongly	389 23%	389 23%	125 18%	111 25%	** **	** **	85 29%	** **
		b		b			b	
Agree slightly	574 35%	574 35%	232 33%	156 35%	** **	** **	121 42%	** **
Disagree slightly	377 23%	377 23%	169 24%	104 23%	** **	** **	54 19%	** **
Disagree strongly	237 14%	237 14%	156 22%	55 12%	** **	** **	5 2%	** **
		f	acf	f				
Don't know	87 5%	87 5%	25 4%	18 4%	** **	** **	26 9%	** **
							b	
TOTAL AGREE	963 58%	963 58%	357 50%	267 60%	** **	** **	206 71%	** **
		b		b			abc	
TOTAL DISAGREE	613 37%	613 37%	325 46%	159 36%	** **	** **	59 20%	** **
		f	acf	f				

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

Any break column with 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	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Agree strongly	281 17%	46 22%	235 16%	81 20%	200 16%	159 17%	122 16%	44 25%	28 22%	86 14%	94 16%	** **	48 20%	42 23%
Agree slightly	526 32%	70 34%	456 31%	130 33%	396 31%	283 31%	243 33%	48 27%	27 22%	168 28%	201 35%	** **	71 30%	60 34%
Disagree slightly	395 24%	38 18%	358 25%	74 18%	322 25%	226 24%	169 23%	39 22%	31 25%	145 24%	137 24%	** **	59 25%	33 18%
Disagree strongly	359 22%	29 14%	329 23%	76 19%	282 22%	207 22%	151 20%	38 21%	35 28%	165 27%	114 20%	** **	41 18%	26 14%
Don't know	102 6%	23 11%	79 5%	39 10%	63 5%	47 5%	55 7%	8 4%	5 4%	36 6%	32 6%	** **	15 7%	18 10%
TOTAL AGREE	807 49%	116 56%	691 47%	211 53%	596 47%	442 48%	365 49%	92 52%	55 44%	254 42%	295 51%	** **	118 51%	102 57%
TOTAL DISAGREE	754 45%	67 33%	687 47%	150 37%	604 48%	433 47%	321 43%	77 43%	66 52%	310 52%	251 43%	** **	101 43%	59 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 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 SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT	SKY	VIRGIN MEDIA	TALK-TALK	PLUS-NET	EE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Agree strongly	281 17%	71 16%	79 19%	45 13%	30 25%	** **	** **	119 19%	151 15%	** **	** **	89 17%	102 15%	215 17%	64 16%	39 24%
Agree slightly	526 32%	132 30%	136 33%	127 38%	33 27%	** **	** **	200 32%	310 31%	** **	** **	187 35%	216 33%	426 34%	100 25%	34 21%
Disagree slightly	395 24%	103 24%	90 22%	84 25%	25 20%	** **	** **	140 22%	250 25%	** **	** **	127 24%	157 24%	294 23%	99 25%	41 25%
Disagree strongly	359 22%	105 24%	82 20%	60 18%	28 23%	** **	** **	133 21%	219 22%	** **	** **	94 18%	148 22%	251 20%	107 27%	38 23%
Don't know	102 6%	26 6%	28 7%	17 5%	7 5%	** **	** **	31 5%	67 7%	** **	** **	35 7%	39 6%	78 6%	24 6%	13 8%
TOTAL AGREE	807 49%	204 47%	215 52%	171 52%	63 51%	** **	** **	318 51%	461 46%	** **	** **	276 52%	318 48%	640 51%	164 42%	73 44%
TOTAL DISAGREE	754 45%	208 48%	172 41%	144 43%	53 43%	** **	** **	272 44%	469 47%	** **	** **	221 42%	305 46%	545 43%	206 52%	80 48%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Agree strongly	281 17%	57 21%	120 18%	103 14%	138 15%	142 19%	75 14%	60 13%	60 19%	79 22% ab	248 18% b	16 9%	** **	** **
Agree slightly	526 32%	102 39% c	215 32%	209 29%	251 28%	274 37% a	185 35% d	151 34% d	103 33%	84 23%	424 31%	54 32%	** **	** **
Disagree slightly	395 24%	54 20%	151 23%	187 26%	253 28% b	137 19%	127 24%	103 23%	77 25%	87 24%	319 24%	34 20%	** **	** **
Disagree strongly	359 22%	39 15%	127 19%	192 26% ab	215 24%	139 19%	112 21%	115 26% c	49 16%	80 22%	282 21%	48 29%	** **	** **
Don't know	102 6%	12 5%	49 7%	41 6%	54 6%	46 6%	27 5%	20 4%	25 8%	27 8%	81 6%	16 9%	** **	** **
TOTAL AGREE	807 49%	159 60% c	334 51% c	312 43%	389 43%	416 56% a	260 49%	211 47%	163 52%	163 46%	671 50%	69 42%	** **	** **
TOTAL DISAGREE	754 45%	93 35%	279 42%	379 52% ab	468 51% b	276 37%	239 45%	218 48%	126 40%	167 47%	601 44%	82 49%	** **	** **

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	NO BB ~b	BB OTHER ~c	DROPPED BB ~d
Significance Level: 99%										
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Agree strongly	281 17%	41 26% c	105 18%	79 14%	111 21% b	129 14%	46 22%	** **	** **	** **
Agree slightly	526 32%	43 27%	177 30%	198 34%	145 28%	296 33%	70 34%	** **	** **	** **
Disagree slightly	395 24%	38 23%	153 26%	138 24%	116 22%	228 25%	38 18%	** **	** **	** **
Disagree strongly	359 22%	29 18%	125 21%	131 23%	119 23%	208 23%	29 14%	** **	** **	** **
Don't know	102 6%	10 6%	37 6%	29 5%	37 7%	44 5%	23 11%	** **	** **	** **
TOTAL AGREE	807 49%	85 52%	282 47%	277 48%	257 48%	424 47%	116 56%	** **	** **	** **
TOTAL DISAGREE	754 45%	67 41%	278 47%	270 47%	235 44%	436 48%	67 33%	** **	** **	** **

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Agree strongly	281 17%	281 17%	150 21%	64 14%	** **	** **	26 9%	** **
		f	cf					
Agree slightly	526 32%	526 32%	208 29%	154 35%	** **	** **	102 35%	** **
Disagree slightly	395 24%	395 24%	169 24%	108 24%	** **	** **	71 25%	** **
Disagree strongly	359 22%	359 22%	156 22%	91 20%	** **	** **	57 20%	** **
Don't know	102 6%	102 6%	24 3%	28 6%	** **	** **	35 12%	** **
							ab	
TOTAL AGREE	807 49%	807 49%	358 51%	217 49%	** **	** **	128 44%	** **
TOTAL DISAGREE	754 45%	754 45%	325 46%	199 45%	** **	** **	128 44%	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1436	161	1275	333	1103	803	633	162	107	674	376	67	196	135
Effective Weighted Sample	1291	146	1146	298	993	721	570	142	94	645	363	65	179	122
Total	1663	206	1457	400	1263	922	741	177	127	600	578	86	234	178
Very confident	338 20%	56 27%	282 19%	95 24%	242 19%	193 21%	145 20%	65 37%	40 31%	108 18%	118 20%	** **	42 18%	51 29%
Fairly confident	697 42%	73 36%	624 43%	156 39%	541 43%	386 42%	311 42%	77 44%	61 48%	263 44%	226 39%	** **	110 47%	66 37%
Not very confident	364 22%	36 17%	328 23%	74 19%	290 23%	196 21%	168 23%	22 12%	17 13%	135 22%	135 23%	** **	49 21%	29 16%
Not at all confident	206 12%	27 13%	179 12%	47 12%	159 13%	116 13%	91 12%	10 6%	7 6%	73 12%	87 15%	** **	24 10%	21 12%
Don't know	58 3%	14 7%	44 3%	27 7%	31 2%	32 3%	26 4%	3 2%	2 2%	22 4%	12 2%	** **	9 4%	11 6%
TOTAL CONFIDENT	1035 62%	129 63%	906 62%	252 63%	783 62%	578 63%	457 62%	142 80%	101 79%	371 62%	344 60%	** **	152 65%	118 66%
TOTAL NOT CONFIDENT	570 34%	63 30%	508 35%	122 30%	448 36%	312 34%	258 35%	31 18%	24 19%	207 35%	222 38%	** **	73 31%	50 28%

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

	Total	LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
		BT a	SKY b	VIRGIN MEDIA c	TALK- TALK d	PLUS- NET ~e	EE ~f	YES a	NO b	UNSURE ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f
Significance Level: 99%																
Unweighted total	1436	421	302	251	117	80	53	526	872	38	38	395	605	1038	393	162
Effective Weighted Sample	1291	379	279	235	103	76	47	471	786	34	33	364	558	935	362	148
Total	1663	438	415	332	122	70	62	622	997	45	69	532	662	1263	395	165
Very confident	338 20%	79 18%	83 20%	67 20%	33 27%	** **	** **	154 25% b	176 18%	** **	** **	112 21%	126 19%	265 21%	73 18%	31 19%
Fairly confident	697 42%	183 42%	154 37%	139 42%	47 38%	** **	** **	254 41%	435 44%	** **	** **	217 41%	272 41%	516 41%	179 45%	79 48%
Not very confident	364 22%	98 22%	115 28%	66 20%	24 20%	** **	** **	142 23%	208 21%	** **	** **	118 22%	151 23%	279 22%	83 21%	27 16%
Not at all confident	206 12%	61 14%	51 12%	47 14%	16 13%	** **	** **	56 9%	137 14% a	** **	** **	71 13%	91 14%	164 13%	40 10%	14 9%
Don't know	58 3%	17 4%	12 3%	12 4%	3 2%	** **	** **	15 2%	41 4%	** **	** **	15 3%	22 3%	38 3%	20 5%	14 8% bcd
TOTAL CONFIDENT	1035 62%	262 60%	237 57%	206 62%	80 65%	** **	** **	409 66%	611 61%	** **	** **	329 62%	398 60%	782 62%	251 64%	110 67%
TOTAL NOT CONFIDENT	570 34%	159 36%	166 40%	114 34%	40 33%	** **	** **	198 32%	345 35%	** **	** **	188 35%	242 37% f	443 35%	124 31%	41 25%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1436	186	536	709	780	643	500	370	254	297	1175	141	78	42
Effective Weighted Sample	1291	164	490	654	707	572	447	335	230	270	1056	128	70	37
Total	1663	264	662	732	912	739	526	449	314	357	1353	167	89	55
Very confident	338 20%	76 29% bc	124 19%	138 19%	182 20%	154 21%	79 15%	79 18%	63 20%	113 32% abc	260 19%	38 23%	** **	** **
Fairly confident	697 42%	114 43%	261 39%	320 44%	393 43%	299 40%	221 42%	204 45%	130 42%	134 37%	595 44%	58 35%	** **	** **
Not very confident	364 22%	46 17%	163 25%	154 21%	194 21%	166 23%	117 22%	104 23%	75 24%	66 19%	289 21%	40 24%	** **	** **
Not at all confident	206 12%	23 9%	94 14%	88 12%	110 12%	94 13%	89 17% bd	48 11%	38 12%	27 8%	165 12%	22 13%	** **	** **
Don't know	58 3%	6 2%	19 3%	33 5%	32 3%	25 3%	20 4%	13 3%	8 2%	17 5%	45 3%	9 5%	** **	** **
TOTAL CONFIDENT	1035 62%	190 72% b	386 58%	458 63%	575 63%	453 61%	299 57%	283 63%	193 61%	247 69% a	855 63%	96 58%	** **	** **
TOTAL NOT CONFIDENT	570 34%	69 26%	257 39% a	241 33%	305 33%	261 35%	206 39% d	153 34%	113 36%	94 26%	454 34%	61 37%	** **	** **

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 landline service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			NO BB AND NOT
		MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	DROPPED BB
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d
Unweighted total	1436	129	502	503	450	792	161	88	73	56
Effective Weighted Sample	1291	113	454	456	401	718	146	80	70	51
Total	1663	162	597	575	529	905	206	127	79	81
Very confident	338	55	140	86	123	165	56	**	**	**
	20%	34%	23%	15%	23%	18%	27%	**	**	**
		c	c							
Fairly confident	697	50	257	256	214	383	73	**	**	**
	42%	31%	43%	44%	40%	42%	36%	**	**	**
				a						
Not very confident	364	39	103	135	119	202	36	**	**	**
	22%	24%	17%	23%	22%	22%	17%	**	**	**
Not at all confident	206	15	75	79	55	125	27	**	**	**
	12%	9%	13%	14%	10%	14%	13%	**	**	**
Don't know	58	2	22	19	18	30	14	**	**	**
	3%	1%	4%	3%	3%	3%	7%	**	**	**
TOTAL CONFIDENT	1035	105	397	342	337	549	129	**	**	**
	62%	65%	67%	60%	64%	61%	63%	**	**	**
TOTAL NOT CONFIDENT	570	55	178	214	174	327	63	**	**	**
	34%	34%	30%	37%	33%	36%	30%	**	**	**

Columns Tested: 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 landline service

	LANDLINE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1436	1436	593	395	57	77	257	57
Effective Weighted Sample	1291	1291	529	355	51	70	236	52
Total	1663	1663	707	444	67	88	291	66
Very confident	338 20%	338 20%	151 21%	81 18%	** **	** **	47 16%	** **
Fairly confident	697 42%	697 42%	279 39%	178 40%	** **	** **	153 53% abc	** **
Not very confident	364 22%	364 22%	145 20%	126 28% abf	** **	** **	54 18%	** **
Not at all confident	206 12%	206 12%	127 18% acf	44 10%	** **	** **	18 6%	** **
Don't know	58 3%	58 3%	5 1%	15 3%	** **	** **	18 6%	** **
TOTAL CONFIDENT	1035 62%	1035 62%	430 61%	260 58%	** **	** **	200 69% c	** **
TOTAL NOT CONFIDENT	570 34%	570 34%	272 38%	169 38%	** **	** **	72 25%	** **

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Prepay/ pay as you go – buying top-ups when needed	401	376	24	388	13	237	164	73	100	63	**	42	194
	17%	19%	7%	18%	6%	17%	17%	21%	18%	11%	**	11%	23%
		b		b					bd				bd
Monthly contract/ SIM only – paying monthly	1964	1652	311	1775	188	1189	775	279	443	493	**	324	634
	83%	81%	93%	82%	94%	83%	83%	79%	82%	89%	**	89%	77%
			a		a					ae		ae	

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								MOBILE TARIFF		TOTAL	
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG		CNTRCT /SIMO
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Prepay/ pay as you go – buying top-ups when needed	401	69	81	43	23	36	**	69	**	6	401	-	401
	17%	15%	15%	15%	11%	20%	**	49%	**	3%	100%	-%	17%
		i	i	i	i	i		abcdei			bc		b
Monthly contract/ SIM only – paying monthly	1964	404	447	248	181	146	**	73	**	156	-	1964	1964
	83%	85%	85%	85%	89%	80%	**	51%	**	97%	-%	100%	83%
		g	g	g	g	g				abcdeg		ac	a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Prepay/ pay as you go – buying top-ups when needed	401	71	173	106	351	50	30	166	134	101	217	177	74	79	113	130
	17%	26%	19%	13%	18%	13%	20%	25%	15%	13%	18%	16%	11%	12%	24%	25%
		cde	ce		c			bc							ab	ab
Monthly contract/ SIM only – paying monthly	1964	206	717	691	1614	347	122	501	764	696	1003	938	582	599	368	394
	83%	74%	81%	87%	82%	87%	80%	75%	85%	87%	82%	84%	89%	88%	76%	75%
				abd	a	ab			a	a			cd	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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Prepay/ pay as you go – buying top-ups when needed	401	333	33	18	**	73	159	77	155	161	-	401	-	-	-
	17%	17%	15%	15%	**	26%	20%	10%	20%	13%	-%	100%	-%	-%	-%
						c	c		b			a			
Monthly contract/ SIM only – paying monthly	1964	1604	187	100	**	207	646	682	610	1051	1652	-	1240	573	150
	83%	83%	85%	85%	**	74%	80%	90%	80%	87%	100%	-%	100%	100%	100%
								ab		a	b				

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Prepay/ pay as you go – buying top-ups when needed	401 17%	401 17%	151 18%	44 8%	25 15%	**	124 20%	38 29%
		c	c				c	abcd
Monthly contract/ SIM only – paying monthly	1964 83%	1964 83%	709 82%	477 92%	146 85%	**	481 80%	90 71%
		g	g	abfg	g			

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Less than a year	481	414	67	439	42	309	173	136	115	122	**	73	161
	20%	20%	20%	20%	21%	22%	18%	39%	21%	22%	**	20%	19%
								ab					
Between one year and 18 months	448	378	70	405	43	280	168	48	95	89	**	68	180
	19%	19%	21%	19%	21%	20%	18%	14%	18%	16%	**	19%	22%
						c							
Over 18 months up to 2 years	400	330	70	356	44	257	143	52	61	91	**	70	154
	17%	16%	21%	16%	22%	18%	15%	15%	11%	16%	**	19%	19%
												a	a
Over 2 years up to 5 years	695	602	94	643	53	433	263	97	171	167	**	108	234
	29%	30%	28%	30%	26%	30%	28%	28%	31%	30%	**	29%	28%
Over 5 years up to 10 years	171	152	19	162	8	81	89	12	53	42	**	26	46
	7%	7%	6%	8%	4%	6%	10%	3%	10%	8%	**	7%	6%
							ac		e				
Over 10 years	146	135	12	139	7	52	94	5	44	42	**	20	41
	6%	7%	4%	6%	4%	4%	10%	1%	8%	8%	**	5%	5%
							ac						
Don't know	23	18	4	18	4	14	9	3	4	2	**	1	12
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	**	1%	1%
										*	**	*	
<b>SUMMARY</b>													
TOTAL UP TO 2 YEARS	1329	1122	207	1200	129	846	483	236	271	302	**	211	496
	56%	55%	62%	55%	64%	59%	52%	67%	50%	54%	**	58%	60%
						b		ab					a
OVER 2, UP TO 5 YEARS	695	602	94	643	53	433	263	97	171	167	**	108	234
	29%	30%	28%	30%	26%	30%	28%	28%	31%	30%	**	29%	28%
OVER 5 YEARS	317	287	30	302	15	133	184	17	97	84	**	46	86
	13%	14%	9%	14%	8%	9%	20%	5%	18%	15%	**	13%	10%
						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.

**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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Less than a year	481 20%	89 19%	118 22%	50 17%	45 22%	39 22%	** **	29 20%	** **	35 22%	62 15%	419 21%	481 20%
Between one year and 18 months	448 19%	86 18%	79 15%	63 22%	46 22%	33 18%	** **	23 16%	** **	42 26%	55 14%	392 20%	448 19%
Over 18 months up to 2 years	400 17%	70 15%	85 16%	50 17%	35 17%	35 19%	** **	24 17%	** **	27 16%	74 19%	326 17%	400 17%
Over 2 years up to 5 years	695 29%	145 31%	150 28%	82 28%	53 26%	53 29%	** **	39 28%	** **	45 28%	111 28%	584 30%	695 29%
Over 5 years up to 10 years	171 7%	42 9%	46 9%	17 6%	11 5%	11 6%	** **	20 14%	** **	7 4%	45 11%	125 6%	171 7%
Over 10 years	146 6%	40 9%	42 8%	23 8%	14 7%	9 5%	** **	5 4%	** **	3 2%	47 12%	100 5%	146 6%
Don't know	23 1%	* **	7 1%	6 2%	- -	2 1%	** **	1 1%	** **	3 2%	6 2%	17 1%	23 1%
<b>SUMMARY</b>													
TOTAL UP TO 2 YEARS	1329 56%	245 52%	282 53%	163 56%	126 62%	107 59%	** **	76 54%	** **	104 65%	192 48%	1138 58%	1329 56%
OVER 2, UP TO 5 YEARS	695 29%	145 31%	150 28%	82 28%	53 26%	53 29%	** **	39 28%	** **	45 28%	111 28%	584 30%	695 29%
OVER 5 YEARS	317 13%	82 17%	89 17%	40 14%	24 12%	20 11%	** **	26 18%	** **	10 6%	92 23%	225 11%	317 13%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Less than a year	481	66	189	155	410	71	24	149	177	156	237	240	118	138	90	130
	20%	24%	21%	19%	21%	18%	15%	22%	20%	20%	19%	22%	18%	20%	19%	25%
Between one year and 18 months	448	63	184	142	389	59	26	153	170	124	215	228	125	129	98	92
	19%	23%	21%	18%	20%	15%	17%	23%	19%	16%	18%	20%	19%	19%	20%	18%
								c								
Over 18 months up to 2 years	400	60	169	119	348	51	18	141	149	109	199	195	114	101	87	96
	17%	22%	19%	15%	18%	13%	12%	21%	17%	14%	16%	18%	17%	15%	18%	18%
		e	e					c								
Over 2 years up to 5 years	695	65	254	231	550	146	56	170	264	261	371	314	213	210	146	118
	29%	23%	29%	29%	28%	37%	37%	26%	29%	33%	30%	28%	33%	31%	30%	23%
						abcd	a			a			d	d	d	
Over 5 years up to 10 years	171	13	43	73	129	42	18	26	64	81	100	69	49	51	26	40
	7%	5%	5%	9%	7%	11%	12%	4%	7%	10%	8%	6%	8%	8%	5%	8%
				b		abd	ab		a	a						
Over 10 years	146	3	42	74	120	26	11	18	67	60	83	64	32	42	29	42
	6%	1%	5%	9%	6%	7%	7%	3%	8%	8%	7%	6%	5%	6%	6%	8%
				abd	a	a	a		a	a						
Don't know	23	7	9	3	19	3	-	10	7	6	15	6	4	7	6	6
	1%	2%	1%	*%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	1%	1%
		c														

**SUMMARY**

TOTAL UP TO 2 YEARS	1329	190	542	416	1147	181	67	443	496	389	651	664	357	368	275	318
	56%	68%	61%	52%	58%	45%	44%	66%	55%	49%	53%	60%	54%	54%	57%	61%
		cdef	cef		cef			bc	c			a				
OVER 2, UP TO 5 YEARS	695	65	254	231	550	146	56	170	264	261	371	314	213	210	146	118
	29%	23%	29%	29%	28%	37%	37%	26%	29%	33%	30%	28%	33%	31%	30%	23%
						abcd	a			a			d	d	d	
OVER 5 YEARS	317	16	85	147	248	68	29	44	131	141	183	132	82	93	55	82
	13%	6%	10%	18%	13%	17%	19%	7%	15%	18%	15%	12%	12%	14%	11%	16%
				abd	a	ab	ab		a	a						

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 111**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Less than a year	481	386	50	33	**	58	175	144	176	242	353	62	307	81	32
	20%	20%	23%	28%	**	21%	22%	19%	23%	20%	21%	15%	25%	14%	21%
											b		b		
Between one year and 18 months	448	372	43	19	**	49	147	154	158	213	326	55	291	72	30
	19%	19%	20%	16%	**	17%	18%	20%	21%	18%	20%	14%	23%	13%	20%
											b		b		
Over 18 months up to 2 years	400	328	36	16	**	61	131	125	145	197	267	74	221	86	19
	17%	17%	16%	14%	**	22%	16%	16%	19%	16%	16%	19%	18%	15%	12%
Over 2 years up to 5 years	695	578	61	34	**	66	224	249	190	387	495	111	284	263	37
	29%	30%	28%	29%	**	24%	28%	33%	25%	32%	30%	28%	23%	46%	25%
								a		a				ac	
Over 5 years up to 10 years	171	135	19	12	**	20	70	39	54	87	111	45	68	44	13
	7%	7%	9%	10%	**	7%	9%	5%	7%	7%	7%	11%	5%	8%	8%
							c					a			
Over 10 years	146	120	9	4	**	24	54	44	37	81	88	47	64	27	9
	6%	6%	4%	3%	**	8%	7%	6%	5%	7%	5%	12%	5%	5%	6%
												a			
Don't know	23	20	1	1	**	3	3	5	4	6	12	6	6	-	11
	1%	1%	*%	1%	**	1%	*%	1%	1%	*%	1%	2%	*%	-%	7%
															ab
<b>SUMMARY</b>															
TOTAL UP TO 2 YEARS	1329	1086	129	68	**	168	453	422	480	652	946	192	819	238	80
	56%	56%	59%	58%	**	60%	56%	56%	63%	54%	57%	48%	66%	42%	53%
									b		b		bc		b
OVER 2, UP TO 5 YEARS	695	578	61	34	**	66	224	249	190	387	495	111	284	263	37
	29%	30%	28%	29%	**	24%	28%	33%	25%	32%	30%	28%	23%	46%	25%
								a		a				ac	

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

**Q13A. How long have you had the (main) mobile phone handset that you currently use?**

Base : Those responsible for a mobile phone

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
OVER 5 YEARS	317	254	28	16	**	43	125	82	91	168	199	92	132	72	22
	13%	13%	13%	13%	**	16%	15%	11%	12%	14%	12%	23%	11%	12%	14%
								c				a			

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

**Q13A. How long have you had the (main) mobile phone handset that you currently use?**

Base : Those responsible for a mobile phone

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	g
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Less than a year	481 20%	481 20%	212 25%	114 22%	31 18%	** **	95 16%	16 12%
		f	afg	f				
Between one year and 18 months	448 19%	448 19%	139 16%	100 19%	56 33%	** **	120 20%	19 15%
					abcfg			
Over 18 months up to 2 years	400 17%	400 17%	170 20%	90 17%	35 21%	** **	80 13%	13 10%
			f					
Over 2 years up to 5 years	695 29%	695 29%	257 30%	150 29%	35 21%	** **	190 31%	41 32%
							d	
Over 5 years up to 10 years	171 7%	171 7%	49 6%	39 7%	4 2%	** **	57 9%	14 11%
							bd	d
Over 10 years	146 6%	146 6%	30 3%	24 5%	4 3%	** **	54 9%	21 17%
		b					bcd	abcd
Don't know	23 1%	23 1%	3 *%	4 1%	5 3%	** **	9 1%	2 2%
					b			
<b>SUMMARY</b>								
TOTAL UP TO 2 YEARS	1329 56%	1329 56%	521 61%	304 58%	123 72%	** **	294 49%	48 38%
		fg	fg	fg	abcfg			
OVER 2, UP TO 5 YEARS	695 29%	695 29%	257 30%	150 29%	35 21%	** **	190 31%	41 32%
							d	

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

Any break column with 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 PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
OVER 5 YEARS	317	317	79	63	8	**	112	36
	13%	13%	9%	12%	5%	**	18%	28%
		bd		d			abcd	abcd

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

Any break column with 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	1972	1688	284	1810	162	1201	771	298	498	321	65	334	766
Effective Weighted Sample	1655	1408	248	1515	142	1005	650	242	476	311	63	280	603
Total	1964	1652	311	1775	188	1189	775	279	443	493	84	324	634
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1240	1027	214	1104	136	756	484	212	261	289	**	216	423
	63%	62%	69%	62%	72%	64%	62%	76%	59%	59%	**	67%	67%
								ab					a
No, I am out of my minimum contract period	573	498	76	536	38	354	219	55	146	174	**	84	152
	29%	30%	24%	30%	20%	30%	28%	20%	33%	35%	**	26%	24%
				b		c	c		e	de			
Don't know	150	128	22	135	15	79	71	12	35	29	**	24	59
	8%	8%	7%	8%	8%	7%	9%	4%	8%	6%	**	8%	9%
							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.

**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									MOBILE TARIFF		TOTAL
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	1972	411	441	241	184	156	49	81	43	141	-	1972	1972
Effective Weighted Sample	1655	343	372	205	148	133	42	65	39	120	-	1655	1655
Total	1964	404	447	248	181	146	48	73	48	156	-	1964	1964
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1240 63%	241 60%	274 61%	147 59%	135 75%	103 71%	** **	** **	** **	108 70%	** **	1240 63%	1240 63%
No, I am out of my minimum contract period	573 29%	127 32%	130 29%	79 32%	35 19%	35 24%	** **	** **	** **	40 26%	** **	573 29%	573 29%
Don't know	150 8%	35 9%	44 10%	22 9%	10 6%	7 5%	** **	** **	** **	8 5%	** **	150 8%	150 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	1972	178	710	719	1607	362	125	495	746	728	983	962	605	602	351	396
Effective Weighted Sample	1655	137	574	632	1328	328	114	382	628	653	838	795	521	492	296	332
Total	1964	206	717	691	1614	347	122	501	764	696	1003	938	582	599	368	394
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1240	142	477	404	1023	217	83	357	450	433	626	599	333	373	264	260
	63%	69%	67%	58%	63%	62%	68%	71%	59%	62%	62%	64%	57%	62%	72%	66%
		c	c					bc							ab	a
No, I am out of my minimum contract period	573	37	200	236	474	98	29	104	261	206	306	263	211	183	90	87
	29%	18%	28%	34%	29%	28%	24%	21%	34%	30%	30%	28%	36%	31%	24%	22%
			a	a	a				a	a			cd	d		
Don't know	150	26	40	51	117	33	10	40	53	57	71	76	38	43	15	47
	8%	13%	6%	7%	7%	9%	8%	8%	7%	8%	7%	8%	7%	7%	4%	12%
		bd														ac

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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted total	1972	1616	187	101	68	205	629	700	610	1060	1688	-	1242	577	153
Effective Weighted Sample	1655	1355	158	85	58	169	534	589	506	898	1408	-	1037	485	132
Total	1964	1604	187	100	73	207	646	682	610	1051	1652	-	1240	573	150
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1240	1004	111	77	**	143	426	405	392	651	1027	**	1240	-	-
	63%	63%	60%	77%	**	69%	66%	59%	64%	62%	62%	**	100%	-%	-%
				ab									bc		
No, I am out of my minimum contract period	573	474	59	19	**	50	175	248	164	332	498	**	-	573	-
	29%	30%	32%	19%	**	24%	27%	36%	27%	32%	30%	**	-%	100%	-%
								ab						ac	
Don't know	150	126	17	4	**	14	45	28	53	68	128	**	-	-	150
	8%	8%	9%	4%	**	7%	7%	4%	9%	6%	8%	**	-%	-%	100%
															ab

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1972	1972	714	490	144	61	480	83
Effective Weighted Sample	1655	1655	593	412	117	55	407	71
Total	1964	1964	709	477	146	60	481	90
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1240 63%	1240 63%	502 71%	309 65%	87 60%	** **	250 52%	** **
		f	af	f				
No, I am out of my minimum contract period	573 29%	573 29%	181 26%	137 29%	40 27%	** **	168 35%	** **
							b	
Don't know	150 8%	150 8%	26 4%	31 6%	18 13%	** **	63 13%	** **
		b			b		abc	

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

Any break column with 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	1972	1688	284	1810	162	1201	771	298	498	321	65	334	766
Effective Weighted Sample	1655	1408	248	1515	142	1005	650	242	476	311	63	280	603
Total	1964	1652	311	1775	188	1189	775	279	443	493	84	324	634
A monthly contract including a new handset - up to a 12 month contract	71	61	9	65	6	37	34	20	6	16	**	9	35
	4%	4%	3%	4%	3%	3%	4%	7%	1%	3%	**	3%	5%
								a					a
A monthly contract including a new handset - a 13-24 month contract	521	428	93	464	57	300	221	63	111	129	**	103	156
	27%	26%	30%	26%	30%	25%	29%	22%	25%	26%	**	32%	25%
A monthly contract including a new handset - a 25+ month contract	209	164	45	180	29	126	83	24	40	48	**	33	67
	11%	10%	15%	10%	15%	11%	11%	9%	9%	10%	**	10%	11%
A monthly contract including a new handset - not sure of length of contract	56	50	6	51	5	38	18	4	14	9	**	8	24
	3%	3%	2%	3%	3%	3%	2%	2%	3%	2%	**	3%	4%
SIM only – no handset included in the deal - on a 30-day rolling contract	382	339	43	361	21	272	110	77	109	98	**	47	122
	19%	21%	14%	20%	11%	23%	14%	27%	25%	20%	**	15%	19%
		b		b		b		b	d				
SIM only – no handset included in the deal - on a 12-month contract	218	183	35	194	24	137	81	43	54	66	**	37	51
	11%	11%	11%	11%	13%	12%	10%	15%	12%	13%	**	12%	8%
										e			
SIM only – no handset included in the deal - on a 24-month contract	205	176	29	187	19	118	88	20	49	46	**	39	70
	10%	11%	9%	11%	10%	10%	11%	7%	11%	9%	**	12%	11%

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	1972	1688	284	1810	162	1201	771	298	498	321	65	334	766
Effective Weighted Sample	1655	1408	248	1515	142	1005	650	242	476	311	63	280	603
Total	1964	1652	311	1775	188	1189	775	279	443	493	84	324	634
SIM only – no handset included in the deal - not sure of length of contract	210	173	37	192	18	122	88	24	42	59	**	33	69
	11%	10%	12%	11%	10%	10%	11%	9%	10%	12%	**	10%	11%
Don't know	92	79	13	82	10	40	52	5	17	20	**	15	39
	5%	5%	4%	5%	5%	3%	7%	2%	4%	4%	**	4%	6%
							ac						
NET: MONTHLY CONTRACT	856	703	153	759	97	500	356	111	172	203	**	153	282
	44%	43%	49%	43%	52%	42%	46%	40%	39%	41%	**	47%	45%
NET: SIM ONLY	1016	871	145	934	82	648	367	163	254	269	**	156	313
	52%	53%	47%	53%	43%	55%	47%	58%	57%	55%	**	48%	49%
						b		b	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.

**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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	~g	~h	i	~a	b	c
Unweighted total	1972	411	441	241	184	156	49	81	43	141	-	1972	1972
Effective Weighted Sample	1655	343	372	205	148	133	42	65	39	120	-	1655	1655
Total	1964	404	447	248	181	146	48	73	48	156	-	1964	1964
A monthly contract including a new handset - up to a 12 month contract	71	17	10	4	8	5	**	**	**	10	**	71	71
	4%	4%	2%	2%	4%	4%	**	**	**	7% c	**	4%	4%
A monthly contract including a new handset - a 13-24 month contract	521	155	100	78	59	37	**	**	**	54	**	521	521
	27%	38% be	22%	32% b	33% b	25%	**	**	**	35% b	**	27%	27%
A monthly contract including a new handset - a 25+ month contract	209	18	81	23	7	32	**	**	**	31	**	209	209
	11%	4%	18% acd	9%	4%	22% acd	**	**	**	20% acd	**	11%	11%
A monthly contract including a new handset - not sure of length of contract	56	19	12	9	1	4	**	**	**	4	**	56	56
	3%	5%	3%	4%	1%	3%	**	**	**	3%	**	3%	3%
SIM only – no handset included in the deal - on a 30-day rolling contract	382	52	65	23	16	20	**	**	**	19	**	382	382
	19%	13%	15%	9%	9%	13%	**	**	**	12%	**	19%	19%
SIM only – no handset included in the deal - on a 12-month contract	218	34	75	28	20	15	**	**	**	12	**	218	218
	11%	8%	17% a	11%	11%	10%	**	**	**	8%	**	11%	11%
SIM only – no handset included in the deal - on a 24-month contract	205	59	25	45	48	16	**	**	**	3	**	205	205
	10%	15% bi	6%	18% bi	26% abei	11% i	**	**	**	2%	**	10%	10%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	~g	~h	i	~a	b	c
Unweighted total	1972	411	441	241	184	156	49	81	43	141	-	1972	1972
Effective Weighted Sample	1655	343	372	205	148	133	42	65	39	120	-	1655	1655
Total	1964	404	447	248	181	146	48	73	48	156	-	1964	1964
SIM only – no handset included in the deal - not sure of length of contract	210	31	54	23	15	12	**	**	**	13	**	210	210
	11%	8%	12%	9%	8%	8%	**	**	**	9%	**	11%	11%
Don't know	92	18	25	15	7	4	**	**	**	9	**	92	92
	5%	5%	5%	6%	4%	3%	**	**	**	6%	**	5%	5%
NET: MONTHLY CONTRACT	856	209	203	114	75	78	**	**	**	100	**	856	856
	44%	52%	45%	46%	41%	54%	**	**	**	64%	**	44%	44%
										bcd			
NET: SIM ONLY	1016	176	219	119	99	63	**	**	**	47	**	1016	1016
	52%	44%	49%	48%	54%	43%	**	**	**	30%	**	52%	52%
		i	i	i	i								

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c



Any break column with 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						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	1972	178	710	719	1607	362	125	495	746	728	983	962	605	602	351	396
Effective Weighted Sample	1655	137	574	632	1328	328	114	382	628	653	838	795	521	492	296	332
Total	1964	206	717	691	1614	347	122	501	764	696	1003	938	582	599	368	394
A monthly contract including a new handset - up to a 12 month contract	71 4%	12 6%	28 4%	27 4%	67 4%	3 1%	3 3%	26 5%	21 3%	24 3%	31 3%	38 4%	12 2%	17 3%	23 6%	17 4%
		e	e	e	e										a	
A monthly contract including a new handset - a 13-24 month contract	521 27%	61 29%	251 35%	165 24%	477 30%	44 13%	14 11%	167 33%	232 30%	122 18%	228 23%	289 31%	153 26%	154 26%	110 30%	99 25%
		ef	cdef	ef	cef			c	c			a				
A monthly contract including a new handset - a 25+ month contract	209 11%	16 8%	107 15%	71 10%	194 12%	15 4%	2 1%	56 11%	105 14%	48 7%	103 10%	105 11%	52 9%	64 11%	58 16%	33 8%
			cef	ef	ef			c	c						ad	
A monthly contract including a new handset - not sure of length of contract	56 3%	11 5%	22 3%	15 2%	48 3%	7 2%	3 2%	20 4%	19 3%	16 2%	25 2%	27 3%	19 3%	12 2%	9 3%	15 4%
SIM only – no handset included in the deal - on a 30-day rolling contract	382 19%	36 18%	121 17%	149 22%	305 19%	77 22%	25 21%	87 17%	139 18%	157 23%	233 23%	142 15%	110 19%	139 23%	60 16%	69 17%
											b					
SIM only – no handset included in the deal - on a 12-month contract	218 11%	11 5%	62 9%	88 13%	161 10%	57 16%	22 18%	37 7%	83 11%	98 14%	131 13%	87 9%	74 13%	67 11%	37 10%	39 10%
				a		abd	abd			a	b					
SIM only – no handset included in the deal - on a 24-month contract	205 10%	13 6%	59 8%	76 11%	148 9%	56 16%	19 15%	38 8%	74 10%	93 13%	114 11%	92 10%	78 13%	42 7%	32 9%	53 13%
						abd				a			b			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.

**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						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	1972	178	710	719	1607	362	125	495	746	728	983	962	605	602	351	396
Effective Weighted Sample	1655	137	574	632	1328	328	114	382	628	653	838	795	521	492	296	332
Total	1964	206	717	691	1614	347	122	501	764	696	1003	938	582	599	368	394
SIM only – no handset included in the deal - not sure of length of contract	210	28	45	69	141	68	26	41	64	104	100	105	62	80	29	36
	11%	14%	6%	10%	9%	20%	21%	8%	8%	15%	10%	11%	11%	13%	8%	9%
		b				bcd	bcd			ab						
Don't know	92	18	22	32	72	20	10	29	29	34	39	53	22	23	9	33
	5%	9%	3%	5%	4%	6%	8%	6%	4%	5%	4%	6%	4%	4%	2%	8%
		b					b									abc
NET: MONTHLY CONTRACT	856	100	408	278	786	70	21	270	376	209	386	460	235	248	200	165
	44%	48%	57%	40%	49%	20%	17%	54%	49%	30%	39%	49%	40%	41%	54%	42%
		ef	cdef	ef	cef			c	c			a			abd	
NET: SIM ONLY	1016	88	287	381	756	257	91	203	359	452	578	426	324	328	160	196
	52%	43%	40%	55%	47%	74%	75%	40%	47%	65%	58%	45%	56%	55%	43%	50%
				abd	b	abcd	abcd			ab	b		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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted total	1972	1616	187	101	68	205	629	700	610	1060	1688	-	1242	577	153
Effective Weighted Sample	1655	1355	158	85	58	169	534	589	506	898	1408	-	1037	485	132
Total	1964	1604	187	100	73	207	646	682	610	1051	1652	-	1240	573	150
A monthly contract including a new handset - up to a 12 month contract	71	64	*	6	**	11	33	16	33	26	61	**	46	22	3
	4%	4%	*%	6%	**	5%	5%	2%	5%	2%	4%	**	4%	4%	2%
		b		b			c		b						
A monthly contract including a new handset - a 13-24 month contract	521	421	50	37	**	55	180	183	177	267	428	**	420	80	20
	27%	26%	27%	37%	**	27%	28%	27%	29%	25%	26%	**	34%	14%	14%
													bc		
A monthly contract including a new handset - a 25+ month contract	209	161	24	6	**	38	72	74	58	106	164	**	175	23	11
	11%	10%	13%	6%	**	18%	11%	11%	10%	10%	10%	**	14%	4%	8%
						bc							b		
A monthly contract including a new handset - not sure of length of contract	56	43	4	5	**	7	18	13	20	28	50	**	19	27	10
	3%	3%	2%	5%	**	3%	3%	2%	3%	3%	3%	**	2%	5%	7%
													a	a	a
SIM only – no handset included in the deal - on a 30-day rolling contract	382	312	42	18	**	36	132	141	117	218	339	**	181	187	15
	19%	19%	22%	18%	**	17%	20%	21%	19%	21%	21%	**	15%	33%	10%
													ac		
SIM only – no handset included in the deal - on a 12-month contract	218	186	17	5	**	12	78	85	55	134	183	**	144	69	5
	11%	12%	9%	5%	**	6%	12%	12%	9%	13%	11%	**	12%	12%	3%
								a					c	c	

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

**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

	NATION					FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted total	1972	1616	187	101	68	205	629	700	610	1060	1688	-	1242	577	153
Effective Weighted Sample	1655	1355	158	85	58	169	534	589	506	898	1408	-	1037	485	132
Total	1964	1604	187	100	73	207	646	682	610	1051	1652	-	1240	573	150
SIM only – no handset included in the deal - on a 24-month contract	205	161	25	9	**	25	55	79	57	122	176	**	151	42	13
	10%	10%	13%	9%	**	12%	8%	12%	9%	12%	11%	**	12%	7%	8%
													b		
SIM only – no handset included in the deal - not sure of length of contract	210	179	18	9	**	15	58	74	60	118	173	**	71	103	37
	11%	11%	9%	9%	**	7%	9%	11%	10%	11%	10%	**	6%	18%	24%
													a	a	a
Don't know	92	77	7	5	**	8	20	17	32	32	79	**	35	20	37
	5%	5%	4%	5%	**	4%	3%	2%	5%	3%	5%	**	3%	4%	25%
															ab
NET: MONTHLY CONTRACT	856	689	78	54	**	110	302	286	290	426	703	**	659	152	44
	44%	43%	42%	54%	**	53%	47%	42%	48%	41%	43%	**	53%	27%	29%
						c			b				bc		
NET: SIM ONLY	1016	838	101	41	**	88	324	379	288	593	871	**	546	400	69
	52%	52%	54%	41%	**	43%	50%	56%	47%	56%	53%	**	44%	70%	46%
								a		a				ac	

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

**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 PHONE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1972	1972	714	490	144	61	480	83
Effective Weighted Sample	1655	1655	593	412	117	55	407	71
Total	1964	1964	709	477	146	60	481	90
A monthly contract including a new handset - up to a 12 month contract	71 4%	71 4%	36 5%	20 4%	2 1%	** **	11 2%	** **
A monthly contract including a new handset - a 13-24 month contract	521 27%	521 27%	221 31% f	127 27%	30 21%	** **	115 24%	** **
A monthly contract including a new handset - a 25+ month contract	209 11%	209 11%	76 11%	58 12%	10 7%	** **	50 10%	** **
A monthly contract including a new handset - not sure of length of contract	56 3%	56 3%	22 3%	13 3%	6 4%	** **	11 2%	** **
SIM only – no handset included in the deal - on a 30-day rolling contract	382 19%	382 19%	145 21%	81 17%	32 22%	** **	96 20%	** **
SIM only – no handset included in the deal - on a 12-month contract	218 11%	218 11%	84 12%	62 13%	16 11%	** **	43 9%	** **
SIM only – no handset included in the deal - on a 24-month contract	205 10%	205 10%	64 9%	63 13%	17 12%	** **	45 9%	** **
SIM only – no handset included in the deal - not sure of length of contract	210 11%	210 11%	45 6% b	46 10%	17 11%	** **	74 15% abc	** **

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

Any break column with 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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1972	1972	714	490	144	61	480	83
Effective Weighted Sample	1655	1655	593	412	117	55	407	71
Total	1964	1964	709	477	146	60	481	90
Don't know	92	92	16	8	15	**	37	**
	5%	5%	2%	2%	10%	**	8%	**
		bc			abc		bc	
NET: MONTHLY CONTRACT	856	856	354	217	49	**	187	**
	44%	44%	50%	46%	34%	**	39%	**
			adf					
NET: SIM ONLY	1016	1016	339	252	81	**	257	**
	52%	52%	48%	53%	56%	**	53%	**

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

Any break column with 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	146	130	16	139	7	85	61	17	39	28	4	21	54
Effective Weighted Sample	122	109	13	115	7	71	51	13	37	27	4	18	42
Total	152	136	16	145	7	90	63	17	37	45	5	20	46
I am paying a similar monthly tariff compared to when I signed up	60 39%	55 40%	**	55 38%	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	48 31%	42 31%	**	48 33%	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	38 25%	33 24%	**	35 24%	**	**	**	**	**	**	**	**	**
Don't know	7 5%	7 5%	**	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.

**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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	146	43	39	21	7	10	1	2	3	15	-	146	146
Effective Weighted Sample	122	35	32	18	6	9	1	2	3	13	-	122	122
Total	152	44	42	23	8	8	1	2	3	16	-	152	152
I am paying a similar monthly tariff compared to when I signed up	60 39%	**	**	**	**	**	**	**	**	**	**	60 39%	60 39%
I am now on a cheaper monthly tariff compared to when I signed up	48 31%	**	**	**	**	**	**	**	**	**	**	48 31%	48 31%
I am now on a more expensive monthly tariff compared to when I signed up	38 25%	**	**	**	**	**	**	**	**	**	**	38 25%	38 25%
Don't know	7 5%	**	**	**	**	**	**	**	**	**	**	7 5%	7 5%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c



Any break column with 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						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	146	8	79	50	137	8	1	35	79	31	67	78	48	35	31	31
Effective Weighted Sample	122	6	63	45	114	8	1	28	67	28	57	65	42	28	26	26
Total	152	10	84	51	145	7	1	41	81	31	72	78	50	38	31	32
I am paying a similar monthly tariff compared to when I signed up	60 39%	**	**	**	57 39%	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	48 31%	**	**	**	46 32%	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	38 25%	**	**	**	35 24%	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 5%	**	**	**	6 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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b	a	~b	~a	b	~c
Unweighted total	146	114	13	13	6	18	48	59	50	73	130	-	-	146	-
Effective Weighted Sample	122	95	11	12	5	15	40	49	42	62	109	-	-	122	-
Total	152	119	16	11	6	22	53	60	48	78	136	-	-	152	-
I am paying a similar monthly tariff compared to when I signed up	60	43	**	**	**	**	**	**	**	**	55	**	**	60	**
	39%	36%	**	**	**	**	**	**	**	**	40%	**	**	39%	**
I am now on a cheaper monthly tariff compared to when I signed up	48	40	**	**	**	**	**	**	**	**	42	**	**	48	**
	31%	33%	**	**	**	**	**	**	**	**	31%	**	**	31%	**
I am now on a more expensive monthly tariff compared to when I signed up	38	30	**	**	**	**	**	**	**	**	33	**	**	38	**
	25%	26%	**	**	**	**	**	**	**	**	24%	**	**	25%	**
Don't know	7	6	**	**	**	**	**	**	**	**	7	**	**	7	**
	5%	5%	**	**	**	**	**	**	**	**	5%	**	**	5%	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	146	146	68	35	6	3	33	1
Effective Weighted Sample	122	122	55	30	6	3	28	1
Total	152	152	71	34	9	4	33	1
I am paying a similar monthly tariff compared to when I signed up	60 39%	60 39%	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	48 31%	48 31%	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	38 25%	38 25%	**	**	**	**	**	**
Don't know	7 5%	7 5%	**	**	**	**	**	**

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Yes	2225	1903	322	2029	196	1345	879	336	501	541	**	347	763
	94%	94%	96%	94%	97%	94%	94%	95%	92%	97%	**	95%	92%
No	122	110	12	118	5	74	49	16	35	12	**	17	57
	5%	5%	4%	5%	2%	5%	5%	5%	7%	2%	**	5%	7%
									b				b
Don't know	17	16	1	16	1	7	11	*	6	2	**	2	8
	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								MOBILE TARIFF		TOTAL	
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG		CNTRCT /SIMO
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Yes	2225	440	496	275	198	168	**	140	**	155	331	1894	2225
	94%	93%	94%	95%	97%	92%	**	99%	**	96%	83%	96%	94%
								ae				ac	a
No	122	32	25	11	6	13	**	2	**	6	65	58	122
	5%	7%	5%	4%	3%	7%	**	1%	**	4%	16%	3%	5%
		g				g					bc		b
Don't know	17	1	6	5	-	1	**	-	**	*	5	12	17
	1%	*%	1%	2%	-%	*%	**	-%	**	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Yes	2225	259	854	763	1875	347	123	627	867	729	1139	1061	637	632	449	483
	94%	93%	96%	96%	95%	87%	81%	94%	97%	91%	93%	95%	97%	93%	93%	92%
		f	ef	ef	ef				c				bcd			
No	122	16	33	26	74	48	27	36	22	64	69	50	15	43	27	36
	5%	6%	4%	3%	4%	12%	18%	5%	3%	8%	6%	4%	2%	6%	6%	7%
						abcd	abcd	b		b				a	a	a
Don't know	17	3	4	8	15	2	2	4	9	4	12	4	4	3	6	5
	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	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.

**Q17. Is this mobile phone a smartphone?**

Base : Those responsible for a mobile phone

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Yes	2225	1818	208	112	**	261	748	744	708	1169	1592	331	1200	559	135
	94%	94%	95%	96%	**	93%	93%	98%	93%	96%	96%	83%	97%	98%	90%
								ab		a	b		c	c	
No	122	104	10	5	**	19	51	13	53	42	50	65	37	11	9
	5%	5%	4%	4%	**	7%	6%	2%	7%	3%	3%	16%	3%	2%	6%
						c	c		b		a				b
Don't know	17	15	2	-	**	*	6	2	4	2	11	5	3	3	6
	1%	1%	1%	-%	**	*%	1%	*%	1%	*%	1%	1%	*%	*%	4%
															ab

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

**Q17. Is this mobile phone a smartphone?**

Base : Those responsible for a mobile phone

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Yes	2225	2225	814	501	157	**	562	122
	94%	94%	95%	96%	92%	**	93%	96%
No	122	122	43	19	10	**	38	6
	5%	5%	5%	4%	6%	**	6%	4%
Don't know	17	17	2	1	3	**	5	-
	1%	1%	*%	*%	2%	**	1%	-%

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



Any break column with 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	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	829	693	136	748	81	484	345	118	183	129	40	159	325
Effective Weighted Sample	694	575	119	621	73	407	287	96	173	125	38	132	255
Total	856	703	153	759	97	500	356	111	172	203	54	153	282
Yes – with my current provider	662	531	131	583	**	391	271	89	124	157	**	124	220
	77%	76%	86%	77%	**	78%	76%	80%	72%	77%	**	81%	78%
Yes – with an alternative provider	196	165	31	177	**	139	57	34	45	60	**	27	53
	23%	24%	20%	23%	**	b	b	b	26%	30%	**	18%	19%
No, not aware that I could do this	144	125	19	130	**	70	74	12	44	34	**	24	36
	17%	18%	12%	17%	**	14%	21%	11%	26%	17%	**	16%	13%
									e				
TOTAL AWARE OF SIM-ONLY	712	578	135	629	**	430	282	100	128	169	**	129	247
	83%	82%	88%	83%	**	86%	79%	89%	74%	83%	**	84%	87%
													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.

**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	MOBILE NETWORK									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~h	~i	~a	b	c
Unweighted total	829	206	201	107	73	83	18	7	11	89	-	829	829
Effective Weighted Sample	694	169	167	92	60	69	15	6	10	78	-	694	694
Total	856	209	203	114	75	78	17	7	14	100	-	856	856
Yes – with my current provider	662	159	157	90	**	**	**	**	**	**	**	662	662
	77%	76%	77%	79%	**	**	**	**	**	**	**	77%	77%
Yes – with an alternative provider	196	41	45	26	**	**	**	**	**	**	**	196	196
	23%	20%	22%	23%	**	**	**	**	**	**	**	23%	23%
No, not aware that I could do this	144	40	34	23	**	**	**	**	**	**	**	144	144
	17%	19%	17%	20%	**	**	**	**	**	**	**	17%	17%
TOTAL AWARE OF SIM-ONLY	712	169	169	92	**	**	**	**	**	**	**	712	712
	83%	81%	83%	80%	**	**	**	**	**	**	**	83%	83%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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	AGE						AGE (2)			GENDER		SOCIAL GRADE			
		16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f	16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d
Significance Level: 99%																
Unweighted total	829	86	388	285	759	69	19	259	358	211	360	458	231	236	185	170
Effective Weighted Sample	694	68	317	253	631	62	17	204	303	190	307	379	198	194	157	139
Total	856	100	408	278	786	70	21	270	376	209	386	460	235	248	200	165
Yes – with my current provider	662	**	327	202	613	**	**	223	292	147	304	353	191	201	161	103
	77%	**	80%	73%	78%	**	**	83%	78%	70%	79%	77%	81%	81%	80%	62%
								c					d	d	d	
Yes – with an alternative provider	196	**	83	67	170	**	**	58	88	50	109	81	63	75	34	24
	23%	**	20%	24%	22%	**	**	21%	23%	24%	28%	18%	27%	30%	17%	15%
											b		d	cd		
No, not aware that I could do this	144	**	62	58	128	**	**	29	63	51	58	85	34	33	24	51
	17%	**	15%	21%	16%	**	**	11%	17%	24%	15%	19%	15%	13%	12%	31%
										a						abc
TOTAL AWARE OF SIM-ONLY	712	**	346	219	658	**	**	240	313	159	328	375	201	214	177	114
	83%	**	85%	79%	84%	**	**	89%	83%	76%	85%	81%	85%	87%	88%	69%
								c					d	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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	a	b	c	a	b	a	~b	a	b	~c
Unweighted total	829	672	71	54	32	107	283	282	287	410	693	-	639	146	44
Effective Weighted Sample	694	561	61	45	28	88	240	234	240	346	575	-	534	122	39
Total	856	689	78	54	35	110	302	286	290	426	703	-	659	152	44
Yes – with my current provider	662	533	**	**	**	81	236	227	220	333	531	**	535	104	**
	77%	77%	**	**	**	73%	78%	80%	76%	78%	76%	**	81% b	68%	**
Yes – with an alternative provider	196	167	**	**	**	13	63	89	60	109	165	**	156	35	**
	23%	24%	**	**	**	12%	21%	31% ab	21%	26%	24%	**	24%	23%	**
No, not aware that I could do this	144	115	**	**	**	21	52	45	54	77	125	**	91	34	**
	17%	17%	**	**	**	19%	17%	16%	19%	18%	18%	**	14%	23% a	**
TOTAL AWARE OF SIM-ONLY	712	573	**	**	**	90	250	241	236	349	578	**	569	118	**
	83%	83%	**	**	**	81%	83%	84%	81%	82%	82%	**	86% b	77%	**

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

**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 PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	829	829	343	208	49	23	185	21
Effective Weighted Sample	694	694	287	175	38	20	155	18
Total	856	856	354	217	49	24	187	24
Yes – with my current provider	662	662	279	172	**	**	139	**
	77%	77%	79%	79%	**	**	74%	**
Yes – with an alternative provider	196	196	93	52	**	**	25	**
	23%	23%	26%	24%	**	**	14%	**
		f	f	f				
No, not aware that I could do this	144	144	46	39	**	**	43	**
	17%	17%	13%	18%	**	**	23%	**
							b	
TOTAL AWARE OF SIM-ONLY	712	712	308	178	**	**	144	**
	83%	83%	87%	82%	**	**	77%	**
			f					

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Very satisfied	1057 45%	908 45%	149 45%	970 45%	87 43%	605 42%	452 48%	156 44%	257 47%	262 47%	**	159 43%	354 43%
Fairly satisfied	922 39%	773 38%	149 44%	831 38%	91 45%	579 41%	342 36%	117 33%	186 34%	213 38%	**	163 45%	323 39%
Neither satisfied nor dissatisfied	234 10%	211 10%	22 7%	221 10%	13 6%	147 10%	87 9%	48 14%	63 12%	42 8%	**	27 7%	95 12%
Fairly dissatisfied	93 4%	83 4%	9 3%	85 4%	8 4%	57 4%	35 4%	15 4%	24 4%	17 3%	**	13 4%	39 5%
Very dissatisfied	50 2%	44 2%	6 2%	47 2%	3 1%	34 2%	16 2%	14 4%	11 2%	20 4%	**	4 1%	12 1%
Don't know	9 *%	9 *%	- -%	9 *%	- -%	3 *%	6 1%	2 1%	2 *%	2 *%	**	- -%	5 1%
TOTAL SATISFIED	1979 84%	1681 83%	298 89%	1801 83%	178 89%	1185 83%	795 85%	273 77%	443 82%	474 85%	**	322 88%	677 82%
TOTAL DISSATISFIED	143 6%	127 6%	15 4%	132 6%	10 5%	92 6%	51 5%	29 8%	35 6%	37 7%	**	17 5%	51 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.

**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								MOBILE TARIFF			
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Very satisfied	1057	193	205	124	79	110	**	90	**	77	181	876	1057
	45%	41%	39%	43%	39%	61%	**	63%	**	48%	45%	45%	45%
						abcd		abcdi					
Fairly satisfied	922	198	208	117	96	56	**	37	**	70	133	789	922
	39%	42%	39%	40%	47%	31%	**	26%	**	43%	33%	40%	39%
		eg	g	g	eg					g		a	
Neither satisfied nor dissatisfied	234	51	67	29	16	11	**	10	**	9	68	166	234
	10%	11%	13%	10%	8%	6%	**	7%	**	6%	17%	8%	10%
			e								bc		
Fairly dissatisfied	93	22	27	16	7	3	**	1	**	5	10	83	93
	4%	5%	5%	5%	3%	2%	**	1%	**	3%	2%	4%	4%
Very dissatisfied	50	9	18	4	5	1	**	2	**	1	8	42	50
	2%	2%	3%	1%	3%	1%	**	2%	**	1%	2%	2%	2%
Don't know	9	-	3	1	2	1	**	1	**	-	1	8	9
	0%	0%	1%	0%	1%	0%	**	1%	**	0%	0%	0%	0%
TOTAL SATISFIED	1979	391	413	241	174	167	**	127	**	146	314	1665	1979
	84%	83%	78%	83%	85%	92%	**	89%	**	91%	78%	85%	84%
						abc		b		b		a	a
TOTAL DISSATISFIED	143	30	45	19	12	4	**	4	**	6	17	125	143
	6%	6%	8%	7%	6%	2%	**	3%	**	4%	4%	6%	6%
			e										

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Very satisfied	1057 45%	130 47%	361 41%	367 46%	859 44%	196 49%	78 51%	281 42%	384 43%	390 49%	530 43%	520 47%	258 39%	285 42%	217 45%	287 55%
						b				ab						abc
Fairly satisfied	922 39%	105 38%	364 41%	307 39%	776 40%	145 37%	57 38%	264 40%	360 40%	297 37%	489 40%	425 38%	273 42%	276 41%	194 40%	168 32%
													d	d	d	
Neither satisfied nor dissatisfied	234 10%	34 12%	85 10%	73 9%	192 10%	42 11%	11 7%	79 12%	81 9%	74 9%	117 10%	110 10%	68 10%	64 9%	47 10%	53 10%
Fairly dissatisfied	93 4%	4 1%	55 6%	25 3%	84 4%	9 2%	4 3%	31 5%	40 4%	22 3%	50 4%	38 3%	32 5%	32 5%	15 3%	13 3%
			ace													
Very dissatisfied	50 2%	3 1%	20 2%	23 3%	46 2%	4 1%	2 1%	10 1%	28 3%	13 2%	26 2%	22 2%	22 3%	18 3%	8 2%	2 **%
													d	d		
Don't know	9 **%	1 **%	5 1%	2 **%	8 **%	1 **%	1 **%	2 **%	6 1%	1 **%	8 1%	1 **%	3 **%	2 **%	1 **%	3 1%
TOTAL SATISFIED	1979 84%	235 85%	726 82%	674 85%	1635 83%	342 86%	135 89%	545 82%	744 83%	688 86%	1019 83%	945 85%	531 81%	561 83%	410 85%	454 87%
															a	
TOTAL DISSATISFIED	143 6%	7 3%	75 8%	48 6%	129 7%	13 3%	5 4%	41 6%	68 8%	34 4%	76 6%	59 5%	54 8%	50 7%	23 5%	15 3%
			ae						c				d	d		

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Very satisfied	1057 45%	870 45%	90 41%	61 52%	** **	149 53%	392 49%	298 39%	349 46%	542 45%	736 45%	181 45%	591 48%	227 40%	57 38%
						c	c						b		
Fairly satisfied	922 39%	731 38%	98 45%	53 45%	** **	87 31%	280 35%	339 45%	280 37%	498 41%	650 39%	133 33%	484 39%	247 43%	58 39%
								ab							
Neither satisfied nor dissatisfied	234 10%	209 11%	15 7%	2 2%	** **	29 10%	84 10%	66 9%	86 11%	104 9%	147 9%	68 17%	86 7%	60 10%	20 13%
												a			a
Fairly dissatisfied	93 4%	79 4%	12 5%	1 1%	** **	10 3%	31 4%	34 4%	28 4%	49 4%	73 4%	10 2%	50 4%	25 4%	7 5%
Very dissatisfied	50 2%	41 2%	2 1%	1 *%	** **	4 1%	16 2%	19 2%	21 3%	19 2%	38 2%	8 2%	26 2%	14 2%	2 1%
Don't know	9 *%	7 *%	2 1%	- -%	** **	1 *%	1 *%	3 *%	1 *%	1 *%	8 *%	1 *%	3 *%	- -%	5 4%
															ab
TOTAL SATISFIED	1979 84%	1601 83%	189 86%	114 97%	** **	236 84%	672 84%	637 84%	629 82%	1040 86%	1386 84%	314 78%	1075 87%	475 83%	115 77%
				ab							b		c		
TOTAL DISSATISFIED	143 6%	120 6%	14 6%	2 1%	** **	14 5%	47 6%	52 7%	49 6%	67 6%	111 7%	17 4%	77 6%	39 7%	10 6%

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	g
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Very satisfied	1057 45%	1057 45%	309 36%	225 43%	91 53%	** **	328 54%	104 81%
		b	b	b	b		abc	abcd
Fairly satisfied	922 39%	922 39%	342 40%	221 42%	62 36%	** **	274 45%	24 19%
		g	g	g	g		ag	
Neither satisfied nor dissatisfied	234 10%	234 10%	114 13%	47 9%	11 7%	** **	- -%	- -%
		fg	afg	fg	fg			
Fairly dissatisfied	93 4%	93 4%	61 7%	17 3%	2 1%	** **	- -%	- -%
		f	acdfg	f				
Very dissatisfied	50 2%	50 2%	33 4%	10 2%	2 1%	** **	- -%	- -%
		f	af	f				
Don't know	9 *%	9 *%	2 *%	1 *%	3 2%	** **	3 1%	- -%
					b			
TOTAL SATISFIED	1979 84%	1979 84%	650 76%	446 86%	153 90%	** **	602 99%	128 100%
		b		b	b		abcd	abcd
TOTAL DISSATISFIED	143 6%	143 6%	93 11%	28 5%	3 2%	** **	- -%	- -%
		fg	acdfg	f	f			

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Looking for a deal for standalone service	140 6%	137 7%	4 1%	140 6%	- -%	107 7%	34 4%	52 15%	23 4%	29 5%	** **	10 3%	78 9%
		b		b		b		ab					ad
Looking for a deal for service in bundle	4 *%	- -%	4 1%	- -%	4 2%	4 *%	- -%	2 1%	- -%	- -%	** **	3 1%	- -%
			a		a							e	
Looking for a deal for other services in the bundle, but not this	7 *%	- -%	7 2%	- -%	7 4%	6 *%	1 *%	- -%	- -%	- -%	** **	6 2%	- -%
			a		a							ae	
Planning to look for a deal for standalone service	437 18%	410 20%	27 8%	437 20%	- -%	292 20%	145 15%	71 20%	93 17%	93 17%	** **	53 15%	197 24%
		b		b		b							abd
Planning to look for a deal for bundle	36 2%	- -%	36 11%	- -%	36 18%	26 2%	10 1%	5 1%	- -%	- -%	** **	23 6%	- -%
			a		a							abe	
Not currently looking or planning to look for a new deal	1685 71%	1435 71%	250 74%	1534 71%	151 75%	964 68%	721 77%	214 61%	416 77%	422 76%	** **	265 72%	529 64%
							ac		e	e		e	
Don't know	55 2%	47 2%	8 2%	51 2%	3 2%	27 2%	28 3%	9 2%	11 2%	11 2%	** **	7 2%	25 3%
<b>SUMMARY</b>													
Looking for deal for service	144 6%	137 7%	7 2%	140 6%	4 2%	111 8%	34 4%	54 15%	23 4%	29 5%	** **	13 3%	78 9%
		b				b		ab					ad

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

	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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Planning to look for deal for service or bundle	473	410	63	437	36	318	155	76	93	93	**	76	197
	20%	20%	19%	20%	18%	22%	17%	22%	17%	17%	**	21%	24%
						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.

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								MOBILE TARIFF			TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Looking for a deal for standalone service	140	26	21	20	15	12	**	10	**	5	42	98	140
	6%	6%	4%	7%	7%	7%	**	7%	**	3%	11%	5%	6%
											bc		
Looking for a deal for service in bundle	4	-	-	1	-	-	**	-	**	1	3	1	4
	*%	-%	-%	*%	-%	-%	**	-%	**	1%	1%	*%	*%
											b		
Looking for a deal for other services in the bundle, but not this	7	-	-	1	-	-	**	-	**	3	3	5	7
	*%	-%	-%	*%	-%	-%	**	-%	**	2%	1%	*%	*%
										ab			
Planning to look for a deal for standalone service	437	106	116	60	51	28	**	16	**	12	79	358	437
	18%	22%	22%	21%	25%	16%	**	11%	**	7%	20%	18%	18%
		gi	gi	i	gi								
Planning to look for a deal for bundle	36	5	-	3	-	-	**	-	**	16	4	32	36
	2%	1%	-%	1%	-%	-%	**	-%	**	10%	1%	2%	2%
										abcdeg			
Not currently looking or planning to look for a new deal	1685	332	374	196	133	135	**	114	**	123	258	1428	1685
	71%	70%	71%	68%	65%	74%	**	80%	**	76%	64%	73%	71%
								cd				a	a
Don't know	55	3	16	9	5	6	**	2	**	2	12	43	55
	2%	1%	3%	3%	2%	3%	**	2%	**	1%	3%	2%	2%
			a	a		a							
<b>SUMMARY</b>													
Looking for deal for service	144	26	21	21	15	12	**	10	**	5	45	99	144
	6%	6%	4%	7%	7%	7%	**	7%	**	3%	11%	5%	6%
											bc		

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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	MOBILE NETWORK								MOBILE TARIFF			TOTAL
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Planning to look for deal for service or bundle	473	111	116	63	51	28	**	16	**	28	83	390	473
	20%	24%	22%	22%	25%	16%	**	11%	**	17%	21%	20%	20%
		g	g	g	g								

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Looking for a deal for standalone service	140	36	69	30	135	6	1	71	53	17	74	61	59	27	30	24
	6%	13%	8%	4%	7%	1%	1%	11%	6%	2%	6%	6%	9%	4%	6%	5%
		cdef	cef		cef			bc	c				bd			
Looking for a deal for service in bundle	4	-	3	1	4	-	-	1	2	-	3	1	2	-	2	-
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	*%	-%
Looking for a deal for other services in the bundle, but not this	7	2	4	1	7	-	-	3	3	1	5	2	2	4	2	-
	*%	1%	*%	*%	*%	-%	-%	*%	*%	*%	*%	*%	*%	1%	*%	-%
Planning to look for a deal for standalone service	437	68	186	136	390	47	16	157	170	109	220	211	120	123	113	78
	18%	24%	21%	17%	20%	12%	10%	24%	19%	14%	18%	19%	18%	18%	24%	15%
		ef	ef		ef			c	c						d	
Planning to look for a deal for bundle	36	4	10	14	27	8	2	7	15	13	21	15	9	11	9	7
	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%
Not currently looking or planning to look for a new deal	1685	156	601	596	1354	331	129	409	632	643	874	796	452	499	309	408
	71%	56%	68%	75%	69%	83%	85%	61%	70%	81%	72%	71%	69%	74%	64%	78%
			a	abd	a	abcd	abcd		a	ab			c		ac	
Don't know	55	12	17	19	48	6	4	18	22	14	24	29	12	14	16	8
	2%	4%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	2%	2%	3%	2%
<b>SUMMARY</b>																
Looking for deal for service	144	36	72	31	138	6	1	72	56	17	76	62	60	27	32	24
	6%	13%	8%	4%	7%	1%	1%	11%	6%	2%	6%	6%	9%	4%	7%	5%
		cdef	cef		cef			bc	c				bd			
Planning to look for deal for service or bundle	473	71	196	150	417	54	18	164	185	122	241	226	130	134	122	85
	20%	26%	22%	19%	21%	14%	12%	25%	21%	15%	20%	20%	20%	20%	25%	16%
		ef	ef		ef			c	c						d	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 120**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Looking for a deal for standalone service	140	115	9	13	**	21	43	48	55	58	95	42	57	38	3
	6%	6%	4%	11%	**	7%	5%	6%	7%	5%	6%	11%	5%	7%	2%
											a				
Looking for a deal for service in bundle	4	3	-	-	**	-	2	1	2	1	-	3	1	-	-
	*%	*%	-%	-%	**	-%	*%	*%	*%	*%	-%	1%	*%	-%	-%
											a				
Looking for a deal for other services in the bundle, but not this	7	5	1	1	**	-	-	2	5	2	-	3	3	2	-
	*%	*%	1%	1%	**	-%	-%	*%	1%	*%	-%	1%	*%	*%	-%
											a				
Planning to look for a deal for standalone service	437	355	35	20	**	61	148	150	169	190	333	79	212	131	15
	18%	18%	16%	17%	**	22%	18%	20%	22%	16%	20%	20%	17%	23%	10%
									b					ac	
Planning to look for a deal for bundle	36	26	7	2	**	4	15	11	9	24	-	4	22	7	2
	2%	1%	3%	2%	**	1%	2%	1%	1%	2%	-%	1%	2%	1%	1%
											a				
Not currently looking or planning to look for a new deal	1685	1391	158	80	**	192	584	534	504	930	1189	258	927	388	113
	71%	72%	72%	68%	**	69%	73%	70%	66%	77%	72%	64%	75%	68%	75%
										a	b		b		
Don't know	55	43	9	1	**	2	14	12	22	7	36	12	19	7	17
	2%	2%	4%	1%	**	1%	2%	2%	3%	1%	2%	3%	2%	1%	11%
									b						ab

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

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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS			
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE	
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c	
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153	
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132	
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150	
<b>SUMMARY</b>																
Looking for deal for service	144	118	9	13	**	21	44	49	57	59	95	45	58	38	3	
	6%	6%	4%	11%	**	7%	5%	6%	7%	5%	6%	11%	5%	7%	2%	
												a				
Planning to look for deal for service or bundle	473	381	42	23	**	65	163	161	178	214	333	83	234	138	18	
	20%	20%	19%	19%	**	23%	20%	21%	23%	18%	20%	21%	19%	24%	12%	
									b					c		

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

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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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	g
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Looking for a deal for standalone service	140 6%	140 6%	123 14%	17 3%	- -%	** **	- -%	- -%
		dfg	acdfg	f				
Looking for a deal for service in bundle	4 *%	4 *%	4 *%	- -%	- -%	** **	- -%	- -%
Looking for a deal for other services in the bundle, but not this	7 *%	7 *%	3 *%	4 1%	- -%	** **	- -%	- -%
Planning to look for a deal for standalone service	437 18%	437 18%	303 35%	134 26%	- -%	** **	- -%	- -%
		dfg	acdfg	adfg				
Planning to look for a deal for bundle	36 2%	36 2%	26 3%	11 2%	- -%	** **	- -%	- -%
		f	af	f				
Not currently looking or planning to look for a new deal	1685 71%	1685 71%	390 45%	351 67%	165 97%	** **	587 97%	125 98%
		b	b	abc			abc	abc
Don't know	55 2%	55 2%	11 1%	4 1%	6 3%	** **	19 3%	3 2%
							c	
<b>SUMMARY</b>								
Looking for deal for service	144 6%	144 6%	127 15%	17 3%	- -%	** **	- -%	- -%
		dfg	acdfg	f				

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

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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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Planning to look for deal for service or bundle	473	473	328	145	-	**	-	-
	20%	20%	38%	28%	-%	**	-%	-%
		dfg	acdfg	adfg				

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Discussed deals or offers with your provider	381	290	90	318	63	245	136	61	67	94	**	84	112
	16%	14%	27%	15%	31%	17%	14%	17%	12%	17%	**	23%	14%
			a		a							ae	
Looked at alternative deals or offers from your provider	503	429	74	450	53	340	163	94	119	102	**	76	187
	21%	21%	22%	21%	26%	24%	17%	27%	22%	18%	**	21%	23%
						b		b					
Received a discount from your provider	321	257	64	271	50	213	107	69	54	60	**	57	128
	14%	13%	19%	13%	25%	15%	11%	19%	10%	11%	**	16%	15%
			a		a			b				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)	215	166	49	182	33	164	51	50	30	32	**	42	98
	9%	8%	14%	8%	17%	11%	5%	14%	6%	6%	**	11%	12%
			a		a	b		b				ab	ab
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)	119	85	34	92	27	79	40	20	13	17	**	27	49
	5%	4%	10%	4%	13%	6%	4%	6%	2%	3%	**	7%	6%
			a		a							ab	a
None of these	1322	1171	152	1246	76	718	604	143	350	355	**	179	406
	56%	58%	45%	58%	38%	50%	64%	41%	64%	64%	**	49%	49%
		b		b		c	ac		de	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.

**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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
<b>SUMMARY</b>													
ANY CHANGE	1042	858	184	917	125	707	335	210	193	200	**	187	422
	44%	42%	55%	42%	62%	50%	36%	59%	36%	36%	**	51%	51%
			a		a	b		ab				ab	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								MOBILE TARIFF			
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Discussed deals or offers with your provider	381 16%	93 20%	75 14%	56 19%	35 17%	23 13%	** **	7 5%	** **	42 26%	24 6%	357 18%	381 16%
		g	g	g	g					beg		a	a
Looked at alternative deals or offers from your provider	503 21%	110 23%	112 21%	59 20%	42 21%	36 20%	** **	23 16%	** **	28 18%	68 17%	435 22%	503 21%
Received a discount from your provider	321 14%	69 15%	66 13%	40 14%	16 8%	19 11%	** **	17 12%	** **	31 19%	61 15%	259 13%	321 14%
										d			
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)	215 9%	54 11%	42 8%	29 10%	9 4%	13 7%	** **	4 3%	** **	18 11%	47 12%	168 9%	215 9%
		dg								g			
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)	119 5%	24 5%	21 4%	14 5%	14 7%	2 1%	** **	6 5%	** **	23 14%	24 6%	96 5%	119 5%
					e					abceg			
None of these	1322 56%	248 53%	320 61%	157 54%	119 58%	113 62%	** **	99 70%	** **	76 47%	241 60%	1082 55%	1322 56%
			ai			i		aci					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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									MOBILE TARIFF		TOTAL
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	CNTRCT /SIMO		
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
<b>SUMMARY</b>													
ANY CHANGE	1042	224	207	133	85	69	**	43	**	86	160	882	1042
	44%	47%	39%	46%	42%	38%	**	30%	**	53%	40%	45%	44%
		bg		g						beg			

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Discussed deals or offers with your provider	381	34	157	116	307	73	26	92	153	136	201	178	132	99	76	73
	16%	12%	18%	15%	16%	18%	17%	14%	17%	17%	16%	16%	20% bd	15%	16%	14%
Looked at alternative deals or offers from your provider	503	73	229	148	450	54	19	182	187	134	265	228	160	149	114	76
	21%	26%	26%	19%	23%	13%	12%	27%	21%	17%	22%	20%	24%	22%	24%	15%
		ef	cef		ef			bc					d	d	d	
Received a discount from your provider	321	54	137	88	279	41	11	115	120	85	162	154	88	77	81	73
	14%	20%	15%	11%	14%	10%	7%	17%	13%	11%	13%	14%	13%	11%	17%	14%
		cef	cf					c							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)	215	49	106	36	191	24	5	109	63	43	109	104	67	59	53	36
	9%	18%	12%	4%	10%	6%	4%	16%	7%	5%	9%	9%	10%	9%	11%	7%
		cdef	cef		c			bc								
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)	119	25	59	27	112	8	1	51	51	17	54	62	34	29	33	22
	5%	9%	7%	3%	6%	2%	1%	8%	6%	2%	4%	6%	5%	4%	7%	4%
		cef	cef		e			c	c							
None of these	1322	114	439	506	1060	260	108	294	516	510	679	630	349	393	228	333
	56%	41%	49%	64%	54%	65%	71%	44%	57%	64%	56%	56%	53%	58%	47%	63%
				abd	a	abd	abd		a	ab				c		ac

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 mobile 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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
<b>SUMMARY</b>																
ANY CHANGE	1042	163	451	291	905	137	44	373	382	287	541	485	307	285	254	192
	44%	59%	51%	36%	46%	35%	29%	56%	43%	36%	44%	44%	47%	42%	53%	37%
		cdef	cef		cef			bc	c				d		bd	

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 mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Discussed deals or offers with your provider	381 16%	315 16%	37 17%	19 16%	** **	42 15%	116 14%	135 18%	114 15%	206 17%	270 16%	24 6%	273 22%	65 11%	19 12%
Looked at alternative deals or offers from your provider	503 21%	406 21%	45 20%	34 29%	** **	56 20%	160 20%	182 24%	186 24%	248 20%	367 22%	68 17%	296 24%	122 21%	16 11%
Received a discount from your provider	321 14%	263 14%	28 13%	17 14%	** **	42 15%	119 15%	89 12%	118 15%	138 11%	201 12%	61 15%	192 15%	55 10%	12 8%
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)	215 9%	174 9%	18 8%	12 10%	** **	27 10%	76 9%	68 9%	93 12%	86 7%	128 8%	47 12%	124 10%	36 6%	8 5%
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)	119 5%	97 5%	11 5%	6 5%	** **	20 7%	36 5%	37 5%	60 8%	44 4%	67 4%	24 6%	71 6%	22 4%	3 2%
None of these	1322 56%	1086 56%	131 60%	58 49%	** **	151 54%	451 56%	429 57%	393 51%	721 59%	938 57%	241 60%	634 51%	336 59%	112 75%

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

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
<b>SUMMARY</b>															
ANY CHANGE	1042	852	88	60	**	129	354	330	372	491	714	160	607	237	38
	44%	44%	40%	51%	**	46%	44%	43%	49%	41%	43%	40%	49%	41%	25%
									b				bc	c	

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

**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 PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Discussed deals or offers with your provider	381 16%	381 16%	222 26%	159 30%	- -%	** **	- -%	- -%
		dfg	adfg	adfg				
Looked at alternative deals or offers from your provider	503 21%	503 21%	382 44%	121 23%	- -%	** **	- -%	- -%
		dfg	acdfg	dfg				
Received a discount from your provider	321 14%	321 14%	180 21%	105 20%	10 6%	** **	15 3%	5 4%
		dfg	adfg	adfg				
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)	215 9%	215 9%	140 16%	57 11%	17 10%	** **	- -%	- -%
		fg	acfg	fg	fg			
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)	119 5%	119 5%	70 8%	44 8%	5 3%	** **	- -%	- -%
		f	afg	afg	f			
None of these	1322 56%	1322 56%	199 23%	191 37%	145 85%	** **	590 97%	122 96%
		bc		b	abc		abcd	abcd

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

Any break column with 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 PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
<b>SUMMARY</b>								
ANY CHANGE	1042	1042	661	330	26	**	15	5
	44%	44%	77%	63%	15%	**	3%	4%
		dfg	acdfg	adfg	fg			

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

Any break column with 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	319	258	61	271	48	211	108	69	58	39	18	60	145
Effective Weighted Sample	266	214	53	224	43	175	91	57	55	37	18	49	117
Total	321	257	64	271	50	213	107	69	54	60	23	57	128
I contacted my provider	186	139	**	149	**	121	65	**	**	**	**	**	60
	58%	54%	**	55%	**	57%	60%	**	**	**	**	**	47%
My provider contacted me	102	89	**	94	**	70	32	**	**	**	**	**	49
	32%	35%	**	35%	**	33%	30%	**	**	**	**	**	39%
Don't know/ can't remember	33	29	**	29	**	22	10	**	**	**	**	**	19
	10%	11%	**	11%	**	10%	10%	**	**	**	**	**	14%

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	319	71	63	37	20	21	12	18	11	30	55	264	319
Effective Weighted Sample	266	59	51	31	16	17	11	15	10	26	46	221	266
Total	321	69	66	40	16	19	12	17	13	31	61	259	321
I contacted my provider	186	**	**	**	**	**	**	**	**	**	**	161	186
	58%	**	**	**	**	**	**	**	**	**	**	62%	58%
My provider contacted me	102	**	**	**	**	**	**	**	**	**	**	78	102
	32%	**	**	**	**	**	**	**	**	**	**	30%	32%
Don't know/ can't remember	33	**	**	**	**	**	**	**	**	**	**	20	33
	10%	**	**	**	**	**	**	**	**	**	**	8%	10%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	319	45	140	92	277	42	12	112	118	89	162	151	90	83	70	75
Effective Weighted Sample	266	36	114	81	229	38	11	90	99	80	138	123	77	65	59	66
Total	321	54	137	88	279	41	11	115	120	85	162	154	88	77	81	73
I contacted my provider	186	**	78	**	158	**	**	48	79	**	104	80	**	**	**	**
	58%	**	57%	**	57%	**	**	42%	66%	**	64%	52%	**	**	**	**
								a								
My provider contacted me	102	**	42	**	91	**	**	44	36	**	46	55	**	**	**	**
	32%	**	31%	**	32%	**	**	39%	30%	**	28%	36%	**	**	**	**
Don't know/ can't remember	33	**	17	**	31	**	**	23	6	**	13	19	**	**	**	**
	10%	**	12%	**	11%	**	**	20%	5%	**	8%	12%	**	**	**	**
								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. 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	~c	a	b	a	~b	a	~b	~c
Unweighted total	319	261	31	17	10	44	115	91	117	135	207	55	198	54	12
Effective Weighted Sample	266	218	26	14	9	34	100	76	98	113	172	46	165	46	10
Total	321	263	28	17	12	42	119	89	118	138	201	61	192	55	12
I contacted my provider	186	152	**	**	**	**	63	**	61	88	117	**	128	**	**
	58%	58%	**	**	**	**	53%	**	52%	64%	58%	**	67%	**	**
My provider contacted me	102	84	**	**	**	**	39	**	45	41	68	**	50	**	**
	32%	32%	**	**	**	**	33%	**	38%	30%	34%	**	26%	**	**
Don't know/ can't remember	33	27	**	**	**	**	16	**	11	8	16	**	14	**	**
	10%	10%	**	**	**	**	14%	**	10%	6%	8%	**	7%	**	**

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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	319	319	175	108	9	4	18	5
Effective Weighted Sample	266	266	147	91	7	4	15	4
Total	321	321	180	105	10	5	15	5
I contacted my provider	186	186	116	70	**	**	**	**
	58%	58%	65%	66%	**	**	**	**
My provider contacted me	102	102	43	31	**	**	**	**
	32%	32%	24%	29%	**	**	**	**
Don't know/ can't remember	33	33	21	5	**	**	**	**
	10%	10%	12%	5%	**	**	**	**

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

Any break column with 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	267	207	60	219	48	170	97	50	53	35	18	53	109
Effective Weighted Sample	224	172	52	181	43	142	82	42	51	33	18	43	87
Total	262	201	61	213	50	166	96	47	48	53	23	49	91
Yes	174	122	**	131	**	108	**	**	**	**	**	**	54
	66%	61%	**	61%	**	65%	**	**	**	**	**	**	59%
No	68	62	**	63	**	46	**	**	**	**	**	**	27
	26%	31%	**	30%	**	27%	**	**	**	**	**	**	30%
Don't know/ can't remember	20	17	**	19	**	13	**	**	**	**	**	**	10
	8%	9%	**	9%	**	8%	**	**	**	**	**	**	11%

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	267	64	49	33	19	18	11	8	7	29	3	264	267
Effective Weighted Sample	224	53	40	28	16	15	10	6	7	26	3	221	224
Total	262	62	49	33	15	17	11	8	9	31	3	259	262
Yes	174	**	**	**	**	**	**	**	**	**	**	172	174
	66%	**	**	**	**	**	**	**	**	**	**	66%	66%
No	68	**	**	**	**	**	**	**	**	**	**	67	68
	26%	**	**	**	**	**	**	**	**	**	**	26%	26%
Don't know/ can't remember	20	**	**	**	**	**	**	**	**	**	**	20	20
	8%	**	**	**	**	**	**	**	**	**	**	8%	8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	267	33	109	84	226	41	11	78	103	86	137	127	82	75	50	60
Effective Weighted Sample	224	26	88	75	187	37	10	62	86	77	117	104	72	59	43	53
Total	262	36	107	79	223	40	9	78	103	82	134	126	77	69	57	59
Yes	174	**	66	**	145	**	**	**	65	**	88	84	**	**	**	**
	66%	**	61%	**	65%	**	**	**	63%	**	66%	67%	**	**	**	**
No	68	**	30	**	58	**	**	**	26	**	36	33	**	**	**	**
	26%	**	28%	**	26%	**	**	**	25%	**	27%	26%	**	**	**	**
Don't know/ can't remember	20	**	12	**	19	**	**	**	12	**	10	8	**	**	**	**
	8%	**	11%	**	9%	**	**	**	11%	**	8%	7%	**	**	**	**

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 mobile phone network provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b	a	~b	~c
Unweighted total	267	218	29	11	9	34	94	82	94	123	207	3	198	54	12
Effective Weighted Sample	224	183	24	9	8	27	81	68	80	103	172	3	165	46	10
Total	262	215	26	11	11	33	95	78	93	122	201	3	192	55	12
Yes	174	143	**	**	**	**	**	**	**	85	122	**	141	**	**
	66%	67%	**	**	**	**	**	**	**	70%	61%	**	74%	**	**
No	68	52	**	**	**	**	**	**	**	33	62	**	38	**	**
	26%	24%	**	**	**	**	**	**	**	27%	31%	**	20%	**	**
Don't know/ can't remember	20	19	**	**	**	**	**	**	**	4	17	**	13	**	**
	8%	9%	**	**	**	**	**	**	**	3%	9%	**	7%	**	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	267	267	139	100	8	3	14	3
Effective Weighted Sample	224	224	117	84	6	3	12	3
Total	262	262	138	96	9	3	13	3
Yes	174 66%	174 66%	92 67%	72 74%	**	**	**	**
No	68 26%	68 26%	33 24%	18 19%	**	**	**	**
Don't know/ can't remember	20 8%	20 8%	12 9%	7 7%	**	**	**	**

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

Any break column with 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	197	154	43	167	30	151	46	48	32	20	10	40	96
Effective Weighted Sample	163	127	36	138	26	125	39	40	30	19	10	32	77
Total	215	166	49	182	33	164	51	50	30	32	14	42	98
I contacted my provider	133	100	**	111	**	95	**	**	**	**	**	**	**
	62%	60%	**	61%	**	58%	**	**	**	**	**	**	**
My provider contacted me	67	53	**	56	**	57	**	**	**	**	**	**	**
	31%	32%	**	31%	**	35%	**	**	**	**	**	**	**
Don't know/ can't remember	14	13	**	14	**	11	**	**	**	**	**	**	**
	7%	8%	**	8%	**	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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	197	50	38	22	7	14	7	4	13	18	40	157	197
Effective Weighted Sample	163	40	31	20	6	11	7	3	12	15	34	130	163
Total	215	54	42	29	9	13	9	4	14	18	47	168	215
I contacted my provider	133	**	**	**	**	**	**	**	**	**	**	113	133
	62%	**	**	**	**	**	**	**	**	**	**	67%	62%
My provider contacted me	67	**	**	**	**	**	**	**	**	**	**	40	67
	31%	**	**	**	**	**	**	**	**	**	**	24%	31%
Don't know/ can't remember	14	**	**	**	**	**	**	**	**	**	**	14	14
	7%	**	**	**	**	**	**	**	**	**	**	9%	7%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	197	32	104	37	173	24	5	94	59	44	100	94	62	57	46	32
Effective Weighted Sample	163	29	86	31	142	21	5	76	50	38	85	76	54	45	38	26
Total	215	49	106	36	191	24	5	109	63	43	109	104	67	59	53	36
I contacted my provider	133	**	73	**	117	**	**	**	**	**	71	**	**	**	**	**
	62%	**	69%	**	62%	**	**	**	**	**	66%	**	**	**	**	**
My provider contacted me	67	**	27	**	59	**	**	**	**	**	33	**	**	**	**	**
	31%	**	26%	**	31%	**	**	**	**	**	30%	**	**	**	**	**
Don't know/ can't remember	14	**	5	**	14	**	**	**	**	**	5	**	**	**	**	**
	7%	**	5%	**	8%	**	**	**	**	**	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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b	a	~b	a	~b	~c
Unweighted total	197	163	16	9	9	27	69	64	84	81	122	40	116	34	7
Effective Weighted Sample	163	134	14	8	8	21	57	55	68	69	100	34	96	28	6
Total	215	174	18	12	12	27	76	68	93	86	128	47	124	36	8
I contacted my provider	133	107	**	**	**	**	**	**	**	**	85	**	89	**	**
	62%	62%	**	**	**	**	**	**	**	**	67%	**	72%	**	**
My provider contacted me	67	53	**	**	**	**	**	**	**	**	29	**	28	**	**
	31%	31%	**	**	**	**	**	**	**	**	23%	**	23%	**	**
Don't know/ can't remember	14	13	**	**	**	**	**	**	**	**	13	**	7	**	**
	7%	8%	**	**	**	**	**	**	**	**	10%	**	6%	**	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	197	197	123	59	15	-	-	-
Effective Weighted Sample	163	163	103	49	13	-	-	-
Total	215	215	140	57	17	-	-	-
I contacted my provider	133 62%	133 62%	93 66%	** **	** **	** **	** **	** **
My provider contacted me	67 31%	67 31%	40 28%	** **	** **	** **	** **	** **
Don't know/ can't remember	14 7%	14 7%	8 5%	** **	** **	** **	** **	** **

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

Any break column with 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	116	87	29	94	22	77	39	18	15	10	10	26	56
Effective Weighted Sample	91	67	24	72	19	61	30	13	14	9	10	20	42
Total	119	85	34	92	27	79	40	20	13	17	13	27	49
I contacted my provider	88	**	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	18	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	13	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO ~b	
Significance Level: 99%													
Unweighted total	116	29	19	15	10	2	3	8	3	19	22	94	116
Effective Weighted Sample	91	23	15	13	8	2	2	6	3	16	17	74	91
Total	119	24	21	14	14	2	2	6	4	23	24	96	119
I contacted my provider	88	**	**	**	**	**	**	**	**	**	**	**	88
	74%	**	**	**	**	**	**	**	**	**	**	**	74%
My provider contacted me	18	**	**	**	**	**	**	**	**	**	**	**	18
	15%	**	**	**	**	**	**	**	**	**	**	**	15%
Don't know/ can't remember	13	**	**	**	**	**	**	**	**	**	**	**	13
	11%	**	**	**	**	**	**	**	**	**	**	**	11%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	116	17	59	32	108	8	2	43	53	20	53	60	37	32	27	19
Effective Weighted Sample	91	13	49	27	84	7	2	33	44	17	43	45	31	23	21	16
Total	119	25	59	27	112	8	1	51	51	17	54	62	34	29	33	22
I contacted my provider	88	**	**	**	82	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	74%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	18	**	**	**	18	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	16%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	13	**	**	**	12	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	11%	**	**	**	**	**	**	**	**	**	**	**

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 mobile phone network provider in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted total	116	99	10	3	4	15	37	36	55	45	69	22	67	23	4
Effective Weighted Sample	91	78	8	3	4	12	29	30	41	37	53	17	52	18	3
Total	119	97	11	6	5	20	36	37	60	44	67	24	71	22	3
I contacted my provider	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	116	116	67	45	4	-	-	-
Effective Weighted Sample	91	91	51	37	3	-	-	-
Total	119	119	70	44	5	-	-	-
I contacted my provider	88 74%	88 74%	**	**	**	**	**	**
My provider contacted me	18 15%	18 15%	**	**	**	**	**	**
Don't know/ can't remember	13 11%	13 11%	**	**	**	**	**	**

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

**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Received a discount	186 8%	139 7%	47 14% a	149 7%	38 19% a	121 9%	65 7%	37 11%	30 5%	40 7%	**	38 10% a	60 7%
Added extra or improved services	133 6%	100 5%	34 10% a	111 5%	22 11% a	95 7% b	38 4%	28 8% b	20 4%	26 5%	**	28 8% a	50 6%
Reduced or downgraded services	88 4%	63 3%	26 8% a	66 3%	22 11% a	58 4%	30 3%	13 4%	11 2%	15 3%	**	21 6% a	32 4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	349 15%	263 13%	86 26% a	281 13%	68 34% a	231 16%	118 13%	70 20% b	51 9%	67 12%	**	72 20% ab	128 15% a
ALL 3 CHANGES	9 *%	5 *%	4 1%	6 *%	3 1%	6 *%	3 *%	2 1%	1 *%	4 1%	**	3 1%	1 *%
DISCOUNT AND EXTRA SERVICES	17 1%	12 1%	5 1%	16 1%	2 1%	15 1%	3 *%	2 1%	3 *%	3 1%	**	6 2%	4 *%
DISCOUNT AND REDUCED SERVICES	13 1%	7 *%	6 2% a	9 *%	5 2% a	9 1%	4 *%	3 1%	3 1%	- -%	**	3 1%	3 *%
EXTRA SERVICES AND REDUCED SERVICES	10 *%	9 *%	2 1%	9 *%	2 1%	7 *%	3 *%	* *%	2 *%	3 1%	**	- -%	4 *%
DISCOUNT ONLY	147 6%	114 6%	32 10% a	118 5%	29 14% a	91 6%	56 6%	30 9%	23 4%	33 6%	**	26 7%	51 6%
EXTRA SERVICES ONLY	97 4%	73 4%	23 7% a	81 4%	16 8% a	67 5%	29 3%	24 7% b	14 3%	16 3%	**	19 5%	41 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.

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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
REDUCED SERVICES ONLY	56	42	14	43	13	36	20	8	6	8	**	15	23
	2%	2%	4%	2%	7%	2%	2%	2%	1%	1%	**	4%	3%
					a							a	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2015	1766	249	1882	133	1194	821	283	492	488	**	294	700
	85%	87%	74%	87%	66%	84%	87%	80%	91%	88%	**	80%	85%
		b		b			c		de	d			

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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Received a discount	186 8%	48 10%	38 7%	17 6%	13 6%	11 6%	** **	6 4%	** **	26 16%	25 6%	161 8%	186 8%
Added extra or improved services	133 6%	37 8%	26 5%	13 4%	4 2%	11 6%	** **	3 2%	** **	15 9%	20 5%	113 6%	133 6%
Reduced or downgraded services	88 4%	18 4%	14 3%	10 3%	11 5%	2 1%	** **	5 4%	** **	19 12%	11 3%	77 4%	88 4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	349 15%	84 18%	66 13%	35 12%	28 14%	20 11%	** **	13 9%	** **	44 27%	53 13%	296 15%	349 15%
ALL 3 CHANGES	9 *%	2 *%	4 1%	- -%	- -%	1 1%	** **	- -%	** **	2 1%	1 *%	8 *%	9 *%
DISCOUNT AND EXTRA SERVICES	17 1%	8 2%	1 *%	2 1%	- -%	1 1%	** **	2 1%	** **	3 2%	1 *%	17 1%	17 1%
DISCOUNT AND REDUCED SERVICES	13 1%	4 1%	1 *%	2 1%	- -%	- -%	** **	- -%	** **	6 4%	* *%	13 1%	13 1%
EXTRA SERVICES AND REDUCED SERVICES	10 *%	3 1%	2 *%	2 1%	- -%	1 1%	** **	- -%	** **	2 1%	- -%	10 1%	10 *%
DISCOUNT ONLY	147 6%	34 7%	32 6%	14 5%	13 6%	8 5%	** **	4 3%	** **	14 9%	23 6%	124 6%	147 6%
EXTRA SERVICES ONLY	97 4%	24 5%	19 4%	10 3%	4 2%	7 4%	** **	1 1%	** **	8 5%	18 5%	78 4%	97 4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
REDUCED SERVICES ONLY	56	9	7	7	11	-	**	5	**	9	10	46	56
	2%	2%	1%	2%	5%	-%	**	4%	**	6%	2%	2%	2%
					be			e		be			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2015	389	461	255	176	163	**	129	**	117	348	1667	2015
	85%	82%	87%	88%	86%	89%	**	91%	**	73%	87%	85%	85%
			i	i	i	i		ai					

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 126**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Received a discount	186	19	78	60	158	28	8	48	79	59	104	80	61	44	40	41
	8%	7%	9%	8%	8%	7%	5%	7%	9%	7%	8%	7%	9%	6%	8%	8%
Added extra or improved services	133	23	73	21	117	16	2	62	45	26	71	60	50	33	33	17
	6%	8%	8%	3%	6%	4%	2%	9%	5%	3%	6%	5%	8%	5%	7%	3%
		cf	cef		c			bc					d			
Reduced or downgraded services	88	15	43	24	82	6	1	36	38	14	38	48	27	23	23	15
	4%	6%	5%	3%	4%	2%	1%	5%	4%	2%	3%	4%	4%	3%	5%	3%
		e	e		e			c	c							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	349	48	169	91	308	41	12	123	141	85	185	158	117	87	83	61
	15%	17%	19%	11%	16%	10%	8%	18%	16%	11%	15%	14%	18%	13%	17%	12%
		f	cef		ce			c	c				d			
ALL 3 CHANGES	9	3	2	3	8	1	-	4	4	1	4	5	2	2	5	*
	*%	1%	*%	*%	*%	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	*%
DISCOUNT AND EXTRA SERVICES	17	2	9	3	14	4	-	10	1	7	10	7	8	4	2	3
	1%	1%	1%	*%	1%	1%	-%	1%	*%	1%	1%	1%	1%	1%	*%	1%
								b								
DISCOUNT AND REDUCED SERVICES	13	2	4	6	12	1	-	3	7	3	5	8	3	3	2	6
	1%	1%	*%	1%	1%	*%	-%	*%	1%	*%	*%	1%	*%	*%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	10	1	8	-	9	1	-	3	6	1	6	4	7	1	-	3
	*%	*%	1%	-%	*%	*%	-%	*%	1%	*%	1%	*%	1%	*%	-%	1%
			c													
DISCOUNT ONLY	147	13	63	49	125	22	8	32	67	48	85	59	48	35	31	32
	6%	5%	7%	6%	6%	6%	5%	5%	8%	6%	7%	5%	7%	5%	7%	6%
EXTRA SERVICES ONLY	97	18	54	15	87	9	2	46	34	17	52	44	33	26	26	11
	4%	7%	6%	2%	4%	2%	2%	7%	4%	2%	4%	4%	5%	4%	5%	2%
		ce	ce		c			bc					d		d	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - 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 mobile 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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
REDUCED SERVICES ONLY	56	10	28	15	54	2	1	26	22	8	24	31	16	17	17	6
	2%	4%	3%	2%	3%	1%	1%	4%	2%	1%	2%	3%	2%	2%	4%	1%
		e	e		e			c							d	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2015	229	722	706	1657	356	140	544	757	711	1035	957	539	590	399	463
	85%	83%	81%	89%	84%	90%	92%	82%	84%	89%	85%	86%	82%	87%	83%	88%
				bd		bd	ab			ab						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 MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Received a discount	186 8%	152 8%	18 8%	9 7%	** **	27 10%	63 8%	55 7%	61 8%	88 7%	117 7%	25 6%	128 10% b	27 5%	7 5%
Added extra or improved services	133 6%	107 6%	12 6%	7 6%	** **	11 4%	39 5%	57 7%	52 7%	61 5%	85 5%	20 5%	89 7% b	21 4%	3 2%
Reduced or downgraded services	88 4%	72 4%	10 4%	3 3%	** **	8 3%	29 4%	30 4%	46 6% b	34 3%	53 3%	11 3%	57 5%	17 3%	3 2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	349 15%	284 15%	32 15%	17 15%	** **	37 13%	120 15%	117 15%	133 17% b	157 13%	220 13%	53 13%	227 18% bc	59 10%	10 7%
ALL 3 CHANGES	9 *%	7 *%	1 1%	1 1%	** **	3 1% b	- -%	5 1%	5 1%	4 *%	4 *%	1 *%	6 *%	1 *%	1 1%
DISCOUNT AND EXTRA SERVICES	17 1%	13 1%	4 2%	- -%	** **	- -%	5 1%	7 1%	6 1%	8 1%	12 1%	1 *%	15 1%	1 *%	1 1%
DISCOUNT AND REDUCED SERVICES	13 1%	12 1%	2 1%	- -%	** **	3 1%	5 1%	2 *%	7 1%	5 *%	7 *%	* *%	10 1%	2 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	10 *%	10 1%	- -%	- -%	** **	1 *%	3 *%	6 1%	3 *%	6 *%	9 1%	- -%	10 1%	1 *%	- -%
DISCOUNT ONLY	147 6%	121 6%	12 5%	8 7%	** **	22 8%	54 7%	42 5%	43 6%	72 6%	94 6%	23 6%	96 8% b	23 4%	5 3%

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

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
EXTRA SERVICES ONLY	97	77	7	7	**	7	32	39	38	43	61	18	58	18	1
	4%	4%	3%	6%	**	2%	4%	5%	5%	4%	4%	5%	5%	3%	1%
REDUCED SERVICES ONLY	56	43	7	2	**	2	22	17	31	20	34	10	32	13	2
	2%	2%	3%	2%	**	1%	3%	2%	4%	2%	2%	2%	3%	2%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2015	1654	187	100	**	243	685	642	631	1056	1433	348	1013	515	140
	85%	85%	85%	85%	**	87%	85%	85%	83%	87%	87%	87%	82%	90%	93%
										a			a	a	

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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Received a discount	186 8%	186 8%	116 14%	70 13%	- -%	** **	- -%	- -%
		dfg	adfg	adfg				
Added extra or improved services	133 6%	133 6%	93 11%	40 8%	- -%	** **	- -%	- -%
		dfg	adfg	dfg				
Reduced or downgraded services	88 4%	88 4%	52 6%	37 7%	- -%	** **	- -%	- -%
		f	adfg	adfg				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	349 15%	349 15%	221 26%	128 25%	- -%	** **	- -%	- -%
		dfg	adfg	adfg				
ALL 3 CHANGES	9 *%	9 *%	6 1%	3 1%	- -%	** **	- -%	- -%
DISCOUNT AND EXTRA SERVICES	17 1%	17 1%	12 1%	5 1%	- -%	** **	- -%	- -%
			f					
DISCOUNT AND REDUCED SERVICES	13 1%	13 1%	9 1%	4 1%	- -%	** **	- -%	- -%
			f					
EXTRA SERVICES AND REDUCED SERVICES	10 *%	10 *%	6 1%	4 1%	- -%	** **	- -%	- -%
DISCOUNT ONLY	147 6%	147 6%	88 10%	58 11%	- -%	** **	- -%	- -%
		dfg	adfg	adfg				
EXTRA SERVICES ONLY	97 4%	97 4%	68 8%	28 5%	- -%	** **	- -%	- -%
		df	adfg	dfg				

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

Any break column with 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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
REDUCED SERVICES ONLY	56 2%	56 2%	30 3%	26 5%	- -%	** **	- -%	- -%
		f	f	adf				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2015 85%	2015 85%	639 74%	393 75%	171 100%	** **	605 100%	128 100%
		bc			abc		abc	abc

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Received a discount	102 4%	89 4%	12 4%	94 4%	8 4%	70 5%	32 3%	19 5%	16 3%	19 3%	** **	17 5%	49 6%
Added extra or improved services	67 3%	53 3%	14 4%	56 3%	11 6%	57 4%	10 1%	16 5%	7 1%	6 1%	** **	13 4%	39 5%
Reduced or downgraded services	18 1%	13 1%	5 2%	15 1%	3 2%	16 1%	3 *%	4 1%	1 *%	- -%	** **	3 1%	11 1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	163 7%	138 7%	25 7%	145 7%	18 9%	123 9%	40 4%	36 10%	21 4%	21 4%	** **	28 8%	89 11%
DISCOUNT AND EXTRA SERVICES	16 1%	13 1%	3 1%	13 1%	3 1%	13 1%	3 *%	2 1%	2 *%	4 1%	** **	3 1%	6 1%
DISCOUNT AND REDUCED SERVICES	3 *%	* *%	3 1%	3 *%	1 *%	1 *%	2 *%	* *%	- -%	- -%	** **	3 1%	* *%
EXTRA SERVICES AND REDUCED SERVICES	5 *%	4 *%	2 *%	4 *%	2 1%	5 *%	- -%	- -%	- -%	- -%	** **	- -%	4 *%
DISCOUNT ONLY	83 4%	76 4%	7 2%	78 4%	5 3%	56 4%	27 3%	16 5%	13 2%	15 3%	** **	11 3%	43 5%
EXTRA SERVICES ONLY	46 2%	36 2%	10 3%	39 2%	7 4%	39 3%	7 1%	14 4%	4 1%	2 *%	** **	10 3%	29 3%
REDUCED SERVICES ONLY	10 *%	9 *%	1 *%	9 *%	1 1%	9 1%	1 *%	3 1%	1 *%	- -%	** **	1 *%	7 1%

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

	Total	MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
		STAND-ALONE a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%													
Unweighted total	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2201	1891	310	2018	183	1303	899	316	522	534	**	338	739
	93%	93%	93%	93%	91%	91%	96%	90%	96%	96%	**	92%	89%
							ac		e	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.

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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Received a discount	102 4%	16 3%	16 3%	21 7% bd	3 1%	6 3%	** **	8 5%	** **	3 2%	24 6%	78 4%	102 4%
Added extra or improved services	67 3%	10 2%	14 3%	15 5%	4 2%	1 1%	** **	1 1%	** **	1 *%	27 7% bc	40 2%	67 3%
Reduced or downgraded services	18 1%	4 1%	5 1%	1 *%	2 1%	- -%	** **	- -%	** **	1 1%	9 2% bc	9 *%	18 1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	163 7%	28 6%	32 6%	28 10% d	7 4%	7 4%	** **	8 6%	** **	5 3%	52 13% bc	111 6%	163 7%
DISCOUNT AND EXTRA SERVICES	16 1%	1 *%	1 *%	8 3% ab	- -%	* *%	** **	1 1%	** **	- -%	4 1%	12 1%	16 1%
DISCOUNT AND REDUCED SERVICES	3 *%	- -%	* *%	1 *%	- -%	- -%	** **	- -%	** **	- -%	1 *%	3 *%	3 *%
EXTRA SERVICES AND REDUCED SERVICES	5 *%	- -%	2 *%	- -%	2 1%	- -%	** **	- -%	** **	- -%	4 1% b	2 *%	5 *%
DISCOUNT ONLY	83 4%	15 3%	15 3%	13 4%	3 1%	6 3%	** **	7 5%	** **	3 2%	20 5%	63 3%	83 4%
EXTRA SERVICES ONLY	46 2%	9 2%	11 2%	7 3%	3 1%	1 1%	** **	* *%	** **	1 *%	20 5% bc	27 1%	46 2%
REDUCED SERVICES ONLY	10 *%	4 1%	3 1%	- -%	- -%	- -%	** **	- -%	** **	1 1%	5 1% b	5 *%	10 *%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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									MOBILE TARIFF		TOTAL
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2201	444	496	262	197	175	**	134	**	156	348	1853	2201
	93%	94%	94%	90%	96%	96%	**	94%	**	97%	87%	94%	93%
				c								a	a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Received a discount	102	26	42	22	91	11	3	44	36	22	46	55	21	27	32	22
	4%	9%	5%	3%	5%	3%	2%	7%	4%	3%	4%	5%	3%	4%	7%	4%
		bcdef						c							a	
Added extra or improved services	67	19	27	13	59	8	3	37	15	16	33	34	16	21	17	14
	3%	7%	3%	2%	3%	2%	2%	5%	2%	2%	3%	3%	2%	3%	3%	3%
		cde						bc								
Reduced or downgraded services	18	5	9	3	18	1	-	9	7	3	10	6	6	3	6	4
	1%	2%	1%	*%	1%	*%	-%	1%	1%	*%	1%	1%	1%	*%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	163	45	68	32	145	18	5	80	48	35	77	82	39	44	49	32
	7%	16%	8%	4%	7%	5%	3%	12%	5%	4%	6%	7%	6%	7%	10%	6%
		bcdef	c		c			bc							a	
DISCOUNT AND EXTRA SERVICES	16	1	6	6	14	2	1	5	5	6	8	7	4	4	4	4
	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	3	-	3	*	3	-	-	*	3	-	3	-	1	3	-	-
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	-%	*%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	5	4	2	-	5	-	-	4	2	-	-	5	-	-	2	4
	*%	1%	*%	-%	*%	-%	-%	1%	*%	-%	-%	*%	-%	-%	*%	1%
		c														
DISCOUNT ONLY	83	25	34	15	74	9	2	39	28	16	34	47	16	20	28	18
	4%	9%	4%	2%	4%	2%	1%	6%	3%	2%	3%	4%	3%	3%	6%	3%
		bcdef						bc							a	
EXTRA SERVICES ONLY	46	13	20	7	40	6	2	28	8	10	24	21	12	17	11	6
	2%	5%	2%	1%	2%	1%	1%	4%	1%	1%	2%	2%	2%	2%	2%	1%
		cd						bc								
REDUCED SERVICES ONLY	10	2	4	3	9	1	-	4	3	3	7	1	5	1	4	-
	*%	1%	1%	*%	*%	*%	-%	1%	*%	*%	1%	*%	1%	*%	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 mobile 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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2201	232	822	765	1819	379	148	586	850	762	1143	1033	617	634	433	493
	93%	84%	92%	96%	93%	95%	97%	88%	95%	96%	94%	93%	94%	93%	90%	94%
			a	abd	a	a	a		a	a			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 BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Received a discount	102 4%	84 4%	5 2%	7 6%	** **	11 4%	39 5%	29 4%	45 6%	41 3%	68 4%	24 6%	50 4%	24 4%	4 2%
Added extra or improved services	67 3%	53 3%	5 2%	4 4%	** **	13 5%	35 4%	10 1%	32 4%	23 2%	29 2%	27 7%	28 2%	11 2%	1 1%
Reduced or downgraded services	18 1%	17 1%	- -%	- -%	** **	5 2%	7 1%	6 1%	8 1%	4 *%	5 *%	9 2%	6 *%	3 1%	- -%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	163 7%	131 7%	10 4%	11 9%	** **	25 9%	69 9%	39 5%	75 10%	59 5%	93 6%	52 13%	73 6%	32 6%	5 3%
DISCOUNT AND EXTRA SERVICES	16 1%	16 1%	- -%	- -%	** **	1 *%	9 1%	5 1%	4 1%	9 1%	10 1%	4 1%	8 1%	4 1%	- -%
DISCOUNT AND REDUCED SERVICES	3 *%	3 *%	- -%	- -%	** **	- -%	1 *%	2 *%	* *%	* *%	* *%	1 *%	1 *%	2 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	5 *%	4 *%	- -%	- -%	** **	4 1%	2 *%	- -%	5 1%	- -%	- -%	4 1%	2 *%	- -%	- -%
DISCOUNT ONLY	83 4%	65 3%	5 2%	7 6%	** **	10 4%	30 4%	22 3%	41 5%	31 3%	58 3%	20 5%	41 3%	18 3%	4 2%
EXTRA SERVICES ONLY	46 2%	33 2%	5 2%	4 4%	** **	9 3%	24 3%	6 1%	22 3%	14 1%	20 1%	20 5%	18 1%	7 1%	1 1%

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

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
REDUCED SERVICES ONLY	10	10	-	-	**	2	4	4	2	4	5	5	3	2	-
	*%	1%	-%	-%	**	1%	1%	1%	*%	*%	*%	1%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2201	1806	210	107	**	255	736	720	690	1154	1560	348	1167	541	145
	93%	93%	96%	91%	**	91%	91%	95%	90%	95%	94%	87%	94%	94%	97%
								b		a	b				

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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Received a discount	102 4%	102 4%	43 5%	31 6%	10 6%	** **	10 2%	5 4%
		f	f	f	f			
Added extra or improved services	67 3%	67 3%	40 5%	15 3%	13 7%	** **	- -%	- -%
		f	f	f	acfg			
Reduced or downgraded services	18 1%	18 1%	12 1%	4 1%	3 2%	** **	- -%	- -%
			f		f			
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	163 7%	163 7%	85 10%	39 7%	21 13%	** **	10 2%	5 4%
		f	af	f	af			
DISCOUNT AND EXTRA SERVICES	16 1%	16 1%	6 1%	7 1%	4 2%	** **	- -%	- -%
				f	f			
DISCOUNT AND REDUCED SERVICES	3 *%	3 *%	1 *%	2 *%	- -%	** **	- -%	- -%
EXTRA SERVICES AND REDUCED SERVICES	5 *%	5 *%	4 *%	2 *%	- -%	** **	- -%	- -%
DISCOUNT ONLY	83 4%	83 4%	36 4%	22 4%	6 4%	** **	10 2%	5 4%
			f					
EXTRA SERVICES ONLY	46 2%	46 2%	31 4%	6 1%	9 5%	** **	- -%	- -%
		f	acf	f	acf			
REDUCED SERVICES ONLY	10 *%	10 *%	7 1%	- -%	3 2%	** **	- -%	- -%
					cf			

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

Any break column with 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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2201	2201	775	483	150	**	595	122
	93%	93%	90%	93%	87%	**	98%	96%
		bd					abcd	

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Discussed deals or offers with any other provider	193	156	37	165	28	150	43	71	26	41	**	40	79
	8%	8%	11%	8%	14%	10%	5%	20%	5%	7%	**	11%	10%
					a	b		ab				a	a
Looked at deals or offers from any other provider	572	487	85	516	56	422	151	145	115	108	**	101	234
	24%	24%	25%	24%	28%	30%	16%	41%	21%	19%	**	28%	28%
						b		ab				b	ab
Talked with friends or family for recommendations about providers	324	284	41	301	24	218	106	76	58	46	**	52	160
	14%	14%	12%	14%	12%	15%	11%	22%	11%	8%	**	14%	19%
						b		ab					ab
None of these	1492	1282	210	1376	117	789	703	118	383	398	**	219	442
	63%	63%	63%	64%	58%	55%	75%	34%	71%	72%	**	60%	53%
						c	ac		de	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.

**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								MOBILE TARIFF		TOTAL	
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG		CNTRCT /SIMO
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Discussed deals or offers with any other provider	193	40	37	29	13	10	**	8	**	16	39	154	193
	8%	8%	7%	10%	7%	6%	**	6%	**	10%	10%	8%	8%
Looked at deals or offers from any other provider	572	114	121	66	58	24	**	29	**	42	100	472	572
	24%	24%	23%	23%	28%	13%	**	20%	**	26%	25%	24%	24%
		e	e	e	e					e			
Talked with friends or family for recommendations about providers	324	74	66	37	28	21	**	14	**	24	60	265	324
	14%	16%	13%	13%	14%	12%	**	10%	**	15%	15%	13%	14%
None of these	1492	297	354	192	120	136	**	100	**	94	226	1266	1492
	63%	63%	67%	66%	59%	75%	**	70%	**	58%	56%	64%	63%
						adi						a	

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Discussed deals or offers with any other provider	193	39	101	42	182	11	4	81	77	35	102	87	56	62	46	29
	8%	14%	11%	5%	9%	3%	3%	12%	9%	4%	8%	8%	8%	9%	9%	5%
		cef	cef		cef			c	c							
Looked at deals or offers from any other provider	572	97	257	174	528	44	16	224	208	140	326	235	177	166	131	96
	24%	35%	29%	22%	27%	11%	11%	34%	23%	18%	27%	21%	27%	25%	27%	18%
		cdef	cef	ef	cef			bc	c		b		d	d	d	
Talked with friends or family for recommendations about providers	324	73	131	83	286	38	10	140	104	80	157	161	87	92	82	61
	14%	26%	15%	10%	15%	10%	7%	21%	12%	10%	13%	14%	13%	14%	17%	12%
		bcddef	cf		cef			bc								
None of these	1492	109	507	555	1171	318	128	306	600	583	746	735	410	434	262	366
	63%	39%	57%	70%	60%	80%	84%	46%	67%	73%	61%	66%	62%	64%	54%	70%
			a	abd	a	abcd	abcd		a	ab			c	c		ac

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 mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Discussed deals or offers with any other provider	193	153	16	15	**	30	70	63	69	82	122	39	107	37	10
	8%	8%	7%	13%	**	11%	9%	8%	9%	7%	7%	10%	9%	7%	6%
Looked at deals or offers from any other provider	572	471	40	32	**	72	198	190	210	277	396	100	338	123	11
	24%	24%	18%	27%	**	26%	25%	25%	27%	23%	24%	25%	27%	21%	8%
													bc	c	
Talked with friends or family for recommendations about providers	324	276	25	7	**	43	111	94	122	144	229	60	171	74	20
	14%	14%	12%	6%	**	15%	14%	12%	16%	12%	14%	15%	14%	13%	14%
		c							b						
None of these	1492	1216	161	70	**	163	499	482	444	812	1066	226	766	383	118
	63%	63%	73%	60%	**	58%	62%	64%	58%	67%	64%	56%	62%	67%	79%
			a							a	b				ab

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

**Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...**

Base : Those responsible for the household's mobile service

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Discussed deals or offers with any other provider	193 8%	193 8%	184 21%	9 2%	- -%	** **	- -%	- -%
		cdfg	acdfg	f				
Looked at deals or offers from any other provider	572 24%	572 24%	519 60%	53 10%	- -%	** **	- -%	- -%
		cdfg	acdfg	dfg				
Talked with friends or family for recommendations about providers	324 14%	324 14%	188 22%	86 17%	22 13%	** **	21 4%	4 3%
		fg	adfg	fg	fg			
None of these	1492 63%	1492 63%	170 20%	389 75%	149 87%	** **	584 96%	124 97%
		b		ab	abc		abcd	abcd

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

**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 129**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Yes - in the last 6 months	171 7%	155 8%	16 5%	157 7%	14 7%	171 12%	- -%	171 48%	39 7%	38 7%	** **	22 6%	70 8%
Yes - 7 to 12 months ago	182 8%	169 8%	13 4%	170 8%	11 6%	182 13%	- -%	182 52%	34 6%	40 7%	** **	11 3%	90 11%
Yes – 13 to 18 months ago	163 7%	146 7%	18 5%	154 7%	10 5%	163 11%	- -%	- -%	28 5%	29 5%	** **	21 6%	83 10%
Yes – 1.5 to 2 years ago	129 5%	104 5%	25 7%	111 5%	17 9%	129 9%	- -%	- -%	23 4%	26 5%	** **	24 6%	49 6%
Yes – 2 to 3 years ago	153 6%	123 6%	30 9%	138 6%	15 8%	153 11%	- -%	- -%	37 7%	37 7%	** **	25 7%	43 5%
Yes – More than 3 years ago	628 27%	505 25%	123 37%	560 26%	68 34%	628 44%	- -%	- -%	160 29%	150 27%	** **	114 31%	180 22%
No – never changed provider	939 40%	828 41%	111 33%	873 40%	65 32%	- -%	939 100%	- -%	222 41%	236 42%	** **	149 41%	312 38%

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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%													
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Yes - in the last 6 months	171 7%	19 4%	47 9% ac	6 2%	16 8% c	13 7% c	** **	16 11% ac	** **	13 8% c	25 6%	145 7%	171 7%
Yes - 7 to 12 months ago	182 8%	36 8%	34 6%	16 5%	12 6%	8 5%	** **	3 2%	** **	16 10% g	48 12% bc	134 7%	182 8%
Yes – 13 to 18 months ago	163 7%	25 5%	35 7%	11 4%	17 8%	7 4%	** **	11 8%	** **	7 4%	45 11% bc	118 6%	163 7%
Yes – 1.5 to 2 years ago	129 5%	25 5%	31 6%	13 4%	7 3%	5 3%	** **	7 5%	** **	15 9% e	14 4%	115 6%	129 5%
Yes – 2 to 3 years ago	153 6%	14 3%	27 5%	20 7%	16 8% a	5 3%	** **	16 12% abe	** **	24 15% abce	23 6%	130 7%	153 6%
Yes – More than 3 years ago	628 27%	123 26%	102 19%	81 28% b	55 27%	71 39% ab	** **	43 30% b	** **	58 36% b	82 21%	546 28% a	628 27%
No – never changed provider	939 40%	230 49% gi	251 48% gi	145 50% gi	82 40% i	73 40% i	** **	45 32% i	** **	29 18%	164 41%	775 39%	939 40%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCom CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Yes - in the last 6 months	171	36	58	56	150	20	6	69	55	46	87	80	44	62	33	29
	7%	13%	6%	7%	8%	5%	4%	10%	6%	6%	7%	7%	7%	9%	7%	6%
		bcdef						bc								
Yes - 7 to 12 months ago	182	36	70	55	161	21	5	71	61	50	108	71	45	48	47	42
	8%	13%	8%	7%	8%	5%	3%	11%	7%	6%	9%	6%	7%	7%	10%	8%
		cef						bc								
Yes – 13 to 18 months ago	163	31	77	36	145	19	6	69	63	32	78	80	34	47	47	33
	7%	11%	9%	5%	7%	5%	4%	10%	7%	4%	6%	7%	5%	7%	10%	6%
		ce	c		c			c	c						a	
Yes – 1.5 to 2 years ago	129	16	67	28	111	17	3	46	54	29	75	52	39	39	27	24
	5%	6%	8%	4%	6%	4%	2%	7%	6%	4%	6%	5%	6%	6%	6%	5%
			c					c								
Yes – 2 to 3 years ago	153	12	67	54	133	19	9	41	63	49	87	65	54	46	31	22
	6%	4%	8%	7%	7%	5%	6%	6%	7%	6%	7%	6%	8%	7%	6%	4%
													d			
Yes – More than 3 years ago	628	29	222	255	506	121	43	118	258	251	354	266	203	183	120	116
	27%	10%	25%	32%	26%	31%	28%	18%	29%	31%	29%	24%	31%	27%	25%	22%
			a	abd	a	a	a		a	a	b		d			
No – never changed provider	939	116	330	312	758	179	81	253	344	340	433	501	237	253	176	258
	40%	42%	37%	39%	39%	45%	53%	38%	38%	43%	35%	45%	36%	37%	37%	49%
						b	bcd					a				abc

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

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**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

	NATION					FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%	a	b	c	~d	a	b	c	a	b	a	b	a	b	c	
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Yes - in the last 6 months	171 7%	139 7%	10 5%	18 15% ab	** **	20 7%	57 7%	50 7%	55 7%	90 7%	131 8%	25 6%	104 8%	32 6%	9 6%
Yes - 7 to 12 months ago	182 8%	148 8%	17 8%	11 9%	** **	27 10%	72 9%	50 7%	76 10% b	63 5%	125 8%	48 12% a	108 9% bc	23 4%	3 2%
Yes – 13 to 18 months ago	163 7%	132 7%	11 5%	10 9%	** **	31 11% c	54 7%	41 5%	66 9% b	63 5%	106 6%	45 11% a	77 6%	33 6%	9 6%
Yes – 1.5 to 2 years ago	129 5%	107 6%	15 7%	3 3%	** **	17 6%	32 4%	47 6%	37 5%	62 5%	93 6%	14 4%	71 6%	34 6%	10 7%
Yes – 2 to 3 years ago	153 6%	131 7%	10 4%	6 5%	** **	18 7%	39 5%	65 9% b	44 6%	91 8%	103 6%	23 6%	69 6%	53 9% a	8 6%
Yes – More than 3 years ago	628 27%	529 27%	58 26%	25 21%	** **	42 15%	214 27% a	248 33% ab	192 25%	356 29%	426 26%	82 21%	327 26%	179 31%	40 26%
No – never changed provider	939 40%	753 39%	98 45%	45 38%	** **	125 45% c	337 42% c	257 34%	293 38%	487 40%	670 41%	164 41%	484 39%	219 38%	71 48%

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Yes - in the last 6 months	171 7%	171 7%	171 20%	- -%	- -%	** **	- -%	- -%
		cd	cd					
Yes - 7 to 12 months ago	182 8%	182 8%	182 21%	- -%	- -%	** **	- -%	- -%
		cd	cd					
Yes – 13 to 18 months ago	163 7%	163 7%	79 9%	26 5%	58 34%	** **	- -%	- -%
		fg	cf	f	abcfg			
Yes – 1.5 to 2 years ago	129 5%	129 5%	50 6%	24 5%	55 32%	** **	- -%	- -%
		fg	fg	f	abcfg			
Yes – 2 to 3 years ago	153 6%	153 6%	59 7%	33 6%	- -%	** **	43 7%	11 8%
		d	d	d			d	d
Yes – More than 3 years ago	628 27%	628 27%	134 16%	201 39%	2 1%	** **	221 37%	43 34%
		bd	d	abd			abd	bd
No – never changed provider	939 40%	939 40%	186 22%	236 45%	56 33%	** **	341 56%	74 58%
		b		bd	b		abcd	abd

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

Any break column with 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	368	339	29	343	25	368	-	368	83	50	7	41	188
Effective Weighted Sample	300	277	23	281	19	300	-	300	79	47	7	31	150
Total	352	323	29	327	26	352	-	352	73	78	8	34	161
EE	64	53	**	54	**	64	**	64	**	**	**	**	22
	18%	16%	**	16%	**	18%	**	18%	**	**	**	**	14%
Virgin Media	49	48	**	48	**	49	**	49	**	**	**	**	12
	14%	15%	**	15%	**	14%	**	14%	**	**	**	**	8%
O2	41	35	**	35	**	41	**	41	**	**	**	**	21
	12%	11%	**	11%	**	12%	**	12%	**	**	**	**	13%
Vodafone	38	36	**	36	**	38	**	38	**	**	**	**	15
	11%	11%	**	11%	**	11%	**	11%	**	**	**	**	10%
BT	21	18	**	18	**	21	**	21	**	**	**	**	7
	6%	6%	**	6%	**	6%	**	6%	**	**	**	**	5%
'3/ Three	20	20	**	20	**	20	**	20	**	**	**	**	12
	6%	6%	**	6%	**	6%	**	6%	**	**	**	**	8%
Tesco Mobile	19	17	**	18	**	19	**	19	**	**	**	**	8
	5%	5%	**	5%	**	5%	**	5%	**	**	**	**	5%
GiffGaff	19	17	**	17	**	19	**	19	**	**	**	**	14
	5%	5%	**	5%	**	5%	**	5%	**	**	**	**	9%
Lebara	15	15	**	15	**	15	**	15	**	**	**	**	11
	4%	5%	**	5%	**	4%	**	4%	**	**	**	**	7%
Plusnet	14	13	**	14	**	14	**	14	**	**	**	**	4
	4%	4%	**	4%	**	4%	**	4%	**	**	**	**	2%
Sky	11	10	**	10	**	11	**	11	**	**	**	**	5
	3%	3%	**	3%	**	3%	**	3%	**	**	**	**	3%
iD Mobile	8	8	**	8	**	8	**	8	**	**	**	**	8
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	5%
Smarty	6	6	**	6	**	6	**	6	**	**	**	**	3
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	2%
TalkTalk	5	5	**	5	**	5	**	5	**	**	**	**	5
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	3%

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 a	SIMPLE BUNDLE ~b	STAND-ALONE a	REGARD BUNDLE ~b	EVER a	NEVER ~b	LAST 12 M'S c	DUAL ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE e
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	368	339	29	343	25	368	-	368	83	50	7	41	188
Effective Weighted Sample	300	277	23	281	19	300	-	300	79	47	7	31	150
Total	352	323	29	327	26	352	-	352	73	78	8	34	161
Lycamobile	4 1%	4 1%	** **	4 1%	** **	4 1%	** **	4 1%	** **	** **	** **	** **	3 2%
Asda Mobile	4 1%	4 1%	** **	4 1%	** **	4 1%	** **	4 1%	** **	** **	** **	** **	1 1%
Talkmobile	3 1%	3 1%	** **	3 1%	** **	3 1%	** **	3 1%	** **	** **	** **	** **	2 1%
POP Telecom	2 *%	2 *%	** **	2 *%	** **	2 *%	** **	2 *%	** **	** **	** **	** **	2 1%
Utility Warehouse	1 *%	1 *%	** **	1 *%	** **	1 *%	** **	1 *%	** **	** **	** **	** **	1 1%
Other supplier	8 2%	8 3%	** **	8 2%	** **	8 2%	** **	8 2%	** **	** **	** **	** **	5 3%

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									MOBILE TARIFF		TOTAL
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c
Unweighted total	368	61	83	23	27	24	7	21	9	26	70	298	368
Effective Weighted Sample	300	51	68	19	22	19	6	17	9	21	58	242	300
Total	352	55	81	22	28	21	5	19	9	29	73	279	352
EE	64	**	**	**	**	**	**	**	**	**	**	55	64
	18%	**	**	**	**	**	**	**	**	**	**	20%	18%
Virgin Media	49	**	**	**	**	**	**	**	**	**	**	46	49
	14%	**	**	**	**	**	**	**	**	**	**	17%	14%
O2	41	**	**	**	**	**	**	**	**	**	**	34	41
	12%	**	**	**	**	**	**	**	**	**	**	12%	12%
Vodafone	38	**	**	**	**	**	**	**	**	**	**	29	38
	11%	**	**	**	**	**	**	**	**	**	**	10%	11%
BT	21	**	**	**	**	**	**	**	**	**	**	15	21
	6%	**	**	**	**	**	**	**	**	**	**	5%	6%
'3/ Three	20	**	**	**	**	**	**	**	**	**	**	16	20
	6%	**	**	**	**	**	**	**	**	**	**	6%	6%
Tesco Mobile	19	**	**	**	**	**	**	**	**	**	**	17	19
	5%	**	**	**	**	**	**	**	**	**	**	6%	5%
GiffGaff	19	**	**	**	**	**	**	**	**	**	**	11	19
	5%	**	**	**	**	**	**	**	**	**	**	4%	5%
Lebara	15	**	**	**	**	**	**	**	**	**	**	9	15
	4%	**	**	**	**	**	**	**	**	**	**	3%	4%
Plusnet	14	**	**	**	**	**	**	**	**	**	**	13	14
	4%	**	**	**	**	**	**	**	**	**	**	5%	4%
Sky	11	**	**	**	**	**	**	**	**	**	**	9	11
	3%	**	**	**	**	**	**	**	**	**	**	3%	3%
iD Mobile	8	**	**	**	**	**	**	**	**	**	**	4	8
	2%	**	**	**	**	**	**	**	**	**	**	2%	2%
Smarty	6	**	**	**	**	**	**	**	**	**	**	5	6
	2%	**	**	**	**	**	**	**	**	**	**	2%	2%
TalkTalk	5	**	**	**	**	**	**	**	**	**	**	2	5
	2%	**	**	**	**	**	**	**	**	**	**	1%	2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c
Unweighted total	368	61	83	23	27	24	7	21	9	26	70	298	368
Effective Weighted Sample	300	51	68	19	22	19	6	17	9	21	58	242	300
Total	352	55	81	22	28	21	5	19	9	29	73	279	352
Lycamobile	4 1%	**	**	**	**	**	**	**	**	**	**	2 1%	4 1%
Asda Mobile	4 1%	**	**	**	**	**	**	**	**	**	**	1 *%	4 1%
Talkmobile	3 1%	**	**	**	**	**	**	**	**	**	**	3 1%	3 1%
POP Telecom	2 *%	**	**	**	**	**	**	**	**	**	**	2 1%	2 *%
Utility Warehouse	1 *%	**	**	**	**	**	**	**	**	**	**	1 1%	1 *%
Other supplier	8 2%	**	**	**	**	**	**	**	**	**	**	5 2%	8 2%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	368	58	147	118	323	45	13	138	124	106	199	160	99	111	80	76
Effective Weighted Sample	300	47	116	103	261	40	11	106	104	93	168	125	84	87	66	63
Total	352	73	128	111	311	41	11	140	116	96	195	151	89	110	80	71
EE	64	**	24	21	61	**	**	26	25	14	21	43	**	19	**	**
	18%	**	19%	19%	20%	**	**	19%	21%	14%	11%	29%	**	17%	**	**
												a				
Virgin Media	49	**	9	22	34	**	**	7	17	25	28	20	**	20	**	**
	14%	**	7%	20%	11%	**	**	5%	15%	26%	14%	13%	**	18%	**	**
				b					a	a						
O2	41	**	15	12	37	**	**	15	17	9	29	11	**	11	**	**
	12%	**	12%	11%	12%	**	**	11%	15%	9%	15%	8%	**	10%	**	**
Vodafone	38	**	15	16	36	**	**	12	16	10	30	8	**	15	**	**
	11%	**	11%	14%	11%	**	**	8%	14%	10%	15%	5%	**	14%	**	**
											b					
BT	21	**	4	8	13	**	**	4	4	13	14	7	**	4	**	**
	6%	**	3%	7%	4%	**	**	3%	3%	13%	7%	5%	**	3%	**	**
										ab						
'3/ Three	20	**	8	6	20	**	**	9	10	1	11	8	**	10	**	**
	6%	**	6%	5%	6%	**	**	6%	9%	2%	6%	5%	**	9%	**	**
Tesco Mobile	19	**	4	8	17	**	**	6	7	6	5	13	**	5	**	**
	5%	**	3%	7%	5%	**	**	4%	6%	6%	3%	9%	**	4%	**	**
GiffGaff	19	**	9	2	19	**	**	13	4	2	6	12	**	3	**	**
	5%	**	7%	2%	6%	**	**	9%	3%	2%	3%	8%	**	3%	**	**
Lebara	15	**	12	2	15	**	**	8	6	2	11	3	**	4	**	**
	4%	**	10%	2%	5%	**	**	6%	5%	2%	6%	2%	**	3%	**	**
			c													
Plusnet	14	**	5	2	8	**	**	5	3	6	11	3	**	5	**	**
	4%	**	4%	2%	3%	**	**	4%	2%	6%	6%	2%	**	4%	**	**
Sky	11	**	3	3	11	**	**	7	1	2	6	5	**	5	**	**
	3%	**	3%	3%	3%	**	**	5%	1%	2%	3%	3%	**	5%	**	**
iD Mobile	8	**	3	*	8	**	**	6	2	*	5	2	**	3	**	**
	2%	**	3%	%	3%	**	**	4%	2%	%	3%	2%	**	3%	**	**
Smarty	6	**	3	3	6	**	**	3	2	*	5	1	**	3	**	**
	2%	**	3%	2%	2%	**	**	2%	2%	%	3%	1%	**	3%	**	**

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.

**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						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	368	58	147	118	323	45	13	138	124	106	199	160	99	111	80	76
Effective Weighted Sample	300	47	116	103	261	40	11	106	104	93	168	125	84	87	66	63
Total	352	73	128	111	311	41	11	140	116	96	195	151	89	110	80	71
TalkTalk	5 2%	** **	3 2%	3 2%	5 2%	** **	** **	3 2%	- -%	3 3%	1 *%	5 3%	** **	* *%	** **	** **
Lycamobile	4 1%	** **	3 2%	1 1%	4 1%	** **	** **	3 2%	- -%	1 1%	3 2%	1 1%	** **	1 1%	** **	** **
Asda Mobile	4 1%	** **	3 2%	- -%	4 1%	** **	** **	3 2%	1 1%	- -%	3 2%	* *%	** **	- -%	** **	** **
Talkmobile	3 1%	** **	* *%	1 1%	3 1%	** **	** **	2 2%	1 1%	- -%	1 1%	* *%	** **	* *%	** **	** **
POP Telecom	2 *%	** **	- -%	- -%	2 *%	** **	** **	2 1%	- -%	- -%	- -%	2 1%	** **	- -%	** **	** **
Utility Warehouse	1 *%	** **	1 1%	- -%	1 *%	** **	** **	1 1%	* *%	- -%	1 1%	- -%	** **	- -%	** **	** **
Other supplier	8 2%	** **	2 2%	1 1%	8 2%	** **	** **	7 5%	- -%	1 1%	2 1%	6 4%	** **	1 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.

Q28B. Which provider did you previously use for your mobile phone service?

Base : Those who have changed supplier in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOTLAND	WALES	N IRELAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted total	368	297	30	29	12	44	136	109	130	167	274	70	226	58	14
Effective Weighted Sample	300	241	25	24	11	34	113	91	107	139	224	58	185	46	11
Total	352	287	27	29	9	47	129	100	132	153	256	73	212	55	12
EE	64 18%	51 18%	** **	** **	** **	** **	24 19%	24 24%	30 23%	27 18%	45 17%	** **	44 21%	** **	** **
Virgin Media	49 14%	42 15%	** **	** **	** **	** **	13 10%	17 17%	15 11%	26 17%	45 18%	** **	34 16%	** **	** **
O2	41 12%	32 11%	** **	** **	** **	** **	17 13%	10 10%	17 13%	16 10%	28 11%	** **	30 14%	** **	** **
Vodafone	38 11%	32 11%	** **	** **	** **	** **	19 14%	13 13%	10 7%	22 15%	28 11%	** **	26 12%	** **	** **
BT	21 6%	17 6%	** **	** **	** **	** **	10 8%	7 7%	8 6%	9 6%	14 5%	** **	11 5%	** **	** **
'3' / Three	20 6%	16 6%	** **	** **	** **	** **	4 3%	5 5%	9 7%	6 4%	16 6%	** **	12 6%	** **	** **
Tesco Mobile	19 5%	13 5%	** **	** **	** **	** **	6 5%	1 1%	7 5%	9 6%	17 7%	** **	12 6%	** **	** **
GiffGaff	19 5%	17 6%	** **	** **	** **	** **	5 4%	3 3%	10 7%	3 2%	10 4%	** **	5 3%	** **	** **
Lebara	15 4%	13 4%	** **	** **	** **	** **	7 5%	3 3%	3 2%	7 4%	9 4%	** **	5 2%	** **	** **
Plusnet	14 4%	11 4%	** **	** **	** **	** **	6 5%	5 5%	4 3%	9 6%	12 5%	** **	11 5%	** **	** **
Sky	11 3%	8 3%	** **	** **	** **	** **	3 2%	* *%	5 4%	4 3%	8 3%	** **	4 2%	** **	** **
iD Mobile	8 2%	8 3%	** **	** **	** **	** **	5 4%	2 2%	2 1%	4 3%	4 2%	** **	2 1%	** **	** **
Smarty	6 2%	6 2%	** **	** **	** **	** **	3 2%	1 1%	1 1%	4 2%	5 2%	** **	4 2%	** **	** **

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

**Q28B. Which provider did you previously use for your mobile phone service?**

Base : Those who have changed supplier in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted total	368	297	30	29	12	44	136	109	130	167	274	70	226	58	14
Effective Weighted Sample	300	241	25	24	11	34	113	91	107	139	224	58	185	46	11
Total	352	287	27	29	9	47	129	100	132	153	256	73	212	55	12
TalkTalk	5 2%	4 1%	** **	** **	** **	** **	1 1%	4 4%	1 *%	2 1%	2 1%	** **	1 1%	** **	** **
Lycamobile	4 1%	2 1%	** **	** **	** **	** **	3 2%	1 1%	1 1%	1 1%	2 1%	** **	2 1%	** **	** **
Asda Mobile	4 1%	3 1%	** **	** **	** **	** **	* *%	- -%	2 2%	1 1%	1 *%	** **	* *%	** **	** **
Talkmobile	3 1%	3 1%	** **	** **	** **	** **	1 1%	1 1%	1 1%	* *%	3 1%	** **	2 1%	** **	** **
POP Telecom	2 *%	2 1%	** **	** **	** **	** **	- -%	2 2%	- -%	- -%	2 1%	** **	2 1%	** **	** **
Utility Warehouse	1 *%	1 *%	** **	** **	** **	** **	1 1%	- -%	- -%	1 1%	1 1%	** **	1 *%	** **	** **
Other supplier	8 2%	6 2%	** **	** **	** **	** **	2 2%	* *%	6 5%	1 1%	5 2%	** **	3 2%	** **	** **

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

**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 PHONE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	368	368	368	-	-	-	-	-
Effective Weighted Sample	300	300	300	-	-	-	-	-
Total	352	352	352	-	-	-	-	-
EE	64 18%	64 18%	64 18%	** **	** **	** **	** **	** **
Virgin Media	49 14%	49 14%	49 14%	** **	** **	** **	** **	** **
O2	41 12%	41 12%	41 12%	** **	** **	** **	** **	** **
Vodafone	38 11%	38 11%	38 11%	** **	** **	** **	** **	** **
BT	21 6%	21 6%	21 6%	** **	** **	** **	** **	** **
'3/ Three	20 6%	20 6%	20 6%	** **	** **	** **	** **	** **
Tesco Mobile	19 5%	19 5%	19 5%	** **	** **	** **	** **	** **
GiffGaff	19 5%	19 5%	19 5%	** **	** **	** **	** **	** **
Lebara	15 4%	15 4%	15 4%	** **	** **	** **	** **	** **
Plusnet	14 4%	14 4%	14 4%	** **	** **	** **	** **	** **
Sky	11 3%	11 3%	11 3%	** **	** **	** **	** **	** **
iD Mobile	8 2%	8 2%	8 2%	** **	** **	** **	** **	** **
Smarty	6 2%	6 2%	6 2%	** **	** **	** **	** **	** **
TalkTalk	5 2%	5 2%	5 2%	** **	** **	** **	** **	** **

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



Any break column with 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 PHONE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	368	368	368	-	-	-	-	-
Effective Weighted Sample	300	300	300	-	-	-	-	-
Total	352	352	352	-	-	-	-	-
Lycamobile	4 1%	4 1%	4 1%	**	**	**	**	**
Asda Mobile	4 1%	4 1%	4 1%	**	**	**	**	**
Talkmobile	3 1%	3 1%	3 1%	**	**	**	**	**
POP Telecom	2 *%	2 *%	2 *%	**	**	**	**	**
Utility Warehouse	1 *%	1 *%	1 *%	**	**	**	**	**
Other supplier	8 2%	8 2%	8 2%	**	**	**	**	**

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

Any break column with 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	1996	1719	277	1846	150	1066	930	-	525	309	60	333	780
Effective Weighted Sample	1684	1441	244	1552	134	902	782	-	502	299	58	282	616
Total	2013	1706	307	1837	176	1074	939	-	470	477	78	332	667
Yes	260	218	42	235	25	185	74	**	55	40	**	49	114
	13%	13%	14%	13%	14%	17%	8%	**	12%	8%	**	15%	17%
						b							ab
No	1599	1349	249	1455	144	821	777	**	391	413	**	262	473
	79%	79%	81%	79%	82%	77%	83%	**	83%	87%	**	79%	71%
						a			e	e		e	
Not sure	154	139	16	148	7	67	88	**	24	25	**	21	80
	8%	8%	5%	8%	4%	6%	9%	**	5%	5%	**	6%	12%
						a							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									MOBILE TARIFF		TOTAL
		EE	O2	VODA- FONE	3	TESCO	VIRGIN MOBILE	GIFF- GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	1996	418	432	257	175	165	45	133	48	121	321	1675	1996
Effective Weighted Sample	1684	350	364	219	142	142	40	110	44	104	271	1413	1684
Total	2013	417	446	268	176	161	45	123	53	133	328	1685	2013
Yes	260	58	41	41	28	11	**	13	**	19	43	217	260
	13%	14%	9%	15%	16%	7%	**	11%	**	14%	13%	13%	13%
No	1599	328	372	204	133	136	**	100	**	108	253	1346	1599
	79%	79%	83%	76%	76%	84%	**	81%	**	82%	77%	80%	79%
Not sure	154	31	33	24	14	15	**	10	**	5	32	122	154
	8%	7%	7%	9%	8%	9%	**	8%	**	4%	10%	7%	8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	1996	174	736	711	1621	372	143	513	748	732	996	972	586	569	371	450
Effective Weighted Sample	1684	136	603	626	1349	338	130	402	634	658	852	810	504	472	313	381
Total	2013	205	763	686	1653	357	142	526	782	702	1026	964	568	567	402	454
Yes	260	52	115	70	238	22	8	103	99	57	133	121	70	78	67	40
	13%	25%	15%	10%	14%	6%	6%	20%	13%	8%	13%	13%	12%	14%	17%	9%
		bcdef	cef		cef			bc	c						d	
No	1599	128	579	570	1277	320	127	370	621	606	819	765	463	446	300	377
	79%	62%	76%	83%	77%	90%	89%	70%	79%	86%	80%	79%	82%	79%	75%	83%
		a	a	abd	a	abcd	abd		a	ab						c
Not sure	154	25	68	46	139	15	7	53	62	38	74	78	35	43	35	37
	8%	12%	9%	7%	8%	4%	5%	10%	8%	5%	7%	8%	6%	8%	9%	8%
		e	e		e			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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	1996	1651	187	90	68	231	646	664	632	1048	1415	321	1016	519	140
Effective Weighted Sample	1684	1392	160	76	58	191	555	560	528	890	1185	271	852	440	122
Total	2013	1652	192	89	80	233	676	660	633	1061	1398	328	1028	518	138
Yes	260	216	18	**	**	37	78	104	119	111	177	43	152	58	6
	13%	13%	9%	**	**	16%	11%	16%	19%	10%	13%	13%	15%	11%	4%
									b				c		
No	1599	1311	157	**	**	178	556	526	458	890	1114	253	812	429	105
	79%	79%	82%	**	**	77%	82%	80%	72%	84%	80%	77%	79%	83%	76%
									a						
Not sure	154	125	17	**	**	18	42	30	56	60	107	32	64	31	27
	8%	8%	9%	**	**	8%	6%	5%	9%	6%	8%	10%	6%	6%	20%
															ab

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	1996	1995	488	533	170	80	604	120
Effective Weighted Sample	1684	1683	412	447	140	71	513	102
Total	2013	2012	507	521	171	80	605	128
Yes	260 13%	260 13%	178 35%	59 11%	8 5%	** **	11 2%	3 3%
		dfg	acdfg	fg				
No	1599 79%	1598 79%	287 57%	423 81%	149 87%	** **	547 90%	117 92%
		b		b	b		abc	abc
Not sure	154 8%	154 8%	42 8%	39 7%	14 8%	** **	47 8%	7 6%

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Up to 6 months	192	175	16	178	14	171	21	171	41	42	**	24	83
	8%	9%	5%	8%	7%	12%	2%	48%	8%	8%	**	6%	10%
						b		ab					
7 to 12 months	202	187	14	189	13	182	20	182	37	43	**	12	103
	9%	9%	4%	9%	6%	13%	2%	52%	7%	8%	**	3%	12%
		b				b		ab		d			ad
13 to 18 months	191	168	24	179	13	163	28	-	28	32	**	25	102
	8%	8%	7%	8%	6%	11%	3%	-%	5%	6%	**	7%	12%
						bc	c				**		abd
1.5 years to 2 years	167	139	28	150	17	129	38	-	27	29	**	28	75
	7%	7%	8%	7%	9%	9%	4%	-%	5%	5%	**	8%	9%
						bc	c				**		a
More than 2 years, up to 3 years	195	160	34	177	18	153	42	-	41	45	**	32	64
	8%	8%	10%	8%	9%	11%	4%	-%	8%	8%	**	9%	8%
						bc	c				**		
More than 3 years, up to 5 years	310	253	57	273	37	210	100	-	73	61	**	54	107
	13%	12%	17%	13%	19%	15%	11%	-%	13%	11%	**	15%	13%
						bc	c				**		
More than 5 years, up to 10 years	446	364	82	402	45	246	201	-	116	109	**	87	122
	19%	18%	25%	19%	22%	17%	21%	-%	21%	20%	**	24%	15%
			a			c	c		e		**	e	
More than 10 years	597	523	73	555	42	143	453	-	166	176	**	98	145
	25%	26%	22%	26%	21%	10%	48%	-%	31%	32%	**	27%	17%
						c	ac		e	e	**	e	
Don't know/ can't remember	65	59	6	62	3	29	35	-	13	17	**	8	26
	3%	3%	2%	3%	1%	2%	4%	-%	2%	3%	**	2%	3%
						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.

**Q29B. How long has (PROVIDER) been providing your mobile phone service?**

Base : Those responsible for the household's mobile service

	Total	MOBILE NETWORK									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Up to 6 months	192	22	58	6	17	17	**	16	**	13	28	164	192
	8%	5%	11%	2%	9%	9%	**	11%	**	8%	7%	8%	8%
			ac		c	c		ac		c			
7 to 12 months	202	38	41	16	14	10	**	5	**	17	53	148	202
	9%	8%	8%	5%	7%	5%	**	3%	**	11%	13%	8%	9%
											bc		
13 to 18 months	191	29	39	15	20	7	**	13	**	11	52	139	191
	8%	6%	7%	5%	10%	4%	**	9%	**	7%	13%	7%	8%
											bc		
1.5 years to 2 years	167	31	36	16	13	5	**	11	**	18	19	148	167
	7%	7%	7%	5%	7%	3%	**	8%	**	11%	5%	8%	7%
										e			
More than 2 years, up to 3 years	195	20	35	25	21	8	**	20	**	25	31	164	195
	8%	4%	7%	9%	11%	4%	**	14%	**	16%	8%	8%	8%
					a			abe		abe			
More than 3 years, up to 5 years	310	51	51	37	26	33	**	22	**	35	35	275	310
	13%	11%	10%	13%	13%	18%	**	15%	**	22%	9%	14%	13%
						b				ab		a	
More than 5 years, up to 10 years	446	114	68	45	39	61	**	37	**	31	75	372	446
	19%	24%	13%	15%	19%	34%	**	26%	**	19%	19%	19%	19%
		bc				bcdi		bc					
More than 10 years	597	155	179	124	50	31	**	16	**	9	93	504	597
	25%	33%	34%	43%	25%	17%	**	11%	**	6%	23%	26%	25%
		egi	egi	adegi	gi	i							
Don't know/ can't remember	65	12	19	8	3	9	**	3	**	3	15	50	65
	3%	3%	4%	3%	1%	5%	**	2%	**	2%	4%	3%	3%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c



Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526	
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443	
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525	
Up to 6 months	192	40	61	67	168	24	8	76	58	57	96	92	48	67	36	38	
	8%	14%	7%	8%	9%	6%	5%	11%	7%	7%	8%	8%	7%	10%	7%	7%	
		bcdef						bc									
7 to 12 months	202	40	77	59	176	26	9	78	65	58	118	80	51	52	51	49	
	9%	14%	9%	7%	9%	7%	6%	12%	7%	7%	10%	7%	8%	8%	11%	9%	
		bcdef						bc									
13 to 18 months	191	36	92	42	170	21	8	81	72	38	95	91	37	56	53	45	
	8%	13%	10%	5%	9%	5%	5%	12%	8%	5%	8%	8%	6%	8%	11%	9%	
		ce		ce		c		bc		c				a			
1.5 years to 2 years	167	31	85	31	147	20	6	71	63	34	89	77	44	49	32	41	
	7%	11%	10%	4%	7%	5%	4%	11%	7%	4%	7%	7%	7%	7%	7%	8%	
		ce		ce		c		c									
More than 2 years, up to 3 years	195	20	81	69	170	25	10	58	77	60	111	83	61	50	40	43	
	8%	7%	9%	9%	9%	6%	7%	9%	9%	8%	9%	7%	9%	7%	8%	8%	
More than 3 years, up to 5 years	310	40	110	110	260	50	21	96	105	109	146	156	91	78	67	73	
	13%	15%	12%	14%	13%	13%	14%	14%	12%	14%	12%	14%	14%	12%	14%	14%	
More than 5 years, up to 10 years	446	34	157	147	339	106	48	106	153	186	230	214	133	125	78	104	
	19%	12%	18%	18%	17%	27%	32%	16%	17%	23%	19%	19%	20%	18%	16%	20%	
						abcd		abcd		ab							
More than 10 years	597	18	211	252	481	115	38	74	287	235	303	291	181	182	109	120	
	25%	7%	24%	32%	24%	29%	25%	11%	32%	29%	25%	26%	28%	27%	23%	23%	
		a		abd		a		a		a		a		a			
Don't know/ can't remember	65	17	17	20	54	10	4	27	18	19	32	31	11	20	17	12	
	3%	6%	2%	3%	3%	3%	3%	4%	2%	2%	3%	3%	2%	3%	3%	2%	
		bcd															

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 133**

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

**Q29B. How long has (PROVIDER) been providing your mobile phone service?**

Base : Those responsible for the household's mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Up to 6 months	192	153	16	20	**	24	59	55	67	96	149	28	116	34	14
	8%	8%	7%	17%	**	9%	7%	7%	9%	8%	9%	7%	9%	6%	9%
				ab											
7 to 12 months	202	164	19	12	**	30	81	55	83	72	138	53	118	26	4
	9%	8%	9%	10%	**	11%	10%	7%	11%	6%	8%	13%	10%	4%	3%
									b			a	bc		
13 to 18 months	191	156	12	12	**	40	65	46	73	77	123	52	94	36	9
	8%	8%	5%	10%	**	14%	8%	6%	10%	6%	7%	13%	8%	6%	6%
						bc			b			a			
1.5 years to 2 years	167	140	19	4	**	21	44	55	47	83	123	19	101	37	11
	7%	7%	8%	4%	**	8%	5%	7%	6%	7%	7%	5%	8%	6%	7%
More than 2 years, up to 3 years	195	169	12	7	**	25	55	72	56	105	132	31	90	63	11
	8%	9%	6%	6%	**	9%	7%	10%	7%	9%	8%	8%	7%	11%	8%
														a	
More than 3 years, up to 5 years	310	255	22	20	**	28	126	97	106	163	220	35	179	72	23
	13%	13%	10%	17%	**	10%	16%	13%	14%	13%	13%	9%	14%	13%	15%
More than 5 years, up to 10 years	446	366	51	15	**	43	161	143	146	236	292	75	213	130	29
	19%	19%	23%	12%	**	16%	20%	19%	19%	19%	18%	19%	17%	23%	19%
														a	
More than 10 years	597	481	62	26	**	59	203	223	169	354	433	93	302	166	35
	25%	25%	28%	22%	**	21%	25%	29%	22%	29%	26%	23%	24%	29%	23%
								a		a					
Don't know/ can't remember	65	55	8	2	**	10	11	13	18	26	44	15	27	9	13
	3%	3%	4%	2%	**	3%	1%	2%	2%	2%	3%	4%	2%	2%	9%
															ab

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

**Q29B. How long has (PROVIDER) been providing your mobile phone service?**

Base : Those responsible for the household's mobile service

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Up to 6 months	192 8%	192 8%	174 20%	5 1%	13 8%	** **	- -%	- -%
		cfg	acdfg		cfg			
7 to 12 months	202 9%	202 9%	189 22%	7 1%	6 3%	** **	- -%	- -%
		cfg	acdfg	f	f			
13 to 18 months	191 8%	191 8%	83 10%	40 8%	69 40%	** **	- -%	- -%
		fg	fg	fg	abcfg			
1.5 years to 2 years	167 7%	167 7%	58 7%	36 7%	72 42%	** **	- -%	- -%
		fg	fg	fg	abcfg			
More than 2 years, up to 3 years	195 8%	195 8%	71 8%	40 8%	- -%	** **	63 10%	12 9%
		d	d	d			d	d
More than 3 years, up to 5 years	310 13%	310 13%	84 10%	107 20%	2 1%	** **	91 15%	16 13%
		d	d	abd			bd	d
More than 5 years, up to 10 years	446 19%	446 19%	98 11%	106 20%	1 1%	** **	187 31%	40 31%
		bd	d	bd			abcd	abd
More than 10 years	597 25%	597 25%	98 11%	164 31%	5 3%	** **	236 39%	54 42%
		bd	d	abd			abcd	abd
Don't know/ can't remember	65 3%	65 3%	4 1%	16 3%	3 1%	** **	29 5%	6 5%
		b		b			b	b

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

Any break column with 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	269	219	50	235	34	182	87	-	51	34	23	46	118
Effective Weighted Sample	229	185	45	199	31	155	74	-	49	33	22	38	95
Total	290	226	64	245	45	201	88	-	50	53	32	50	108
This is my first contract with them	77	64	**	67	**	56	**	**	**	**	**	**	28
	27%	28%	**	28%	**	28%	**	**	**	**	**	**	26%
I have renewed my contract with them	200	152	**	165	**	137	**	**	**	**	**	**	75
	69%	67%	**	67%	**	68%	**	**	**	**	**	**	70%
Not sure	13	10	**	13	**	9	**	**	**	**	**	**	5
	4%	4%	**	5%	**	4%	**	**	**	**	**	**	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.

**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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~a	b	c
Unweighted total	269	52	63	39	27	20	4	4	7	45	-	269	269
Effective Weighted Sample	229	45	54	34	22	18	3	3	6	39	-	229	229
Total	290	56	62	41	30	20	4	4	9	54	-	290	290
This is my first contract with them	77	**	**	**	**	**	**	**	**	**	**	77	77
	27%	**	**	**	**	**	**	**	**	**	**	27%	27%
I have renewed my contract with them	200	**	**	**	**	**	**	**	**	**	**	200	200
	69%	**	**	**	**	**	**	**	**	**	**	69%	69%
Not sure	13	**	**	**	**	**	**	**	**	**	**	13	13
	4%	**	**	**	**	**	**	**	**	**	**	4%	4%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	269	43	132	76	251	18	5	110	102	57	114	148	73	74	57	64
Effective Weighted Sample	229	33	111	70	213	17	5	86	91	53	100	123	65	61	50	52
Total	290	45	146	81	272	17	6	115	116	59	127	158	79	75	66	69
This is my first contract with them	77	**	34	**	73	**	**	26	36	**	38	36	**	**	**	**
	27%	**	23%	**	27%	**	**	23%	31%	**	30%	23%	**	**	**	**
I have renewed my contract with them	200	**	107	**	188	**	**	84	76	**	82	116	**	**	**	**
	69%	**	73%	**	69%	**	**	73%	66%	**	65%	73%	**	**	**	**
Not sure	13	**	5	**	11	**	**	5	4	**	7	6	**	**	**	**
	4%	**	3%	**	4%	**	**	4%	3%	**	5%	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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b	a	~b	~c
Unweighted total	269	219	22	15	13	34	90	81	94	127	219	-	198	47	24
Effective Weighted Sample	229	185	19	13	12	30	78	69	77	110	185	-	167	40	22
Total	290	234	24	17	15	34	101	87	96	142	226	-	214	50	25
This is my first contract with them	77	64	**	**	**	**	**	**	**	39	64	**	50	**	**
	27%	27%	**	**	**	**	**	**	**	27%	28%	**	23%	**	**
I have renewed my contract with them	200	159	**	**	**	**	**	**	**	98	152	**	157	**	**
	69%	68%	**	**	**	**	**	**	**	69%	67%	**	73%	**	**
Not sure	13	10	**	**	**	**	**	**	**	5	10	**	7	**	**
	4%	4%	**	**	**	**	**	**	**	4%	4%	**	3%	**	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	269	269	104	77	23	11	48	6
Effective Weighted Sample	229	229	91	65	19	10	40	5
Total	290	290	115	83	24	11	51	6
This is my first contract with them	77 27%	77 27%	35 30%	**	**	**	**	**
I have renewed my contract with them	200 69%	200 69%	79 69%	**	**	**	**	**
Not sure	13 4%	13 4%	2 1%	**	**	**	**	**

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



Any break column with 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 a	SIMPLE BUNDLE ~b	STAND-ALONE a	REGARD BUNDLE ~b	EVER a	NEVER ~b	LAST 12 M'S c	DUAL ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE e
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	368	339	29	343	25	368	-	368	83	50	7	41	188
Effective Weighted Sample	300	277	23	281	19	300	-	300	79	47	7	31	150
Total	352	323	29	327	26	352	-	352	73	78	8	34	161
Keep the same phone number	315	290	**	292	**	315	**	315	**	**	**	**	138
	89%	90%	**	89%	**	89%	**	89%	**	**	**	**	86%
Change phone number	38	34	**	35	**	38	**	38	**	**	**	**	23
	11%	10%	**	11%	**	11%	**	11%	**	**	**	**	14%

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	368	61	83	23	27	24	7	21	9	26	70	298	368
Effective Weighted Sample	300	51	68	19	22	19	6	17	9	21	58	242	300
Total	352	55	81	22	28	21	5	19	9	29	73	279	352
Keep the same phone number	315	**	**	**	**	**	**	**	**	**	**	249	315
	89%	**	**	**	**	**	**	**	**	**	**	89%	89%
Change phone number	38	**	**	**	**	**	**	**	**	**	**	31	38
	11%	**	**	**	**	**	**	**	**	**	**	11%	11%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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	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	368	58	147	118	323	45	13	138	124	106	199	160	99	111	80	76
Effective Weighted Sample	300	47	116	103	261	40	11	106	104	93	168	125	84	87	66	63
Total	352	73	128	111	311	41	11	140	116	96	195	151	89	110	80	71
Keep the same phone number	315	**	114	98	275	**	**	125	101	88	177	131	**	103	**	**
	89%	**	89%	88%	88%	**	**	89%	87%	92%	91%	87%	**	93%	**	**
Change phone number	38	**	14	13	36	**	**	15	15	8	18	20	**	8	**	**
	11%	**	11%	12%	12%	**	**	11%	13%	8%	9%	13%	**	7%	**	**

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.

**Q32A. When you switched your mobile provider, did you...?**

Base : Those who have changed supplier in the last twelve months

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted total	368	297	30	29	12	44	136	109	130	167	274	70	226	58	14
Effective Weighted Sample	300	241	25	24	11	34	113	91	107	139	224	58	185	46	11
Total	352	287	27	29	9	47	129	100	132	153	256	73	212	55	12
Keep the same phone number	315	256	**	**	**	**	117	93	110	141	227	**	194	**	**
	89%	89%	**	**	**	**	91%	94%	84%	92%	89%	**	91%	**	**
Change phone number	38	30	**	**	**	**	12	6	21	11	28	**	18	**	**
	11%	11%	**	**	**	**	9%	6%	16%	8%	11%	**	9%	**	**

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

**Q32A. When you switched your mobile provider, did you...?**

Base : Those who have changed supplier in the last twelve months

	Total	MOBILE PHONE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	368	368	368	-	-	-	-	-
Effective Weighted Sample	300	300	300	-	-	-	-	-
Total	352	352	352	-	-	-	-	-
Keep the same phone number	315	315	315	**	**	**	**	**
	89%	89%	89%	**	**	**	**	**
Change phone number	38	38	38	**	**	**	**	**
	11%	11%	11%	**	**	**	**	**

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

Any break column with 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	37	34	3	35	2	37	-	37	8	2	1	2	24
Effective Weighted Sample	31	29	3	29	2	31	-	31	8	2	1	2	19
Total	38	34	4	35	3	38	-	38	8	3	1	3	23
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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO ~b	
Significance Level: 99%													
Unweighted total	37	6	8	3	5	1	-	2	1	3	8	29	37
Effective Weighted Sample	31	6	6	3	5	1	-	2	1	3	7	25	31
Total	38	8	8	3	4	1	-	3	1	3	7	31	38
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	37	8	15	13	36	1	-	14	15	8	20	17	6	6	12	11
Effective Weighted Sample	31	6	13	12	31	1	-	12	12	8	18	15	5	5	11	9
Total	38	10	14	13	36	1	-	15	15	8	18	20	5	8	13	9
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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.

**Q32B. And did you REQUEST a code from your previous provider?**

Base : Those who changed their mobile number

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted total	37	29	4	3	1	8	13	6	20	13	27	8	19	5	5
Effective Weighted Sample	31	24	4	3	1	6	12	6	17	11	23	7	17	4	4
Total	38	30	3	3	1	8	12	6	21	11	28	7	18	7	6
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**Q32B. And did you REQUEST a code from your previous provider?**

Base : Those who changed their mobile number

	Total	MOBILE PHONE ENGAGEMENT INDEX						
		TOTAL ~a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	37	37	37	-	-	-	-	-
Effective Weighted Sample	31	31	31	-	-	-	-	-
Total	38	38	38	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

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

Any break column with 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 ~a	SIMPLE BUNDLE ~b	STAND-ALONE ~a	REGARD BUNDLE ~b	EVER ~a	NEVER ~b	LAST 12 M'S ~c	DUAL ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE ~e
Significance Level: 99%													
Unweighted total	14	14	-	14	-	14	-	14	1	1	-	-	12
Effective Weighted Sample	12	12	-	12	-	12	-	12	1	1	-	-	10
Total	14	14	-	14	-	14	-	14	1	1	-	-	12
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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO ~b	
Significance Level: 99%													
Unweighted total	14	1	5	1	2	-	-	1	-	1	1	13	14
Effective Weighted Sample	12	1	4	1	2	-	-	1	-	1	1	11	12
Total	14	1	5	1	2	-	-	1	-	1	1	13	14
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

Any break column with 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						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	14	6	5	2	13	1	-	9	4	1	4	10	3	2	4	5
Effective Weighted Sample	12	5	5	2	11	1	-	7	4	1	4	8	3	2	4	4
Total	14	7	4	1	13	1	-	10	3	1	4	11	3	4	4	4
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 - 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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS			
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d	MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	CONTRACT STANDALONE ~a	PREPAY ~b	IN ~a	OUT ~b	UNSURE ~c	
Significance Level: 99%																
Unweighted total	14	13	-	-	1	4	3	4	10	3	13	1	10	2	1	
Effective Weighted Sample	12	11	-	-	1	3	3	4	8	3	11	1	9	2	1	
Total	14	13	-	-	1	4	3	5	11	2	13	1	10	3	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 - a,b,c - 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.

**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 PHONE ENGAGEMENT INDEX						
		TOTAL ~a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	14	14	14	-	-	-	-	-
Effective Weighted Sample	12	12	12	-	-	-	-	-
Total	14	14	14	-	-	-	-	-
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

Any break column with 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 ~a	SIMPLE BUNDLE ~b	STAND-ALONE ~a	REGARD BUNDLE ~b	EVER ~a	NEVER ~b	LAST 12 M'S ~c	DUAL ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE ~e
Significance Level: 99%													
Unweighted total	6	6	-	6	-	6	-	6	-	1	-	-	5
Effective Weighted Sample	5	5	-	5	-	5	-	5	-	1	-	-	4
Total	7	7	-	7	-	7	-	7	-	1	-	-	6
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO ~b	
Significance Level: 99%													
Unweighted total	6	1	2	-	1	-	-	-	-	1	-	6	6
Effective Weighted Sample	5	1	2	-	1	-	-	-	-	1	-	5	5
Total	7	1	3	-	1	-	-	-	-	1	-	7	7
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	6	2	2	1	5	1	-	4	1	1	2	4	-	2	2	2
Effective Weighted Sample	5	2	2	1	4	1	-	3	1	1	2	4	-	2	2	2
Total	7	3	2	1	6	1	-	5	1	1	2	6	-	4	2	2
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted total	6	5	-	-	1	3	2	-	6	-	6	-	4	1	1
Effective Weighted Sample	5	4	-	-	1	2	2	-	5	-	5	-	4	1	1
Total	7	6	-	-	1	4	2	-	7	-	7	-	4	2	1
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL ~a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	6	6	6	-	-	-	-	-
Effective Weighted Sample	5	5	5	-	-	-	-	-
Total	7	7	7	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

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

Any break column with 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 ~a	SIMPLE BUNDLE ~b	STAND-ALONE ~a	REGARD BUNDLE ~b	EVER ~a	NEVER ~b	LAST 12 M'S ~c	DUAL ~a	TRIPLE ~b	QUAD ~c	OTHER ~d	NONE ~e
Significance Level: 99%													
Unweighted total	6	6	-	6	-	6	-	6	-	1	-	-	5
Effective Weighted Sample	5	5	-	5	-	5	-	5	-	1	-	-	4
Total	7	7	-	7	-	7	-	7	-	1	-	-	6
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO ~b	
Significance Level: 99%													
Unweighted total	6	1	2	-	1	-	-	-	-	1	-	6	6
Effective Weighted Sample	5	1	2	-	1	-	-	-	-	1	-	5	5
Total	7	1	3	-	1	-	-	-	-	1	-	7	7
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	6	2	2	1	5	1	-	4	1	1	2	4	-	2	2	2
Effective Weighted Sample	5	2	2	1	4	1	-	3	1	1	2	4	-	2	2	2
Total	7	3	2	1	6	1	-	5	1	1	2	6	-	4	2	2
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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.

**Q32E. How did you request the Service Termination Code (STAC)?**

Base : Those who changed their mobile number but requested a STAC code

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND ~a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d	MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	CONTRACT STANDALONE ~a	PREPAY ~b	IN ~a	OUT ~b	UNSURE ~c
Significance Level: 99%															
Unweighted total	6	5	-	-	1	3	2	-	6	-	6	-	4	1	1
Effective Weighted Sample	5	4	-	-	1	2	2	-	5	-	5	-	4	1	1
Total	7	6	-	-	1	4	2	-	7	-	7	-	4	2	1
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**Q32E. How did you request the Service Termination Code (STAC)?**

Base : Those who changed their mobile number but requested a STAC code

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL ~a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	6	6	6	-	-	-	-	-
Effective Weighted Sample	5	5	5	-	-	-	-	-
Total	7	7	7	-	-	-	-	-
By text	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

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

Any break column with 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	340	314	26	317	23	340	-	340	76	49	6	39	171
Effective Weighted Sample	276	257	20	259	17	276	-	276	72	46	6	29	137
Total	324	298	25	301	23	324	-	324	67	76	7	31	144
By text	152	142	**	143	**	152	**	152	**	**	**	**	67
	47%	48%	**	48%	**	47%	**	47%	**	**	**	**	46%
By phone	75	67	**	67	**	75	**	75	**	**	**	**	40
	23%	22%	**	22%	**	23%	**	23%	**	**	**	**	28%
Through an online account	69	62	**	63	**	69	**	69	**	**	**	**	34
	21%	21%	**	21%	**	21%	**	21%	**	**	**	**	24%
In store	17	15	**	15	**	17	**	17	**	**	**	**	7
	5%	5%	**	5%	**	5%	**	5%	**	**	**	**	5%
Some other way	17	17	**	17	**	17	**	17	**	**	**	**	6
	5%	6%	**	6%	**	5%	**	5%	**	**	**	**	4%
Don't know	25	23	**	23	**	25	**	25	**	**	**	**	9
	8%	8%	**	8%	**	8%	**	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.

**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									MOBILE TARIFF		TOTAL
		EE ~a	O2 ~b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	340	55	77	21	24	23	7	20	8	23	63	277	340
Effective Weighted Sample	276	46	64	17	20	18	6	16	8	19	52	225	276
Total	324	48	75	20	26	20	5	17	7	26	67	256	324
By text	152 47%	**	**	**	**	**	**	**	**	**	**	124 48%	152 47%
By phone	75 23%	**	**	**	**	**	**	**	**	**	**	51 20%	75 23%
Through an online account	69 21%	**	**	**	**	**	**	**	**	**	**	53 21%	69 21%
In store	17 5%	**	**	**	**	**	**	**	**	**	**	12 5%	17 5%
Some other way	17 5%	**	**	**	**	**	**	**	**	**	**	17 7%	17 5%
Don't know	25 8%	**	**	**	**	**	**	**	**	**	**	21 8%	25 8%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

Any break column with 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						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	340	54	136	105	295	45	13	130	111	99	181	150	96	106	70	68
Effective Weighted Sample	276	44	108	92	237	40	11	100	94	86	152	117	81	83	57	56
Total	324	67	117	98	282	41	11	131	103	89	179	138	87	104	68	65
By text	152	**	56	53	142	**	**	61	58	**	93	57	**	51	**	**
	47%	**	48%	54%	50%	**	**	46%	57%	**	52%	42%	**	49%	**	**
By phone	75	**	30	16	69	**	**	41	17	**	32	42	**	16	**	**
	23%	**	25%	17%	24%	**	**	31%	16%	**	18%	30%	**	15%	**	**
								b				a				
Through an online account	69	**	30	13	61	**	**	35	21	**	40	28	**	22	**	**
	21%	**	26%	14%	22%	**	**	27%	21%	**	22%	20%	**	21%	**	**
In store	17	**	8	4	14	**	**	5	7	**	8	9	**	5	**	**
	5%	**	7%	4%	5%	**	**	4%	7%	**	4%	6%	**	5%	**	**
Some other way	17	**	2	4	7	**	**	2	1	**	10	7	**	9	**	**
	5%	**	2%	4%	3%	**	**	2%	1%	**	5%	5%	**	9%	**	**
Don't know	25	**	9	11	21	**	**	7	8	**	15	9	**	10	**	**
	8%	**	7%	11%	8%	**	**	5%	7%	**	8%	6%	**	10%	**	**

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.

**Q32F. How did you request the Port Authorisation Code (PAC)?**

Base : Those who kept their mobile number or requested a PAC code

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted total	340	277	26	26	11	37	124	107	115	157	255	63	214	54	9
Effective Weighted Sample	276	225	21	21	10	29	102	89	94	130	209	52	175	43	8
Total	324	265	24	26	8	40	118	98	116	143	235	67	201	49	7
By text	152	124	**	**	**	**	54	51	52	70	115	**	98	**	**
	47%	47%	**	**	**	**	46%	52%	45%	49%	49%	**	49%	**	**
By phone	75	62	**	**	**	**	26	17	35	28	43	**	45	**	**
	23%	23%	**	**	**	**	22%	17%	30%	19%	18%	**	22%	**	**
Through an online account	69	56	**	**	**	**	26	19	28	26	49	**	42	**	**
	21%	21%	**	**	**	**	22%	20%	24%	18%	21%	**	21%	**	**
In store	17	13	**	**	**	**	8	4	5	5	11	**	10	**	**
	5%	5%	**	**	**	**	6%	4%	5%	4%	5%	**	5%	**	**
Some other way	17	15	**	**	**	**	4	6	7	11	17	**	11	**	**
	5%	6%	**	**	**	**	4%	7%	6%	7%	7%	**	5%	**	**
Don't know	25	20	**	**	**	**	11	7	6	11	19	**	13	**	**
	8%	8%	**	**	**	**	9%	8%	5%	8%	8%	**	7%	**	**

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

**Q32F. How did you request the Port Authorisation Code (PAC)?**

Base : Those who kept their mobile number or requested a PAC code

	Total	MOBILE PHONE ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	340	340	340	-	-	-	-	-
Effective Weighted Sample	276	276	276	-	-	-	-	-
Total	324	324	324	-	-	-	-	-
By text	152 47%	152 47%	152 47%	**	**	**	**	**
By phone	75 23%	75 23%	75 23%	**	**	**	**	**
Through an online account	69 21%	69 21%	69 21%	**	**	**	**	**
In store	17 5%	17 5%	17 5%	**	**	**	**	**
Some other way	17 5%	17 5%	17 5%	**	**	**	**	**
Don't know	25 8%	25 8%	25 8%	**	**	**	**	**

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

Any break column with 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	1005	772	233	830	175	576	429	133	203	143	57	245	365
Effective Weighted Sample	844	643	202	692	153	482	362	107	192	139	55	202	288
Total	1043	782	261	841	202	602	441	126	189	223	74	245	321
Yes	480	361	119	385	95	300	180	75	76	98	**	118	164
	46%	46%	46%	46%	47%	50%	41%	59%	40%	44%	**	48%	51%
						b		b					
No	563	421	142	456	106	302	261	51	113	126	**	126	158
	54%	54%	54%	54%	53%	50%	59%	41%	60%	56%	**	52%	49%
							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.

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									MOBILE TARIFF		TOTAL
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG	CNTRCT /SIMO	
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~h	i	~a	b	c
Unweighted total	1005	235	225	136	80	88	29	13	37	114	13	992	1005
Effective Weighted Sample	844	193	188	117	67	74	25	10	33	99	12	833	844
Total	1043	239	228	143	82	83	29	11	42	130	13	1030	1043
Yes	480	98	110	60	**	**	**	**	**	58	**	473	480
	46%	41%	48%	42%	**	**	**	**	**	45%	**	46%	46%
No	563	141	118	83	**	**	**	**	**	72	**	557	563
	54%	59%	52%	58%	**	**	**	**	**	55%	**	54%	54%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c



Any break column with 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	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	1005	103	436	336	875	128	45	294	414	295	455	536	289	283	206	215
Effective Weighted Sample	844	81	355	299	726	118	42	231	349	267	390	443	250	232	176	176
Total	1043	124	457	329	910	131	50	311	437	293	490	540	294	299	223	214
Yes	480	74	219	141	434	46	**	169	198	114	242	233	152	139	112	74
	46%	60%	48%	43%	48%	35%	**	54%	45%	39%	49%	43%	52%	47%	50%	35%
		ce		e				c					d	d	d	
No	563	50	238	187	476	85	**	142	239	180	249	307	142	160	111	140
	54%	40%	52%	57%	52%	65%	**	46%	55%	61%	51%	57%	48%	53%	50%	65%
				a		ad				a						abc

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 mobile phone network

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE) CONTRACT		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	a	b	c	a	b	a	~b	a	b	~c
Unweighted total	1005	819	86	65	35	121	337	331	344	490	772	13	718	189	85
Effective Weighted Sample	844	685	74	55	30	99	285	277	285	418	643	12	599	160	74
Total	1043	844	95	65	39	122	360	337	354	511	782	13	741	203	86
Yes	480	393	**	**	**	58	156	161	179	234	361	**	356	89	**
	46%	47%	**	**	**	47%	43%	48%	51%	46%	46%	**	48%	44%	**
No	563	451	**	**	**	64	205	176	175	277	421	**	385	115	**
	54%	53%	**	**	**	53%	57%	52%	49%	54%	54%	**	52%	56%	**

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

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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1005	1005	391	246	67	33	233	35
Effective Weighted Sample	844	844	324	209	54	29	197	31
Total	1043	1043	406	256	69	34	238	40
Yes	480	480	233	122	**	**	75	**
	46%	46%	57%	48%	**	**	32%	**
		f	af	f				
No	563	563	173	134	**	**	163	**
	54%	54%	43%	52%	**	**	68%	**
		b					abc	

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

Any break column with 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	466	355	111	380	86	289	177	75	82	63	24	119	183
Effective Weighted Sample	390	297	94	318	73	242	148	60	78	61	23	97	146
Total	480	361	119	385	95	300	180	75	76	98	30	118	164
Looked into deals with my existing provider at that time	164	116	48	125	**	104	60	**	**	**	**	52	42
	34%	32%	40%	33%	**	35%	33%	**	**	**	**	44%	26%
												e	
Signed up for a contract with my existing provider at that time	99	68	30	76	**	59	39	**	**	**	**	28	30
	21%	19%	25%	20%	**	20%	22%	**	**	**	**	23%	18%
Contacted my existing provider at that time	96	63	33	66	**	65	31	**	**	**	**	29	30
	20%	17%	27%	17%	**	22%	17%	**	**	**	**	24%	18%
Looked into deals with alternative provider/s	91	65	26	70	**	63	28	**	**	**	**	31	31
	19%	18%	22%	18%	**	21%	15%	**	**	**	**	26%	19%
Contacted alternative provider/s	39	28	11	30	**	32	7	**	**	**	**	11	18
	8%	8%	9%	8%	**	11%	4%	**	**	**	**	9%	11%
						b							
Signed up for a contract with an alternative provider	29	18	11	18	**	22	7	**	**	**	**	11	14
	6%	5%	9%	5%	**	7%	4%	**	**	**	**	9%	9%
Something else	5	5	1	5	**	4	2	**	**	**	**	1	1
	1%	1%	1%	1%	**	1%	1%	**	**	**	**	1%	1%
I did not take any action	155	122	33	131	**	85	69	**	**	**	**	29	40
	32%	34%	27%	34%	**	28%	38%	**	**	**	**	25%	24%
Can't remember	32	25	6	27	**	17	15	**	**	**	**	5	16
	7%	7%	5%	7%	**	6%	8%	**	**	**	**	5%	10%

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

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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	MOBILE NETWORK									MOBILE TARIFF		TOTAL
		EE ~a	O2 b	VODA- FONE ~c	3 ~d	TESCO ~e	VIRGIN MOBILE ~f	GIFF- GAFF ~g	BT ~h	SKY ~i	PAYG ~a	CNTRCT /SIMO b	
Significance Level: 99%													
Unweighted total	466	98	107	59	41	40	20	7	19	53	9	457	466
Effective Weighted Sample	390	80	91	51	35	33	17	5	17	46	8	383	390
Total	480	98	110	60	43	40	18	7	20	58	8	473	480
Looked into deals with my existing provider at that time	164 34%	** **	38 34%	** **	** **	** **	** **	** **	** **	** **	** **	162 34%	164 34%
Signed up for a contract with my existing provider at that time	99 21%	** **	19 17%	** **	** **	** **	** **	** **	** **	** **	** **	96 20%	99 21%
Contacted my existing provider at that time	96 20%	** **	14 13%	** **	** **	** **	** **	** **	** **	** **	** **	94 20%	96 20%
Looked into deals with alternative provider/s	91 19%	** **	16 14%	** **	** **	** **	** **	** **	** **	** **	** **	87 18%	91 19%
Contacted alternative provider/s	39 8%	** **	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	37 8%	39 8%
Signed up for a contract with an alternative provider	29 6%	** **	7 6%	** **	** **	** **	** **	** **	** **	** **	** **	26 6%	29 6%
Something else	5 1%	** **	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	5 1%	5 1%
I did not take any action	155 32%	** **	46 41%	** **	** **	** **	** **	** **	** **	** **	** **	153 32%	155 32%
Can't remember	32 7%	** **	7 7%	** **	** **	** **	** **	** **	** **	** **	** **	32 7%	32 7%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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						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	466	59	217	143	419	47	17	158	190	118	225	235	146	131	106	81
Effective Weighted Sample	390	48	176	128	348	44	16	126	160	108	192	194	128	103	92	67
Total	480	74	219	141	434	46	18	169	198	114	242	233	152	139	112	74
Looked into deals with my existing provider at that time	164 34%	** **	90 41%	41 29%	151 35%	** **	** **	55 33%	72 36%	36 32%	77 32%	84 36%	53 35%	54 39%	38 34%	** **
Signed up for a contract with my existing provider at that time	99 21%	** **	48 22%	24 17%	84 19%	** **	** **	32 19%	39 19%	28 25%	55 23%	43 18%	32 21%	36 26%	17 15%	** **
Contacted my existing provider at that time	96 20%	** **	48 22%	22 16%	85 20%	** **	** **	42 25%	31 16%	23 20%	51 21%	43 18%	37 24%	28 20%	20 18%	** **
Looked into deals with alternative provider/s	91 19%	** **	50 23%	21 15%	87 20%	** **	** **	37 22%	38 19%	16 14%	51 21%	39 17%	38 25%	31 22%	18 16%	** **
Contacted alternative provider/s	39 8%	** **	25 11%	5 3%	39 9%	** **	** **	21 12%	17 9%	1 1%	21 9%	18 8%	8 5%	15 11%	11 10%	** **
Signed up for a contract with an alternative provider	29 6%	** **	10 4%	3 2%	28 6%	** **	** **	21 13%	5 2%	3 3%	11 4%	18 8%	12 8%	9 6%	5 5%	** **
Something else	5 1%	** **	- -%	5 3%	5 1%	** **	** **	- -%	3 2%	2 2%	3 1%	2 1%	3 2%	- -%	2 2%	** **
I did not take any action	155 32%	** **	63 29%	60 42%	137 32%	** **	** **	37 22%	75 38%	43 38%	82 34%	72 31%	54 35%	41 30%	34 31%	** **
Can't remember	32 7%	** **	15 7%	6 4%	32 7%	** **	** **	19 11%	9 4%	4 3%	8 3%	22 9%	5 4%	8 6%	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.

**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		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted total	466	383	30	31	22	57	150	160	176	225	355	9	340	89	28
Effective Weighted Sample	390	319	26	26	19	47	125	134	144	194	297	8	287	72	24
Total	480	393	34	32	22	58	156	161	179	234	361	8	356	89	28
Looked into deals with my existing provider at that time	164 34%	136 35%	** **	** **	** **	** **	49 31%	67 42%	56 31%	86 37%	116 32%	** **	121 34%	** **	** **
Signed up for a contract with my existing provider at that time	99 21%	77 20%	** **	** **	** **	** **	25 16%	42 26%	37 21%	45 19%	68 19%	** **	81 23%	** **	** **
Contacted my existing provider at that time	96 20%	75 19%	** **	** **	** **	** **	30 19%	37 23%	36 20%	52 22%	63 17%	** **	77 22%	** **	** **
Looked into deals with alternative provider/s	91 19%	70 18%	** **	** **	** **	** **	27 17%	34 21%	40 22%	42 18%	65 18%	** **	64 18%	** **	** **
Contacted alternative provider/s	39 8%	27 7%	** **	** **	** **	** **	11 7%	11 7%	15 9%	17 7%	28 8%	** **	28 8%	** **	** **
Signed up for a contract with an alternative provider	29 6%	23 6%	** **	** **	** **	** **	15 10%	7 4%	16 9%	10 4%	18 5%	** **	23 6%	** **	** **
Something else	5 1%	5 1%	** **	** **	** **	** **	1 1%	3 2%	2 1%	3 1%	5 1%	** **	4 1%	** **	** **
I did not take any action	155 32%	126 32%	** **	** **	** **	** **	48 31%	59 36%	50 28%	85 36%	122 34%	** **	116 33%	** **	** **
Can't remember	32 7%	27 7%	** **	** **	** **	** **	9 6%	5 3%	13 7%	12 5%	25 7%	** **	18 5%	** **	** **

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

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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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	466	466	224	121	19	10	77	15
Effective Weighted Sample	390	390	184	103	16	9	66	14
Total	480	480	233	122	21	11	75	19
Looked into deals with my existing provider at that time	164 34%	164 34%	105 45% a	42 35%	**	**	**	**
Signed up for a contract with my existing provider at that time	99 21%	99 21%	53 23%	24 20%	**	**	**	**
Contacted my existing provider at that time	96 20%	96 20%	63 27%	24 20%	**	**	**	**
Looked into deals with alternative provider/s	91 19%	91 19%	77 33% c	9 7%	**	**	**	**
Contacted alternative provider/s	39 8%	39 8%	36 15% ac	1 1%	**	**	**	**
Signed up for a contract with an alternative provider	29 6%	29 6%	26 11% c	1 1%	**	**	**	**
Something else	5 1%	5 1%	2 1%	- -%	**	**	**	**
I did not take any action	155 32%	155 32%	41 18%	43 35% b	**	**	**	**
Can't remember	32 7%	32 7%	9 4%	10 8%	**	**	**	**

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Agree strongly	689 29%	597 29%	93 28%	635 29%	55 27%	435 31%	254 27%	122 35% b	168 31%	179 32%	** **	102 28%	224 27%
Agree slightly	799 34%	676 33%	123 37%	721 33%	77 38%	476 33%	323 34%	97 28%	178 33%	171 31%	** **	130 35%	293 35%
Disagree slightly	352 15%	307 15%	45 13%	331 15%	21 10%	227 16%	125 13%	57 16%	79 15%	88 16%	** **	49 14%	123 15%
Disagree strongly	277 12%	239 12%	39 12%	252 12%	25 13%	180 13%	97 10%	55 16% b	63 12%	83 15% e	** **	49 13%	75 9%
Don't know	247 10%	211 10%	36 11%	223 10%	23 12%	107 8%	139 15% ac	22 6%	55 10%	34 6%	** **	36 10%	114 14% b
TOTAL AGREE	1488 63%	1272 63%	216 64%	1356 63%	132 66%	912 64%	577 61%	219 62%	345 64%	350 63%	** **	232 63%	517 62%
TOTAL DISAGREE	629 27%	546 27%	83 25%	583 27%	46 23%	407 29%	222 24%	112 32% b	142 26%	171 31% e	** **	99 27%	198 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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%													
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Agree strongly	689 29%	130 27%	148 28%	77 27%	52 25%	61 33%	** **	48 34%	** **	51 32%	147 37%	543 28%	689 29%
Agree slightly	799 34%	155 33%	160 30%	90 31%	77 38%	67 37%	** **	40 28%	** **	54 33%	119 30%	680 35%	799 34%
Disagree slightly	352 15%	82 17%	95 18%	39 13%	27 13%	16 9%	** **	24 17%	** **	21 13%	54 14%	298 15%	352 15%
Disagree strongly	277 12%	57 12%	64 12%	50 17%	30 15%	9 5%	** **	15 10%	** **	15 10%	30 8%	247 13%	277 12%
Don't know	247 10%	49 10%	60 11%	34 12%	18 9%	29 16%	** **	16 11%	** **	20 12%	51 13%	196 10%	247 10%
TOTAL AGREE	1488 63%	285 60%	308 58%	167 58%	129 63%	128 70%	** **	88 62%	** **	105 65%	265 66%	1223 62%	1488 63%
TOTAL DISAGREE	629 27%	139 29%	159 30%	89 31%	57 28%	25 14%	** **	38 27%	** **	36 22%	84 21%	545 28%	629 27%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 mobile 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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Agree strongly	689	95	246	202	543	147	59	198	232	259	369	317	204	171	133	175
	29%	34%	28%	25%	28%	37%	39%	30%	26%	33%	30%	28%	31%	25%	28%	33%
		c				bcd	bcd			b						b
Agree slightly	799	91	290	290	671	127	47	236	288	275	436	351	208	238	186	160
	34%	33%	33%	36%	34%	32%	31%	35%	32%	35%	36%	31%	32%	35%	39%	30%
															d	
Disagree slightly	352	29	141	125	295	57	20	82	156	114	179	167	106	106	74	64
	15%	11%	16%	16%	15%	14%	13%	12%	17%	14%	15%	15%	16%	16%	15%	12%
									a							
Disagree strongly	277	24	129	97	250	26	8	79	129	69	141	133	88	99	38	50
	12%	9%	15%	12%	13%	7%	5%	12%	14%	9%	12%	12%	13%	15%	8%	10%
			ef	ef	ef				c				c	cd		
Don't know	247	39	84	83	206	40	19	73	94	79	96	147	50	64	51	75
	10%	14%	9%	10%	11%	10%	13%	11%	10%	10%	8%	13%	8%	9%	11%	14%
												a				ab
TOTAL AGREE	1488	185	536	492	1214	274	105	433	520	534	806	668	412	409	319	335
	63%	67%	60%	62%	62%	69%	69%	65%	58%	67%	66%	60%	63%	60%	66%	64%
						bd		b		b	b					
TOTAL DISAGREE	629	53	270	222	544	84	27	160	284	183	319	300	194	204	112	114
	27%	19%	30%	28%	28%	21%	18%	24%	32%	23%	26%	27%	30%	30%	23%	22%
			aef	ae	aef				ac				d	d		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 mobile service

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Agree strongly	689 29%	571 29%	62 28%	38 33%	** **	101 36%	261 32%	203 27%	252 33%	329 27%	462 28%	147 37%	366 29%	142 25%	35 23%
						c			b		a				
Agree slightly	799 34%	663 34%	60 27%	38 33%	** **	86 31%	283 35%	269 35%	245 32%	421 35%	566 34%	119 30%	413 33%	223 39%	44 29%
Disagree slightly	352 15%	285 15%	33 15%	21 18%	** **	32 11%	101 13%	143 19%	97 13%	202 17%	254 15%	54 14%	194 16%	93 16%	10 7%
								ab					c	c	
Disagree strongly	277 12%	225 12%	29 13%	10 9%	** **	31 11%	92 11%	95 12%	82 11%	154 13%	209 13%	30 8%	157 13%	75 13%	16 11%
											b				
Don't know	247 10%	193 10%	35 16%	9 8%	** **	31 11%	67 8%	49 6%	87 11%	107 9%	163 10%	51 13%	111 9%	40 7%	45 30%
			a												ab
TOTAL AGREE	1488 63%	1234 64%	121 55%	77 65%	** **	187 67%	545 68%	472 62%	498 65%	750 62%	1027 62%	265 66%	779 63%	365 64%	79 53%
TOTAL DISAGREE	629 27%	510 26%	63 29%	32 27%	** **	62 22%	193 24%	237 31%	180 23%	356 29%	463 28%	84 21%	351 28%	168 29%	26 18%
								ab		a	b		c	c	

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Agree strongly	689 29%	689 29%	248 29%	122 23%	48 28%	** **	182 30%	67 52%
		c						abcdf
Agree slightly	799 34%	799 34%	285 33%	190 36%	59 34%	** **	221 37%	22 17%
		g	g	g	g		g	
Disagree slightly	352 15%	352 15%	148 17%	86 16%	30 17%	** **	67 11%	11 9%
			f	f				
Disagree strongly	277 12%	277 12%	140 16%	74 14%	10 6%	** **	37 6%	12 10%
		f	adf	df				
Don't know	247 10%	247 10%	38 4%	50 10%	25 14%	** **	98 16%	16 12%
		b		b	b		abc	b
TOTAL AGREE	1488 63%	1488 63%	533 62%	312 60%	107 62%	** **	403 67%	88 69%
TOTAL DISAGREE	629 27%	629 27%	288 34%	160 31%	40 23%	** **	104 17%	23 18%
		f	adfg	fg				

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Agree strongly	915 39%	826 41%	89 27%	869 40%	47 23%	545 38%	370 39%	135 38%	239 44%	243 44%	** **	108 29%	306 37%
		b		b					de	d			
Agree slightly	857 36%	718 35%	139 41%	774 36%	83 41%	550 39%	307 33%	135 38%	178 33%	198 36%	** **	145 40%	305 37%
						b							
Disagree slightly	346 15%	281 14%	65 19%	302 14%	43 21%	206 14%	140 15%	54 15%	73 13%	67 12%	** **	68 19%	125 15%
					a								
Disagree strongly	162 7%	132 7%	30 9%	141 7%	20 10%	93 7%	68 7%	18 5%	35 6%	37 7%	** **	28 8%	51 6%
Don't know	85 4%	72 4%	13 4%	77 4%	9 4%	31 2%	54 6%	10 3%	19 3%	9 2%	** **	16 4%	41 5%
							a						b
TOTAL AGREE	1772 75%	1544 76%	228 68%	1642 76%	130 64%	1096 77%	676 72%	270 77%	417 77%	442 80%	** **	253 69%	611 74%
		b		b		b			d	d			
TOTAL DISAGREE	507 21%	413 20%	94 28%	444 21%	63 31%	299 21%	208 22%	72 20%	108 20%	105 19%	** **	96 26%	176 21%
			a		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.

**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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%													
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Agree strongly	915 39%	142 30%	203 38% a	90 31%	80 39%	101 55% abcdi	** **	74 52% abci	** **	46 28%	210 52% bc	706 36%	915 39%
Agree slightly	857 36%	175 37%	174 33%	120 41%	73 36%	60 33%	** **	53 37%	** **	76 47% be	122 30%	735 37% a	857 36%
Disagree slightly	346 15%	101 21% degi	84 16% eg	49 17% eg	26 13%	13 7%	** **	9 7%	** **	17 11%	34 9%	311 16% a	346 15% a
Disagree strongly	162 7%	40 8% eg	43 8% eg	22 7% eg	19 9% eg	3 1%	** **	- -%	** **	13 8% eg	16 4%	146 7%	162 7%
Don't know	85 4%	15 3%	24 5%	10 3%	6 3%	5 3%	** **	6 4%	** **	8 5%	19 5%	66 3%	85 4%
TOTAL AGREE	1772 75%	317 67%	377 71%	210 72%	153 75%	161 88% abcdi	** **	127 89% abcdi	** **	122 76%	332 83% bc	1440 73%	1772 75%
TOTAL DISAGREE	507 21%	141 30% eg	127 24% eg	70 24% eg	45 22% eg	16 9%	** **	9 7%	** **	31 19% eg	50 12%	458 23% a	507 21% a

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Agree strongly	915	101	307	296	705	210	83	241	305	368	468	441	230	269	163	245
	39%	36%	34%	37%	36%	53%	54%	36%	34%	46%	38%	40%	35%	40%	34%	47%
						abcd	abcd			ab						ac
Agree slightly	857	107	321	312	741	115	45	258	325	273	467	376	246	248	193	163
	36%	39%	36%	39%	38%	29%	30%	39%	36%	34%	38%	34%	37%	37%	40%	31%
				e	e										d	
Disagree slightly	346	40	150	116	305	40	11	103	154	88	163	177	113	90	76	64
	15%	14%	17%	15%	16%	10%	7%	15%	17%	11%	13%	16%	17%	13%	16%	12%
			ef	ef	ef				c							
Disagree strongly	162	15	84	48	147	15	5	41	80	40	83	76	51	52	30	28
	7%	5%	9%	6%	7%	4%	3%	6%	9%	5%	7%	7%	8%	8%	6%	5%
			ef	e	e				c							
Don't know	85	14	28	24	67	18	9	24	33	27	39	45	16	19	20	25
	4%	5%	3%	3%	3%	4%	6%	4%	4%	3%	3%	4%	2%	3%	4%	5%
TOTAL AGREE	1772	209	628	609	1445	325	128	499	630	641	935	817	476	517	357	408
	75%	75%	71%	76%	74%	82%	84%	75%	70%	80%	77%	73%	72%	76%	74%	78%
				b	b	bd	bd			ab						
TOTAL DISAGREE	507	54	234	164	452	55	16	145	234	128	246	253	164	141	106	92
	21%	20%	26%	21%	23%	14%	10%	22%	26%	16%	20%	23%	25%	21%	22%	18%
			cef	ef	ef			c	c				d			

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



**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 144**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Agree strongly	915 39%	752 39%	86 39%	39 33%	** **	125 45% c	342 43% c	264 35%	304 40%	476 39%	628 38%	210 52% a	447 36%	212 37%	47 31%
Agree slightly	857 36%	712 37%	72 33%	37 31%	** **	93 33%	287 36%	289 38%	270 35%	448 37%	606 37%	122 30%	435 35%	240 42% a	60 40%
Disagree slightly	346 15%	281 14%	33 15%	24 20%	** **	37 13%	101 13%	138 18% b	110 14%	174 14%	247 15% b	34 9%	218 18%	78 14%	15 10%
Disagree strongly	162 7%	130 7%	13 6%	12 10%	** **	14 5%	51 6%	53 7%	58 8%	82 7%	118 7%	16 4%	102 8%	37 6%	7 5%
Don't know	85 4%	62 3%	16 7% a	7 6%	** **	10 3%	23 3%	15 2%	22 3%	33 3%	54 3%	19 5%	39 3% b	6 1%	20 14% ab
TOTAL AGREE	1772 75%	1464 76% c	157 72%	76 64%	** **	219 78%	629 78%	553 73%	575 75%	924 76%	1234 75%	332 83% a	882 71%	452 79% a	107 71%
TOTAL DISAGREE	507 21%	411 21%	46 21%	35 30%	** **	52 18%	152 19%	191 25% b	168 22%	255 21%	365 22% b	50 12%	320 26% bc	115 20%	23 15%

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	g
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Agree strongly	915 39%	915 39%	274 32%	179 34%	75 44%	** **	274 45%	90 71%
		b			b		abc	abcdf
Agree slightly	857 36%	857 36%	335 39%	187 36%	59 34%	** **	221 37%	24 19%
		g	g	g	g		g	
Disagree slightly	346 15%	346 15%	142 17%	97 19%	25 15%	** **	61 10%	6 4%
		fg	fg	fg	g			
Disagree strongly	162 7%	162 7%	90 10%	45 9%	3 2%	** **	14 2%	6 5%
		f	adf	df				
Don't know	85 4%	85 4%	18 2%	14 3%	9 5%	** **	35 6%	1 1%
							b	
TOTAL AGREE	1772 75%	1772 75%	609 71%	366 70%	134 78%	** **	496 82%	115 90%
							abc	abcd
TOTAL DISAGREE	507 21%	507 21%	232 27%	141 27%	28 17%	** **	75 12%	12 9%
		fg	adfg	adfg				

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Agree strongly	708	612	96	638	70	395	313	119	173	175	**	98	241
	30%	30%	29%	30%	35%	28%	33%	34%	32%	31%	**	27%	29%
							a						
Agree slightly	867	728	139	792	75	520	347	109	189	203	**	147	300
	37%	36%	41%	37%	37%	36%	37%	31%	35%	37%	**	40%	36%
Disagree slightly	461	399	62	425	36	322	139	74	105	108	**	69	164
	19%	20%	19%	20%	18%	23%	15%	21%	19%	19%	**	19%	20%
						b		b					
Disagree strongly	224	200	24	210	14	143	81	38	56	59	**	34	72
	9%	10%	7%	10%	7%	10%	9%	11%	10%	11%	**	9%	9%
Don't know	104	90	14	97	7	46	58	13	21	11	**	18	51
	4%	4%	4%	4%	3%	3%	6%	4%	4%	2%	**	5%	6%
							a						b
TOTAL AGREE	1576	1340	235	1431	145	915	661	228	362	378	**	244	541
	67%	66%	70%	66%	72%	64%	70%	65%	67%	68%	**	67%	65%
							a						
TOTAL DISAGREE	685	599	86	635	50	465	220	111	160	166	**	103	236
	29%	30%	26%	29%	25%	33%	23%	32%	30%	30%	**	28%	29%
						b		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.

**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								MOBILE TARIFF		TOTAL	
		EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	SKY	PAYG /SIMO		
Significance Level: 99%		a	b	c	d	e	~f	g	~h	i	a	b	c
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Agree strongly	708 30%	134 28%	146 28%	62 21%	64 31%	82 45%	** **	61 43%	** **	49 30%	164 41%	544 28%	708 30%
Agree slightly	867 37%	180 38%	191 36%	137 47%	65 32%	50 28%	** **	45 32%	** **	64 40%	130 33%	737 38%	867 37%
Disagree slightly	461 19%	99 21%	101 19%	54 19%	45 22%	30 16%	** **	21 14%	** **	32 20%	52 13%	409 21%	461 19%
Disagree strongly	224 9%	44 9%	59 11%	27 9%	26 13%	12 7%	** **	8 5%	** **	8 5%	21 5%	203 10%	224 9%
Don't know	104 4%	16 3%	30 6%	11 4%	5 3%	8 5%	** **	7 5%	** **	8 5%	33 8%	70 4%	104 4%
TOTAL AGREE	1576 67%	313 66%	337 64%	198 68%	128 63%	132 72%	** **	106 75%	** **	113 70%	295 73%	1281 65%	1576 67%
TOTAL DISAGREE	685 29%	144 30%	160 30%	82 28%	71 35%	42 23%	** **	28 20%	** **	40 25%	73 18%	612 31%	685 29%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Agree strongly	708	94	221	229	543	165	67	185	237	287	352	351	158	167	161	213
	30%	34%	25%	29%	28%	42%	44%	28%	26%	36%	29%	31%	24%	25%	33%	41%
		b				bcd	bcd			ab					ab	ab
Agree slightly	867	106	335	300	741	124	40	260	328	278	459	403	254	244	183	177
	37%	38%	38%	38%	38%	31%	27%	39%	36%	35%	38%	36%	39%	36%	38%	34%
			f	f	f											
Disagree slightly	461	46	190	162	398	63	26	128	187	146	236	211	144	155	93	67
	19%	17%	21%	20%	20%	16%	17%	19%	21%	18%	19%	19%	22%	23%	19%	13%
													d	d	d	
Disagree strongly	224	20	100	73	193	31	14	63	97	64	122	100	81	86	26	31
	9%	7%	11%	9%	10%	8%	9%	9%	11%	8%	10%	9%	12%	13%	5%	6%
													cd	cd		
Don't know	104	11	44	34	89	14	4	32	49	22	51	51	19	26	19	37
	4%	4%	5%	4%	5%	3%	3%	5%	5%	3%	4%	5%	3%	4%	4%	7%
									c							a
TOTAL AGREE	1576	200	556	528	1284	289	108	444	564	565	810	754	412	411	344	390
	67%	72%	62%	66%	65%	73%	71%	67%	63%	71%	66%	68%	63%	61%	71%	74%
		b				bd				b					ab	ab
TOTAL DISAGREE	685	66	290	235	591	94	40	191	285	210	359	310	225	241	119	98
	29%	24%	33%	29%	30%	24%	26%	29%	32%	26%	29%	28%	34%	35%	25%	19%
			ae		e								cd	cd		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 145**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Agree strongly	708 30%	596 31%	60 27%	31 26%	** **	107 38%	283 35%	176 23%	271 35%	328 27%	458 28%	164 41%	374 30%	126 22%	44 29%
						c	c		b		a		b		
Agree slightly	867 37%	703 36%	87 40%	43 36%	** **	102 37%	266 33%	301 40%	258 34%	474 39%	607 37%	130 33%	451 36%	235 41%	51 34%
								b							
Disagree slightly	461 19%	377 19%	43 19%	25 22%	** **	32 11%	145 18%	188 25%	142 19%	244 20%	348 21%	52 13%	248 20%	143 25%	18 12%
								ab			b			c	
Disagree strongly	224 9%	182 9%	18 8%	9 8%	** **	27 10%	80 10%	71 9%	65 8%	126 10%	181 11%	21 5%	129 10%	60 10%	15 10%
											b				
Don't know	104 4%	80 4%	12 6%	10 8%	** **	11 4%	31 4%	22 3%	29 4%	41 3%	58 4%	33 8%	39 3%	10 2%	22 15%
											a				ab
TOTAL AGREE	1576 67%	1298 67%	146 67%	73 62%	** **	210 75%	549 68%	477 63%	529 69%	802 66%	1065 64%	295 73%	825 67%	361 63%	95 63%
						c					a				
TOTAL DISAGREE	685 29%	560 29%	61 28%	34 29%	** **	60 21%	225 28%	260 34%	207 27%	370 31%	529 32%	73 18%	377 30%	202 35%	33 22%
								ab			b			c	

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Agree strongly	708 30%	708 30%	206 24%	137 26%	58 34%	** **	211 35%	79 62%
		b			b		bc	abcdf
Agree slightly	867 37%	867 37%	294 34%	204 39%	60 35%	** **	250 41%	35 27%
							bg	
Disagree slightly	461 19%	461 19%	214 25%	109 21%	33 19%	** **	78 13%	2 2%
		fg	afg	fg	g		g	
Disagree strongly	224 9%	224 9%	120 14%	59 11%	8 4%	** **	22 4%	8 6%
		f	adf	df				
Don't know	104 4%	104 4%	24 3%	12 2%	12 7%	** **	44 7%	4 3%
					bc		abc	
TOTAL AGREE	1576 67%	1576 67%	501 58%	341 65%	118 69%	** **	461 76%	114 89%
		b		b	b		abc	abcdf
TOTAL DISAGREE	685 29%	685 29%	334 39%	168 32%	40 24%	** **	100 16%	10 8%
		fg	adfg	fg	g			

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Agree strongly	353 15%	290 14%	64 19%	310 14%	43 21%	197 14%	156 17%	56 16%	69 13%	72 13%	** **	61 17%	141 17%
Agree slightly	658 28%	565 28%	93 28%	600 28%	58 29%	405 28%	252 27%	87 25%	130 24%	148 27%	** **	111 30%	249 30%
Disagree slightly	600 25%	509 25%	90 27%	543 25%	56 28%	370 26%	230 25%	86 24%	134 25%	152 27%	** **	93 26%	197 24%
Disagree strongly	603 25%	528 26%	75 22%	565 26%	37 18%	388 27%	215 23%	102 29%	172 32%	157 28%	** **	84 23%	173 21%
Don't know	151 6%	137 7%	14 4%	144 7%	7 3%	66 5%	85 9%	21 6%	37 7%	27 5%	** **	17 5%	68 8%
TOTAL AGREE	1011 43%	855 42%	157 47%	910 42%	101 50%	603 42%	408 44%	144 41%	198 37%	219 39%	** **	171 47%	390 47%
TOTAL DISAGREE	1203 51%	1037 51%	165 49%	1109 51%	94 47%	757 53%	445 47%	188 53%	307 57%	309 56%	** **	177 48%	370 45%

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

	Total	MOBILE NETWORK								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%													
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Agree strongly	353 15%	82 17%	76 14%	44 15%	25 12%	21 11%	** **	19 13%	** **	32 20%	84 21% bc	270 14%	353 15%
Agree slightly	658 28%	154 33%	143 27%	92 32%	61 30%	56 31%	** **	22 16%	** **	38 24%	101 25%	557 28%	658 28%
Disagree slightly	600 25%	100 21%	129 25%	81 28%	52 26%	46 26%	** **	35 25%	** **	48 30%	80 20%	520 26% a	600 25%
Disagree strongly	603 25%	110 23%	135 26%	60 21%	52 25%	44 24%	** **	50 35% ac	** **	38 24%	103 26%	499 25%	603 25%
Don't know	151 6%	26 6%	44 8%	13 4%	14 7%	14 8%	** **	16 11% ci	** **	5 3%	33 8%	118 6%	151 6%
TOTAL AGREE	1011 43%	236 50% bg	219 42% g	136 47% g	86 42% g	77 42%	** **	41 29%	** **	70 43%	185 46%	827 42%	1011 43%
TOTAL DISAGREE	1203 51%	210 45%	264 50%	141 49%	104 51%	91 50%	** **	85 60% a	** **	86 54%	183 46%	1019 52%	1203 51%

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 mobile 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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Agree strongly	353	68	148	90	307	47	25	135	132	87	182	165	92	96	80	82
	15%	25%	17%	11%	16%	12%	17%	20%	15%	11%	15%	15%	14%	14%	17%	16%
		bcde	c		c			bc								
Agree slightly	658	100	254	211	565	93	34	219	235	203	316	335	188	190	148	127
	28%	36%	29%	26%	29%	23%	22%	33%	26%	25%	26%	30%	29%	28%	31%	24%
		cef						bc								
Disagree slightly	600	61	222	215	499	100	35	158	237	203	318	271	177	175	135	111
	25%	22%	25%	27%	25%	25%	23%	24%	26%	26%	26%	24%	27%	26%	28%	21%
Disagree strongly	603	25	219	227	472	131	46	113	231	259	334	266	169	190	83	155
	25%	9%	25%	29%	24%	33%	30%	17%	26%	32%	27%	24%	26%	28%	17%	30%
		a	a	a	abd	a		a	a	ab			c	c		c
Don't know	151	23	47	53	123	27	12	42	62	45	70	78	30	26	36	49
	6%	8%	5%	7%	6%	7%	8%	6%	7%	6%	6%	7%	5%	4%	7%	9%
															b	ab
TOTAL AGREE	1011	168	402	301	871	139	59	354	368	289	498	500	280	287	228	209
	43%	61%	45%	38%	44%	35%	39%	53%	41%	36%	41%	45%	43%	42%	47%	40%
		bcdef	ce		ce			bc								
TOTAL DISAGREE	1203	87	441	443	970	231	81	271	468	462	653	536	346	365	218	266
	51%	31%	50%	56%	49%	58%	53%	41%	52%	58%	53%	48%	53%	54%	45%	51%
		a	a	ad	a	abd	a		a	a	b			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.

**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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Agree strongly	353 15%	304 16%	23 10%	16 13%	** **	49 18%	135 17%	91 12%	131 17%	156 13%	211 13%	84 21%	172 14%	72 12%	27 18%
Agree slightly	658 28%	533 27%	59 27%	28 24%	** **	74 26%	223 28%	220 29%	212 28%	328 27%	473 29%	101 25%	339 27%	175 31%	42 28%
Disagree slightly	600 25%	491 25%	58 26%	30 25%	** **	69 25%	191 24%	210 28%	182 24%	332 27%	435 26%	80 20%	337 27%	156 27%	28 18%
Disagree strongly	603 25%	484 25%	65 29%	36 31%	** **	69 25%	209 26%	207 27%	184 24%	343 28%	428 26%	103 26%	326 26%	148 26%	25 16%
Don't know	151 6%	126 7%	15 7%	8 7%	** **	19 7%	48 6%	31 4%	56 7%	55 5%	105 6%	33 8%	66 5%	23 4%	29 19%
TOTAL AGREE	1011 43%	837 43%	82 37%	44 37%	** **	123 44%	358 44%	311 41%	342 45%	483 40%	684 41%	185 46%	511 41%	247 43%	69 46%
TOTAL DISAGREE	1203 51%	975 50%	122 56%	66 56%	** **	138 49%	400 50%	417 55%	366 48%	674 56%	863 52%	183 46%	663 53%	304 53%	52 35%

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Agree strongly	353 15%	353 15%	154 18%	81 16%	21 12%	** **	63 10%	24 18%
Agree slightly	658 28%	658 28%	261 30%	151 29%	51 30%	** **	157 26%	14 11%
Disagree slightly	600 25%	600 25%	213 25%	153 29%	35 21%	** **	155 26%	24 19%
Disagree strongly	603 25%	603 25%	202 24%	112 22%	50 30%	** **	159 26%	61 47%
Don't know	151 6%	151 6%	29 3%	23 5%	13 8%	** **	70 12%	5 4%
TOTAL AGREE	1011 43%	1011 43%	415 48%	233 45%	72 42%	** **	220 36%	38 30%
TOTAL DISAGREE	1203 51%	1203 51%	415 48%	265 51%	86 50%	** **	315 52%	85 67%

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

Any break column with 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	2363	2057	306	2188	175	1434	929	368	607	359	67	374	968
Effective Weighted Sample	1983	1717	267	1832	153	1202	781	300	580	346	65	313	766
Total	2364	2029	336	2163	202	1426	939	352	543	555	86	366	828
Very confident	717 30%	627 31%	90 27%	661 31%	56 28%	421 30%	295 31%	144 41% ab	183 34% e	198 36% de	**	97 27%	221 27%
Fairly confident	1066 45%	896 44%	170 51%	965 45%	101 50%	648 45%	418 45%	134 38%	227 42%	230 41%	**	182 50%	394 48%
Not very confident	374 16%	322 16%	52 15%	342 16%	32 16%	240 17%	134 14%	56 16%	80 15%	79 14%	**	54 15%	144 17%
Not at all confident	125 5%	109 5%	16 5%	117 5%	9 4%	70 5%	56 6%	11 3%	33 6%	35 6%	**	22 6%	33 4%
Don't know	82 3%	74 4%	9 3%	78 4%	4 2%	47 3%	35 4%	7 2%	20 4%	13 2%	**	11 3%	36 4%
TOTAL CONFIDENT	1783 75%	1523 75%	260 77%	1626 75%	157 78%	1069 75%	713 76%	278 79%	410 76%	428 77%	**	279 76%	615 74%
TOTAL NOT CONFIDENT	499 21%	432 21%	67 20%	458 21%	41 20%	309 22%	190 20%	67 19%	113 21%	114 21%	**	76 21%	177 21%

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								MOBILE TARIFF			
		EE a	O2 b	VODA- FONE c	3 d	TESCO e	VIRGIN MOBILE ~f	GIFF- GAFF g	BT ~h	SKY i	PAYG a	CNTRCT /SIMO b	TOTAL c
Significance Level: 99%													
Unweighted total	2363	479	515	280	202	189	52	154	57	147	391	1972	2363
Effective Weighted Sample	1983	401	432	238	164	161	45	126	52	125	329	1655	1983
Total	2364	473	527	290	204	182	50	142	62	161	401	1964	2364
Very confident	717 30%	126 27%	136 26%	69 24%	54 26%	72 40%	** **	72 50%	** **	49 30%	168 42%	549 28%	717 30%
						abcd		abcdi			bc		
Fairly confident	1066 45%	208 44%	241 46%	140 48%	101 49%	79 43%	** **	51 36%	** **	73 45%	143 36%	923 47%	1066 45%
												a	a
Not very confident	374 16%	85 18%	101 19%	46 16%	32 16%	20 11%	** **	15 10%	** **	28 18%	57 14%	318 16%	374 16%
Not at all confident	125 5%	41 9%	31 6%	21 7%	11 5%	2 1%	** **	2 1%	** **	4 2%	15 4%	110 6%	125 5%
		eg	e	eg									
Don't know	82 3%	12 2%	20 4%	15 5%	7 3%	9 5%	** **	3 2%	** **	7 5%	18 5%	64 3%	82 3%
TOTAL CONFIDENT	1783 75%	334 71%	376 71%	209 72%	154 76%	151 83%	** **	123 86%	** **	122 75%	311 77%	1472 75%	1783 75%
						abc		abc					
TOTAL NOT CONFIDENT	499 21%	127 27%	132 25%	66 23%	43 21%	22 12%	** **	17 12%	** **	32 20%	72 18%	428 22%	499 21%
		eg	eg	eg									

Columns Tested: a,b,c,d,e,f,g,h,i - a,b,c

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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						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	2363	232	883	829	1944	416	155	651	872	837	1194	1132	684	680	451	526
Effective Weighted Sample	1983	183	717	729	1610	377	141	508	737	750	1019	935	587	558	379	443
Total	2364	277	890	797	1964	397	152	667	898	797	1220	1115	656	678	482	525
Very confident	717	81	246	261	588	128	53	185	260	271	372	338	174	190	142	203
	30%	29%	28%	33%	30%	32%	35%	28%	29%	34%	31%	30%	26%	28%	29%	39%
																abc
Fairly confident	1066	129	407	352	888	177	69	318	400	348	563	494	288	313	230	225
	45%	47%	46%	44%	45%	45%	45%	48%	44%	44%	46%	44%	44%	46%	48%	43%
Not very confident	374	46	150	114	310	62	19	114	144	115	188	181	121	112	75	63
	16%	17%	17%	14%	16%	16%	13%	17%	16%	14%	15%	16%	18%	16%	15%	12%
													d			
Not at all confident	125	8	57	47	112	13	4	26	62	37	56	65	54	38	17	15
	5%	3%	6%	6%	6%	3%	3%	4%	7%	5%	5%	6%	8%	6%	4%	3%
													cd			
Don't know	82	12	30	24	66	16	7	23	33	26	41	38	20	25	18	19
	3%	4%	3%	3%	3%	4%	5%	4%	4%	3%	3%	3%	3%	4%	4%	4%
TOTAL CONFIDENT	1783	210	653	613	1476	305	122	503	660	619	936	832	462	503	372	428
	75%	76%	73%	77%	75%	77%	80%	75%	73%	78%	77%	75%	70%	74%	77%	82%
																ab
TOTAL NOT CONFIDENT	499	55	208	160	423	75	23	140	206	152	244	245	175	149	92	78
	21%	20%	23%	20%	22%	19%	15%	21%	23%	19%	20%	22%	27%	22%	19%	15%
													cd	d		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 147**

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

	NATION					FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%	a	b	c	~d	a	b	c	a	b	a	b	a	b	c	
Unweighted total	2363	1947	217	119	80	275	782	772	762	1214	1688	391	1242	577	153
Effective Weighted Sample	1983	1632	185	100	67	224	667	650	635	1027	1408	329	1037	485	132
Total	2364	1938	220	118	90	280	805	759	765	1213	1652	401	1240	573	150
Very confident	717 30%	575 30%	71 32%	45 38%	** **	113 40%	266 33%	189 25%	249 33%	345 28%	468 28%	168 42%	387 31%	129 23%	33 22%
Fairly confident	1066 45%	876 45%	91 41%	55 47%	** **	108 39%	369 46%	361 48%	330 43%	582 48%	765 46%	143 36%	603 49%	258 45%	62 41%
Not very confident	374 16%	315 16%	32 15%	14 12%	** **	44 16%	101 13%	136 18%	124 16%	186 15%	269 16%	57 14%	164 13%	126 22%	28 18%
Not at all confident	125 5%	108 6%	10 5%	1 1%	** **	11 4%	46 6%	53 7%	39 5%	69 6%	94 6%	15 4%	59 5%	44 8%	7 5%
Don't know	82 3%	63 3%	15 7%	3 2%	** **	5 2%	22 3%	20 3%	22 3%	31 3%	55 3%	18 5%	28 2%	15 3%	20 14%
TOTAL CONFIDENT	1783 75%	1451 75%	162 74%	100 85%	** **	221 79%	635 79%	550 72%	580 76%	927 76%	1234 75%	311 77%	990 80%	387 68%	95 63%
TOTAL NOT CONFIDENT	499 21%	424 22%	42 19%	15 13%	** **	55 20%	147 18%	189 25%	163 21%	255 21%	364 22%	72 18%	222 18%	171 30%	35 23%

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

**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

	MOBILE PHONE ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED g
Significance Level: 99%								
Unweighted total	2363	2363	856	533	170	80	604	120
Effective Weighted Sample	1983	1983	711	447	140	71	513	102
Total	2364	2364	860	521	171	80	605	128
Very confident	717 30%	717 30%	233 27%	129 25%	63 37%	** **	195 32%	93 73%
		c		c			c	abcdf
Fairly confident	1066 45%	1066 45%	360 42%	253 48%	68 40%	** **	312 52%	30 23%
		g	g	g	g		abd	
Not very confident	374 16%	374 16%	179 21%	92 18%	28 16%	** **	55 9%	4 3%
		fg	afg	fg	fg			
Not at all confident	125 5%	125 5%	76 9%	27 5%	4 2%	** **	9 1%	1 1%
		f	adfg	f				
Don't know	82 3%	82 3%	12 1%	20 4%	8 5%	** **	34 6%	1 1%
		b		b	b		b	
TOTAL CONFIDENT	1783 75%	1783 75%	593 69%	381 73%	131 76%	** **	508 84%	122 96%
		b					abc	abcdf
TOTAL NOT CONFIDENT	499 21%	499 21%	255 30%	120 23%	32 19%	** **	63 10%	4 3%
		fg	acdfg	fg	fg			

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

Any break column with 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 a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	464 22%	119 23%	345 22%	186 25% b	278 20%	257 21%	206 23%	52 18%	34 16%	181 30% bde	82 14%	** **	83 22% b	112 22% b
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	1055 50%	239 46%	816 51%	330 45%	725 52% a	642 52% b	413 46%	156 53%	108 51%	293 49%	291 50%	** **	197 53%	231 46%
Ultrafast broadband - the download speed is 100MB/second or higher	446 21%	123 24%	323 20%	161 22%	284 21%	253 21%	193 22%	72 25%	58 27%	84 14%	155 27% ad	** **	66 18%	121 24% a
Don't know	152 7%	34 7%	118 7%	53 7%	99 7%	72 6%	80 9% a	13 4%	11 5%	42 7%	50 9%	** **	24 7%	33 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	464	91	132	49	47	**	28	24	30	127	167	324	139	65
	22%	18%	29%	10%	30%	**	31%	18%	22%	16%	22%	19%	34%	42%
		c	ac		ac		ac				b		bcd	abcd
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	1055	312	216	178	79	**	49	79	72	401	402	875	177	57
	50%	62%	47%	37%	50%	**	55%	61%	53%	50%	52%	51%	43%	37%
		bcd	c		c		c	bc	f	f	ef	ef		
Ultrafast broadband - the download speed is 100MB/second or higher	446	75	79	220	14	**	3	18	24	216	155	396	50	10
	21%	15%	17%	46%	9%	**	3%	14%	18%	27%	20%	23%	12%	6%
		f	f	abdfg				f	f	cef	ef	ef		
Don't know	152	26	34	34	19	**	10	9	9	51	50	110	42	22
	7%	5%	7%	7%	12%	**	11%	7%	7%	6%	6%	6%	10%	14%
					a								d	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

	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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	464 22%	90 20%	140 16%	233 29% ab	253 22%	207 22%	134 21%	133 21%	77 20%	114 25%	379 22%	53 27%	20 18%	** **
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	1055 50%	223 49%	459 53%	371 47%	566 50%	480 50%	321 51%	308 50%	201 51%	219 48%	878 51%	86 44%	59 54%	** **
Ultrafast broadband - the download speed is 100MB/second or higher	446 21%	110 24% c	215 25% c	121 15%	270 24% b	170 18%	140 22%	131 21%	93 24%	78 17%	351 20%	40 21%	23 21%	** **
Don't know	152 7%	28 6%	55 6%	69 9%	51 4%	100 10% a	35 6%	50 8%	23 6%	41 9%	127 7%	16 8%	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	464 22%	60 27% c	179 25% c	125 17%	147 23%	247 21%	464 22%	119 23%	464 100% bc	- -%	- -%
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	1055 50%	100 44%	364 50%	384 53%	319 49%	572 50%	1055 50%	239 46%	- -%	1055 100% ac	- -%
Ultrafast broadband - the download speed is 100MB/ second or higher	446 21%	48 22%	140 19%	184 25% b	116 18%	273 24% a	446 21%	123 24%	- -%	- -%	446 100% ab
Don't know	152 7%	16 7%	47 6%	36 5%	68 10% b	64 6%	152 7%	34 7%	- -%	- -%	- -%

Columns Tested: a,b,c - 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.

**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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	464 22%	464 22%	170 19%	134 23%	22 18%	** **	96 28% ab	** **
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	1055 50%	1055 50%	468 52%	300 51%	60 48%	** **	152 45%	** **
Ultrafast broadband - the download speed is 100MB/ second or higher	446 21%	446 21%	217 24% f	117 20%	27 21%	** **	53 16%	** **
Don't know	152 7%	152 7% b	41 5%	42 7%	16 13% b	** **	40 12% ab	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Very satisfied	696 33%	170 33%	526 33%	252 34%	444 32%	385 31%	311 35%	111 38%	85 40%	192 32%	179 31%	** **	135 36%	162 33%
Fairly satisfied	896 42%	203 39%	693 43%	290 40%	606 44%	537 44%	359 40%	117 40%	85 40%	254 42%	245 42%	** **	163 44%	197 40%
Neither satisfied nor dissatisfied	289 14%	72 14%	217 14%	96 13%	193 14%	173 14%	116 13%	41 14%	27 13%	89 15%	84 15%	** **	39 11%	69 14%
Fairly dissatisfied	151 7%	40 8%	111 7%	50 7%	102 7%	86 7%	65 7%	15 5%	9 4%	34 6%	56 10%	** **	22 6%	39 8%
Very dissatisfied	76 4%	26 5%	51 3%	37 5%	40 3%	40 3%	36 4%	7 2%	4 2%	29 5%	14 2%	** **	9 3%	25 5%
Don't know	8 *%	4 1%	3 *%	7 1%	1 *%	2 *%	6 1%	* *%	- -%	2 *%	- -%	** **	1 *%	4 1%
TOTAL SATISFIED	1592 75%	374 72%	1218 76%	541 74%	1051 76%	922 75%	670 75%	228 78%	170 81%	446 74%	424 73%	** **	298 81%	359 72%
TOTAL DISSATISFIED	228 11%	66 13%	162 10%	86 12%	141 10%	127 10%	101 11%	23 8%	13 6%	63 10%	70 12%	** **	32 9%	63 13%

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.

**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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Very satisfied	696 33%	168 33%	158 34%	140 29%	51 32%	** **	38 42%	41 31%	48 36%	238 30%	261 34%	546 32%	147 36%	59 38%
Fairly satisfied	896 42%	225 45%	187 41%	188 39%	68 43%	** **	39 43%	62 47%	52 38%	359 45%	322 42%	733 43%	162 40%	64 42%
Neither satisfied nor dissatisfied	289 14%	59 12%	71 15%	84 17%	22 14%	** **	8 9%	17 13%	20 14%	94 12%	113 15%	226 13%	63 15%	17 11%
Fairly dissatisfied	151 7%	40 8%	22 5%	49 10%	11 7%	** **	4 5%	8 6%	13 9%	58 7%	52 7%	123 7%	29 7%	10 6%
Very dissatisfied	76 4%	10 2%	22 5%	20 4%	7 4%	** **	- -%	2 2%	3 3%	41 5%	25 3%	69 4%	7 2%	3 2%
Don't know	8 *%	1 *%	* *%	2 1%	- -%	** **	* 1%	- -%	- -%	6 1%	1 *%	8 *%	- -%	- -%
TOTAL SATISFIED	1592 75%	394 78%	346 75%	327 68%	119 75%	** **	77 85%	103 79%	100 74%	597 75%	583 75%	1279 75%	309 76%	123 80%
TOTAL DISSATISFIED	228 11%	50 10%	44 10%	68 14%	18 11%	** **	4 5%	11 8%	16 12%	99 12%	77 10%	192 11%	36 9%	13 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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Very satisfied	696 33%	151 34%	255 29%	287 36% b	385 34%	307 32%	170 27%	202 32%	139 35% a	180 40% a	567 33%	53 27%	42 38%	** **
Fairly satisfied	896 42%	186 41%	395 45%	314 40%	484 42%	405 42%	284 45%	259 42%	166 42%	179 40%	728 42%	100 51%	47 43%	** **
Neither satisfied nor dissatisfied	289 14%	53 12%	115 13%	121 15%	161 14%	125 13%	97 15%	87 14%	55 14%	48 11%	244 14%	21 11%	11 10%	** **
Fairly dissatisfied	151 7%	34 8%	67 8%	50 6%	71 6%	78 8%	43 7%	55 9%	20 5%	34 8%	126 7%	13 7%	7 6%	** **
Very dissatisfied	76 4%	22 5%	32 4%	22 3%	37 3%	39 4%	35 5% d	18 3%	14 4%	9 2%	62 4%	8 4%	3 3%	** **
Don't know	8 *% c	4 1% c	4 *%	- -%	3 *%	4 *%	2 *%	2 *%	* *%	1 *%	8 *%	- -%	- -%	** **
TOTAL SATISFIED	1592 75%	337 75%	650 75%	601 76%	869 76%	712 74%	454 72%	461 74%	305 77% a	359 79% a	1295 75%	152 78%	89 81%	** **
TOTAL DISSATISFIED	228 11%	57 13%	99 11%	72 9%	107 9%	116 12%	77 12%	72 12%	34 9%	44 10%	188 11%	21 11%	10 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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Very satisfied	696 33%	87 39%	261 36%	230 32%	233 36%	363 31%	696 33%	170 33%	128 28%	345 33%	195 44%
Fairly satisfied	896 42%	85 38%	310 42%	313 43%	245 38%	515 45%	896 42%	203 39%	189 41%	468 44%	164 37%
Neither satisfied nor dissatisfied	289 14%	26 12%	80 11%	111 15%	87 13%	161 14%	289 14%	72 14%	72 15%	147 14%	48 11%
Fairly dissatisfied	151 7%	18 8%	57 8%	42 6%	62 10%	73 6%	151 7%	40 8%	46 10%	70 7%	19 4%
Very dissatisfied	76 4%	5 2%	21 3%	32 4%	20 3%	42 4%	76 4%	26 5%	30 6%	24 2%	18 4%
Don't know	8 *%	3 1%	- -%	* *%	1 *%	2 *%	8 *%	4 1%	- -%	* *%	1 *%
TOTAL SATISFIED	1592 75%	172 77%	571 78%	543 75%	478 74%	878 76%	1592 75%	374 72%	316 68%	813 77%	359 81%
TOTAL DISSATISFIED	228 11%	23 10%	79 11%	74 10%	82 13%	115 10%	228 11%	66 13%	76 16%	95 9%	37 8%

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

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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 broadband service

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Very satisfied	696 33%	696 33%	240 27%	194 33%	42 34%	** **	155 45%	** **
		b					abc	
Fairly satisfied	896 42%	896 42%	384 43%	246 41%	66 53%	** **	182 53%	** **
							abc	
Neither satisfied nor dissatisfied	289 14%	289 14%	147 16%	75 13%	9 7%	** **	- -%	** **
		f	df	f	f			
Fairly dissatisfied	151 7%	151 7%	85 9%	54 9%	* *%	** **	- -%	** **
		df	df	df				
Very dissatisfied	76 4%	76 4%	40 4%	24 4%	5 4%	** **	- -%	** **
		f	f	f	f			
Don't know	8 *%	8 *%	- -%	* *%	2 2%	** **	5 1%	** **
					bc		abc	
TOTAL SATISFIED	1592 75%	1592 75%	624 70%	440 74%	108 87%	** **	337 99%	** **
		b			abc		abcd	
TOTAL DISSATISFIED	228 11%	228 11%	125 14%	78 13%	5 4%	** **	- -%	** **
		f	df	df	f			

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Looking for a deal for standalone service	54 3%	36 7% b	18 1%	54 7% b	- -%	35 3%	18 2%	11 4%	7 3%	3 1%	7 1%	** **	9 2% a	34 7% abd
Looking for a deal for service in bundle	38 2%	- -%	38 2% a	- -%	38 3% a	21 2%	17 2%	4 1%	- -%	12 2% e	17 3% e	** **	9 2% e	- -%
Looking for a deal for other services in the bundle, but not this	31 1%	- -%	31 2% a	- -%	31 2% a	23 2%	7 1%	5 2%	3 1%	11 2% e	12 2% e	** **	6 2% e	- -%
Planning to look for a deal for standalone service	182 9%	136 26% b	45 3%	182 25% b	- -%	119 10%	63 7%	38 13% b	25 12%	21 4%	10 2%	** **	18 5%	132 27% abd
Planning to look for a deal for bundle	368 17%	- -%	368 23% a	- -%	368 27% a	218 18% cd	150 17% cd	29 10%	19 9%	133 22% de	166 29% de	** **	57 15% e	- -%
Not currently looking or planning to look for a new deal	1398 66%	331 64%	1068 67%	475 65%	923 67%	784 64%	614 69%	202 69%	154 73% a	407 68%	353 61%	** **	263 71% b	318 64%
Don't know	46 2%	13 2%	33 2%	20 3%	26 2%	23 2%	23 3%	4 1%	2 1%	12 2%	13 2%	** **	7 2%	12 2%
<b>SUMMARY</b>														
Looking for deal for service	92 4%	36 7% b	56 3%	54 7% b	38 3%	56 5%	36 4%	15 5%	7 3%	15 3%	25 4%	** **	18 5%	34 7% a

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

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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 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Planning to look for deal for service or bundle	550	136	413	182	368	337	212	67	44	155	176	**	76	132
	26%	26%	26%	25%	27%	28%	24%	23%	21%	26%	30%	**	20%	27%
											d			

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Looking for a deal for standalone service	54 3%	8 2%	9 2%	11 2%	2 1%	** **	4 4%	1 1%	6 5% ef	33 4% cef	12 2%	52 3% e	1 *%	- -%
Looking for a deal for service in bundle	38 2%	13 3%	11 2%	8 2%	4 3%	** **	- -%	1 *%	3 2%	13 2%	17 2%	33 2%	6 1%	- -%
Looking for a deal for other services in the bundle, but not this	31 1%	12 2%	11 2%	2 *%	1 1%	** **	1 1%	3 2%	3 2%	21 3% c	5 1%	28 2%	2 1%	- -%
Planning to look for a deal for standalone service	182 9%	27 5%	38 8%	36 8%	16 10%	** **	5 6%	10 8%	27 20% cdef	96 12% cef	46 6%	169 10% cef	12 3%	2 1%
Planning to look for a deal for bundle	368 17%	104 21%	66 14%	123 26% bfg	29 18%	** **	11 12%	16 12%	10 7%	120 15%	163 21% ab	292 17% a	74 18% a	26 17%
Not currently looking or planning to look for a new deal	1398 66%	325 64%	317 69% c	291 60%	103 64%	** **	68 75% c	98 75% c	83 61%	496 62%	512 66%	1091 64%	306 75% abcd	122 79% abcd
Don't know	46 2%	16 3%	8 2%	10 2%	5 3%	** **	1 1%	1 1%	5 3%	17 2%	18 2%	39 2%	7 2%	4 2%
<b>SUMMARY</b>														
Looking for deal for service	92 4%	22 4%	21 4%	19 4%	6 4%	** **	4 4%	2 2%	9 6% ef	47 6% ef	29 4%	85 5% ef	7 2%	- -%

Columns Tested: a,b,c,d,e,f,g - 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 broadband service

	BROADBAND SUPPLIER							AGE						
	Total	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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Planning to look for deal for service or bundle	550	130	104	160	45	**	17	26	37	216	209	462	87	28
	26%	26%	23%	33%	28%	**	19%	20%	27%	27%	27%	27%	21%	18%

bfg

Columns Tested: a,b,c,d,e,f,g - 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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Looking for a deal for standalone service	54	22	24	8	31	23	20	11	14	9	47	3	3	**
	3%	5%	3%	1%	3%	2%	3%	2%	4%	2%	3%	2%	3%	**
		c	c											
Looking for a deal for service in bundle	38	8	18	13	23	14	11	8	9	11	30	7	-	**
	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	3%	-%	**
Looking for a deal for other services in the bundle, but not this	31	14	12	5	17	14	6	14	5	5	22	4	2	**
	1%	3%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	2%	**
		c												
Planning to look for a deal for standalone service	182	65	84	32	97	82	66	52	32	29	154	14	6	**
	9%	15%	10%	4%	8%	9%	10%	8%	8%	7%	9%	7%	5%	**
		bc	c											
Planning to look for a deal for bundle	368	55	160	152	204	159	129	92	79	69	298	31	20	**
	17%	12%	18%	19%	18%	17%	20%	15%	20%	15%	17%	16%	18%	**
			a	a			b							
Not currently looking or planning to look for a new deal	1398	272	555	570	754	633	391	425	244	322	1146	132	76	**
	66%	60%	64%	72%	66%	66%	62%	68%	62%	71%	66%	68%	70%	**
				ab						ac				
Don't know	46	14	17	15	14	32	9	21	10	6	37	4	3	**
	2%	3%	2%	2%	1%	3%	1%	3%	3%	1%	2%	2%	3%	**
						a								
<b>SUMMARY</b>														
Looking for deal for service	92	30	41	20	54	37	30	18	24	20	77	10	3	**
	4%	7%	5%	3%	5%	4%	5%	3%	6%	4%	4%	5%	3%	**
		c												

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 broadband service

	Total	AGE (2)			GENDER		SOCIAL GRADE				NATION			N IRE- LAND	
		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		
Significance Level: 99%															
Unweighted total	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71	
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59	
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79	
Planning to look for deal for service or bundle	550	120	244	184	301	241	194	144	111	99	453	44	26	**	
	26%	27%	28%	23%	26%	25%	31%	23%	28%	22%	26%	23%	24%	**	
							bd								

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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c	
Significance Level: 99%												
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443	
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360	
Total	2117	225	729	728	649	1155	2117	516	464	1055	446	
Looking for a deal for standalone service	54 3%	12 5%	15 2%	17 2%	23 3%	20 2%	54 3%	36 7%	13 3%	30 3%	9 2%	
Looking for a deal for service in bundle	38 2%	10 4%	12 2%	10 1%	14 2%	18 2%	38 2%	- -%	9 2%	16 1%	10 2%	
Looking for a deal for other services in the bundle, but not this	31 1%	3 1%	11 2%	8 1%	10 1%	17 1%	31 1%	- -%	11 2%	14 1%	4 1%	
Planning to look for a deal for standalone service	182 9%	24 11%	60 8%	61 8%	56 9%	88 8%	182 9%	136 26%	51 11%	91 9%	30 7%	
Planning to look for a deal for bundle	368 17%	31 14%	131 18%	136 19%	98 15%	223 19%	368 17%	- -%	77 17%	191 18%	73 16%	
Not currently looking or planning to look for a new deal	1398 66%	142 63%	490 67%	478 66%	431 66%	773 67%	1398 66%	331 64%	293 63%	692 66%	313 70%	
Don't know	46 2%	3 1%	11 2%	18 2%	18 3%	16 1%	46 2%	13 2%	9 2%	21 2%	6 1%	
<b>SUMMARY</b>												
Looking for deal for service	92 4%	21 10%	27 4%	27 4%	36 6%	38 3%	92 4%	36 7%	23 5%	45 4%	19 4%	

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

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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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Planning to look for deal for service or bundle	550	55	190	198	154	311	550	136	128	282	103
	26%	25%	26%	27%	24%	27%	26%	26%	28%	27%	23%

Columns Tested: a,b,c - 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.

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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Looking for a deal for standalone service	54 3%	54 3%	49 5%	4 1%	- -%	** **	- -%	** **
		cf	acdf					
Looking for a deal for service in bundle	38 2%	38 2%	32 4%	6 1%	- -%	** **	- -%	** **
			acf					
Looking for a deal for other services in the bundle, but not this	31 1%	31 1%	18 2%	12 2%	- -%	** **	- -%	** **
			f	f				
Planning to look for a deal for standalone service	182 9%	182 9%	118 13%	64 11%	- -%	** **	- -%	** **
		df	adf	df				
Planning to look for a deal for bundle	368 17%	368 17%	265 30%	103 17%	- -%	** **	- -%	** **
		df	acdf	df				
Not currently looking or planning to look for a new deal	1398 66%	1398 66%	402 45%	394 66%	124 99%	** **	328 96%	** **
		b	b	abc			abc	
Don't know	46 2%	46 2%	10 1%	11 2%	1 1%	** **	14 4%	** **
							b	
<b>SUMMARY</b>								
Looking for deal for service	92 4%	92 4%	82 9%	10 2%	- -%	** **	- -%	** **
		cf	acdf					

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

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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 broadband service

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Planning to look for deal for service or bundle	550	550	383	167	-	**	-	**
	26%	26%	43%	28%	-%	**	-%	**
		df	acdf	df				

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 160**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Discussed deals or offers with your provider	536	89	446	127	408	296	239	62	41	129	204	**	88	86
	25%	17%	28%	17%	29%	24%	27%	21%	19%	21%	35%	**	24%	17%
			a		a						ade			
Looked at alternative deals or offers from your provider	535	104	431	153	382	331	204	63	41	144	185	**	89	99
	25%	20%	27%	21%	28%	27%	23%	21%	19%	24%	32%	**	24%	20%
			a		a						ae			
Received a discount from your provider	491	95	397	130	361	285	206	65	46	108	189	**	79	91
	23%	18%	25%	18%	26%	23%	23%	22%	22%	18%	33%	**	21%	18%
			a		a						ade			
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)	249	70	180	99	150	151	99	48	24	44	79	**	45	68
	12%	14%	11%	14%	11%	12%	11%	16%	11%	7%	14%	**	12%	14%
											a		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)	196	38	158	52	144	110	86	22	10	24	86	**	29	38
	9%	7%	10%	7%	10%	9%	10%	7%	5%	4%	15%	**	8%	8%
											ade		a	a
None of these	954	254	700	371	583	514	440	120	96	318	205	**	164	243
	45%	49%	44%	51%	42%	42%	49%	41%	46%	53%	36%	**	44%	49%
				b			ac			bd				b

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

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**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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
<b>SUMMARY</b>														
ANY CHANGE	1163	262	900	359	803	710	453	173	115	282	373	**	206	253
	55%	51%	56%	49%	58%	58%	51%	59%	54%	47%	64%	**	56%	51%
					a	b		b			ae		a	

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

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**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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Discussed deals or offers with your provider	536 25%	159 31% bg	95 21%	165 34% bdg	36 23%	** **	23 26% g	16 12%	28 20%	179 22%	207 27%	413 24%	122 30% b	46 30%
Looked at alternative deals or offers from your provider	535 25%	140 28%	117 25%	141 29% g	38 24%	** **	25 28%	22 17%	34 25%	234 29% ef	192 25% ef	460 27% ef	74 18%	23 15%
Received a discount from your provider	491 23%	147 29% bdg	79 17%	160 33% bdg	30 19%	** **	22 24%	19 14%	35 26%	172 22%	172 22%	379 22%	111 27%	39 25%
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)	249 12%	58 12%	64 14%	65 14%	15 10%	** **	6 7%	12 9%	39 28% bcdef	105 13% c	62 8%	205 12% c	44 11%	12 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)	196 9%	81 16% bdfg	26 6%	63 13% bdfg	5 3%	** **	* *% c	5 4%	15 11%	92 12% c	59 8%	166 10%	30 7%	14 9%
None of these	954 45%	199 39%	215 47% c	161 33%	83 52% ac	** **	43 48% c	83 64% abc	40 29%	352 44% a	364 47% a	755 44% a	196 48% a	81 53% 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.

**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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
<b>SUMMARY</b>														
ANY CHANGE	1163	306	245	322	76	**	46	47	96	444	410	949	213	72
	55%	61%	53%	67%	48%	**	52%	36%	71%	56%	53%	56%	52%	47%
		dg	g	bdfg					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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Discussed deals or offers with your provider	536 25%	94 21%	208 24%	233 29% a	298 26%	234 24%	190 30% d	153 25%	91 23%	97 22%	447 26%	55 28%	24 22%	** **
Looked at alternative deals or offers from your provider	535 25%	126 28%	231 27%	178 22%	301 26%	225 24%	185 29% d	149 24%	104 26%	93 21%	444 26%	44 23%	30 27%	** **
Received a discount from your provider	491 23%	98 22%	190 22%	203 26%	261 23%	226 24%	153 24%	160 26%	81 20%	95 21%	395 23%	52 27%	29 27%	** **
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)	249 12%	82 18% bc	90 10%	77 10%	132 12%	117 12%	86 14%	67 11%	50 13%	46 10%	204 12%	20 10%	12 11%	** **
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)	196 9%	55 12% c	80 9%	61 8%	88 8%	108 11% a	49 8%	62 10%	39 10%	45 10%	155 9%	21 11%	5 5%	** **
None of these	954 45%	181 40%	397 46%	374 47%	526 46%	420 44%	265 42%	292 47%	160 41%	227 50% ac	784 45%	86 44%	48 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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
<b>SUMMARY</b>														
ANY CHANGE	1163	270	472	420	614	537	366	331	234	225	950	108	61	**
	55%	60%	54%	53%	54%	56%	58% d	53%	59% d	50%	55%	56%	56%	**

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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFast c	
Significance Level: 99%												
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443	
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360	
Total	2117	225	729	728	649	1155	2117	516	464	1055	446	
Discussed deals or offers with your provider	536 25%	51 23%	178 24%	197 27%	162 25%	304 26%	536 25%	89 17%	99 21%	274 26%	135 30%	a
Looked at alternative deals or offers from your provider	535 25%	56 25%	191 26%	192 26%	160 25%	305 26%	535 25%	104 20%	94 20%	293 28%	127 28%	a
Received a discount from your provider	491 23%	49 22%	182 25%	176 24%	164 25%	279 24%	491 23%	95 18%	86 19%	246 23%	134 30%	ab
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)	249 12%	24 11%	88 12%	89 12%	93 14%	120 10%	249 12%	70 14%	33 7%	127 12%	80 18%	ab
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)	196 9%	28 13%	68 9%	71 10%	85 13%	93 8%	196 9%	38 7%	40 9%	94 9%	53 12%	
None of these	954 45%	96 43%	323 44%	334 46%	279 43%	522 45%	954 45%	254 49%	239 51%	442 42%	178 40%	bc

Columns Tested: a,b,c - 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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
<b>SUMMARY</b>											
ANY CHANGE	1163	129	406	395	371	634	1163	262	225	613	268
	55%	57%	56%	54%	57%	55%	55%	51%	49%	58%	60%
										a	a

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Discussed deals or offers with your provider	536	536	321	214	-	**	-	**
	25%	25%	36%	36%	-%	**	-%	**
		df	adf	adf				
Looked at alternative deals or offers from your provider	535	535	411	124	-	**	-	**
	25%	25%	46%	21%	-%	**	-%	**
		df	acdf	df				
Received a discount from your provider	491	491	297	176	4	**	7	**
	23%	23%	33%	30%	3%	**	2%	**
		df	adf	adf				
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)	249	249	154	80	15	**	-	**
	12%	12%	17%	13%	12%	**	-%	**
		f	af	f	f			
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)	196	196	117	76	3	**	-	**
	9%	9%	13%	13%	2%	**	-%	**
		df	adf	adf	f			
None of these	954	954	150	213	103	**	334	**
	45%	45%	17%	36%	82%	**	98%	**
		bc		b	abc		abcd	

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

Any break column with 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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
<b>SUMMARY</b>								
ANY CHANGE	1163	1163	746	381	22	**	7	**
	55%	55%	83%	64%	18%	**	2%	**
		df	acdf	adf	f			

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

Any break column with 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	469	122	347	154	315	280	189	64	42	121	123	21	89	116
Effective Weighted Sample	396	97	305	119	280	234	163	50	33	115	118	20	75	92
Total	491	95	397	130	361	285	206	65	46	108	189	26	79	91
I contacted my provider	379	60	319	84	295	207	171	**	**	80	163	**	**	58
	77%	63%	80%	64%	82%	73%	83%	**	**	75%	86%	**	**	63%
			a		a		a				e			
My provider contacted me	94	29	65	37	57	61	33	**	**	21	26	**	**	28
	19%	30%	16%	28%	16%	21%	16%	**	**	19%	14%	**	**	31%
		b		b										b
Don't know/ can't remember	19	6	13	10	9	17	2	**	**	7	-	**	**	5
	4%	7%	3%	7%	3%	6%	1%	**	**	6%	-%	**	**	6%
						b				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 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	469	121	81	149	33	11	24	18	26	159	169	354	114	42
Effective Weighted Sample	396	105	69	125	31	10	21	16	19	129	150	294	104	39
Total	491	147	79	160	30	8	22	19	35	172	172	379	111	39
I contacted my provider	379	130	**	133	**	**	**	**	**	140	135	289	89	**
	77%	88%	**	83%	**	**	**	**	**	81%	79%	76%	80%	**
My provider contacted me	94	13	**	26	**	**	**	**	**	23	31	72	22	**
	19%	9%	**	16%	**	**	**	**	**	13%	18%	19%	20%	**
Don't know/ can't remember	19	4	**	2	**	**	**	**	**	9	6	18	1	**
	4%	3%	**	1%	**	**	**	**	**	5%	4%	5%	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.

**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 ~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	469	94	171	203	247	217	152	158	69	87	383	51	23	12
Effective Weighted Sample	396	69	147	184	215	178	134	127	59	76	326	42	20	10
Total	491	98	190	203	261	226	153	160	81	95	395	52	29	15
I contacted my provider	379	**	152	164	203	172	123	127	**	**	307	**	**	**
	77%	**	80%	81%	78%	76%	81%	80%	**	**	78%	**	**	**
My provider contacted me	94	**	30	34	50	44	25	27	**	**	74	**	**	**
	19%	**	16%	17%	19%	19%	16%	17%	**	**	19%	**	**	**
Don't know/ can't remember	19	**	8	4	8	10	5	6	**	**	14	**	**	**
	4%	**	4%	2%	3%	4%	3%	4%	**	**	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD ~a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	469	43	165	169	148	266	469	122	84	233	128
Effective Weighted Sample	396	32	144	144	122	231	396	97	71	198	107
Total	491	49	182	176	164	279	491	95	86	246	134
I contacted my provider	379	**	133	146	119	224	379	60	**	195	110
	77%	**	73%	83%	72%	80%	77%	63%	**	79%	82%
							b				
My provider contacted me	94	**	42	25	36	48	94	29	**	44	16
	19%	**	23%	14%	22%	17%	19%	30%	**	18%	12%
							a				
Don't know/ can't remember	19	**	7	5	9	6	19	6	**	7	8
	4%	**	4%	3%	6%	2%	4%	7%	**	3%	6%

Columns Tested: a,b,c - 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. 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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	469	469	280	168	5	2	8	6
Effective Weighted Sample	396	396	235	145	4	2	7	5
Total	491	491	297	176	4	3	7	4
I contacted my provider	379	379	236	143	**	**	**	**
	77%	77%	79%	81%	**	**	**	**
My provider contacted me	94	94	52	26	**	**	**	**
	19%	19%	18%	15%	**	**	**	**
Don't know/ can't remember	19	19	10	7	**	**	**	**
	4%	4%	3%	4%	**	**	**	**

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

Any break column with 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	469	122	347	154	315	280	189	64	42	121	123	21	89	116
Effective Weighted Sample	396	97	305	119	280	234	163	50	33	115	118	20	75	92
Total	491	95	397	130	361	285	206	65	46	108	189	26	79	91
Yes	395	59	336	87	309	225	171	**	**	84	173	**	**	56
	80%	62%	85%	67%	85%	79%	83%	**	**	78%	92%	**	**	62%
			a		a					e	ae			
No	76	30	46	36	40	51	25	**	**	22	10	**	**	29
	16%	32%	12%	28%	11%	18%	12%	**	**	21%	5%	**	**	32%
		b		b						b				b
Don't know/ can't remember	20	6	14	7	12	9	10	**	**	2	6	**	**	6
	4%	6%	4%	6%	3%	3%	5%	**	**	1%	3%	**	**	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.

**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	469	121	81	149	33	11	24	18	26	159	169	354	114	42
Effective Weighted Sample	396	105	69	125	31	10	21	16	19	129	150	294	104	39
Total	491	147	79	160	30	8	22	19	35	172	172	379	111	39
Yes	395	123	**	139	**	**	**	**	**	134	137	294	101	**
	80%	83%	**	87%	**	**	**	**	**	78%	80%	78%	90%	**
No	76	19	**	14	**	**	**	**	**	29	25	67	9	**
	16%	13%	**	9%	**	**	**	**	**	17%	15%	18%	9%	**
Don't know/ can't remember	20	6	**	7	**	**	**	**	**	8	9	18	1	**
	4%	4%	**	4%	**	**	**	**	**	5%	5%	5%	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.

**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 ~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	469	94	171	203	247	217	152	158	69	87	383	51	23	12
Effective Weighted Sample	396	69	147	184	215	178	134	127	59	76	326	42	20	10
Total	491	98	190	203	261	226	153	160	81	95	395	52	29	15
Yes	395	**	158	170	221	171	135	131	**	**	315	**	**	**
	80%	**	83%	84%	85%	76%	88%	82%	**	**	80%	**	**	**
No	76	**	25	25	33	43	9	27	**	**	64	**	**	**
	16%	**	13%	12%	13%	19%	6%	17%	**	**	16%	**	**	**
Don't know/ can't remember	20	**	7	7	7	12	10	2	**	**	16	**	**	**
	4%	**	4%	3%	3%	5%	6%	1%	**	**	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD ~a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	469	43	165	169	148	266	469	122	84	233	128
Effective Weighted Sample	396	32	144	144	122	231	396	97	71	198	107
Total	491	49	182	176	164	279	491	95	86	246	134
Yes	395	**	146	149	127	232	395	59	**	202	115
	80%	**	80%	85%	77%	83%	80%	62%	**	82%	86%
							b				
No	76	**	32	18	32	36	76	30	**	34	15
	16%	**	18%	10%	19%	13%	16%	32%	**	14%	11%
								a			
Don't know/ can't remember	20	**	4	9	6	11	20	6	**	11	4
	4%	**	2%	5%	4%	4%	4%	6%	**	4%	3%

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	469	469	280	168	5	2	8	6
Effective Weighted Sample	396	396	235	145	4	2	7	5
Total	491	491	297	176	4	3	7	4
Yes	395	395	238	147	**	**	**	**
	80%	80%	80%	84%	**	**	**	**
No	76	76	49	20	**	**	**	**
	16%	16%	17%	11%	**	**	**	**
Don't know/ can't remember	20	20	10	9	**	**	**	**
	4%	4%	3%	5%	**	**	**	**

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

Any break column with 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	232	81	151	106	126	145	87	48	21	48	51	11	45	79
Effective Weighted Sample	194	64	132	85	110	120	74	38	17	45	49	11	37	62
Total	249	70	180	99	150	151	99	48	24	44	79	15	45	68
I contacted my provider	167	**	130	57	110	98	**	**	**	**	**	**	**	**
	67%	**	72%	57%	73%	65%	**	**	**	**	**	**	**	**
					a									
My provider contacted me	68	**	45	31	37	41	**	**	**	**	**	**	**	**
	27%	**	25%	31%	25%	27%	**	**	**	**	**	**	**	**
Don't know/ can't remember	15	**	5	12	3	12	**	**	**	**	**	**	**	**
	6%	**	3%	12%	2%	8%	**	**	**	**	**	**	**	**
					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.

**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 ~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	232	48	65	55	17	10	9	10	30	91	65	186	46	12
Effective Weighted Sample	194	41	57	48	14	8	8	8	24	76	56	153	42	11
Total	249	58	64	65	15	13	6	12	39	105	62	205	44	12
I contacted my provider	167	**	**	**	**	**	**	**	**	**	**	140	**	**
	67%	**	**	**	**	**	**	**	**	**	**	68%	**	**
My provider contacted me	68	**	**	**	**	**	**	**	**	**	**	51	**	**
	27%	**	**	**	**	**	**	**	**	**	**	25%	**	**
Don't know/ can't remember	15	**	**	**	**	**	**	**	**	**	**	14	**	**
	6%	**	**	**	**	**	**	**	**	**	**	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.

**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 ~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	232	72	80	80	124	106	83	61	44	44	190	20	11	11
Effective Weighted Sample	194	56	69	72	105	88	72	49	38	35	158	17	10	9
Total	249	82	90	77	132	117	86	67	50	46	204	20	12	13
I contacted my provider	167	**	**	**	89	78	**	**	**	**	136	**	**	**
	67%	**	**	**	67%	67%	**	**	**	**	67%	**	**	**
My provider contacted me	68	**	**	**	38	29	**	**	**	**	56	**	**	**
	27%	**	**	**	29%	25%	**	**	**	**	27%	**	**	**
Don't know/ can't remember	15	**	**	**	5	9	**	**	**	**	13	**	**	**
	6%	**	**	**	4%	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO b	TOTAL a	STANDALONE ~b	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c	
Significance Level: 99%												
Unweighted total	232	22	76	85	83	115	232	81	30	121	71	
Effective Weighted Sample	194	17	66	71	69	99	194	64	26	100	59	
Total	249	24	88	89	93	120	249	70	33	127	80	
I contacted my provider	167	**	**	**	**	86	167	**	**	83	**	
	67%	**	**	**	**	72%	67%	**	**	66%	**	
My provider contacted me	68	**	**	**	**	29	68	**	**	39	**	
	27%	**	**	**	**	24%	27%	**	**	31%	**	
Don't know/ can't remember	15	**	**	**	**	5	15	**	**	5	**	
	6%	**	**	**	**	4%	6%	**	**	4%	**	

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	232	232	140	74	18	-	-	-
Effective Weighted Sample	194	194	117	63	15	-	-	-
Total	249	249	154	80	15	-	-	-
I contacted my provider	167	167	114	**	**	**	**	**
	67%	67%	74%	**	**	**	**	**
My provider contacted me	68	68	34	**	**	**	**	**
	27%	27%	22%	**	**	**	**	**
Don't know/ can't remember	15	15	7	**	**	**	**	**
	6%	6%	4%	**	**	**	**	**

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

Any break column with 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	173	47	126	59	114	100	73	19	9	27	54	14	31	47
Effective Weighted Sample	145	36	110	46	100	83	62	15	7	26	52	14	24	36
Total	196	38	158	52	144	110	86	22	10	24	86	19	29	38
I contacted my provider	173	**	143	**	135	93	**	**	**	**	**	**	**	**
	88%	**	91%	**	94%	84%	**	**	**	**	**	**	**	**
My provider contacted me	16	**	10	**	6	11	**	**	**	**	**	**	**	**
	8%	**	6%	**	4%	10%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	5	**	3	6	**	**	**	**	**	**	**	**
	4%	**	3%	**	2%	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.

**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 ~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	173	60	29	58	6	6	1	4	10	79	57	146	27	12
Effective Weighted Sample	145	54	25	48	6	5	1	4	8	65	50	120	25	11
Total	196	81	26	63	5	7	*	5	15	92	59	166	30	14
I contacted my provider	173	**	**	**	**	**	**	**	**	**	**	143	**	**
	88%	**	**	**	**	**	**	**	**	**	**	86%	**	**
My provider contacted me	16	**	**	**	**	**	**	**	**	**	**	16	**	**
	8%	**	**	**	**	**	**	**	**	**	**	10%	**	**
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

	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	173	47	70	56	81	92	44	55	32	41	136	19	7	11
Effective Weighted Sample	145	36	59	51	69	76	38	45	27	34	114	16	5	10
Total	196	55	80	61	88	108	49	62	39	45	155	21	5	15
I contacted my provider	173	**	**	**	**	**	**	**	**	**	138	**	**	**
	88%	**	**	**	**	**	**	**	**	**	89%	**	**	**
My provider contacted me	16	**	**	**	**	**	**	**	**	**	11	**	**	**
	8%	**	**	**	**	**	**	**	**	**	7%	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	**	**	**	**	**	**	**	**	**	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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST ~a	POTENTIALLY ~b	LEAST ~c	YES ~a	NO ~b	TOTAL a	STANDALONE ~b	STANDARD ~a	SUPERFAST ~b	ULTRAFAST ~c	
Significance Level: 99%												
Unweighted total	173	24	59	65	72	82	173	47	39	83	43	
Effective Weighted Sample	145	19	49	55	60	69	145	36	33	69	36	
Total	196	28	68	71	85	93	196	38	40	94	53	
I contacted my provider	173	**	**	**	**	**	173	**	**	**	**	
	88%	**	**	**	**	**	88%	**	**	**	**	
My provider contacted me	16	**	**	**	**	**	16	**	**	**	**	
	8%	**	**	**	**	**	8%	**	**	**	**	
Don't know/ can't remember	7	**	**	**	**	**	7	**	**	**	**	
	4%	**	**	**	**	**	4%	**	**	**	**	

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	173	173	101	68	4	-	-	-
Effective Weighted Sample	145	145	84	58	3	-	-	-
Total	196	196	117	76	3	-	-	-
I contacted my provider	173	173	103	**	**	**	**	**
	88%	88%	88%	**	**	**	**	**
My provider contacted me	16	16	10	**	**	**	**	**
	8%	8%	9%	**	**	**	**	**
Don't know/ can't remember	7	7	4	**	**	**	**	**
	4%	4%	3%	**	**	**	**	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Received a discount	379	60	319	84	295	207	171	42	30	80	163	**	57	58
	18%	12%	20%	11%	21%	17%	19%	14%	14%	13%	28%	**	15%	12%
			a		a						ade			
Added extra or improved services	167	37	130	57	110	98	69	29	16	33	59	**	30	36
	8%	7%	8%	8%	8%	8%	8%	10%	8%	5%	10%	**	8%	7%
			a		a						a			
Reduced or downgraded services	173	30	143	38	135	93	80	17	8	23	82	**	23	30
	8%	6%	9%	5%	10%	8%	9%	6%	4%	4%	14%	**	6%	6%
			a		a						ade			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	572	107	465	149	423	326	246	77	51	114	226	**	94	104
	27%	21%	29%	20%	30%	27%	28%	26%	24%	19%	39%	**	25%	21%
			a		a						ade			
ALL 3 CHANGES	19	2	17	4	15	6	13	1	-	1	13	**	1	2
	1%	*%	1%	1%	1%	*%	1%	*%	-%	*%	2%	**	*%	*%
			a		a						ae			
DISCOUNT AND EXTRA SERVICES	50	6	44	9	41	25	25	3	*	12	26	**	6	6
	2%	1%	3%	1%	3%	2%	3%	1%	*%	2%	4%	**	2%	1%
			a		a						e			
DISCOUNT AND REDUCED SERVICES	51	6	44	8	42	27	24	2	2	4	26	**	8	6
	2%	1%	3%	1%	3%	2%	3%	1%	1%	1%	5%	**	2%	1%
			a		a						ae			
EXTRA SERVICES AND REDUCED SERVICES	8	3	5	3	5	8	-	4	1	3	-	**	-	3
	*%	1%	*%	*%	*%	1%	-%	2%	1%	*%	-%	**	-%	1%
			a		a			b						
DISCOUNT ONLY	259	45	214	62	197	150	109	36	28	63	97	**	43	43
	12%	9%	13%	9%	14%	12%	12%	12%	13%	11%	17%	**	12%	9%
			a		a						ae			

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 165**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
EXTRA SERVICES ONLY	90	26	64	40	50	58	31	21	14	17	21	**	23	25
	4%	5%	4%	6%	4%	5%	4%	7%	7%	3%	4%	**	6%	5%
								b					a	
REDUCED SERVICES ONLY	95	18	78	22	73	52	43	10	5	14	43	**	14	18
	5%	3%	5%	3%	5%	4%	5%	3%	2%	2%	7%	**	4%	4%
											ae			
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1545	409	1135	581	963	898	647	216	159	486	352	**	276	392
	73%	79%	71%	80%	70%	73%	72%	74%	76%	81%	61%	**	75%	79%
		b		b						b			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/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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Received a discount	379	130	51	133	24	**	10	11	14	140	135	289	89	30
	18%	26%	11%	28%	15%	**	11%	9%	10%	18%	17%	17%	22%	20%
		bdfg		bdfg									a	
Added extra or improved services	167	54	39	37	10	**	5	9	24	66	50	140	27	6
	8%	11%	8%	8%	6%	**	6%	7%	18%	8%	6%	8%	7%	4%
									bcdef					
Reduced or downgraded services	173	76	23	57	3	**	*	3	13	74	56	143	30	14
	8%	15%	5%	12%	2%	**	*%	2%	10%	9%	7%	8%	7%	9%
		bdfg		bdfg										
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	572	186	98	183	29	**	13	22	40	212	199	451	121	42
	27%	37%	21%	38%	18%	**	15%	17%	30%	27%	26%	26%	30%	28%
		bdfg		bdfg										
ALL 3 CHANGES	19	13	-	4	-	**	-	-	3	12	2	17	2	-
	1%	3%	-%	1%	-%	**	-%	-%	2%	1%	*%	1%	1%	-%
		b							c	c				
DISCOUNT AND EXTRA SERVICES	50	20	9	12	6	**	1	1	2	19	19	40	10	3
	2%	4%	2%	3%	4%	**	1%	1%	2%	2%	2%	2%	2%	2%
DISCOUNT AND REDUCED SERVICES	51	26	3	20	1	**	*	-	1	19	21	40	10	4
	2%	5%	1%	4%	1%	**	*%	-%	*%	2%	3%	2%	3%	3%
		bdg		b										
EXTRA SERVICES AND REDUCED SERVICES	8	2	2	2	1	**	-	-	2	7	-	8	-	-
	*%	*%	1%	*%	*%	**	-%	-%	1%	1%	-%	*%	-%	-%
									c	c				
DISCOUNT ONLY	259	71	38	96	17	**	8	10	7	91	94	192	66	23
	12%	14%	8%	20%	10%	**	9%	8%	6%	11%	12%	11%	16%	15%
		b		bdfg									ad	

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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
EXTRA SERVICES ONLY	90	19	27	18	3	**	4	9	17	29	30	75	14	3
	4%	4%	6%	4%	2%	**	4%	7%	13%	4%	4%	4%	4%	2%
									bcdef					
REDUCED SERVICES ONLY	95	35	18	30	1	**	-	3	8	37	34	78	17	9
	5%	7%	4%	6%	1%	**	-%	2%	6%	5%	4%	5%	4%	6%
		df		df										
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1545	319	362	299	131	**	76	108	95	583	575	1254	288	111
	73%	63%	79%	62%	82%	**	85%	83%	70%	73%	74%	74%	70%	72%
			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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Received a discount	379	62	152	164	203	172	123	127	52	74	307	40	24	**
	18%	14%	17%	21%	18%	18%	20%	20%	13%	16%	18%	20%	22%	**
				a			c	c						
Added extra or improved services	167	54	60	53	89	78	55	49	39	24	136	18	10	**
	8%	12%	7%	7%	8%	8%	9%	8%	10%	5%	8%	9%	9%	**
		bc												
Reduced or downgraded services	173	45	68	60	78	95	44	58	33	37	138	19	4	**
	8%	10%	8%	8%	7%	10%	7%	9%	8%	8%	8%	10%	4%	**
					a									
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	572	121	221	229	301	267	178	183	101	107	455	59	36	**
	27%	27%	25%	29%	26%	28%	28%	29%	26%	24%	26%	30%	33%	**
ALL 3 CHANGES	19	9	7	2	2	17	3	7	4	4	18	1	-	**
	1%	2%	1%	*%	*%	2%	1%	1%	1%	1%	1%	1%	-%	**
		c			a									
DISCOUNT AND EXTRA SERVICES	50	8	20	23	30	20	20	22	5	3	39	8	2	**
	2%	2%	2%	3%	3%	2%	3%	3%	1%	1%	2%	4%	2%	**
							d	d						
DISCOUNT AND REDUCED SERVICES	51	7	22	21	29	22	13	14	10	12	44	6	1	**
	2%	2%	3%	3%	3%	2%	2%	2%	3%	3%	3%	3%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	8	6	2	-	6	2	3	1	1	3	8	-	-	**
	*%	1%	*%	-%	1%	*%	*%	*%	*%	1%	*%	-%	-%	**
		c												
DISCOUNT ONLY	259	38	103	118	143	113	86	84	34	54	206	24	22	**
	12%	8%	12%	15%	13%	12%	14%	14%	9%	12%	12%	12%	20%	**
				a										
EXTRA SERVICES ONLY	90	31	30	28	51	39	28	19	30	13	71	8	8	**
	4%	7%	4%	4%	4%	4%	4%	3%	8%	3%	4%	4%	7%	**
		bc						bd						

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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
REDUCED SERVICES ONLY	95	22	36	37	41	54	24	35	19	17	68	11	4	**
	5%	5%	4%	5%	4%	6%	4%	6%	5%	4%	4%	6%	3%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1545	329	648	565	839	689	452	440	293	345	1280	135	74	**
	73%	73%	75%	71%	74%	72%	72%	71%	74%	76%	74%	70%	67%	**

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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Received a discount	379 18%	36 16%	133 18%	146 20%	119 18%	224 19%	379 18% b	60 12%	54 12%	195 18% a	110 25% ab
Added extra or improved services	167 8%	15 7%	56 8%	65 9%	64 10%	86 7%	167 8%	37 7%	22 5%	83 8%	56 12% ab
Reduced or downgraded services	173 8%	25 11%	58 8%	66 9%	75 12% b	84 7%	173 8%	30 6%	33 7%	82 8%	49 11%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	572 27%	55 24%	203 28%	214 29%	195 30%	324 28%	572 27% b	107 21%	88 19%	294 28% a	163 37% ab
ALL 3 CHANGES	19 1%	5 2%	3 *%	5 1%	12 2% b	5 *%	19 1%	2 *%	2 *%	8 1%	8 2%
DISCOUNT AND EXTRA SERVICES	50 2%	2 1%	14 2%	27 4%	20 3%	27 2%	50 2%	6 1%	5 1%	24 2%	17 4% a
DISCOUNT AND REDUCED SERVICES	51 2%	8 4%	19 3%	23 3%	16 2%	30 3%	51 2%	6 1%	10 2%	20 2%	16 4%
EXTRA SERVICES AND REDUCED SERVICES	8 *%	2 1%	4 1%	2 *%	4 1%	3 *%	8 *%	3 1%	2 *%	4 *%	2 *%
DISCOUNT ONLY	259 12%	21 9%	96 13%	91 13%	71 11%	162 14%	259 12%	45 9%	37 8%	143 14% a	69 15% a

Columns Tested: a,b,c - 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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFast c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
EXTRA SERVICES ONLY	90 4%	6 3%	35 5%	30 4%	28 4%	51 4%	90 4%	26 5%	13 3%	46 4%	29 6%
REDUCED SERVICES ONLY	95 5%	11 5%	31 4%	35 5%	44 7% b	46 4%	95 5%	18 3%	19 4%	49 5%	23 5%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1545 73%	170 76%	526 72%	515 71%	454 70%	832 72%	1545 73%	409 79% a	376 81% bc	761 72% c	283 63%

Columns Tested: a,b,c - 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 broadband service

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Received a discount	379	379	236	143	-	**	-	**
	18%	18%	26%	24%	-%	**	-%	**
		df	adf	adf				
Added extra or improved services	167	167	114	53	-	**	-	**
	8%	8%	13%	9%	-%	**	-%	**
		df	adf	df				
Reduced or downgraded services	173	173	103	70	-	**	-	**
	8%	8%	11%	12%	-%	**	-%	**
		df	adf	adf				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	572	572	358	214	-	**	-	**
	27%	27%	40%	36%	-%	**	-%	**
		df	adf	adf				
ALL 3 CHANGES	19	19	11	8	-	**	-	**
	1%	1%	1%	1%	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	50	50	35	16	-	**	-	**
	2%	2%	4%	3%	-%	**	-%	**
		f	f	f				
DISCOUNT AND REDUCED SERVICES	51	51	32	19	-	**	-	**
	2%	2%	4%	3%	-%	**	-%	**
		f	f	f				
EXTRA SERVICES AND REDUCED SERVICES	8	8	7	2	-	**	-	**
	*%	*%	1%	*%	-%	**	-%	**
DISCOUNT ONLY	259	259	159	100	-	**	-	**
	12%	12%	18%	17%	-%	**	-%	**
		df	adf	adf				
EXTRA SERVICES ONLY	90	90	62	28	-	**	-	**
	4%	4%	7%	5%	-%	**	-%	**
		f	adf	df				

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

Any break column with 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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
REDUCED SERVICES ONLY	95	95	54	41	-	**	-	**
	5%	5%	6%	7%	-%	**	-%	**
		df	df	df				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1545	1545	537	380	125	**	342	**
	73%	73%	60%	64%	100%	**	100%	**
		bc		abc			abc	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Received a discount	94 4%	29 6%	65 4%	37 5%	57 4%	61 5%	33 4%	20 7%	14 7%	21 3%	26 5%	** **	18 5%	28 6%
Added extra or improved services	68 3%	23 4%	45 3%	31 4%	37 3%	41 3%	27 3%	15 5%	7 3%	9 1%	19 3%	** **	15 4% a	22 4% a
Reduced or downgraded services	16 1%	6 1%	10 1%	10 1%	6 *%	11 1%	5 1%	5 2%	2 1%	1 *%	4 1%	** **	2 1%	6 1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	153 7%	49 10%	104 6%	69 9% b	84 6%	100 8%	53 6%	33 11% b	20 10%	29 5%	38 7%	** **	32 9%	48 10% a
DISCOUNT AND EXTRA SERVICES	15 1%	4 1%	11 1%	4 1%	11 1%	5 *%	10 1%	3 1%	1 1%	- -%	9 2% a	** **	3 1%	4 1%
DISCOUNT AND REDUCED SERVICES	4 *%	3 1% b	1 *%	3 *%	1 *%	4 *%	- -%	4 1% b	1 1%	- -%	- -%	** **	1 *%	3 1%
EXTRA SERVICES AND REDUCED SERVICES	6 *%	1 *%	5 *%	2 *%	3 *%	4 *%	2 *%	- -%	- -%	1 *%	2 *%	** **	- -%	1 *%
DISCOUNT ONLY	75 4%	22 4%	53 3%	30 4%	45 3%	52 4%	22 3%	13 4%	11 5%	21 3%	17 3%	** **	15 4%	21 4%
EXTRA SERVICES ONLY	47 2%	18 3%	29 2%	25 3% b	22 2%	32 3%	15 2%	12 4%	6 3%	8 1%	9 1%	** **	12 3%	17 4% a
REDUCED SERVICES ONLY	7 *%	2 *%	5 *%	5 1%	2 *%	3 *%	4 *%	1 *%	1 *%	- -%	2 *%	** **	2 1%	2 *%

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 broadband service

	Total	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
		STAND-ALONE a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1964	467	1497	662	1302	1124	840	260	190	571	540	**	338	448
	93%	90%	94%	91%	94%	92%	94%	89%	90%	95%	93%	**	91%	90%
					a		c			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 BEING CONTACTED BY PROVIDER

Base : Those responsible for the household's broadband service

	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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Received a discount	94 4%	13 3%	21 4%	26 5%	5 3%	** **	12 13%	7 6%	18 13%	23 3%	31 4%	72 4%	22 5%	8 5%
							abcd		bcde					
Added extra or improved services	68 3%	4 1%	19 4%	25 5%	6 4%	** **	* 1%	2 2%	11 8%	32 4%	8 1%	51 3%	16 4%	5 3%
			a	a					cd	c		c	c	
Reduced or downgraded services	16 1%	5 1%	2 *%	6 1%	1 1%	** **	- -%	- -%	2 2%	12 2%	1 *%	16 1%	- -%	- -%
									ce	ce				
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	153 7%	20 4%	36 8%	44 9%	11 7%	** **	12 13%	8 6%	26 19%	56 7%	40 5%	122 7%	30 7%	11 7%
				a			a		bcdef					
DISCOUNT AND EXTRA SERVICES	15 1%	1 *%	3 1%	9 2%	- -%	** **	* 1%	1 1%	3 2%	4 *%	- -%	7 *%	8 2%	1 1%
									cd				cd	c
DISCOUNT AND REDUCED SERVICES	4 *%	1 *%	2 *%	- -%	- -%	** **	- -%	- -%	2 1%	2 *%	- -%	4 *%	- -%	- -%
									c					
EXTRA SERVICES AND REDUCED SERVICES	6 *%	- -%	- -%	3 1%	1 1%	** **	- -%	- -%	- -%	6 1%	- -%	6 *%	- -%	- -%
DISCOUNT ONLY	75 4%	11 2%	16 4%	17 3%	5 3%	** **	12 13%	6 5%	13 9%	17 2%	31 4%	61 4%	14 3%	6 4%
							abcd		bcde					
EXTRA SERVICES ONLY	47 2%	3 1%	16 3%	13 3%	5 3%	** **	- -%	1 1%	8 6%	23 3%	8 1%	39 2%	9 2%	3 2%
			a						c					

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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
REDUCED SERVICES ONLY	7	3	-	2	-	**	-	-	1	5	1	7	-	-
	*%	1%	-%	*%	-%	**	-%	-%	*%	1%	*%	*%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1964	485	424	438	148	**	78	122	109	739	734	1582	378	142
	93%	96%	92%	91%	93%	**	87%	94%	81%	93%	95%	93%	93%	93%
		cf								a	a	a	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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Received a discount	94 4%	29 6%	30 4%	34 4%	50 4%	44 5%	25 4%	27 4%	25 6%	17 4%	74 4%	10 5%	5 5%	** **
Added extra or improved services	68 3%	22 5%	23 3%	23 3%	38 3%	29 3%	26 4%	15 2%	9 2%	18 4%	56 3%	2 1%	3 3%	** **
Reduced or downgraded services	16 1%	9 2%	7 1%	- -%	6 1%	10 1%	4 1%	1 *%	5 1%	6 1%	11 1%	- -%	1 1%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	153 7%	50 11% bc	53 6%	49 6%	81 7%	71 7%	46 7%	37 6%	32 8%	37 8%	122 7%	11 6%	9 9%	** **
DISCOUNT AND EXTRA SERVICES	15 1%	6 1% b	1 *%	8 1%	9 1%	6 1%	5 1%	6 1%	1 *%	2 *%	13 1%	- -%	- -%	** **
DISCOUNT AND REDUCED SERVICES	4 *%	4 1% bc	- -%	- -%	1 *%	2 *%	- -%	- -%	4 1%	- -%	2 *%	- -%	- -%	** **
EXTRA SERVICES AND REDUCED SERVICES	6 *%	- -%	6 1%	- -%	2 *%	3 *%	3 *%	- -%	1 *%	2 *%	4 *%	- -%	- -%	** **
DISCOUNT ONLY	75 4%	20 4%	29 3%	26 3%	40 3%	35 4%	19 3%	21 3%	20 5%	15 3%	59 3%	10 5%	5 5%	** **
EXTRA SERVICES ONLY	47 2%	16 4%	15 2%	15 2%	27 2%	20 2%	18 3%	9 1%	6 2%	14 3%	39 2%	2 1%	3 3%	** **
REDUCED SERVICES ONLY	7 *%	5 1% c	2 *%	- -%	2 *%	4 *%	1 *%	1 *%	- -%	4 1%	5 *%	- -%	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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1964	400	816	745	1059	886	584	585	362	415	1613	183	100	**
	93%	89%	94%	94%	93%	93%	93%	94%	92%	92%	93%	94%	91%	**
			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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Received a discount	94 4%	10 5%	42 6%	25 3%	36 6%	48 4%	94 4%	29 6%	29 6%	44 4%	16 4%
Added extra or improved services	68 3%	7 3%	29 4%	19 3%	25 4%	29 3%	68 3%	23 4%	7 2%	39 4%	20 5%
Reduced or downgraded services	16 1%	2 1%	9 1%	4 1%	8 1%	5 *%	16 1%	6 1%	6 1%	6 1%	3 1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	153 7%	18 8%	65 9%	42 6%	58 9%	73 6%	153 7%	49 10%	38 8%	78 7%	32 7%
DISCOUNT AND EXTRA SERVICES	15 1%	- -%	11 1%	3 *%	5 1%	8 1%	15 1%	4 1%	3 1%	7 1%	5 1%
DISCOUNT AND REDUCED SERVICES	4 *%	- -%	3 *%	1 *%	2 *%	- -%	4 *%	3 1%	2 *%	2 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	6 *%	2 1%	1 *%	3 *%	3 *%	2 *%	6 *%	1 *%	- -%	2 *%	3 1%
DISCOUNT ONLY	75 4%	10 5%	28 4%	22 3%	28 4%	40 3%	75 4%	22 4%	24 5%	35 3%	11 3%
EXTRA SERVICES ONLY	47 2%	5 2%	17 2%	13 2%	17 3%	19 2%	47 2%	18 3%	4 1%	29 3%	12 3%
REDUCED SERVICES ONLY	7 *%	1 *%	5 1%	* *%	2 *%	4 *%	7 *%	2 *%	4 1%	2 *%	- -%

Columns Tested: a,b,c - 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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1964	207	664	687	591	1082	1964	467	426	978	414
	93%	92%	91%	94%	91%	94%	93%	90%	92%	93%	93%

Columns Tested: a,b,c - 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 broadband service

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Received a discount	94 4%	94 4%	52 6% f	26 4%	4 3%	** **	6 2%	** **
Added extra or improved services	68 3%	68 3% f	34 4% f	22 4% f	12 10% abcf	** **	- -%	** **
Reduced or downgraded services	16 1%	16 1%	10 1%	4 1%	2 1%	** **	- -%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	153 7%	153 7% f	84 9% f	40 7% f	17 14% acf	** **	6 2%	** **
DISCOUNT AND EXTRA SERVICES	15 1%	15 1%	7 1%	8 1%	* *%	** **	- -%	** **
DISCOUNT AND REDUCED SERVICES	4 *%	4 *%	2 *%	2 *%	- -%	** **	- -%	** **
EXTRA SERVICES AND REDUCED SERVICES	6 *%	6 *%	4 *%	2 *%	- -%	** **	- -%	** **
DISCOUNT ONLY	75 4%	75 4%	44 5%	16 3%	4 3%	** **	6 2%	** **
EXTRA SERVICES ONLY	47 2%	47 2% f	23 3% f	12 2% f	12 9% abcf	** **	- -%	** **
REDUCED SERVICES ONLY	7 *%	7 *%	4 *%	1 *%	2 1%	** **	- -%	** **

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

Any break column with 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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1964	1964	812	554	107	**	336	**
	93%	93%	91%	93%	86%	**	98%	**
		d		d			abcd	

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

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Discussed deals or offers with any other provider	206	48	158	62	144	141	65	64	47	50	62	**	41	47
	10%	9%	10%	8%	10%	12%	7%	22%	22%	8%	11%	**	11%	10%
						b		ab	ab					
Looked at deals or offers from any other provider	635	157	477	209	426	424	210	122	83	179	186	**	111	150
	30%	30%	30%	29%	31%	35%	24%	42%	40%	30%	32%	**	30%	30%
						b		b	b					
Talked with friends or family for recommendations about providers	342	87	255	119	223	210	132	55	36	96	101	**	52	87
	16%	17%	16%	16%	16%	17%	15%	19%	17%	16%	18%	**	14%	18%
None of these	1185	274	912	418	767	610	575	108	87	342	316	**	207	261
	56%	53%	57%	57%	55%	50%	64%	37%	41%	57%	55%	**	56%	53%
						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.

**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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Discussed deals or offers with any other provider	206	65	43	50	15	**	2	13	10	126	46	182	23	7
	10%	13%	9%	10%	9%	**	2%	10%	8%	16%	6%	11%	6%	5%
		f		f						cdef		ce		
Looked at deals or offers from any other provider	635	129	123	181	43	**	33	42	56	274	216	547	87	29
	30%	26%	27%	38%	27%	**	37%	32%	42%	34%	28%	32%	21%	19%
				ab					cef	cef		ef		
Talked with friends or family for recommendations about providers	342	69	99	84	24	**	14	18	29	152	111	292	50	16
	16%	14%	22%	17%	15%	**	16%	13%	22%	19%	14%	17%	12%	10%
			a						e	ef				
None of these	1185	310	263	224	91	**	50	73	49	392	473	914	268	108
	56%	61%	57%	46%	57%	**	56%	56%	36%	49%	61%	54%	66%	70%
		c	c							a	abd	a	abd	abd

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	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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Discussed deals or offers with any other provider	206	56	104	46	115	88	66	58	46	35	171	21	6	**
	10%	12%	12%	6%	10%	9%	10%	9%	12%	8%	10%	11%	6%	**
		c	c											
Looked at deals or offers from any other provider	635	158	277	199	370	257	210	188	140	94	517	56	30	**
	30%	35%	32%	25%	32%	27%	33%	30%	35%	21%	30%	29%	27%	**
		c	c		b		d	d	d					
Talked with friends or family for recommendations about providers	342	97	148	97	172	167	117	90	69	65	290	30	17	**
	16%	22%	17%	12%	15%	17%	19%	14%	17%	14%	17%	15%	15%	**
		c	c											
None of these	1185	205	473	505	630	546	324	370	191	286	957	123	65	**
	56%	45%	54%	64%	55%	57%	51%	59%	49%	63%	55%	63%	59%	**
			a	ab				ac		ac				

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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Discussed deals or offers with any other provider	206	37	56	69	57	114	206	48	33	115	53
	10%	16%	8%	10%	9%	10%	10%	9%	7%	11%	12%
		bc									
Looked at deals or offers from any other provider	635	69	223	224	195	367	635	157	126	326	156
	30%	31%	31%	31%	30%	32%	30%	30%	27%	31%	35%
											a
Talked with friends or family for recommendations about providers	342	41	120	115	118	178	342	87	85	176	56
	16%	18%	16%	16%	18%	15%	16%	17%	18%	17%	13%
None of these	1185	108	418	413	358	648	1185	274	263	573	243
	56%	48%	57%	57%	55%	56%	56%	53%	57%	54%	55%

Columns Tested: a,b,c - 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.

**Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...**

Base : Those responsible for the household's broadband service

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Discussed deals or offers with any other provider	206	206	194	12	-	**	-	**
	10%	10%	22%	2%	-%	**	-%	**
		cdf	acdf	f				
Looked at deals or offers from any other provider	635	635	580	55	-	**	-	**
	30%	30%	65%	9%	-%	**	-%	**
		cdf	acdf	df				
Talked with friends or family for recommendations about providers	342	342	207	98	13	**	16	**
	16%	16%	23%	16%	10%	**	5%	**
		f	acdf	f				
None of these	1185	1185	154	442	112	**	326	**
	56%	56%	17%	74%	90%	**	95%	**
		b		ab	abc		abc	

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

Any break column with 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	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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Yes - in the last 6 months	147	57	90	71	75	147	-	147	108	33	26	**	33	55
	7%	11%	6%	10%	5%	12%	-%	50%	51%	5%	4%	**	9%	11%
		b		b		b		ab	ab					ab
Yes - 7 to 12 months ago	146	67	80	77	70	146	-	146	103	28	24	**	27	65
	7%	13%	5%	10%	5%	12%	-%	50%	49%	5%	4%	**	7%	13%
		b		b		b		ab	ab					abd
Yes – 13 to 18 months ago	112	43	69	53	59	112	-	-	-	36	18	**	16	41
	5%	8%	4%	7%	4%	9%	-%	-%	-%	6%	3%	**	4%	8%
		b		b		bcd								b
Yes – 1.5 to 2 years ago	116	34	82	46	70	116	-	-	-	32	32	**	19	32
	5%	7%	5%	6%	5%	9%	-%	-%	-%	5%	6%	**	5%	6%
						bcd								
Yes – 2 to 3 years ago	168	51	117	71	98	168	-	-	-	49	38	**	29	49
	8%	10%	7%	10%	7%	14%	-%	-%	-%	8%	7%	**	8%	10%
						bcd								
Yes – More than 3 years ago	535	87	448	141	394	535	-	-	-	160	171	**	97	84
	25%	17%	28%	19%	28%	44%	-%	-%	-%	27%	30%	**	26%	17%
			a		a	bcd				e	e		e	
No – never changed provider	893	178	715	272	621	-	893	-	-	262	268	**	149	171
	42%	34%	45%	37%	45%	-%	100%	-%	-%	44%	46%	**	40%	34%
			a		a		acd			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.

**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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Yes - in the last 6 months	147 7%	32 6%	34 7%	24 5%	5 3%	** **	2 2%	13 10%	25 19%	68 9%	40 5%	134 8%	13 3%	6 4%
Yes - 7 to 12 months ago	146 7%	35 7%	23 5%	34 7%	3 2%	** **	7 7%	18 14%	16 12%	61 8%	52 7%	129 8%	17 4%	4 3%
Yes – 13 to 18 months ago	112 5%	15 3%	22 5%	24 5%	8 5%	** **	8 9%	10 8%	16 12%	60 8%	25 3%	101 6%	11 3%	3 2%
Yes – 1.5 to 2 years ago	116 5%	30 6%	23 5%	15 3%	9 5%	** **	4 4%	15 11%	8 6%	56 7%	39 5%	103 6%	13 3%	3 2%
Yes – 2 to 3 years ago	168 8%	39 8%	37 8%	21 4%	15 9%	** **	11 12%	16 12%	10 8%	66 8%	73 9%	150 9%	18 4%	7 4%
Yes – More than 3 years ago	535 25%	141 28%	95 21%	127 26%	52 33%	** **	33 37%	31 24%	12 9%	153 19%	233 30%	399 23%	133 33%	53 35%
No – never changed provider	893 42%	212 42%	227 49%	238 49%	68 43%	** **	26 29%	27 21%	47 35%	331 42%	310 40%	689 40%	203 50%	77 50%

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

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**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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Yes - in the last 6 months	147	55	57	35	75	70	32	44	37	34	119	14	8	**
	7%	12%	7%	4%	7%	7%	5%	7%	9%	8%	7%	7%	7%	**
		bc							a					
Yes - 7 to 12 months ago	146	40	68	38	82	60	39	48	29	29	116	15	6	**
	7%	9%	8%	5%	7%	6%	6%	8%	7%	6%	7%	8%	6%	**
		c												
Yes – 13 to 18 months ago	112	37	53	23	66	46	28	38	25	22	93	8	5	**
	5%	8%	6%	3%	6%	5%	4%	6%	6%	5%	5%	4%	5%	**
		c	c											
Yes – 1.5 to 2 years ago	116	32	56	28	61	53	33	38	25	17	93	11	3	**
	5%	7%	6%	4%	5%	6%	5%	6%	6%	4%	5%	6%	3%	**
		c	c											
Yes – 2 to 3 years ago	168	38	76	54	80	88	51	52	31	36	142	15	6	**
	8%	9%	9%	7%	7%	9%	8%	8%	8%	8%	8%	8%	6%	**
Yes – More than 3 years ago	535	61	211	259	307	220	190	146	94	102	442	52	26	**
	25%	14%	24%	33%	27%	23%	30%	24%	24%	23%	25%	27%	24%	**
			a	ab			bd							
No – never changed provider	893	187	348	358	470	419	258	257	154	213	730	79	55	**
	42%	41%	40%	45%	41%	44%	41%	41%	39%	47%	42%	40%	50%	**

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

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**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Yes - in the last 6 months	147 7%	22 10%	55 8%	39 5%	62 10%	61 5%	147 7%	57 11%	23 5%	79 7%	37 8%
Yes - 7 to 12 months ago	146 7%	13 6%	65 9%	40 6%	45 7%	74 6%	146 7%	67 13%	28 6%	77 7%	35 8%
Yes – 13 to 18 months ago	112 5%	18 8%	40 6%	27 4%	34 5%	50 4%	112 5%	43 8%	24 5%	62 6%	21 5%
Yes – 1.5 to 2 years ago	116 5%	13 6%	42 6%	38 5%	42 6%	58 5%	116 5%	34 7%	18 4%	63 6%	28 6%
Yes – 2 to 3 years ago	168 8%	20 9%	52 7%	61 8%	45 7%	95 8%	168 8%	51 10%	43 9%	86 8%	28 6%
Yes – More than 3 years ago	535 25%	38 17%	166 23%	215 30%	168 26%	303 26%	535 25%	87 17%	121 26%	275 26%	104 23%
No – never changed provider	893 42%	101 45%	310 42%	309 42%	255 39%	515 45%	893 42%	178 34%	206 44%	413 39%	193 43%

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



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**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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Yes - in the last 6 months	147	147	128	8	-	**	5	**
	7%	7%	14%	1%	-%	**	1%	**
		cdf	acdf					
Yes - 7 to 12 months ago	146	146	128	13	1	**	5	**
	7%	7%	14%	2%	*%	**	1%	**
		cdf	acdf					
Yes – 13 to 18 months ago	112	112	52	34	26	**	-	**
	5%	5%	6%	6%	21%	**	-%	**
		f	f	f	abcf			
Yes – 1.5 to 2 years ago	116	116	46	33	36	**	-	**
	5%	5%	5%	6%	29%	**	-%	**
		f	f	f	abcf			
Yes – 2 to 3 years ago	168	168	57	50	1	**	40	**
	8%	8%	6%	8%	1%	**	12%	**
		d	d	d			bd	
Yes – More than 3 years ago	535	535	209	176	4	**	107	**
	25%	25%	23%	30%	3%	**	31%	**
		d	d	bd			bd	
No – never changed provider	893	893	275	280	57	**	185	**
	42%	42%	31%	47%	46%	**	54%	**
		b		b	b		ab	

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

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**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	319	159	160	185	134	319	-	319	222	68	31	5	64	153
Effective Weighted Sample	252	127	130	143	112	252	-	252	179	64	29	5	47	121
Total	293	124	170	148	145	293	-	293	210	61	50	6	60	119
BT	67 23%	23 19%	44 26%	33 22%	35 24%	67 23%	**	67 23%	50 24%	**	**	**	**	23 19%
Sky	49 17%	21 17%	29 17%	21 14%	28 19%	49 17%	**	49 17%	40 19%	**	**	**	**	18 15%
Virgin Media	36 12%	16 13%	21 12%	20 13%	17 12%	36 12%	**	36 12%	24 11%	**	**	**	**	16 13%
TalkTalk	33 11%	15 12%	17 10%	19 13%	14 10%	33 11%	**	33 11%	27 13%	**	**	**	**	15 12%
EE	28 10%	12 10%	15 9%	14 9%	14 10%	28 10%	**	28 10%	17 8%	**	**	**	**	12 10%
Vodafone	13 5%	8 7%	5 3%	8 6%	5 4%	13 5%	**	13 5%	8 4%	**	**	**	**	8 7%
Plusnet	13 4%	2 2%	10 6%	2 2%	10 7%	13 4%	**	13 4%	11 5%	**	**	**	**	2 2%
NOW/ NOW Broadband	11 4%	5 4%	6 3%	8 6%	2 2%	11 4%	**	11 4%	8 4%	**	**	**	**	5 4%
John Lewis	6 2%	2 1%	4 2%	3 2%	3 2%	6 2%	**	6 2%	4 2%	**	**	**	**	2 2%
KCOM	3 1%	3 2%	1 1%	3 2%	1 1%	3 1%	**	3 1%	2 1%	**	**	**	**	3 2%
Shell Energy/ Post Office	3 1%	2 2%	1 *%	2 2%	1 1%	3 1%	**	3 1%	2 1%	**	**	**	**	2 2%
Hyperoptic	2 1%	1 1%	1 1%	2 1%	1 1%	2 1%	**	2 1%	1 1%	**	**	**	**	1 1%
Community Fibre	2 1%	2 2%	- -%	2 1%	- -%	2 1%	**	2 1%	- -%	**	**	**	**	2 2%
Utility Warehouse	2 1%	- -%	2 1%	- -%	2 1%	2 1%	**	2 1%	- -%	**	**	**	**	- -%

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

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**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	319	159	160	185	134	319	-	319	222	68	31	5	64	153
Effective Weighted Sample	252	127	130	143	112	252	-	252	179	64	29	5	47	121
Total	293	124	170	148	145	293	-	293	210	61	50	6	60	119
OVO/ SSE	1	1	-	1	-	1	**	1	-	**	**	**	**	1
	*%	1%	-%	1%	-%	*%	**	*%	-%	**	**	**	**	1%
Other supplier	22	10	13	11	12	22	**	22	15	**	**	**	**	9
	8%	8%	8%	7%	8%	8%	**	8%	7%	**	**	**	**	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.

**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	319	60	62	59	12	20	12	35	34	147	104	285	34	11
Effective Weighted Sample	252	50	50	46	11	15	12	30	24	114	91	222	30	10
Total	293	67	57	58	8	18	9	31	41	129	93	263	30	10
BT	67 23%	**	**	**	**	**	**	**	**	30 23%	24 25%	63 24%	**	**
Sky	49 17%	**	**	**	**	**	**	**	**	24 19%	15 16%	41 16%	**	**
Virgin Media	36 12%	**	**	**	**	**	**	**	**	17 13%	9 10%	34 13%	**	**
TalkTalk	33 11%	**	**	**	**	**	**	**	**	10 7%	13 14%	27 10%	**	**
EE	28 10%	**	**	**	**	**	**	**	**	16 12%	3 4%	25 10%	**	**
Vodafone	13 5%	**	**	**	**	**	**	**	**	8 6%	5 6%	13 5%	**	**
Plusnet	13 4%	**	**	**	**	**	**	**	**	5 4%	5 6%	12 4%	**	**
NOW/ NOW Broadband	11 4%	**	**	**	**	**	**	**	**	2 1%	6 6%	10 4%	**	**
John Lewis	6 2%	**	**	**	**	**	**	**	**	- -%	2 2%	4 1%	**	**
KCOM	3 1%	**	**	**	**	**	**	**	**	2 1%	- -%	3 1%	**	**
Shell Energy/ Post Office	3 1%	**	**	**	**	**	**	**	**	1 1%	2 2%	2 1%	**	**
Hyperoptic	2 1%	**	**	**	**	**	**	**	**	1 1%	- -%	2 1%	**	**
Community Fibre	2 1%	**	**	**	**	**	**	**	**	1 1%	- -%	2 1%	**	**
Utility Warehouse	2 1%	**	**	**	**	**	**	**	**	- -%	1 1%	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 ~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	319	60	62	59	12	20	12	35	34	147	104	285	34	11
Effective Weighted Sample	252	50	50	46	11	15	12	30	24	114	91	222	30	10
Total	293	67	57	58	8	18	9	31	41	129	93	263	30	10
OVO/ SSE	1	**	**	**	**	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	**	**	**	**	1%	-%	*%	**	**
Other supplier	22	**	**	**	**	**	**	**	**	12	8	22	**	**
	8%	**	**	**	**	**	**	**	**	9%	8%	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.

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	319	99	139	81	168	142	80	99	66	72	261	29	14	15
Effective Weighted Sample	252	70	114	71	139	107	65	77	53	57	206	24	11	11
Total	293	95	125	73	157	130	71	92	66	63	235	29	14	15
BT	67 23%	** **	28 22%	** **	43 27%	25 19%	** **	** **	** **	** **	57 24%	** **	** **	** **
Sky	49 17%	** **	24 19%	** **	26 16%	22 17%	** **	** **	** **	** **	41 18%	** **	** **	** **
Virgin Media	36 12%	** **	15 12%	** **	16 10%	19 15%	** **	** **	** **	** **	28 12%	** **	** **	** **
TalkTalk	33 11%	** **	16 12%	** **	14 9%	18 14%	** **	** **	** **	** **	26 11%	** **	** **	** **
EE	28 10%	** **	6 4%	** **	18 11%	10 7%	** **	** **	** **	** **	25 11%	** **	** **	** **
Vodafone	13 5%	** **	9 7%	** **	10 6%	3 3%	** **	** **	** **	** **	11 5%	** **	** **	** **
Plusnet	13 4%	** **	7 6%	** **	7 5%	5 4%	** **	** **	** **	** **	11 4%	** **	** **	** **
NOW/ NOW Broadband	11 4%	** **	4 3%	** **	2 1%	8 6%	** **	** **	** **	** **	5 2%	** **	** **	** **
John Lewis	6 2%	** **	- -%	** **	1 *%	5 4%	** **	** **	** **	** **	2 1%	** **	** **	** **
KCOM	3 1%	** **	1 1%	** **	2 1%	1 1%	** **	** **	** **	** **	3 1%	** **	** **	** **
Shell Energy/ Post Office	3 1%	** **	2 1%	** **	1 1%	2 2%	** **	** **	** **	** **	3 1%	** **	** **	** **
Hyperoptic	2 1%	** **	- -%	** **	* *%	2 1%	** **	** **	** **	** **	2 1%	** **	** **	** **
Community Fibre	2 1%	** **	1 1%	** **	1 1%	1 *%	** **	** **	** **	** **	2 1%	** **	** **	** **
Utility Warehouse	2 1%	** **	1 1%	** **	2 1%	- -%	** **	** **	** **	** **	2 1%	** **	** **	** **

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

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**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	319	99	139	81	168	142	80	99	66	72	261	29	14	15
Effective Weighted Sample	252	70	114	71	139	107	65	77	53	57	206	24	11	11
Total	293	95	125	73	157	130	71	92	66	63	235	29	14	15
OVO/ SSE	1	**	-	**	1	-	**	**	**	**	-	**	**	**
	*%	**	-%	**	1%	-%	**	**	**	**	-%	**	**	**
Other supplier	22	**	12	**	12	9	**	**	**	**	16	**	**	**
	8%	**	9%	**	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST ~a	POTENTIALLY b	LEAST ~c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c	
Significance Level: 99%												
Unweighted total	319	37	122	94	112	156	319	159	55	163	85	
Effective Weighted Sample	252	28	97	76	85	129	252	127	43	131	65	
Total	293	35	120	79	107	134	293	124	52	156	72	
BT	67	**	29	**	9	41	67	23	**	38	**	
	23%	**	24%	**	8%	31%	23%	19%	**	24%	**	
						a						
Sky	49	**	21	**	15	24	49	21	**	20	**	
	17%	**	17%	**	14%	18%	17%	17%	**	13%	**	
Virgin Media	36	**	9	**	18	13	36	16	**	15	**	
	12%	**	7%	**	17%	9%	12%	13%	**	10%	**	
TalkTalk	33	**	14	**	13	18	33	15	**	17	**	
	11%	**	12%	**	12%	13%	11%	12%	**	11%	**	
EE	28	**	15	**	16	6	28	12	**	19	**	
	10%	**	13%	**	15%	4%	10%	10%	**	12%	**	
					b							
Vodafone	13	**	6	**	8	3	13	8	**	9	**	
	5%	**	5%	**	8%	2%	5%	7%	**	5%	**	
Plusnet	13	**	3	**	4	8	13	2	**	9	**	
	4%	**	2%	**	4%	6%	4%	2%	**	6%	**	
NOW/ NOW Broadband	11	**	7	**	5	6	11	5	**	6	**	
	4%	**	5%	**	5%	4%	4%	4%	**	4%	**	
John Lewis	6	**	2	**	2	4	6	2	**	3	**	
	2%	**	2%	**	2%	3%	2%	1%	**	2%	**	
KCOM	3	**	2	**	2	2	3	3	**	2	**	
	1%	**	2%	**	2%	1%	1%	2%	**	1%	**	
Shell Energy/ Post Office	3	**	2	**	*	3	3	2	**	2	**	
	1%	**	2%	**	*%	2%	1%	2%	**	1%	**	
Hyperoptic	2	**	1	**	2	*	2	1	**	1	**	
	1%	**	1%	**	2%	*%	1%	1%	**	1%	**	
Community Fibre	2	**	1	**	2	-	2	2	**	2	**	
	1%	**	1%	**	2%	-%	1%	2%	**	1%	**	

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



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**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST ~a	POTENTIALLY b	LEAST ~c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c	
Significance Level: 99%												
Unweighted total	319	37	122	94	112	156	319	159	55	163	85	
Effective Weighted Sample	252	28	97	76	85	129	252	127	43	131	65	
Total	293	35	120	79	107	134	293	124	52	156	72	
Utility Warehouse	2 1%	** **	- -%	** **	1 1%	1 1%	2 1%	- -%	** **	1 1%	** **	
OVO/ SSE	1 *%	** **	- -%	** **	1 1%	- -%	1 *%	1 1%	** **	1 1%	** **	
Other supplier	22 8%	** **	8 7%	** **	9 9%	7 5%	22 8%	10 8%	** **	12 7%	** **	

Columns Tested: a,b,c - 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.

**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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	319	319	271	27	1	2	14	4
Effective Weighted Sample	252	252	215	22	1	2	12	3
Total	293	293	256	21	1	2	9	3
BT	67 23%	67 23%	57 22%	** **	** **	** **	** **	** **
Sky	49 17%	49 17%	47 18%	** **	** **	** **	** **	** **
Virgin Media	36 12%	36 12%	32 13%	** **	** **	** **	** **	** **
TalkTalk	33 11%	33 11%	29 11%	** **	** **	** **	** **	** **
EE	28 10%	28 10%	27 11%	** **	** **	** **	** **	** **
Vodafone	13 5%	13 5%	10 4%	** **	** **	** **	** **	** **
Plusnet	13 4%	13 4%	12 5%	** **	** **	** **	** **	** **
NOW/ NOW Broadband	11 4%	11 4%	8 3%	** **	** **	** **	** **	** **
John Lewis	6 2%	6 2%	4 2%	** **	** **	** **	** **	** **
KCOM	3 1%	3 1%	3 1%	** **	** **	** **	** **	** **
Shell Energy/ Post Office	3 1%	3 1%	3 1%	** **	** **	** **	** **	** **
Hyperoptic	2 1%	2 1%	2 1%	** **	** **	** **	** **	** **
Community Fibre	2 1%	2 1%	1 1%	** **	** **	** **	** **	** **
Utility Warehouse	2 1%	2 1%	1 *%	** **	** **	** **	** **	** **

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

Any break column with 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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	319	319	271	27	1	2	14	4
Effective Weighted Sample	252	252	215	22	1	2	12	3
Total	293	293	256	21	1	2	9	3
OVO/ SSE	1 *%	1 *%	1 *%	**	**	**	**	**
Other supplier	22 8%	22 8%	17 7%	**	**	**	**	**

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

Any break column with 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 a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER ~b	LAST 12 M'S c	EXCL. MOVERS d	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	1245	436	809	554	691	1245	-	319	222	376	204	33	226	416
Effective Weighted Sample	1047	347	712	443	612	1047	-	252	179	357	197	32	185	330
Total	1224	338	886	459	765	1224	-	293	210	338	310	42	220	325
Yes	307	114	193	136	172	307	**	83	-	75	63	**	51	111
	25%	34%	22%	30%	22%	25%	**	28%	-%	22%	20%	**	23%	34%
		b		b		d		d						abd
No	917	224	693	323	594	917	**	210	210	263	247	**	170	215
	75%	66%	78%	70%	78%	75%	**	72%	100%	78%	80%	**	77%	66%
			a		a				ac	e	e		e	

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.

**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 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	1245	243	244	247	99	61	75	106	74	458	485	1017	225	82
Effective Weighted Sample	1047	214	210	202	84	49	69	92	55	371	429	844	204	76
Total	1224	292	233	244	91	56	64	103	88	464	464	1016	205	76
Yes	307	67	64	60	**	**	**	15	**	159	81	280	27	**
	25%	23%	27%	25%	**	**	**	14%	**	34%	17%	28%	13%	**
			g							cde		ce		
No	917	225	169	184	**	**	**	89	**	305	383	735	179	**
	75%	77%	73%	75%	**	**	**	86%	**	66%	83%	72%	87%	**
								b			bd	b	bd	

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	1245	263	513	466	672	549	396	376	230	236	1028	116	55	46
Effective Weighted Sample	1047	198	435	420	574	455	342	308	196	199	861	101	48	38
Total	1224	264	521	436	670	537	372	366	240	239	1005	116	55	49
Yes	307	115	130	63	146	155	98	102	54	53	257	24	**	**
	25%	44%	25%	14%	22%	29%	26%	28%	23%	22%	26%	21%	**	**
		bc	c			a								
No	917	149	391	374	524	383	275	263	186	187	748	92	**	**
	75%	56%	75%	86%	78%	71%	74%	72%	77%	78%	74%	79%	**	**
			a	ab	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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	1245	119	413	437	395	665	1245	436	275	633	265
Effective Weighted Sample	1047	98	348	370	328	566	1047	347	233	540	212
Total	1224	124	420	419	394	640	1224	338	257	642	253
Yes	307	44	89	109	112	150	307	114	64	170	59
	25%	35%	21%	26%	29%	23%	25%	34%	25%	26%	23%
No	917	80	330	310	282	490	917	224	193	472	194
	75%	65%	79%	74%	71%	77%	75%	66%	75%	74%	77%
			a				b				

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1245	1245	622	323	69	36	165	30
Effective Weighted Sample	1047	1047	515	274	57	33	144	25
Total	1224	1224	621	314	68	37	157	28
Yes	307 25%	307 25%	150 24%	71 23%	**	**	54 35% abc	**
No	917 75%	917 75%	471 76%	243 77%	**	**	102 65%	**
		f	f	f				

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



Any break column with 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 a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	DUAL a	TRIPLE b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	1820	520	1300	710	1110	926	894	-	-	606	345	62	318	499
Effective Weighted Sample	1556	417	1159	578	994	795	761	-	-	581	334	60	274	399
Total	1824	392	1431	583	1241	931	893	-	-	540	528	80	310	377
Yes	377 21%	76 19%	301 21%	98 17%	278 22% a	212 23%	165 18%	** **	** **	113 21%	126 24%	** **	62 20%	72 19%
No	1350 74%	280 71%	1070 75%	436 75%	914 74%	672 72%	678 76%	** **	** **	399 74%	382 72%	** **	238 77%	269 71%
Not sure	97 5%	37 9% b	60 4%	48 8%	49 4% b	47 5%	49 6%	** **	** **	28 5%	21 4%	** **	11 3%	36 10% 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 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	1820	357	435	411	161	70	94	97	86	628	701	1415	401	150
Effective Weighted Sample	1556	315	385	343	140	59	87	86	63	517	623	1191	368	140
Total	1824	437	404	425	152	64	81	99	94	666	681	1442	378	143
Yes	377 21%	84 19%	62 15%	109 26% b	42 28% b	** **	** **	** **	** **	148 22%	137 20%	303 21%	73 19%	32 22%
No	1350 74%	333 76% d	316 78% cd	295 70%	98 64%	** **	** **	** **	** **	472 71%	514 75%	1050 73%	297 78% b	110 77%
Not sure	97 5%	20 5%	26 6%	20 5%	12 8%	** **	** **	** **	** **	46 7% ef	30 4%	88 6% ef	8 2%	1 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.

**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	1820	358	703	755	960	840	583	531	311	379	1504	166	94	56
Effective Weighted Sample	1556	275	603	686	828	712	511	442	266	325	1284	144	83	47
Total	1824	355	744	721	983	827	559	531	328	389	1500	165	95	64
Yes	377	72	165	139	218	155	128	108	73	65	313	34	**	**
	21%	20%	22%	19%	22%	19%	23%	20%	22%	17%	21%	21%	**	**
No	1350	248	537	562	720	621	405	387	239	306	1111	120	**	**
	74%	70%	72%	78%	73%	75%	72%	73%	73%	79%	74%	72%	**	**
				a										
Not sure	97	35	41	20	45	50	26	36	16	18	76	11	**	**
	5%	10%	6%	3%	5%	6%	5%	7%	5%	5%	5%	7%	**	**
		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 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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	1820	176	591	651	541	1012	1820	520	442	870	358
Effective Weighted Sample	1556	146	513	558	460	871	1556	417	388	751	296
Total	1824	190	610	649	543	1021	1824	392	412	899	374
Yes	377	41	114	144	120	220	377	76	75	201	82
	21%	21%	19%	22%	22%	22%	21%	19%	18%	22%	22%
No	1350	138	469	488	396	765	1350	280	310	660	277
	74%	73%	77%	75%	73%	75%	74%	71%	75%	73%	74%
Not sure	97	11	27	17	27	36	97	37	27	38	15
	5%	6%	4%	3%	5%	4%	5%	9%	7%	4%	4%
								a			

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1820	1820	607	575	141	75	341	81
Effective Weighted Sample	1556	1556	518	493	116	66	298	69
Total	1824	1824	639	573	124	76	332	80
Yes	377 21%	377 21%	295 46%	61 11%	8 6%	** **	8 2%	** **
		cdf	acdf	f				
No	1350 74%	1350 74%	311 49%	483 84%	108 87%	** **	306 92%	** **
		b		ab	ab		abc	
Not sure	97 5%	97 5%	34 5%	29 5%	8 7%	** **	18 6%	** **

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

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Up to 6 months	175	73	102	90	85	147	28	147	108	39	28	**	37	71
	8%	14%	6%	12%	6%	12%	3%	50%	51%	6%	5%	**	10%	14%
		b		b		b		ab	ab				b	ab
7 to 12 months	173	75	99	86	88	146	27	146	103	37	29	**	31	73
	8%	14%	6%	12%	6%	12%	3%	50%	49%	6%	5%	**	8%	15%
		b		b		b		ab	ab					abd
13 to 18 months	137	57	80	69	68	112	25	-	-	42	20	**	20	55
	6%	11%	5%	9%	5%	9%	3%	-%	-%	7%	3%	**	5%	11%
		b		b		bcd	c							abd
1.5 years to 2 years	145	46	99	63	82	116	29	-	-	38	37	**	26	41
	7%	9%	6%	9%	6%	9%	3%	-%	-%	6%	6%	**	7%	8%
						bcd	cd							
More than 2 years, up to 3 years	237	73	164	99	138	168	68	-	-	63	60	**	37	71
	11%	14%	10%	14%	10%	14%	8%	-%	-%	11%	10%	**	10%	14%
		b		b		bcd	cd							
More than 3 years, up to 5 years	294	71	223	110	184	189	105	-	-	99	64	**	58	68
	14%	14%	14%	15%	13%	15%	12%	-%	-%	17%	11%	**	16%	14%
						cd	cd							
More than 5 years, up to 10 years	389	60	328	100	289	197	191	-	-	116	111	**	81	56
	18%	12%	21%	14%	21%	16%	21%	-%	-%	19%	19%	**	22%	11%
			a		a	cd	acd			e	e		e	
More than 10 years	520	48	472	94	426	124	396	-	-	149	221	**	71	47
	25%	9%	29%	13%	31%	10%	44%	-%	-%	25%	38%	**	19%	9%
			a		a	cd	acd			e	ade		e	
Don't know/ can't remember	48	14	34	21	27	24	24	-	-	17	8	**	9	14
	2%	3%	2%	3%	2%	2%	3%	-%	-%	3%	1%	**	2%	3%
							c							

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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Up to 6 months	175 8%	35 7%	41 9%	32 7%	7 4%	** **	2 2%	14 11%	35 26%	81 10%	44 6%	160 9%	15 4%	6 4%
7 to 12 months	173 8%	38 8%	36 8%	36 7%	3 2%	** **	7 7%	20 15%	17 13%	81 10%	57 7%	155 9%	18 4%	5 3%
13 to 18 months	137 6%	20 4%	28 6%	27 6%	10 6%	** **	8 9%	16 12%	23 17%	72 9%	31 4%	126 7%	11 3%	3 2%
1.5 years to 2 years	145 7%	36 7%	26 6%	23 5%	12 8%	** **	6 7%	17 13%	11 8%	77 10%	43 6%	130 8%	14 3%	5 3%
More than 2 years, up to 3 years	237 11%	52 10%	54 12%	32 7%	22 14%	** **	13 15%	21 16%	17 13%	110 14%	87 11%	215 13%	22 5%	8 5%
More than 3 years, up to 5 years	294 14%	67 13%	58 13%	51 11%	29 18%	** **	21 23%	20 16%	6 4%	133 17%	103 13%	242 14%	50 12%	21 14%
More than 5 years, up to 10 years	389 18%	118 23%	71 15%	93 19%	37 23%	** **	23 26%	20 16%	11 8%	131 16%	156 20%	297 17%	91 22%	32 21%
More than 10 years	520 25%	132 26%	137 30%	179 37%	32 20%	** **	7 8%	3 2%	13 9%	92 12%	236 31%	341 20%	178 44%	71 46%
Don't know/ can't remember	48 2%	7 1%	10 2%	9 2%	8 5%	** **	3 3%	* *%	3 2%	19 2%	17 2%	39 2%	9 2%	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.

**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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Up to 6 months	175 8%	71 16% bc	65 7%	39 5%	86 8%	87 9%	34 5%	51 8%	41 11% a	46 10% a	144 8%	16 8%	8 7%	** **
7 to 12 months	173 8%	52 12% c	82 9% c	40 5%	94 8%	75 8%	48 8%	58 9%	34 9%	33 7%	135 8%	18 9%	10 9%	** **
13 to 18 months	137 6%	53 12% bc	59 7% c	24 3%	76 7%	60 6%	35 6%	48 8%	26 7%	28 6%	117 7%	9 5%	5 5%	** **
1.5 years to 2 years	145 7%	44 10% c	70 8% c	30 4%	70 6%	73 8%	36 6%	49 8%	32 8%	24 5%	117 7%	16 8%	3 3%	** **
More than 2 years, up to 3 years	237 11%	69 15% c	101 12%	67 8%	116 10%	119 12%	61 10%	78 13%	41 10%	55 12%	195 11%	21 11%	15 14%	** **
More than 3 years, up to 5 years	294 14%	63 14%	127 15%	101 13%	165 14%	126 13%	98 15%	87 14%	54 14%	56 12%	245 14%	25 13%	19 17%	** **
More than 5 years, up to 10 years	389 18%	54 12% a	166 19% a	169 21% a	217 19%	170 18%	121 19%	98 16%	69 17%	96 21%	321 18%	40 21%	18 16%	** **
More than 10 years	520 25%	33 7% a	179 21% a	307 39% ab	293 26%	223 23%	183 29% b	140 23%	87 22%	102 23%	421 24%	44 23%	28 26%	** **
Don't know/ can't remember	48 2%	11 2%	19 2%	17 2%	24 2%	23 2%	14 2%	13 2%	10 3%	11 2%	40 2%	4 2%	3 3%	** **

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



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**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED			
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c	
Significance Level: 99%												
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443	
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360	
Total	2117	225	729	728	649	1155	2117	516	464	1055	446	
Up to 6 months	175 8%	35 16% bc	62 9%	43 6%	75 12%	71 6%	175 8%	73 14% a	28 6%	90 9%	44 10%	
7 to 12 months	173 8%	18 8%	72 10%	49 7%	49 8%	91 8%	173 8%	75 14% a	35 8%	86 8%	44 10%	
13 to 18 months	137 6%	19 9%	46 6%	40 5%	40 6%	64 6%	137 6%	57 11% a	26 6%	80 8%	22 5%	
1.5 years to 2 years	145 7%	14 6%	58 8%	44 6%	53 8%	71 6%	145 7%	46 9%	26 6%	71 7%	37 8%	
More than 2 years, up to 3 years	237 11%	30 13%	73 10%	85 12%	73 11%	123 11%	237 11%	73 14%	56 12%	118 11%	45 10%	
More than 3 years, up to 5 years	294 14%	30 13%	99 14%	110 15%	89 14%	165 14%	294 14%	71 14%	76 16%	147 14%	57 13%	
More than 5 years, up to 10 years	389 18%	27 12%	136 19%	151 21% a	124 19%	220 19%	389 18% b	60 12%	94 20%	202 19%	66 15%	
More than 10 years	520 25%	47 21%	171 23%	196 27%	133 20%	331 29% a	520 25% b	48 9%	102 22%	249 24%	125 28%	
Don't know/ can't remember	48 2%	4 2%	11 2%	10 1%	13 2%	19 2%	48 2%	14 3%	20 4% b	11 1%	7 1%	

Columns Tested: a,b,c - 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.

**Q29B. How long has (PROVIDER) been providing your fixed broadband service?**

Base : Those responsible for the household's broadband service

	Total	FIXED BROADBAND ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Up to 6 months	175 8%	175 8%	132 15%	14 2%	18 14%	** **	5 1%	** **
		cf	acf		cf			
7 to 12 months	173 8%	173 8%	140 16%	19 3%	10 8%	** **	5 1%	** **
		cf	acf		f			
13 to 18 months	137 6%	137 6%	56 6%	44 7%	36 29%	** **	- -%	** **
		f	f	f	abcf			
1.5 years to 2 years	145 7%	145 7%	57 6%	39 7%	48 39%	** **	- -%	** **
		f	f	f	abcf			
More than 2 years, up to 3 years	237 11%	237 11%	87 10%	70 12%	1 1%	** **	57 17%	** **
		d	d	d			abd	
More than 3 years, up to 5 years	294 14%	294 14%	98 11%	95 16%	3 2%	** **	74 22%	** **
		d	d	bd			abd	
More than 5 years, up to 10 years	389 18%	389 18%	154 17%	131 22%	2 2%	** **	71 21%	** **
		d	d	d			d	
More than 10 years	520 25%	520 25%	159 18%	172 29%	6 5%	** **	111 33%	** **
		bd	d	bd			abd	
Don't know/ can't remember	48 2%	48 2%	13 1%	9 2%	- -%	** **	19 5%	** **
							abcd	

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

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**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 a	SIMPLE BUNDLE b	STAND-ALONE a	REGARD BUNDLE b	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	DUAL a	TRIPLE ~b	QUAD ~c	OTHER d	NONE e
Significance Level: 99%														
Unweighted total	569	209	360	275	294	397	172	-	-	178	81	14	103	199
Effective Weighted Sample	477	164	320	217	264	338	139	-	-	171	79	14	86	156
Total	552	156	397	225	327	391	161	-	-	165	126	18	101	148
This is my first contract with them	116	44	72	51	65	87	29	**	**	27	**	**	19	42
	21%	28%	18%	23%	20%	22%	18%	**	**	17%	**	**	19%	29%
		b												a
I have renewed my contract with them	411	106	305	160	251	292	119	**	**	131	**	**	77	101
	74%	68%	77%	71%	77%	75%	74%	**	**	79%	**	**	77%	68%
Not sure	25	5	19	13	11	11	13	**	**	7	**	**	4	5
	4%	3%	5%	6%	3%	3%	8%	**	**	4%	**	**	4%	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.

**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 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	569	102	123	102	54	26	43	46	31	252	200	483	83	34
Effective Weighted Sample	477	89	106	81	45	22	40	40	22	206	176	400	76	31
Total	552	123	118	89	55	21	40	48	32	256	188	475	74	30
This is my first contract with them	116	25	28	11	**	**	**	**	**	53	42	102	**	**
	21%	20%	24%	12%	**	**	**	**	**	21%	22%	22%	**	**
I have renewed my contract with them	411	94	85	77	**	**	**	**	**	185	144	351	**	**
	74%	76%	72%	86%	**	**	**	**	**	72%	77%	74%	**	**
Not sure	25	5	5	2	**	**	**	**	**	18	2	22	**	**
	4%	4%	4%	2%	**	**	**	**	**	7%	1%	5%	**	**

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 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	569	156	230	180	270	292	169	172	104	121	465	54	33	17
Effective Weighted Sample	477	119	198	161	231	241	146	139	89	103	387	46	30	14
Total	552	147	239	163	271	277	156	166	104	123	451	51	33	16
This is my first contract with them	116 21%	36 24%	50 21%	31 19%	56 21%	60 22%	33 21%	33 20%	21 20%	30 24%	104 23%	**	**	**
I have renewed my contract with them	411 74%	102 69%	179 75%	127 78%	202 75%	206 74%	114 73%	131 79%	78 76%	85 69%	327 73%	**	**	**
Not sure	25 4%	9 6%	10 4%	5 3%	13 5%	11 4%	9 6%	2 1%	5 5%	8 6%	19 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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	569	60	189	191	176	302	569	209	135	270	126
Effective Weighted Sample	477	50	162	158	147	254	477	164	116	232	99
Total	552	65	193	178	178	288	552	156	127	269	122
This is my first contract with them	116	**	49	31	45	56	116	44	32	55	20
	21%	**	25%	17%	25%	20%	21%	28%	25%	20%	17%
I have renewed my contract with them	411	**	141	139	128	221	411	106	89	209	93
	74%	**	73%	78%	72%	77%	74%	68%	70%	78%	76%
Not sure	25	**	4	8	6	10	25	5	7	6	8
	4%	**	2%	5%	3%	3%	4%	3%	5%	2%	7%

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	569	569	175	181	52	17	117	27
Effective Weighted Sample	477	477	146	152	43	15	100	23
Total	552	552	172	180	48	16	112	25
This is my first contract with them	116	116	24	37	**	**	32	**
	21%	21%	14%	20%	**	**	29%	**
							b	
I have renewed my contract with them	411	411	144	134	**	**	72	**
	74%	74%	84%	74%	**	**	64%	**
			f					
Not sure	25	25	4	10	**	**	8	**
	4%	4%	2%	5%	**	**	7%	**

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

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Yes	826	222	604	294	532	525	302	138	89	214	219	**	154	212
	39%	43%	38%	40%	38%	43%	34%	47%	42%	36%	38%	**	42%	43%
						b		b						a
No	1291	294	996	436	854	699	591	155	121	386	359	**	216	284
	61%	57%	62%	60%	62%	57%	66%	53%	58%	64%	62%	**	58%	57%
							ac			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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Yes	826	191	176	198	58	**	38	54	80	314	287	681	144	55
	39%	38%	38%	41%	37%	**	43%	42%	59%	39%	37%	40%	35%	36%
									bcdef					
No	1291	313	285	284	101	**	51	76	55	482	487	1023	264	98
	61%	62%	62%	59%	63%	**	57%	58%	41%	61%	63%	60%	65%	64%
										a	a	a	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

	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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Yes	826	203	329	294	468	352	274	237	156	152	677	70	48	**
	39%	45%	38%	37%	41%	37%	44%	38%	40%	34%	39%	36%	44%	**
		c					d							
No	1291	248	540	500	672	605	356	385	238	300	1058	124	61	**
	61%	55%	62%	63%	59%	63%	56%	62%	60%	66%	61%	64%	56%	**
				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.

**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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Yes	826 39%	83 37%	288 40%	290 40%	236 36%	469 41%	826 39%	222 43%	173 37%	443 42%	175 39%
No	1291 61%	142 63%	441 60%	438 60%	414 64%	687 59%	1291 61%	294 57%	291 63%	612 58%	271 61%

Columns Tested: a,b,c - 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.

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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Yes	826	826	424	244	25	**	91	**
	39%	39%	47%	41%	20%	**	27%	**
		df	adf	df				
No	1291	1291	471	350	99	**	250	**
	61%	61%	53%	59%	80%	**	73%	**
		b			abc		abc	

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

Any break column with 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	835	285	550	355	480	533	302	142	88	240	142	27	161	272
Effective Weighted Sample	696	226	479	282	421	443	253	113	70	228	136	26	132	215
Total	826	222	604	294	532	525	302	138	89	214	219	33	154	212
Looked into deals with my existing provider at that time	355	69	285	101	254	223	132	59	**	99	120	**	62	66
	43%	31%	47%	34%	48%	43%	44%	43%	**	46%	55%	**	40%	31%
			a		a					e	e			
Looked into deals with alternative provider/s	276	68	208	95	181	193	83	55	**	75	83	**	51	66
	33%	31%	34%	32%	34%	37%	27%	40%	**	35%	38%	**	33%	31%
						b		b						
Contacted my existing provider at that time	232	53	179	72	161	143	89	41	**	46	90	**	40	50
	28%	24%	30%	24%	30%	27%	30%	30%	**	22%	41%	**	26%	24%
											ade			
Signed up for a contract with my existing provider at that time	215	40	175	66	149	126	89	21	**	68	62	**	39	36
	26%	18%	29%	22%	28%	24%	29%	15%	**	32%	28%	**	25%	17%
			a				c			e	e			
Contacted alternative provider/s	91	38	53	47	44	78	13	35	**	13	23	**	18	36
	11%	17%	9%	16%	8%	15%	4%	25%	**	6%	10%	**	12%	17%
		b		b		b		ab						a
Signed up for a contract with an alternative provider	61	22	39	31	30	60	2	41	**	10	14	**	15	20
	7%	10%	7%	11%	6%	11%	1%	30%	**	4%	6%	**	10%	10%
				b		b		ab						
Something else	9	3	6	4	5	8	1	1	**	1	1	**	3	3
	1%	1%	1%	1%	1%	2%	*%	1%	**	1%	1%	**	2%	1%
I did not take any action	194	55	139	72	122	110	84	21	**	51	50	**	27	54
	24%	25%	23%	24%	23%	21%	28%	15%	**	24%	23%	**	17%	25%
							c							
Can't remember	33	18	14	20	13	15	18	3	**	6	1	**	6	17
	4%	8%	2%	7%	2%	3%	6%	2%	**	3%	1%	**	4%	8%
		b		b										b

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

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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	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	835	157	190	198	68	27	42	55	65	311	303	679	155	60
Effective Weighted Sample	696	135	161	165	57	21	39	47	49	251	268	558	141	55
Total	826	191	176	198	58	26	38	54	80	314	287	681	144	55
Looked into deals with my existing provider at that time	355 43%	99 52%	77 44%	88 44%	** **	** **	** **	** **	** **	144 46%	123 43%	294 43%	60 42%	** **
Looked into deals with alternative provider/s	276 33%	62 33%	46 26%	78 40% b	** **	** **	** **	** **	** **	126 40% e	88 31%	236 35%	40 28%	** **
Contacted my existing provider at that time	232 28%	59 31%	43 24%	74 37% b	** **	** **	** **	** **	** **	89 28%	73 26%	179 26%	53 37% d	** **
Signed up for a contract with my existing provider at that time	215 26%	49 26%	58 33%	47 24%	** **	** **	** **	** **	** **	78 25%	65 23%	153 22%	62 43% bcd	** **
Contacted alternative provider/s	91 11%	21 11%	23 13%	21 11%	** **	** **	** **	** **	** **	44 14% ce	22 8%	84 12% e	7 5%	** **
Signed up for a contract with an alternative provider	61 7%	16 8%	13 8%	8 4%	** **	** **	** **	** **	** **	25 8%	14 5%	58 8%	4 2%	** **
Something else	9 1%	1 1%	1 1%	4 2%	** **	** **	** **	** **	** **	2 1%	6 2%	9 1%	* *%	** **
I did not take any action	194 24%	39 21%	43 24%	47 24%	** **	** **	** **	** **	** **	67 21%	79 27%	156 23%	38 26%	** **
Can't remember	33 4%	6 3%	6 4%	5 3%	** **	** **	** **	** **	** **	16 5%	10 3%	31 5%	1 1%	** **

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	835	200	318	316	462	364	287	240	142	160	688	71	46	30
Effective Weighted Sample	696	149	270	284	393	297	248	193	118	135	574	61	38	23
Total	826	203	329	294	468	352	274	237	156	152	677	70	48	31
Looked into deals with my existing provider at that time	355 43%	72 36%	159 48% a	123 42%	213 46%	140 40%	120 44%	113 48%	61 39%	56 37%	281 41%	** **	** **	** **
Looked into deals with alternative provider/s	276 33%	65 32%	125 38%	86 29%	174 37% b	100 28%	90 33%	80 34%	63 40%	41 27%	227 34%	** **	** **	** **
Contacted my existing provider at that time	232 28%	47 23%	94 29%	91 31%	135 29%	95 27%	77 28%	81 34% d	38 25%	31 21%	192 28%	** **	** **	** **
Signed up for a contract with my existing provider at that time	215 26%	41 20%	72 22%	102 35% ab	131 28%	84 24%	75 27% c	75 32% c	23 15%	41 27%	167 25%	** **	** **	** **
Contacted alternative provider/s	91 11%	32 16% c	39 12%	19 6%	49 10%	42 12%	33 12%	19 8%	27 18% bd	11 7%	78 12%	** **	** **	** **
Signed up for a contract with an alternative provider	61 7%	27 13% c	22 7%	12 4%	29 6%	32 9%	16 6%	15 6%	19 12%	10 7%	49 7%	** **	** **	** **
Something else	9 1%	2 1%	6 2%	1 *%	4 1%	4 1%	3 1%	5 2%	* *%	1 *%	8 1%	** **	** **	** **
I did not take any action	194 24%	40 20%	72 22%	82 28%	119 25%	74 21%	73 27%	55 23%	35 22%	29 19%	158 23%	** **	** **	** **
Can't remember	33 4%	13 6%	14 4%	6 2%	10 2%	22 6% a	6 2%	12 5%	3 2%	11 7%	26 4%	** **	** **	** **

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

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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	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	835	79	284	294	238	467	835	285	182	432	184
Effective Weighted Sample	696	61	239	248	192	399	696	226	156	361	149
Total	826	83	288	290	236	469	826	222	173	443	175
Looked into deals with my existing provider at that time	355 43%	** **	128 45%	143 49%	86 36%	222 47%	355 43%	69 31%	58 33%	203 46%	90 51%
						a	b			a	a
Looked into deals with alternative provider/s	276 33%	** **	90 31%	108 37%	70 30%	171 36%	276 33%	68 31%	52 30%	146 33%	69 40%
Contacted my existing provider at that time	232 28%	** **	90 31%	87 30%	60 25%	143 30%	232 28%	53 24%	31 18%	128 29%	67 38%
										a	a
Signed up for a contract with my existing provider at that time	215 26%	** **	80 28%	85 29%	61 26%	133 28%	215 26%	40 18%	49 28%	107 24%	51 29%
							b				
Contacted alternative provider/s	91 11%	** **	31 11%	23 8%	37 16%	34 7%	91 11%	38 17%	18 10%	54 12%	17 10%
					b			a			
Signed up for a contract with an alternative provider	61 7%	** **	26 9%	17 6%	24 10%	27 6%	61 7%	22 10%	13 8%	35 8%	13 8%
Something else	9 1%	** **	1 *%	5 2%	2 1%	6 1%	9 1%	3 1%	1 *%	6 1%	2 1%
I did not take any action	194 24%	** **	48 17%	80 27%	56 24%	110 24%	194 24%	55 25%	44 25%	90 20%	43 25%
				b							
Can't remember	33 4%	** **	13 4%	4 2%	10 4%	13 3%	33 4%	18 8%	6 4%	16 4%	7 4%
								a			

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	835	835	417	251	29	19	96	23
Effective Weighted Sample	696	696	345	213	23	17	81	18
Total	826	826	424	244	25	21	91	20
Looked into deals with my existing provider at that time	355 43%	355 43%	211 50%	117 48%	** **	** **	** **	** **
Looked into deals with alternative provider/s	276 33%	276 33%	220 52%	44 18%	** **	** **	** **	** **
		c	ac					
Contacted my existing provider at that time	232 28%	232 28%	151 36%	74 30%	** **	** **	** **	** **
			a					
Signed up for a contract with my existing provider at that time	215 26%	215 26%	108 25%	77 32%	** **	** **	** **	** **
Contacted alternative provider/s	91 11%	91 11%	83 20%	7 3%	** **	** **	** **	** **
		c	ac					
Signed up for a contract with an alternative provider	61 7%	61 7%	59 14%	1 *%	** **	** **	** **	** **
		c	ac					
Something else	9 1%	9 1%	6 1%	2 1%	** **	** **	** **	** **
I did not take any action	194 24%	194 24%	54 13%	51 21%	** **	** **	** **	** **
		b		b				
Can't remember	33 4%	33 4%	10 2%	9 4%	** **	** **	** **	** **

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

Any break column with 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Agree strongly	449 21%	114 22%	335 21%	157 22%	292 21%	259 21%	191 21%	83 28%	51 24%	122 20%	123 21%	** **	78 21%	109 22%
Agree slightly	701 33%	176 34%	525 33%	247 34%	454 33%	395 32%	306 34%	81 28%	58 27%	196 33%	168 29%	** **	140 38%	168 34%
Disagree slightly	384 18%	92 18%	292 18%	136 19%	248 18%	217 18%	167 19%	43 15%	32 15%	108 18%	122 21%	** **	55 15%	89 18%
Disagree strongly	331 16%	80 16%	251 16%	118 16%	212 15%	215 18%	116 13%	63 21%	50 24%	93 16%	96 17%	** **	59 16%	77 15%
Don't know	252 12%	54 10%	199 12%	72 10%	180 13%	139 11%	114 13%	23 8%	19 9%	81 14%	70 12%	** **	37 10%	53 11%
TOTAL AGREE	1150 54%	290 56%	860 54%	404 55%	746 54%	653 53%	497 56%	164 56%	108 52%	318 53%	291 50%	** **	219 59%	277 56%
TOTAL DISAGREE	715 34%	172 33%	542 34%	254 35%	460 33%	432 35%	282 32%	106 36%	82 39%	201 34%	218 38%	** **	114 31%	166 33%

Columns Tested: a,b - 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 broadband service

	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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Agree strongly	449 21%	95 19%	102 22%	102 21%	36 22%	** **	24 27%	21 16%	47 34% bcd	156 20%	147 19%	350 21%	99 24%	43 28% c
Agree slightly	701 33%	163 32%	166 36%	152 32%	55 35%	** **	29 32%	44 34%	43 32%	268 34%	246 32%	558 33%	143 35%	50 33%
Disagree slightly	384 18%	90 18%	69 15%	101 21%	32 20%	** **	14 15%	27 21%	20 15%	150 19%	156 20% e	326 19% e	56 14%	20 13%
Disagree strongly	331 16%	88 17%	58 13%	89 18%	17 11%	** **	13 14%	23 18%	15 11%	146 18% e	121 16%	281 16%	49 12%	16 11%
Don't know	252 12%	69 14% c	66 14% c	39 8%	20 12%	** **	10 11%	15 12%	11 8%	76 9%	103 13%	190 11%	62 15% b	23 15%
TOTAL AGREE	1150 54%	258 51%	267 58%	254 53%	91 57%	** **	53 60%	65 50%	90 67% bcd	424 53%	393 51%	908 53%	242 59% c	93 61%
TOTAL DISAGREE	715 34%	178 35%	127 28%	190 39% b	49 31%	** **	26 29%	50 39%	34 25%	296 37% ef	277 36% ef	607 36% ef	105 26%	36 24%

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

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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 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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Agree strongly	449 21%	110 24%	167 19%	172 22%	265 23%	180 19%	142 23%	113 18%	83 21%	109 24%	373 22%	39 20%	25 23%	** **
Agree slightly	701 33%	162 36%	261 30%	277 35%	371 33%	325 34%	204 32%	211 34%	141 36%	140 31%	566 33%	62 32%	43 40%	** **
Disagree slightly	384 18%	73 16%	182 21%	128 16%	202 18%	176 18%	116 18%	122 20%	78 20%	63 14%	316 18%	34 17%	17 16%	** **
Disagree strongly	331 16%	67 15%	156 18% c	106 13%	193 17%	136 14%	112 18% c	107 17%	46 12%	64 14%	269 16%	36 18%	16 14%	** **
Don't know	252 12%	38 8%	103 12%	111 14% a	109 10%	141 15% a	57 9%	69 11%	46 12%	76 17% ab	210 12%	23 12%	8 7%	** **
TOTAL AGREE	1150 54%	273 61% b	428 49%	449 57% b	635 56%	505 53%	346 55%	324 52%	224 57%	249 55%	940 54%	101 52%	69 63%	** **
TOTAL DISAGREE	715 34%	140 31%	338 39% ac	234 29%	396 35%	311 33%	228 36% d	230 37% d	124 31%	127 28%	585 34%	70 36%	33 30%	** **

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

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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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Agree strongly	449	55	187	123	172	202	449	114	95	218	100
	21%	24%	26%	17%	27%	17%	21%	22%	20%	21%	22%
			c		b						
Agree slightly	701	62	253	254	205	396	701	176	166	364	134
	33%	28%	35%	35%	32%	34%	33%	34%	36%	35%	30%
Disagree slightly	384	42	108	155	113	222	384	92	84	190	85
	18%	19%	15%	21%	17%	19%	18%	18%	18%	18%	19%
				b							
Disagree strongly	331	36	92	135	80	206	331	80	58	169	83
	16%	16%	13%	19%	12%	18%	16%	16%	13%	16%	19%
				b		a					
Don't know	252	30	91	61	79	129	252	54	61	113	45
	12%	13%	12%	8%	12%	11%	12%	10%	13%	11%	10%
TOTAL AGREE	1150	117	439	377	377	598	1150	290	261	582	234
	54%	52%	60%	52%	58%	52%	54%	56%	56%	55%	52%
			c		b						
TOTAL DISAGREE	715	78	199	290	193	428	715	172	142	360	167
	34%	35%	27%	40%	30%	37%	34%	33%	31%	34%	38%
				b		a					

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Agree strongly	449 21%	449 21%	195 22%	118 20%	25 20%	** **	60 18%	** **
Agree slightly	701 33%	701 33%	263 29%	195 33%	44 36%	** **	144 42%	** **
Disagree slightly	384 18%	384 18%	177 20%	109 18%	22 18%	** **	60 18%	** **
Disagree strongly	331 16%	331 16%	196 22%	92 16%	14 11%	** **	11 3%	** **
Don't know	252 12%	252 12%	64 7%	79 13%	20 16%	** **	66 19%	** **
TOTAL AGREE	1150 54%	1150 54%	458 51%	313 53%	69 55%	** **	204 60%	** **
TOTAL DISAGREE	715 34%	715 34%	373 42%	201 34%	36 29%	** **	72 21%	** **

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

Any break column with 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	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Agree strongly	363 17%	97 19%	266 17%	129 18%	233 17%	201 16%	161 18%	70 24%	50 24%	107 18%	80 14%	** **	73 20%	88 18%
Agree slightly	728 34%	193 37%	535 33%	273 37%	456 33%	436 36%	292 33%	113 39%	75 36%	227 38%	152 26%	** **	136 37%	188 38%
Disagree slightly	559 26%	126 24%	434 27%	180 25%	379 27%	342 28%	217 24%	63 22%	51 24%	166 28%	153 26%	** **	100 27%	122 25%
Disagree strongly	370 17%	70 14%	299 19%	104 14%	265 19%	194 16%	175 20%	38 13%	29 14%	71 12%	173 30%	** **	46 12%	68 14%
Don't know	97 5%	30 6%	67 4%	44 6%	53 4%	50 4%	47 5%	9 3%	6 3%	29 5%	20 3%	** **	15 4%	29 6%
TOTAL AGREE	1091 52%	290 56%	801 50%	402 55%	689 50%	638 52%	453 51%	183 63%	125 59%	334 56%	232 40%	** **	209 57%	276 56%
TOTAL DISAGREE	929 44%	196 38%	733 46%	284 39%	645 47%	536 44%	393 44%	101 34%	80 38%	237 40%	326 56%	** **	145 39%	191 38%

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 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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Agree strongly	363 17%	68 14%	83 18%	56 12%	40 25%	** **	16 18%	29 22%	30 22%	132 17%	116 15%	278 16%	83 20%	38 25%
			c		ac			c						cd
Agree slightly	728 34%	169 33%	154 33%	140 29%	64 40%	** **	38 43%	56 43%	56 42%	301 38%	260 34%	617 36%	110 27%	44 28%
					c		c	c	e	e		e		
Disagree slightly	559 26%	123 24%	130 28%	150 31%	31 20%	** **	26 28%	30 23%	36 26%	180 23%	217 28%	433 25%	126 31%	35 23%
				d									b	
Disagree strongly	370 17%	120 24%	75 16%	115 24%	14 9%	** **	7 8%	11 9%	8 6%	146 18%	151 19%	304 18%	65 16%	23 15%
		bdfg		bdfg						a	a	a	a	
Don't know	97 5%	25 5%	18 4%	21 4%	9 6%	** **	3 3%	4 3%	5 4%	36 5%	31 4%	72 4%	24 6%	14 9%
														cd
TOTAL AGREE	1091 52%	237 47%	237 52%	196 41%	104 65%	** **	54 61%	85 65%	86 64%	433 54%	376 49%	895 53%	193 47%	81 53%
			c		abc		c	abc	ce					
TOTAL DISAGREE	929 44%	242 48%	205 44%	265 55%	46 29%	** **	32 36%	41 32%	44 32%	326 41%	367 47%	737 43%	191 47%	58 38%
		dg	dg	bdfg						ab			a	

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



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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	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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Agree strongly	363 17%	91 20%	139 16%	132 17%	195 17%	168 18%	94 15%	91 15%	63 16%	111 25% abc	306 18%	30 15%	20 18%	** **
Agree slightly	728 34%	181 40% c	301 35%	245 31%	383 34%	341 36%	201 32%	234 38% d	152 39% d	134 30%	599 35%	65 34%	38 34%	** **
Disagree slightly	559 26%	103 23%	221 25%	235 30% a	316 28%	236 25%	199 32% bd	153 25%	104 26%	100 22%	446 26%	59 30%	30 28%	** **
Disagree strongly	370 17%	62 14%	167 19%	141 18%	195 17%	169 18%	116 18%	120 19%	60 15%	70 15%	303 17%	30 16%	18 16%	** **
Don't know	97 5%	14 3%	42 5%	41 5%	52 5%	43 4%	21 3%	24 4%	14 4%	36 8% abc	80 5%	10 5%	3 3%	** **
TOTAL AGREE	1091 52%	272 60% bc	439 51%	377 47%	577 51%	508 53%	294 47%	326 52%	216 55%	246 54%	905 52%	95 49%	58 53%	** **
TOTAL DISAGREE	929 44%	165 37%	387 45% a	376 47% a	511 45%	406 42%	315 50% cd	273 44%	164 42%	170 38%	749 43%	89 46%	48 44%	** **

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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Agree strongly	363 17%	60 27%	160 22%	88 12%	123 19%	170 15%	363 17%	97 19%	85 18%	178 17%	67 15%
Agree slightly	728 34%	71 31%	259 35%	260 36%	221 34%	409 35%	728 34%	193 37%	182 39%	364 35%	138 31%
Disagree slightly	559 26%	41 18%	169 23%	228 31% ab	161 25%	319 28%	559 26%	126 24%	115 25%	292 28%	119 27%
Disagree strongly	370 17%	47 21%	111 15%	131 18%	112 17%	214 19%	370 17%	70 14%	55 12%	187 18%	103 23%
Don't know	97 5%	6 3%	31 4%	21 3%	32 5%	43 4%	97 5%	30 6%	27 6%	35 3%	19 4%
TOTAL AGREE	1091 52%	131 58%	419 57%	348 48%	345 53%	579 50%	1091 52%	290 56%	267 58%	542 51%	205 46%
TOTAL DISAGREE	929 44%	88 39%	280 38%	359 49% ab	273 42%	533 46%	929 44%	196 38%	170 37%	478 45%	222 50%

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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Agree strongly	363 17%	363 17%	153 17%	73 12%	32 26%	** **	63 18%	** **
		c			ac			
Agree slightly	728 34%	728 34%	293 33%	180 30%	53 42%	** **	154 45%	** **
					c		abc	
Disagree slightly	559 26%	559 26%	225 25%	190 32%	27 21%	** **	79 23%	** **
				abf				
Disagree strongly	370 17%	370 17%	205 23%	120 20%	6 5%	** **	17 5%	** **
		df	adf	df				
Don't know	97 5%	97 5%	20 2%	30 5%	7 5%	** **	29 9%	** **
		b		b			ab	
TOTAL AGREE	1091 52%	1091 52%	446 50%	253 43%	85 68%	** **	217 63%	** **
		c	c		abc		abc	
TOTAL DISAGREE	929 44%	929 44%	430 48%	310 52%	33 26%	** **	96 28%	** **
		df	df	adf				

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

Any break column with 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Agree strongly	456 22%	112 22%	344 22%	152 21%	304 22%	238 19%	218 24%	78 27%	53 25%	121 20%	118 20%	** **	87 24%	106 21%
							a	a						
Agree slightly	730 34%	164 32%	566 35%	257 35%	473 34%	423 35%	307 34%	89 30%	70 33%	206 34%	207 36%	** **	130 35%	156 32%
Disagree slightly	505 24%	121 23%	384 24%	161 22%	344 25%	288 24%	217 24%	58 20%	39 18%	155 26%	132 23%	** **	85 23%	118 24%
Disagree strongly	334 16%	82 16%	252 16%	111 15%	224 16%	222 18%	112 13%	55 19%	40 19%	93 16%	105 18%	** **	57 15%	79 16%
						b		b						
Don't know	91 4%	37 7%	54 3%	49 7%	42 3%	53 4%	38 4%	14 5%	9 4%	25 4%	16 3%	** **	11 3%	36 7%
		b		b										bd
TOTAL AGREE	1186 56%	275 53%	911 57%	409 56%	776 56%	661 54%	525 59%	167 57%	122 58%	327 54%	326 56%	** **	217 59%	263 53%
TOTAL DISAGREE	840 40%	203 39%	636 40%	272 37%	568 41%	510 42%	329 37%	112 38%	79 38%	249 41%	236 41%	** **	142 38%	197 40%

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 broadband service

	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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Agree strongly	456 22%	106 21%	99 22%	94 19%	38 24%	** **	18 20%	26 20%	39 29%	146 18%	161 21%	346 20%	110 27%	48 31%
									b				bd	bcd
Agree slightly	730 34%	185 37%	157 34%	168 35%	44 28%	** **	33 37%	50 39%	51 38%	263 33%	257 33%	571 33%	156 38%	53 34%
Disagree slightly	505 24%	117 23%	117 25%	112 23%	40 25%	** **	26 29%	31 23%	23 17%	212 27%	191 25%	427 25%	77 19%	29 19%
									e			e		
Disagree strongly	334 16%	76 15%	66 14%	93 19%	28 17%	** **	9 11%	20 15%	16 12%	133 17%	129 17%	279 16%	56 14%	19 12%
Don't know	91 4%	21 4%	21 5%	15 3%	10 6%	** **	3 3%	4 3%	5 4%	40 5%	36 5%	82 5%	10 2%	4 3%
TOTAL AGREE	1186 56%	290 58%	256 56%	262 54%	82 51%	** **	51 57%	76 58%	90 67%	410 52%	417 54%	917 54%	266 65%	101 66%
									bcd				bcd	bcd
TOTAL DISAGREE	840 40%	193 38%	183 40%	205 43%	67 42%	** **	36 40%	50 39%	40 29%	345 43%	321 41%	706 41%	133 33%	48 31%
									aef	e	e			

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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Agree strongly	456 22%	102 23%	162 19%	192 24% b	243 21%	212 22%	117 19%	117 19%	88 22%	129 29% ab	371 21%	39 20%	30 27%	** **
Agree slightly	730 34%	162 36%	272 31%	294 37%	405 36%	318 33%	213 34%	216 35%	151 38%	142 31%	604 35%	66 34%	36 33%	** **
Disagree slightly	505 24%	97 22%	244 28% c	164 21%	264 23%	237 25%	155 25%	158 25%	95 24%	94 21%	411 24%	48 25%	28 25%	** **
Disagree strongly	334 16%	75 17%	139 16%	120 15%	189 17%	139 14%	123 20% cd	108 17% c	44 11%	57 13%	274 16%	33 17%	12 11%	** **
Don't know	91 4%	15 3%	52 6% c	24 3%	38 3%	52 5%	22 4%	23 4%	16 4%	31 7%	74 4%	8 4%	4 3%	** **
TOTAL AGREE	1186 56%	264 58% b	434 50%	486 61% b	649 57%	530 55%	330 52%	333 53%	239 61% a	271 60%	975 56%	105 54%	66 60%	** **
TOTAL DISAGREE	840 40%	172 38%	383 44% c	284 36%	453 40%	375 39%	278 44% cd	267 43% d	139 35%	151 33%	685 39%	81 42%	40 36%	** **

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 broadband service

	Total	FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFast c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Agree strongly	456 22%	78 35%	182 25%	122 17%	172 26%	212 18%	456 22%	112 22%	106 23%	217 21%	100 22%
Agree slightly	730 34%	64 28%	261 36%	259 36%	228 35%	402 35%	730 34%	164 32%	148 32%	372 35%	158 35%
Disagree slightly	505 24%	39 17%	157 21%	187 26%	127 20%	303 26%	505 24%	121 23%	111 24%	268 25%	91 20%
Disagree strongly	334 16%	33 15%	103 14%	133 18%	93 14%	197 17%	334 16%	82 16%	73 16%	168 16%	77 17%
Don't know	91 4%	10 4%	27 4%	27 4%	30 5%	42 4%	91 4%	37 7%	27 6%	30 3%	21 5%
TOTAL AGREE	1186 56%	142 63%	443 61%	381 52%	400 62%	614 53%	1186 56%	275 53%	253 55%	589 56%	257 58%
TOTAL DISAGREE	840 40%	73 32%	259 36%	320 44%	220 34%	500 43%	840 40%	203 39%	184 40%	436 41%	167 38%

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Agree strongly	456 22%	456 22%	150 17%	126 21%	31 25%	** **	90 26%	** **
		b					b	
Agree slightly	730 34%	730 34%	273 30%	198 33%	48 39%	** **	161 47%	** **
							abc	
Disagree slightly	505 24%	505 24%	231 26%	159 27%	30 24%	** **	58 17%	** **
		f	f	f				
Disagree strongly	334 16%	334 16%	213 24%	91 15%	9 7%	** **	4 1%	** **
		df	acdf	f	f			
Don't know	91 4%	91 4%	29 3%	20 3%	6 4%	** **	28 8%	** **
							abc	
TOTAL AGREE	1186 56%	1186 56%	423 47%	324 55%	80 64%	** **	251 74%	** **
		b		b	b		abc	
TOTAL DISAGREE	840 40%	840 40%	444 50%	250 42%	39 32%	** **	62 18%	** **
		f	acdf	f	f			

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



Any break column with 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Agree strongly	333 16%	82 16%	250 16%	112 15%	221 16%	188 15%	145 16%	66 22%	42 20%	83 14%	93 16%	** **	68 18%	80 16%
Agree slightly	674 32%	162 31%	512 32%	224 31%	449 32%	368 30%	306 34%	57 19%	37 18%	169 28%	196 34%	** **	125 34%	155 31%
Disagree slightly	502 24%	107 21%	395 25%	162 22%	340 25%	286 23%	216 24%	64 22%	49 23%	152 25%	142 25%	** **	84 23%	102 21%
Disagree strongly	483 23%	125 24%	358 22%	172 24%	310 22%	315 26%	167 19%	90 31%	69 33%	160 27%	116 20%	** **	74 20%	120 24%
Don't know	125 6%	40 8%	86 5%	60 8%	65 5%	67 5%	59 7%	16 5%	13 6%	36 6%	32 6%	** **	18 5%	38 8%
TOTAL AGREE	1007 48%	244 47%	763 48%	336 46%	670 48%	556 45%	451 50%	122 42%	79 38%	252 42%	289 50%	** **	193 52%	235 47%
TOTAL DISAGREE	985 47%	232 45%	752 47%	334 46%	650 47%	601 49%	383 43%	155 53%	118 56%	312 52%	258 45%	** **	159 43%	222 45%

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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Agree strongly	333 16%	86 17%	69 15%	69 14%	28 18%	** **	9 10%	13 10%	39 29%	132 17%	103 13%	274 16%	59 14%	32 21%
Agree slightly	674 32%	168 33%	144 31%	169 35%	51 32%	** **	20 22%	38 29%	41 30%	278 35%	244 31%	563 33%	110 27%	36 24%
Disagree slightly	502 24%	117 23%	109 24%	120 25%	40 25%	** **	27 30%	28 22%	25 18%	172 22%	200 26%	396 23%	103 25%	37 24%
Disagree strongly	483 23%	99 20%	113 25%	102 21%	31 19%	** **	30 33%	45 34%	24 18%	169 21%	180 23%	372 22%	110 27%	36 24%
Don't know	125 6%	34 7%	25 5%	22 5%	8 5%	** **	4 5%	6 5%	7 5%	45 6%	47 6%	99 6%	27 7%	11 7%
TOTAL AGREE	1007 48%	255 50%	212 46%	238 49%	79 50%	** **	29 32%	51 39%	80 59%	410 52%	347 45%	837 49%	169 41%	68 45%
TOTAL DISAGREE	985 47%	216 43%	223 48%	222 46%	72 45%	** **	56 63%	73 56%	48 36%	341 43%	380 49%	769 45%	213 52%	73 48%

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 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			N IRE- LAND
		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	
Significance Level: 99%														
Unweighted total	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Agree strongly	333 16%	95 21%	135 16%	103 13%	156 14%	175 18%	89 14%	83 13%	67 17%	90 20%	283 16%	24 12%	15 14%	** **
Agree slightly	674 32%	153 34%	292 34%	228 29%	325 29%	344 36%	214 34%	205 33%	134 34%	115 25%	556 32%	56 29%	30 27%	** **
Disagree slightly	502 24%	94 21%	200 23%	204 26%	302 26%	196 21%	149 24%	140 22%	99 25%	112 25%	404 23%	46 24%	29 26%	** **
Disagree strongly	483 23%	85 19%	187 22%	211 27%	292 26%	184 19%	149 24%	166 27%	67 17%	99 22%	387 22%	58 30%	26 24%	** **
Don't know	125 6%	23 5%	54 6%	48 6%	65 6%	58 6%	31 5%	30 5%	27 7%	36 8%	104 6%	12 6%	9 8%	** **
TOTAL AGREE	1007 48%	248 55%	427 49%	330 42%	482 42%	519 54%	303 48%	287 46%	201 51%	205 45%	839 48%	79 41%	45 41%	** **
TOTAL DISAGREE	985 47%	179 40%	387 45%	415 52%	594 52%	380 40%	297 47%	305 49%	166 42%	211 47%	791 46%	103 53%	55 51%	** **

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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Agree strongly	333 16%	46 20%	122 17%	96 13%	124 19%	152 13%	333 16%	82 16%	91 20%	152 14%	70 16%
Agree slightly	674 32%	69 31%	221 30%	247 34%	172 26%	398 34%	674 32%	162 31%	150 32%	337 32%	125 28%
Disagree slightly	502 24%	43 19%	188 26%	178 24%	148 23%	282 24%	502 24%	107 21%	110 24%	248 24%	109 24%
Disagree strongly	483 23%	47 21%	166 23%	169 23%	157 24%	271 23%	483 23%	125 24%	80 17%	263 25%	115 26%
Don't know	125 6%	20 9%	32 4%	38 5%	48 7%	53 5%	125 6%	40 8%	32 7%	54 5%	27 6%
TOTAL AGREE	1007 48%	115 51%	343 47%	343 47%	296 46%	550 48%	1007 48%	244 47%	241 52%	489 46%	196 44%
TOTAL DISAGREE	985 47%	90 40%	355 49%	347 48%	305 47%	553 48%	985 47%	232 45%	191 41%	512 49%	224 50%

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Agree strongly	333 16%	333 16%	167 19% f	82 14%	13 11%	** **	37 11%	** **
Agree slightly	674 32%	674 32%	263 29%	202 34%	46 37%	** **	125 37%	** **
Disagree slightly	502 24%	502 24%	209 23%	149 25%	31 25%	** **	80 23%	** **
Disagree strongly	483 23%	483 23%	217 24%	129 22%	26 21%	** **	62 18%	** **
Don't know	125 6%	125 6%	38 4%	31 5%	9 7%	** **	37 11% abc	** **
TOTAL AGREE	1007 48%	1007 48%	431 48%	284 48%	59 48%	** **	163 48%	** **
TOTAL DISAGREE	985 47%	985 47%	427 48%	279 47%	57 46%	** **	142 41%	** **

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

Any break column with 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
		a	b	a	b	a	b	c	d	a	b	~c	d	e
Significance Level: 99%														
Unweighted total	2139	679	1460	895	1244	1245	894	319	222	674	376	67	382	652
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	645	363	65	321	520
Total	2117	516	1601	731	1386	1224	893	293	210	600	578	86	370	496
Very confident	416 20%	100 19%	316 20%	145 20%	271 20%	238 19%	178 20%	95 32%	67 32%	113 19%	115 20%	** **	76 20%	95 19%
Fairly confident	928 44%	240 47%	688 43%	334 46%	594 43%	553 45%	376 42%	139 47%	105 50%	261 43%	231 40%	** **	177 48%	232 47%
Not very confident	466 22%	105 20%	361 23%	148 20%	318 23%	264 22%	202 23%	42 14%	26 12%	136 23%	134 23%	** **	76 20%	101 20%
Not at all confident	242 11%	50 10%	192 12%	75 10%	167 12%	136 11%	106 12%	14 5%	9 4%	73 12%	88 15%	** **	33 9%	47 9%
Don't know	65 3%	22 4%	43 3%	29 4%	35 3%	34 3%	31 3%	3 1%	3 1%	18 3%	10 2%	** **	9 2%	22 4%
TOTAL CONFIDENT	1344 64%	340 66%	1004 63%	479 66%	865 62%	790 65%	554 62%	233 80%	172 82%	374 62%	346 60%	** **	253 68%	326 66%
TOTAL NOT CONFIDENT	708 33%	154 30%	554 35%	222 30%	486 35%	400 33%	308 35%	56 19%	35 17%	209 35%	222 38%	** **	108 29%	148 30%

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 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	2139	417	497	470	173	90	106	132	120	775	805	1700	435	161
Effective Weighted Sample	1808	366	435	389	150	73	98	115	87	629	714	1413	399	149
Total	2117	505	460	482	159	81	90	130	135	795	774	1705	409	153
Very confident	416 20%	99 20%	79 17%	96 20%	38 24%	** **	23 26%	22 17%	47 35%	144 18%	151 19%	342 20%	74 18%	30 19%
Fairly confident	928 44%	192 38%	208 45%	209 43%	59 37%	** **	39 43%	75 57%	57 42%	350 44%	332 43%	739 43%	187 46%	76 50%
Not very confident	466 22%	137 27%	102 22%	99 21%	38 24%	** **	16 18%	24 18%	22 16%	175 22%	177 23%	374 22%	91 22%	28 18%
Not at all confident	242 11%	59 12%	62 13%	62 13%	19 12%	** **	5 5%	8 6%	5 4%	103 13%	91 12%	199 12%	43 11%	13 8%
Don't know	65 3%	17 3%	10 2%	16 3%	4 2%	** **	7 8%	1 1%	3 3%	24 3%	24 3%	51 3%	14 3%	7 5%
TOTAL CONFIDENT	1344 64%	291 58%	287 62%	305 63%	98 61%	** **	62 69%	97 74%	104 77%	495 62%	482 62%	1081 63%	261 64%	106 69%
TOTAL NOT CONFIDENT	708 33%	197 39%	164 36%	162 34%	57 36%	** **	21 23%	32 24%	27 20%	277 35%	268 35%	573 34%	134 33%	40 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.

**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	2139	457	842	836	1128	982	663	630	377	451	1765	195	108	71
Effective Weighted Sample	1808	345	716	757	967	819	576	519	319	383	1490	168	93	59
Total	2117	451	869	794	1140	957	631	622	394	452	1734	194	109	79
Very confident	416 20%	108 24%	158 18%	149 19%	228 20%	184 19%	90 14%	106 17%	81 21%	134 30%	331 19%	39 20%	27 25%	** **
Fairly confident	928 44%	201 45%	370 43%	355 45%	507 44%	416 43%	282 45%	297 48%	167 42%	173 38%	782 45%	75 38%	46 42%	** **
Not very confident	466 22%	81 18%	208 24%	176 22%	246 22%	215 23%	142 23%	145 23%	88 22%	89 20%	371 21%	49 25%	24 22%	** **
Not at all confident	242 11%	48 11%	109 13%	85 11%	125 11%	113 12%	98 15%	56 9%	48 12%	38 8%	200 12%	24 12%	8 7%	** **
Don't know	65 3%	13 3%	23 3%	29 4%	34 3%	29 3%	19 3%	17 3%	10 2%	19 4%	50 3%	9 4%	3 3%	** **
TOTAL CONFIDENT	1344 64%	309 69%	529 61%	505 64%	736 65%	600 63%	372 59%	403 65%	248 63%	306 68%	1113 64%	113 58%	74 67%	** **
TOTAL NOT CONFIDENT	708 33%	129 29%	318 37%	260 33%	371 33%	328 34%	240 38%	202 32%	136 35%	127 28%	571 33%	73 37%	32 30%	** **

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		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
		MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%											
Unweighted total	2139	213	713	745	653	1168	2139	679	497	1033	443
Effective Weighted Sample	1808	174	610	634	545	999	1808	543	430	882	360
Total	2117	225	729	728	649	1155	2117	516	464	1055	446
Very confident	416 20%	65 29%	167 23%	112 15%	142 22%	205 18%	416 20%	100 19%	78 17%	195 19%	128 29%
		c	c								ab
Fairly confident	928 44%	84 37%	332 46%	323 44%	286 44%	514 44%	928 44%	240 47%	204 44%	471 45%	192 43%
Not very confident	466 22%	52 23%	132 18%	180 25%	134 21%	266 23%	466 22%	105 20%	107 23%	241 23%	75 17%
				b						c	
Not at all confident	242 11%	20 9%	79 11%	99 14%	69 11%	143 12%	242 11%	50 10%	61 13%	117 11%	45 10%
Don't know	65 3%	4 2%	19 3%	14 2%	18 3%	28 2%	65 3%	22 4%	14 3%	30 3%	6 1%
TOTAL CONFIDENT	1344 64%	149 66%	499 68%	435 60%	428 66%	718 62%	1344 64%	340 66%	282 61%	667 63%	320 72%
			c								ab
TOTAL NOT CONFIDENT	708 33%	72 32%	211 29%	279 38%	203 31%	409 35%	708 33%	154 30%	168 36%	358 34%	119 27%
				b					c	c	

Columns Tested: a,b,c - 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.

**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

	FIXED BROADBAND ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	2139	2139	878	602	142	77	355	85
Effective Weighted Sample	1808	1808	733	514	116	68	309	71
Total	2117	2117	896	594	125	78	342	83
Very confident	416 20%	416 20%	176 20%	104 18%	26 21%	** **	56 17%	** **
Fairly confident	928 44%	928 44%	373 42%	236 40%	69 56%	** **	195 57%	** **
				abc			abc	
Not very confident	466 22%	466 22%	193 22%	169 28%	18 15%	** **	57 17%	** **
				abdf				
Not at all confident	242 11%	242 11%	144 16%	67 11%	3 2%	** **	13 4%	** **
		df	acdf	df				
Don't know	65 3%	65 3%	9 1%	18 3%	8 6%	** **	20 6%	** **
		b	b	b	b		ab	
TOTAL CONFIDENT	1344 64%	1344 64%	549 61%	340 57%	96 77%	** **	252 74%	** **
		c		abc			abc	
TOTAL NOT CONFIDENT	708 33%	708 33%	337 38%	236 40%	21 17%	** **	70 21%	** **
		df	df	adf				

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

Any break column with 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Very satisfied	628 37%	121 36%	276 33%	168 38%	229 31%	167 31%	229 35%	** **	** **	62 41%	169 43%	** **	** **	396 34%	232 43%
Fairly satisfied	714 42%	149 44%	369 44%	187 42%	330 45%	241 45%	277 43%	** **	** **	59 39%	137 35%	** **	** **	518 44%	197 36%
Neither satisfied nor dissatisfied	246 14%	42 13%	113 13%	53 12%	102 14%	69 13%	86 13%	** **	** **	25 17%	65 17%	** **	** **	155 13%	91 17%
Fairly dissatisfied	87 5%	11 3%	63 7%	14 3%	60 8%	35 7%	38 6%	** **	** **	2 1%	13 3%	** **	** **	73 6%	14 3%
Very dissatisfied	32 2%	7 2%	20 2%	11 3%	15 2%	17 3%	9 1%	** **	** **	2 1%	3 1%	** **	** **	26 2%	5 1%
Don't know	14 1%	7 2%	2 *%	9 2%	- -%	2 *%	7 1%	** **	** **	2 1%	3 1%	** **	** **	9 1%	5 1%
TOTAL SATISFIED	1343 78%	270 80%	645 77%	355 80%	559 76%	408 77%	506 78%	** **	** **	122 80%	307 78%	** **	** **	914 78%	429 79%
TOTAL DISSATISFIED	119 7%	17 5%	83 10%	25 6%	75 10%	53 10%	47 7%	** **	** **	4 2%	16 4%	** **	** **	100 8%	19 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.

**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	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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Very satisfied	628 37%	471 35%	157 41%	181 43% b	181 31%	** **	118 38%	120 35%	226 35%	91 29%	** **	** **
Fairly satisfied	714 42%	565 42%	150 39%	157 38%	245 42%	** **	133 42%	146 43%	301 46%	131 42%	** **	** **
Neither satisfied nor dissatisfied	246 14%	198 15%	48 13%	60 14%	88 15%	** **	39 12%	54 16%	67 10%	59 19%	** **	** **
Fairly dissatisfied	87 5%	69 5%	18 5%	10 2%	51 9% ae	** **	15 5%	8 2%	42 6%	25 8%	** **	** **
Very dissatisfied	32 2%	25 2%	7 2%	4 1%	14 2%	** **	4 1%	8 2%	11 2%	10 3%	** **	** **
Don't know	14 1%	12 1%	2 *%	6 1%	- -%	** **	5 2%	3 1%	4 1%	- -%	** **	** **
TOTAL SATISFIED	1343 78%	1036 77%	306 80%	338 81%	425 74%	** **	251 80%	266 78%	526 81% b	222 70%	** **	** **
TOTAL DISSATISFIED	119 7%	94 7%	25 7%	14 3%	65 11% ae	** **	19 6%	16 5%	53 8%	35 11%	** **	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Very satisfied	628 37%	** **	194 33%	237 35%	479 35%	148 43%	64 45%	119 36%	230 33%	278 40%	339 37%	286 36%	167 31%	168 35%	129 39%	159 45%
						bd										ab
Fairly satisfied	714 42%	** **	251 43%	289 43%	587 43%	127 36%	52 36%	143 44%	292 42%	279 40%	369 41%	337 42%	250 47%	197 41%	139 41%	120 34%
													d			
Neither satisfied nor dissatisfied	246 14%	** **	84 14%	102 15%	196 14%	48 14%	19 13%	40 12%	108 16%	96 14%	138 15%	107 13%	84 16%	73 15%	40 12%	47 13%
Fairly dissatisfied	87 5%	** **	30 5%	35 5%	68 5%	20 6%	6 4%	11 3%	42 6%	34 5%	38 4%	49 6%	17 3%	33 7%	16 5%	22 6%
													a			
Very dissatisfied	32 2%	** **	14 2%	11 2%	29 2%	3 1%	1 1%	10 3%	13 2%	9 1%	13 1%	19 2%	8 1%	11 2%	8 3%	3 1%
Don't know	14 1%	** **	8 1%	4 1%	11 1%	2 1%	1 1%	3 1%	9 1%	2 *%	8 1%	5 1%	6 1%	3 1%	3 1%	* *%
TOTAL SATISFIED	1343 78%	** **	445 77%	526 78%	1066 78%	275 79%	116 81%	262 80%	522 75%	557 80%	708 78%	623 78%	417 78%	365 75%	269 80%	279 79%
TOTAL DISSATISFIED	119 7%	** **	44 8%	46 7%	96 7%	23 7%	6 4%	21 6%	55 8%	43 6%	51 6%	68 8%	24 5%	45 9%	24 7%	25 7%
													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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Very satisfied	628 37%	536 38%	45 28%	** **	** **	70 44%	251 40%	209 34%	209 39%	341 35%	396 34%	121 36%
Fairly satisfied	714 42%	569 40%	78 50%	** **	** **	58 36%	246 39%	275 44%	195 37%	435 45%	518 44%	149 44%
Neither satisfied nor dissatisfied	246 14%	200 14%	22 14%	** **	** **	21 13%	82 13%	92 15%	74 14%	130 14%	155 13%	42 13%
Fairly dissatisfied	87 5%	76 5%	7 5%	** **	** **	8 5%	37 6%	26 4%	41 8%	37 4%	73 6%	11 3%
Very dissatisfied	32 2%	26 2%	4 2%	** **	** **	3 2%	8 1%	13 2%	11 2%	16 2%	26 2%	7 2%
Don't know	14 1%	12 1%	2 1%	** **	** **	- -%	2 *%	5 1%	3 1%	5 1%	9 1%	7 2%
TOTAL SATISFIED	1343 78%	1106 78%	123 78%	** **	** **	127 80%	497 79%	484 78%	404 76%	776 80%	914 78%	270 80%
TOTAL DISSATISFIED	119 7%	102 7%	11 7%	** **	** **	11 7%	45 7%	39 6%	52 10%	53 5%	100 8%	17 5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Very satisfied	628 37%	396 34%	131 27%	107 32%	** **	** **	96 44%	** **
							b	
Fairly satisfied	714 42%	518 44%	212 44%	155 46%	** **	** **	119 54%	** **
Neither satisfied nor dissatisfied	246 14%	155 13%	74 15%	42 13%	** **	** **	- -%	** **
		f	f	f				
Fairly dissatisfied	87 5%	73 6%	46 10%	22 6%	** **	** **	- -%	** **
		f	f	f				
Very dissatisfied	32 2%	26 2%	13 3%	9 3%	** **	** **	- -%	** **
Don't know	14 1%	9 1%	2 *%	- -%	** **	** **	6 3%	** **
							c	
TOTAL SATISFIED	1343 78%	914 78%	343 72%	262 78%	** **	** **	215 97%	** **
							abc	
TOTAL DISSATISFIED	119 7%	100 8%	59 12%	30 9%	** **	** **	- -%	** **
		f	f	f				

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Looking for a deal for standalone service	31 2%	19 6%	6 1%	26 6%	- -%	20 4%	6 1%	** **	** **	4 3%	1 *%	** **	** **	26 2%	6 1%
		b		b		b				b					
Looking for a deal for service in bundle	29 2%	- -%	29 3%	- -%	29 4%	12 2%	17 3%	** **	** **	- -%	- -%	** **	** **	29 2%	- -%
			a		a									b	
Looking for a deal for other services in the bundle, but not this	14 1%	- -%	14 2%	- -%	14 2%	9 2%	6 1%	** **	** **	- -%	- -%	** **	** **	14 1%	- -%
					a									b	
Planning to look for a deal for standalone service	101 6%	66 20%	19 2%	85 19%	- -%	50 9%	36 6%	** **	** **	8 5%	8 2%	** **	** **	85 7%	16 3%
		b		b										b	
Planning to look for a deal for bundle	217 13%	- -%	217 26%	- -%	217 30%	123 23%	94 15%	** **	** **	- -%	- -%	** **	** **	217 18%	- -%
			a		a		b							b	
Not currently looking or planning to look for a new deal	1268 74%	233 69%	539 64%	312 71%	460 63%	309 58%	463 72%	** **	** **	132 86%	364 93%	** **	** **	772 66%	495 91%
							a				a				a
Don't know	61 4%	17 5%	18 2%	19 4%	15 2%	10 2%	25 4%	** **	** **	9 6%	18 5%	** **	** **	34 3%	27 5%
<b>SUMMARY</b>															
Looking for deal for service	60 3%	19 6%	35 4%	26 6%	29 4%	32 6%	22 3%	** **	** **	4 3%	1 *%	** **	** **	54 5%	6 1%
										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

	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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Planning to look for deal for service or bundle	318	66	236	85	217	172	130	**	**	8	8	**	**	302	16
	18%	20%	28%	19%	30%	32%	20%	**	**	5%	2%	**	**	26%	3%
			a		a		b								b

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Looking for a deal for standalone service	31	31	-	10	6	**	1	14	14	4	**	**
	2%	2%	-%	2%	1%	**	*%	4%	2%	1%	**	**
		b						bd				
Looking for a deal for service in bundle	29	19	9	-	19	**	9	-	13	7	**	**
	2%	1%	2%	-%	3%	**	3%	-%	2%	2%	**	**
					ae		ae					
Looking for a deal for other services in the bundle, but not this	14	13	1	-	12	**	1	-	10	2	**	**
	1%	1%	*%	-%	2%	**	*%	-%	2%	1%	**	**
					ae							
Planning to look for a deal for standalone service	101	87	14	36	8	**	23	37	59	8	**	**
	6%	6%	4%	9%	1%	**	7%	11%	9%	3%	**	**
				b			b	b	b			
Planning to look for a deal for bundle	217	183	34	-	165	**	39	-	91	102	**	**
	13%	14%	9%	-%	29%	**	12%	-%	14%	32%	**	**
					ade		ae			a		
Not currently looking or planning to look for a new deal	1268	958	309	352	355	**	235	267	445	185	**	**
	74%	72%	81%	84%	61%	**	75%	79%	68%	59%	**	**
			a	bd			b	b	b			
Don't know	61	48	13	20	13	**	7	20	20	6	**	**
	4%	4%	3%	5%	2%	**	2%	6%	3%	2%	**	**
<b>SUMMARY</b>												
Looking for deal for service	60	51	9	10	25	**	10	14	26	11	**	**
	3%	4%	2%	2%	4%	**	3%	4%	4%	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.

**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	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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Planning to look for deal for service or bundle	318	269	49	36	173	**	62	37	150	111	**	**
	18%	20%	13%	9%	30%	**	20%	11%	23%	35%	**	**
		b			ade		ae			a		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ f	16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d
Significance Level: 99%																
Unweighted total	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Looking for a deal for standalone service	31 2%	** **	13 2%	5 1%	30 2%	1 *%	- -%	16 5% bc	12 2%	4 1%	13 1%	18 2%	13 2%	5 1%	6 2%	7 2%
Looking for a deal for service in bundle	29 2%	** **	14 2%	10 1%	26 2%	2 1%	- -%	8 2%	14 2%	6 1%	12 1%	16 2%	4 1%	4 1%	10 3% a	11 3% a
Looking for a deal for other services in the bundle, but not this	14 1%	** **	11 2% ce	1 *%	14 1%	- -%	- -%	11 3% bc	3 *%	1 *%	8 1%	6 1%	2 *%	5 1%	4 1%	4 1%
Planning to look for a deal for standalone service	101 6%	** **	44 8% c	27 4%	86 6%	13 4%	6 4%	35 11% bc	39 6%	25 4%	41 5%	60 7%	38 7%	25 5%	24 7%	14 4%
Planning to look for a deal for bundle	217 13%	** **	73 13%	104 15%	183 13%	34 10%	11 8%	35 11%	102 15%	80 11%	119 13%	98 12%	74 14%	46 9%	58 17% b	39 11%
Not currently looking or planning to look for a new deal	1268 74%	** **	403 69%	504 74%	977 71%	289 83% bcd	120 84% bd	204 63%	501 72% a	561 80% ab	690 76% b	564 70%	385 72%	382 79% c	220 66%	264 75%
Don't know	61 4%	** **	23 4%	27 4%	54 4%	7 2%	5 4%	17 5%	23 3%	22 3%	22 2%	39 5%	16 3%	18 4%	13 4%	13 4%
<b>SUMMARY</b>																
Looking for deal for service	60 3%	** **	27 5% ef	15 2%	56 4% e	3 1%	- -%	24 7% c	26 4% c	10 1%	26 3%	34 4%	17 3%	10 2%	16 5%	18 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.

**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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Planning to look for deal for service or bundle	318	**	117	131	268	48	18	70	141	105	160	159	112	71	83	53
	18%	**	20%	19%	20%	14%	12%	22%	20%	15%	18%	20%	21%	15%	25%	15%
													b		bd	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 198**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Looking for a deal for standalone service	31	25	5	**	**	7	13	8	14	9	26	19
	2%	2%	3%	**	**	4%	2%	1%	3%	1%	2%	6% a
Looking for a deal for service in bundle	29	24	5	**	**	7	13	5	13	10	29	-
	2%	2%	3%	**	**	4% c	2%	1%	2%	1%	2% b	-%
Looking for a deal for other services in the bundle, but not this	14	13	2	**	**	2	7	1	4	8	14	-
	1%	1%	1%	**	**	1%	1%	*%	1%	1%	1%	-%
Planning to look for a deal for standalone service	101	76	10	**	**	11	49	29	39	42	85	66
	6%	5%	6%	**	**	7%	8%	5%	7%	4%	7%	20% a
Planning to look for a deal for bundle	217	175	16	**	**	17	88	78	49	135	217	-
	13%	12%	10%	**	**	11%	14%	13%	9%	14% a	18% b	-%
Not currently looking or planning to look for a new deal	1268	1061	114	**	**	112	440	473	392	732	772	233
	74%	75%	72%	**	**	70%	70%	76%	74%	76%	66%	69%
Don't know	61	46	6	**	**	4	17	27	22	29	34	17
	4%	3%	4%	**	**	2%	3%	4%	4%	3%	3%	5%
<b>SUMMARY</b>												
Looking for deal for service	60	49	10	**	**	14	25	13	27	20	54	19
	3%	3%	6%	**	**	9% c	4%	2%	5% b	2%	5%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Planning to look for deal for service or bundle	318	251	26	**	**	28	137	106	88	177	302	66
	18%	18%	16%	**	**	17%	22%	17%	17%	18%	26%	20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Looking for a deal for standalone service	31 2%	26 2%	24 5%	2 1%	** **	** **	- -%	** **
			acf					
Looking for a deal for service in bundle	29 2%	29 2%	25 5%	3 1%	** **	** **	- -%	** **
			acf					
Looking for a deal for other services in the bundle, but not this	14 1%	14 1%	12 2%	3 1%	** **	** **	- -%	** **
Planning to look for a deal for standalone service	101 6%	85 7%	55 12%	31 9%	** **	** **	- -%	** **
		f	f	f				
Planning to look for a deal for bundle	217 13%	217 18%	171 36%	46 14%	** **	** **	- -%	** **
		f	acf	f				
Not currently looking or planning to look for a new deal	1268 74%	772 66%	185 39%	240 72%	** **	** **	214 97%	** **
		b		b			abc	
Don't know	61 4%	34 3%	5 1%	9 3%	** **	** **	7 3%	** **
<b>SUMMARY</b>								
Looking for deal for service	60 3%	54 5%	49 10%	5 2%	** **	** **	- -%	** **
		f	acf					

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



Any break column with 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 ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Planning to look for deal for service or bundle	318	302	226	77	**	**	-	**
	18%	26%	47%	23%	**	**	-%	**
		f	acf	f				

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

Any break column with 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Discussed deals or offers with your provider	325	41	284	69	256	138	187	**	**	**	**	**	**	325	**
	28%	12%	34%	16%	35%	26%	29%	**	**	**	**	**	**	28%	**
			a		a										
Looked at alternative deals or offers from your provider	308	58	250	82	225	161	147	**	**	**	**	**	**	308	**
	26%	17%	30%	19%	31%	30%	23%	**	**	**	**	**	**	26%	**
			a		a	b									
Received a discount from your provider	294	38	256	56	238	141	153	**	**	**	**	**	**	294	**
	25%	11%	30%	13%	32%	27%	24%	**	**	**	**	**	**	25%	**
			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)	145	34	112	46	99	76	69	**	**	**	**	**	**	145	**
	12%	10%	13%	10%	13%	14%	11%	**	**	**	**	**	**	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)	158	29	129	42	116	68	90	**	**	**	**	**	**	158	**
	13%	9%	15%	10%	16%	13%	14%	**	**	**	**	**	**	13%	**
			a		a										
None of these	482	184	298	231	252	185	297	**	**	**	**	**	**	482	**
	41%	55%	35%	52%	34%	35%	46%	**	**	**	**	**	**	41%	**
		b		b			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.

**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 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
<b>SUMMARY</b>															
ANY CHANGE	695	151	544	212	483	346	349	**	**	**	**	**	**	695	**
	59%	45%	65%	48%	66%	65%	54%	**	**	**	**	**	**	59%	**
			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.

**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 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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Discussed deals or offers with your provider	325 28%	278 28%	47 26%	17 12%	204 35% ade	** **	57 25% ae	18 11%	176 27%	113 36%	** **	** **
Looked at alternative deals or offers from your provider	308 26%	274 27%	34 19%	21 14%	186 32% ae	** **	56 24%	25 16%	165 25%	88 28%	** **	** **
Received a discount from your provider	294 25%	255 26%	39 22%	16 12%	187 32% ade	** **	45 20%	23 15%	154 24%	105 33% 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)	145 12%	139 14% b	7 4%	17 12%	78 13%	** **	23 10%	15 10%	75 12%	42 13%	** **	** **
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)	158 13%	130 13%	28 15%	13 9%	85 15%	** **	27 12%	18 11%	102 16%	46 15%	** **	** **
None of these	482 41%	398 40%	84 47%	86 60% bd	204 35%	** **	92 40%	77 49% b	276 42%	103 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.

**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 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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
<b>SUMMARY</b>												
ANY CHANGE	695	600	95	56	374	**	137	80	375	213	**	**
	59%	60%	53%	40%	65%	**	60%	51%	58%	67%	**	**
					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.

**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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Discussed deals or offers with your provider	325 28%	** **	97 23%	140 30%	258 26%	67 35%	** **	53 22%	134 26%	137 32%	174 28%	151 27%	113 30%	99 31%	52 21%	58 26%
Looked at alternative deals or offers from your provider	308 26%	** **	114 27%	120 25%	264 27%	44 23%	** **	73 30%	131 26%	104 25%	161 26%	145 26%	106 29%	79 25%	67 27%	54 24%
Received a discount from your provider	294 25%	** **	93 22%	120 25%	230 23%	64 33%	** **	49 20%	119 23%	125 30%	156 25%	137 24%	101 27%	92 29%	50 20%	51 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)	145 12%	** **	61 14%	45 9%	121 12%	24 12%	** **	47 20%	49 10%	49 12%	75 12%	71 13%	47 13%	51 16%	22 9%	26 11%
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)	158 13%	** **	70 17%	53 11%	132 13%	25 13%	** **	32 13%	74 15%	52 12%	69 11%	89 16%	50 13%	42 13%	32 13%	34 15%
None of these	482 41%	** **	174 41%	201 43%	403 41%	78 40%	** **	89 37%	212 42%	180 42%	255 42%	223 40%	149 40%	131 41%	98 40%	98 43%
<b>SUMMARY</b>																
ANY CHANGE	695 59%	** **	247 59%	272 57%	579 59%	116 60%	** **	152 63%	298 58%	245 58%	358 58%	336 60%	223 60%	191 59%	147 60%	130 57%

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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Discussed deals or offers with your provider	325	273	**	**	**	**	114	127	109	180	325	41
	28%	29%	**	**	**	**	26%	30%	30%	27%	28%	12%
											b	
Looked at alternative deals or offers from your provider	308	254	**	**	**	**	124	102	96	173	308	58
	26%	26%	**	**	**	**	29%	24%	26%	26%	26%	17%
											b	
Received a discount from your provider	294	240	**	**	**	**	119	112	95	171	294	38
	25%	25%	**	**	**	**	28%	27%	26%	26%	25%	11%
											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)	145	120	**	**	**	**	49	62	56	74	145	34
	12%	12%	**	**	**	**	11%	15%	15%	11%	12%	10%
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)	158	118	**	**	**	**	55	58	59	84	158	29
	13%	12%	**	**	**	**	13%	14%	16%	13%	13%	9%
None of these	482	393	**	**	**	**	168	177	134	284	482	184
	41%	41%	**	**	**	**	39%	42%	37%	43%	41%	55%
												a

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
<b>SUMMARY</b>												
ANY CHANGE	695	566	**	**	**	**	263	241	231	372	695	151
	59%	59%	**	**	**	**	61%	58%	63%	57%	59%	45%
											b	

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



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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Discussed deals or offers with your provider	325	325	185	140	**	**	-	**
	28%	28%	39%	42%	**	**	-%	**
		f	af	af				
Looked at alternative deals or offers from your provider	308	308	227	80	**	**	-	**
	26%	26%	48%	24%	**	**	-%	**
		f	acf	f				
Received a discount from your provider	294	294	173	106	**	**	7	**
	25%	25%	36%	32%	**	**	3%	**
		f	af	f				
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)	145	145	84	54	**	**	-	**
	12%	12%	18%	16%	**	**	-%	**
		f	f	f				
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)	158	158	88	67	**	**	-	**
	13%	13%	18%	20%	**	**	-%	**
		f	f	af				
None of these	482	482	51	90	**	**	214	**
	41%	41%	11%	27%	**	**	97%	**
		bc		b			abc	

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

Any break column with 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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
<b>SUMMARY</b>								
ANY CHANGE	695	695	426	244	**	**	7	**
	59%	59%	89%	73%	**	**	3%	**
		f	acf	af				

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

Any break column with 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	234	37	197	52	182	110	124	26	13	-	-	-	-	234	-
Effective Weighted Sample	209	33	177	45	165	98	111	21	10	-	-	-	-	209	-
Total	294	38	256	56	238	141	153	30	17	-	-	-	-	294	-
I contacted my provider	244	**	220	**	205	114	129	**	**	**	**	**	**	244	**
	83%	**	86%	**	86%	81%	84%	**	**	**	**	**	**	83%	**
My provider contacted me	46	**	34	**	31	24	22	**	**	**	**	**	**	46	**
	16%	**	13%	**	13%	17%	15%	**	**	**	**	**	**	16%	**
Don't know/ can't remember	5	**	2	**	2	3	2	**	**	**	**	**	**	5	**
	2%	**	1%	**	1%	2%	1%	**	**	**	**	**	**	2%	**

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 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	234	202	32	16	123	21	57	20	127	77	17	7
Effective Weighted Sample	209	179	30	16	118	21	49	17	110	72	16	6
Total	294	255	39	16	187	26	45	23	154	105	20	7
I contacted my provider	244	211	**	**	162	**	**	**	130	**	**	**
	83%	83%	**	**	87%	**	**	**	84%	**	**	**
My provider contacted me	46	40	**	**	25	**	**	**	20	**	**	**
	16%	15%	**	**	13%	**	**	**	13%	**	**	**
Don't know/ can't remember	5	5	**	**	-	**	**	**	4	**	**	**
	2%	2%	**	**	-%	**	**	**	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.

**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	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	234	10	69	101	180	54	19	37	92	105	126	107	85	70	39	40
Effective Weighted Sample	209	8	59	94	159	51	18	29	83	99	114	94	77	62	35	36
Total	294	16	93	120	230	64	22	49	119	125	156	137	101	92	50	51
I contacted my provider	244	**	**	100	193	**	**	**	**	104	123	119	**	**	**	**
	83%	**	**	83%	84%	**	**	**	**	83%	79%	87%	**	**	**	**
My provider contacted me	46	**	**	21	33	**	**	**	**	22	29	17	**	**	**	**
	16%	**	**	17%	14%	**	**	**	**	17%	19%	12%	**	**	**	**
Don't know/ can't remember	5	**	**	-	5	**	**	**	**	-	4	1	**	**	**	**
	2%	**	**	-%	2%	**	**	**	**	-%	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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b
Unweighted total	234	192	25	12	5	18	94	89	72	135	234	37
Effective Weighted Sample	209	172	21	11	5	14	86	80	63	123	209	33
Total	294	240	30	17	7	24	119	112	95	171	294	38
I contacted my provider	244	195	**	**	**	**	**	**	**	145	244	**
	83%	81%	**	**	**	**	**	**	**	85%	83%	**
My provider contacted me	46	41	**	**	**	**	**	**	**	25	46	**
	16%	17%	**	**	**	**	**	**	**	15%	16%	**
Don't know/ can't remember	5	4	**	**	**	**	**	**	**	-	5	**
	2%	2%	**	**	**	**	**	**	**	-%	2%	**

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	234	234	134	87	1	2	7	3
Effective Weighted Sample	209	209	120	78	1	2	7	3
Total	294	294	173	106	1	3	7	3
I contacted my provider	244	244	149	**	**	**	**	**
	83%	83%	86%	**	**	**	**	**
My provider contacted me	46	46	23	**	**	**	**	**
	16%	16%	13%	**	**	**	**	**
Don't know/ can't remember	5	5	2	**	**	**	**	**
	2%	2%	1%	**	**	**	**	**

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

Any break column with 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	234	37	197	52	182	110	124	26	13	-	-	-	-	234	-
Effective Weighted Sample	209	33	177	45	165	98	111	21	10	-	-	-	-	209	-
Total	294	38	256	56	238	141	153	30	17	-	-	-	-	294	-
Yes	252	**	226	**	211	125	127	**	**	**	**	**	**	252	**
	86%	**	88%	**	89%	89%	83%	**	**	**	**	**	**	86%	**
No	31	**	19	**	17	13	17	**	**	**	**	**	**	31	**
	10%	**	7%	**	7%	9%	11%	**	**	**	**	**	**	10%	**
Don't know/ can't remember	11	**	11	**	10	3	9	**	**	**	**	**	**	11	**
	4%	**	4%	**	4%	2%	6%	**	**	**	**	**	**	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.

**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	234	202	32	16	123	21	57	20	127	77	17	7
Effective Weighted Sample	209	179	30	16	118	21	49	17	110	72	16	6
Total	294	255	39	16	187	26	45	23	154	105	20	7
Yes	252	221	**	**	170	**	**	**	124	**	**	**
	86%	87%	**	**	91%	**	**	**	80%	**	**	**
No	31	25	**	**	10	**	**	**	23	**	**	**
	10%	10%	**	**	6%	**	**	**	15%	**	**	**
Don't know/ can't remember	11	9	**	**	7	**	**	**	7	**	**	**
	4%	3%	**	**	4%	**	**	**	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.

**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	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	234	10	69	101	180	54	19	37	92	105	126	107	85	70	39	40
Effective Weighted Sample	209	8	59	94	159	51	18	29	83	99	114	94	77	62	35	36
Total	294	16	93	120	230	64	22	49	119	125	156	137	101	92	50	51
Yes	252	**	**	107	195	**	**	**	**	109	139	113	**	**	**	**
	86%	**	**	89%	85%	**	**	**	**	87%	89%	83%	**	**	**	**
No	31	**	**	9	26	**	**	**	**	11	14	16	**	**	**	**
	10%	**	**	7%	11%	**	**	**	**	9%	9%	12%	**	**	**	**
Don't know/ can't remember	11	**	**	4	9	**	**	**	**	6	3	7	**	**	**	**
	4%	**	**	4%	4%	**	**	**	**	5%	2%	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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b
Unweighted total	234	192	25	12	5	18	94	89	72	135	234	37
Effective Weighted Sample	209	172	21	11	5	14	86	80	63	123	209	33
Total	294	240	30	17	7	24	119	112	95	171	294	38
Yes	252	203	**	**	**	**	**	**	**	154	252	**
	86%	85%	**	**	**	**	**	**	**	90%	86%	**
No	31	27	**	**	**	**	**	**	**	9	31	**
	10%	11%	**	**	**	**	**	**	**	5%	10%	**
Don't know/ can't remember	11	10	**	**	**	**	**	**	**	8	11	**
	4%	4%	**	**	**	**	**	**	**	5%	4%	**

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	234	234	134	87	1	2	7	3
Effective Weighted Sample	209	209	120	78	1	2	7	3
Total	294	294	173	106	1	3	7	3
Yes	252 86%	252 86%	153 88%	**	**	**	**	**
No	31 10%	31 10%	17 10%	**	**	**	**	**
Don't know/ can't remember	11 4%	11 4%	4 2%	**	**	**	**	**

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

Any break column with 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	111	27	84	36	75	59	52	15	5	-	-	-	-	111	-
Effective Weighted Sample	98	23	75	32	67	53	46	13	4	-	-	-	-	98	-
Total	145	34	112	46	99	76	69	16	4	-	-	-	-	145	-
I contacted my provider	93	**	**	**	**	**	**	**	**	**	**	**	**	93	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	64%	**
My provider contacted me	49	**	**	**	**	**	**	**	**	**	**	**	**	49	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	34%	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	2%	**

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 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%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	111	105	6	15	50	11	25	12	60	30	14	3
Effective Weighted Sample	98	93	6	15	48	11	19	10	52	28	13	3
Total	145	139	7	17	78	15	23	15	75	42	16	4
I contacted my provider	93	92	**	**	**	**	**	**	**	**	**	**
	64%	66%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	49	43	**	**	**	**	**	**	**	**	**	**
	34%	31%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**	**	**	**	**
	2%	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

	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	111	8	44	37	89	22	7	31	37	43	59	52	40	36	17	18
Effective Weighted Sample	98	7	39	35	79	21	7	26	34	41	54	45	37	31	16	16
Total	145	16	61	45	121	24	7	47	49	49	75	71	47	51	22	26
I contacted my provider	93	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	a	~b
Unweighted total	111	91	11	5	4	10	37	48	41	58	111	27
Effective Weighted Sample	98	81	9	5	4	9	32	44	35	54	98	23
Total	145	120	13	6	6	16	49	62	56	74	145	34
I contacted my provider	93	**	**	**	**	**	**	**	**	**	93	**
	64%	**	**	**	**	**	**	**	**	**	64%	**
My provider contacted me	49	**	**	**	**	**	**	**	**	**	49	**
	34%	**	**	**	**	**	**	**	**	**	34%	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	2%	**

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



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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	111	111	65	41	5	-	-	-
Effective Weighted Sample	98	98	58	36	5	-	-	-
Total	145	145	84	54	7	-	-	-
I contacted my provider	93	93	**	**	**	**	**	**
	64%	64%	**	**	**	**	**	**
My provider contacted me	49	49	**	**	**	**	**	**
	34%	34%	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**

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

Any break column with 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	FREE TV
Significance Level: 99%		~a	b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	128	27	101	41	87	57	71	11	5	-	-	-	-	128	-
Effective Weighted Sample	111	22	89	34	78	49	62	10	4	-	-	-	-	111	-
Total	158	29	129	42	116	68	90	9	4	-	-	-	-	158	-
I contacted my provider	143	**	121	**	**	**	**	**	**	**	**	**	**	143	**
	91%	**	94%	**	**	**	**	**	**	**	**	**	**	91%	**
My provider contacted me	7	**	6	**	**	**	**	**	**	**	**	**	**	7	**
	4%	**	5%	**	**	**	**	**	**	**	**	**	**	4%	**
Don't know/ can't remember	7	**	2	**	**	**	**	**	**	**	**	**	**	7	**
	5%	**	2%	**	**	**	**	**	**	**	**	**	**	5%	**

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	128	108	20	13	54	14	35	15	85	35	5	3
Effective Weighted Sample	111	92	19	13	52	14	29	12	72	31	4	3
Total	158	130	28	13	85	18	27	18	102	46	6	3
I contacted my provider	143	118	**	**	**	**	**	**	**	**	**	**
	91%	91%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	7	7	**	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	5	**	**	**	**	**	**	**	**	**	**
	5%	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.

**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	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	128	6	54	47	107	21	8	23	61	44	58	70	41	35	25	27
Effective Weighted Sample	111	5	46	41	91	20	8	19	52	41	50	61	36	30	22	23
Total	158	10	70	53	132	25	10	32	74	52	69	89	50	42	32	34
I contacted my provider	143	**	**	**	118	**	**	**	**	**	**	**	**	**	**	**
	91%	**	**	**	89%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	7	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	a	~b
Unweighted total	128	96	20	5	7	14	46	50	49	66	128	27
Effective Weighted Sample	111	84	16	4	6	12	40	43	41	58	111	22
Total	158	118	24	6	10	21	55	58	59	84	158	29
I contacted my provider	143	**	**	**	**	**	**	**	**	**	143	**
	91%	**	**	**	**	**	**	**	**	**	91%	**
My provider contacted me	7	**	**	**	**	**	**	**	**	**	7	**
	4%	**	**	**	**	**	**	**	**	**	4%	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	**	**	**	**	5%	**

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	128	128	71	55	2	-	-	-
Effective Weighted Sample	111	111	61	48	2	-	-	-
Total	158	158	88	67	4	-	-	-
I contacted my provider	143	143	**	**	**	**	**	**
	91%	91%	**	**	**	**	**	**
My provider contacted me	7	7	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**
Don't know/ can't remember	7	7	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Received a discount	244	23	220	39	205	114	129	**	**	-	-	**	**	244	-
	14%	7%	26%	9%	28%	21%	20%	**	**	-%	-%	**	**	21%	-%
			a		a									b	
Added extra or improved services	93	11	82	18	75	47	46	**	**	-	-	**	**	93	-
	5%	3%	10%	4%	10%	9%	7%	**	**	-%	-%	**	**	8%	-%
			a		a									b	
Reduced or downgraded services	143	23	121	34	109	61	82	**	**	-	-	**	**	143	-
	8%	7%	14%	8%	15%	12%	13%	**	**	-%	-%	**	**	12%	-%
			a		a									b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	368	50	319	78	290	175	193	**	**	-	-	**	**	368	-
	21%	15%	38%	18%	39%	33%	30%	**	**	-%	-%	**	**	31%	-%
			a		a									b	
ALL 3 CHANGES	15	-	15	-	15	6	9	**	**	-	-	**	**	15	-
	1%	-%	2%	-%	2%	1%	1%	**	**	-%	-%	**	**	1%	-%
			a		a									b	
DISCOUNT AND EXTRA SERVICES	34	3	31	4	30	16	18	**	**	-	-	**	**	34	-
	2%	1%	4%	1%	4%	3%	3%	**	**	-%	-%	**	**	3%	-%
			a		a									b	
DISCOUNT AND REDUCED SERVICES	44	2	41	7	37	18	26	**	**	-	-	**	**	44	-
	3%	1%	5%	2%	5%	3%	4%	**	**	-%	-%	**	**	4%	-%
			a		a									b	
EXTRA SERVICES AND REDUCED SERVICES	4	3	2	3	2	3	2	**	**	-	-	**	**	4	-
	*%	1%	*%	1%	*%	*%	*%	**	**	-%	-%	**	**	*%	-%
DISCOUNT ONLY	151	18	133	28	123	75	76	**	**	-	-	**	**	151	-
	9%	5%	16%	6%	17%	14%	12%	**	**	-%	-%	**	**	13%	-%
			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.

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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
EXTRA SERVICES ONLY	40	6	34	12	28	23	17	**	**	-	-	**	**	40	-
	2%	2%	4%	3%	4%	4%	3%	**	**	-%	-%	**	**	3%	-%
														b	
REDUCED SERVICES ONLY	81	18	63	25	55	35	45	**	**	-	-	**	**	81	-
	5%	5%	7%	6%	8%	7%	7%	**	**	-%	-%	**	**	7%	-%
														b	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1353	286	523	364	445	356	453	**	**	152	391	**	**	809	544
	79%	85%	62%	82%	61%	67%	70%	**	**	100%	100%	**	**	69%	100%
		b		b											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 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Received a discount	244 14%	211 16% b	32 8%	12 3%	162 28% ade	** **	37 12% ae	12 3%	130 20%	86 27%	** **	** **
Added extra or improved services	93 5%	92 7% b	1 *%	7 2%	55 9% ae	** **	15 5%	5 2%	58 9%	21 7%	** **	** **
Reduced or downgraded services	143 8%	118 9%	26 7%	12 3%	83 14% ade	** **	23 7% a	13 4%	99 15%	39 12%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	368 21%	320 24% b	48 13%	26 6%	224 39% ade	** **	58 19% ae	27 8%	209 32%	119 38%	** **	** **
ALL 3 CHANGES	15 1%	15 1%	- -%	1 *%	11 2% e	** **	2 1%	- -%	13 2%	2 *%	** **	** **
DISCOUNT AND EXTRA SERVICES	34 2%	33 2% b	1 *%	1 *%	24 4% ae	** **	6 2%	2 *%	19 3%	10 3%	** **	** **
DISCOUNT AND REDUCED SERVICES	44 3%	34 3%	10 2%	1 *%	29 5% ae	** **	7 2% ae	- -%	28 4%	14 5%	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	4 *%	4 *%	- -%	1 *%	- -%	** **	- -%	2 *%	4 1%	- -%	** **	** **
DISCOUNT ONLY	151 9%	129 10%	22 6%	9 2%	97 17% ade	** **	22 7% a	10 3%	70 11%	61 19% 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 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
EXTRA SERVICES ONLY	40 2%	40 3%	- -%	4 1%	19 3%	** **	7 2%	2 1%	22 3%	10 3%	** **	** **
REDUCED SERVICES ONLY	81 5%	64 5%	16 4%	9 2%	43 7%	** **	14 5%	11 3%	53 8%	23 7%	** **	** **
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1353 79%	1020 76%	333 87%	392 94%	354 61%	** **	256 81%	312 92%	441 68%	197 62%	** **	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 204**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Received a discount	244	**	79	100	193	51	18	39	101	104	123	119	84	82	37	41
	14%	**	14%	15%	14%	15%	13%	12%	15%	15%	14%	15%	16%	17%	11%	12%
Added extra or improved services	93	**	37	35	80	13	4	25	37	31	49	44	34	34	15	10
	5%	**	6%	5%	6%	4%	3%	8%	5%	4%	5%	5%	6%	7%	4%	3%
Reduced or downgraded services	143	**	61	51	118	25	10	25	67	52	65	78	47	41	29	26
	8%	**	10%	8%	9%	7%	7%	8%	10%	7%	7%	10%	9%	9%	9%	7%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	368	**	130	148	297	71	26	62	155	151	186	181	124	121	65	59
	21%	**	22%	22%	22%	20%	19%	19%	22%	22%	21%	23%	23%	25%	19%	17%
														d		
ALL 3 CHANGES	15	**	9	3	14	1	-	7	6	1	3	12	3	5	4	3
	1%	**	1%	*%	1%	*%	-%	2%	1%	*%	*%	2%	1%	1%	1%	1%
								c				a				
DISCOUNT AND EXTRA SERVICES	34	**	14	11	28	6	2	5	16	13	21	13	18	14	1	*
	2%	**	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	3%	3%	*%	*%
													cd	d		
DISCOUNT AND REDUCED SERVICES	44	**	12	21	35	9	3	5	19	19	23	21	13	13	8	10
	3%	**	2%	3%	3%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%
EXTRA SERVICES AND REDUCED SERVICES	4	**	3	-	3	1	1	2	2	1	3	2	3	-	-	2
	*%	**	1%	-%	*%	*%	1%	1%	*%	*%	*%	*%	*%	-%	-%	*%
DISCOUNT ONLY	151	**	44	64	116	35	14	21	59	71	77	72	50	50	24	27
	9%	**	8%	9%	8%	10%	10%	6%	9%	10%	9%	9%	9%	10%	7%	8%
EXTRA SERVICES ONLY	40	**	11	21	35	5	1	11	13	16	23	17	9	15	10	5
	2%	**	2%	3%	3%	1%	1%	3%	2%	2%	3%	2%	2%	3%	3%	1%
REDUCED SERVICES ONLY	81	**	37	27	66	14	7	11	39	30	37	43	28	24	18	11
	5%	**	6%	4%	5%	4%	5%	3%	6%	4%	4%	5%	5%	5%	5%	3%

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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1353	**	451	530	1072	277	116	264	539	547	719	622	407	365	271	293
	79%	**	78%	78%	78%	80%	81%	81%	78%	78%	79%	77%	77%	75%	81%	83%

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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Received a discount	244	195	25	**	**	23	95	97	79	145	244	23
	14%	14%	16%	**	**	14%	15%	16%	15%	15%	21%	7%
											b	
Added extra or improved services	93	76	12	**	**	8	24	48	31	54	93	11
	5%	5%	7%	**	**	5%	4%	8%	6%	6%	8%	3%
								b			b	
Reduced or downgraded services	143	106	24	**	**	17	50	56	54	76	143	23
	8%	7%	15%	**	**	11%	8%	9%	10%	8%	12%	7%
			a								b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	368	281	46	**	**	35	133	149	123	215	368	50
	21%	20%	29%	**	**	22%	21%	24%	23%	22%	31%	15%
			a								b	
ALL 3 CHANGES	15	14	1	**	**	3	3	5	7	7	15	-
	1%	1%	1%	**	**	2%	*%	1%	1%	1%	1%	-%
DISCOUNT AND EXTRA SERVICES	34	27	7	**	**	-	9	23	12	19	34	3
	2%	2%	4%	**	**	-%	1%	4%	2%	2%	3%	1%
DISCOUNT AND REDUCED SERVICES	44	36	5	**	**	6	21	15	14	25	44	2
	3%	3%	3%	**	**	4%	3%	2%	3%	3%	4%	1%
											b	
EXTRA SERVICES AND REDUCED SERVICES	4	4	-	**	**	2	-	3	-	3	4	3
	*%	*%	-%	**	**	1%	-%	*%	-%	*%	*%	1%
DISCOUNT ONLY	151	118	12	**	**	14	62	53	46	94	151	18
	9%	8%	8%	**	**	9%	10%	9%	9%	10%	13%	5%
											b	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
EXTRA SERVICES ONLY	40	30	4	**	**	3	12	17	11	26	40	6
	2%	2%	2%	**	**	2%	2%	3%	2%	3%	3%	2%
REDUCED SERVICES ONLY	81	51	17	**	**	7	26	33	33	42	81	18
	5%	4%	11%	**	**	4%	4%	5%	6%	4%	7%	5%
			a									
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1353	1138	112	**	**	124	493	471	409	750	809	286
	79%	80%	71%	**	**	78%	79%	76%	77%	78%	69%	85%
		b										a

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Received a discount	244	244	149	94	**	**	-	**
	14%	21%	31%	28%	**	**	-%	**
		f	af	af				
Added extra or improved services	93	93	64	29	**	**	-	**
	5%	8%	13%	9%	**	**	-%	**
		f	af	f				
Reduced or downgraded services	143	143	82	62	**	**	-	**
	8%	12%	17%	19%	**	**	-%	**
		f	f	af				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	368	368	225	144	**	**	-	**
	21%	31%	47%	43%	**	**	-%	**
		f	af	af				
ALL 3 CHANGES	15	15	8	7	**	**	-	**
	1%	1%	2%	2%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	34	34	23	11	**	**	-	**
	2%	3%	5%	3%	**	**	-%	**
			f					
DISCOUNT AND REDUCED SERVICES	44	44	27	17	**	**	-	**
	3%	4%	6%	5%	**	**	-%	**
		f	f	f				
EXTRA SERVICES AND REDUCED SERVICES	4	4	4	-	**	**	-	**
	*%	*%	1%	-%	**	**	-%	**
DISCOUNT ONLY	151	151	92	59	**	**	-	**
	9%	13%	19%	18%	**	**	-%	**
		f	af	f				
EXTRA SERVICES ONLY	40	40	28	12	**	**	-	**
	2%	3%	6%	3%	**	**	-%	**
			f					

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

Any break column with 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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
REDUCED SERVICES ONLY	81	81	43	38	**	**	-	**
	5%	7%	9%	11%	**	**	-%	**
		f	f	f				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1353	809	252	190	**	**	221	**
	79%	69%	53%	57%	**	**	100%	**
		bc					abc	

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



Any break column with 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 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Received a discount	46 3%	12 4%	34 4%	15 3%	31 4%	24 4%	22 3%	** **	** **	- -%	- -%	** **	** **	46 4%	- -%
Added extra or improved services	49 3%	19 6%	30 4%	25 6%	24 3%	26 5%	23 4%	** **	** **	- -%	- -%	** **	** **	49 4%	- -%
Reduced or downgraded services	7 *%	1 *%	6 1%	1 *%	6 1%	4 1%	3 *%	** **	** **	- -%	- -%	** **	** **	7 1%	- -%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	90 5%	32 10%	57 7%	41 9%	48 7%	51 10%	39 6%	** **	** **	- -%	- -%	** **	** **	90 8%	- -%
DISCOUNT AND EXTRA SERVICES	9 1%	- -%	9 1%	- -%	9 1%	1 *%	7 1%	** **	** **	- -%	- -%	** **	** **	9 1%	- -%
DISCOUNT AND REDUCED SERVICES	1 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	** **	** **	- -%	- -%	** **	** **	1 *%	- -%
EXTRA SERVICES AND REDUCED SERVICES	3 *%	- -%	3 *%	- -%	3 *%	2 *%	2 *%	** **	** **	- -%	- -%	** **	** **	3 *%	- -%
DISCOUNT ONLY	37 2%	12 4%	24 3%	15 3%	22 3%	22 4%	15 2%	** **	** **	- -%	- -%	** **	** **	37 3%	- -%
EXTRA SERVICES ONLY	37 2%	19 6%	18 2%	25 6%	12 2%	23 4%	14 2%	** **	** **	- -%	- -%	** **	** **	37 3%	- -%
REDUCED SERVICES ONLY	3 *%	1 *%	2 *%	1 *%	2 *%	2 *%	1 *%	** **	** **	- -%	- -%	** **	** **	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.

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 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1632	304	784	401	687	481	607	**	**	152	391	**	**	1088	544
	95%	90%	93%	91%	93%	90%	94%	**	**	100%	100%	**	**	92%	100%
															a

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Received a discount	46 3%	40 3%	6 2%	5 1%	25 4% a	** **	8 3%	8 2%	20 3%	18 6%	** **	** **
Added extra or improved services	49 3%	43 3%	6 2%	7 2%	23 4% a	** **	8 3%	8 3%	14 2%	21 7% a	** **	** **
Reduced or downgraded services	7 *%	7 1%	- -%	- -%	2 *% a	** **	1 *%	1 *%	1 *%	5 2% a	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	90 5%	79 6%	11 3%	12 3%	39 7% a	** **	18 6%	18 5%	34 5%	34 11% a	** **	** **
DISCOUNT AND EXTRA SERVICES	9 1%	7 1%	1 *%	- -%	9 2% a	** **	- -%	- -%	1 *%	6 2%	** **	** **
DISCOUNT AND REDUCED SERVICES	1 *%	1 *%	- -%	- -%	- -% a	** **	1 *%	- -%	- -%	- -% a	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	3 *%	3 *%	- -%	- -%	2 *% a	** **	- -%	- -%	- -%	3 1% a	** **	** **
DISCOUNT ONLY	37 2%	32 2%	5 1%	5 1%	16 3% a	** **	8 2%	8 2%	19 3%	12 4%	** **	** **
EXTRA SERVICES ONLY	37 2%	33 2%	4 1%	7 2%	13 2% a	** **	8 3%	8 3%	12 2%	11 4%	** **	** **
REDUCED SERVICES ONLY	3 *%	3 *%	- -%	- -%	- -% a	** **	1 *%	1 *%	1 *%	2 1% 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 BEING CONTACTED BY PROVIDER**

Base : Those responsible for the household's 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1632	1261	371	406	539	**	296	322	617	281	**	**
	95%	94%	97%	97%	93%	**	94%	95%	95%	89%	**	**
				b					b			

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 205**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Received a discount	46	**	11	21	33	13	4	7	17	22	29	17	15	9	12	9
	3%	**	2%	3%	2%	4%	3%	2%	2%	3%	3%	2%	3%	2%	4%	3%
Added extra or improved services	49	**	22	7	38	12	4	21	11	17	23	26	12	16	6	15
	3%	**	4%	1%	3%	3%	2%	6%	2%	3%	3%	3%	2%	3%	2%	4%
			c					bc								
Reduced or downgraded services	7	**	6	2	7	-	-	1	7	-	2	5	3	*	2	2
	*%	**	1%	*%	1%	-%	-%	*%	1%	-%	*%	1%	1%	*%	*%	1%
								c								
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	90	**	32	29	71	18	6	26	31	33	49	41	24	23	19	23
	5%	**	6%	4%	5%	5%	4%	8%	4%	5%	5%	5%	5%	5%	6%	7%
DISCOUNT AND EXTRA SERVICES	9	**	2	-	2	7	1	2	-	7	6	3	4	3	-	2
	1%	**	*%	-%	*%	2%	1%	1%	-%	1%	1%	*%	1%	1%	-%	1%
					cd		c									
DISCOUNT AND REDUCED SERVICES	1	**	1	-	1	-	-	1	-	-	-	1	-	-	1	-
	*%	**	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	**	3	-	3	-	-	-	3	-	-	3	2	-	-	2
	*%	**	1%	-%	*%	-%	-%	-%	*%	-%	-%	*%	*%	-%	-%	*%
DISCOUNT ONLY	37	**	8	21	30	7	2	5	17	15	23	14	11	6	12	7
	2%	**	1%	3%	2%	2%	2%	1%	2%	2%	3%	2%	2%	1%	4%	2%
EXTRA SERVICES ONLY	37	**	16	7	32	5	2	19	7	11	17	20	6	13	6	12
	2%	**	3%	1%	2%	1%	1%	6%	1%	2%	2%	2%	1%	3%	2%	3%
								bc								
REDUCED SERVICES ONLY	3	**	2	2	3	-	-	-	3	-	2	1	1	*	1	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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1632	**	549	649	1299	330	137	300	662	666	857	762	507	463	316	329
	95%	**	94%	96%	95%	95%	96%	92%	96%	95%	95%	95%	95%	95%	94%	93%

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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Received a discount	46	41	5	**	**	1	23	14	13	25	46	12
	3%	3%	3%	**	**	*%	4%	2%	2%	3%	4%	4%
Added extra or improved services	49	41	2	**	**	9	24	13	25	17	49	19
	3%	3%	1%	**	**	6%	4%	2%	5%	2%	4%	6%
Reduced or downgraded services	7	5	-	**	**	2	2	3	3	3	7	1
	*%	*%	-%	**	**	1%	*%	*%	*%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	90	76	6	**	**	10	43	26	35	39	90	32
	5%	5%	4%	**	**	6%	7%	4%	7%	4%	8%	10%
DISCOUNT AND EXTRA SERVICES	9	9	-	**	**	-	5	2	4	5	9	-
	1%	1%	-%	**	**	-%	1%	*%	1%	1%	1%	-%
DISCOUNT AND REDUCED SERVICES	1	1	-	**	**	-	-	1	1	-	1	-
	*%	*%	-%	**	**	-%	-%	*%	*%	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	2	-	**	**	2	-	2	2	2	3	-
	*%	*%	-%	**	**	1%	-%	*%	*%	*%	*%	-%
DISCOUNT ONLY	37	32	5	**	**	1	18	11	9	20	37	12
	2%	2%	3%	**	**	*%	3%	2%	2%	2%	3%	4%
EXTRA SERVICES ONLY	37	30	2	**	**	7	19	9	20	10	37	19
	2%	2%	1%	**	**	5%	3%	1%	4%	1%	3%	6%
REDUCED SERVICES ONLY	3	3	-	**	**	-	2	*	*	2	3	1
	*%	*%	-%	**	**	-%	*%	*%	*%	*%	*%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
		ENGLAND a	SCOT- LAND b	WALES ~c	N IRE- LAND ~d	MOST a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b
Significance Level: 99%												
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1632	1343	151	**	**	149	583	595	497	926	1088	304
	95%	95%	96%	**	**	94%	93%	96%	93%	96%	92%	90%

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Received a discount	46 3%	46 4%	23 5%	11 3%	** **	** **	7 3%	** **
Added extra or improved services	49 3%	49 4%	19 4%	23 7%	** **	** **	- -%	** **
Reduced or downgraded services	7 *%	7 1%	5 1%	2 *%	** **	** **	- -%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	90 5%	90 8%	39 8%	31 9%	** **	** **	7 3%	** **
DISCOUNT AND EXTRA SERVICES	9 1%	9 1%	5 1%	3 1%	** **	** **	- -%	** **
DISCOUNT AND REDUCED SERVICES	1 *%	1 *%	1 *%	- -%	** **	** **	- -%	** **
EXTRA SERVICES AND REDUCED SERVICES	3 *%	3 *%	2 *%	2 *%	** **	** **	- -%	** **
DISCOUNT ONLY	37 2%	37 3%	17 4%	7 2%	** **	** **	7 3%	** **
EXTRA SERVICES ONLY	37 2%	37 3%	12 2%	18 5% f	** **	** **	- -%	** **
REDUCED SERVICES ONLY	3 *%	3 *%	3 1%	- -%	** **	** **	- -%	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1632 95%	1088 92%	438 92%	303 91%	** **	** **	214 97%	** **

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 206**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Discussed deals or offers with any other provider	133	32	93	39	87	72	54	**	**	5	2	**	**	125	7
	8%	10%	11%	9%	12%	13%	8%	**	**	4%	*%	**	**	11%	1%
										b				b	
Looked at deals or offers from any other provider	351	63	258	85	236	188	133	**	**	18	12	**	**	321	30
	20%	19%	31%	19%	32%	35%	21%	**	**	12%	3%	**	**	27%	6%
			a		a	b				b				b	
Talked with friends or family for recommendations about providers	241	56	140	70	126	95	101	**	**	18	27	**	**	196	45
	14%	17%	17%	16%	17%	18%	16%	**	**	12%	7%	**	**	17%	8%
														b	
None of these	1145	210	464	281	393	246	428	**	**	116	355	**	**	674	471
	67%	63%	55%	64%	53%	46%	66%	**	**	76%	91%	**	**	57%	87%
				b			a				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 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Discussed deals or offers with any other provider	133	119	13	9	64	**	26	26	71	28	**	**
	8%	9%	3%	2%	11%	**	8%	8%	11%	9%	**	**
		b			a		a	a				
Looked at deals or offers from any other provider	351	314	38	40	186	**	71	42	152	121	**	**
	20%	23%	10%	10%	32%	**	23%	12%	23%	38%	**	**
		b			ade		ae			a		
Talked with friends or family for recommendations about providers	241	195	46	35	101	**	53	46	89	51	**	**
	14%	15%	12%	8%	18%	**	17%	14%	14%	16%	**	**
					a		a					
None of these	1145	852	294	344	314	**	190	242	413	152	**	**
	67%	64%	77%	82%	54%	**	61%	71%	63%	48%	**	**
			a	bde				bd	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

	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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Discussed deals or offers with any other provider	133	**	78	27	121	12	5	48	60	25	70	63	37	42	28	25
	8%	**	13%	4%	9%	3%	4%	15%	9%	4%	8%	8%	7%	9%	8%	7%
			cdef		ce			bc	c							
Looked at deals or offers from any other provider	351	**	145	134	308	44	15	86	154	111	197	152	127	92	87	46
	20%	**	25%	20%	22%	13%	11%	26%	22%	16%	22%	19%	24%	19%	26%	13%
			ef	e	ef			c	c				d		d	
Talked with friends or family for recommendations about providers	241	**	87	84	203	37	14	70	95	75	108	131	73	65	55	49
	14%	**	15%	12%	15%	11%	10%	22%	14%	11%	12%	16%	14%	13%	16%	14%
								bc								
None of these	1145	**	356	474	874	269	114	169	454	520	617	518	342	342	195	248
	67%	**	61%	70%	64%	77%	80%	52%	65%	74%	68%	65%	64%	70%	58%	71%
				bd		bd	bd		a	ab			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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Discussed deals or offers with any other provider	133	112	17	**	**	30	41	42	48	60	125	32
	8%	8%	11%	**	**	19%	7%	7%	9%	6%	11%	10%
						bc						
Looked at deals or offers from any other provider	351	288	28	**	**	38	136	121	116	201	321	63
	20%	20%	18%	**	**	24%	22%	19%	22%	21%	27%	19%
											b	
Talked with friends or family for recommendations about providers	241	201	22	**	**	26	97	76	92	116	196	56
	14%	14%	14%	**	**	16%	16%	12%	17%	12%	17%	17%
									b			
None of these	1145	936	113	**	**	85	410	431	331	663	674	210
	67%	66%	72%	**	**	54%	66%	69%	62%	69%	57%	63%
							a	a				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Discussed deals or offers with any other provider	133 8%	125 11%	119 25%	6 2%	**	**	-	**
		cf	acf				-%	**
Looked at deals or offers from any other provider	351 20%	321 27%	297 62%	24 7%	**	**	-	**
		cf	acf	f			-%	**
Talked with friends or family for recommendations about providers	241 14%	196 17%	111 23%	55 16%	**	**	17 8%	**
		f	af	f				**
None of these	1145 67%	674 57%	81 17%	256 77%	**	**	204 92%	**
		b		ab			abc	

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

Any break column with 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Yes - in the last 6 months	71 4%	23 7%	33 4%	29 7%	27 4%	56 10% b	- -%	** **	** **	15 10% b	- -%	** **	** **	56 5%	15 3%
Yes - 7 to 12 months ago	68 4%	27 8%	34 4%	34 8% b	27 4%	61 12% b	- -%	** **	** **	7 5% b	- -%	** **	** **	61 5% b	7 1%
Yes – 13 to 18 months ago	65 4%	25 7% b	20 2%	28 6% b	16 2%	44 8% b	- -%	** **	** **	21 14% b	- -%	** **	** **	44 4%	21 4%
Yes – 1.5 to 2 years ago	66 4%	9 3%	46 6%	15 3%	40 5%	55 10% b	- -%	** **	** **	11 7% b	- -%	** **	** **	55 5% b	11 2%
Yes – 2 to 3 years ago	91 5%	14 4%	50 6%	16 4%	48 6%	63 12% b	- -%	** **	** **	27 18% b	- -%	** **	** **	63 5%	27 5%
Yes – More than 3 years ago	323 19%	53 16%	199 24% a	75 17% a	177 24% a	252 47% b	- -%	** **	** **	72 47% b	- -%	** **	** **	252 21% b	72 13%
No – never changed provider	1038 60%	186 55%	461 55%	246 56%	400 54%	- -%	646 100% a	** **	** **	- -%	391 100% a	** **	** **	646 55%	391 72% 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

	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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Yes - in the last 6 months	71 4%	66 5%	5 1%	14 3%	20 3%	** **	22 7%	14 4%	23 4%	14 5%	** **	** **
Yes - 7 to 12 months ago	68 4%	64 5%	5 1%	8 2%	23 4%	** **	14 5%	23 7%	28 4%	15 5%	** **	** **
Yes – 13 to 18 months ago	65 4%	56 4%	10 3%	12 3%	16 3%	** **	8 3%	28 8%	29 4%	5 2%	** **	** **
Yes – 1.5 to 2 years ago	66 4%	58 4%	7 2%	7 2%	29 5%	** **	21 7%	8 2%	24 4%	16 5%	** **	** **
Yes – 2 to 3 years ago	91 5%	79 6%	12 3%	17 4%	33 6%	** **	17 5%	19 6%	33 5%	14 4%	** **	** **
Yes – More than 3 years ago	323 19%	260 19%	63 17%	65 16%	146 25%	** **	56 18%	43 13%	126 19%	84 27%	** **	** **
No – never changed provider	1038 60%	758 57%	280 73%	296 71%	311 54%	** **	176 56%	205 60%	387 60%	168 53%	** **	** **

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

	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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Yes - in the last 6 months	71 4%	** **	29 5%	22 3%	67 5%	3 1%	1 1%	24 7%	34 5%	12 2%	43 5%	28 3%	17 3%	20 4%	17 5%	18 5%
Yes - 7 to 12 months ago	68 4%	** **	32 5%	20 3%	62 5%	6 2%	1 1%	25 8%	28 4%	15 2%	32 4%	36 4%	20 4%	14 3%	27 8%	7 2%
Yes – 13 to 18 months ago	65 4%	** **	32 6%	16 2%	59 4%	6 2%	3 2%	23 7%	28 4%	14 2%	26 3%	38 5%	23 4%	27 6%	7 2%	7 2%
Yes – 1.5 to 2 years ago	66 4%	** **	35 6%	19 3%	59 4%	7 2%	1 1%	18 6%	34 5%	13 2%	35 4%	31 4%	17 3%	21 4%	16 5%	9 3%
Yes – 2 to 3 years ago	91 5%	** **	41 7%	36 5%	83 6%	8 2%	4 3%	22 7%	45 6%	23 3%	38 4%	52 7%	23 4%	28 6%	18 5%	22 6%
Yes – More than 3 years ago	323 19%	** **	76 13%	158 23%	244 18%	78 22%	32 22%	42 13%	114 16%	166 24%	190 21%	130 16%	110 21%	83 17%	61 18%	66 19%
No – never changed provider	1038 60%	** **	336 58%	407 60%	795 58%	240 69%	100 70%	172 53%	410 59%	454 65%	542 60%	488 61%	321 60%	293 60%	189 56%	222 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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Yes - in the last 6 months	71	61	8	**	**	12	26	21	29	30	56	23
	4%	4%	5%	**	**	8%	4%	3%	5%	3%	5%	7%
Yes - 7 to 12 months ago	68	49	11	**	**	9	29	23	24	33	61	27
	4%	3%	7%	**	**	6%	5%	4%	5%	3%	5%	8%
Yes – 13 to 18 months ago	65	55	7	**	**	6	30	21	20	32	44	25
	4%	4%	4%	**	**	4%	5%	3%	4%	3%	4%	7%
Yes – 1.5 to 2 years ago	66	62	4	**	**	9	27	18	28	31	55	9
	4%	4%	2%	**	**	6%	4%	3%	5%	3%	5%	3%
Yes – 2 to 3 years ago	91	68	14	**	**	15	37	32	25	59	63	14
	5%	5%	9%	**	**	9%	6%	5%	5%	6%	5%	4%
Yes – More than 3 years ago	323	267	22	**	**	23	108	132	111	177	252	53
	19%	19%	14%	**	**	14%	17%	21%	21%	18%	21%	16%
No – never changed provider	1038	857	93	**	**	85	371	374	295	602	646	186
	60%	60%	59%	**	**	54%	59%	60%	55%	62%	55%	55%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Yes - in the last 6 months	71 4%	56 5%	53 11%	2 1%	** **	** **	- -%	** **
		cf	acf					
Yes - 7 to 12 months ago	68 4%	61 5%	57 12%	1 *%	** **	** **	3 1%	** **
		c	acf					
Yes – 13 to 18 months ago	65 4%	44 4%	18 4%	15 5%	** **	** **	- -%	** **
		f	f	f				
Yes – 1.5 to 2 years ago	66 4%	55 5%	27 6%	16 5%	** **	** **	- -%	** **
		f	f	f				
Yes – 2 to 3 years ago	91 5%	63 5%	27 6%	17 5%	** **	** **	16 7%	** **
Yes – More than 3 years ago	323 19%	252 21%	115 24%	65 19%	** **	** **	49 22%	** **
No – never changed provider	1038 60%	646 55%	180 38%	218 65%	** **	** **	153 69%	** **
		b		ab			ab	

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

Any break column with 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	124	42	56	52	46	98	-	98	62	26	-	26	20	98	26
Effective Weighted Sample	99	34	45	41	39	80	-	80	51	21	-	21	17	80	21
Total	139	50	67	63	54	117	-	117	79	22	-	22	17	117	22
Sky	40 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	23 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	22 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	18 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW	11 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	9 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	6 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	6 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.

**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 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	124	115	9	21	27	2	37	37	46	22	14	15
Effective Weighted Sample	99	91	8	18	25	2	27	29	39	17	11	12
Total	139	129	9	22	43	2	36	37	52	29	19	17
Sky	40 29%	38 29%	**	**	**	**	**	**	**	**	**	**
BT	23 16%	23 18%	**	**	**	**	**	**	**	**	**	**
Virgin Media	22 16%	21 16%	**	**	**	**	**	**	**	**	**	**
Freeview	18 13%	14 11%	**	**	**	**	**	**	**	**	**	**
NOW	11 8%	10 8%	**	**	**	**	**	**	**	**	**	**
TalkTalk	9 7%	9 7%	**	**	**	**	**	**	**	**	**	**
Freesat	6 4%	6 5%	**	**	**	**	**	**	**	**	**	**
Plusnet	5 3%	5 4%	**	**	**	**	**	**	**	**	**	**
Other supplier	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.

**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	124	15	54	44	113	11	2	35	59	30	66	57	36	30	35	23
Effective Weighted Sample	99	13	43	39	91	9	2	29	48	25	55	44	29	23	30	18
Total	139	26	61	42	129	9	2	49	62	28	75	63	36	34	44	25
Sky	40	**	**	**	38	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
BT	23	**	**	**	21	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	16%	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	22	**	**	**	19	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	15%	**	**	**	**	**	**	**	**	**	**	**
Freeview	18	**	**	**	17	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	13%	**	**	**	**	**	**	**	**	**	**	**
NOW	11	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	9	**	**	**	9	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	**	**	**	**	**	**
Freesat	6	**	**	**	6	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	5%	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	4%	**	**	**	**	**	**	**	**	**	**	**
Other supplier	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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b
Unweighted total	124	99	17	5	3	17	49	41	42	62	98	42
Effective Weighted Sample	99	80	13	4	3	13	42	33	34	50	80	34
Total	139	110	19	6	4	21	55	44	53	63	117	50
Sky	40	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
BT	23	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	22	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**
Freeview	18	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**
NOW	11	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	9	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**
Freesat	6	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Other supplier	6	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL ~a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	124	98	91	2	-	1	3	1
Effective Weighted Sample	99	80	74	2	-	1	3	1
Total	139	117	109	3	-	1	3	1
Sky	40	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**
BT	23	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**
Virgin Media	22	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**
Freeview	18	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**
NOW	11	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**
TalkTalk	9	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**
Freesat	6	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**
Other supplier	6	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**

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



Any break column with 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	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	616	127	296	165	258	423	-	98	62	193	-	26	20	423	193
Effective Weighted Sample	522	108	264	140	233	372	-	80	51	169	-	21	17	372	169
Total	684	150	381	197	335	531	-	117	79	152	-	22	17	531	152
Yes	164	52	82	60	74	134	**	**	**	30	**	**	**	134	30
	24%	35%	22%	31%	22%	25%	**	**	**	20%	**	**	**	25%	20%
		b													
No	520	98	299	136	261	397	**	**	**	123	**	**	**	397	123
	76%	65%	78%	69%	78%	75%	**	**	**	80%	**	**	**	75%	80%
			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.

**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 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	616	519	97	130	175	21	142	151	214	114	38	33
Effective Weighted Sample	522	437	87	121	169	20	117	114	188	101	33	28
Total	684	582	102	122	267	26	138	134	263	148	48	40
Yes	164	145	**	28	48	**	40	40	71	33	**	**
	24%	25%	**	23%	18%	**	29%	30%	27%	22%	**	**
No	520	437	**	93	219	**	98	94	192	115	**	**
	76%	75%	**	77%	82%	**	71%	70%	73%	78%	**	**

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	616	36	216	256	508	107	40	122	258	235	330	280	203	166	127	116
Effective Weighted Sample	522	30	177	228	427	97	37	98	218	213	287	231	173	140	109	98
Total	684	58	245	271	574	108	43	154	283	245	364	315	210	193	146	130
Yes	164	**	81	43	150	14	**	64	64	36	73	90	53	55	31	25
	24%	**	33%	16%	26%	13%	**	41%	23%	15%	20%	29%	25%	28%	21%	19%
			ce		ce			bc								
No	520	**	164	228	424	94	**	91	219	209	291	224	157	139	116	105
	76%	**	67%	84%	74%	87%	**	59%	77%	85%	80%	71%	75%	72%	79%	81%
				bd		bd		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.

**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		PAY TV (SIMPLE)	
		ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d	MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b
Unweighted total	616	509	56	29	22	64	223	228	213	331	423	127
Effective Weighted Sample	522	431	48	25	19	51	194	193	178	285	372	108
Total	684	562	65	31	26	74	256	246	238	362	531	150
Yes	164 24%	139 25%	**	**	**	**	59 23%	67 27%	71 30%	78 22%	134 25%	52 35%
No	520 76%	423 75%	**	**	**	**	197 77%	179 73%	167 70%	284 78%	397 75%	98 65%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	616	423	230	96	20	12	56	9
Effective Weighted Sample	522	372	201	85	17	11	50	8
Total	684	531	298	116	25	15	68	10
Yes	164	134	85	**	**	**	**	**
	24%	25%	29%	**	**	**	**	**
No	520	397	212	**	**	**	**	**
	76%	75%	71%	**	**	**	**	**

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

Any break column with 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 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	1490	255	594	338	511	325	524	-	-	167	473	-	-	849	640
Effective Weighted Sample	1274	221	537	294	465	293	464	-	-	148	420	-	-	757	568
Total	1583	286	775	379	681	414	646	-	-	131	391	-	-	1061	522
Yes	187	33	139	41	131	90	82	**	**	6	8	**	**	172	15
	12%	12%	18%	11%	19%	22%	13%	**	**	5%	2%	**	**	16%	3%
					a	b								b	
No	1306	228	598	307	519	305	521	**	**	115	365	**	**	826	480
	82%	80%	77%	81%	76%	74%	81%	**	**	88%	93%	**	**	78%	92%
														a	
Not sure	90	24	38	31	31	19	43	**	**	9	18	**	**	62	27
	6%	9%	5%	8%	5%	5%	7%	**	**	7%	5%	**	**	6%	5%

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	1490	1115	375	448	349	65	288	352	490	220	61	38
Effective Weighted Sample	1274	949	328	429	338	63	246	268	434	200	55	34
Total	1583	1211	372	396	536	84	278	303	599	287	77	44
Yes	187	161	26	24	104	**	30	24	71	69	**	**
	12%	13%	7%	6%	19%	**	11%	8%	12%	24%	**	**
		b			ade					a		
No	1306	970	336	354	409	**	234	245	487	207	**	**
	82%	80%	90%	89%	76%	**	84%	81%	81%	72%	**	**
			a	be					b			
Not sure	90	80	10	17	22	**	13	33	42	11	**	**
	6%	7%	3%	4%	4%	**	5%	11%	7%	4%	**	**
		b						abd				

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

	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	1490	60	460	624	1144	343	139	243	570	674	772	703	496	421	260	297
Effective Weighted Sample	1274	47	380	556	967	310	126	187	491	609	670	592	428	355	223	258
Total	1583	84	520	636	1241	339	140	278	631	671	830	740	495	452	292	327
Yes	187	**	71	75	155	32	18	35	87	65	99	87	67	49	42	30
	12%	**	14%	12%	12%	10%	13%	13%	14%	10%	12%	12%	13%	11%	14%	9%
No	1306	**	409	536	1007	296	120	214	506	583	688	607	396	382	237	276
	82%	**	79%	84%	81%	87%	85%	77%	80%	87%	83%	82%	80%	84%	81%	84%
						bd				ab						
Not sure	90	**	41	26	79	10	3	29	38	22	43	46	32	22	13	21
	6%	**	8%	4%	6%	3%	2%	10%	6%	3%	5%	6%	7%	5%	4%	7%
			ce					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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1490	1240	127	72	51	120	523	558	456	850	849	255
Effective Weighted Sample	1274	1060	110	63	43	100	452	478	384	734	757	221
Total	1583	1310	139	73	61	137	571	576	480	901	1061	286
Yes	187	159	9	**	**	18	77	61	57	108	172	33
	12%	12%	7%	**	**	13%	13%	11%	12%	12%	16%	12%
No	1306	1080	119	**	**	111	467	496	399	751	826	228
	82%	82%	86%	**	**	81%	82%	86%	83%	83%	78%	80%
Not sure	90	71	10	**	**	8	28	19	23	42	62	24
	6%	5%	7%	**	**	6%	5%	3%	5%	5%	6%	9%

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1490	849	277	273	40	35	180	44
Effective Weighted Sample	1274	757	251	243	33	31	161	39
Total	1583	1061	368	331	48	43	218	53
Yes	187	172	136	29	**	**	2	**
	12%	16%	37%	9%	**	**	1%	**
		cf	acf	f				
No	1306	826	216	283	**	**	204	**
	82%	78%	59%	86%	**	**	93%	**
		b		ab			ab	
Not sure	90	62	16	18	**	**	13	**
	6%	6%	4%	6%	**	**	6%	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 211**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	1613	297	650	390	557	423	524	98	62	193	473	26	20	947	666
Effective Weighted Sample	1371	255	583	334	504	372	464	80	51	169	420	21	17	836	589
Total	1721	336	842	442	735	531	646	117	79	152	391	22	17	1178	544
Up to 6 months	83	25	40	32	34	56	10	**	**	15	2	**	**	66	17
	5%	8%	5%	7%	5%	10%	2%	**	**	10%	1%	**	**	6%	3%
						b				b					
7 to 12 months	88	35	40	43	32	61	14	**	**	7	6	**	**	75	13
	5%	10%	5%	10%	4%	12%	2%	**	**	5%	2%	**	**	6%	2%
		b		b		b								b	
13 to 18 months	79	31	23	35	19	44	10	**	**	21	4	**	**	54	25
	5%	9%	3%	8%	3%	8%	1%	**	**	14%	1%	**	**	5%	5%
		b		b		b				b					
1.5 years to 2 years	81	10	52	16	46	55	7	**	**	11	8	**	**	62	19
	5%	3%	6%	4%	6%	10%	1%	**	**	7%	2%	**	**	5%	4%
						b				b					
More than 2 years, up to 3 years	132	21	73	25	70	63	31	**	**	27	10	**	**	94	38
	8%	6%	9%	6%	9%	12%	5%	**	**	18%	3%	**	**	8%	7%
						b				b					
More than 3 years, up to 5 years	160	29	77	43	63	52	54	**	**	11	43	**	**	105	54
	9%	9%	9%	10%	9%	10%	8%	**	**	8%	11%	**	**	9%	10%
More than 5 years, up to 10 years	305	46	156	66	136	90	111	**	**	31	73	**	**	202	104
	18%	14%	18%	15%	18%	17%	17%	**	**	20%	19%	**	**	17%	19%
More than 10 years	684	118	358	157	319	104	372	**	**	22	186	**	**	476	208
	40%	35%	43%	36%	43%	20%	58%	**	**	14%	47%	**	**	40%	38%
							a				a				
Don't know/ can't remember	110	20	23	27	17	6	38	**	**	8	59	**	**	43	66
	6%	6%	3%	6%	2%	1%	6%	**	**	5%	15%	**	**	4%	12%
				b			a				a				a

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 211**

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

**Q29B. How long has (PROVIDER) been providing your TV service?**

Base : Those responsible for the household's 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	1613	1229	384	469	376	67	325	388	536	242	75	53
Effective Weighted Sample	1371	1039	336	446	363	65	272	297	473	217	66	46
Total	1721	1340	381	418	578	86	314	339	651	316	95	61
Up to 6 months	83 5%	77 6% b	5 1%	14 3%	23 4%	** **	28 9% ab	16 5%	26 4%	16 5%	** **	** **
7 to 12 months	88 5%	80 6% b	8 2%	13 3%	26 5%	** **	17 5%	31 9% a	34 5%	16 5%	** **	** **
13 to 18 months	79 5%	65 5%	14 4%	13 3%	16 3%	** **	11 4%	38 11% abd	31 5%	10 3%	** **	** **
1.5 years to 2 years	81 5%	69 5%	12 3%	11 3%	33 6%	** **	22 7% a	13 4%	26 4%	18 6%	** **	** **
More than 2 years, up to 3 years	132 8%	110 8%	22 6%	24 6%	52 9%	** **	23 7%	26 8%	42 7%	26 8%	** **	** **
More than 3 years, up to 5 years	160 9%	129 10%	31 8%	38 9%	52 9%	** **	35 11%	31 9%	56 9%	23 7%	** **	** **
More than 5 years, up to 10 years	305 18%	231 17%	74 19%	63 15%	99 17%	** **	71 23% a	56 17%	107 16%	55 17%	** **	** **
More than 10 years	684 40%	497 37%	186 49% a	200 48% de	264 46% de	** **	90 29%	93 27%	305 47%	149 47%	** **	** **
Don't know/ can't remember	110 6%	81 6%	29 7%	43 10% b	12 2%	** **	17 5%	35 10% b	23 4%	3 1%	** **	** **

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

	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	1613	75	513	668	1256	354	141	277	629	704	838	759	532	450	295	320
Effective Weighted Sample	1371	60	422	595	1056	320	128	215	539	634	724	635	457	377	252	275
Total	1721	111	581	678	1370	348	143	326	693	698	905	803	531	486	335	352
Up to 6 months	83	**	39	23	79	3	1	28	43	12	45	37	18	25	17	22
	5%	**	7%	3%	6%	1%	1%	8%	6%	2%	5%	5%	3%	5%	5%	6%
			cef		ef			c	c							
7 to 12 months	88	**	46	24	81	7	2	32	38	18	40	48	28	18	29	12
	5%	**	8%	4%	6%	2%	2%	10%	5%	3%	4%	6%	5%	4%	9%	4%
			cef		e			c	c						bd	
13 to 18 months	79	**	41	17	72	7	3	33	31	15	33	44	26	32	11	11
	5%	**	7%	3%	5%	2%	2%	10%	4%	2%	4%	5%	5%	7%	3%	3%
			ce		c			bc								
1.5 years to 2 years	81	**	41	22	70	10	2	24	37	20	39	41	21	26	18	15
	5%	**	7%	3%	5%	3%	1%	7%	5%	3%	4%	5%	4%	5%	5%	4%
			c					c								
More than 2 years, up to 3 years	132	**	64	49	123	9	5	39	61	32	58	73	30	41	24	36
	8%	**	11%	7%	9%	3%	3%	12%	9%	5%	6%	9%	6%	8%	7%	10%
			ef	e	e			c	c							
More than 3 years, up to 5 years	160	**	71	53	129	30	11	37	68	55	85	72	56	45	23	36
	9%	**	12%	8%	9%	9%	8%	11%	10%	8%	9%	9%	10%	9%	7%	10%
More than 5 years, up to 10 years	305	**	89	133	244	60	22	59	115	129	163	136	95	78	67	58
	18%	**	15%	20%	18%	17%	15%	18%	17%	18%	18%	17%	18%	16%	20%	17%
More than 10 years	684	**	149	324	490	194	84	54	255	375	387	296	228	188	126	136
	40%	**	26%	48%	36%	56%	59%	16%	37%	54%	43%	37%	43%	39%	37%	39%
			bd	bd	b	bd	bd	a	ab							
Don't know/ can't remember	110	**	42	33	81	27	13	20	46	42	54	54	28	31	21	25
	6%	**	7%	5%	6%	8%	9%	6%	7%	6%	6%	7%	5%	6%	6%	7%

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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	b
Unweighted total	1613	1338	144	77	54	137	572	599	498	912	947	297
Effective Weighted Sample	1371	1139	123	65	46	112	493	511	417	784	836	255
Total	1721	1419	158	79	65	158	626	620	532	965	1178	336
Up to 6 months	83	72	9	**	**	18	30	23	34	36	66	25
	5%	5%	6%	**	**	11%	5%	4%	6%	4%	6%	8%
						bc						
7 to 12 months	88	65	13	**	**	11	37	32	33	44	75	35
	5%	5%	8%	**	**	7%	6%	5%	6%	5%	6%	10%
13 to 18 months	79	68	7	**	**	6	35	28	25	38	54	31
	5%	5%	4%	**	**	4%	6%	4%	5%	4%	5%	9%
												a
1.5 years to 2 years	81	74	7	**	**	10	36	22	33	41	62	10
	5%	5%	5%	**	**	6%	6%	4%	6%	4%	5%	3%
More than 2 years, up to 3 years	132	103	16	**	**	23	56	38	40	75	94	21
	8%	7%	10%	**	**	14%	9%	6%	8%	8%	8%	6%
						c						
More than 3 years, up to 5 years	160	134	10	**	**	14	62	61	54	83	105	29
	9%	9%	6%	**	**	9%	10%	10%	10%	9%	9%	9%
More than 5 years, up to 10 years	305	251	24	**	**	25	100	117	101	161	202	46
	18%	18%	15%	**	**	16%	16%	19%	19%	17%	17%	14%
More than 10 years	684	559	65	**	**	46	228	274	187	432	476	118
	40%	39%	41%	**	**	29%	36%	44%	35%	45%	40%	35%
								ab		a		
Don't know/ can't remember	110	95	7	**	**	6	42	26	25	55	43	20
	6%	7%	5%	**	**	4%	7%	4%	5%	6%	4%	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 ENGAGEMENT INDEX						
		TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	1613	947	368	275	40	36	183	45
Effective Weighted Sample	1371	836	325	245	33	32	164	39
Total	1721	1178	477	334	48	44	221	54
Up to 6 months	83 5%	66 6% cf	56 12% acf	6 2%	** **	** **	- -%	** **
7 to 12 months	88 5%	75 6% cf	61 13% acf	5 1%	** **	** **	3 1%	** **
13 to 18 months	79 5%	54 5% f	21 4% f	16 5% f	** **	** **	- -%	** **
1.5 years to 2 years	81 5%	62 5% f	31 7% f	17 5% f	** **	** **	- -%	** **
More than 2 years, up to 3 years	132 8%	94 8%	38 8%	30 9%	** **	** **	21 10%	** **
More than 3 years, up to 5 years	160 9%	105 9%	46 10%	26 8%	** **	** **	25 12%	** **
More than 5 years, up to 10 years	305 18%	202 17%	70 15%	64 19%	** **	** **	48 22%	** **
More than 10 years	684 40%	476 40% b	149 31% b	161 48% b	** **	** **	109 49% b	** **
Don't know/ can't remember	110 6%	43 4%	5 1%	9 3%	** **	** **	16 7% b	** **

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

Any break column with 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 ~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	310	44	128	61	111	110	62	-	-	64	74	-	-	172	138
Effective Weighted Sample	261	39	114	54	100	99	53	-	-	55	65	-	-	153	120
Total	329	47	171	67	151	142	76	-	-	49	62	-	-	218	111
This is my first contract with them	79	**	34	**	33	33	**	**	**	**	**	**	**	48	32
	24%	**	20%	**	22%	24%	**	**	**	**	**	**	**	22%	28%
I have renewed my contract with them	175	**	132	**	113	104	**	**	**	**	**	**	**	162	13
	53%	**	77%	**	75%	73%	**	**	**	**	**	**	**	74%	12%
														b	
Not sure	74	**	4	**	4	4	**	**	**	**	**	**	**	8	66
	23%	**	3%	**	3%	3%	**	**	**	**	**	**	**	4%	60%
														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 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	310	247	63	74	71	11	72	84	88	42	17	11
Effective Weighted Sample	261	208	55	70	69	11	61	68	78	36	16	10
Total	329	269	60	67	113	15	72	64	110	53	21	15
This is my first contract with them	79	64	**	**	**	**	**	**	**	**	**	**
	24%	24%	**	**	**	**	**	**	**	**	**	**
I have renewed my contract with them	175	154	**	**	**	**	**	**	**	**	**	**
	53%	57%	**	**	**	**	**	**	**	**	**	**
Not sure	74	51	**	**	**	**	**	**	**	**	**	**
	23%	19%	**	**	**	**	**	**	**	**	**	**

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

	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	310	16	136	108	260	49	17	76	133	100	141	164	90	94	47	77
Effective Weighted Sample	261	12	111	95	217	44	15	60	112	91	122	136	77	77	42	64
Total	329	19	151	110	280	49	17	81	147	100	158	168	89	102	53	83
This is my first contract with them	79	**	41	25	73	**	**	**	37	19	39	40	**	**	**	**
	24%	**	27%	23%	26%	**	**	**	25%	19%	25%	24%	**	**	**	**
I have renewed my contract with them	175	**	82	59	151	**	**	**	77	53	89	85	**	**	**	**
	53%	**	54%	54%	54%	**	**	**	53%	53%	56%	51%	**	**	**	**
Not sure	74	**	28	25	56	**	**	**	33	28	29	43	**	**	**	**
	23%	**	19%	23%	20%	**	**	**	22%	28%	19%	25%	**	**	**	**

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

	Total	NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b
Unweighted total	310	258	27	16	9	37	119	104	111	162	172	44
Effective Weighted Sample	261	217	23	14	7	30	104	87	92	139	153	39
Total	329	277	29	15	8	40	138	104	114	175	218	47
This is my first contract with them	79	68	**	**	**	**	40	27	31	42	48	**
	24%	25%	**	**	**	**	29%	26%	27%	24%	22%	**
I have renewed my contract with them	175	145	**	**	**	**	73	51	60	94	162	**
	53%	52%	**	**	**	**	53%	49%	52%	54%	74%	**
Not sure	74	64	**	**	**	**	25	26	23	39	8	**
	23%	23%	**	**	**	**	18%	25%	21%	22%	4%	**

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE ~b	BROWSERS ~c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	310	172	66	49	11	6	34	6
Effective Weighted Sample	261	153	59	44	9	5	31	5
Total	329	218	88	64	12	8	41	6
This is my first contract with them	79 24%	48 22%	**	**	**	**	**	**
I have renewed my contract with them	175 53%	162 74%	**	**	**	**	**	**
Not sure	74 23%	8 4%	**	**	**	**	**	**

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

Any break column with 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 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Yes	443	108	335	156	287	224	218	**	**	**	**	**	**	443	**
	38%	32%	40%	35%	39%	42%	34%	**	**	**	**	**	**	38%	**
						b									
No	735	228	507	287	448	307	428	**	**	**	**	**	**	735	**
	62%	68%	60%	65%	61%	58%	66%	**	**	**	**	**	**	62%	**
						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.

**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	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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Yes	443	381	62	42	221	**	91	64	232	122	**	**
	38%	38%	34%	30%	38%	**	40%	41%	36%	39%	**	**
No	735	617	118	100	357	**	138	93	419	194	**	**
	62%	62%	66%	70%	62%	**	60%	59%	64%	61%	**	**

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 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f	16-34 a	35-54 b	55+ c	MAN a	WOMAN b	AB a	C1 b	C2 c	DE d
Significance Level: 99%																
Unweighted total	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Yes	443	**	154	176	375	68	**	97	193	153	251	190	159	118	91	71
	38%	**	36%	37%	38%	35%	**	40%	38%	36%	41%	34%	43%	37%	37%	31%
No	735	**	268	297	607	126	**	145	317	272	361	369	213	204	155	158
	62%	**	64%	63%	62%	65%	**	60%	62%	64%	59%	66%	57%	63%	63%	69%

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		PAY TV (SIMPLE)	
		ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d	MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE b
Significance Level: 99%												
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Yes	443	366	**	**	**	**	154	160	122	258	443	108
	38%	38%	**	**	**	**	36%	38%	33%	39%	38%	32%
No	735	593	**	**	**	**	276	258	243	398	735	228
	62%	62%	**	**	**	**	64%	62%	67%	61%	62%	68%

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



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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI- GNED	APPRE- HENSIVE	UNMOT- IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Yes	443	443	213	137	**	**	55	**
	38%	38%	45%	41%	**	**	25%	**
		f	f	f				
No	735	735	264	197	**	**	167	**
	62%	62%	55%	59%	**	**	75%	**
							abc	

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

Any break column with 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 ~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	358	93	265	135	223	175	183	45	25	-	-	-	-	358	-
Effective Weighted Sample	310	79	231	113	197	151	159	37	21	-	-	-	-	310	-
Total	443	108	335	156	287	224	218	56	36	-	-	-	-	443	-
Looked into deals with my existing provider at that time	194 44%	** **	156 47%	58 37%	137 48%	89 40%	105 48%	** **	** **	** **	** **	** **	** **	194 44%	** **
Contacted my existing provider at that time	154 35%	** **	130 39%	45 29%	109 38%	76 34%	78 36%	** **	** **	** **	** **	** **	** **	154 35%	** **
Looked into deals with alternative provider/s	132 30%	** **	114 34%	33 21%	99 34%	80 36%	52 24%	** **	** **	** **	** **	** **	** **	132 30%	** **
Signed up for a contract with my existing provider at that time	115 26%	** **	89 27%	38 24%	77 27%	59 26%	56 26%	** **	** **	** **	** **	** **	** **	115 26%	** **
Contacted alternative provider/s	40 9%	** **	33 10%	14 9%	27 9%	28 12%	13 6%	** **	** **	** **	** **	** **	** **	40 9%	** **
Signed up for a contract with an alternative provider	23 5%	** **	18 5%	8 5%	15 5%	21 9%	2 1%	** **	** **	** **	** **	** **	** **	23 5%	** **
Something else	6 1%	** **	3 1%	3 2%	3 1%	5 2%	1 %	** **	** **	** **	** **	** **	** **	6 1%	** **
I did not take any action	95 22%	** **	75 22%	30 19%	65 23%	39 17%	57 26%	** **	** **	** **	** **	** **	** **	95 22%	** **
Can't remember	16 4%	** **	10 3%	11 7%	5 2%	6 3%	10 4%	** **	** **	** **	** **	** **	** **	16 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.

**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 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	358	309	49	39	142	28	103	54	191	99	39	17
Effective Weighted Sample	310	265	45	38	136	27	83	43	164	86	34	15
Total	443	381	62	42	221	35	91	64	232	122	49	22
Looked into deals with my existing provider at that time	194 44%	166 44%	** **	** **	117 53%	** **	34 38%	** **	104 45%	** **	** **	** **
Contacted my existing provider at that time	154 35%	130 34%	** **	** **	95 43%	** **	27 29%	** **	76 33%	** **	** **	** **
Looked into deals with alternative provider/s	132 30%	120 31%	** **	** **	83 37%	** **	27 30%	** **	55 24%	** **	** **	** **
Signed up for a contract with my existing provider at that time	115 26%	99 26%	** **	** **	60 27%	** **	23 25%	** **	53 23%	** **	** **	** **
Contacted alternative provider/s	40 9%	40 11%	** **	** **	19 9%	** **	13 14%	** **	16 7%	** **	** **	** **
Signed up for a contract with an alternative provider	23 5%	23 6%	** **	** **	10 5%	** **	6 7%	** **	13 5%	** **	** **	** **
Something else	6 1%	6 2%	** **	** **	1 1%	** **	2 2%	** **	2 1%	** **	** **	** **
I did not take any action	95 22%	78 20%	** **	** **	50 23%	** **	12 13%	** **	54 23%	** **	** **	** **
Can't remember	16 4%	16 4%	** **	** **	1 1%	** **	5 5%	** **	12 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.

**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	358	25	121	154	300	58	18	70	152	136	205	152	133	93	69	59
Effective Weighted Sample	310	22	101	139	256	55	17	55	133	126	179	130	117	80	59	51
Total	443	45	154	176	375	68	21	97	193	153	251	190	159	118	91	71
Looked into deals with my existing provider at that time	194 44%	** **	74 48%	75 43%	162 43%	** **	** **	** **	94 49%	67 44%	110 44%	84 44%	64 41%	** **	** **	** **
Contacted my existing provider at that time	154 35%	** **	50 32%	50 29%	121 32%	** **	** **	** **	62 32%	56 37%	91 36%	63 33%	52 33%	** **	** **	** **
Looked into deals with alternative provider/s	132 30%	** **	59 39%	40 23%	114 30%	** **	** **	** **	62 32%	36 24%	75 30%	57 30%	41 26%	** **	** **	** **
Signed up for a contract with my existing provider at that time	115 26%	** **	39 25%	37 21%	85 23%	** **	** **	** **	43 22%	51 33%	69 27%	46 24%	41 26%	** **	** **	** **
Contacted alternative provider/s	40 9%	** **	20 13%	8 5%	39 10%	** **	** **	** **	13 7%	6 4%	23 9%	17 9%	18 11%	** **	** **	** **
Signed up for a contract with an alternative provider	23 5%	** **	10 7%	9 5%	22 6%	** **	** **	** **	13 7%	4 3%	11 4%	13 7%	7 4%	** **	** **	** **
Something else	6 1%	** **	3 2%	2 1%	6 1%	** **	** **	** **	1 1%	2 1%	5 2%	1 1%	3 2%	** **	** **	** **
I did not take any action	95 22%	** **	23 15%	48 28%	78 21%	** **	** **	** **	36 19%	44 29%	63 25%	32 17%	36 23%	** **	** **	** **
Can't remember	16 4%	** **	5 3%	6 4%	14 4%	** **	** **	** **	7 3%	5 4%	5 2%	9 5%	5 3%	** **	** **	** **

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		PAY TV (SIMPLE)	
		ENGLAND a	SCOT- LAND ~b	WALES ~c	N IRE- LAND ~d	MOST ~a	POTENTIALLY b	LEAST c	YES a	NO b	TOTAL a	STANDALONE ~b
Significance Level: 99%												
Unweighted total	358	300	27	18	13	32	127	130	101	207	358	93
Effective Weighted Sample	310	260	24	15	11	27	111	113	83	185	310	79
Total	443	366	36	24	18	48	154	160	122	258	443	108
Looked into deals with my existing provider at that time	194 44%	150 41%	** **	** **	** **	** **	79 51%	74 46%	48 39%	119 46%	194 44%	** **
Contacted my existing provider at that time	154 35%	127 35%	** **	** **	** **	** **	66 43%	51 32%	47 39%	89 34%	154 35%	** **
Looked into deals with alternative provider/s	132 30%	103 28%	** **	** **	** **	** **	46 30%	50 31%	35 29%	81 31%	132 30%	** **
Signed up for a contract with my existing provider at that time	115 26%	95 26%	** **	** **	** **	** **	48 31%	45 28%	27 22%	75 29%	115 26%	** **
Contacted alternative provider/s	40 9%	37 10%	** **	** **	** **	** **	17 11%	6 4%	16 13%	17 7%	40 9%	** **
Signed up for a contract with an alternative provider	23 5%	14 4%	** **	** **	** **	** **	11 7%	5 3%	7 5%	14 5%	23 5%	** **
Something else	6 1%	5 1%	** **	** **	** **	** **	2 1%	3 2%	* %	6 2%	6 1%	** **
I did not take any action	95 22%	76 21%	** **	** **	** **	** **	15 10%	44 27% b	24 20%	61 24%	95 22%	** **
Can't remember	16 4%	15 4%	** **	** **	** **	** **	4 2%	4 3%	6 5%	5 2%	16 4%	** **

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE ~f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	358	358	162	116	11	11	45	13
Effective Weighted Sample	310	310	141	102	8	10	38	11
Total	443	443	213	137	12	14	55	13
Looked into deals with my existing provider at that time	194 44%	194 44%	109 51%	67 49%	** **	** **	** **	** **
Contacted my existing provider at that time	154 35%	154 35%	92 43%	50 37%	** **	** **	** **	** **
Looked into deals with alternative provider/s	132 30%	132 30%	106 50%	18 14%	** **	** **	** **	** **
		c	ac					
Signed up for a contract with my existing provider at that time	115 26%	115 26%	58 27%	39 29%	** **	** **	** **	** **
Contacted alternative provider/s	40 9%	40 9%	39 18%	1 1%	** **	** **	** **	** **
		c	ac					
Signed up for a contract with an alternative provider	23 5%	23 5%	22 11%	1 1%	** **	** **	** **	** **
			c					
Something else	6 1%	6 1%	3 1%	2 1%	** **	** **	** **	** **
I did not take any action	95 22%	95 22%	17 8%	27 20%	** **	** **	** **	** **
		b	b					
Can't remember	16 4%	16 4%	2 1%	8 6%	** **	** **	** **	** **

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

Any break column with 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 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Agree strongly	249 21%	72 21%	178 21%	98 22%	152 21%	113 21%	136 21%	** **	** **	** **	** **	** **	** **	249 21%	** **
Agree slightly	374 32%	109 33%	265 31%	148 33%	226 31%	177 33%	197 30%	** **	** **	** **	** **	** **	** **	374 32%	** **
Disagree slightly	229 19%	67 20%	162 19%	89 20%	141 19%	97 18%	133 21%	** **	** **	** **	** **	** **	** **	229 19%	** **
Disagree strongly	189 16%	52 15%	137 16%	64 15%	124 17%	101 19%	88 14%	** **	** **	** **	** **	** **	** **	189 16%	** **
Don't know	137 12%	36 11%	100 12%	44 10%	93 13%	44 8%	93 14%	** **	** **	** **	** **	** **	** **	137 12%	** **
TOTAL AGREE	623 53%	181 54%	442 53%	246 56%	377 51%	290 55%	333 52%	** **	** **	** **	** **	** **	** **	623 53%	** **
TOTAL DISAGREE	418 35%	119 35%	299 36%	153 35%	265 36%	198 37%	220 34%	** **	** **	** **	** **	** **	** **	418 35%	** **

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 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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Agree strongly	249 21%	209 21%	41 23%	26 19%	124 22%	** **	49 21%	34 21%	126 19%	71 22%	** **	** **
Agree slightly	374 32%	318 32%	56 31%	42 29%	173 30%	** **	70 31%	63 40%	205 32%	94 30%	** **	** **
Disagree slightly	229 19%	195 20%	34 19%	32 23%	115 20%	** **	36 16%	32 21%	130 20%	58 18%	** **	** **
Disagree strongly	189 16%	168 17%	20 11%	21 15%	96 17%	** **	47 21%	17 11%	109 17%	62 20%	** **	** **
Don't know	137 12%	108 11%	28 16%	21 15%	70 12%	** **	27 12%	10 7%	80 12%	31 10%	** **	** **
TOTAL AGREE	623 53%	527 53%	96 54%	68 48%	297 51%	** **	118 52%	97 62%	332 51%	165 52%	** **	** **
TOTAL DISAGREE	418 35%	364 36%	54 30%	53 37%	212 37%	** **	84 37%	49 31%	239 37%	120 38%	** **	** **

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

	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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Agree strongly	249	**	86	88	205	44	**	57	106	86	129	119	83	64	50	48
	21%	**	20%	19%	21%	23%	**	24%	21%	20%	21%	21%	22%	20%	21%	21%
Agree slightly	374	**	131	144	308	66	**	87	142	145	198	173	112	99	89	71
	32%	**	31%	30%	31%	34%	**	36%	28%	34%	32%	31%	30%	31%	36%	31%
Disagree slightly	229	**	74	110	197	33	**	41	107	82	129	101	70	74	52	31
	19%	**	18%	23%	20%	17%	**	17%	21%	19%	21%	18%	19%	23%	21%	14%
Disagree strongly	189	**	89	72	166	22	**	38	92	57	98	91	65	58	35	32
	16%	**	21%	15%	17%	11%	**	16%	18%	13%	16%	16%	17%	18%	14%	14%
			e													
Don't know	137	**	42	58	107	30	**	19	63	55	60	76	42	28	20	46
	12%	**	10%	12%	11%	15%	**	8%	12%	13%	10%	14%	11%	9%	8%	20%
																abc
TOTAL AGREE	623	**	217	233	513	110	**	144	248	231	327	292	196	163	139	120
	53%	**	51%	49%	52%	57%	**	60%	49%	54%	53%	52%	53%	51%	57%	52%
TOTAL DISAGREE	418	**	163	182	362	54	**	79	199	139	226	192	135	131	87	63
	35%	**	39%	39%	37%	28%	**	33%	39%	33%	37%	34%	36%	41%	35%	28%
														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 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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Agree strongly	249	202	**	**	**	**	109	75	92	117	249	72
	21%	21%	**	**	**	**	25%	18%	25%	18%	21%	21%
Agree slightly	374	304	**	**	**	**	145	140	112	213	374	109
	32%	32%	**	**	**	**	34%	33%	31%	33%	32%	33%
Disagree slightly	229	196	**	**	**	**	74	90	59	141	229	67
	19%	20%	**	**	**	**	17%	22%	16%	22%	19%	20%
Disagree strongly	189	156	**	**	**	**	51	78	49	116	189	52
	16%	16%	**	**	**	**	12%	19%	13%	18%	16%	15%
Don't know	137	102	**	**	**	**	51	36	52	68	137	36
	12%	11%	**	**	**	**	12%	9%	14%	10%	12%	11%
TOTAL AGREE	623	506	**	**	**	**	254	215	205	330	623	181
	53%	53%	**	**	**	**	59%	51%	56%	50%	53%	54%
TOTAL DISAGREE	418	351	**	**	**	**	125	168	109	257	418	119
	35%	37%	**	**	**	**	29%	40%	30%	39%	35%	35%

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Agree strongly	249 21%	249 21%	93 20%	64 19%	** **	** **	48 22%	** **
Agree slightly	374 32%	374 32%	132 28%	111 33%	** **	** **	82 37%	** **
Disagree slightly	229 19%	229 19%	96 20%	64 19%	** **	** **	50 23%	** **
Disagree strongly	189 16%	189 16%	119 25%	52 16%	** **	** **	7 3%	** **
Don't know	137 12%	137 12%	37 8%	42 13%	** **	** **	35 16%	** **
TOTAL AGREE	623 53%	623 53%	225 47%	175 52%	** **	** **	129 58%	** **
TOTAL DISAGREE	418 35%	418 35%	215 45%	116 35%	** **	** **	57 26%	** **

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

Any break column with 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Agree strongly	191 16%	71 21%	120 14%	86 19%	106 14%	95 18%	96 15%	** **	** **	** **	** **	** **	** **	191 16%	** **
Agree slightly	351 30%	109 33%	241 29%	147 33%	204 28%	178 34%	173 27%	** **	** **	** **	** **	** **	** **	351 30%	** **
Disagree slightly	316 27%	87 26%	229 27%	115 26%	201 27%	130 24%	186 29%	** **	** **	** **	** **	** **	** **	316 27%	** **
Disagree strongly	272 23%	50 15%	222 26%	71 16%	201 27%	115 22%	157 24%	** **	** **	** **	** **	** **	** **	272 23%	** **
Don't know	48 4%	19 6%	29 3%	24 5%	24 3%	13 2%	35 5%	** **	** **	** **	** **	** **	** **	48 4%	** **
TOTAL AGREE	542 46%	180 54%	362 43%	232 53%	310 42%	273 51%	269 42%	** **	** **	** **	** **	** **	** **	542 46%	** **
TOTAL DISAGREE	588 50%	136 41%	451 54%	186 42%	402 55%	246 46%	342 53%	** **	** **	** **	** **	** **	** **	588 50%	** **

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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Agree strongly	191 16%	165 17%	26 14%	22 16%	83 14%	** **	35 15%	36 23%	88 14%	42 13%	** **	** **
Agree slightly	351 30%	301 30%	50 28%	39 27%	148 26%	** **	76 33%	59 38%	198 30%	78 25%	** **	** **
Disagree slightly	316 27%	267 27%	48 27%	49 34%	154 27%	** **	64 28%	38 24%	182 28%	98 31%	** **	** **
Disagree strongly	272 23%	227 23%	45 25%	25 17%	173 30% ade	** **	42 18%	17 11%	154 24%	87 28%	** **	** **
Don't know	48 4%	38 4%	10 6%	8 5%	20 3%	** **	12 5%	6 4%	29 4%	11 4%	** **	** **
TOTAL AGREE	542 46%	466 47%	76 42%	61 43%	231 40%	** **	110 48%	95 61%	286 44%	120 38%	** **	** **
TOTAL DISAGREE	588 50%	494 50%	93 52%	73 52%	327 57% e	** **	106 47%	55 35%	336 52%	185 58%	** **	** **

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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Agree strongly	191 16%	** **	68 16%	67 14%	162 17%	29 15%	** **	60 25% c	82 16%	50 12%	93 15%	98 18%	49 13%	44 14%	36 14%	59 26% abc
Agree slightly	351 30%	** **	136 32%	128 27%	301 31%	49 25%	** **	97 40% bc	132 26%	120 28%	185 30%	164 29%	109 29%	103 32%	81 33%	52 23%
Disagree slightly	316 27%	** **	99 24%	136 29%	251 26%	65 34%	** **	45 19%	139 27%	132 31% a	178 29%	137 25%	117 31%	74 23%	70 28%	56 24%
Disagree strongly	272 23%	** **	99 23%	123 26%	230 23%	42 22%	** **	39 16%	129 25%	105 25%	134 22%	136 24%	87 23%	90 28%	50 20%	45 20%
Don't know	48 4%	** **	19 5%	20 4%	39 4%	9 5%	** **	1 * a	28 6%	18 4%	24 4%	24 4%	11 3%	10 3%	9 4%	16 7%
TOTAL AGREE	542 46%	** **	204 48%	195 41%	463 47%	78 40%	** **	157 65% bc	214 42%	170 40%	277 45%	262 47%	157 42%	148 46%	117 48%	112 49%
TOTAL DISAGREE	588 50%	** **	198 47%	259 55%	480 49%	108 55%	** **	84 35%	267 52% a	237 56% a	312 51%	273 49%	204 55%	164 51%	119 49%	101 44%

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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Agree strongly	191	159	**	**	**	**	94	49	76	75	191	71
	16%	17%	**	**	**	**	22%	12%	21%	11%	16%	21%
							c		b			
Agree slightly	351	291	**	**	**	**	142	132	103	200	351	109
	30%	30%	**	**	**	**	33%	31%	28%	31%	30%	33%
Disagree slightly	316	250	**	**	**	**	98	129	95	184	316	87
	27%	26%	**	**	**	**	23%	31%	26%	28%	27%	26%
Disagree strongly	272	220	**	**	**	**	81	98	75	173	272	50
	23%	23%	**	**	**	**	19%	23%	21%	26%	23%	15%
											b	
Don't know	48	38	**	**	**	**	15	10	15	24	48	19
	4%	4%	**	**	**	**	4%	2%	4%	4%	4%	6%
TOTAL AGREE	542	451	**	**	**	**	236	180	180	275	542	180
	46%	47%	**	**	**	**	55%	43%	49%	42%	46%	54%
							c					
TOTAL DISAGREE	588	471	**	**	**	**	179	228	170	357	588	136
	50%	49%	**	**	**	**	42%	54%	47%	54%	50%	41%
								b			b	

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Agree strongly	191 16%	191 16%	89 19% c	35 10%	** **	** **	38 17%	** **
Agree slightly	351 30%	351 30%	120 25%	84 25%	** **	** **	93 42% abc	** **
Disagree slightly	316 27%	316 27%	106 22%	110 33% b	** **	** **	66 30%	** **
Disagree strongly	272 23%	272 23%	152 32% af	91 27% f	** **	** **	13 6%	** **
Don't know	48 4%	48 4%	10 2%	15 4%	** **	** **	11 5%	** **
TOTAL AGREE	542 46%	542 46%	209 44%	118 35%	** **	** **	131 59% abc	** **
TOTAL DISAGREE	588 50%	588 50%	258 54% f	201 60% af	** **	** **	79 36%	** **

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



Any break column with 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 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Agree strongly	265 23%	81 24%	184 22%	105 24%	160 22%	114 22%	151 23%	** **	** **	** **	** **	** **	** **	265 23%	** **
Agree slightly	403 34%	115 34%	288 34%	154 35%	248 34%	183 35%	219 34%	** **	** **	** **	** **	** **	** **	403 34%	** **
Disagree slightly	271 23%	78 23%	193 23%	99 22%	172 23%	118 22%	153 24%	** **	** **	** **	** **	** **	** **	271 23%	** **
Disagree strongly	188 16%	42 13%	146 17%	56 13%	132 18%	100 19%	88 14%	** **	** **	** **	** **	** **	** **	188 16%	** **
Don't know	50 4%	20 6%	31 4%	28 6%	22 3%	16 3%	35 5%	** **	** **	** **	** **	** **	** **	50 4%	** **
TOTAL AGREE	668 57%	196 58%	472 56%	260 59%	408 56%	298 56%	370 57%	** **	** **	** **	** **	** **	** **	668 57%	** **
TOTAL DISAGREE	459 39%	120 36%	339 40%	155 35%	304 41%	218 41%	241 37%	** **	** **	** **	** **	** **	** **	459 39%	** **

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

	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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Agree strongly	265 23%	225 23%	41 23%	36 25%	119 21%	** **	54 23%	34 22%	146 22%	66 21%	** **	** **
Agree slightly	403 34%	343 34%	60 33%	46 32%	202 35%	** **	64 28%	60 39%	229 35%	110 35%	** **	** **
Disagree slightly	271 23%	225 23%	46 26%	39 28%	135 23%	** **	54 24%	32 20%	153 23%	68 22%	** **	** **
Disagree strongly	188 16%	163 16%	25 14%	13 9%	103 18%	** **	42 19%	24 15%	93 14%	64 20%	** **	** **
Don't know	50 4%	42 4%	8 5%	8 6%	19 3%	** **	15 7%	7 4%	30 5%	7 2%	** **	** **
TOTAL AGREE	668 57%	568 57%	100 56%	82 58%	321 56%	** **	117 51%	94 60%	375 58%	176 56%	** **	** **
TOTAL DISAGREE	459 39%	389 39%	70 39%	52 37%	238 41%	** **	96 42%	55 35%	246 38%	132 42%	** **	** **

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 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	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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Agree strongly	265	**	77	108	220	46	**	61	106	99	135	128	77	58	54	72
	23%	**	18%	23%	22%	23%	**	25%	21%	23%	22%	23%	21%	18%	22%	31%
																ab
Agree slightly	403	**	158	145	328	75	**	92	159	151	218	181	125	121	96	56
	34%	**	37%	31%	33%	39%	**	38%	31%	36%	36%	32%	34%	38%	39%	25%
														d	d	
Disagree slightly	271	**	98	109	219	51	**	45	126	99	132	139	87	75	50	59
	23%	**	23%	23%	22%	26%	**	18%	25%	23%	22%	25%	23%	23%	21%	26%
Disagree strongly	188	**	70	90	170	18	**	34	89	65	109	79	68	57	34	29
	16%	**	17%	19%	17%	9%	**	14%	17%	15%	18%	14%	18%	18%	14%	13%
				e												
Don't know	50	**	19	21	45	5	**	10	30	11	19	32	15	11	11	13
	4%	**	4%	4%	5%	3%	**	4%	6%	3%	3%	6%	4%	3%	4%	6%
TOTAL AGREE	668	**	235	253	548	120	**	153	265	250	353	309	202	179	150	128
	57%	**	56%	54%	56%	62%	**	63%	52%	59%	58%	55%	54%	56%	61%	56%
TOTAL DISAGREE	459	**	168	199	389	69	**	78	215	164	241	218	155	132	84	88
	39%	**	40%	42%	40%	35%	**	32%	42%	39%	39%	39%	42%	41%	34%	38%

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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Agree strongly	265	219	**	**	**	**	107	82	99	126	265	81
	23%	23%	**	**	**	**	25%	20%	27%	19%	23%	24%
									b			
Agree slightly	403	331	**	**	**	**	154	154	111	244	403	115
	34%	34%	**	**	**	**	36%	37%	31%	37%	34%	34%
Disagree slightly	271	222	**	**	**	**	84	95	76	160	271	78
	23%	23%	**	**	**	**	20%	23%	21%	24%	23%	23%
Disagree strongly	188	153	**	**	**	**	70	71	61	100	188	42
	16%	16%	**	**	**	**	16%	17%	17%	15%	16%	13%
Don't know	50	35	**	**	**	**	15	16	18	26	50	20
	4%	4%	**	**	**	**	4%	4%	5%	4%	4%	6%
TOTAL AGREE	668	549	**	**	**	**	261	236	210	369	668	196
	57%	57%	**	**	**	**	61%	56%	58%	56%	57%	58%
TOTAL DISAGREE	459	374	**	**	**	**	154	167	137	260	459	120
	39%	39%	**	**	**	**	36%	40%	38%	40%	39%	36%

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Agree strongly	265 23%	265 23%	82 17%	78 23%	** **	** **	59 27%	** **
							b	
Agree slightly	403 34%	403 34%	138 29%	114 34%	** **	** **	104 47%	** **
							abc	
Disagree slightly	271 23%	271 23%	115 24%	85 26%	** **	** **	38 17%	** **
Disagree strongly	188 16%	188 16%	129 27%	46 14%	** **	** **	5 2%	** **
		f	acf	f				
Don't know	50 4%	50 4%	13 3%	11 3%	** **	** **	15 7%	** **
TOTAL AGREE	668 57%	668 57%	220 46%	192 57%	** **	** **	163 74%	** **
		b		b			abc	
TOTAL DISAGREE	459 39%	459 39%	244 51%	131 39%	** **	** **	43 20%	** **
		f	acf	f				

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

Any break column with 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 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Agree strongly	198 17%	57 17%	142 17%	75 17%	123 17%	100 19%	98 15%	** **	** **	** **	** **	** **	** **	198 17%	** **
Agree slightly	398 34%	113 34%	285 34%	142 32%	256 35%	179 34%	219 34%	** **	** **	** **	** **	** **	** **	398 34%	** **
Disagree slightly	291 25%	84 25%	208 25%	116 26%	175 24%	134 25%	158 24%	** **	** **	** **	** **	** **	** **	291 25%	** **
Disagree strongly	219 19%	57 17%	161 19%	76 17%	143 19%	100 19%	119 18%	** **	** **	** **	** **	** **	** **	219 19%	** **
Don't know	71 6%	25 7%	46 5%	33 7%	38 5%	19 3%	52 8%	** **	** **	** **	** **	** **	** **	71 6%	** **
TOTAL AGREE	597 51%	170 51%	427 51%	217 49%	379 52%	279 53%	317 49%	** **	** **	** **	** **	** **	** **	597 51%	** **
TOTAL DISAGREE	510 43%	141 42%	369 44%	192 43%	318 43%	233 44%	277 43%	** **	** **	** **	** **	** **	** **	510 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 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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Agree strongly	198 17%	163 16%	35 20%	17 12%	95 17%	** **	48 21%	27 17%	104 16%	54 17%	** **	** **
Agree slightly	398 34%	344 34%	54 30%	43 30%	195 34%	** **	81 35%	58 37%	228 35%	115 36%	** **	** **
Disagree slightly	291 25%	246 25%	46 25%	45 32% d	142 25%	** **	42 18%	36 23%	153 24%	81 26%	** **	** **
Disagree strongly	219 19%	184 18%	34 19%	29 20%	115 20%	** **	37 16%	24 15%	126 19%	54 17%	** **	** **
Don't know	71 6%	61 6%	9 5%	9 6%	30 5%	** **	20 9%	11 7%	39 6%	12 4%	** **	** **
TOTAL AGREE	597 51%	507 51%	90 50%	60 42%	291 50%	** **	129 56% a	86 55%	332 51%	169 53%	** **	** **
TOTAL DISAGREE	510 43%	430 43%	80 45%	74 52% d	257 44%	** **	79 35%	60 38%	280 43%	135 43%	** **	** **

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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Agree strongly	198 17%	** **	70 17%	73 15%	167 17%	30 15%	** **	52 22%	84 16%	61 14%	81 13%	117 21%	61 17%	44 14%	39 16%	52 23%
												a				
Agree slightly	398 34%	** **	156 37%	154 33%	335 34%	63 32%	** **	86 36%	175 34%	137 32%	190 31%	204 37%	129 35%	101 32%	92 37%	73 32%
Disagree slightly	291 25%	** **	101 24%	118 25%	241 25%	50 26%	** **	59 24%	121 24%	112 26%	186 30%	105 19%	86 23%	91 28%	60 24%	53 23%
											b					
Disagree strongly	219 19%	** **	70 17%	100 21%	179 18%	40 21%	** **	29 12%	98 19%	92 22%	124 20%	93 17%	72 19%	70 22%	42 17%	32 14%
											a					
Don't know	71 6%	** **	24 6%	28 6%	60 6%	11 6%	** **	16 6%	33 6%	22 5%	31 5%	39 7%	24 7%	15 5%	13 5%	18 8%
TOTAL AGREE	597 51%	** **	226 54%	227 48%	503 51%	93 48%	** **	138 57%	259 51%	199 47%	271 44%	322 58%	190 51%	145 45%	131 53%	126 55%
												a				
TOTAL DISAGREE	510 43%	** **	171 41%	218 46%	420 43%	90 47%	** **	88 36%	218 43%	204 48%	310 51%	198 36%	157 42%	161 50%	102 41%	85 37%
											b			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 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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Agree strongly	198	168	**	**	**	**	79	63	71	94	198	57
	17%	18%	**	**	**	**	18%	15%	19%	14%	17%	17%
Agree slightly	398	326	**	**	**	**	139	146	104	234	398	113
	34%	34%	**	**	**	**	32%	35%	28%	36%	34%	34%
Disagree slightly	291	238	**	**	**	**	109	99	89	165	291	84
	25%	25%	**	**	**	**	25%	24%	24%	25%	25%	25%
Disagree strongly	219	172	**	**	**	**	76	86	78	126	219	57
	19%	18%	**	**	**	**	18%	21%	21%	19%	19%	17%
Don't know	71	55	**	**	**	**	26	24	24	37	71	25
	6%	6%	**	**	**	**	6%	6%	6%	6%	6%	7%
TOTAL AGREE	597	494	**	**	**	**	218	209	174	328	597	170
	51%	52%	**	**	**	**	51%	50%	48%	50%	51%	51%
TOTAL DISAGREE	510	410	**	**	**	**	186	185	167	291	510	141
	43%	43%	**	**	**	**	43%	44%	46%	44%	43%	42%

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Agree strongly	198 17%	198 17%	101 21% f	52 16%	** **	** **	25 11%	** **
Agree slightly	398 34%	398 34%	148 31%	110 33%	** **	** **	95 43% b	** **
Disagree slightly	291 25%	291 25%	116 24%	91 27%	** **	** **	51 23%	** **
Disagree strongly	219 19%	219 19%	92 19%	64 19%	** **	** **	28 13%	** **
Don't know	71 6%	71 6%	21 4%	16 5%	** **	** **	22 10%	** **
TOTAL AGREE	597 51%	597 51%	249 52%	162 49%	** **	** **	121 55%	** **
TOTAL DISAGREE	510 43%	510 43%	207 43%	156 47%	** **	** **	79 36%	** **

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

Any break column with 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	947	297	650	390	557	423	524	98	62	-	-	-	-	947	-
Effective Weighted Sample	836	255	583	334	504	372	464	80	51	-	-	-	-	836	-
Total	1178	336	842	442	735	531	646	117	79	-	-	-	-	1178	-
Very confident	245	67	179	96	149	112	133	**	**	**	**	**	**	245	**
	21%	20%	21%	22%	20%	21%	21%	**	**	**	**	**	**	21%	**
Fairly confident	499	161	337	207	292	226	272	**	**	**	**	**	**	499	**
	42%	48%	40%	47%	40%	43%	42%	**	**	**	**	**	**	42%	**
Not very confident	258	69	189	84	174	121	137	**	**	**	**	**	**	258	**
	22%	21%	22%	19%	24%	23%	21%	**	**	**	**	**	**	22%	**
Not at all confident	140	25	115	40	100	67	73	**	**	**	**	**	**	140	**
	12%	7%	14%	9%	14%	13%	11%	**	**	**	**	**	**	12%	**
			a												
Don't know	36	13	23	16	20	6	30	**	**	**	**	**	**	36	**
	3%	4%	3%	4%	3%	1%	5%	**	**	**	**	**	**	3%	**
							a								
TOTAL CONFIDENT	744	228	516	303	441	338	406	**	**	**	**	**	**	744	**
	63%	68%	61%	68%	60%	64%	63%	**	**	**	**	**	**	63%	**
				b											
TOTAL NOT CONFIDENT	397	94	303	123	274	187	210	**	**	**	**	**	**	397	**
	34%	28%	36%	28%	37%	35%	33%	**	**	**	**	**	**	34%	**
					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.

**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 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	947	801	146	131	376	67	244	141	536	242	75	53
Effective Weighted Sample	836	703	133	126	363	65	199	113	473	217	66	46
Total	1178	998	179	142	578	86	229	156	651	316	95	61
Very confident	245 21%	213 21%	33 18%	26 18%	116 20%	** **	52 23%	30 19%	127 20%	63 20%	** **	** **
Fairly confident	499 42%	421 42%	77 43%	69 48%	231 40%	** **	94 41%	74 47%	265 41%	135 43%	** **	** **
Not very confident	258 22%	221 22%	37 21%	27 19%	133 23%	** **	50 22%	37 24%	168 26%	60 19%	** **	** **
Not at all confident	140 12%	113 11%	27 15%	14 10%	88 15% e	** **	26 12%	9 6%	67 10%	48 15%	** **	** **
Don't know	36 3%	31 3%	5 3%	6 4%	10 2%	** **	6 3%	7 4%	24 4%	9 3%	** **	** **
TOTAL CONFIDENT	744 63%	634 63%	110 61%	94 67%	348 60%	** **	146 64%	104 66%	392 60%	198 63%	** **	** **
TOTAL NOT CONFIDENT	397 34%	334 33%	64 36%	41 29%	220 38%	** **	76 33%	46 29%	235 36%	108 34%	** **	** **

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

	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	947	53	323	404	780	166	62	176	406	364	490	452	317	251	190	181
Effective Weighted Sample	836	44	276	373	680	158	59	143	360	342	437	395	283	220	168	159
Total	1178	88	421	473	982	194	72	242	510	425	613	559	372	322	245	229
Very confident	245	**	89	85	207	39	**	70	103	73	118	125	53	66	52	71
	21%	**	21%	18%	21%	20%	**	29%	20%	17%	19%	22%	14%	21%	21%	31%
								c								a
Fairly confident	499	**	169	205	407	92	**	99	204	196	293	204	169	140	103	81
	42%	**	40%	43%	41%	47%	**	41%	40%	46%	48%	36%	46%	43%	42%	35%
											b					
Not very confident	258	**	93	106	216	40	**	43	121	93	120	137	81	76	50	49
	22%	**	22%	22%	22%	21%	**	18%	24%	22%	20%	25%	22%	24%	20%	22%
Not at all confident	140	**	56	60	121	19	**	26	69	45	64	76	55	31	32	22
	12%	**	13%	13%	12%	10%	**	11%	13%	11%	10%	14%	15%	10%	13%	10%
Don't know	36	**	15	17	31	5	**	4	14	19	17	17	14	9	8	5
	3%	**	3%	3%	3%	3%	**	1%	3%	4%	3%	3%	4%	3%	3%	2%
TOTAL CONFIDENT	744	**	258	291	614	130	**	169	307	269	412	329	222	206	156	152
	63%	**	61%	61%	62%	67%	**	70%	60%	63%	67%	59%	60%	64%	63%	67%
											b					
TOTAL NOT CONFIDENT	397	**	149	166	337	59	**	69	189	137	184	213	136	107	81	72
	34%	**	35%	35%	34%	30%	**	29%	37%	32%	30%	38%	36%	33%	33%	31%
												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.

**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		PAY TV (SIMPLE)	
		ENGLAND	SCOT- LAND	WALES	N IRE- LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted total	947	774	88	44	41	89	342	346	294	529	947	297
Effective Weighted Sample	836	685	77	38	36	76	305	308	255	473	836	255
Total	1178	959	109	53	56	121	430	419	365	656	1178	336
Very confident	245	199	**	**	**	**	108	68	89	123	245	67
	21%	21%	**	**	**	**	25%	16%	24%	19%	21%	20%
							c					
Fairly confident	499	418	**	**	**	**	188	184	151	282	499	161
	42%	44%	**	**	**	**	44%	44%	41%	43%	42%	48%
Not very confident	258	198	**	**	**	**	82	94	77	153	258	69
	22%	21%	**	**	**	**	19%	22%	21%	23%	22%	21%
Not at all confident	140	116	**	**	**	**	44	59	37	84	140	25
	12%	12%	**	**	**	**	10%	14%	10%	13%	12%	7%
Don't know	36	28	**	**	**	**	8	14	11	14	36	13
	3%	3%	**	**	**	**	2%	3%	3%	2%	3%	4%
TOTAL CONFIDENT	744	617	**	**	**	**	296	252	240	405	744	228
	63%	64%	**	**	**	**	69%	60%	66%	62%	63%	68%
TOTAL NOT CONFIDENT	397	314	**	**	**	**	126	153	114	236	397	94
	34%	33%	**	**	**	**	29%	37%	31%	36%	34%	28%

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

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

	PAY TV ENGAGEMENT INDEX							
	Total	TOTAL a	ACTIVE b	BROWSERS c	DORMANT ~d	RESI- GNED ~e	APPRE- HENSIVE f	UNMOT- IVATED ~g
Significance Level: 99%								
Unweighted total	947	947	368	275	40	36	183	45
Effective Weighted Sample	836	836	325	245	33	32	164	39
Total	1178	1178	477	334	48	44	221	54
Very confident	245 21%	245 21%	100 21%	56 17%	** **	** **	46 21%	** **
Fairly confident	499 42%	499 42%	184 39%	132 40%	** **	** **	122 55% abc	** **
Not very confident	258 22%	258 22%	99 21%	104 31% abf	** **	** **	36 16%	** **
Not at all confident	140 12%	140 12%	92 19% acf	31 9% f	** **	** **	6 3%	** **
Don't know	36 3%	36 3%	2 *% b	11 3% b	** **	** **	12 5% b	** **
TOTAL CONFIDENT	744 63%	744 63%	285 60%	188 56%	** **	** **	167 76% abc	** **
TOTAL NOT CONFIDENT	397 34%	397 34%	191 40%	135 40%	** **	** **	42 19%	** **

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

Any break column with 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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	a	b	a	b	a	b	a	~b	a	~b	~c
Unweighted total	1436	161	88	73	56	883	194	656	159	674	376	1333	67	674	84	65
Effective Weighted Sample	1291	146	80	70	51	789	171	615	144	645	363	1202	63	645	79	61
Total	1663	206	127	79	81	1013	223	914	192	600	578	1520	68	600	76	61
SWITCHED IN LAST 12 MONTHS	177	39	**	**	**	90	27	78	20	66	47	142	**	66	**	**
	11%	19%	**	**	**	9%	12%	8%	11%	11%	8%	9%	**	11%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	112	31	**	**	**	50	25	55	13	29	33	80	**	29	**	**
	7%	15%	**	**	**	5%	11%	6%	7%	5%	6%	5%	**	5%	**	**
NEITHER	1398	150	**	**	**	876	180	787	161	510	501	1307	**	510	**	**
	84%	73%	**	**	**	86%	81%	86%	84%	85%	87%	86%	**	85%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1436	376	45	40	38	395	605	1038	393	162	1436	500	370	254	297	1436
Effective Weighted Sample	1291	363	42	38	33	364	558	935	362	148	1291	447	335	230	270	1291
Total	1663	578	73	67	69	532	662	1263	395	165	1663	526	449	314	357	1663
SWITCHED IN LAST 12 MONTHS	177	47	**	**	**	75	60	152	25	11	177	50	43	44	39	177
	11%	8%	**	**	**	14%	9%	12%	6%	7%	11%	10%	10%	14%	11%	11%
						e		e								
CURRENTLY LOOKING FOR A NEW DEAL	112	33	**	**	**	65	28	104	8	-	112	40	30	22	20	112
	7%	6%	**	**	**	12%	4%	8%	2%	-%	7%	8%	7%	7%	6%	7%
						cefg	f	cef			ef					
NEITHER	1398	501	**	**	**	410	576	1031	362	154	1398	444	381	253	303	1398
	84%	87%	**	**	**	77%	87%	82%	92%	93%	84%	85%	85%	81%	85%	84%
							bd		bdg	bdg	b					

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	1436	803	633	162	107	770	518	161	747	586	131	100	279	377	48	32
Effective Weighted Sample	1291	721	570	142	94	692	465	140	673	530	111	88	261	354	42	29
Total	1663	922	741	177	127	891	610	183	849	671	151	120	396	518	70	50
SWITCHED IN LAST 12 MONTHS	177	177	-	177	127	94	48	34	127	15	103	87	59	18	**	**
	11%	19%	-%	100%	100%	11%	8%	19%	15%	2%	68%	73%	15%	4%	**	**
		b		ab	ab			ab	b		ab	ab	b			
CURRENTLY LOOKING FOR A NEW DEAL	112	79	33	24	5	62	25	17	52	28	11	6	26	28	**	**
	7%	9%	4%	14%	4%	7%	4%	9%	6%	4%	8%	5%	7%	5%	**	**
		b		bd												
NEITHER	1398	690	708	-	-	746	537	137	678	629	40	27	316	471	**	**
	84%	75%	96%	-%	-%	84%	88%	75%	80%	94%	27%	23%	80%	91%	**	**
		cd	acd			c	c		cd	acd			a			

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

**LANDLINE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's landline service

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1436	526	872	38	338	656	235
Effective Weighted Sample	1291	471	786	34	305	593	215
Total	1663	622	997	45	345	757	303
SWITCHED IN LAST 12 MONTHS	177 11%	95 15% b	78 8%	** **	30 9%	73 10%	35 12%
CURRENTLY LOOKING FOR A NEW DEAL	112 7%	43 7%	66 7%	** **	23 7%	35 5%	17 6%
NEITHER	1398 84%	494 80%	867 87% a	** **	298 86%	651 86%	251 83%

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

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL a	NO BB ~b	OTHER ~c	NO BB AND NOT DROPPED BB ~d	CONTRACT STANDALONE a	PREPAY b	TOTAL a	STANDALONE b	DUAL a	TRIPLE b	TOTAL a	STANDALONE ~b	ALL DUAL a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c
Significance Level: 99%																
Unweighted total	1436	161	88	73	56	883	194	656	159	674	376	1333	67	674	84	65
Effective Weighted Sample	1291	146	80	70	51	789	171	615	144	645	363	1202	63	645	79	61
Total	1663	206	127	79	81	1013	223	914	192	600	578	1520	68	600	76	61
SWITCHED IN LAST 12 MONTHS	127	13	**	**	**	79	15	64	15	53	41	119	**	53	**	**
	8%	6%	**	**	**	8%	7%	7%	8%	9%	7%	8%	**	9%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	112	31	**	**	**	50	25	55	13	29	33	80	**	29	**	**
	7%	15%	**	**	**	5%	11%	6%	7%	5%	6%	5%	**	5%	**	**
NEITHER	1430	162	**	**	**	886	187	797	165	522	504	1325	**	522	**	**
	86%	79%	**	**	**	87%	84%	87%	86%	87%	87%	87%	**	87%	**	**

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

	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1436	376	45	40	38	395	605	1038	393	162	1436	500	370	254	297	1436
Effective Weighted Sample	1291	363	42	38	33	364	558	935	362	148	1291	447	335	230	270	1291
Total	1663	578	73	67	69	532	662	1263	395	165	1663	526	449	314	357	1663
SWITCHED IN LAST 12 MONTHS	127	41	**	**	**	41	53	103	24	11	127	33	35	29	29	127
	8%	7%	**	**	**	8%	8%	8%	6%	7%	8%	6%	8%	9%	8%	8%
CURRENTLY LOOKING FOR A NEW DEAL	112	33	**	**	**	65	28	104	8	-	112	40	30	22	20	112
	7%	6%	**	**	**	12%	4%	8%	2%	-%	7%	8%	7%	7%	6%	7%
						cefg	f	cef			ef					
NEITHER	1430	504	**	**	**	428	582	1061	364	154	1430	453	387	264	309	1430
	86%	87%	**	**	**	80%	88%	84%	92%	93%	86%	86%	86%	84%	86%	86%
							b		bdg	bdg	b					

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	1436	803	633	162	107	770	518	161	747	586	131	100	279	377	48	32
Effective Weighted Sample	1291	721	570	142	94	692	465	140	673	530	111	88	261	354	42	29
Total	1663	922	741	177	127	891	610	183	849	671	151	120	396	518	70	50
SWITCHED IN LAST 12 MONTHS	127	127	-	127	127	73	43	21	104	14	85	83	46	17	**	**
	8%	14%	-%	71%	100%	8%	7%	12%	12%	2%	56%	69%	12%	3%	**	**
		b		ab	abc				b		ab	ab	b			
CURRENTLY LOOKING FOR A NEW DEAL	112	79	33	24	5	62	25	17	52	28	11	6	26	28	**	**
	7%	9%	4%	14%	4%	7%	4%	9%	6%	4%	8%	5%	7%	5%	**	**
		b		bd												
NEITHER	1430	722	708	31	-	761	541	145	695	630	55	32	324	473	**	**
	86%	78%	96%	18%	-%	85%	89%	79%	82%	94%	37%	26%	82%	91%	**	**
		cd	acd	d			c		cd	acd			a			

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

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

Base : Those responsible for the household's landline service

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1436	526	872	38	338	656	235
Effective Weighted Sample	1291	471	786	34	305	593	215
Total	1663	622	997	45	345	757	303
SWITCHED IN LAST 12 MONTHS	127 8%	67 11% b	55 6%	** **	23 7%	63 8%	29 10%
CURRENTLY LOOKING FOR A NEW DEAL	112 7%	43 7%	66 7%	** **	23 7%	35 5%	17 6%
NEITHER	1430 86%	515 83%	877 88% a	** **	301 87%	660 87%	257 85%

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	a	b	a	b	a	b	a	~b	a	~b	~c
Unweighted total	1436	161	88	73	56	883	194	656	159	674	376	1333	67	674	84	65
Effective Weighted Sample	1291	146	80	70	51	789	171	615	144	645	363	1202	63	645	79	61
Total	1663	206	127	79	81	1013	223	914	192	600	578	1520	68	600	76	61
SWITCHED ONLY	88	8	**	**	**	62	7	42	9	42	28	86	**	42	**	**
	5%	4%	**	**	**	6%	3%	5%	4%	7%	5%	6%	**	7%	**	**
INITIATED CHANGE ONLY	412	29	**	**	**	277	32	281	33	108	205	388	**	108	**	**
	25%	14%	**	**	**	27%	14%	31%	17%	18%	35%	26%	**	18%	**	**
						b		b			a					
BOTH SWITCHED AND INITIATED CHANGE	38	5	**	**	**	17	9	22	6	10	13	32	**	10	**	**
	2%	3%	**	**	**	2%	4%	2%	3%	2%	2%	2%	**	2%	**	**
NEITHER	1125	163	**	**	**	657	176	569	144	439	332	1014	**	439	**	**
	68%	79%	**	**	**	65%	79%	62%	75%	73%	58%	67%	**	73%	**	**
							a		a	b						

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1436	376	45	40	38	395	605	1038	393	162	1436	500	370	254	297	1436
Effective Weighted Sample	1291	363	42	38	33	364	558	935	362	148	1291	447	335	230	270	1291
Total	1663	578	73	67	69	532	662	1263	395	165	1663	526	449	314	357	1663
SWITCHED ONLY	88	28	**	**	**	31	37	68	20	8	88	19	24	21	24	88
	5%	5%	**	**	**	6%	6%	5%	5%	5%	5%	4%	5%	7%	7%	5%
INITIATED CHANGE ONLY	412	205	**	**	**	144	152	314	97	33	412	131	124	76	79	412
	25%	35%	**	**	**	27%	23%	25%	24%	20%	25%	25%	28%	24%	22%	25%
BOTH SWITCHED AND INITIATED CHANGE	38	13	**	**	**	10	17	35	3	3	38	14	11	9	5	38
	2%	2%	**	**	**	2%	3%	3%	1%	2%	2%	3%	3%	3%	1%	2%
NEITHER	1125	332	**	**	**	348	457	846	275	121	1125	361	290	209	250	1125
	68%	58%	**	**	**	65%	69%	67%	70%	74%	68%	69%	65%	67%	70%	68%

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

Base : Those responsible for the household's landline service

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	1436	803	633	162	107	770	518	161	747	586	131	100	279	377	48	32
Effective Weighted Sample	1291	721	570	142	94	692	465	140	673	530	111	88	261	354	42	29
Total	1663	922	741	177	127	891	610	183	849	671	151	120	396	518	70	50
SWITCHED ONLY	88	88	-	88	88	51	30	16	76	10	63	63	26	16	**	**
	5%	10%	-%	50%	70%	6%	5%	9%	9%	2%	42%	53%	7%	3%	**	**
		b		ab	abc				b		ab	ab				
INITIATED CHANGE ONLY	412	222	190	23	-	229	141	62	200	187	26	15	124	158	**	**
	25%	24%	26%	13%	-%	26%	23%	34%	24%	28%	18%	13%	31%	30%	**	**
		cd	cd	d				b		d						
BOTH SWITCHED AND INITIATED CHANGE	38	38	-	38	38	22	13	5	29	4	22	19	20	2	**	**
	2%	4%	-%	22%	30%	2%	2%	3%	3%	1%	14%	16%	5%	*%	**	**
		b		ab	ab				b		ab	ab	b			
NEITHER	1125	574	551	28	-	589	426	99	544	470	39	22	225	343	**	**
	68%	62%	74%	16%	-%	66%	70%	54%	64%	70%	26%	18%	57%	66%	**	**
		cd	acd	d		c	c		cd	cd						

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

Base : Those responsible for the household's landline service

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1436	526	872	38	338	656	235
Effective Weighted Sample	1291	471	786	34	305	593	215
Total	1663	622	997	45	345	757	303
SWITCHED ONLY	88 5%	44 7% b	40 4%	** **	16 5%	45 6%	21 7%
INITIATED CHANGE ONLY	412 25%	170 27%	225 23%	** **	51 15%	194 26% a	118 39% ab
BOTH SWITCHED AND INITIATED CHANGE	38 2%	23 4%	16 2%	** **	7 2%	18 2%	7 2%
NEITHER	1125 68%	384 62%	716 72% a	** **	271 79% bc	500 66% c	156 52%

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

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	161	161	88	73	56	71	21	35	14	-	-	73	48	-	-	-
Effective Weighted Sample	146	146	80	70	51	64	19	30	12	-	-	70	46	-	-	-
Total	206	206	127	79	81	87	30	44	22	-	-	79	52	-	-	-
SWITCHED IN LAST 12 MONTHS	39	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	150	150	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL e
Significance Level: 99%																
Unweighted total	161	-	-	-	9	59	50	118	42	26	161	59	32	31	37	161
Effective Weighted Sample	146	-	-	-	8	56	44	107	38	24	146	52	30	28	34	146
Total	206	-	-	-	15	77	63	155	50	32	206	68	42	43	50	206
SWITCHED IN LAST 12 MONTHS	39	**	**	**	**	**	**	35	**	**	39	**	**	**	**	39
	19%	**	**	**	**	**	**	23%	**	**	19%	**	**	**	**	19%
CURRENTLY LOOKING FOR A NEW DEAL	31	**	**	**	**	**	**	31	**	**	31	**	**	**	**	31
	15%	**	**	**	**	**	**	20%	**	**	15%	**	**	**	**	15%
NEITHER	150	**	**	**	**	**	**	103	**	**	150	**	**	**	**	150
	73%	**	**	**	**	**	**	66%	**	**	73%	**	**	**	**	73%

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	161	100	61	35	11	57	43	8	48	25	11	10	13	22	2	2
Effective Weighted Sample	146	90	56	32	9	52	39	7	46	24	11	10	11	20	2	2
Total	206	126	80	39	13	69	58	10	53	26	12	11	17	27	3	3
SWITCHED IN LAST 12 MONTHS	39	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	150	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**LANDLINE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	~b	~c
Unweighted total	161	49	111	1	27	29	10
Effective Weighted Sample	146	43	102	1	26	28	10
Total	206	63	141	1	29	31	11
SWITCHED IN LAST 12 MONTHS	39	**	21	**	**	**	**
	19%	**	15%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	**	21	**	**	**	**
	15%	**	15%	**	**	**	**
NEITHER	150	**	110	**	**	**	**
	73%	**	78%	**	**	**	**

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

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	161	161	88	73	56	71	21	35	14	-	-	73	48	-	-	-
Effective Weighted Sample	146	146	80	70	51	64	19	30	12	-	-	70	46	-	-	-
Total	206	206	127	79	81	87	30	44	22	-	-	79	52	-	-	-
SWITCHED IN LAST 12 MONTHS	13	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	162	162	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	161	-	-	-	9	59	50	118	42	26	161	59	32	31	37	161	
Effective Weighted Sample	146	-	-	-	8	56	44	107	38	24	146	52	30	28	34	146	
Total	206	-	-	-	15	77	63	155	50	32	206	68	42	43	50	206	
SWITCHED IN LAST 12 MONTHS	13	**	**	**	**	**	**	9	**	**	13	**	**	**	**	13	
	6%	**	**	**	**	**	**	6%	**	**	6%	**	**	**	**	6%	
CURRENTLY LOOKING FOR A NEW DEAL	31	**	**	**	**	**	**	31	**	**	31	**	**	**	**	31	
	15%	**	**	**	**	**	**	20%	**	**	15%	**	**	**	**	15%	
NEITHER	162	**	**	**	**	**	**	114	**	**	162	**	**	**	**	162	
	79%	**	**	**	**	**	**	74%	**	**	79%	**	**	**	**	79%	

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

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

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	161	100	61	35	11	57	43	8	48	25	11	10	13	22	2	2
Effective Weighted Sample	146	90	56	32	9	52	39	7	46	24	11	10	11	20	2	2
Total	206	126	80	39	13	69	58	10	53	26	12	11	17	27	3	3
SWITCHED IN LAST 12 MONTHS	13	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	162	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Base : Those responsible for the household's standalone landline service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	~b	~c
Unweighted total	161	49	111	1	27	29	10
Effective Weighted Sample	146	43	102	1	26	28	10
Total	206	63	141	1	29	31	11
SWITCHED IN LAST 12 MONTHS	13	**	7	**	**	**	**
	6%	**	5%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	31	**	21	**	**	**	**
	15%	**	15%	**	**	**	**
NEITHER	162	**	114	**	**	**	**
	79%	**	80%	**	**	**	**

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	161	161	88	73	56	71	21	35	14	-	-	73	48	-	-	-
Effective Weighted Sample	146	146	80	70	51	64	19	30	12	-	-	70	46	-	-	-
Total	206	206	127	79	81	87	30	44	22	-	-	79	52	-	-	-
SWITCHED ONLY	8	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	29	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	5	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	163	163	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	161	-	-	-	9	59	50	118	42	26	161	59	32	31	37	161	
Effective Weighted Sample	146	-	-	-	8	56	44	107	38	24	146	52	30	28	34	146	
Total	206	-	-	-	15	77	63	155	50	32	206	68	42	43	50	206	
SWITCHED ONLY	8	**	**	**	**	**	**	4	**	**	8	**	**	**	**	8	
	4%	**	**	**	**	**	**	3%	**	**	4%	**	**	**	**	4%	
INITIATED CHANGE ONLY	29	**	**	**	**	**	**	23	**	**	29	**	**	**	**	29	
	14%	**	**	**	**	**	**	15%	**	**	14%	**	**	**	**	14%	
BOTH SWITCHED AND INITIATED CHANGE	5	**	**	**	**	**	**	5	**	**	5	**	**	**	**	5	
	3%	**	**	**	**	**	**	3%	**	**	3%	**	**	**	**	3%	
NEITHER	163	**	**	**	**	**	**	122	**	**	163	**	**	**	**	163	
	79%	**	**	**	**	**	**	79%	**	**	79%	**	**	**	**	79%	

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted total	161	100	61	35	11	57	43	8	48	25	11	10	13	22	2	2
Effective Weighted Sample	146	90	56	32	9	52	39	7	46	24	11	10	11	20	2	2
Total	206	126	80	39	13	69	58	10	53	26	12	11	17	27	3	3
SWITCHED ONLY	8	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	29	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	5	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	163	90	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	79%	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	~b	~c
Unweighted total	161	49	111	1	27	29	10
Effective Weighted Sample	146	43	102	1	26	28	10
Total	206	63	141	1	29	31	11
SWITCHED ONLY	8	**	5	**	**	**	**
	4%	**	3%	**	**	**	**
INITIATED CHANGE ONLY	29	**	18	**	**	**	**
	14%	**	13%	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	5	**	2	**	**	**	**
	3%	**	1%	**	**	**	**
NEITHER	163	**	116	**	**	**	**
	79%	**	82%	**	**	**	**

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	161	161	88	73	56	71	21	35	14	-	-	73	48	-	-	-
Effective Weighted Sample	146	146	80	70	51	64	19	30	12	-	-	70	46	-	-	-
Total	206	206	127	79	81	87	30	44	22	-	-	79	52	-	-	-
Received a discount	18	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	12	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	9	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALL 3 CHANGES	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	14	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	9	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	8	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	171	171	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE ~a	ANY SERVICE SWITCH		EXCL. MOVERS ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL e
			~b	~c													
Significance Level: 99%																	
Unweighted total	161	-	-	-	9	59	50	118	42	26	161	59	32	31	37	161	
Effective Weighted Sample	146	-	-	-	8	56	44	107	38	24	146	52	30	28	34	146	
Total	206	-	-	-	15	77	63	155	50	32	206	68	42	43	50	206	
Received a discount	18	**	**	**	**	**	**	14	**	**	18	**	**	**	**	18	
	9%	**	**	**	**	**	**	9%	**	**	9%	**	**	**	**	9%	
Added extra or improved services	12	**	**	**	**	**	**	11	**	**	12	**	**	**	**	12	
	6%	**	**	**	**	**	**	7%	**	**	6%	**	**	**	**	6%	
Reduced or downgraded services	9	**	**	**	**	**	**	7	**	**	9	**	**	**	**	9	
	5%	**	**	**	**	**	**	4%	**	**	5%	**	**	**	**	5%	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	**	**	**	**	**	**	28	**	**	35	**	**	**	**	35	
	17%	**	**	**	**	**	**	18%	**	**	17%	**	**	**	**	17%	
ALL 3 CHANGES	1	**	**	**	**	**	**	1	**	**	1	**	**	**	**	1	
	1%	**	**	**	**	**	**	1%	**	**	1%	**	**	**	**	1%	
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	**	1	**	**	2	**	**	**	**	2	
	1%	**	**	**	**	**	**	1%	**	**	1%	**	**	**	**	1%	
DISCOUNT ONLY	14	**	**	**	**	**	**	12	**	**	14	**	**	**	**	14	
	7%	**	**	**	**	**	**	8%	**	**	7%	**	**	**	**	7%	
EXTRA SERVICES ONLY	9	**	**	**	**	**	**	9	**	**	9	**	**	**	**	9	
	4%	**	**	**	**	**	**	6%	**	**	4%	**	**	**	**	4%	
REDUCED SERVICES ONLY	8	**	**	**	**	**	**	5	**	**	8	**	**	**	**	8	
	4%	**	**	**	**	**	**	3%	**	**	4%	**	**	**	**	4%	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	171	**	**	**	**	**	**	126	**	**	171	**	**	**	**	171	
	83%	**	**	**	**	**	**	82%	**	**	83%	**	**	**	**	83%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 standalone landline service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	161	100	61	35	11	57	43	8	48	25	11	10	13	22	2	2
Effective Weighted Sample	146	90	56	32	9	52	39	7	46	24	11	10	11	20	2	2
Total	206	126	80	39	13	69	58	10	53	26	12	11	17	27	3	3
Received a discount	18 9%	13 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	12 6%	10 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	9 5%	5 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35 17%	28 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ALL 3 CHANGES	1 1%	- -%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2 1%	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	14 7%	12 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	9 4%	9 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	8 4%	5 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	171 83%	98 78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - 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 standalone landline service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES ~a	NO b	UNSURE ~c	STANDARD ~a	SUPERFAST ~b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	161	49	111	1	27	29	10
Effective Weighted Sample	146	43	102	1	26	28	10
Total	206	63	141	1	29	31	11
Received a discount	18 9%	** **	11 7%	** **	** **	** **	** **
Added extra or improved services	12 6%	** **	6 4%	** **	** **	** **	** **
Reduced or downgraded services	9 5%	** **	7 5%	** **	** **	** **	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35 17%	** **	20 14%	** **	** **	** **	** **
ALL 3 CHANGES	1 1%	** **	1 1%	** **	** **	** **	** **
DISCOUNT AND EXTRA SERVICES	2 1%	** **	1 1%	** **	** **	** **	** **
DISCOUNT ONLY	14 7%	** **	8 6%	** **	** **	** **	** **
EXTRA SERVICES ONLY	9 4%	** **	4 3%	** **	** **	** **	** **
REDUCED SERVICES ONLY	8 4%	** **	6 4%	** **	** **	** **	** **
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	171 83%	** **	121 86%	** **	** **	** **	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	161	161	88	73	56	71	21	35	14	-	-	73	48	-	-	-
Effective Weighted Sample	146	146	80	70	51	64	19	30	12	-	-	70	46	-	-	-
Total	206	206	127	79	81	87	30	44	22	-	-	79	52	-	-	-
Received a discount	14	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	10	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	4	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	10	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	4	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	1	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	185	185	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	90%	90%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 landline service (SIMPLE)

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	161	-	-	-	9	59	50	118	42	26	161	59	32	31	37	161	
Effective Weighted Sample	146	-	-	-	8	56	44	107	38	24	146	52	30	28	34	146	
Total	206	-	-	-	15	77	63	155	50	32	206	68	42	43	50	206	
Received a discount	14	**	**	**	**	**	**	11	**	**	14	**	**	**	**	14	
	7%	**	**	**	**	**	**	7%	**	**	7%	**	**	**	**	7%	
Added extra or improved services	10	**	**	**	**	**	**	9	**	**	10	**	**	**	**	10	
	5%	**	**	**	**	**	**	6%	**	**	5%	**	**	**	**	5%	
Reduced or downgraded services	4	**	**	**	**	**	**	4	**	**	4	**	**	**	**	4	
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	**	**	**	19	**	**	21	**	**	**	**	21	
	10%	**	**	**	**	**	**	12%	**	**	10%	**	**	**	**	10%	
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	**	**	3	**	**	4	**	**	**	**	4	
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%	
EXTRA SERVICES AND REDUCED SERVICES	3	**	**	**	**	**	**	3	**	**	3	**	**	**	**	3	
	1%	**	**	**	**	**	**	2%	**	**	1%	**	**	**	**	1%	
DISCOUNT ONLY	10	**	**	**	**	**	**	8	**	**	10	**	**	**	**	10	
	5%	**	**	**	**	**	**	5%	**	**	5%	**	**	**	**	5%	
EXTRA SERVICES ONLY	4	**	**	**	**	**	**	4	**	**	4	**	**	**	**	4	
	2%	**	**	**	**	**	**	3%	**	**	2%	**	**	**	**	2%	
REDUCED SERVICES ONLY	1	**	**	**	**	**	**	1	**	**	1	**	**	**	**	1	
	1%	**	**	**	**	**	**	1%	**	**	1%	**	**	**	**	1%	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	185	**	**	**	**	**	**	136	**	**	185	**	**	**	**	185	
	90%	**	**	**	**	**	**	88%	**	**	90%	**	**	**	**	90%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 standalone landline service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	161	100	61	35	11	57	43	8	48	25	11	10	13	22	2	2
Effective Weighted Sample	146	90	56	32	9	52	39	7	46	24	11	10	11	20	2	2
Total	206	126	80	39	13	69	58	10	53	26	12	11	17	27	3	3
Received a discount	14 7%	14 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Added extra or improved services	10 5%	10 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Reduced or downgraded services	4 2%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21 10%	21 17%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISCOUNT AND EXTRA SERVICES	4 2%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	3 1%	3 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
DISCOUNT ONLY	10 5%	10 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
EXTRA SERVICES ONLY	4 2%	4 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
REDUCED SERVICES ONLY	1 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	185 90%	104 83%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 standalone landline service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	~b	~c
Unweighted total	161	49	111	1	27	29	10
Effective Weighted Sample	146	43	102	1	26	28	10
Total	206	63	141	1	29	31	11
Received a discount	14	**	4	**	**	**	**
	7%	**	3%	**	**	**	**
Added extra or improved services	10	**	3	**	**	**	**
	5%	**	2%	**	**	**	**
Reduced or downgraded services	4	**	1	**	**	**	**
	2%	**	1%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	6	**	**	**	**
	10%	**	4%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	1	**	**	**	**
	2%	**	1%	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	1	**	**	**	**
	1%	**	1%	**	**	**	**
DISCOUNT ONLY	10	**	3	**	**	**	**
	5%	**	2%	**	**	**	**
EXTRA SERVICES ONLY	4	**	1	**	**	**	**
	2%	**	1%	**	**	**	**
REDUCED SERVICES ONLY	1	**	-	**	**	**	**
	1%	**	-%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	185	**	136	**	**	**	**
	90%	**	96%	**	**	**	**

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

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE			FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL a	NO BB ~b	OTHER ~c	NO BB AND NOT DROPPED BB ~d	CONTRACT STANDALONE a	PREPAY b	TOTAL a	STANDALONE b	DUAL a	TRIPLE b	TOTAL a	STANDALONE b	ALL DUAL a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	
Significance Level: 99%																	
Unweighted total	2363	100	35	65	28	1688	391	872	263	607	359	1868	512	607	78	60	
Effective Weighted Sample	1983	90	32	62	26	1408	329	769	224	580	346	1574	404	580	73	57	
Total	2364	126	55	71	46	1652	401	1089	292	543	555	1870	368	543	71	57	
SWITCHED IN LAST 12 MONTHS	352	10	**	**	**	256	73	138	32	73	78	243	58	73	**	**	
	15%	8%	**	**	**	15%	18%	13%	11%	13%	14%	13%	16%	13%	**	**	
CURRENTLY LOOKING FOR A NEW DEAL	151	7	**	**	**	95	48	54	15	23	29	86	18	23	**	**	
	6%	6%	**	**	**	6%	12%	5%	5%	4%	5%	5%	5%	4%	**	**	
NEITHER	1915	110	**	**	**	1327	309	914	248	454	456	1567	298	454	**	**	
	81%	87%	**	**	**	80%	77%	84%	85%	84%	82%	84%	81%	84%	**	**	

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2363	359	43	39	232	883	829	1944	416	155	2363	684	680	451	526	2363
Effective Weighted Sample	1983	346	40	37	183	717	729	1610	377	141	1983	587	558	379	443	1983
Total	2364	555	70	65	277	890	797	1964	397	152	2364	656	678	482	525	2364
SWITCHED IN LAST 12 MONTHS	352	78	**	**	73	128	111	311	41	11	352	89	110	80	71	352
	15%	14%	**	**	26%	14%	14%	16%	10%	7%	15%	14%	16%	17%	13%	15%
					bcdefg			ef			f					
CURRENTLY LOOKING FOR A NEW DEAL	151	29	**	**	37	76	32	145	6	1	151	62	31	34	24	151
	6%	5%	**	**	13%	9%	4%	7%	1%	1%	6%	9%	5%	7%	5%	6%
					cdefg	cef		cef			ef	bde				
NEITHER	1915	456	**	**	185	718	659	1562	350	140	1915	527	544	381	440	1915
	81%	82%	**	**	67%	81%	83%	79%	88%	92%	81%	80%	80%	79%	84%	81%
					a	a	a	abdg	abcdg		a					

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for a mobile phone

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2363	704	583	129	98	1434	929	368	1081	787	268	190	378	494	84	54
Effective Weighted Sample	1983	632	525	112	86	1202	781	300	905	669	209	151	331	438	67	44
Total	2364	811	689	142	116	1426	939	352	1074	797	248	182	476	613	99	68
SWITCHED IN LAST 12 MONTHS	352	124	59	34	**	352	-	352	166	76	64	40	77	61	**	**
	15%	15%	9%	24%	**	25%	-%	100%	15%	10%	26%	22%	16%	10%	**	**
		b		b		b		ab	b		ab	b	b			
CURRENTLY LOOKING FOR A NEW DEAL	151	52	20	8	**	117	35	54	62	24	21	13	32	23	**	**
	6%	6%	3%	6%	**	8%	4%	15%	6%	3%	8%	7%	7%	4%	**	**
		b				b		ab	b		b	b				
NEITHER	1915	650	615	103	**	1011	904	-	867	700	177	138	381	533	**	**
	81%	80%	89%	73%	**	71%	96%	-%	81%	88%	71%	75%	80%	87%	**	**
			ac			c	ac		c	acd			a			

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for a mobile phone

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%							
Unweighted total	2363	540	1016	43	428	898	394
Effective Weighted Sample	1983	485	926	39	369	764	320
Total	2364	656	1193	53	404	928	401
SWITCHED IN LAST 12 MONTHS	352 15%	89 14%	154 13%	** **	52 13%	114 12%	63 16%
CURRENTLY LOOKING FOR A NEW DEAL	151 6%	47 7%	57 5%	** **	26 6%	35 4%	21 5%
NEITHER	1915 81%	537 82%	1002 84%	** **	338 84%	785 85%	325 81%

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

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

Base : Those responsible for a mobile phone

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE			FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS	
Significance Level: 99%	a	~b	~c	~d	a	b	a	b	a	b	a	b	a	~b	~c		
Unweighted total	2363	100	35	65	28	1688	391	872	263	607	359	1868	512	607	78	60	
Effective Weighted Sample	1983	90	32	62	26	1408	329	769	224	580	346	1574	404	580	73	57	
Total	2364	126	55	71	46	1652	401	1089	292	543	555	1870	368	543	71	57	
SWITCHED ONLY	283	9	**	**	**	217	53	107	23	64	65	196	48	64	**	**	
	12%	7%	**	**	**	13%	13%	10%	8%	12%	12%	10%	13%	12%	**	**	
INITIATED CHANGE ONLY	279	15	**	**	**	181	33	140	35	42	54	224	49	42	**	**	
	12%	12%	**	**	**	11%	8%	13%	12%	8%	10%	12%	13%	8%	**	**	
BOTH SWITCHED AND INITIATED CHANGE	70	1	**	**	**	39	20	31	9	9	13	46	10	9	**	**	
	3%	1%	**	**	**	2%	5%	3%	3%	2%	2%	2%	3%	2%	**	**	
							a										
NEITHER	1733	101	**	**	**	1216	295	812	225	427	423	1403	262	427	**	**	
	73%	80%	**	**	**	74%	74%	75%	77%	79%	76%	75%	71%	79%	**	**	

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE						
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL	
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS													a
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e	
Unweighted total	2363	359	43	39	232	883	829	1944	416	155	2363	684	680	451	526	2363	
Effective Weighted Sample	1983	346	40	37	183	717	729	1610	377	141	1983	587	558	379	443	1983	
Total	2364	555	70	65	277	890	797	1964	397	152	2364	656	678	482	525	2364	
SWITCHED ONLY	283	65	**	**	57	94	95	246	37	9	283	68	95	61	56	283	
	12%	12%	**	**	20%	11%	12%	13%	9%	6%	12%	10%	14%	13%	11%	12%	
					bcdefg												
INITIATED CHANGE ONLY	279	54	**	**	32	135	75	243	37	11	279	97	71	65	47	279	
	12%	10%	**	**	12%	15%	9%	12%	9%	7%	12%	15%	11%	13%	9%	12%	
						cef						d					
BOTH SWITCHED AND INITIATED CHANGE	70	13	**	**	16	34	16	65	4	1	70	21	16	19	15	70	
	3%	2%	**	**	6%	4%	2%	3%	1%	1%	3%	3%	2%	4%	3%	3%	
					ce		e										
NEITHER	1733	423	**	**	172	628	610	1411	319	131	1733	471	496	337	407	1733	
	73%	76%	**	**	62%	71%	77%	72%	80%	86%	73%	72%	73%	70%	78%	73%	
							abd	a	abdg	abdg	a				c		

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

**OF COM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 235**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2363	704	583	129	98	1434	929	368	1081	787	268	190	378	494	84	54
Effective Weighted Sample	1983	632	525	112	86	1202	781	300	905	669	209	151	331	438	67	44
Total	2364	811	689	142	116	1426	939	352	1074	797	248	182	476	613	99	68
SWITCHED ONLY	283	99	48	23	**	283	-	283	128	68	43	29	55	52	**	**
	12%	12%	7%	16%	**	20%	-%	80%	12%	9%	17%	16%	11%	9%	**	**
		b		b		b		ab			b	b				
INITIATED CHANGE ONLY	279	94	80	19	**	162	118	-	130	95	31	21	62	77	**	**
	12%	12%	12%	13%	**	11%	13%	-%	12%	12%	12%	12%	13%	13%	**	**
						c	c									
BOTH SWITCHED AND INITIATED CHANGE	70	25	10	11	**	70	-	70	38	8	21	11	22	9	**	**
	3%	3%	1%	8%	**	5%	-%	20%	4%	1%	8%	6%	5%	1%	**	**
				ab		b		ab	b		ab	b	b			
NEITHER	1733	593	550	89	**	912	821	-	778	626	153	121	337	475	**	**
	73%	73%	80%	63%	**	64%	87%	-%	72%	79%	62%	66%	71%	77%	**	**
			ac			c	ac		c	acd						

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

Base : Those responsible for a mobile phone

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2363	540	1016	43	428	898	394
Effective Weighted Sample	1983	485	926	39	369	764	320
Total	2364	656	1193	53	404	928	401
SWITCHED ONLY	283	68	124	**	44	91	49
	12%	10%	10%	**	11%	10%	12%
INITIATED CHANGE ONLY	279	87	134	**	38	99	71
	12%	13%	11%	**	9%	11%	18%
							ab
BOTH SWITCHED AND INITIATED CHANGE	70	21	30	**	8	23	14
	3%	3%	3%	**	2%	2%	4%
NEITHER	1733	480	905	**	315	715	267
	73%	73%	76%	**	78%	77%	67%
					c	c	

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

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)			
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	1689	71	23	48	20	1689	-	632	196	487	321	1336	417	487	60	46
Effective Weighted Sample	1409	64	21	46	18	1409	-	559	167	466	311	1120	331	466	58	44
Total	1653	87	36	52	32	1653	-	796	207	430	493	1309	293	430	52	42
SWITCHED IN LAST 12 MONTHS	256	**	**	**	**	256	**	110	26	62	74	194	49	62	**	**
	15%	**	**	**	**	15%	**	14%	13%	14%	15%	15%	17%	14%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	95	**	**	**	**	95	**	40	11	21	25	63	13	21	**	**
	6%	**	**	**	**	6%	**	5%	5%	5%	5%	5%	4%	5%	**	**
NEITHER	1327	**	**	**	**	1327	**	657	172	353	401	1069	233	353	**	**
	80%	**	**	**	**	80%	**	83%	83%	82%	81%	82%	80%	82%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1689	321	38	36	168	619	606	1393	294	101	1689	512	513	313	335	1689
Effective Weighted Sample	1409	311	36	34	130	499	531	1149	262	90	1409	436	417	263	281	1409
Total	1653	493	62	60	189	610	579	1378	273	96	1653	487	498	325	325	1653
SWITCHED IN LAST 12 MONTHS	256	74	**	**	40	81	94	216	40	11	256	66	90	55	43	256
	15%	15%	**	**	21%	13%	16%	16%	15%	11%	15%	14%	18%	17%	13%	15%
CURRENTLY LOOKING FOR A NEW DEAL	95	25	**	**	22	43	27	92	3	-	95	40	24	17	15	95
	6%	5%	**	**	12%	7%	5%	7%	1%	-%	6%	8%	5%	5%	4%	6%
					cefg	ef	e	ef			e					
NEITHER	1327	401	**	**	135	498	464	1096	230	84	1327	389	390	259	273	1327
	80%	81%	**	**	71%	82%	80%	80%	84%	88%	80%	80%	78%	80%	84%	80%
						a			a	a	a					

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	1689	478	405	83	70	1015	674	274	769	567	188	139	279	353	63	45
Effective Weighted Sample	1409	427	362	73	62	845	564	224	644	476	150	111	248	312	52	37
Total	1653	542	471	90	79	982	671	256	746	563	165	130	358	437	73	55
SWITCHED IN LAST 12 MONTHS	256	97	46	**	**	256	-	256	130	64	43	33	60	50	**	**
	15%	18%	10%	**	**	26%	-%	100%	17%	11%	26%	26%	17%	11%	**	**
		b				b		ab	b		ab	b				
CURRENTLY LOOKING FOR A NEW DEAL	95	33	16	**	**	68	27	25	42	21	12	11	23	18	**	**
	6%	6%	3%	**	**	7%	4%	10%	6%	4%	7%	9%	6%	4%	**	**
								b								
NEITHER	1327	421	414	**	**	684	644	-	587	481	117	92	284	374	**	**
	80%	78%	88%	**	**	70%	96%	-%	79%	86%	71%	71%	79%	85%	**	**
			a			c	ac				acd					

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

**MOBILE PHONE - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1689	366	719	36	300	627	303
Effective Weighted Sample	1409	326	654	32	258	532	245
Total	1653	442	830	45	275	634	303
SWITCHED IN LAST 12 MONTHS	256	59	119	**	40	86	55
	15%	13%	14%	**	15%	14%	18%
CURRENTLY LOOKING FOR A NEW DEAL	95	26	42	**	18	27	16
	6%	6%	5%	**	6%	4%	5%
NEITHER	1327	367	678	**	223	524	240
	80%	83%	82%	**	81%	83%	79%

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	1689	71	23	48	20	1689	-	632	196	487	321	1336	417	487	60	46
Effective Weighted Sample	1409	64	21	46	18	1409	-	559	167	466	311	1120	331	466	58	44
Total	1653	87	36	52	32	1653	-	796	207	430	493	1309	293	430	52	42
SWITCHED ONLY	217	**	**	**	**	217	**	93	21	53	64	166	42	53	**	**
	13%	**	**	**	**	13%	**	12%	10%	12%	13%	13%	14%	12%	**	**
INITIATED CHANGE ONLY	181	**	**	**	**	181	**	92	30	39	50	141	40	39	**	**
	11%	**	**	**	**	11%	**	12%	15%	9%	10%	11%	14%	9%	**	**
BOTH SWITCHED AND INITIATED CHANGE	39	**	**	**	**	39	**	17	5	9	10	27	7	9	**	**
	2%	**	**	**	**	2%	**	2%	3%	2%	2%	2%	2%	2%	**	**
NEITHER	1217	**	**	**	**	1217	**	594	151	329	368	973	204	329	**	**
	74%	**	**	**	**	74%	**	75%	73%	76%	75%	74%	70%	76%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1689	321	38	36	168	619	606	1393	294	101	1689	512	513	313	335	1689
Effective Weighted Sample	1409	311	36	34	130	499	531	1149	262	90	1409	436	417	263	281	1409
Total	1653	493	62	60	189	610	579	1378	273	96	1653	487	498	325	325	1653
SWITCHED ONLY	217	64	**	**	35	61	85	181	36	9	217	54	82	43	36	217
	13%	13%	**	**	18%	10%	15%	13%	13%	10%	13%	11%	17%	13%	11%	13%
					b											
INITIATED CHANGE ONLY	181	50	**	**	21	90	53	165	16	4	181	63	55	35	28	181
	11%	10%	**	**	11%	15%	9%	12%	6%	4%	11%	13%	11%	11%	9%	11%
						cef		e			e					
BOTH SWITCHED AND INITIATED CHANGE	39	10	**	**	5	20	9	35	4	1	39	12	8	12	7	39
	2%	2%	**	**	3%	3%	2%	3%	2%	2%	2%	3%	2%	4%	2%	2%
NEITHER	1217	368	**	**	128	438	432	998	217	81	1217	358	353	236	254	1217
	74%	75%	**	**	68%	72%	74%	72%	79%	85%	74%	73%	71%	72%	78%	74%
									a	abd						

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	1689	478	405	83	70	1015	674	274	769	567	188	139	279	353	63	45
Effective Weighted Sample	1409	427	362	73	62	845	564	224	644	476	150	111	248	312	52	37
Total	1653	542	471	90	79	982	671	256	746	563	165	130	358	437	73	55
SWITCHED ONLY	217	84	39	**	**	217	-	217	109	57	34	26	48	45	**	**
	13%	15%	8%	**	**	22%	-%	85%	15%	10%	21%	20%	13%	10%	**	**
		b				b		ab			b	b				
INITIATED CHANGE ONLY	181	53	49	**	**	94	87	-	85	56	17	11	44	48	**	**
	11%	10%	10%	**	**	10%	13%	-%	11%	10%	10%	9%	12%	11%	**	**
						c	c									
BOTH SWITCHED AND INITIATED CHANGE	39	14	6	**	**	39	-	39	21	7	9	7	13	5	**	**
	2%	3%	1%	**	**	4%	-%	15%	3%	1%	5%	5%	4%	1%	**	**
						b		ab			b	b				
NEITHER	1217	391	377	**	**	633	584	-	530	443	105	85	254	340	**	**
	74%	72%	80%	**	**	64%	87%	-%	71%	79%	64%	66%	71%	78%	**	**
			a			c	ac				acd					

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1689	366	719	36	300	627	303
Effective Weighted Sample	1409	326	654	32	258	532	245
Total	1653	442	830	45	275	634	303
SWITCHED ONLY	217	48	103	**	39	73	42
	13%	11%	12%	**	14%	12%	14%
INITIATED CHANGE ONLY	181	49	91	**	24	63	46
	11%	11%	11%	**	9%	10%	15%
BOTH SWITCHED AND INITIATED CHANGE	39	10	16	**	2	13	13
	2%	2%	2%	**	1%	2%	4%
							a
NEITHER	1217	335	621	**	211	485	202
	74%	76%	75%	**	77%	76%	67%
					c	c	

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	1689	71	23	48	20	1689	-	632	196	487	321	1336	417	487	60	46
Effective Weighted Sample	1409	64	21	46	18	1409	-	559	167	466	311	1120	331	466	58	44
Total	1653	87	36	52	32	1653	-	796	207	430	493	1309	293	430	52	42
Received a discount	117	**	**	**	**	117	**	57	16	28	35	93	24	28	**	**
	7%	**	**	**	**	7%	**	7%	8%	6%	7%	7%	8%	6%	**	**
Added extra or improved services	85	**	**	**	**	85	**	45	15	18	26	63	15	18	**	**
	5%	**	**	**	**	5%	**	6%	7%	4%	5%	5%	5%	4%	**	**
Reduced or downgraded services	53	**	**	**	**	53	**	26	7	10	13	43	15	10	**	**
	3%	**	**	**	**	3%	**	3%	4%	2%	3%	3%	5%	2%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	220	**	**	**	**	220	**	109	35	48	60	169	47	48	**	**
	13%	**	**	**	**	13%	**	14%	17%	11%	12%	13%	16%	11%	**	**
ALL 3 CHANGES	4	**	**	**	**	4	**	4	-	-	4	4	*	-	**	**
	*%	**	**	**	**	*%	**	*%	-%	-%	1%	*%	*%	-%	**	**
DISCOUNT AND EXTRA SERVICES	12	**	**	**	**	12	**	6	1	3	3	9	1	3	**	**
	1%	**	**	**	**	1%	**	1%	*%	1%	1%	1%	*%	1%	**	**
DISCOUNT AND REDUCED SERVICES	7	**	**	**	**	7	**	*	-	3	-	6	2	3	**	**
	*%	**	**	**	**	*%	**	*%	-%	1%	-%	*%	1%	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	9	**	**	**	**	9	**	6	2	2	3	8	3	2	**	**
	1%	**	**	**	**	1%	**	1%	1%	*%	1%	1%	1%	*%	**	**
DISCOUNT ONLY	94	**	**	**	**	94	**	47	15	22	29	74	21	22	**	**
	6%	**	**	**	**	6%	**	6%	7%	5%	6%	6%	7%	5%	**	**
EXTRA SERVICES ONLY	61	**	**	**	**	61	**	30	12	14	16	42	10	14	**	**
	4%	**	**	**	**	4%	**	4%	6%	3%	3%	3%	4%	3%	**	**
REDUCED SERVICES ONLY	34	**	**	**	**	34	**	16	5	5	6	25	9	5	**	**
	2%	**	**	**	**	2%	**	2%	2%	1%	1%	2%	3%	1%	**	**

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

	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)			
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	1689	71	23	48	20	1689	-	632	196	487	321	1336	417	487	60	46
Effective Weighted Sample	1409	64	21	46	18	1409	-	559	167	466	311	1120	331	466	58	44
Total	1653	87	36	52	32	1653	-	796	207	430	493	1309	293	430	52	42
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1433	**	**	**	**	1433	**	687	171	382	432	1140	246	382	**	**
	87%	**	**	**	**	87%	**	86%	83%	89%	88%	87%	84%	89%	**	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 238**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e	
Unweighted total	1689	321	38	36	168	619	606	1393	294	101	1689	512	513	313	335	1689	
Effective Weighted Sample	1409	311	36	34	130	499	531	1149	262	90	1409	436	417	263	281	1409	
Total	1653	493	62	60	189	610	579	1378	273	96	1653	487	498	325	325	1653	
Received a discount	117	35	**	**	11	50	41	103	14	3	117	37	28	28	23	117	
	7%	7%	**	**	6%	8%	7%	7%	5%	3%	7%	8%	6%	9%	7%	7%	
Added extra or improved services	85	26	**	**	16	47	14	77	9	1	85	33	28	16	10	85	
	5%	5%	**	**	9%	8%	2%	6%	3%	2%	5%	7%	6%	5%	3%	5%	
					c	ce		c			c						
Reduced or downgraded services	53	13	**	**	9	29	12	49	4	1	53	18	14	12	9	53	
	3%	3%	**	**	5%	5%	2%	4%	1%	1%	3%	4%	3%	4%	3%	3%	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	220	60	**	**	26	110	62	199	21	5	220	75	62	47	35	220	
	13%	12%	**	**	14%	18%	11%	14%	8%	6%	13%	15%	13%	14%	11%	13%	
						cefg		e			e						
ALL 3 CHANGES	4	4	**	**	3	1	-	4	-	-	4	-	-	4	*	4	
	*%	1%	**	**	1%	*%	-%	*%	-%	-%	*%	-%	-%	1%	*%	*%	
					c												
DISCOUNT AND EXTRA SERVICES	12	3	**	**	2	4	2	8	4	-	12	6	3	2	1	12	
	1%	1%	**	**	1%	1%	*%	1%	1%	-%	1%	1%	1%	1%	*%	1%	
DISCOUNT AND REDUCED SERVICES	7	-	**	**	2	2	2	7	-	-	7	2	3	-	2	7	
	*%	-%	**	**	1%	*%	*%	*%	-%	-%	*%	*%	1%	-%	*%	*%	
EXTRA SERVICES AND REDUCED SERVICES	9	3	**	**	1	7	-	7	1	-	9	5	1	-	3	9	
	1%	1%	**	**	*%	1%	-%	1%	1%	-%	1%	1%	*%	-%	1%	1%	
					c												
DISCOUNT ONLY	94	29	**	**	5	43	37	84	10	3	94	30	22	22	20	94	
	6%	6%	**	**	3%	7%	6%	6%	4%	3%	6%	6%	4%	7%	6%	6%	
EXTRA SERVICES ONLY	61	16	**	**	11	35	11	57	3	1	61	22	23	10	6	61	
	4%	3%	**	**	6%	6%	2%	4%	1%	2%	4%	5%	5%	3%	2%	4%	
					ce	ce											

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 phone contract standalone service (SIMPLE)

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE	ANY		16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	1689	321	38	36	168	619	606	1393	294	101	1689	512	513	313	335	1689
Effective Weighted Sample	1409	311	36	34	130	499	531	1149	262	90	1409	436	417	263	281	1409
Total	1653	493	62	60	189	610	579	1378	273	96	1653	487	498	325	325	1653
REDUCED SERVICES ONLY	34	6	**	**	3	18	10	32	2	1	34	11	10	9	4	34
	2%	1%	**	**	2%	3%	2%	2%	1%	1%	2%	2%	2%	3%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1433	432	**	**	163	499	517	1179	253	90	1433	411	436	278	290	1433
	87%	88%	**	**	86%	82%	89%	86%	92%	94%	87%	85%	87%	86%	89%	87%
							b		bdg	b	b					

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 phone contract standalone service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S c	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	1689	478	405	83	70	1015	674	274	769	567	188	139	279	353	63	45
Effective Weighted Sample	1409	427	362	73	62	845	564	224	644	476	150	111	248	312	52	37
Total	1653	542	471	90	79	982	671	256	746	563	165	130	358	437	73	55
Received a discount	117 7%	34 6%	37 8%	** **	** **	71 7%	46 7%	23 9%	60 8%	33 6%	16 10%	12 9%	29 8%	28 6%	** **	** **
Added extra or improved services	85 5%	34 6%	16 3%	** **	** **	57 6%	28 4%	14 5%	42 6%	21 4%	8 5%	6 4%	25 7%	20 5%	** **	** **
Reduced or downgraded services	53 3%	11 2%	15 3%	** **	** **	27 3%	27 4%	7 3%	21 3%	22 4%	6 4%	5 4%	8 2%	18 4%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	220 13%	67 12%	55 12%	** **	** **	133 14%	87 13%	39 15%	106 14%	63 11%	25 15%	18 14%	56 16%	53 12%	** **	** **
ALL 3 CHANGES	4 *%	1 *%	3 1%	** **	** **	1 *%	3 *%	1 *%	* *%	4 1%	* *%	* *%	1 *%	3 1%	** **	** **
DISCOUNT AND EXTRA SERVICES	12 1%	6 1%	4 1%	** **	** **	10 1%	2 *%	* *%	7 1%	2 *%	* *%	- -%	4 1%	3 1%	** **	** **
DISCOUNT AND REDUCED SERVICES	7 *%	2 *%	1 *%	** **	** **	4 *%	2 *%	2 1%	4 1%	1 *%	2 1%	2 1%	* *%	- -%	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	9 1%	2 *%	3 1%	** **	** **	5 1%	3 1%	* *%	4 1%	4 1%	2 1%	1 1%	- -%	6 1%	** **	** **
DISCOUNT ONLY	94 6%	25 5%	30 6%	** **	** **	55 6%	39 6%	19 7%	48 6%	26 5%	13 8%	9 7%	24 7%	23 5%	** **	** **
EXTRA SERVICES ONLY	61 4%	25 5%	7 1%	** **	** **	41 4%	20 3%	12 5%	30 4%	12 2%	6 3%	4 3%	21 6%	10 2%	** **	** **
REDUCED SERVICES ONLY	34 2%	6 1%	8 2%	** **	** **	16 2%	18 3%	4 1%	11 2%	14 2%	2 1%	1 1%	6 2%	10 2%	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S c	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	1689	478	405	83	70	1015	674	274	769	567	188	139	279	353	63	45
Effective Weighted Sample	1409	427	362	73	62	845	564	224	644	476	150	111	248	312	52	37
Total	1653	542	471	90	79	982	671	256	746	563	165	130	358	437	73	55
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1433	475	416	**	**	849	584	217	640	500	139	112	302	385	**	**
	87%	88%	88%	**	**	86%	87%	85%	86%	89%	85%	86%	84%	88%	**	**

Columns Tested: a,b,c,d - a,b,c - 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 mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1689	366	719	36	300	627	303
Effective Weighted Sample	1409	326	654	32	258	532	245
Total	1653	442	830	45	275	634	303
Received a discount	117	38	50	**	15	45	31
	7%	9%	6%	**	5%	7%	10%
Added extra or improved services	85	20	44	**	7	25	26
	5%	5%	5%	**	3%	4%	9%
							ab
Reduced or downgraded services	53	11	28	**	8	18	17
	3%	2%	3%	**	3%	3%	5%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	220	59	107	**	26	76	58
	13%	13%	13%	**	9%	12%	19%
							ab
ALL 3 CHANGES	4	4	-	**	-	-	4
	*%	1%	-%	**	-%	-%	1%
							b
DISCOUNT AND EXTRA SERVICES	12	3	5	**	3	4	2
	1%	1%	1%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	7	1	2	**	-	3	3
	*%	*%	*%	**	-%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	9	-	8	**	2	5	1
	1%	-%	1%	**	1%	1%	*%
DISCOUNT ONLY	94	31	42	**	12	38	21
	6%	7%	5%	**	4%	6%	7%
EXTRA SERVICES ONLY	61	14	31	**	3	16	18
	4%	3%	4%	**	1%	2%	6%
							ab
REDUCED SERVICES ONLY	34	7	18	**	6	10	8
	2%	2%	2%	**	2%	2%	3%

Columns Tested: a,b,c - 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	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%							
Unweighted total	1689	366	719	36	300	627	303
Effective Weighted Sample	1409	326	654	32	258	532	245
Total	1653	442	830	45	275	634	303
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1433	383	723	**	250	558	245
	87%	87%	87%	**	91%	88%	81%
					c	c	

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%	~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c	
Unweighted total	1689	71	23	48	20	1689	-	632	196	487	321	1336	417	487	60	46
Effective Weighted Sample	1409	64	21	46	18	1409	-	559	167	466	311	1120	331	466	58	44
Total	1653	87	36	52	32	1653	-	796	207	430	493	1309	293	430	52	42
Received a discount	68 4%	** **	** **	** **	** **	68 4%	** **	31 4%	11 5%	14 3%	16 3%	46 4%	12 4%	14 3%	** **	** **
Added extra or improved services	29 2%	** **	** **	** **	** **	29 2%	** **	6 1%	1 1%	4 1%	5 1%	16 1%	7 2%	4 1%	** **	** **
Reduced or downgraded services	5 *%	** **	** **	** **	** **	5 *%	** **	1 *%	1 1%	1 *%	- -%	2 *%	1 *%	1 *%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	93 6%	** **	** **	** **	** **	93 6%	** **	35 4%	13 6%	16 4%	18 4%	55 4%	17 6%	16 4%	** **	** **
DISCOUNT AND EXTRA SERVICES	10 1%	** **	** **	** **	** **	10 1%	** **	4 *%	- -%	2 1%	3 1%	9 1%	3 1%	2 1%	** **	** **
DISCOUNT AND REDUCED SERVICES	* *%	** **	** **	** **	** **	* *%	** **	- -%	- -%	- -%	- -%	* *%	* *%	- -%	** **	** **
DISCOUNT ONLY	58 3%	** **	** **	** **	** **	58 3%	** **	27 3%	11 5%	11 3%	13 3%	37 3%	9 3%	11 3%	** **	** **
EXTRA SERVICES ONLY	20 1%	** **	** **	** **	** **	20 1%	** **	3 *%	1 1%	2 *%	2 *%	7 1%	4 1%	2 *%	** **	** **
REDUCED SERVICES ONLY	5 *%	** **	** **	** **	** **	5 *%	** **	1 *%	1 1%	1 *%	- -%	2 *%	1 *%	1 *%	** **	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1561 94%	** **	** **	** **	** **	1561 94%	** **	761 96%	194 94%	414 96%	475 96%	1253 96%	275 94%	414 96%	** **	** **

Columns Tested: a,b,c,d - a,b - a,b - 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 mobile phone contract standalone service (SIMPLE)

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e	
Unweighted total	1689	321	38	36	168	619	606	1393	294	101	1689	512	513	313	335	1689	
Effective Weighted Sample	1409	311	36	34	130	499	531	1149	262	90	1409	436	417	263	281	1409	
Total	1653	493	62	60	189	610	579	1378	273	96	1653	487	498	325	325	1653	
Received a discount	68 4%	16 3%	** **	** **	16 8%	26 4%	15 3%	58 4%	10 4%	3 3%	68 4%	17 3%	18 4%	19 6%	14 4%	68 4%	
Added extra or improved services	29 2%	5 1%	** **	** **	6 3%	14 2%	8 1%	27 2%	2 1%	1 1%	29 2%	8 2%	11 2%	5 2%	5 2%	29 2%	
Reduced or downgraded services	5 *%	- -%	** **	** **	- -%	3 *%	2 *%	5 *%	1 *%	- -%	5 *%	4 1%	* *%	1 *%	- -%	5 *%	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	93 6%	18 4%	** **	** **	22 11%	38 6%	21 4%	81 6%	12 4%	3 3%	93 6%	26 5%	27 5%	23 7%	17 5%	93 6%	
DISCOUNT AND EXTRA SERVICES	10 1%	3 1%	** **	** **	- -%	5 1%	4 1%	9 1%	1 *%	1 1%	10 1%	3 1%	3 1%	1 *%	3 1%	10 1%	
DISCOUNT AND REDUCED SERVICES	* *%	- -%	** **	** **	- -%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	- -%	* *%	
DISCOUNT ONLY	58 3%	13 3%	** **	** **	16 8%	21 3%	12 2%	49 4%	9 3%	2 2%	58 3%	14 3%	15 3%	18 5%	11 3%	58 3%	
EXTRA SERVICES ONLY	20 1%	2 *%	** **	** **	6 3%	9 1%	4 1%	19 1%	1 *%	- -%	20 1%	5 1%	9 2%	4 1%	2 1%	20 1%	
REDUCED SERVICES ONLY	5 *%	- -%	** **	** **	- -%	2 *%	2 *%	4 *%	1 *%	- -%	5 *%	4 1%	- -%	1 *%	- -%	5 *%	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1561 94%	475 96%	** **	** **	168 89%	572 94%	558 96%	1298 94%	262 96%	93 97%	1561 94%	461 95%	471 95%	302 93%	309 95%	1561 94%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 mobile phone contract standalone service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S c	EVER a	NEVER b	LAST 12 M'S c	EXCL. MOVERS d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	1689	478	405	83	70	1015	674	274	769	567	188	139	279	353	63	45
Effective Weighted Sample	1409	427	362	73	62	845	564	224	644	476	150	111	248	312	52	37
Total	1653	542	471	90	79	982	671	256	746	563	165	130	358	437	73	55
Received a discount	68 4%	18 3%	13 3%	** **	** **	43 4%	24 4%	10 4%	24 3%	21 4%	2 1%	2 1%	17 5%	14 3%	** **	** **
Added extra or improved services	29 2%	10 2%	4 1%	** **	** **	24 2%	5 1%	9 3%	10 1%	7 1%	3 2%	2 1%	4 1%	3 1%	** **	** **
Reduced or downgraded services	5 *%	1 *%	- -%	** **	** **	4 *%	1 *%	2 1%	2 *%	- -%	1 1%	1 1%	1 *%	- -%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	93 6%	24 4%	14 3%	** **	** **	64 6%	29 4%	19 7%	31 4%	24 4%	6 3%	4 3%	19 5%	16 4%	** **	** **
DISCOUNT AND EXTRA SERVICES	10 1%	4 1%	3 1%	** **	** **	8 1%	2 *%	1 *%	5 1%	4 1%	- -%	- -%	3 1%	* *%	** **	** **
DISCOUNT AND REDUCED SERVICES	* *%	- -%	- -%	** **	** **	* *%	- -%	* *%	* *%	- -%	- -%	- -%	- -%	- -%	** **	** **
DISCOUNT ONLY	58 3%	14 3%	11 2%	** **	** **	35 4%	22 3%	8 3%	19 2%	18 3%	2 1%	2 1%	14 4%	14 3%	** **	** **
EXTRA SERVICES ONLY	20 1%	6 1%	1 *%	** **	** **	16 2%	3 1%	8 3%	5 1%	3 1%	3 2%	2 1%	1 *%	2 *%	** **	** **
REDUCED SERVICES ONLY	5 *%	1 *%	- -%	** **	** **	4 *%	1 *%	1 1%	2 *%	- -%	1 1%	1 1%	1 *%	- -%	** **	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1561 94%	518 96%	457 97%	** **	** **	918 94%	642 96%	237 93%	715 96%	538 96%	159 97%	126 97%	339 95%	421 96%	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 phone contract standalone service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	1689	366	719	36	300	627	303
Effective Weighted Sample	1409	326	654	32	258	532	245
Total	1653	442	830	45	275	634	303
Received a discount	68	21	25	**	14	19	12
	4%	5%	3%	**	5%	3%	4%
Added extra or improved services	29	9	9	**	6	8	2
	2%	2%	1%	**	2%	1%	1%
Reduced or downgraded services	5	4	1	**	1	1	-
	*%	1%	*%	**	*%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	93	31	30	**	15	26	12
	6%	7%	4%	**	5%	4%	4%
DISCOUNT AND EXTRA SERVICES	10	3	5	**	5	2	1
	1%	1%	1%	**	2%	*%	*%
					b		
DISCOUNT AND REDUCED SERVICES	*	-	-	**	*	-	-
	*%	-%	-%	**	*%	-%	-%
DISCOUNT ONLY	58	17	20	**	8	18	11
	3%	4%	2%	**	3%	3%	4%
EXTRA SERVICES ONLY	20	6	4	**	1	6	*
	1%	1%	*%	**	*%	1%	*%
REDUCED SERVICES ONLY	5	4	1	**	1	1	-
	*%	1%	*%	**	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1561	412	800	**	260	608	291
	94%	93%	96%	**	95%	96%	96%

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

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	b	a	b	a	~b	~c
Unweighted total	2139	73	-	73	-	1336	254	879	239	674	376	2139	679	674	84	65
Effective Weighted Sample	1808	70	-	70	-	1120	213	779	209	645	363	1808	543	645	79	61
Total	2117	79	-	79	-	1309	257	1089	259	600	578	2117	516	600	76	61
SWITCHED IN LAST 12 MONTHS	293	**	**	**	**	165	42	126	41	61	50	293	124	61	**	**
	14%	**	**	**	**	13%	16%	12%	16%	10%	9%	14%	24%	10%	**	**
													a			
CURRENTLY LOOKING FOR A NEW DEAL	122	**	**	**	**	69	25	70	22	26	36	122	36	26	**	**
	6%	**	**	**	**	5%	10%	6%	8%	4%	6%	6%	7%	4%	**	**
							a									
NEITHER	1721	**	**	**	**	1082	198	905	203	518	495	1721	366	518	**	**
	81%	**	**	**	**	83%	77%	83%	79%	86%	86%	81%	71%	86%	**	**
													b			

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2139	376	45	40	120	775	805	1700	435	161	2139	663	630	377	451	2139
Effective Weighted Sample	1808	363	42	38	87	629	714	1413	399	149	1808	576	519	319	383	1808
Total	2117	578	73	67	135	795	774	1705	409	153	2117	631	622	394	452	2117
SWITCHED IN LAST 12 MONTHS	293	50	**	**	41	129	93	263	30	10	293	71	92	66	63	293
	14%	9%	**	**	30%	16%	12%	15%	7%	7%	14%	11%	15%	17%	14%	14%
					bcdefg	ef		ef			ef					
CURRENTLY LOOKING FOR A NEW DEAL	122	36	**	**	11	68	34	113	9	-	122	36	32	29	25	122
	6%	6%	**	**	8%	8%	4%	7%	2%	-%	6%	6%	5%	7%	5%	6%
					ef	cefg	f	ef			ef					
NEITHER	1721	495	**	**	86	613	650	1349	369	143	1721	527	500	308	368	1721
	81%	86%	**	**	63%	77%	84%	79%	90%	93%	81%	84%	80%	78%	81%	81%
						a	abd	a	abcdg	abcdg	a					

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2139	729	604	130	102	1134	735	256	1245	894	319	222	388	491	86	56
Effective Weighted Sample	1808	658	545	114	90	952	623	204	1047	761	252	179	342	437	69	46
Total	2117	823	697	142	119	1132	739	243	1224	893	293	210	484	605	100	70
SWITCHED IN LAST 12 MONTHS	293	124	26	103	85	176	72	64	293	-	293	210	85	40	**	**
	14%	15%	4%	72%	72%	16%	10%	26%	24%	-%	100%	100%	18%	7%	**	**
		b		ab	ab	b		ab	b		ab	ab	b			
CURRENTLY LOOKING FOR A NEW DEAL	122	51	33	7	2	78	29	23	80	43	20	10	37	33	**	**
	6%	6%	5%	5%	2%	7%	4%	9%	7%	5%	7%	5%	8%	6%	**	**
						b		b								
NEITHER	1721	657	638	36	32	893	638	165	871	850	-	-	372	534	**	**
	81%	80%	92%	25%	27%	79%	86%	68%	71%	95%	-%	-%	77%	88%	**	**
		cd	acd			c	ac		cd	acd			a			

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2139	555	1038	41	497	1033	443
Effective Weighted Sample	1808	503	950	37	430	882	360
Total	2117	644	1183	48	464	1055	446
SWITCHED IN LAST 12 MONTHS	293 14%	94 15%	134 11%	**	52 11%	156 15%	72 16%
CURRENTLY LOOKING FOR A NEW DEAL	122 6%	35 5%	72 6%	**	34 7%	60 6%	24 5%
NEITHER	1721 81%	518 80%	990 84%	**	383 82%	848 80%	356 80%

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

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	b	a	b	a	~b	~c
Unweighted total	2139	73	-	73	-	1336	254	879	239	674	376	2139	679	674	84	65
Effective Weighted Sample	1808	70	-	70	-	1120	213	779	209	645	363	1808	543	645	79	61
Total	2117	79	-	79	-	1309	257	1089	259	600	578	2117	516	600	76	61
SWITCHED IN LAST 12 MONTHS	210	**	**	**	**	130	24	93	24	45	48	210	83	45	**	**
	10%	**	**	**	**	10%	9%	9%	9%	8%	8%	10%	16% a	8%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	122	**	**	**	**	69	25	70	22	26	36	122	36	26	**	**
	6%	**	**	**	**	5%	10% a	6%	8%	4%	6%	6%	7%	4%	**	**
NEITHER	1794	**	**	**	**	1114	211	930	215	531	497	1794	403	531	**	**
	85%	**	**	**	**	85%	82%	85%	83%	88%	86%	85% b	78%	88%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2139	376	45	40	120	775	805	1700	435	161	2139	663	630	377	451	2139
Effective Weighted Sample	1808	363	42	38	87	629	714	1413	399	149	1808	576	519	319	383	1808
Total	2117	578	73	67	135	795	774	1705	409	153	2117	631	622	394	452	2117
SWITCHED IN LAST 12 MONTHS	210	48	**	**	20	87	76	183	28	9	210	52	64	46	48	210
	10%	8%	**	**	15%	11%	10%	11%	7%	6%	10%	8%	10%	12%	11%	10%
					e											
CURRENTLY LOOKING FOR A NEW DEAL	122	36	**	**	11	68	34	113	9	-	122	36	32	29	25	122
	6%	6%	**	**	8%	8%	4%	7%	2%	-%	6%	6%	5%	7%	5%	6%
					ef	cefg	f	ef			ef					
NEITHER	1794	497	**	**	106	647	665	1419	372	144	1794	544	526	323	383	1794
	85%	86%	**	**	79%	81%	86%	83%	91%	94%	85%	86%	85%	82%	85%	85%
									abdg	abcdg						

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2139	729	604	130	102	1134	735	256	1245	894	319	222	388	491	86	56
Effective Weighted Sample	1808	658	545	114	90	952	623	204	1047	761	252	179	342	437	69	46
Total	2117	823	697	142	119	1132	739	243	1224	893	293	210	484	605	100	70
SWITCHED IN LAST 12 MONTHS	210	101	18	87	83	120	62	40	210	-	210	210	64	29	**	**
	10%	12%	3%	61%	70%	11%	8%	17%	17%	-%	72%	100%	13%	5%	**	**
		b		ab	ab			ab	b		ab	abc	b			
CURRENTLY LOOKING FOR A NEW DEAL	122	51	33	7	2	78	29	23	80	43	20	10	37	33	**	**
	6%	6%	5%	5%	2%	7%	4%	9%	7%	5%	7%	5%	8%	6%	**	**
						b		b								
NEITHER	1794	676	646	49	34	941	648	184	944	850	73	-	386	544	**	**
	85%	82%	93%	34%	29%	83%	88%	76%	77%	95%	25%	-%	80%	90%	**	**
		cd	acd			c	ac		cd	acd	d		a			

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

**FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2139	555	1038	41	497	1033	443
Effective Weighted Sample	1808	503	950	37	430	882	360
Total	2117	644	1183	48	464	1055	446
SWITCHED IN LAST 12 MONTHS	210	78	89	**	34	108	58
	10%	12%	8%	**	7%	10%	13%
		b					a
CURRENTLY LOOKING FOR A NEW DEAL	122	35	72	**	34	60	24
	6%	5%	6%	**	7%	6%	5%
NEITHER	1794	532	1029	**	397	892	368
	85%	83%	87%	**	86%	85%	83%

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

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE			FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS	
Significance Level: 99%	~a	~b	~c	~d	a	b	a	b	a	b	a	b	a	a	~b	~c	
Unweighted total	2139	73	-	73	-	1336	254	879	239	674	376	2139	679	674	84	65	
Effective Weighted Sample	1808	70	-	70	-	1120	213	779	209	645	363	1808	543	645	79	61	
Total	2117	79	-	79	-	1309	257	1089	259	600	578	2117	516	600	76	61	
SWITCHED ONLY	159	**	**	**	**	104	15	62	14	35	33	159	70	35	**	**	
	8%	**	**	**	**	8%	6%	6%	5%	6%	6%	8%	14% a	6%	**	**	
INITIATED CHANGE ONLY	521	**	**	**	**	349	41	342	49	104	211	521	94	104	**	**	
	25%	**	**	**	**	27% b	16%	31% b	19%	17%	36% a	25% b	18%	17%	**	**	
BOTH SWITCHED AND INITIATED CHANGE	51	**	**	**	**	25	9	31	10	10	15	51	13	10	**	**	
	2%	**	**	**	**	2%	3%	3%	4%	2%	3%	2%	2%	2%	**	**	
NEITHER	1386	**	**	**	**	829	193	654	186	451	320	1386	340	451	**	**	
	65%	**	**	**	**	63%	75% a	60%	72% a	75% b	55%	65%	66%	75%	**	**	

Columns Tested: a,b,c,d - a,b - a,b - 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 fixed broadband service

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2139	376	45	40	120	775	805	1700	435	161	2139	663	630	377	451	2139
Effective Weighted Sample	1808	363	42	38	87	629	714	1413	399	149	1808	576	519	319	383	1808
Total	2117	578	73	67	135	795	774	1705	409	153	2117	631	622	394	452	2117
SWITCHED ONLY	159	33	**	**	12	62	65	139	21	6	159	37	45	35	42	159
	8%	6%	**	**	9%	8%	8%	8%	5%	4%	8%	6%	7%	9%	9%	8%
INITIATED CHANGE ONLY	521	211	**	**	32	187	188	407	114	39	521	163	164	90	102	521
	25%	36%	**	**	24%	23%	24%	24%	28%	25%	25%	26%	26%	23%	22%	25%
BOTH SWITCHED AND INITIATED CHANGE	51	15	**	**	8	25	11	44	7	3	51	15	19	11	6	51
	2%	3%	**	**	6%	3%	1%	3%	2%	2%	2%	2%	3%	3%	1%	2%
					c											
NEITHER	1386	320	**	**	83	522	510	1115	268	105	1386	415	394	258	303	1386
	65%	55%	**	**	62%	66%	66%	65%	65%	69%	65%	66%	63%	66%	67%	65%

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2139	729	604	130	102	1134	735	256	1245	894	319	222	388	491	86	56
Effective Weighted Sample	1808	658	545	114	90	952	623	204	1047	761	252	179	342	437	69	46
Total	2117	823	697	142	119	1132	739	243	1224	893	293	210	484	605	100	70
SWITCHED ONLY	159	75	11	67	63	92	44	28	159	-	159	159	42	20	**	**
	8%	9%	2%	47%	53%	8%	6%	12%	13%	-%	54%	76%	9%	3%	**	**
		b		ab	ab			b	b		ab	abc	b			
INITIATED CHANGE ONLY	521	208	184	25	14	286	176	69	275	246	26	-	156	185	**	**
	25%	25%	26%	17%	12%	25%	24%	28%	22%	28%	9%	-%	32%	31%	**	**
		d	d						cd	acd	d					
BOTH SWITCHED AND INITIATED CHANGE	51	26	7	20	20	28	18	12	51	-	51	51	22	9	**	**
	2%	3%	1%	14%	17%	2%	2%	5%	4%	-%	17%	24%	5%	2%	**	**
		b		ab	ab				b		ab	ab	b			
NEITHER	1386	514	495	30	22	726	501	134	739	647	57	-	264	390	**	**
	65%	62%	71%	21%	19%	64%	68%	55%	60%	72%	19%	-%	55%	64%	**	**
		cd	acd			c	c		cd	acd	d		a			

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

**SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2139	555	1038	41	497	1033	443
Effective Weighted Sample	1808	503	950	37	430	882	360
Total	2117	644	1183	48	464	1055	446
SWITCHED ONLY	159	56	68	**	24	76	49
	8%	9%	6%	**	5%	7%	11%
							a
INITIATED CHANGE ONLY	521	172	285	**	77	263	155
	25%	27%	24%	**	17%	25%	35%
						a	ab
BOTH SWITCHED AND INITIATED CHANGE	51	22	22	**	11	32	8
	2%	3%	2%	**	2%	3%	2%
NEITHER	1386	394	808	**	352	685	234
	65%	61%	68%	**	76%	65%	52%
			a		bc	c	

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

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

**PAY TV - SUMMARY OF BEHAVIOUR**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	947	35	4	31	3	632	97	947	297	131	376	879	105	131	16	10
Effective Weighted Sample	836	30	4	29	3	559	86	836	255	126	363	779	85	126	15	10
Total	1178	44	10	35	7	796	127	1178	336	142	578	1089	96	142	18	13
SWITCHED IN LAST 12 MONTHS	117	**	**	**	**	73	**	117	50	13	43	100	13	13	**	**
	10%	**	**	**	**	9%	**	10%	15%	10%	7%	9%	14%	10%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	69	**	**	**	**	42	**	69	19	8	37	61	7	8	**	**
	6%	**	**	**	**	5%	**	6%	6%	5%	6%	6%	7%	5%	**	**
NEITHER	1008	**	**	**	**	686	**	1008	275	124	503	941	80	124	**	**
	86%	**	**	**	**	86%	**	86%	82%	87%	87%	86%	83%	87%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE						
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL	
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS													a
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	~f	g	a	b	c	d	e	
Unweighted total	947	376	45	40	53	323	404	780	166	62	947	317	251	190	181	947	
Effective Weighted Sample	836	363	42	38	44	276	373	680	158	59	836	283	220	168	159	836	
Total	1178	578	73	67	88	421	473	982	194	72	1178	372	322	245	229	1178	
SWITCHED IN LAST 12 MONTHS	117	43	**	**	**	53	34	110	7	**	117	28	32	38	19	117	
	10%	7%	**	**	**	13%	7%	11%	3%	**	10%	8%	10%	15%	8%	10%	
						e		e			e			a			
CURRENTLY LOOKING FOR A NEW DEAL	69	37	**	**	**	35	15	65	3	**	69	18	14	17	20	69	
	6%	6%	**	**	**	8%	3%	7%	2%	**	6%	5%	4%	7%	9%	6%	
						ce											
NEITHER	1008	503	**	**	**	342	424	823	184	**	1008	332	278	195	193	1008	
	86%	87%	**	**	**	81%	90%	84%	95%	**	86%	89%	86%	80%	84%	86%	
							bd		bdg			c					

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

**PAY TV - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	c	~d	a	b	~c	~d
Unweighted total	947	349	307	57	41	533	339	119	496	383	110	77	423	524	98	62
Effective Weighted Sample	836	327	288	51	38	467	302	99	438	342	88	64	372	464	80	51
Total	1178	482	431	78	64	654	435	138	612	477	126	93	531	646	117	79
SWITCHED IN LAST 12 MONTHS	117	56	14	**	**	76	23	30	87	13	63	**	117	-	**	**
	10%	12%	3%	**	**	12%	5%	22%	14%	3%	51%	**	22%	-%	**	**
		b				b		ab	b		ab		b			
CURRENTLY LOOKING FOR A NEW DEAL	69	24	26	**	**	42	21	19	38	23	11	**	40	28	**	**
	6%	5%	6%	**	**	6%	5%	14%	6%	5%	9%	**	8%	4%	**	**
								ab								
NEITHER	1008	412	392	**	**	549	391	96	500	441	59	**	390	618	**	**
	86%	85%	91%	**	**	84%	90%	69%	82%	92%	47%	**	73%	96%	**	**
						c	c		c	ac				a		

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

**PAY TV - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	947	299	467	19	158	442	220
Effective Weighted Sample	836	278	438	18	142	392	193
Total	1178	415	637	28	187	553	278
SWITCHED IN LAST 12 MONTHS	117 10%	42 10%	52 8%	** **	18 10%	48 9%	33 12%
CURRENTLY LOOKING FOR A NEW DEAL	69 6%	23 6%	36 6%	** **	19 10%	28 5%	11 4%
NEITHER	1008 86%	357 86%	554 87%	** **	156 83%	481 87%	237 85%

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

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	947	35	4	31	3	632	97	947	297	131	376	879	105	131	16	10
Effective Weighted Sample	836	30	4	29	3	559	86	836	255	126	363	779	85	126	15	10
Total	1178	44	10	35	7	796	127	1178	336	142	578	1089	96	142	18	13
SWITCHED IN LAST 12 MONTHS	79	**	**	**	**	55	**	79	29	8	35	70	8	8	**	**
	7%	**	**	**	**	7%	**	7%	9%	6%	6%	6%	8%	6%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	69	**	**	**	**	42	**	69	19	8	37	61	7	8	**	**
	6%	**	**	**	**	5%	**	6%	6%	5%	6%	6%	7%	5%	**	**
NEITHER	1036	**	**	**	**	701	**	1036	290	129	509	963	82	129	**	**
	88%	**	**	**	**	88%	**	88%	87%	91%	88%	88%	85%	91%	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	~f	g	a	b	c	d	e
Unweighted total	947	376	45	40	53	323	404	780	166	62	947	317	251	190	181	947
Effective Weighted Sample	836	363	42	38	44	276	373	680	158	59	836	283	220	168	159	836
Total	1178	578	73	67	88	421	473	982	194	72	1178	372	322	245	229	1178
SWITCHED IN LAST 12 MONTHS	79	35	**	**	**	32	25	72	7	**	79	21	24	24	11	79
	7%	6%	**	**	**	8%	5%	7%	3%	**	7%	6%	7%	10%	5%	7%
CURRENTLY LOOKING FOR A NEW DEAL	69	37	**	**	**	35	15	65	3	**	69	18	14	17	20	69
	6%	6%	**	**	**	8%	3%	7%	2%	**	6%	5%	4%	7%	9%	6%
						ce										
NEITHER	1036	509	**	**	**	355	433	850	184	**	1036	336	284	206	201	1036
	88%	88%	**	**	**	84%	92%	87%	95%	**	88%	90%	88%	84%	88%	88%
							b		bdg							

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	c	~d	a	b	~c	~d
Unweighted total	947	349	307	57	41	533	339	119	496	383	110	77	423	524	98	62
Effective Weighted Sample	836	327	288	51	38	467	302	99	438	342	88	64	372	464	80	51
Total	1178	482	431	78	64	654	435	138	612	477	126	93	531	646	117	79
SWITCHED IN LAST 12 MONTHS	79	40	10	**	**	53	16	21	63	7	46	**	79	-	**	**
	7%	8%	2%	**	**	8%	4%	15%	10%	2%	37%	**	15%	-%	**	**
		b				b		b	b		ab		b			
CURRENTLY LOOKING FOR A NEW DEAL	69	24	26	**	**	42	21	19	38	23	11	**	40	28	**	**
	6%	5%	6%	**	**	6%	5%	14%	6%	5%	9%	**	8%	4%	**	**
								ab								
NEITHER	1036	423	395	**	**	565	398	102	517	446	72	**	418	618	**	**
	88%	88%	92%	**	**	86%	92%	74%	84%	94%	57%	**	79%	96%	**	**
						c	c		c	ac				a		

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	947	299	467	19	158	442	220
Effective Weighted Sample	836	278	438	18	142	392	193
Total	1178	415	637	28	187	553	278
SWITCHED IN LAST 12 MONTHS	79 7%	32 8%	34 5%	**	14 8%	34 6%	22 8%
CURRENTLY LOOKING FOR A NEW DEAL	69 6%	23 6%	36 6%	**	19 10%	28 5%	11 4%
NEITHER	1036 88%	365 88%	567 89%	**	156 83%	493 89%	246 89%

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	b	a	b	a	~b	~c
Unweighted total	947	35	4	31	3	632	97	947	297	131	376	879	105	131	16	10
Effective Weighted Sample	836	30	4	29	3	559	86	836	255	126	363	779	85	126	15	10
Total	1178	44	10	35	7	796	127	1178	336	142	578	1089	96	142	18	13
SWITCHED ONLY	61	**	**	**	**	43	**	61	23	5	26	55	7	5	**	**
	5%	**	**	**	**	5%	**	5%	7%	4%	4%	5%	8%	4%	**	**
INITIATED CHANGE ONLY	351	**	**	**	**	252	**	351	44	23	215	341	20	23	**	**
	30%	**	**	**	**	32%	**	30%	13%	16%	37%	31%	20%	16%	**	**
								b			a					
BOTH SWITCHED AND INITIATED CHANGE	18	**	**	**	**	12	**	18	5	3	9	16	1	3	**	**
	1%	**	**	**	**	2%	**	1%	2%	2%	2%	1%	1%	2%	**	**
NEITHER	748	**	**	**	**	488	**	748	263	111	328	678	69	111	**	**
	64%	**	**	**	**	61%	**	64%	78%	78%	57%	62%	71%	78%	**	**
									a	b						

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	b	c	d	e	~f	g	a	b	c	d	e
Unweighted total	947	376	45	40	53	323	404	780	166	62	947	317	251	190	181	947
Effective Weighted Sample	836	363	42	38	44	276	373	680	158	59	836	283	220	168	159	836
Total	1178	578	73	67	88	421	473	982	194	72	1178	372	322	245	229	1178
SWITCHED ONLY	61	26	**	**	**	25	19	57	4	**	61	16	18	19	8	61
	5%	4%	**	**	**	6%	4%	6%	2%	**	5%	4%	6%	8%	3%	5%
INITIATED CHANGE ONLY	351	215	**	**	**	123	142	282	69	**	351	119	115	60	56	351
	30%	37%	**	**	**	29%	30%	29%	35%	**	30%	32%	36%	25%	25%	30%
BOTH SWITCHED AND INITIATED CHANGE	18	9	**	**	**	6	6	15	2	**	18	5	6	4	3	18
	1%	2%	**	**	**	2%	1%	2%	1%	**	1%	1%	2%	2%	1%	1%
NEITHER	748	328	**	**	**	266	306	628	119	**	748	232	183	161	162	748
	64%	57%	**	**	**	63%	65%	64%	61%	**	64%	62%	57%	66%	71%	64%

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	c	~d	a	b	~c	~d
Unweighted total	947	349	307	57	41	533	339	119	496	383	110	77	423	524	98	62
Effective Weighted Sample	836	327	288	51	38	467	302	99	438	342	88	64	372	464	80	51
Total	1178	482	431	78	64	654	435	138	612	477	126	93	531	646	117	79
SWITCHED ONLY	61	33	5	**	**	45	8	15	53	2	38	**	61	-	**	**
	5%	7%	1%	**	**	7%	2%	11%	9%	*%	30%	**	11%	-%	**	**
		b				b		b	b		ab		b			
INITIATED CHANGE ONLY	351	153	136	**	**	202	125	47	181	159	25	**	157	193	**	**
	30%	32%	32%	**	**	31%	29%	34%	30%	33%	20%	**	30%	30%	**	**
										c						
BOTH SWITCHED AND INITIATED CHANGE	18	7	5	**	**	8	7	6	10	6	8	**	18	-	**	**
	1%	1%	1%	**	**	1%	2%	4%	2%	1%	6%	**	3%	-%	**	**
											ab		b			
NEITHER	748	289	285	**	**	399	295	70	368	310	54	**	295	453	**	**
	64%	60%	66%	**	**	61%	68%	51%	60%	65%	43%	**	56%	70%	**	**
							c		c	c				a		

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	947	299	467	19	158	442	220
Effective Weighted Sample	836	278	438	18	142	392	193
Total	1178	415	637	28	187	553	278
SWITCHED ONLY	61	24	27	**	8	28	17
	5%	6%	4%	**	4%	5%	6%
INITIATED CHANGE ONLY	351	123	194	**	38	180	101
	30%	30%	31%	**	20%	33%	36%
						a	a
BOTH SWITCHED AND INITIATED CHANGE	18	8	7	**	6	6	4
	1%	2%	1%	**	3%	1%	2%
NEITHER	748	260	408	**	136	339	156
	64%	63%	64%	**	72%	61%	56%
					c		

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

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

**PAY TV - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
SWITCHED IN LAST 12 MONTHS	50	**	**	**	**	23	**	50	50	13	**	33	**	13	**	**
	15%	**	**	**	**	11%	**	15%	15%	10%	**	13%	**	10%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	13	**	19	19	8	**	13	**	8	**	**
	6%	**	**	**	**	6%	**	6%	6%	6%	**	5%	**	6%	**	**
NEITHER	275	**	**	**	**	176	**	275	275	110	**	218	**	110	**	**
	82%	**	**	**	**	85%	**	82%	82%	86%	**	84%	**	86%	**	**

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

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	297	-	-	-	34	112	110	256	40	15	297	110	76	65	43	297	
Effective Weighted Sample	255	-	-	-	28	97	100	218	38	15	255	94	64	57	37	255	
Total	336	-	-	-	51	132	112	295	40	16	336	115	86	79	53	336	
SWITCHED IN LAST 12 MONTHS	50	**	**	**	**	27	7	48	**	**	50	14	**	**	**	50	
	15%	**	**	**	**	21%	6%	16%	**	**	15%	12%	**	**	**	15%	
						c		c									
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	8	4	18	**	**	19	7	**	**	**	19	
	6%	**	**	**	**	6%	3%	6%	**	**	6%	6%	**	**	**	6%	
NEITHER	275	**	**	**	**	101	101	237	**	**	275	99	**	**	**	275	
	82%	**	**	**	**	77%	90%	80%	**	**	82%	85%	**	**	**	82%	
							b										

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

**PAY TV - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~c	a	~b	~c	~d	a	b	~c	~d
Unweighted total	297	80	79	17	10	166	97	34	149	90	38	23	127	170	42	24
Effective Weighted Sample	255	71	73	15	9	139	85	27	127	82	29	20	108	147	34	20
Total	336	99	93	20	15	183	109	32	166	92	41	24	150	186	50	29
SWITCHED IN LAST 12 MONTHS	50	**	**	**	**	36	**	**	30	**	**	**	50	-	**	**
	15%	**	**	**	**	19%	**	**	18%	**	**	**	33%	-%	**	**
													b			
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	12	**	**	11	**	**	**	16	4	**	**
	6%	**	**	**	**	7%	**	**	6%	**	**	**	10%	2%	**	**
													b			
NEITHER	275	**	**	**	**	141	**	**	131	**	**	**	93	182	**	**
	82%	**	**	**	**	77%	**	**	79%	**	**	**	62%	98%	**	**
														a		

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

**PAY TV - SUMMARY OF BEHAVIOUR**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	b	~c
Unweighted total	297	76	131	4	55	114	58
Effective Weighted Sample	255	68	120	4	51	100	49
Total	336	93	175	4	60	129	61
SWITCHED IN LAST 12 MONTHS	50	**	25	**	**	17	**
	15%	**	15%	**	**	13%	**
CURRENTLY LOOKING FOR A NEW DEAL	19	**	10	**	**	6	**
	6%	**	6%	**	**	5%	**
NEITHER	275	**	142	**	**	108	**
	82%	**	81%	**	**	84%	**

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

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
SWITCHED IN LAST 12 MONTHS	29	**	**	**	**	14	**	29	29	8	**	20	**	8	**	**
	9%	**	**	**	**	7%	**	9%	9%	6%	**	8%	**	6%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	13	**	19	19	8	**	13	**	8	**	**
	6%	**	**	**	**	6%	**	6%	6%	6%	**	5%	**	6%	**	**
NEITHER	290	**	**	**	**	182	**	290	290	116	**	228	**	116	**	**
	87%	**	**	**	**	88%	**	87%	87%	90%	**	88%	**	90%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE	ANY		16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		~a	~b	~c	~a	b	c	d	~e	~f	g	a	~b	~c	~d	e
Unweighted total	297	-	-	-	34	112	110	256	40	15	297	110	76	65	43	297
Effective Weighted Sample	255	-	-	-	28	97	100	218	38	15	255	94	64	57	37	255
Total	336	-	-	-	51	132	112	295	40	16	336	115	86	79	53	336
SWITCHED IN LAST 12 MONTHS	29	**	**	**	**	16	4	27	**	**	29	9	**	**	**	29
	9%	**	**	**	**	13%	4%	9%	**	**	9%	8%	**	**	**	9%
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	8	4	18	**	**	19	7	**	**	**	19
	6%	**	**	**	**	6%	3%	6%	**	**	6%	6%	**	**	**	6%
NEITHER	290	**	**	**	**	108	104	252	**	**	290	99	**	**	**	290
	87%	**	**	**	**	82%	93%	86%	**	**	87%	86%	**	**	**	87%

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~c	a	~b	~c	~d	a	b	~c	~d
Unweighted total	297	80	79	17	10	166	97	34	149	90	38	23	127	170	42	24
Effective Weighted Sample	255	71	73	15	9	139	85	27	127	82	29	20	108	147	34	20
Total	336	99	93	20	15	183	109	32	166	92	41	24	150	186	50	29
SWITCHED IN LAST 12 MONTHS	29	**	**	**	**	22	**	**	19	**	**	**	29	-	**	**
	9%	**	**	**	**	12%	**	**	12%	**	**	**	19%	-%	**	**
													b			
CURRENTLY LOOKING FOR A NEW DEAL	19	**	**	**	**	12	**	**	11	**	**	**	16	4	**	**
	6%	**	**	**	**	7%	**	**	6%	**	**	**	10%	2%	**	**
													b			
NEITHER	290	**	**	**	**	151	**	**	139	**	**	**	109	182	**	**
	87%	**	**	**	**	83%	**	**	84%	**	**	**	72%	98%	**	**
														a		

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

**PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	b	~c
Unweighted total	297	76	131	4	55	114	58
Effective Weighted Sample	255	68	120	4	51	100	49
Total	336	93	175	4	60	129	61
SWITCHED IN LAST 12 MONTHS	29	**	16	**	**	12	**
	9%	**	9%	**	**	10%	**
CURRENTLY LOOKING FOR A NEW DEAL	19	**	10	**	**	6	**
	6%	**	6%	**	**	5%	**
NEITHER	290	**	150	**	**	112	**
	87%	**	86%	**	**	87%	**

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
SWITCHED ONLY	23	**	**	**	**	11	**	23	23	5	**	17	**	5	**	**
	7%	**	**	**	**	5%	**	7%	7%	4%	**	7%	**	4%	**	**
INITIATED CHANGE ONLY	44	**	**	**	**	31	**	44	44	18	**	35	**	18	**	**
	13%	**	**	**	**	15%	**	13%	13%	14%	**	14%	**	14%	**	**
BOTH SWITCHED AND INITIATED CHANGE	5	**	**	**	**	4	**	5	5	3	**	4	**	3	**	**
	2%	**	**	**	**	2%	**	2%	2%	2%	**	1%	**	2%	**	**
NEITHER	263	**	**	**	**	162	**	263	263	102	**	203	**	102	**	**
	78%	**	**	**	**	78%	**	78%	78%	79%	**	79%	**	79%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB a	C1 ~b	C2 ~c	DE ~d	ALL e
Significance Level: 99%																
Unweighted total	297	-	-	-	34	112	110	256	40	15	297	110	76	65	43	297
Effective Weighted Sample	255	-	-	-	28	97	100	218	38	15	255	94	64	57	37	255
Total	336	-	-	-	51	132	112	295	40	16	336	115	86	79	53	336
SWITCHED ONLY	23	**	**	**	**	14	2	22	**	**	23	7	**	**	**	23
	7%	**	**	**	**	11%	2%	8%	**	**	7%	6%	**	**	**	7%
						c										
INITIATED CHANGE ONLY	44	**	**	**	**	17	16	37	**	**	44	20	**	**	**	44
	13%	**	**	**	**	13%	14%	12%	**	**	13%	17%	**	**	**	13%
BOTH SWITCHED AND INITIATED CHANGE	5	**	**	**	**	2	2	4	**	**	5	2	**	**	**	5
	2%	**	**	**	**	2%	2%	1%	**	**	2%	2%	**	**	**	2%
NEITHER	263	**	**	**	**	98	91	231	**	**	263	87	**	**	**	263
	78%	**	**	**	**	74%	82%	78%	**	**	78%	75%	**	**	**	78%

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	297	80	79	17	10	166	97	34	149	90	38	23	127	170	42	24	
Effective Weighted Sample	255	71	73	15	9	139	85	27	127	82	29	20	108	147	34	20	
Total	336	99	93	20	15	183	109	32	166	92	41	24	150	186	50	29	
SWITCHED ONLY	23	**	**	**	**	19	**	**	17	**	**	**	23	-	**	**	
	7%	**	**	**	**	10%	**	**	10%	**	**	**	16%	-%	**	**	
													b				
INITIATED CHANGE ONLY	44	**	**	**	**	20	**	**	20	**	**	**	19	25	**	**	
	13%	**	**	**	**	11%	**	**	12%	**	**	**	13%	14%	**	**	
BOTH SWITCHED AND INITIATED CHANGE	5	**	**	**	**	4	**	**	3	**	**	**	5	-	**	**	
	2%	**	**	**	**	2%	**	**	2%	**	**	**	4%	-%	**	**	
NEITHER	263	**	**	**	**	140	**	**	127	**	**	**	102	160	**	**	
	78%	**	**	**	**	77%	**	**	76%	**	**	**	68%	86%	**	**	

a

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	b	~c
Unweighted total	297	76	131	4	55	114	58
Effective Weighted Sample	255	68	120	4	51	100	49
Total	336	93	175	4	60	129	61
SWITCHED ONLY	23	**	12	**	**	12	**
	7%	**	7%	**	**	9%	**
INITIATED CHANGE ONLY	44	**	25	**	**	17	**
	13%	**	14%	**	**	13%	**
BOTH SWITCHED AND INITIATED CHANGE	5	**	4	**	**	1	**
	2%	**	2%	**	**	1%	**
NEITHER	263	**	134	**	**	99	**
	78%	**	77%	**	**	77%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
Received a discount	23	**	**	**	**	14	**	23	23	9	**	17	**	9	**	**
	7%	**	**	**	**	7%	**	7%	7%	7%	**	7%	**	7%	**	**
Added extra or improved services	11	**	**	**	**	10	**	11	11	6	**	11	**	6	**	**
	3%	**	**	**	**	5%	**	3%	3%	5%	**	4%	**	5%	**	**
Reduced or downgraded services	23	**	**	**	**	15	**	23	23	8	**	17	**	8	**	**
	7%	**	**	**	**	7%	**	7%	7%	6%	**	7%	**	6%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	50	**	**	**	**	34	**	50	50	21	**	39	**	21	**	**
	15%	**	**	**	**	17%	**	15%	15%	16%	**	15%	**	16%	**	**
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	3	**	3	3	1	**	3	**	1	**	**
	1%	**	**	**	**	1%	**	1%	1%	1%	**	1%	**	1%	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	1	**	2	2	1	**	2	**	1	**	**
	1%	**	**	**	**	*%	**	1%	1%	1%	**	1%	**	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	**	**	**	1	**	3	3	1	**	3	**	1	**	**
	1%	**	**	**	**	*%	**	1%	1%	1%	**	1%	**	1%	**	**
DISCOUNT ONLY	18	**	**	**	**	10	**	18	18	8	**	13	**	8	**	**
	5%	**	**	**	**	5%	**	5%	5%	6%	**	5%	**	6%	**	**
EXTRA SERVICES ONLY	6	**	**	**	**	6	**	6	6	4	**	6	**	4	**	**
	2%	**	**	**	**	3%	**	2%	2%	3%	**	2%	**	3%	**	**
REDUCED SERVICES ONLY	18	**	**	**	**	13	**	18	18	6	**	13	**	6	**	**
	5%	**	**	**	**	6%	**	5%	5%	5%	**	5%	**	5%	**	**

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	286	**	**	**	**	172	**	286	286	108	**	220	**	108	**	**
	85%	**	**	**	**	83%	**	85%	85%	84%	**	85%	**	84%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b		EXCL. MOVERS ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB a	C1 ~b	C2 ~c	DE ~d	ALL e
			SWITCH	MOVERS													
Significance Level: 99%																	
Unweighted total	297	-	-	-	34	112	110	256	40	15	297	110	76	65	43	297	
Effective Weighted Sample	255	-	-	-	28	97	100	218	38	15	255	94	64	57	37	255	
Total	336	-	-	-	51	132	112	295	40	16	336	115	86	79	53	336	
Received a discount	23 7%	** **	** **	** **	** **	9 7%	10 9%	21 7%	** **	** **	23 7%	7 6%	** **	** **	** **	23 7%	
Added extra or improved services	11 3%	** **	** **	** **	** **	3 2%	3 3%	7 2%	** **	** **	11 3%	5 5%	** **	** **	** **	11 3%	
Reduced or downgraded services	23 7%	** **	** **	** **	** **	12 9%	6 6%	18 6%	** **	** **	23 7%	13 11%	** **	** **	** **	23 7%	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	50 15%	** **	** **	** **	** **	20 15%	18 16%	41 14%	** **	** **	50 15%	21 19%	** **	** **	** **	50 15%	
DISCOUNT AND EXTRA SERVICES	3 1%	** **	** **	** **	** **	2 1%	- -%	2 1%	** **	** **	3 1%	3 2%	** **	** **	** **	3 1%	
DISCOUNT AND REDUCED SERVICES	2 1%	** **	** **	** **	** **	1 *%	1 1%	2 1%	** **	** **	2 1%	1 *%	** **	** **	** **	2 1%	
EXTRA SERVICES AND REDUCED SERVICES	3 1%	** **	** **	** **	** **	2 1%	- -%	2 1%	** **	** **	3 1%	1 1%	** **	** **	** **	3 1%	
DISCOUNT ONLY	18 5%	** **	** **	** **	** **	7 5%	9 8%	17 6%	** **	** **	18 5%	4 4%	** **	** **	** **	18 5%	
EXTRA SERVICES ONLY	6 2%	** **	** **	** **	** **	- -%	3 3%	4 1%	** **	** **	6 2%	2 2%	** **	** **	** **	6 2%	
REDUCED SERVICES ONLY	18 5%	** **	** **	** **	** **	9 7%	5 5%	15 5%	** **	** **	18 5%	12 10%	** **	** **	** **	18 5%	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	286 85%	** **	** **	** **	** **	112 85%	93 84%	254 86%	** **	** **	286 85%	94 81%	** **	** **	** **	286 85%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 standalone Pay TV service (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	297	80	79	17	10	166	97	34	149	90	38	23	127	170	42	24
Effective Weighted Sample	255	71	73	15	9	139	85	27	127	82	29	20	108	147	34	20
Total	336	99	93	20	15	183	109	32	166	92	41	24	150	186	50	29
Received a discount	23 7%	** **	** **	** **	** **	12 6%	** **	** **	8 5%	** **	** **	** **	9 6%	14 8%	** **	** **
Added extra or improved services	11 3%	** **	** **	** **	** **	6 3%	** **	** **	7 4%	** **	** **	** **	7 4%	5 3%	** **	** **
Reduced or downgraded services	23 7%	** **	** **	** **	** **	10 5%	** **	** **	12 7%	** **	** **	** **	12 8%	10 6%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	50 15%	** **	** **	** **	** **	24 13%	** **	** **	22 13%	** **	** **	** **	24 16%	25 14%	** **	** **
DISCOUNT AND EXTRA SERVICES	3 1%	** **	** **	** **	** **	1 *%	** **	** **	1 1%	** **	** **	** **	- -%	3 1%	** **	** **
DISCOUNT AND REDUCED SERVICES	2 1%	** **	** **	** **	** **	2 1%	** **	** **	1 1%	** **	** **	** **	1 1%	2 1%	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	3 1%	** **	** **	** **	** **	1 *%	** **	** **	3 2%	** **	** **	** **	3 2%	- -%	** **	** **
DISCOUNT ONLY	18 5%	** **	** **	** **	** **	9 5%	** **	** **	6 4%	** **	** **	** **	8 5%	10 5%	** **	** **
EXTRA SERVICES ONLY	6 2%	** **	** **	** **	** **	4 2%	** **	** **	4 2%	** **	** **	** **	4 3%	2 1%	** **	** **
REDUCED SERVICES ONLY	18 5%	** **	** **	** **	** **	7 4%	** **	** **	8 5%	** **	** **	** **	9 6%	9 5%	** **	** **
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	286 85%	** **	** **	** **	** **	159 87%	** **	** **	144 87%	** **	** **	** **	126 84%	160 86%	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 standalone Pay TV service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	b	~c
Unweighted total	297	76	131	4	55	114	58
Effective Weighted Sample	255	68	120	4	51	100	49
Total	336	93	175	4	60	129	61
Received a discount	23	**	14	**	**	8	**
	7%	**	8%	**	**	6%	**
Added extra or improved services	11	**	9	**	**	8	**
	3%	**	5%	**	**	6%	**
Reduced or downgraded services	23	**	11	**	**	9	**
	7%	**	6%	**	**	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	50	**	29	**	**	18	**
	15%	**	16%	**	**	14%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	**	**	3	**
	1%	**	1%	**	**	2%	**
DISCOUNT AND REDUCED SERVICES	2	**	1	**	**	2	**
	1%	**	1%	**	**	2%	**
EXTRA SERVICES AND REDUCED SERVICES	3	**	3	**	**	1	**
	1%	**	1%	**	**	1%	**
DISCOUNT ONLY	18	**	10	**	**	3	**
	5%	**	6%	**	**	2%	**
EXTRA SERVICES ONLY	6	**	4	**	**	4	**
	2%	**	3%	**	**	3%	**
REDUCED SERVICES ONLY	18	**	8	**	**	5	**
	5%	**	4%	**	**	4%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	286	**	146	**	**	111	**
	85%	**	84%	**	**	86%	**

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	297	14	4	10	3	196	34	297	297	119	-	239	87	119	13	7
Effective Weighted Sample	255	12	4	10	3	167	31	255	255	114	-	209	70	114	12	7
Total	336	22	10	13	7	207	39	336	336	129	-	259	83	129	14	9
Received a discount	12	**	**	**	**	8	**	12	12	4	**	10	**	4	**	**
	4%	**	**	**	**	4%	**	4%	4%	3%	**	4%	**	3%	**	**
Added extra or improved services	19	**	**	**	**	9	**	19	19	6	**	15	**	6	**	**
	6%	**	**	**	**	4%	**	6%	6%	5%	**	6%	**	5%	**	**
Reduced or downgraded services	1	**	**	**	**	-	**	1	1	-	**	-	**	-	**	**
	*%	**	**	**	**	-%	**	*%	*%	-%	**	-%	**	-%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	32	**	**	**	**	17	**	32	32	10	**	25	**	10	**	**
	10%	**	**	**	**	8%	**	10%	10%	8%	**	10%	**	8%	**	**
DISCOUNT ONLY	12	**	**	**	**	8	**	12	12	4	**	10	**	4	**	**
	4%	**	**	**	**	4%	**	4%	4%	3%	**	4%	**	3%	**	**
EXTRA SERVICES ONLY	19	**	**	**	**	9	**	19	19	6	**	15	**	6	**	**
	6%	**	**	**	**	4%	**	6%	6%	5%	**	6%	**	5%	**	**
REDUCED SERVICES ONLY	1	**	**	**	**	-	**	1	1	-	**	-	**	-	**	**
	*%	**	**	**	**	-%	**	*%	*%	-%	**	-%	**	-%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	304	**	**	**	**	190	**	304	304	119	**	234	**	119	**	**
	90%	**	**	**	**	92%	**	90%	90%	92%	**	90%	**	92%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	297	-	-	-	34	112	110	256	40	15	297	110	76	65	43	297	
Effective Weighted Sample	255	-	-	-	28	97	100	218	38	15	255	94	64	57	37	255	
Total	336	-	-	-	51	132	112	295	40	16	336	115	86	79	53	336	
Received a discount	12	**	**	**	**	5	8	12	**	**	12	5	**	**	**	12	
	4%	**	**	**	**	4%	7%	4%	**	**	4%	5%	**	**	**	4%	
Added extra or improved services	19	**	**	**	**	7	2	18	**	**	19	4	**	**	**	19	
	6%	**	**	**	**	6%	2%	6%	**	**	6%	3%	**	**	**	6%	
Reduced or downgraded services	1	**	**	**	**	1	-	1	**	**	1	-	**	**	**	1	
	*%	**	**	**	**	1%	-%	*%	**	**	*%	-%	**	**	**	*%	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	32	**	**	**	**	13	9	31	**	**	32	9	**	**	**	32	
	10%	**	**	**	**	10%	8%	11%	**	**	10%	8%	**	**	**	10%	
DISCOUNT ONLY	12	**	**	**	**	5	8	12	**	**	12	5	**	**	**	12	
	4%	**	**	**	**	4%	7%	4%	**	**	4%	5%	**	**	**	4%	
EXTRA SERVICES ONLY	19	**	**	**	**	7	2	18	**	**	19	4	**	**	**	19	
	6%	**	**	**	**	6%	2%	6%	**	**	6%	3%	**	**	**	6%	
REDUCED SERVICES ONLY	1	**	**	**	**	1	-	1	**	**	1	-	**	**	**	1	
	*%	**	**	**	**	1%	-%	*%	**	**	*%	-%	**	**	**	*%	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	304	**	**	**	**	118	102	263	**	**	304	106	**	**	**	304	
	90%	**	**	**	**	90%	92%	89%	**	**	90%	92%	**	**	**	90%	

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 250**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	297	80	79	17	10	166	97	34	149	90	38	23	127	170	42	24
Effective Weighted Sample	255	71	73	15	9	139	85	27	127	82	29	20	108	147	34	20
Total	336	99	93	20	15	183	109	32	166	92	41	24	150	186	50	29
Received a discount	12 4%	** **	** **	** **	** **	6 3%	** **	** **	9 5%	** **	** **	** **	8 5%	4 2%	** **	** **
Added extra or improved services	19 6%	** **	** **	** **	** **	13 7%	** **	** **	13 8%	** **	** **	** **	10 7%	9 5%	** **	** **
Reduced or downgraded services	1 *%	** **	** **	** **	** **	- -%	** **	** **	- -%	** **	** **	** **	- -%	1 1%	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	32 10%	** **	** **	** **	** **	19 10%	** **	** **	21 13%	** **	** **	** **	18 12%	14 8%	** **	** **
DISCOUNT ONLY	12 4%	** **	** **	** **	** **	6 3%	** **	** **	9 5%	** **	** **	** **	8 5%	4 2%	** **	** **
EXTRA SERVICES ONLY	19 6%	** **	** **	** **	** **	13 7%	** **	** **	13 8%	** **	** **	** **	10 7%	9 5%	** **	** **
REDUCED SERVICES ONLY	1 *%	** **	** **	** **	** **	- -%	** **	** **	- -%	** **	** **	** **	- -%	1 1%	** **	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	304 90%	** **	** **	** **	** **	164 90%	** **	** **	145 87%	** **	** **	** **	132 88%	171 92%	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 standalone Pay TV service (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	~a	b	~c
Unweighted total	297	76	131	4	55	114	58
Effective Weighted Sample	255	68	120	4	51	100	49
Total	336	93	175	4	60	129	61
Received a discount	12	**	7	**	**	3	**
	4%	**	4%	**	**	2%	**
Added extra or improved services	19	**	9	**	**	14	**
	6%	**	5%	**	**	11%	**
Reduced or downgraded services	1	**	-	**	**	-	**
	*%	**	-%	**	**	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	32	**	16	**	**	17	**
	10%	**	9%	**	**	13%	**
DISCOUNT ONLY	12	**	7	**	**	3	**
	4%	**	4%	**	**	2%	**
EXTRA SERVICES ONLY	19	**	9	**	**	14	**
	6%	**	5%	**	**	11%	**
REDUCED SERVICES ONLY	1	**	-	**	**	-	**
	*%	**	-%	**	**	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	304	**	159	**	**	112	**
	90%	**	91%	**	**	87%	**

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



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

FREE TV - SUMMARY OF BEHAVIOUR

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~a	~b	a	~b	a	b	a	~b	~c
Unweighted total	666	38	18	20	18	437	98	-	-	338	-	596	182	338	36	32
Effective Weighted Sample	589	35	17	19	17	391	89	-	-	329	-	538	149	329	35	31
Total	544	47	28	19	28	330	84	-	-	276	-	475	117	276	30	27
SWITCHED IN LAST 12 MONTHS	22	**	**	**	**	15	**	**	**	8	**	20	7	8	**	**
	4%	**	**	**	**	5%	**	**	**	3%	**	4%	6%	3%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	6	**	**	**	**	4	**	**	**	2	**	5	2	2	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	1%	2%	1%	**	**
NEITHER	518	**	**	**	**	312	**	**	**	267	**	452	108	267	**	**
	95%	**	**	**	**	95%	**	**	**	97%	**	95%	92%	97%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f	ALL g	AB a	C1 b	C2 c	DE d	ALL e
Significance Level: 99%																
Unweighted total	666	-	-	-	22	190	264	476	188	79	666	215	199	105	139	666
Effective Weighted Sample	589	-	-	-	17	163	243	418	169	70	589	198	174	91	125	589
Total	544	-	-	-	23	160	205	388	154	71	544	159	164	90	123	544
SWITCHED IN LAST 12 MONTHS	22	**	**	**	**	8	8	19	3	**	22	8	2	6	6	22
	4%	**	**	**	**	5%	4%	5%	2%	**	4%	5%	1%	6%	5%	4%
CURRENTLY LOOKING FOR A NEW DEAL	6	**	**	**	**	2	1	6	-	**	6	-	1	3	2	6
	1%	**	**	**	**	1%	1%	1%	-%	**	1%	-%	1%	3%	2%	1%
NEITHER	518	**	**	**	**	149	196	365	151	**	518	151	161	82	117	518
	95%	**	**	**	**	93%	96%	94%	98%	**	95%	95%	98%	91%	95%	95%

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

FREE TV - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	666	242	200	43	40	371	241	85	355	241	78	63	-	-	-	-
Effective Weighted Sample	589	227	184	40	37	335	208	75	318	219	66	54	-	-	-	-
Total	544	215	183	39	37	297	198	65	277	197	58	48	-	-	-	-
SWITCHED IN LAST 12 MONTHS	22	10	3	**	**	11	9	**	17	3	**	**	**	**	**	**
	4%	4%	1%	**	**	4%	5%	**	6%	2%	**	**	**	**	**	**
									b							
CURRENTLY LOOKING FOR A NEW DEAL	6	4	-	**	**	5	1	**	4	1	**	**	**	**	**	**
	1%	2%	-%	**	**	2%	*%	**	2%	*%	**	**	**	**	**	**
NEITHER	518	203	181	**	**	283	188	**	258	194	**	**	**	**	**	**
	95%	94%	99%	**	**	95%	95%	**	93%	98%	**	**	**	**	**	**
									a							

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

**FREE TV - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	666	134	348	12	170	296	81
Effective Weighted Sample	589	127	321	11	157	267	69
Total	544	119	327	11	134	243	60
SWITCHED IN LAST 12 MONTHS	22 4%	4 3%	11 3%	**	5 4%	12 5%	**
CURRENTLY LOOKING FOR A NEW DEAL	6 1%	2 2%	- -%	**	1 1%	1 1%	**
NEITHER	518 95%	113 95%	316 97%	**	128 95%	230 95%	**

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

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

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~a	~b	a	~b	a	b	a	~b	~c
Unweighted total	666	38	18	20	18	437	98	-	-	338	-	596	182	338	36	32
Effective Weighted Sample	589	35	17	19	17	391	89	-	-	329	-	538	149	329	35	31
Total	544	47	28	19	28	330	84	-	-	276	-	475	117	276	30	27
SWITCHED IN LAST 12 MONTHS	17	**	**	**	**	12	**	**	**	5	**	16	6	5	**	**
	3%	**	**	**	**	4%	**	**	**	2%	**	3%	5%	2%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	6	**	**	**	**	4	**	**	**	2	**	5	2	2	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	1%	2%	1%	**	**
NEITHER	521	**	**	**	**	314	**	**	**	268	**	454	108	268	**	**
	96%	**	**	**	**	95%	**	**	**	97%	**	96%	92%	97%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE	ANY SERVICE SWITCH	EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
Significance Level: 99%		~a	~b	~c	~a	b	c	d	e	~f	g	a	b	c	d	e
Unweighted total	666	-	-	-	22	190	264	476	188	79	666	215	199	105	139	666
Effective Weighted Sample	589	-	-	-	17	163	243	418	169	70	589	198	174	91	125	589
Total	544	-	-	-	23	160	205	388	154	71	544	159	164	90	123	544
SWITCHED IN LAST 12 MONTHS	17	**	**	**	**	8	7	15	2	**	17	7	1	4	4	17
	3%	**	**	**	**	5%	3%	4%	1%	**	3%	4%	1%	5%	4%	3%
CURRENTLY LOOKING FOR A NEW DEAL	6	**	**	**	**	2	1	6	-	**	6	-	1	3	2	6
	1%	**	**	**	**	1%	1%	1%	-%	**	1%	-%	1%	3%	2%	1%
NEITHER	521	**	**	**	**	150	197	368	151	**	521	152	162	83	117	521
	96%	**	**	**	**	94%	96%	95%	99%	**	96%	96%	99%	92%	95%	96%

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

**FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	666	242	200	43	40	371	241	85	355	241	78	63	-	-	-	-
Effective Weighted Sample	589	227	184	40	37	335	208	75	318	219	66	54	-	-	-	-
Total	544	215	183	39	37	297	198	65	277	197	58	48	-	-	-	-
SWITCHED IN LAST 12 MONTHS	17 3%	6 3%	3 1%	** **	** **	9 3%	8 4%	** **	13 5%	3 2%	** **	** **	** **	** **	** **	** **
CURRENTLY LOOKING FOR A NEW DEAL	6 1%	4 2%	- -%	** **	** **	5 2%	1 *%	** **	4 2%	1 *%	** **	** **	** **	** **	** **	** **
NEITHER	521 96%	205 95%	181 99%	** **	** **	283 95%	189 96%	** **	260 94%	194 98%	** **	** **	** **	** **	** **	** **

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

**FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	666	134	348	12	170	296	81
Effective Weighted Sample	589	127	321	11	157	267	69
Total	544	119	327	11	134	243	60
SWITCHED IN LAST 12 MONTHS	17	3	10	**	4	11	**
	3%	3%	3%	**	3%	5%	**
CURRENTLY LOOKING FOR A NEW DEAL	6	2	-	**	1	1	**
	1%	2%	-%	**	1%	1%	**
NEITHER	521	114	317	**	129	230	**
	96%	95%	97%	**	96%	95%	**

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



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

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	674	-	-	-	-	487	109	131	119	674	-	674	-	674	84	65
Effective Weighted Sample	645	-	-	-	-	466	104	126	114	645	-	645	-	645	79	61
Total	600	-	-	-	-	430	100	142	129	600	-	600	-	600	76	61
SWITCHED ANY SERVICE IN LAST 12 MONTHS	76	**	**	**	**	52	15	18	14	76	**	76	**	76	**	**
	13%	**	**	**	**	12%	15%	12%	11%	13%	**	13%	**	13%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	61	**	**	**	**	42	12	13	9	61	**	61	**	61	**	**
	10%	**	**	**	**	10%	12%	9%	7%	10%	**	10%	**	10%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	674	-	-	-	10	179	280	469	202	77	674	228	178	118	143	674	
Effective Weighted Sample	645	-	-	-	9	174	274	448	199	76	645	220	171	113	137	645	
Total	600	-	-	-	13	193	234	439	159	60	600	184	165	113	132	600	
SWITCHED ANY SERVICE IN LAST 12 MONTHS	76	**	**	**	**	31	28	63	13	**	76	17	18	24	16	76	
	13%	**	**	**	**	16%	12%	14%	8%	**	13%	9%	11%	22%	12%	13%	
														a			
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	61	**	**	**	**	24	23	50	11	**	61	13	14	20	13	61	
	10%	**	**	**	**	13%	10%	11%	7%	**	10%	7%	9%	18%	10%	10%	
														a			

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

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	674	369	305	73	57	358	250	83	376	298	68	49	46	85	11	7
Effective Weighted Sample	645	351	294	69	54	340	241	79	357	288	64	46	44	83	10	6
Total	600	329	271	66	53	321	222	73	338	262	61	45	53	89	13	8
SWITCHED ANY SERVICE IN LAST 12 MONTHS	76	70	6	**	**	49	22	**	72	5	**	**	**	**	**	**
	13%	21%	2%	**	**	15%	10%	**	21%	2%	**	**	**	**	**	**
		b							b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	61	56	5	**	**	38	19	**	57	5	**	**	**	**	**	**
	10%	17%	2%	**	**	12%	9%	**	17%	2%	**	**	**	**	**	**
		b							b							

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

**DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	674	232	422	20	211	325	88
Effective Weighted Sample	645	222	404	19	202	311	84
Total	600	209	373	18	181	293	84
SWITCHED ANY SERVICE IN LAST 12 MONTHS	76	37	36	**	18	34	**
	13%	18%	10%	**	10%	12%	**
		b					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	61	27	32	**	14	26	**
	10%	13%	9%	**	8%	9%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	674	-	-	-	-	487	109	131	119	674	-	674	-	674	84	65
Effective Weighted Sample	645	-	-	-	-	466	104	126	114	645	-	645	-	645	79	61
Total	600	-	-	-	-	430	100	142	129	600	-	600	-	600	76	61
Received a discount	85	**	**	**	**	63	10	22	20	85	**	85	**	85	**	**
	14%	**	**	**	**	15%	10%	15%	15%	14%	**	14%	**	14%	**	**
Added extra or improved services	38	**	**	**	**	28	5	13	11	38	**	38	**	38	**	**
	6%	**	**	**	**	7%	5%	9%	9%	6%	**	6%	**	6%	**	**
Reduced or downgraded services	27	**	**	**	**	20	2	11	10	27	**	27	**	27	**	**
	4%	**	**	**	**	5%	2%	8%	8%	4%	**	4%	**	4%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	121	**	**	**	**	92	12	38	35	121	**	121	**	121	**	**
	20%	**	**	**	**	21%	12%	27%	27%	20%	**	20%	**	20%	**	**
ALL 3 CHANGES	2	**	**	**	**	1	-	1	-	2	**	2	**	2	**	**
	*%	**	**	**	**	*%	-%	1%	-%	*%	**	*%	**	*%	**	**
DISCOUNT AND EXTRA SERVICES	12	**	**	**	**	9	2	3	3	12	**	12	**	12	**	**
	2%	**	**	**	**	2%	2%	2%	3%	2%	**	2%	**	2%	**	**
DISCOUNT AND REDUCED SERVICES	6	**	**	**	**	4	1	2	2	6	**	6	**	6	**	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**	1%	**	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	4	**	**	**	**	3	1	1	1	4	**	4	**	4	**	**
	1%	**	**	**	**	1%	1%	1%	1%	1%	**	1%	**	1%	**	**
DISCOUNT ONLY	66	**	**	**	**	50	7	16	14	66	**	66	**	66	**	**
	11%	**	**	**	**	12%	7%	11%	11%	11%	**	11%	**	11%	**	**
EXTRA SERVICES ONLY	21	**	**	**	**	15	2	9	7	21	**	21	**	21	**	**
	4%	**	**	**	**	4%	2%	7%	6%	4%	**	4%	**	4%	**	**
REDUCED SERVICES ONLY	16	**	**	**	**	12	1	7	7	16	**	16	**	16	**	**
	3%	**	**	**	**	3%	1%	5%	5%	3%	**	3%	**	3%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	674	-	-	-	-	487	109	131	119	674	-	674	-	674	84	65
Effective Weighted Sample	645	-	-	-	-	466	104	126	114	645	-	645	-	645	79	61
Total	600	-	-	-	-	430	100	142	129	600	-	600	-	600	76	61
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	65	**	**	**	**	54	8	17	15	65	**	65	**	65	**	**
	11%	**	**	**	**	13%	8%	12%	11%	11%	**	11%	**	11%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	674	-	-	-	10	179	280	469	202	77	674	228	178	118	143	674	
Effective Weighted Sample	645	-	-	-	9	174	274	448	199	76	645	220	171	113	137	645	
Total	600	-	-	-	13	193	234	439	159	60	600	184	165	113	132	600	
Received a discount	85	**	**	**	**	28	29	58	26	**	85	25	29	11	18	85	
	14%	**	**	**	**	14%	13%	13%	16%	**	14%	14%	18%	10%	14%	14%	
Added extra or improved services	38	**	**	**	**	12	16	31	6	**	38	11	11	9	7	38	
	6%	**	**	**	**	6%	7%	7%	4%	**	6%	6%	7%	8%	5%	6%	
Reduced or downgraded services	27	**	**	**	**	4	14	20	7	**	27	9	8	4	6	27	
	4%	**	**	**	**	2%	6%	4%	4%	**	4%	5%	5%	4%	4%	4%	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	121	**	**	**	**	36	48	87	33	**	121	39	36	21	24	121	
	20%	**	**	**	**	19%	20%	20%	21%	**	20%	21%	22%	18%	18%	20%	
ALL 3 CHANGES	2	**	**	**	**	1	1	2	-	**	2	-	2	-	-	2	
	*%	**	**	**	**	1%	*%	*%	-%	**	*%	-%	1%	-%	-%	*%	
DISCOUNT AND EXTRA SERVICES	12	**	**	**	**	3	5	9	3	**	12	1	6	2	3	12	
	2%	**	**	**	**	2%	2%	2%	2%	**	2%	1%	3%	2%	2%	2%	
DISCOUNT AND REDUCED SERVICES	6	**	**	**	**	-	3	3	2	**	6	3	1	-	2	6	
	1%	**	**	**	**	-%	1%	1%	1%	**	1%	1%	1%	-%	2%	1%	
EXTRA SERVICES AND REDUCED SERVICES	4	**	**	**	**	1	1	4	-	**	4	1	1	1	2	4	
	1%	**	**	**	**	1%	*%	1%	-%	**	1%	*%	*%	1%	1%	1%	
DISCOUNT ONLY	66	**	**	**	**	23	21	45	20	**	66	21	21	9	13	66	
	11%	**	**	**	**	12%	9%	10%	13%	**	11%	12%	13%	8%	10%	11%	
EXTRA SERVICES ONLY	21	**	**	**	**	6	10	18	3	**	21	9	3	7	3	21	
	4%	**	**	**	**	3%	4%	4%	2%	**	4%	5%	2%	6%	2%	4%	
REDUCED SERVICES ONLY	16	**	**	**	**	2	9	11	5	**	16	6	4	4	2	16	
	3%	**	**	**	**	1%	4%	3%	3%	**	3%	3%	2%	3%	1%	3%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 Dual Play package (SIMPLE)

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE	ANY SERVICE SWITCH	EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
Significance Level: 99%		~a	~b	~c	~a	b	c	d	e	~f	g	a	b	c	d	e
Unweighted total	674	-	-	-	10	179	280	469	202	77	674	228	178	118	143	674
Effective Weighted Sample	645	-	-	-	9	174	274	448	199	76	645	220	171	113	137	645
Total	600	-	-	-	13	193	234	439	159	60	600	184	165	113	132	600
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	65	**	**	**	**	15	30	47	18	**	65	18	13	17	15	65
	11%	**	**	**	**	8%	13%	11%	11%	**	11%	10%	8%	15%	12%	11%

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 Dual Play package (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	674	369	305	73	57	358	250	83	376	298	68	49	46	85	11	7
Effective Weighted Sample	645	351	294	69	54	340	241	79	357	288	64	46	44	83	10	6
Total	600	329	271	66	53	321	222	73	338	262	61	45	53	89	13	8
Received a discount	85 14%	50 15%	35 13%	** **	** **	45 14%	30 14%	** **	48 14%	36 14%	** **	** **	** **	** **	** **	** **
Added extra or improved services	38 6%	28 9%	10 4%	** **	** **	22 7%	13 6%	** **	30 9%	8 3%	** **	** **	** **	** **	** **	** **
Reduced or downgraded services	27 4%	15 4%	12 5%	** **	** **	17 5%	6 3%	** **	14 4%	13 5%	** **	** **	** **	** **	** **	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	121 20%	72 22%	49 18%	** **	** **	66 21%	41 18%	** **	73 22%	48 18%	** **	** **	** **	** **	** **	** **
ALL 3 CHANGES	2 *%	2 1%	- -%	** **	** **	1 *%	1 *%	** **	2 1%	- -%	** **	** **	** **	** **	** **	** **
DISCOUNT AND EXTRA SERVICES	12 2%	9 3%	3 1%	** **	** **	7 2%	5 2%	** **	8 2%	4 2%	** **	** **	** **	** **	** **	** **
DISCOUNT AND REDUCED SERVICES	6 1%	2 1%	4 2%	** **	** **	4 1%	1 *%	** **	2 1%	4 1%	** **	** **	** **	** **	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	4 1%	3 1%	1 *%	** **	** **	3 1%	1 *%	** **	3 1%	1 *%	** **	** **	** **	** **	** **	** **
DISCOUNT ONLY	66 11%	38 11%	28 10%	** **	** **	34 11%	24 11%	** **	37 11%	28 11%	** **	** **	** **	** **	** **	** **
EXTRA SERVICES ONLY	21 4%	15 4%	6 2%	** **	** **	13 4%	7 3%	** **	18 5%	3 1%	** **	** **	** **	** **	** **	** **
REDUCED SERVICES ONLY	16 3%	8 2%	8 3%	** **	** **	9 3%	4 2%	** **	7 2%	9 3%	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 Dual Play package (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	674	369	305	73	57	358	250	83	376	298	68	49	46	85	11	7
Effective Weighted Sample	645	351	294	69	54	340	241	79	357	288	64	46	44	83	10	6
Total	600	329	271	66	53	321	222	73	338	262	61	45	53	89	13	8
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	65 11%	32 10%	32 12%	** **	** **	34 11%	30 14%	** **	32 10%	32 12%	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 Dual Play package (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	674	232	422	20	211	325	88
Effective Weighted Sample	645	222	404	19	202	311	84
Total	600	209	373	18	181	293	84
Received a discount	85 14%	32 16%	50 13%	** **	18 10%	41 14%	** **
Added extra or improved services	38 6%	18 9%	18 5%	** **	6 3%	13 5%	** **
Reduced or downgraded services	27 4%	14 7%	11 3%	** **	4 2%	15 5%	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	121 20%	52 25%	65 17%	** **	24 13%	56 19%	** **
ALL 3 CHANGES	2 *%	1 1%	1 *%	** **	- -%	1 *%	** **
DISCOUNT AND EXTRA SERVICES	12 2%	7 3%	5 1%	** **	2 1%	6 2%	** **
DISCOUNT AND REDUCED SERVICES	6 1%	3 2%	3 1%	** **	- -%	3 1%	** **
EXTRA SERVICES AND REDUCED SERVICES	4 1%	1 1%	1 *%	** **	- -%	2 1%	** **
DISCOUNT ONLY	66 11%	22 10%	42 11%	** **	16 9%	32 11%	** **
EXTRA SERVICES ONLY	21 4%	10 5%	11 3%	** **	4 2%	5 2%	** **
REDUCED SERVICES ONLY	16 3%	10 5%	6 2%	** **	4 2%	10 3%	** **

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	674	232	422	20	211	325	88
Effective Weighted Sample	645	222	404	19	202	311	84
Total	600	209	373	18	181	293	84
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	65	20	43	**	22	28	**
	11%	10%	12%	**	12%	10%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	674	-	-	-	-	487	109	131	119	674	-	674	-	674	84	65
Effective Weighted Sample	645	-	-	-	-	466	104	126	114	645	-	645	-	645	79	61
Total	600	-	-	-	-	430	100	142	129	600	-	600	-	600	76	61
Received a discount	23	**	**	**	**	15	5	6	6	23	**	23	**	23	**	**
	4%	**	**	**	**	3%	5%	4%	4%	4%	**	4%	**	4%	**	**
Added extra or improved services	9	**	**	**	**	5	3	2	2	9	**	9	**	9	**	**
	1%	**	**	**	**	1%	3%	2%	2%	1%	**	1%	**	1%	**	**
Reduced or downgraded services	3	**	**	**	**	1	2	1	1	3	**	3	**	3	**	**
	*%	**	**	**	**	*%	2%	1%	1%	*%	**	*%	**	*%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	**	**	**	**	19	9	8	8	33	**	33	**	33	**	**
	6%	**	**	**	**	4%	9%	6%	6%	6%	**	6%	**	6%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	1	-	1	1	1	**	1	**	1	**	**
	*%	**	**	**	**	*%	-%	1%	1%	*%	**	*%	**	*%	**	**
DISCOUNT ONLY	23	**	**	**	**	15	5	6	6	23	**	23	**	23	**	**
	4%	**	**	**	**	3%	5%	4%	4%	4%	**	4%	**	4%	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	4	3	1	1	8	**	8	**	8	**	**
	1%	**	**	**	**	1%	3%	1%	1%	1%	**	1%	**	1%	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	-	2	-	-	2	**	2	**	2	**	**
	*%	**	**	**	**	-%	2%	-%	-%	*%	**	*%	**	*%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	76	**	**	**	**	64	8	21	18	76	**	76	**	76	**	**
	13%	**	**	**	**	15%	8%	15%	14%	13%	**	13%	**	13%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b		EXCL. MOVERS ~c	16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f	ALL g	AB a	C1 b	C2 c	DE d	ALL e
			SWITCH	MOVERS													
Significance Level: 99%																	
Unweighted total	674	-	-	-	10	179	280	469	202	77	674	228	178	118	143	674	
Effective Weighted Sample	645	-	-	-	9	174	274	448	199	76	645	220	171	113	137	645	
Total	600	-	-	-	13	193	234	439	159	60	600	184	165	113	132	600	
Received a discount	23 4%	** **	** **	** **	** **	8 4%	7 3%	15 3%	8 5%	** **	23 4%	7 4%	7 4%	2 2%	6 5%	23 4%	
Added extra or improved services	9 1%	** **	** **	** **	** **	5 3%	1 1%	6 1%	2 1%	** **	9 1%	4 2%	2 1%	1 1%	2 1%	9 1%	
Reduced or downgraded services	3 *%	** **	** **	** **	** **	1 1%	- -%	3 1%	- -%	** **	3 *%	1 1%	- -%	2 1%	- -%	3 *%	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33 6%	** **	** **	** **	** **	13 7%	8 4%	23 5%	10 6%	** **	33 6%	11 6%	9 6%	5 5%	8 6%	33 6%	
EXTRA SERVICES AND REDUCED SERVICES	1 *%	** **	** **	** **	** **	1 1%	- -%	1 *%	- -%	** **	1 *%	1 1%	- -%	- -%	- -%	1 *%	
DISCOUNT ONLY	23 4%	** **	** **	** **	** **	8 4%	7 3%	15 3%	8 5%	** **	23 4%	7 4%	7 4%	2 2%	6 5%	23 4%	
EXTRA SERVICES ONLY	8 1%	** **	** **	** **	** **	4 2%	1 1%	5 1%	2 1%	** **	8 1%	3 2%	2 1%	1 1%	2 1%	8 1%	
REDUCED SERVICES ONLY	2 *%	** **	** **	** **	** **	- -%	- -%	2 *%	- -%	** **	2 *%	- -%	- -%	2 1%	- -%	2 *%	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	76 13%	** **	** **	** **	** **	17 9%	38 16%	56 13%	20 13%	** **	76 13%	23 13%	17 10%	18 16%	16 12%	76 13%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 Dual Play package (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	674	369	305	73	57	358	250	83	376	298	68	49	46	85	11	7
Effective Weighted Sample	645	351	294	69	54	340	241	79	357	288	64	46	44	83	10	6
Total	600	329	271	66	53	321	222	73	338	262	61	45	53	89	13	8
Received a discount	23 4%	15 5%	8 3%	** **	** **	13 4%	7 3%	** **	16 5%	7 3%	** **	** **	** **	** **	** **	** **
Added extra or improved services	9 1%	6 2%	3 1%	** **	** **	4 1%	4 2%	** **	5 1%	4 2%	** **	** **	** **	** **	** **	** **
Reduced or downgraded services	3 *%	3 1%	- -%	** **	** **	2 *%	1 *%	** **	3 1%	- -%	** **	** **	** **	** **	** **	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33 6%	23 7%	11 4%	** **	** **	18 6%	10 5%	** **	22 7%	11 4%	** **	** **	** **	** **	** **	** **
EXTRA SERVICES AND REDUCED SERVICES	1 *%	1 *%	- -%	** **	** **	- -%	1 *%	** **	1 *%	- -%	** **	** **	** **	** **	** **	** **
DISCOUNT ONLY	23 4%	15 5%	8 3%	** **	** **	13 4%	7 3%	** **	16 5%	7 3%	** **	** **	** **	** **	** **	** **
EXTRA SERVICES ONLY	8 1%	5 1%	3 1%	** **	** **	4 1%	3 1%	** **	4 1%	4 2%	** **	** **	** **	** **	** **	** **
REDUCED SERVICES ONLY	2 *%	2 *%	- -%	** **	** **	2 *%	- -%	** **	2 *%	- -%	** **	** **	** **	** **	** **	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	76 13%	39 12%	38 14%	** **	** **	40 12%	35 16%	** **	41 12%	36 14%	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d - a,b,c - 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 Dual Play package (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	674	232	422	20	211	325	88
Effective Weighted Sample	645	222	404	19	202	311	84
Total	600	209	373	18	181	293	84
Received a discount	23	9	15	**	8	12	**
	4%	4%	4%	**	5%	4%	**
Added extra or improved services	9	5	4	**	2	3	**
	1%	2%	1%	**	1%	1%	**
Reduced or downgraded services	3	1	2	**	2	1	**
	*%	1%	*%	**	1%	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	14	20	**	12	15	**
	6%	7%	5%	**	6%	5%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	**	-	1	**
	*%	1%	-%	**	-%	*%	**
DISCOUNT ONLY	23	9	15	**	8	12	**
	4%	4%	4%	**	5%	4%	**
EXTRA SERVICES ONLY	8	4	4	**	2	2	**
	1%	2%	1%	**	1%	1%	**
REDUCED SERVICES ONLY	2	-	2	**	2	-	**
	*%	-%	*%	**	1%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	76	27	48	**	25	31	**
	13%	13%	13%	**	14%	11%	**

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



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

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	b	a	b	a	~b	a	~b	a	~b	~c
Unweighted total	614	-	-	-	-	407	105	116	101	580	3	614	-	580	73	55
Effective Weighted Sample	584	-	-	-	-	389	100	111	97	555	3	584	-	555	69	52
Total	558	-	-	-	-	360	97	128	110	516	4	558	-	516	65	51
SWITCHED ANY SERVICE IN LAST 12 MONTHS	69	**	**	**	**	45	13	17	13	65	**	69	**	65	**	**
	12%	**	**	**	**	12%	13%	13%	12%	13%	**	12%	**	13%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	**	**	**	**	36	9	12	8	51	**	55	**	51	**	**
	10%	**	**	**	**	10%	9%	9%	7%	10%	**	10%	**	10%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	614	3	1	1	8	168	247	423	188	73	614	206	170	101	132	614	
Effective Weighted Sample	584	3	1	1	7	163	240	403	183	71	584	197	163	97	125	584	
Total	558	4	1	1	10	182	211	403	153	59	558	170	161	97	126	558	
SWITCHED ANY SERVICE IN LAST 12 MONTHS	69	**	**	**	**	28	27	57	11	**	69	18	17	19	14	69	
	12%	**	**	**	**	15%	13%	14%	7%	**	12%	10%	11%	19%	11%	12%	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	**	**	**	**	21	23	45	10	**	55	14	14	15	12	55	
	10%	**	**	**	**	12%	11%	11%	6%	**	10%	8%	9%	15%	9%	10%	

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

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	~a	~b	~c	~d
Unweighted total	614	344	270	66	52	329	219	75	352	262	64	46	45	71	13	9
Effective Weighted Sample	584	325	259	62	49	311	210	71	333	251	60	44	43	69	12	8
Total	558	311	247	60	49	302	199	66	321	237	57	43	53	75	16	11
SWITCHED ANY SERVICE IN LAST 12 MONTHS	69	62	6	**	**	44	18	**	65	4	**	**	**	**	**	**
	12%	20%	3%	**	**	15%	9%	**	20%	2%	**	**	**	**	**	**
		b							b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	49	5	**	**	35	15	**	51	4	**	**	**	**	**	**
	10%	16%	2%	**	**	11%	7%	**	16%	2%	**	**	**	**	**	**
		b							b							

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

**DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	~c
Unweighted total	614	210	384	20	186	302	79
Effective Weighted Sample	584	200	366	19	179	287	74
Total	558	192	348	18	161	278	77
SWITCHED ANY SERVICE IN LAST 12 MONTHS	69	32	33	**	16	34	**
	12%	17%	9%	**	10%	12%	**
		b					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	55	23	29	**	12	27	**
	10%	12%	8%	**	7%	10%	**

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

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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	~b	~a	b	a	~b	~a	~b	~c
Unweighted total	376	-	-	-	-	321	38	376	-	-	376	376	-	-	-	-
Effective Weighted Sample	363	-	-	-	-	311	36	363	-	-	363	363	-	-	-	-
Total	578	-	-	-	-	493	63	578	-	-	578	578	-	-	-	-
SWITCHED ANY SERVICE IN LAST 12 MONTHS	73	**	**	**	**	62	**	73	**	**	73	73	**	**	**	**
	13%	**	**	**	**	13%	**	13%	**	**	13%	13%	**	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	67	**	**	**	**	60	**	67	**	**	67	67	**	**	**	**
	12%	**	**	**	**	12%	**	12%	**	**	12%	12%	**	**	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE						
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL	
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS													a
Significance Level: 99%		a	~b	~c	~a	~b	c	d	~e	~f	g	a	~b	~c	~d	e	
Unweighted total	376	376	45	40	10	96	188	294	82	29	376	133	98	72	69	376	
Effective Weighted Sample	363	363	42	38	10	95	186	283	82	29	363	128	96	69	67	363	
Total	578	578	73	67	25	175	265	466	112	40	578	188	160	114	110	578	
SWITCHED ANY SERVICE IN LAST 12 MONTHS	73	73	**	**	**	**	30	66	**	**	73	17	**	**	**	73	
	13%	13%	**	**	**	**	11%	14%	**	**	13%	9%	**	**	**	13%	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	67	67	**	**	**	**	29	60	**	**	67	16	**	**	**	67	
	12%	12%	**	**	**	**	11%	13%	**	**	12%	9%	**	**	**	12%	

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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	a	b	~c	~d
Unweighted total	376	203	173	30	25	209	150	50	204	172	31	29	175	201	27	21
Effective Weighted Sample	363	196	167	28	24	202	145	47	197	166	29	27	169	194	25	20
Total	578	307	271	47	41	319	236	78	310	268	50	48	267	311	43	35
SWITCHED ANY SERVICE IN LAST 12 MONTHS	73	56	16	**	**	43	28	**	60	13	**	**	51	21	**	**
	13%	18%	6%	**	**	13%	12%	**	19%	5%	**	**	19%	7%	**	**
		b							b				b			
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	67	53	13	**	**	40	26	**	57	10	**	**	46	20	**	**
	12%	17%	5%	**	**	12%	11%	**	18%	4%	**	**	17%	6%	**	**
		b							b				b			

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

**TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	376	162	199	15	54	189	99
Effective Weighted Sample	363	155	193	15	51	182	96
Total	578	250	305	23	82	291	155
SWITCHED ANY SERVICE IN LAST 12 MONTHS	73 13%	44 18%	27 9%	** **	** **	38 13%	** **
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	67 12%	42 17%	23 7%	** **	** **	35 12%	** **

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



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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	~b	~a	b	a	~b	~a	~b	~c
Unweighted total	376	-	-	-	-	321	38	376	-	-	376	376	-	-	-	-
Effective Weighted Sample	363	-	-	-	-	311	36	363	-	-	363	363	-	-	-	-
Total	578	-	-	-	-	493	63	578	-	-	578	578	-	-	-	-
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	66	**	**	**	**	57	**	66	**	**	66	66	**	**	**	**
	11%	**	**	**	**	12%	**	11%	**	**	11%	11%	**	**	**	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	62	**	**	**	**	55	**	62	**	**	62	62	**	**	**	**
	11%	**	**	**	**	11%	**	11%	**	**	11%	11%	**	**	**	**

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	~a	~b	c	d	~e	~f	g	a	~b	~c	~d	e
Unweighted total	376	376	45	40	10	96	188	294	82	29	376	133	98	72	69	376
Effective Weighted Sample	363	363	42	38	10	95	186	283	82	29	363	128	96	69	67	363
Total	578	578	73	67	25	175	265	466	112	40	578	188	160	114	110	578
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	66	66	**	**	**	**	27	59	**	**	66	17	**	**	**	66
	11%	11%	**	**	**	**	10%	13%	**	**	11%	9%	**	**	**	11%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	62	62	**	**	**	**	25	55	**	**	62	16	**	**	**	62
	11%	11%	**	**	**	**	10%	12%	**	**	11%	9%	**	**	**	11%

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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	a	b	~c	~d
Unweighted total	376	203	173	30	25	209	150	50	204	172	31	29	175	201	27	21
Effective Weighted Sample	363	196	167	28	24	202	145	47	197	166	29	27	169	194	25	20
Total	578	307	271	47	41	319	236	78	310	268	50	48	267	311	43	35
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	66	56	9	**	**	41	23	**	60	6	**	**	44	21	**	**
	11%	18%	3%	**	**	13%	10%	**	19%	2%	**	**	17%	7%	**	**
		b							b				b			
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	62	53	8	**	**	38	23	**	57	5	**	**	41	20	**	**
	11%	17%	3%	**	**	12%	10%	**	18%	2%	**	**	15%	6%	**	**
		b							b				b			

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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	~a	b	~c
Unweighted total	376	162	199	15	54	189	99
Effective Weighted Sample	363	155	193	15	51	182	96
Total	578	250	305	23	82	291	155
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	66	41	23	**	**	35	**
	11%	17%	8%	**	**	12%	**
		b					
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	62	39	21	**	**	34	**
	11%	16%	7%	**	**	12%	**
		b					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	~b	~a	b	a	~b	~a	~b	~c
Unweighted total	376	-	-	-	-	321	38	376	-	-	376	376	-	-	-	-
Effective Weighted Sample	363	-	-	-	-	311	36	363	-	-	363	363	-	-	-	-
Total	578	-	-	-	-	493	63	578	-	-	578	578	-	-	-	-
Received a discount	166	**	**	**	**	143	**	166	**	**	166	166	**	**	**	**
	29%	**	**	**	**	29%	**	29%	**	**	29%	29%	**	**	**	**
Added extra or improved services	59	**	**	**	**	52	**	59	**	**	59	59	**	**	**	**
	10%	**	**	**	**	11%	**	10%	**	**	10%	10%	**	**	**	**
Reduced or downgraded services	85	**	**	**	**	83	**	85	**	**	85	85	**	**	**	**
	15%	**	**	**	**	17%	**	15%	**	**	15%	15%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	227	**	**	**	**	204	**	227	**	**	227	227	**	**	**	**
	39%	**	**	**	**	41%	**	39%	**	**	39%	39%	**	**	**	**
ALL 3 CHANGES	13	**	**	**	**	12	**	13	**	**	13	13	**	**	**	**
	2%	**	**	**	**	2%	**	2%	**	**	2%	2%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	26	**	**	**	**	19	**	26	**	**	26	26	**	**	**	**
	4%	**	**	**	**	4%	**	4%	**	**	4%	4%	**	**	**	**
DISCOUNT AND REDUCED SERVICES	29	**	**	**	**	29	**	29	**	**	29	29	**	**	**	**
	5%	**	**	**	**	6%	**	5%	**	**	5%	5%	**	**	**	**
DISCOUNT ONLY	102	**	**	**	**	87	**	102	**	**	102	102	**	**	**	**
	18%	**	**	**	**	18%	**	18%	**	**	18%	18%	**	**	**	**
EXTRA SERVICES ONLY	21	**	**	**	**	21	**	21	**	**	21	21	**	**	**	**
	4%	**	**	**	**	4%	**	4%	**	**	4%	4%	**	**	**	**
REDUCED SERVICES ONLY	43	**	**	**	**	41	**	43	**	**	43	43	**	**	**	**
	7%	**	**	**	**	8%	**	7%	**	**	7%	7%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	**	20	**	30	**	**	30	30	**	**	**	**
	5%	**	**	**	**	4%	**	5%	**	**	5%	5%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 Triple Play package (SIMPLE)

	Total	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%		a	~b	~c	~a	~b	c	d	~e	~f	g	a	~b	~c	~d	e	
Unweighted total	376	376	45	40	10	96	188	294	82	29	376	133	98	72	69	376	
Effective Weighted Sample	363	363	42	38	10	95	186	283	82	29	363	128	96	69	67	363	
Total	578	578	73	67	25	175	265	466	112	40	578	188	160	114	110	578	
Received a discount	166	166	**	**	**	**	67	129	**	**	166	60	**	**	**	166	
	29%	29%	**	**	**	**	25%	28%	**	**	29%	32%	**	**	**	29%	
Added extra or improved services	59	59	**	**	**	**	26	54	**	**	59	22	**	**	**	59	
	10%	10%	**	**	**	**	10%	12%	**	**	10%	12%	**	**	**	10%	
Reduced or downgraded services	85	85	**	**	**	**	29	67	**	**	85	22	**	**	**	85	
	15%	15%	**	**	**	**	11%	14%	**	**	15%	12%	**	**	**	15%	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	227	227	**	**	**	**	94	179	**	**	227	77	**	**	**	227	
	39%	39%	**	**	**	**	35%	38%	**	**	39%	41%	**	**	**	39%	
ALL 3 CHANGES	13	13	**	**	**	**	2	13	**	**	13	3	**	**	**	13	
	2%	2%	**	**	**	**	1%	3%	**	**	2%	2%	**	**	**	2%	
DISCOUNT AND EXTRA SERVICES	26	26	**	**	**	**	9	22	**	**	26	14	**	**	**	26	
	4%	4%	**	**	**	**	4%	5%	**	**	4%	7%	**	**	**	4%	
DISCOUNT AND REDUCED SERVICES	29	29	**	**	**	**	13	21	**	**	29	7	**	**	**	29	
	5%	5%	**	**	**	**	5%	5%	**	**	5%	4%	**	**	**	5%	
DISCOUNT ONLY	102	102	**	**	**	**	44	74	**	**	102	39	**	**	**	102	
	18%	18%	**	**	**	**	17%	16%	**	**	18%	21%	**	**	**	18%	
EXTRA SERVICES ONLY	21	21	**	**	**	**	16	19	**	**	21	5	**	**	**	21	
	4%	4%	**	**	**	**	6%	4%	**	**	4%	3%	**	**	**	4%	
REDUCED SERVICES ONLY	43	43	**	**	**	**	14	33	**	**	43	12	**	**	**	43	
	7%	7%	**	**	**	**	5%	7%	**	**	7%	6%	**	**	**	7%	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	30	**	**	**	**	6	22	**	**	30	6	**	**	**	30	
	5%	5%	**	**	**	**	2%	5%	**	**	5%	3%	**	**	**	5%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 Triple Play package (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	376	203	173	30	25	209	150	50	204	172	31	29	175	201	27	21	
Effective Weighted Sample	363	196	167	28	24	202	145	47	197	166	29	27	169	194	25	20	
Total	578	307	271	47	41	319	236	78	310	268	50	48	267	311	43	35	
Received a discount	166 29%	90 29%	76 28%	** **	** **	93 29%	64 27%	** **	81 26%	85 32%	** **	** **	83 31%	83 27%	** **	** **	
Added extra or improved services	59 10%	27 9%	33 12%	** **	** **	34 11%	21 9%	** **	22 7%	38 14%	** **	** **	27 10%	32 10%	** **	** **	
Reduced or downgraded services	85 15%	44 14%	41 15%	** **	** **	38 12%	46 19%	** **	44 14%	41 15%	** **	** **	40 15%	45 15%	** **	** **	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	227 39%	114 37%	113 42%	** **	** **	123 39%	94 40%	** **	111 36%	117 44%	** **	** **	108 40%	120 38%	** **	** **	
ALL 3 CHANGES	13 2%	6 2%	8 3%	** **	** **	7 2%	6 2%	** **	5 1%	9 3%	** **	** **	7 3%	6 2%	** **	** **	
DISCOUNT AND EXTRA SERVICES	26 4%	14 5%	11 4%	** **	** **	13 4%	9 4%	** **	9 3%	16 6%	** **	** **	14 5%	12 4%	** **	** **	
DISCOUNT AND REDUCED SERVICES	29 5%	20 7%	9 3%	** **	** **	13 4%	16 7%	** **	17 6%	12 4%	** **	** **	14 5%	15 5%	** **	** **	
DISCOUNT ONLY	102 18%	53 17%	48 18%	** **	** **	62 19%	36 15%	** **	51 16%	51 19%	** **	** **	48 18%	54 17%	** **	** **	
EXTRA SERVICES ONLY	21 4%	7 2%	14 5%	** **	** **	14 4%	7 3%	** **	8 2%	13 5%	** **	** **	6 2%	14 5%	** **	** **	
REDUCED SERVICES ONLY	43 7%	18 6%	25 9%	** **	** **	18 6%	24 10%	** **	22 7%	20 8%	** **	** **	19 7%	24 8%	** **	** **	
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30 5%	18 6%	13 5%	** **	** **	20 6%	8 3%	** **	20 6%	11 4%	** **	** **	16 6%	14 5%	** **	** **	

Columns Tested: a,b,c,d - a,b,c - 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 Triple Play package (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%		a	b	~c	~a	b	~c
Unweighted total	376	162	199	15	54	189	99
Effective Weighted Sample	363	155	193	15	51	182	96
Total	578	250	305	23	82	291	155
Received a discount	166 29%	64 26%	94 31%	** **	** **	86 29%	** **
Added extra or improved services	59 10%	21 8%	36 12%	** **	** **	28 10%	** **
Reduced or downgraded services	85 15%	36 14%	43 14%	** **	** **	37 13%	** **
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	227 39%	93 37%	122 40%	** **	** **	113 39%	** **
ALL 3 CHANGES	13 2%	4 1%	8 3%	** **	** **	5 2%	** **
DISCOUNT AND EXTRA SERVICES	26 4%	6 3%	18 6%	** **	** **	13 4%	** **
DISCOUNT AND REDUCED SERVICES	29 5%	12 5%	17 6%	** **	** **	14 5%	** **
DISCOUNT ONLY	102 18%	42 17%	55 18%	** **	** **	57 20%	** **
EXTRA SERVICES ONLY	21 4%	11 4%	10 3%	** **	** **	10 3%	** **
REDUCED SERVICES ONLY	43 7%	20 8%	18 6%	** **	** **	18 6%	** **
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30 5%	14 5%	17 6%	** **	** **	11 4%	** **

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	~b	~a	b	a	~b	~a	~b	~c
Unweighted total	376	-	-	-	-	321	38	376	-	-	376	376	-	-	-	-
Effective Weighted Sample	363	-	-	-	-	311	36	363	-	-	363	363	-	-	-	-
Total	578	-	-	-	-	493	63	578	-	-	578	578	-	-	-	-
Received a discount	27	**	**	**	**	26	**	27	**	**	27	27	**	**	**	**
	5%	**	**	**	**	5%	**	5%	**	**	5%	5%	**	**	**	**
Added extra or improved services	24	**	**	**	**	24	**	24	**	**	24	24	**	**	**	**
	4%	**	**	**	**	5%	**	4%	**	**	4%	4%	**	**	**	**
Reduced or downgraded services	4	**	**	**	**	4	**	4	**	**	4	4	**	**	**	**
	1%	**	**	**	**	1%	**	1%	**	**	1%	1%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	**	**	**	**	42	**	43	**	**	43	43	**	**	**	**
	7%	**	**	**	**	8%	**	7%	**	**	7%	7%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	9	**	**	**	**	9	**	9	**	**	9	9	**	**	**	**
	2%	**	**	**	**	2%	**	2%	**	**	2%	2%	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	**	**	**	2	**	2	**	**	2	2	**	**	**	**
	*%	**	**	**	**	*%	**	*%	**	**	*%	*%	**	**	**	**
DISCOUNT ONLY	19	**	**	**	**	17	**	19	**	**	19	19	**	**	**	**
	3%	**	**	**	**	4%	**	3%	**	**	3%	3%	**	**	**	**
EXTRA SERVICES ONLY	14	**	**	**	**	14	**	14	**	**	14	14	**	**	**	**
	2%	**	**	**	**	3%	**	2%	**	**	2%	2%	**	**	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	2	**	2	**	**	2	2	**	**	**	**
	*%	**	**	**	**	*%	**	*%	**	**	*%	*%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	44	**	**	**	**	31	**	44	**	**	44	44	**	**	**	**
	8%	**	**	**	**	6%	**	8%	**	**	8%	8%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%																	
Unweighted total	376	376	45	40	10	96	188	294	82	29	376	133	98	72	69	376	
Effective Weighted Sample	363	363	42	38	10	95	186	283	82	29	363	128	96	69	67	363	
Total	578	578	73	67	25	175	265	466	112	40	578	188	160	114	110	578	
Received a discount	27	27	**	**	**	**	10	17	**	**	27	8	**	**	**	27	
	5%	5%	**	**	**	**	4%	4%	**	**	5%	4%	**	**	**	5%	
Added extra or improved services	24	24	**	**	**	**	5	16	**	**	24	8	**	**	**	24	
	4%	4%	**	**	**	**	2%	4%	**	**	4%	4%	**	**	**	4%	
Reduced or downgraded services	4	4	**	**	**	**	-	4	**	**	4	2	**	**	**	4	
	1%	1%	**	**	**	**	-%	1%	**	**	1%	1%	**	**	**	1%	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	43	**	**	**	**	15	31	**	**	43	12	**	**	**	43	
	7%	7%	**	**	**	**	5%	7%	**	**	7%	7%	**	**	**	7%	
DISCOUNT AND EXTRA SERVICES	9	9	**	**	**	**	-	2	**	**	9	4	**	**	**	9	
	2%	2%	**	**	**	**	-%	*%	**	**	2%	2%	**	**	**	2%	
EXTRA SERVICES AND REDUCED SERVICES	2	2	**	**	**	**	-	2	**	**	2	2	**	**	**	2	
	*%	*%	**	**	**	**	-%	*%	**	**	*%	1%	**	**	**	*%	
DISCOUNT ONLY	19	19	**	**	**	**	10	14	**	**	19	4	**	**	**	19	
	3%	3%	**	**	**	**	4%	3%	**	**	3%	2%	**	**	**	3%	
EXTRA SERVICES ONLY	14	14	**	**	**	**	5	13	**	**	14	3	**	**	**	14	
	2%	2%	**	**	**	**	2%	3%	**	**	2%	1%	**	**	**	2%	
REDUCED SERVICES ONLY	2	2	**	**	**	**	-	2	**	**	2	-	**	**	**	2	
	*%	*%	**	**	**	**	-%	*%	**	**	*%	-%	**	**	**	*%	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	44	44	**	**	**	**	17	33	**	**	44	18	**	**	**	44	
	8%	8%	**	**	**	**	6%	7%	**	**	8%	9%	**	**	**	8%	

Columns Tested: a,b,c - a,b,c,d,e,f,g - 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 Triple Play package (SIMPLE)

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	376	203	173	30	25	209	150	50	204	172	31	29	175	201	27	21	
Effective Weighted Sample	363	196	167	28	24	202	145	47	197	166	29	27	169	194	25	20	
Total	578	307	271	47	41	319	236	78	310	268	50	48	267	311	43	35	
Received a discount	27	14	13	**	**	17	10	**	16	12	**	**	15	13	**	**	
	5%	5%	5%	**	**	5%	4%	**	5%	4%	**	**	5%	4%	**	**	
Added extra or improved services	24	14	11	**	**	15	9	**	13	11	**	**	13	11	**	**	
	4%	4%	4%	**	**	5%	4%	**	4%	4%	**	**	5%	4%	**	**	
Reduced or downgraded services	4	4	-	**	**	4	-	**	2	2	**	**	4	-	**	**	
	1%	1%	-%	**	**	1%	-%	**	1%	1%	**	**	1%	-%	**	**	
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43	25	18	**	**	28	15	**	28	15	**	**	27	17	**	**	
	7%	8%	7%	**	**	9%	6%	**	9%	6%	**	**	10%	5%	**	**	
DISCOUNT AND EXTRA SERVICES	9	3	6	**	**	4	5	**	1	7	**	**	1	7	**	**	
	2%	1%	2%	**	**	1%	2%	**	*%	3%	**	**	*%	2%	**	**	
EXTRA SERVICES AND REDUCED SERVICES	2	2	-	**	**	2	-	**	2	-	**	**	2	-	**	**	
	*%	1%	-%	**	**	1%	-%	**	1%	-%	**	**	1%	-%	**	**	
DISCOUNT ONLY	19	11	7	**	**	13	5	**	15	4	**	**	13	5	**	**	
	3%	4%	3%	**	**	4%	2%	**	5%	2%	**	**	5%	2%	**	**	
EXTRA SERVICES ONLY	14	9	5	**	**	9	5	**	10	4	**	**	10	4	**	**	
	2%	3%	2%	**	**	3%	2%	**	3%	1%	**	**	4%	1%	**	**	
REDUCED SERVICES ONLY	2	2	-	**	**	2	-	**	-	2	**	**	2	-	**	**	
	*%	1%	-%	**	**	1%	-%	**	-%	1%	**	**	1%	-%	**	**	
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	44	19	24	**	**	27	14	**	25	19	**	**	20	24	**	**	
	8%	6%	9%	**	**	9%	6%	**	8%	7%	**	**	7%	8%	**	**	

Columns Tested: a,b,c,d - a,b,c - 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 Triple Play package (SIMPLE)

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%		a	b	~c	~a	b	~c
Unweighted total	376	162	199	15	54	189	99
Effective Weighted Sample	363	155	193	15	51	182	96
Total	578	250	305	23	82	291	155
Received a discount	27 5%	13 5%	13 4%	** **	** **	10 3%	** **
Added extra or improved services	24 4%	9 4%	14 5%	** **	** **	3 1%	** **
Reduced or downgraded services	4 1%	4 1%	- -%	** **	** **	- -%	** **
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	43 7%	19 8%	23 7%	** **	** **	10 3%	** **
DISCOUNT AND EXTRA SERVICES	9 2%	3 1%	5 1%	** **	** **	3 1%	** **
EXTRA SERVICES AND REDUCED SERVICES	2 *%	2 1%	- -%	** **	** **	- -%	** **
DISCOUNT ONLY	19 3%	10 4%	9 3%	** **	** **	7 3%	** **
EXTRA SERVICES ONLY	14 2%	5 2%	9 3%	** **	** **	- -%	** **
REDUCED SERVICES ONLY	2 *%	2 1%	- -%	** **	** **	- -%	** **
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	44 8%	13 5%	31 10%	** **	** **	21 7%	** **

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

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

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	a	~b	~a	b	a	~b	~a	~b	~c
Unweighted total	349	-	-	-	-	296	32	349	-	-	343	349	-	-	-	-
Effective Weighted Sample	337	-	-	-	-	287	31	337	-	-	332	337	-	-	-	-
Total	533	-	-	-	-	453	52	533	-	-	525	533	-	-	-	-
SWITCHED ANY SERVICE IN LAST 12 MONTHS	63 12%	**	**	**	**	55 12%	**	63 12%	**	**	62 12%	63 12%	**	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57 11%	**	**	**	**	52 12%	**	57 11%	**	**	55 11%	57 11%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%																	
Unweighted total	349	343	39	34	8	90	177	275	74	25	349	122	93	68	62	349	
Effective Weighted Sample	337	332	37	33	8	89	175	265	74	25	337	118	91	66	61	337	
Total	533	525	62	55	20	163	249	432	101	34	533	172	151	106	99	533	
SWITCHED ANY SERVICE IN LAST 12 MONTHS	63	62	**	**	**	**	27	57	**	**	63	12	**	**	**	63	
	12%	12%	**	**	**	**	11%	13%	**	**	12%	7%	**	**	**	12%	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	55	**	**	**	**	26	51	**	**	57	11	**	**	**	57	
	11%	11%	**	**	**	**	10%	12%	**	**	11%	6%	**	**	**	11%	

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

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

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

	Total	LANDLINE SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	~c	~d	a	b	~c	a	b	~c	~d	a	b	~c	~d
Unweighted total	349	190	159	28	23	192	142	46	187	162	27	25	161	188	23	17
Effective Weighted Sample	337	184	153	26	22	186	137	44	182	156	26	24	156	181	22	16
Total	533	285	248	43	37	290	223	69	282	251	42	40	243	290	34	27
SWITCHED ANY SERVICE IN LAST 12 MONTHS	63	49	14	**	**	34	28	**	52	11	**	**	43	20	**	**
	12%	17%	6%	**	**	12%	12%	**	19%	4%	**	**	18%	7%	**	**
		b							b				b			
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57	46	11	**	**	31	26	**	49	8	**	**	38	19	**	**
	11%	16%	5%	**	**	11%	12%	**	17%	3%	**	**	16%	7%	**	**
		b							b				b			

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

**TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR**

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

	Total	LANDLINE IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD ~a	SUPERFAST b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	349	152	182	15	46	180	92
Effective Weighted Sample	337	146	176	15	45	174	89
Total	533	232	278	23	67	277	143
SWITCHED ANY SERVICE IN LAST 12 MONTHS	63 12%	37 16%	25 9%	** **	** **	37 13%	** **
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	57 11%	34 15%	21 8%	** **	** **	34 12%	** **

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		a	~b	~c	~d	a	b	a	b	a	b	a	b	a	~b	~c
Unweighted total	2717	161	88	73	56	1689	391	947	297	674	376	2139	679	674	84	65
Effective Weighted Sample	2290	146	80	70	51	1409	329	836	255	645	363	1808	543	645	79	61
Total	2717	206	127	79	81	1653	401	1178	336	600	578	2117	516	600	76	61
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	177 7%	45 22%	**	**	**	78 5%	55 14%	23 2%	15 4%	- -	- -	- -	- -	- -	**	**
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	162 6%	21 10%	**	**	**	79 5%	36 9%	- -	- -	25 4%	- -	92 4%	52 10%	25 4%	**	**
Landline phone service	157 6%	- -	**	**	**	93 6%	33 8%	53 4%	35 10%	- -	- -	101 5%	78 15%	- -	**	**
Mobile phone	66 2%	16 8%	**	**	**	- -	- -	20 2%	12 4%	7 1%	5 1%	41 2%	27 5%	7 1%	**	**
None of these	2219 82%	133 65%	**	**	**	1427 86%	286 71%	1087 92%	278 83%	570 95%	573 99%	1910 90%	382 74%	570 95%	**	**
ANY SERVICES	498 18%	73 35%	**	**	**	226 14%	115 29%	90 8%	58 17%	30 5%	5 1%	207 10%	134 26%	30 5%	**	**

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**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.

**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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2717	376	45	40	276	1018	930	2224	487	191	2717	786	751	530	622	2717
Effective Weighted Sample	2290	363	42	38	219	835	817	1851	441	174	2290	675	617	449	529	2290
Total	2717	578	73	67	326	1032	891	2249	462	187	2717	753	748	564	623	2717
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	177	-	**	**	57	85	31	174	3	3	177	39	34	63	40	177
	7%	-%	**	**	18%	8%	4%	8%	1%	1%	7%	5%	4%	11%	6%	7%
					bcdefg	cef	e	cef			cef			abde		
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	162	-	**	**	46	69	40	155	6	5	162	32	33	51	45	162
	6%	-%	**	**	14%	7%	5%	7%	1%	3%	6%	4%	4%	9%	7%	6%
					bcdefg	e	e	e			e			abe		
Landline phone service	157	-	**	**	35	62	40	138	19	4	157	45	42	34	34	157
	6%	-%	**	**	11%	6%	5%	6%	4%	2%	6%	6%	6%	6%	5%	6%
					bcdefg											
Mobile phone	66	5	**	**	13	39	12	64	2	1	66	19	11	22	14	66
	2%	1%	**	**	4%	4%	1%	3%	*%	*%	2%	3%	1%	4%	2%	2%
					ce	ce		e			e			b		
None of these	2219	573	**	**	184	811	786	1781	433	176	2219	629	644	414	506	2219
	82%	99%	**	**	57%	79%	88%	79%	94%	94%	82%	84%	86%	73%	81%	82%
						a	abdg	a	abcdg	abdg	a	c	ce		c	c
ANY SERVICES	498	5	**	**	142	221	105	468	29	12	498	124	104	150	117	498
	18%	1%	**	**	43%	21%	12%	21%	6%	6%	18%	16%	14%	27%	19%	18%
					bcdefg	cef	e	cef			cef			abde		b

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2717	803	633	162	107	1434	930	368	1245	894	319	222	423	524	98	62
Effective Weighted Sample	2290	721	570	142	94	1202	782	300	1047	761	252	179	372	464	80	51
Total	2717	922	741	177	127	1426	939	352	1224	893	293	210	531	646	117	79
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	177	49	5	19	3	106	30	43	-	-	-	-	17	6	**	**
	7%	5%	1%	11%	3%	7%	3%	12%	-%	-%	-%	-%	3%	1%	**	**
		b		ab		b		ab								
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	162	42	19	15	6	95	31	28	66	27	29	16	-	-	**	**
	6%	5%	3%	8%	5%	7%	3%	8%	5%	3%	10%	8%	-%	-%	**	**
				b		b		b	b		ab	b				
Landline phone service	157	-	-	-	-	99	33	36	81	19	33	20	31	21	**	**
	6%	-%	-%	-%	-%	7%	4%	10%	7%	2%	11%	10%	6%	3%	**	**
						b		b	b		ab	b				
Mobile phone	66	26	3	13	-	-	-	-	33	8	13	4	17	2	**	**
	2%	3%	*%	7%	-%	-%	-%	-%	3%	1%	4%	2%	3%	*%	**	**
		b		abd					b		b		b			
None of these	2219	818	714	137	117	1152	854	254	1064	846	225	176	468	619	**	**
	82%	89%	96%	77%	92%	81%	91%	72%	87%	95%	77%	83%	88%	96%	**	**
		c	ac		c	c	ac		c	acd				a		
ANY SERVICES	498	105	27	40	9	274	85	98	160	47	68	35	63	27	**	**
	18%	11%	4%	23%	8%	19%	9%	28%	13%	5%	23%	17%	12%	4%	**	**
		b		abd		b		ab	b		ab	b	b			

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES a	NO b	UNSURE ~c	STANDARD a	SUPERFAST b	ULTRAFAST c
Significance Level: 99%							
Unweighted total	2717	643	1174	46	497	1033	443
Effective Weighted Sample	2290	579	1072	41	430	882	360
Total	2717	773	1371	56	464	1055	446
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	177 7%	51 7% b	42 3%	** **	- -%	- -%	- -%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	162 6%	63 8% b	54 4%	** **	28 6%	43 4%	18 4%
Landline phone service	157 6%	17 2%	66 5% a	** **	24 5%	49 5%	22 5%
Mobile phone	66 2%	24 3%	28 2%	** **	8 2%	26 2%	4 1%
None of these	2219 82%	642 83%	1199 87% a	** **	407 88%	951 90%	408 92%
ANY SERVICES	498 18%	131 17% b	172 13%	** **	57 12%	104 10%	38 8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)			
		TOTAL ~a	NO BB ~b	OTHER ~c	NO BB AND NOT DROPPED BB ~d	CONTRACT STANDALONE a	PREPAY ~b	TOTAL ~a	STANDALONE ~b	DUAL ~a	TRIPLE ~b	TOTAL a	STANDALONE b	ALL DUAL ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	
Significance Level: 99%																	
Unweighted total	192	-	-	-	-	120	35	54	32	-	-	135	105	-	-	-	-
Effective Weighted Sample	151	-	-	-	-	94	29	42	26	-	-	103	79	-	-	-	-
Total	157	-	-	-	-	93	33	53	35	-	-	101	78	-	-	-	-
BT	51 33%	**	**	**	**	31 33%	**	**	**	**	**	40 39%	29 38%	**	**	**	**
Sky	20 13%	**	**	**	**	14 15%	**	**	**	**	**	11 11%	6 8%	**	**	**	**
Virgin Media	19 12%	**	**	**	**	17 18%	**	**	**	**	**	12 12%	10 12%	**	**	**	**
EE	16 10%	**	**	**	**	7 8%	**	**	**	**	**	7 7%	5 6%	**	**	**	**
TalkTalk	12 8%	**	**	**	**	7 7%	**	**	**	**	**	7 7%	7 9%	**	**	**	**
Plusnet	9 6%	**	**	**	**	5 6%	**	**	**	**	**	8 8%	8 10%	**	**	**	**
Gigaclear	6 4%	**	**	**	**	2 2%	**	**	**	**	**	3 3%	2 2%	**	**	**	**
Shell Energy/ Post Office	4 2%	**	**	**	**	2 2%	**	**	**	**	**	4 4%	3 4%	**	**	**	**
NOW/ NOW Broadband	4 2%	**	**	**	**	1 1%	**	**	**	**	**	* %	* 1%	**	**	**	**
Vodafone	4 2%	**	**	**	**	1 1%	**	**	**	**	**	2 2%	1 2%	**	**	**	**
Your Co-op	2 1%	**	**	**	**	- -%	**	**	**	**	**	- -%	- -%	**	**	**	**
KCOM	2 1%	**	**	**	**	1 2%	**	**	**	**	**	2 2%	2 2%	**	**	**	**
Hyperoptic	2 1%	**	**	**	**	* 1%	**	**	**	**	**	* %	* 1%	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~a	~b	~a	~b	a	b	~a	~b	~c
Unweighted total	192	-	-	-	-	120	35	54	32	-	-	135	105	-	-	-
Effective Weighted Sample	151	-	-	-	-	94	29	42	26	-	-	103	79	-	-	-
Total	157	-	-	-	-	93	33	53	35	-	-	101	78	-	-	-
Utility Warehouse	1 1%	**	**	**	**	1 1%	**	**	**	**	**	- -%	- -%	**	**	**
John Lewis	1 1%	**	**	**	**	1 1%	**	**	**	**	**	1 1%	1 2%	**	**	**
Community Fibre	1 1%	**	**	**	**	- -%	**	**	**	**	**	1 1%	1 1%	**	**	**
OVO/ SSE	1 *%	**	**	**	**	1 1%	**	**	**	**	**	1 1%	1 1%	**	**	**
Zen	* *%	**	**	**	**	* *%	**	**	**	**	**	* *%	* 1%	**	**	**
Other supplier	3 2%	**	**	**	**	2 3%	**	**	**	**	**	2 2%	2 2%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	192	-	-	-	30	74	59	163	29	5	192	58	52	41	40	192	
Effective Weighted Sample	151	-	-	-	24	61	48	128	25	5	151	45	39	35	32	151	
Total	157	-	-	-	35	62	40	138	19	4	157	45	42	34	34	157	
BT	51 33%	** **	** **	** **	** **	** **	** **	42 31%	** **	** **	51 33%	** **	** **	** **	** **	51 33%	
Sky	20 13%	** **	** **	** **	** **	** **	** **	20 15%	** **	** **	20 13%	** **	** **	** **	** **	20 13%	
Virgin Media	19 12%	** **	** **	** **	** **	** **	** **	17 12%	** **	** **	19 12%	** **	** **	** **	** **	19 12%	
EE	16 10%	** **	** **	** **	** **	** **	** **	14 10%	** **	** **	16 10%	** **	** **	** **	** **	16 10%	
TalkTalk	12 8%	** **	** **	** **	** **	** **	** **	9 7%	** **	** **	12 8%	** **	** **	** **	** **	12 8%	
Plusnet	9 6%	** **	** **	** **	** **	** **	** **	9 6%	** **	** **	9 6%	** **	** **	** **	** **	9 6%	
Gigaclear	6 4%	** **	** **	** **	** **	** **	** **	5 4%	** **	** **	6 4%	** **	** **	** **	** **	6 4%	
Shell Energy/ Post Office	4 2%	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	4 2%	** **	** **	** **	** **	4 2%	
NOW/ NOW Broadband	4 2%	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	4 2%	** **	** **	** **	** **	4 2%	
Vodafone	4 2%	** **	** **	** **	** **	** **	** **	4 3%	** **	** **	4 2%	** **	** **	** **	** **	4 2%	
Your Co-op	2 1%	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	2 1%	** **	** **	** **	** **	2 1%	
KCOM	2 1%	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	2 1%	** **	** **	** **	** **	2 1%	
Hyperoptic	2 1%	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	2 1%	** **	** **	** **	** **	2 1%	
Utility Warehouse	1 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	1 1%	** **	** **	** **	** **	1 1%	

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

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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL e
Significance Level: 99%																
Unweighted total	192	-	-	-	30	74	59	163	29	5	192	58	52	41	40	192
Effective Weighted Sample	151	-	-	-	24	61	48	128	25	5	151	45	39	35	32	151
Total	157	-	-	-	35	62	40	138	19	4	157	45	42	34	34	157
John Lewis	1 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	1 1%	** **	** **	** **	** **	1 1%
Community Fibre	1 1%	** **	** **	** **	** **	** **	** **	1 1%	** **	** **	1 1%	** **	** **	** **	** **	1 1%
OVO/ SSE	1 *%	** **	** **	** **	** **	** **	** **	- -%	** **	** **	1 *%	** **	** **	** **	** **	1 *%
Zen	* *%	** **	** **	** **	** **	** **	** **	- -%	** **	** **	* *%	** **	** **	** **	** **	* *%
Other supplier	3 2%	** **	** **	** **	** **	** **	** **	3 2%	** **	** **	3 2%	** **	** **	** **	** **	3 2%

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

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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	192	-	-	-	-	121	45	41	108	27	46	32	30	24	13	8
Effective Weighted Sample	151	-	-	-	-	95	36	32	82	21	36	26	24	19	10	6
Total	157	-	-	-	-	99	33	36	81	19	33	20	31	21	13	6
BT	51 33%	**	**	**	**	27 27%	**	**	33 41%	**	**	**	**	**	**	**
Sky	20 13%	**	**	**	**	11 12%	**	**	8 10%	**	**	**	**	**	**	**
Virgin Media	19 12%	**	**	**	**	13 13%	**	**	9 11%	**	**	**	**	**	**	**
EE	16 10%	**	**	**	**	11 11%	**	**	7 8%	**	**	**	**	**	**	**
TalkTalk	12 8%	**	**	**	**	7 7%	**	**	6 7%	**	**	**	**	**	**	**
Plusnet	9 6%	**	**	**	**	4 4%	**	**	5 6%	**	**	**	**	**	**	**
Gigaclear	6 4%	**	**	**	**	6 6%	**	**	3 4%	**	**	**	**	**	**	**
Shell Energy/ Post Office	4 2%	**	**	**	**	4 4%	**	**	3 4%	**	**	**	**	**	**	**
NOW/ NOW Broadband	4 2%	**	**	**	**	3 3%	**	**	* 1%	**	**	**	**	**	**	**
Vodafone	4 2%	**	**	**	**	2 2%	**	**	2 3%	**	**	**	**	**	**	**
Your Co-op	2 1%	**	**	**	**	2 2%	**	**	- -%	**	**	**	**	**	**	**
KCOM	2 1%	**	**	**	**	1 1%	**	**	- -%	**	**	**	**	**	**	**
Hyperoptic	2 1%	**	**	**	**	2 2%	**	**	- -%	**	**	**	**	**	**	**
Utility Warehouse	1 1%	**	**	**	**	1 1%	**	**	- -%	**	**	**	**	**	**	**

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	192	-	-	-	-	121	45	41	108	27	46	32	30	24	13	8
Effective Weighted Sample	151	-	-	-	-	95	36	32	82	21	36	26	24	19	10	6
Total	157	-	-	-	-	99	33	36	81	19	33	20	31	21	13	6
John Lewis	1 1%	**	**	**	**	1 1%	**	**	1 2%	**	**	**	**	**	**	**
Community Fibre	1 1%	**	**	**	**	- -%	**	**	1 1%	**	**	**	**	**	**	**
OVO/ SSE	1 *%	**	**	**	**	1 1%	**	**	1 1%	**	**	**	**	**	**	**
Zen	* *%	**	**	**	**	* *%	**	**	* 1%	**	**	**	**	**	**	**
Other supplier	3 2%	**	**	**	**	2 2%	**	**	1 1%	**	**	**	**	**	**	**

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~c
Unweighted total	192	14	52	-	30	61	36
Effective Weighted Sample	151	13	48	-	24	46	28
Total	157	17	66	-	24	49	22
BT	51	**	**	**	**	**	**
	33%	**	**	**	**	**	**
Sky	20	**	**	**	**	**	**
	13%	**	**	**	**	**	**
Virgin Media	19	**	**	**	**	**	**
	12%	**	**	**	**	**	**
EE	16	**	**	**	**	**	**
	10%	**	**	**	**	**	**
TalkTalk	12	**	**	**	**	**	**
	8%	**	**	**	**	**	**
Plusnet	9	**	**	**	**	**	**
	6%	**	**	**	**	**	**
Gigaclear	6	**	**	**	**	**	**
	4%	**	**	**	**	**	**
Shell Energy/ Post Office	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
NOW/ NOW Broadband	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
Vodafone	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
Your Co-op	2	**	**	**	**	**	**
	1%	**	**	**	**	**	**
KCOM	2	**	**	**	**	**	**
	1%	**	**	**	**	**	**
Hyperoptic	2	**	**	**	**	**	**
	1%	**	**	**	**	**	**
Utility Warehouse	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~c
Unweighted total	192	14	52	-	30	61	36
Effective Weighted Sample	151	13	48	-	24	46	28
Total	157	17	66	-	24	49	22
John Lewis	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**
Community Fibre	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**
OVO/ SSE	1	**	**	**	**	**	**
	*%	**	**	**	**	**	**
Zen	*	**	**	**	**	**	**
	*%	**	**	**	**	**	**
Other supplier	3	**	**	**	**	**	**
	2%	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE			FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS	
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c	
Unweighted total	64	14	13	1	9	-	-	16	9	8	4	43	29	8	1	-	
Effective Weighted Sample	57	13	12	1	9	-	-	15	8	8	4	37	24	8	1	-	
Total	66	16	16	1	11	-	-	20	12	7	5	41	27	7	1	-	
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	64	14	13	1	9	-	-	16	9	8	4	43	29	8	1	-
Effective Weighted Sample	57	13	12	1	9	-	-	15	8	8	4	37	24	8	1	-
Total	66	16	16	1	11	-	-	20	12	7	5	41	27	7	1	-
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE ~a	ANY SERVICE SWITCH		EXCL. MOVERS ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 ~d	65+ ~e	75+ ~f	ALL ~g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL ~e
			~b	~c													
Significance Level: 99%																	
Unweighted total	64	4	1	-	13	35	14	62	2	1	64	19	11	20	14	64	
Effective Weighted Sample	57	4	1	-	11	32	12	55	2	1	57	17	9	18	13	57	
Total	66	5	1	-	13	39	12	64	2	1	66	19	11	22	14	66	
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
'3' / Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	64	24	3	13	-	-	-	-	34	9	14	4	14	2	5	2
Effective Weighted Sample	57	22	3	13	-	-	-	-	29	8	12	4	13	2	5	2
Total	66	26	3	13	-	-	-	-	33	8	13	4	17	2	6	3
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Talkmobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES ~a	NO ~b	UNSURE ~c	STANDARD ~a	SUPERFAST ~b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	64	21	23	-	9	26	5
Effective Weighted Sample	57	19	22	-	7	23	4
Total	66	24	28	-	8	26	4
EE	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
O2	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
'3' / Three	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Asda Mobile	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Talkmobile	**	**	**	**	**	**	**
	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**
	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	162	32	32	-	-	79	51	18	12	-	-	-	-	-	-	-
Effective Weighted Sample	140	29	29	-	-	68	45	16	10	-	-	-	-	-	-	-
Total	177	45	45	-	-	78	55	23	15	-	-	-	-	-	-	-
EE	33 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	29 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	24 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	19 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	18 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Hyperoptic	10 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Gigaclear	9 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
OVO/ SSE	6 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	6 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
John Lewis	3 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	162	32	32	-	-	79	51	18	12	-	-	-	-	-	-	-
Effective Weighted Sample	140	29	29	-	-	68	45	16	10	-	-	-	-	-	-	-
Total	177	45	45	-	-	78	55	23	15	-	-	-	-	-	-	-
Community Fibre	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Zen	1 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	1 *%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			~a	~b													
Significance Level: 99%																	
Unweighted total	162	-	-	-	45	82	31	158	4	3	162	37	29	56	39	162	
Effective Weighted Sample	140	-	-	-	39	72	26	136	4	3	140	32	23	49	35	140	
Total	177	-	-	-	57	85	31	174	3	3	177	39	34	63	40	177	
EE	33	**	**	**	**	**	**	33	**	**	33	**	**	**	**	33	
	19%	**	**	**	**	**	**	19%	**	**	19%	**	**	**	**	19%	
Sky	29	**	**	**	**	**	**	29	**	**	29	**	**	**	**	29	
	16%	**	**	**	**	**	**	17%	**	**	16%	**	**	**	**	16%	
BT	24	**	**	**	**	**	**	24	**	**	24	**	**	**	**	24	
	13%	**	**	**	**	**	**	14%	**	**	13%	**	**	**	**	13%	
Virgin Media	19	**	**	**	**	**	**	18	**	**	19	**	**	**	**	19	
	11%	**	**	**	**	**	**	11%	**	**	11%	**	**	**	**	11%	
TalkTalk	18	**	**	**	**	**	**	17	**	**	18	**	**	**	**	18	
	10%	**	**	**	**	**	**	10%	**	**	10%	**	**	**	**	10%	
Hyperoptic	10	**	**	**	**	**	**	10	**	**	10	**	**	**	**	10	
	6%	**	**	**	**	**	**	6%	**	**	6%	**	**	**	**	6%	
Gigaclear	9	**	**	**	**	**	**	9	**	**	9	**	**	**	**	9	
	5%	**	**	**	**	**	**	5%	**	**	5%	**	**	**	**	5%	
NOW/ NOW Broadband	8	**	**	**	**	**	**	7	**	**	8	**	**	**	**	8	
	4%	**	**	**	**	**	**	4%	**	**	4%	**	**	**	**	4%	
OVO/ SSE	6	**	**	**	**	**	**	6	**	**	6	**	**	**	**	6	
	4%	**	**	**	**	**	**	4%	**	**	4%	**	**	**	**	4%	
Plusnet	6	**	**	**	**	**	**	5	**	**	6	**	**	**	**	6	
	3%	**	**	**	**	**	**	3%	**	**	3%	**	**	**	**	3%	
Vodafone	4	**	**	**	**	**	**	4	**	**	4	**	**	**	**	4	
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%	
POP Telecom	3	**	**	**	**	**	**	3	**	**	3	**	**	**	**	3	
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%	
John Lewis	3	**	**	**	**	**	**	3	**	**	3	**	**	**	**	3	
	1%	**	**	**	**	**	**	1%	**	**	1%	**	**	**	**	1%	
Community Fibre	2	**	**	**	**	**	**	2	**	**	2	**	**	**	**	2	
	1%	**	**	**	**	**	**	1%	**	**	1%	**	**	**	**	1%	

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

**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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c	16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL e
Significance Level: 99%																
Unweighted total	162	-	-	-	45	82	31	158	4	3	162	37	29	56	39	162
Effective Weighted Sample	140	-	-	-	39	72	26	136	4	3	140	32	23	49	35	140
Total	177	-	-	-	57	85	31	174	3	3	177	39	34	63	40	177
Zen	1 *%	** **	** **	** **	** **	** **	** **	1 *%	** **	** **	1 *%	** **	** **	** **	** **	1 *%
KCOM	1 *%	** **	** **	** **	** **	** **	** **	1 *%	** **	** **	1 *%	** **	** **	** **	** **	1 *%
Other supplier	2 1%	** **	** **	** **	** **	** **	** **	2 1%	** **	** **	2 1%	** **	** **	** **	** **	2 1%

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	162	35	4	17	2	105	28	41	-	-	-	-	13	5	2	1	
Effective Weighted Sample	140	32	4	15	2	91	24	37	-	-	-	-	11	5	2	1	
Total	177	49	5	19	3	106	30	43	-	-	-	-	17	6	2	1	
EE	33 19%	** **	** **	** **	** **	26 24%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Sky	29 16%	** **	** **	** **	** **	15 14%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
BT	24 13%	** **	** **	** **	** **	16 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Virgin Media	19 11%	** **	** **	** **	** **	12 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
TalkTalk	18 10%	** **	** **	** **	** **	12 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Hyperoptic	10 6%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Gigaclear	9 5%	** **	** **	** **	** **	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
NOW/ NOW Broadband	8 4%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
OVO/ SSE	6 4%	** **	** **	** **	** **	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Plusnet	6 3%	** **	** **	** **	** **	5 5%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Vodafone	4 2%	** **	** **	** **	** **	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
POP Telecom	3 2%	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
John Lewis	3 1%	** **	** **	** **	** **	1 1%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Community Fibre	2 1%	** **	** **	** **	** **	2 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	162	35	4	17	2	105	28	41	-	-	-	-	13	5	2	1	
Effective Weighted Sample	140	32	4	15	2	91	24	37	-	-	-	-	11	5	2	1	
Total	177	49	5	19	3	106	30	43	-	-	-	-	17	6	2	1	
Zen	1 *%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	
KCOM	1 *%	**	**	**	**	1	**	**	**	**	**	**	**	**	**	**	
Other supplier	2 1%	**	**	**	**	-	**	**	**	**	**	**	**	**	**	**	

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~c
Unweighted total	162	34	32	2	-	-	-
Effective Weighted Sample	140	32	29	2	-	-	-
Total	177	51	42	4	-	-	-
EE	33	**	**	**	**	**	**
	19%	**	**	**	**	**	**
Sky	29	**	**	**	**	**	**
	16%	**	**	**	**	**	**
BT	24	**	**	**	**	**	**
	13%	**	**	**	**	**	**
Virgin Media	19	**	**	**	**	**	**
	11%	**	**	**	**	**	**
TalkTalk	18	**	**	**	**	**	**
	10%	**	**	**	**	**	**
Hyperoptic	10	**	**	**	**	**	**
	6%	**	**	**	**	**	**
Gigaclear	9	**	**	**	**	**	**
	5%	**	**	**	**	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**
	4%	**	**	**	**	**	**
OVO/ SSE	6	**	**	**	**	**	**
	4%	**	**	**	**	**	**
Plusnet	6	**	**	**	**	**	**
	3%	**	**	**	**	**	**
Vodafone	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
POP Telecom	3	**	**	**	**	**	**
	2%	**	**	**	**	**	**
John Lewis	3	**	**	**	**	**	**
	1%	**	**	**	**	**	**
Community Fibre	2	**	**	**	**	**	**
	1%	**	**	**	**	**	**

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



Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 IS VOIP SERVICE			BROADBAND SPEED		
		YES ~a	NO ~b	UNSURE ~c	STANDARD ~a	SUPERFAST ~b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	162	34	32	2	-	-	-
Effective Weighted Sample	140	32	29	2	-	-	-
Total	177	51	42	4	-	-	-
Zen	1	**	**	**	**	**	**
*%		**	**	**	**	**	**
KCOM	1	**	**	**	**	**	**
*%		**	**	**	**	**	**
Other supplier	2	**	**	**	**	**	**
1%		**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~a	~b	~a	~b	~c
Unweighted total	159	16	11	5	8	78	33	-	-	26	-	99	59	26	7	4
Effective Weighted Sample	135	15	10	5	7	66	27	-	-	24	-	84	48	24	6	4
Total	162	21	16	5	11	79	36	-	-	25	-	92	52	25	6	4
Sky	41 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	33 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	30 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	20 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	11 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	8 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
YouView	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH		16-24 ~a	25-44 ~b	45-64 ~c	UNDER 65 d	65+ ~e	75+ ~f	ALL g	AB ~a	C1 ~b	C2 ~c	DE ~d	ALL e
			EXCL. MOVERS ~c													
Significance Level: 99%																
Unweighted total	159	-	-	-	36	72	43	151	8	6	159	36	32	45	45	159
Effective Weighted Sample	135	-	-	-	32	61	37	128	7	5	135	31	27	38	39	135
Total	162	-	-	-	46	69	40	155	6	5	162	32	33	51	45	162
Sky	41	**	**	**	**	**	**	40	**	**	41	**	**	**	**	41
	25%	**	**	**	**	**	**	26%	**	**	25%	**	**	**	**	25%
Freeview	33	**	**	**	**	**	**	30	**	**	33	**	**	**	**	33
	21%	**	**	**	**	**	**	20%	**	**	21%	**	**	**	**	21%
Virgin Media	30	**	**	**	**	**	**	29	**	**	30	**	**	**	**	30
	19%	**	**	**	**	**	**	19%	**	**	19%	**	**	**	**	19%
BT	20	**	**	**	**	**	**	19	**	**	20	**	**	**	**	20
	13%	**	**	**	**	**	**	12%	**	**	13%	**	**	**	**	13%
Plusnet	11	**	**	**	**	**	**	11	**	**	11	**	**	**	**	11
	7%	**	**	**	**	**	**	7%	**	**	7%	**	**	**	**	7%
NOW/ NOW Broadband	8	**	**	**	**	**	**	8	**	**	8	**	**	**	**	8
	5%	**	**	**	**	**	**	5%	**	**	5%	**	**	**	**	5%
Freesat	7	**	**	**	**	**	**	7	**	**	7	**	**	**	**	7
	4%	**	**	**	**	**	**	5%	**	**	4%	**	**	**	**	4%
TalkTalk	4	**	**	**	**	**	**	4	**	**	4	**	**	**	**	4
	2%	**	**	**	**	**	**	3%	**	**	2%	**	**	**	**	2%
YouView	4	**	**	**	**	**	**	4	**	**	4	**	**	**	**	4
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%
Other supplier	3	**	**	**	**	**	**	3	**	**	3	**	**	**	**	3
	2%	**	**	**	**	**	**	2%	**	**	2%	**	**	**	**	2%

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH				
		EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d	
Significance Level: 99%																	
Unweighted total	159	38	17	16	5	90	31	28	68	31	29	15	-	-	-	-	
Effective Weighted Sample	135	33	16	14	5	75	27	24	57	27	25	13	-	-	-	-	
Total	162	42	19	15	6	95	31	28	66	27	29	16	-	-	-	-	
Sky	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Freeview	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Virgin Media	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
BT	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Plusnet	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
NOW/ NOW Broadband	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Freesat	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
TalkTalk	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
YouView	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
Other supplier	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES ~a	NO ~b	UNSURE ~c	STANDARD ~a	SUPERFAST ~b	ULTRAFAST ~c
Significance Level: 99%							
Unweighted total	159	51	45	1	31	44	19
Effective Weighted Sample	135	46	41	1	25	39	16
Total	162	63	54	2	28	43	18
Sky	41	**	**	**	**	**	**
	25%	**	**	**	**	**	**
Freeview	33	**	**	**	**	**	**
	21%	**	**	**	**	**	**
Virgin Media	30	**	**	**	**	**	**
	19%	**	**	**	**	**	**
BT	20	**	**	**	**	**	**
	13%	**	**	**	**	**	**
Plusnet	11	**	**	**	**	**	**
	7%	**	**	**	**	**	**
NOW/ NOW Broadband	8	**	**	**	**	**	**
	5%	**	**	**	**	**	**
Freesat	7	**	**	**	**	**	**
	4%	**	**	**	**	**	**
TalkTalk	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
YouView	4	**	**	**	**	**	**
	2%	**	**	**	**	**	**
Other supplier	3	**	**	**	**	**	**
	2%	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%		~a	~b	~c	~d	a	~b	~a	~b	a	~b	a	b	a	~b	~c
Unweighted total	541	29	16	13	16	354	84	-	-	272	-	482	154	272	33	29
Effective Weighted Sample	477	27	15	13	15	316	76	-	-	265	-	434	126	265	32	28
Total	436	37	25	12	25	263	72	-	-	222	-	379	97	222	27	25
NOW	19	**	**	**	**	11	**	**	**	9	**	19	6	9	**	**
	4%	**	**	**	**	4%	**	**	**	4%	**	5%	7%	4%	**	**
Sky TV (satellite TV, monthly subscription)	10	**	**	**	**	8	**	**	**	3	**	9	4	3	**	**
	2%	**	**	**	**	3%	**	**	**	1%	**	2%	4%	1%	**	**
Virgin TV (cable TV)	7	**	**	**	**	6	**	**	**	1	**	6	5	1	**	**
	2%	**	**	**	**	2%	**	**	**	%	**	2%	5%	%	**	**
													a			
BT TV	7	**	**	**	**	5	**	**	**	5	**	7	2	5	**	**
	1%	**	**	**	**	2%	**	**	**	2%	**	2%	2%	2%	**	**
TalkTalk TV	4	**	**	**	**	2	**	**	**	2	**	4	1	2	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	1%	**	**
Plusnet TV	3	**	**	**	**	2	**	**	**	2	**	3	1	2	**	**
	1%	**	**	**	**	1%	**	**	**	1%	**	1%	1%	1%	**	**
No, I have not	389	**	**	**	**	231	**	**	**	201	**	334	80	201	**	**
	89%	**	**	**	**	88%	**	**	**	90%	**	88%	82%	90%	**	**
ANY PAID-FOR TV SERVICES	47	**	**	**	**	32	**	**	**	21	**	45	17	21	**	**
	11%	**	**	**	**	12%	**	**	**	10%	**	12%	18%	10%	**	**

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE					
		ALL TRIPLE ~a	ANY SERVICE SWITCH MOVERS		16-24 ~a	25-44 b	45-64 c	UNDER 65 d	65+ e	75+ ~f	ALL g	AB a	C1 b	C2 ~c	DE d	ALL e
			~b	~c												
Significance Level: 99%																
Unweighted total	541	-	-	-	14	159	212	385	155	63	541	167	171	81	115	541
Effective Weighted Sample	477	-	-	-	11	136	195	338	138	56	477	154	149	70	102	477
Total	436	-	-	-	13	131	165	309	125	56	436	121	139	69	101	436
NOW	19	**	**	**	**	10	6	16	3	**	19	7	5	**	*	19
	4%	**	**	**	**	8%	4%	5%	2%	**	4%	5%	4%	**	%	4%
Sky TV (satellite TV, monthly subscription)	10	**	**	**	**	3	5	9	1	**	10	5	2	**	3	10
	2%	**	**	**	**	3%	3%	3%	1%	**	2%	4%	1%	**	3%	2%
Virgin TV (cable TV)	7	**	**	**	**	4	2	6	*	**	7	*	2	**	1	7
	2%	**	**	**	**	3%	1%	2%	%	**	2%	%	1%	**	1%	2%
BT TV	7	**	**	**	**	4	2	5	1	**	7	3	2	**	2	7
	1%	**	**	**	**	3%	1%	2%	1%	**	1%	2%	1%	**	2%	1%
TalkTalk TV	4	**	**	**	**	-	3	3	1	**	4	2	1	**	1	4
	1%	**	**	**	**	-%	2%	1%	1%	**	1%	2%	1%	**	1%	1%
Plusnet TV	3	**	**	**	**	2	-	3	-	**	3	1	2	**	-	3
	1%	**	**	**	**	2%	-%	1%	-%	**	1%	1%	1%	**	-%	1%
No, I have not	389	**	**	**	**	110	147	269	119	**	389	104	126	**	94	389
	89%	**	**	**	**	84%	89%	87%	95%	**	89%	86%	91%	**	93%	89%
									bd							
ANY PAID-FOR TV SERVICES	47	**	**	**	**	22	18	41	6	**	47	17	12	**	7	47
	11%	**	**	**	**	16%	11%	13%	5%	**	11%	14%	9%	**	7%	11%
						e		e								

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER a	NEVER b	LAST 12 M'S ~c	EVER a	NEVER b	LAST 12 M'S ~c	EXCL. MOVERS ~d	EVER ~a	NEVER ~b	LAST 12 M'S ~c	EXCL. MOVERS ~d
Significance Level: 99%																
Unweighted total	541	196	155	36	34	298	199	68	286	196	67	53	-	-	-	-
Effective Weighted Sample	477	184	142	33	31	268	172	60	256	178	57	45	-	-	-	-
Total	436	173	143	33	31	236	160	51	221	158	49	40	-	-	-	-
NOW	19 4%	9 5%	3 2%	** **	** **	12 5%	6 4%	** **	12 5%	8 5%	** **	** **	** **	** **	** **	** **
Sky TV (satellite TV, monthly subscription)	10 2%	4 2%	1 1%	** **	** **	5 2%	4 3%	** **	7 3%	1 1%	** **	** **	** **	** **	** **	** **
Virgin TV (cable TV)	7 2%	1 *%	- -%	** **	** **	4 2%	2 1%	** **	5 2%	1 1%	** **	** **	** **	** **	** **	** **
BT TV	7 1%	2 1%	5 3%	** **	** **	4 2%	* *%	** **	2 1%	4 3%	** **	** **	** **	** **	** **	** **
TalkTalk TV	4 1%	2 1%	1 1%	** **	** **	2 1%	1 1%	** **	3 1%	1 1%	** **	** **	** **	** **	** **	** **
Plusnet TV	3 1%	2 1%	- -%	** **	** **	3 1%	- -%	** **	3 1%	- -%	** **	** **	** **	** **	** **	** **
No, I have not	389 89%	153 89%	135 94%	** **	** **	207 88%	146 91%	** **	190 86%	144 91%	** **	** **	** **	** **	** **	** **
ANY PAID-FOR TV SERVICES	47 11%	20 11%	9 6%	** **	** **	29 12%	14 9%	** **	31 14%	14 9%	** **	** **	** **	** **	** **	** **

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	~c	a	b	~c
Unweighted total	541	99	281	10	148	225	69
Effective Weighted Sample	477	95	259	10	137	202	59
Total	436	85	266	9	116	183	50
NOW	19	**	12	**	4	12	**
	4%	**	5%	**	3%	7%	**
Sky TV (satellite TV, monthly subscription)	10	**	5	**	1	6	**
	2%	**	2%	**	1%	3%	**
Virgin TV (cable TV)	7	**	2	**	1	1	**
	2%	**	1%	**	1%	*%	**
BT TV	7	**	4	**	1	4	**
	1%	**	1%	**	1%	2%	**
TalkTalk TV	4	**	3	**	2	1	**
	1%	**	1%	**	1%	1%	**
Plusnet TV	3	**	3	**	-	2	**
	1%	**	1%	**	-%	1%	**
No, I have not	389	**	237	**	108	158	**
	89%	**	89%	**	93%	87%	**
ANY PAID-FOR TV SERVICES	47	**	29	**	8	25	**
	11%	**	11%	**	7%	13%	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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 STANDALONE (SIMPLE)				MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
		TOTAL a	NO BB ~b	OTHER ~c	NO BB AND NOT DROPPED BB ~d	CONTRACT STANDALONE a	PREPAY b	TOTAL a	STANDALONE b	DUAL a	TRIPLE b	TOTAL a	STANDALONE b	ALL DUAL a	ANY SERVICE SWITCH ~b	EXCL. MOVERS ~c
Significance Level: 99%																
Unweighted total	2717	161	88	73	56	1689	391	947	297	674	376	2139	679	674	84	65
Effective Weighted Sample	2290	146	80	70	51	1409	329	836	255	645	363	1808	543	645	79	61
Total	2717	206	127	79	81	1653	401	1178	336	600	578	2117	516	600	76	61
I regularly keep an eye on deals in the market	320 12%	26 13%	** **	** **	** **	190 11%	53 13%	146 12%	36 11%	59 10%	83 14%	230 11%	46 9%	59 10%	** **	** **
I occasionally look at deals in the market	829 31%	62 30%	** **	** **	** **	497 30%	117 29%	377 32%	124 37%	181 30%	169 29%	646 31%	165 32%	181 30%	** **	** **
I only look at deals when my contract is ending	904 33%	55 26%	** **	** **	** **	562 34%	118 29%	399 34%	107 32%	201 34%	205 35%	740 35%	185 36%	201 34%	** **	** **
TOTAL EVER LOOK AT DEALS	2053 76%	143 70%	** **	** **	** **	1248 76%	288 72%	922 78%	267 79%	441 74%	457 79%	1616 76%	395 77%	441 74%	** **	** **
I don't ever look at deals in the market	532 20%	53 26%	** **	** **	** **	325 20%	83 21%	210 18%	46 14%	139 23%	111 19%	416 20%	80 16%	139 23%	** **	** **
Don't know	132 5%	10 5%	** **	** **	** **	80 5%	30 7%	46 4%	23 7%	20 3%	10 2%	85 4%	41 8%	20 3%	** **	** **

Columns Tested: a,b,c,d - a,b - a,b - 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	TRIPLE PLAY (SIMPLE)			AGE						SOCIAL GRADE						
		ALL TRIPLE	ANY SERVICE SWITCH		EXCL. MOVERS	16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
			a	~b													
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e	
Unweighted total	2717	376	45	40	276	1018	930	2224	487	191	2717	786	751	530	622	2717	
Effective Weighted Sample	2290	363	42	38	219	835	817	1851	441	174	2290	675	617	449	529	2290	
Total	2717	578	73	67	326	1032	891	2249	462	187	2717	753	748	564	623	2717	
I regularly keep an eye on deals in the market	320 12%	83 14%	** **	** **	48 15% ef	154 15% efg	99 11% ef	302 13% ef	19 4%	3 1%	320 12% ef	84 11%	78 10%	81 14%	74 12%	320 12%	
I occasionally look at deals in the market	829 31%	169 29%	** **	** **	108 33% ef	350 34% ef	262 29% f	721 32% ef	108 23%	31 17%	829 31% ef	247 33% d	231 31%	193 34% d	155 25%	829 31% d	
I only look at deals when my contract is ending	904 33%	205 35%	** **	** **	92 28%	330 32%	315 35%	738 33%	164 35%	65 35%	904 33%	277 37% cd	272 36% cd	165 29%	184 29%	904 33%	
TOTAL EVER LOOK AT DEALS	2053 76%	457 79%	** **	** **	249 76% ef	835 81% cefg	676 76% ef	1760 78% ef	290 63%	99 53%	2053 76% ef	607 81% de	581 78% d	440 78% d	413 66%	2053 76% d	
I don't ever look at deals in the market	532 20%	111 19%	** **	** **	43 13%	142 14%	184 21% abd	369 16%	163 35% abcdg	86 46% abcdg	532 20% abd	122 16%	144 19%	94 17%	162 26% abce	532 20%	
Don't know	132 5%	10 2%	** **	** **	34 10% bcdefg	56 5% e	30 3%	121 5% e	9 2%	3 1%	132 5% e	23 3%	24 3%	31 5%	48 8% abe	132 5%	

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2717	803	633	162	107	1434	930	368	1245	894	319	222	423	524	98	62
Effective Weighted Sample	2290	721	570	142	94	1202	782	300	1047	761	252	179	372	464	80	51
Total	2717	922	741	177	127	1426	939	352	1224	893	293	210	531	646	117	79
I regularly keep an eye on deals in the market	320 12%	128 14%	70 9%	37 21% b	20 16%	185 13%	91 10%	68 19% ab	141 12%	89 10%	53 18% ab	35 17% b	77 14%	70 11%	**	**
I occasionally look at deals in the market	829 31%	310 34% b	186 25%	56 32%	36 28%	479 34% b	227 24%	124 35% b	410 34% b	236 26%	94 32%	59 28%	189 36%	188 29%	**	**
I only look at deals when my contract is ending	904 33%	300 33%	254 34%	62 35% b	52 41% b	488 34% b	303 32% b	99 28% b	423 35% b	317 35% b	97 33% b	78 37% b	188 35% b	211 33% b	**	**
TOTAL EVER LOOK AT DEALS	2053 76%	738 80% b	510 69% b	155 87% b	108 86% b	1152 81% b	621 66% b	291 83% b	974 80% b	642 72% b	244 83% b	171 81% b	453 85% b	469 73% b	**	**
I don't ever look at deals in the market	532 20%	161 17%	208 28% acd	20 11%	17 13%	217 15%	256 27% ac	48 14%	206 17%	210 24% acd	39 13%	29 14%	68 13%	142 22% a	**	**
Don't know	132 5%	23 3%	23 3%	3 1%	2 1%	56 4%	62 7% a	13 4%	44 4%	41 5%	10 4%	10 5%	10 2%	35 5% a	**	**

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2717	643	1174	46	497	1033	443
Effective Weighted Sample	2290	579	1072	41	430	882	360
Total	2717	773	1371	56	464	1055	446
I regularly keep an eye on deals in the market	320 12%	107 14%	138 10%	** **	30 7%	140 13%	56 13%
						a	a
I occasionally look at deals in the market	829 31%	251 32%	416 30%	** **	131 28%	338 32%	147 33%
I only look at deals when my contract is ending	904 33%	259 33%	458 33%	** **	165 36%	370 35%	165 37%
TOTAL EVER LOOK AT DEALS	2053 76%	616 80%	1012 74%	** **	326 70%	848 80%	368 82%
		b				a	a
I don't ever look at deals in the market	532 20%	137 18%	295 21%	** **	120 26%	170 16%	60 13%
					bc		
Don't know	132 5%	20 3%	65 5%	** **	18 4%	37 4%	18 4%

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

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

	LANDLINE STANDALONE (SIMPLE)					MOBILE (SIMPLE)		PAY TV (SIMPLE)		SIMPLE BUNDLE		FIXED BROADBAND (SIMPLE)		DUAL PLAY (SIMPLE)		
	Total	TOTAL	NO BB	OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	TOTAL	STANDALONE	DUAL	TRIPLE	TOTAL	STANDALONE	ALL DUAL	ANY SERVICE SWITCH	EXCL. MOVERS
Significance Level: 99%	a	~b	~c	~d	a	b	a	b	a	b	a	b	a	~b	~c	
Unweighted total	2038	115	61	54	29	1274	273	742	237	492	294	1624	522	492	69	51
Effective Weighted Sample	1714	104	55	52	26	1061	229	650	203	470	284	1364	417	470	65	48
Total	2053	143	86	57	41	1248	288	922	267	441	457	1616	395	441	62	48
Own provider only	318	30	**	**	**	179	48	156	40	49	77	222	46	49	**	**
	16%	21%	**	**	**	14%	17%	17%	15%	11%	17%	14%	12%	11%	**	**
Other providers only	189	26	**	**	**	84	55	43	21	20	13	89	46	20	**	**
	9%	18%	**	**	**	7%	19%	5%	8%	4%	3%	5%	12%	4%	**	**
							a						a			
Both own provider and others	1494	86	**	**	**	962	171	713	199	368	365	1278	293	368	**	**
	73%	60%	**	**	**	77%	59%	77%	75%	83%	80%	79%	74%	83%	**	**
						b										
Don't know	52	1	**	**	**	23	14	11	6	5	2	27	9	5	**	**
	3%	1%	**	**	**	2%	5%	1%	2%	1%	*%	2%	2%	1%	**	**
							a									

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

	TRIPLE PLAY (SIMPLE)				AGE						SOCIAL GRADE					
	Total	ANY			16-24	25-44	45-64	UNDER 65	65+	75+	ALL	AB	C1	C2	DE	ALL
		ALL TRIPLE	SERVICE SWITCH	EXCL. MOVERS												
Significance Level: 99%		a	~b	~c	a	b	c	d	e	f	g	a	b	c	d	e
Unweighted total	2038	294	40	36	208	806	712	1726	309	106	2038	634	575	411	406	2038
Effective Weighted Sample	1714	284	38	34	167	662	623	1435	282	98	1714	543	469	351	345	1714
Total	2053	457	64	59	249	835	676	1760	290	99	2053	607	581	440	413	2053
Own provider only	318	77	**	**	41	131	105	278	40	14	318	96	72	73	77	318
	16%	17%	**	**	17%	16%	16%	16%	14%	14%	16%	16%	12%	17%	19%	16%
															b	
Other providers only	189	13	**	**	55	94	32	181	8	3	189	49	39	66	34	189
	9%	3%	**	**	22%	11%	5%	10%	3%	3%	9%	8%	7%	15%	8%	9%
					bcdefg	cef		ce			ce			abde		
Both own provider and others	1494	365	**	**	138	591	526	1255	236	80	1494	455	461	289	280	1494
	73%	80%	**	**	55%	71%	78%	71%	81%	81%	73%	75%	79%	66%	68%	73%
					a	a	abdg	a	abdg	a	a	c	cde		c	
Don't know	52	2	**	**	15	19	13	47	6	1	52	8	9	12	22	52
	3%	*%	**	**	6%	2%	2%	3%	2%	1%	3%	1%	1%	3%	5%	3%
					bcdg										abe	

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

**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 SWITCH				MOBILE SWITCH			FIXED BROADBAND SWITCH				PAY TV SWITCH			
		EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	c	d	a	b	~c	~d
Unweighted total	2038	637	427	142	91	1152	610	306	991	633	267	182	360	382	85	51
Effective Weighted Sample	1714	570	384	124	79	964	510	247	828	536	211	147	316	334	69	42
Total	2053	738	510	155	108	1152	621	291	974	642	244	171	453	469	100	63
Own provider only	318	106	81	36	**	150	113	43	117	105	42	25	65	90	**	**
	16%	14%	16%	23%	**	13%	18%	15%	12%	16%	17%	15%	14%	19%	**	**
Other providers only	189	52	16	13	**	117	24	37	68	21	27	14	33	10	**	**
	9%	7%	3%	9%	**	10%	4%	13%	7%	3%	11%	8%	7%	2%	**	**
		b		b		b		b	b		b	b	b			
Both own provider and others	1494	570	406	106	**	860	463	206	774	505	170	131	347	366	**	**
	73%	77%	80%	69%	**	75%	75%	71%	79%	79%	70%	76%	77%	78%	**	**
			c						c	c						
Don't know	52	10	6	-	**	25	22	5	15	12	5	1	8	3	**	**
	3%	1%	1%	-%	**	2%	3%	2%	2%	2%	2%	1%	2%	1%	**	**

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

**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 IS VOIP SERVICE			BROADBAND SPEED		
		YES	NO	UNSURE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	~c	a	b	c
Unweighted total	2038	507	859	33	351	832	362
Effective Weighted Sample	1714	458	783	30	303	706	294
Total	2053	616	1012	41	326	848	368
Own provider only	318	100	146	**	42	122	48
	16%	16%	14%	**	13%	14%	13%
Other providers only	189	53	80	**	19	63	4
	9%	9%	8%	**	6%	7%	1%
					c	c	
Both own provider and others	1494	452	766	**	258	652	307
	73%	73%	76%	**	79%	77%	84%
							b
Don't know	52	11	20	**	7	12	8
	3%	2%	2%	**	2%	1%	2%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 270**

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Very confident	818 30%	62 30%	443 30%	116 29%	389 31%	297 32%	209 28%	85 48%	54 43%	598 29%	108 32%	635 29%	72 36%	449 31%	258 27%	137 39%
Fairly confident	1285 47%	74 36%	713 49%	170 43%	616 49%	443 48%	344 46%	72 40%	56 45%	959 47%	171 51%	1027 47%	103 51%	707 50%	424 45%	157 45%
Not very confident	379 14%	38 18%	193 13%	67 17%	164 13%	119 13%	112 15%	13 7%	9 7%	290 14%	35 10%	309 14%	16 8%	181 13%	144 15%	37 11%
Not at all confident	107 4%	12 6%	57 4%	15 4%	53 4%	33 4%	36 5%	4 2%	4 3%	84 4%	11 3%	90 4%	5 3%	45 3%	50 5%	12 3%
Don't know	127 5%	21 10%	51 3%	31 8%	40 3%	31 3%	41 5%	4 2%	3 2%	98 5%	10 3%	103 5%	5 3%	45 3%	63 7%	9 3%
TOTAL CONFIDENT	2103 77%	136 66%	1156 79%	287 72%	1005 80%	739 80%	553 75%	156 88%	110 87%	1557 77%	280 83%	1662 77%	175 87%	1155 81%	682 73%	294 84%
TOTAL NOT CONFIDENT	487 18%	49 24%	251 17%	83 21%	217 17%	152 16%	148 20%	17 10%	13 10%	374 18%	45 14%	398 18%	21 11%	225 16%	194 21%	49 14%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

**Table 270**

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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Very confident	818	165	473	222	417	394	244	125	90	92	239	123	208
	30%	32%	30%	30%	30%	32%	27%	43%	43%	27%	28%	28%	28%
								ab	ab				
Fairly confident	1285	231	798	342	687	593	437	130	95	172	428	226	374
	47%	45%	50%	47%	50%	48%	49%	44%	45%	51%	51%	51%	51%
Not very confident	379	69	212	102	179	160	121	26	18	52	115	66	101
	14%	13%	13%	14%	13%	13%	14%	9%	8%	16%	14%	15%	14%
Not at all confident	107	18	62	23	57	45	36	8	3	12	32	17	28
	4%	4%	4%	3%	4%	4%	4%	3%	2%	4%	4%	4%	4%
Don't know	127	32	55	42	46	32	55	5	4	8	28	11	24
	5%	6%	3%	6%	3%	3%	6%	2%	2%	2%	3%	2%	3%
		b		b			ac						
TOTAL CONFIDENT	2103	397	1272	564	1104	987	681	254	185	264	667	349	582
	77%	77%	79%	77%	80%	81%	76%	87%	88%	79%	79%	79%	79%
								b	ab				
TOTAL NOT CONFIDENT	487	87	274	125	237	205	157	34	21	64	148	83	129
	18%	17%	17%	17%	17%	17%	18%	12%	10%	19%	18%	19%	18%
							d						

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Very confident	818 30%	150 28%	180 28%	** **	** **	50 33%	106 27%	** **	** **	331 28%	156 29%	680 32%	138 24%
Fairly confident	1285 47%	279 53%	321 50%	** **	** **	74 48%	178 46%	** **	** **	600 51%	252 46%	1031 48%	254 44%
Not very confident	379 14%	78 15%	90 14%	** **	** **	19 12%	54 14%	** **	** **	167 14%	73 13%	286 13%	93 16%
Not at all confident	107 4%	21 4%	23 4%	** **	** **	6 4%	26 7%	** **	** **	44 4%	32 6%	56 3%	51 9%
Don't know	127 5%	3 1%	32 5%	** **	** **	4 3%	27 7%	** **	** **	35 3%	31 6%	79 4%	47 8%
TOTAL CONFIDENT	2103 77%	430 81%	501 78%	** **	** **	124 81%	284 73%	** **	** **	931 79%	408 75%	1711 80%	393 67%
TOTAL NOT CONFIDENT	487 18%	99 19%	113 17%	** **	** **	25 16%	80 20%	** **	** **	212 18%	105 19%	342 16%	145 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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Very confident	818 30%	188 31%	175 30%	** **	100 26%	334 31%	106 33%	354 34%	256 29%	716 32%	102 22%	36 19%	258 33%	332 33%	228 25%
							ef	cef	ef	ef			c	c	
Fairly confident	1285 47%	285 47%	280 48%	** **	211 54%	470 44%	153 47%	485 47%	433 49%	1070 48%	213 46%	78 42%	358 46%	494 48%	430 47%
					e										
Not very confident	379 14%	75 12%	88 15%	** **	45 12%	165 15%	43 13%	123 12%	135 15%	301 13%	78 17%	29 16%	107 14%	131 13%	142 16%
											b				
Not at all confident	107 4%	31 5%	17 3%	** **	14 4%	41 4%	8 2%	26 2%	37 4%	70 3%	37 8%	21 11%	25 3%	23 2%	59 6%
											abcd	abcd			ab
Don't know	127 5%	22 4%	18 3%	** **	18 5%	68 6%	16 5%	46 4%	30 3%	92 4%	32 7%	23 12%	37 5%	39 4%	48 5%
											cd	abcd			
TOTAL CONFIDENT	2103 77%	472 79%	455 79%	** **	311 80%	804 75%	259 79%	838 81%	689 77%	1786 79%	315 68%	114 61%	616 79%	826 81%	658 73%
							ef	ef	ef	ef			c	c	
TOTAL NOT CONFIDENT	487 18%	106 18%	105 18%	** **	59 15%	207 19%	51 16%	149 14%	172 19%	371 17%	115 25%	51 27%	132 17%	155 15%	200 22%
									b		abd	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Very confident	818 30%	472 33% b	330 26%	250 33% b	200 27%	172 30%	190 30%	662 30%	85 33%	42 31%	** **	127 38%	283 31%	260 30%	277 31%	405 30%
Fairly confident	1285 47%	676 48%	592 47%	361 48%	387 52% d	268 48%	264 42%	1057 47%	112 44%	66 48%	** **	137 41%	435 47%	439 51% a	410 45%	680 50%
Not very confident	379 14%	158 11%	219 17% a	99 13%	98 13%	81 14%	94 15%	313 14%	36 14%	22 16%	** **	50 15%	132 14%	105 12%	148 16%	175 13%
Not at all confident	107 4%	45 3%	61 5%	18 2%	33 4%	24 4%	31 5% a	89 4%	13 5%	3 2%	** **	9 3%	37 4%	28 3%	39 4%	43 3%
Don't know	127 5%	61 4%	64 5%	25 3%	31 4%	19 3%	44 7% ac	110 5%	9 4%	5 4%	** **	13 4%	34 4%	28 3%	33 4%	48 4%
TOTAL CONFIDENT	2103 77%	1148 81% b	922 73%	611 81% d	587 78%	440 78%	454 73%	1719 77%	196 77%	108 78%	** **	263 79%	718 78%	699 81%	688 76%	1085 80% a
TOTAL NOT CONFIDENT	487 18%	204 14%	279 22% a	117 16%	130 17%	105 19%	125 20%	402 18%	48 19%	25 18%	** **	59 18%	169 18%	133 15%	187 21% b	218 16%

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Very confident	869 32%	56 27%	511 35%	123 31%	444 35%	304 33%	263 36%	77 44%	55 43%	630 31%	134 40%	677 31%	87 43%	470 33%	294 31%	123 35%
Fairly confident	1130 42%	75 36%	619 42%	148 37%	546 43%	407 44%	287 39%	65 36%	44 35%	855 42%	143 42%	915 42%	83 41%	630 44%	368 39%	157 44%
Not very confident	446 16%	40 20%	217 15%	73 18%	184 15%	139 15%	118 16%	23 13%	18 15%	333 16%	37 11%	349 16%	22 11%	224 16%	147 16%	50 14%
Not at all confident	151 6%	17 8%	61 4%	28 7%	50 4%	39 4%	39 5%	8 4%	7 6%	121 6%	8 2%	125 6%	4 2%	58 4%	70 7%	15 4%
Don't know	122 4%	18 9%	50 3%	29 7%	39 3%	34 4%	34 5%	4 2%	3 2%	91 4%	14 4%	98 5%	6 3%	44 3%	60 6%	8 2%
TOTAL CONFIDENT	1999 74%	131 64%	1130 78%	270 67%	990 78%	710 77%	550 74%	142 80%	98 78%	1485 73%	277 82%	1592 74%	170 84%	1100 77%	662 70%	280 79%
TOTAL NOT CONFIDENT	597 22%	57 28%	278 19%	101 25%	234 18%	178 19%	157 21%	31 17%	26 20%	454 22%	45 13%	474 22%	25 13%	282 20%	217 23%	65 18%

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

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**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Very confident	869	150	547	214	482	415	281	117	83	97	303	135	265
	32%	29%	34%	29%	35%	34%	31%	40%	40%	29%	36%	30%	36%
				a			b						
Fairly confident	1130	207	692	297	602	514	386	110	84	156	367	200	323
	42%	40%	43%	41%	43%	42%	43%	37%	40%	47%	44%	45%	44%
Not very confident	446	95	238	133	200	196	137	38	23	67	113	81	99
	16%	18%	15%	18%	14%	16%	15%	13%	11%	20%	13%	18%	13%
									b				
Not at all confident	151	34	69	46	58	61	43	21	14	13	34	18	28
	6%	7%	4%	6%	4%	5%	5%	7%	6%	4%	4%	4%	4%
Don't know	122	30	54	41	44	39	46	7	6	3	25	8	19
	4%	6%	3%	6%	3%	3%	5%	2%	3%	1%	3%	2%	3%
		b		b									
TOTAL CONFIDENT	1999	357	1239	511	1084	929	667	227	167	253	671	335	589
	74%	69%	77%	70%	78%	76%	75%	77%	80%	75%	80%	76%	80%
			a		a								
TOTAL NOT CONFIDENT	597	129	308	179	258	256	180	59	37	80	146	99	127
	22%	25%	19%	24%	19%	21%	20%	20%	18%	24%	17%	22%	17%
		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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Very confident	869 32%	161 30%	239 37%	** **	** **	53 35%	105 27%	** **	** **	400 34%	158 29%	701 33%	168 29%
Fairly confident	1130 42%	247 47%	276 43%	** **	** **	69 45%	153 39%	** **	** **	523 44%	222 41%	907 43%	223 38%
Not very confident	446 16%	99 19%	81 13%	** **	** **	18 12%	69 18%	** **	** **	180 15%	87 16%	354 17%	92 16%
Not at all confident	151 6%	19 4%	27 4%	** **	** **	7 5%	34 9%	** **	** **	47 4%	42 8%	99 5%	52 9%
Don't know	122 4%	5 1%	23 3%	** **	** **	5 3%	30 8%	** **	** **	28 2%	35 6%	72 3%	50 8%
TOTAL CONFIDENT	1999 74%	408 77%	516 80%	** **	** **	122 80%	258 66%	** **	** **	923 78%	380 70%	1608 75%	391 67%
TOTAL NOT CONFIDENT	597 22%	118 22%	108 17%	** **	** **	25 16%	104 27%	** **	** **	226 19%	129 24%	453 21%	144 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Very confident	869 32%	183 30%	220 38%	** **	122 31%	311 29%	91 28%	326 32%	307 34%	725 32%	143 31%	48 26%	219 28%	351 34%	298 33%
			e											a	
Fairly confident	1130 42%	255 42%	243 42%	** **	178 46%	423 39%	129 40%	426 41%	391 44%	946 42%	182 39%	68 36%	323 41%	432 42%	372 41%
Not very confident	446 16%	105 17%	82 14%	** **	52 14%	204 19%	68 21%	188 18%	117 13%	373 17%	73 16%	29 16%	160 20%	158 15%	128 14%
							c	c					bc		
Not at all confident	151 6%	34 6%	20 3%	** **	18 5%	78 7%	24 7%	50 5%	46 5%	120 5%	31 7%	21 11%	52 7%	40 4%	58 6%
						b						bcd	b		
Don't know	122 4%	24 4%	13 2%	** **	17 4%	64 6%	13 4%	43 4%	29 3%	86 4%	33 7%	21 11%	30 4%	39 4%	50 5%
						b					cd	abcd			
TOTAL CONFIDENT	1999 74%	438 73%	463 80%	** **	300 77%	733 68%	221 68%	752 73%	699 78%	1671 74%	325 70%	116 62%	542 69%	783 77%	670 74%
			ae		e			f	abef	f				a	
TOTAL NOT CONFIDENT	597 22%	139 23%	102 18%	** **	70 18%	282 26%	93 28%	237 23%	163 18%	493 22%	104 22%	50 27%	212 27%	198 19%	186 21%
						bd	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Very confident	869 32%	487 34% b	368 29%	272 36% b	212 28%	182 32%	198 32%	729 33%	77 30%	38 27%	** **	124 37%	303 33%	280 33%	271 30%	464 34%
Fairly confident	1130 42%	595 42%	523 41%	298 40%	335 45%	239 42%	250 40%	908 41%	106 42%	65 47%	** **	126 38%	400 43%	358 42%	357 39%	596 44%
Not very confident	446 16%	200 14%	239 19% a	128 17%	128 17%	96 17%	85 14%	362 16%	44 17%	27 19%	** **	51 15%	144 16%	152 18%	178 20% b	193 14%
Not at all confident	151 6%	71 5%	76 6%	30 4%	38 5%	27 5%	53 8% a	125 6%	20 8%	4 3%	** **	19 6%	39 4%	42 5%	64 7% b	56 4%
Don't know	122 4%	61 4%	59 5%	25 3%	35 5%	20 4%	36 6%	108 5%	7 3%	5 3%	** **	15 4%	34 4%	27 3%	36 4%	42 3%
TOTAL CONFIDENT	1999 74%	1082 77% b	891 70%	570 76%	547 73%	421 75%	448 72%	1637 73%	183 72%	103 75%	** **	249 75%	703 76%	638 74%	629 69% a	1060 78% a
TOTAL NOT CONFIDENT	597 22%	270 19%	315 25% a	158 21%	166 22%	123 22%	138 22%	486 22%	64 25%	30 22%	** **	70 21%	183 20%	195 23%	242 27% b	249 18%

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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Very confident	741 27%	57 28%	406 28%	117 29%	347 27%	254 28%	209 28%	62 35%	42 33%	542 27%	103 31%	583 27%	62 31%	390 27%	255 27%	100 28%
Fairly confident	1169 43%	63 30%	660 45%	146 37%	576 46%	415 45%	308 42%	73 41%	55 44%	871 43%	153 46%	938 43%	86 43%	639 45%	385 41%	158 45%
Not very confident	510 19%	47 23%	264 18%	81 20%	229 18%	166 18%	145 20%	25 14%	18 15%	393 19%	57 17%	407 19%	43 21%	273 19%	178 19%	60 17%
Not at all confident	206 8%	28 14%	100 7%	41 10%	87 7%	72 8%	56 8%	15 9%	10 8%	148 7%	18 5%	159 7%	8 4%	89 6%	78 8%	24 7%
Don't know	90 3%	11 6%	28 2%	15 4%	24 2%	16 2%	23 3%	2 1%	1 1%	75 4%	4 1%	76 4%	2 1%	35 2%	44 5%	10 3%
TOTAL CONFIDENT	1910 70%	119 58%	1066 73%	263 66%	923 73%	669 72%	517 70%	135 76%	97 77%	1413 70%	256 76%	1521 70%	149 74%	1030 72%	640 68%	258 73%
TOTAL NOT CONFIDENT	717 26%	75 37%	364 25%	123 31%	316 25%	238 26%	201 27%	40 23%	29 23%	542 27%	75 22%	566 26%	51 25%	361 25%	255 27%	84 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.

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Very confident	741 27%	147 29%	442 28%	215 29%	375 27%	357 29%	233 26%	107 37%	77 37%	90 27%	236 28%	126 28%	201 27%
Fairly confident	1169 43%	218 42%	723 45%	311 43%	631 45%	529 43%	413 46%	104 36%	78 37%	159 47%	378 45%	200 45%	337 46%
Not very confident	510 19%	86 17%	297 19%	122 17%	261 19%	230 19%	152 17%	53 18%	36 17%	68 20%	154 18%	88 20%	133 18%
Not at all confident	206 8%	38 7%	108 7%	53 7%	94 7%	85 7%	62 7%	26 9%	16 8%	16 5%	54 6%	21 5%	48 7%
Don't know	90 3%	27 5%	30 2%	30 4%	26 2%	23 2%	33 4%	3 1%	3 1%	3 1%	20 2%	6 1%	16 2%
TOTAL CONFIDENT	1910 70%	365 71%	1166 73%	526 72%	1006 73%	885 72%	646 72%	211 72%	155 74%	249 74%	614 73%	326 74%	537 73%
TOTAL NOT CONFIDENT	717 26%	124 24%	406 25%	175 24%	355 26%	315 26%	214 24%	78 27%	52 25%	84 25%	208 25%	110 25%	182 25%

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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Very confident	741 27%	142 27%	184 28%	** **	** **	46 30%	88 22%	** **	** **	326 28%	134 25%	623 29%	118 20%
Fairly confident	1169 43%	238 45%	300 46%	** **	** **	74 49%	172 44%	** **	** **	537 46%	246 45%	935 44%	234 40%
Not very confident	510 19%	117 22%	105 16%	** **	** **	20 13%	75 19%	** **	** **	222 19%	95 17%	380 18%	130 22%
Not at all confident	206 8%	30 6%	40 6%	** **	** **	10 6%	45 11%	** **	** **	70 6%	54 10%	133 6%	73 13%
Don't know	90 3%	5 1%	17 3%	** **	** **	3 2%	12 3%	** **	** **	23 2%	15 3%	61 3%	30 5%
TOTAL CONFIDENT	1910 70%	380 71%	484 75%	** **	** **	120 79%	259 66%	** **	** **	863 73%	380 70%	1558 73%	352 60%
TOTAL NOT CONFIDENT	717 26%	146 28%	145 22%	** **	** **	29 19%	120 31%	** **	** **	292 25%	149 27%	514 24%	203 35%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Very confident	741 27%	157 26%	166 29%	** **	100 26%	293 27%	78 24%	313 30% ef	240 27%	632 28%	109 24%	38 20%	215 27%	297 29%	229 25%
Fairly confident	1169 43%	277 46% e	254 44%	** **	180 46%	425 39%	127 39%	443 43%	413 46%	984 44%	182 39%	71 38%	318 41%	465 46%	383 42%
Not very confident	510 19%	108 18%	110 19%	** **	73 19%	209 19%	72 22%	182 18%	157 18%	411 18%	98 21%	38 20%	163 21%	168 17%	178 20%
Not at all confident	206 8%	46 8%	35 6%	** **	27 7%	94 9%	33 10% b	56 5%	61 7%	150 7%	56 12% bcd	29 16% bcd	57 7%	58 6%	91 10% b
Don't know	90 3%	11 2%	13 2%	** **	7 2%	58 5% ad	15 5%	38 4%	19 2%	73 3%	16 3%	11 6% c	32 4%	31 3%	25 3%
TOTAL CONFIDENT	1910 70%	435 72% e	420 73%	** **	280 72%	718 67%	206 63%	757 73% aef	653 73% aef	1616 72% aef	291 63%	108 58%	533 68%	762 75% ac	612 68%
TOTAL NOT CONFIDENT	717 26%	155 26%	145 25%	** **	100 26%	303 28%	105 32% bd	237 23%	218 25%	561 25%	155 34% bcd	68 36% bcd	220 28% b	227 22%	269 30% 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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Very confident	741 27%	464 33% b	267 21%	239 32% cd	209 28%	140 25% c	151 24%	606 27%	77 30%	37 27%	** **	93 28%	251 27%	259 30%	228 25%	379 28%
Fairly confident	1169 43%	609 43%	545 43%	333 44%	334 45%	245 43%	245 39%	943 42%	106 42%	64 46%	** **	130 39%	399 43%	395 46%	352 39%	648 48% a
Not very confident	510 19%	218 15%	288 23% a	123 16%	134 18%	124 22% a	120 19%	435 19%	43 17%	22 16%	** **	64 19%	185 20%	138 16%	200 22% b	225 17%
Not at all confident	206 8%	79 6%	121 10% a	39 5%	51 7%	35 6%	80 13% abc	166 7%	24 9%	12 9%	** **	36 11% c	64 7%	51 6%	103 11% b	69 5%
Don't know	90 3%	42 3%	45 4%	19 2%	21 3%	21 4%	26 4%	81 4%	4 2%	2 2%	** **	12 4%	23 2%	16 2%	24 3%	30 2%
TOTAL CONFIDENT	1910 70%	1074 76% b	812 64%	572 76% cd	543 73% d	385 68% c	396 64%	1549 69%	183 72%	101 73%	** **	223 67%	649 71%	654 76% ab	580 64%	1027 76% a
TOTAL NOT CONFIDENT	717 26%	297 21%	409 32% a	162 22%	184 25%	159 28% a	200 32% ab	601 27%	67 26%	35 25%	** **	100 30% c	249 27%	189 22%	303 33%	294 22% b

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



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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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Very confident	706 26%	42 21%	403 28%	96 24%	349 28%	256 28%	189 26%	71 40%	52 41%	508 25%	107 32%	547 25%	69 34%	376 26%	240 26%	107 30%
Fairly confident	1206 44%	66 32%	674 46%	148 37%	592 47%	416 45%	324 44%	60 34%	45 36%	925 46%	141 42%	989 46%	78 38%	650 46%	416 44%	151 43%
Not very confident	503 19%	48 23%	246 17%	84 21%	210 17%	152 17%	142 19%	26 15%	18 14%	379 19%	59 17%	400 18%	38 19%	276 19%	162 17%	63 18%
Not at all confident	189 7%	31 15%	94 6%	47 12%	78 6%	71 8%	55 7%	14 8%	8 7%	131 6%	18 5%	141 6%	9 5%	82 6%	68 7%	22 6%
Don't know	114 4%	19 9%	40 3%	26 6%	33 3%	27 3%	32 4%	6 3%	3 3%	85 4%	11 3%	88 4%	8 4%	43 3%	53 6%	9 3%
TOTAL CONFIDENT	1911 70%	108 53%	1077 74%	244 61%	942 75%	672 73%	513 69%	131 74%	97 77%	1434 71%	248 74%	1535 71%	146 73%	1025 72%	656 70%	258 73%
TOTAL NOT CONFIDENT	692 25%	79 38%	340 23%	131 33%	288 23%	223 24%	196 26%	40 23%	26 21%	510 25%	77 23%	540 25%	47 23%	358 25%	230 24%	85 24%

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

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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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Very confident	706	143	426	200	369	355	214	106	77	82	231	111	202
	26%	28%	27%	27%	27%	29%	24%	36%	37%	25%	27%	25%	28%
								b	b				
Fairly confident	1206	223	754	322	655	556	421	112	83	168	405	217	355
	44%	43%	47%	44%	47%	45%	47%	38%	39%	50%	48%	49%	48%
								c					
Not very confident	503	86	276	122	240	199	162	48	31	59	135	74	120
	19%	17%	17%	17%	17%	16%	18%	16%	15%	18%	16%	17%	16%
Not at all confident	189	36	102	53	85	82	56	24	14	24	45	35	34
	7%	7%	6%	7%	6%	7%	6%	8%	7%	7%	5%	8%	5%
Don't know	114	28	43	33	38	31	39	5	4	3	26	6	23
	4%	5%	3%	4%	3%	3%	4%	2%	2%	1%	3%	1%	3%
		b											
TOTAL CONFIDENT	1911	366	1180	523	1023	911	635	217	160	250	635	327	558
	70%	71%	74%	72%	74%	74%	71%	74%	76%	74%	75%	74%	76%
TOTAL NOT CONFIDENT	692	122	378	175	325	282	218	71	46	83	180	109	154
	25%	24%	24%	24%	23%	23%	24%	24%	22%	25%	21%	25%	21%

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

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**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Very confident	706 26%	128 24%	185 29%	** **	** **	43 28%	79 20%	** **	** **	313 27%	123 23%	592 28%	113 19%
Fairly confident	1206 44%	279 53%	293 45%	** **	** **	71 46%	173 44%	** **	** **	572 49%	244 45%	977 46%	229 39%
Not very confident	503 19%	89 17%	105 16%	** **	** **	26 17%	77 20%	** **	** **	194 17%	103 19%	368 17%	134 23%
Not at all confident	189 7%	33 6%	36 6%	** **	** **	11 7%	44 11%	** **	** **	69 6%	55 10%	115 5%	74 13%
Don't know	114 4%	2 *%	27 4%	** **	** **	2 1%	18 5%	** **	** **	29 2%	19 4%	80 4%	34 6%
TOTAL CONFIDENT	1911 70%	407 77%	478 74%	** **	** **	114 75%	253 65%	** **	** **	885 75%	367 67%	1569 74%	342 58%
TOTAL NOT CONFIDENT	692 25%	122 23%	142 22%	** **	** **	37 24%	121 31%	** **	** **	263 22%	158 29%	483 23%	208 36%

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

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**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Very confident	706 26%	149 25%	167 29%	** **	102 26%	268 25%	87 27%	294 28%	227 25%	608 27%	97 21%	32 17%	219 28%	277 27%	209 23%
Fairly confident	1206 44%	282 47%	275 47%	** **	178 46%	439 41%	135 41%	459 44%	424 48%	1018 45%	185 40%	74 40%	317 40%	499 49%	387 43%
Not very confident	503 19%	108 18%	93 16%	** **	74 19%	219 20%	64 19%	176 17%	162 18%	401 18%	102 22%	38 20%	161 21%	157 15%	184 20%
Not at all confident	189 7%	48 8%	29 5%	** **	21 6%	85 8%	21 6%	57 5%	53 6%	131 6%	58 13%	31 17%	48 6%	48 5%	93 10%
Don't know	114 4%	14 2%	15 3%	** **	11 3%	68 6%	19 6%	47 5%	25 3%	91 4%	20 4%	12 6%	40 5%	39 4%	32 4%
TOTAL CONFIDENT	1911 70%	431 72%	442 76%	** **	280 72%	707 66%	223 68%	753 73%	651 73%	1627 72%	282 61%	106 57%	536 68%	776 76%	597 66%
TOTAL NOT CONFIDENT	692 25%	156 26%	122 21%	** **	96 25%	303 28%	85 26%	233 23%	215 24%	532 24%	160 35%	69 37%	209 27%	206 20%	277 31%

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Very confident	706 26%	425 30% b	268 21%	215 29%	199 27%	131 23%	159 26%	587 26%	73 29%	27 20%	** **	89 27%	242 26%	227 26%	222 24%	361 27%
Fairly confident	1206 44%	638 45%	554 44%	342 45%	344 46%	260 46%	248 40%	968 43%	111 44%	71 52%	** **	143 43%	406 44%	418 49%	374 41%	652 48% a
Not very confident	503 19%	219 15%	280 22% a	135 18%	134 18%	108 19%	117 19%	422 19%	42 16%	26 19%	** **	64 19%	179 19%	136 16%	194 21% b	228 17%
Not at all confident	189 7%	80 6%	105 8% a	35 5%	45 6%	43 8%	64 10% ab	156 7%	22 9%	8 6%	** **	27 8%	66 7%	54 6%	86 10% b	70 5%
Don't know	114 4%	51 4%	58 5%	25 3%	27 4%	22 4%	35 6%	99 4%	7 3%	5 4%	** **	12 4%	28 3%	24 3%	31 3%	40 3%
TOTAL CONFIDENT	1911 70%	1063 75% b	823 65%	557 74% d	543 73% d	391 69%	407 65%	1554 70%	183 72%	99 72%	** **	232 69%	648 70%	645 75%	596 66%	1013 75% a
TOTAL NOT CONFIDENT	692 25%	299 21%	385 30% a	170 23%	178 24%	151 27%	181 29% a	578 26%	63 25%	34 24%	** **	91 27%	244 27%	190 22%	281 31% b	298 22%

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	2139	73	1260	243	1090	729	604	130	102	1571	298	1700	169	1134	735	256
Effective Weighted Sample	1808	70	1133	220	982	658	545	114	90	1316	260	1428	148	952	623	204
Total	2117	79	1441	271	1249	823	697	142	119	1544	327	1675	196	1132	739	243
Very confident	621 29%	** **	435 30%	93 34%	366 29%	258 31%	201 29%	63 45%	53 45%	434 28%	122 37%	483 29%	72 37%	352 31%	204 28%	78 32%
Fairly confident	656 31%	** **	461 32%	74 27%	408 33%	265 32%	216 31%	40 28%	33 28%	488 32%	100 31%	533 32%	55 28%	353 31%	235 32%	86 35%
Not very confident	531 25%	** **	349 24%	69 25%	302 24%	194 24%	177 25%	23 16%	19 16%	405 26%	59 18%	426 25%	37 19%	291 26%	172 23%	53 22%
Not at all confident	231 11%	** **	156 11%	25 9%	139 11%	84 10%	79 11%	13 9%	11 9%	165 11%	38 12%	177 11%	26 13%	104 9%	99 13%	21 9%
Don't know	78 4%	** **	40 3%	11 4%	34 3%	22 3%	23 3%	4 2%	4 3%	52 3%	8 2%	56 3%	5 2%	31 3%	29 4%	5 2%
TOTAL CONFIDENT	1277 60%	** **	896 62%	167 61%	774 62%	523 64%	418 60%	103 73%	86 72%	922 60%	222 68%	1017 61%	127 65%	705 62%	439 59%	163 67%
TOTAL NOT CONFIDENT	762 36%	** **	504 35%	94 35%	441 35%	278 34%	257 37%	35 25%	29 25%	570 37%	97 30%	603 36%	64 33%	395 35%	271 37%	75 31%

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

	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	2139	679	1460	895	1244	1245	894	319	222	239	640	331	548
Effective Weighted Sample	1808	543	1289	721	1106	1047	761	252	179	209	574	286	496
Total	2117	516	1601	731	1386	1224	893	293	210	259	830	364	725
Very confident	621	147	474	217	404	383	238	116	87	85	224	116	192
	29%	29%	30%	30%	29%	31%	27%	40%	41%	33%	27%	32%	27%
								ab	ab				
Fairly confident	656	148	508	217	439	376	279	83	67	77	278	116	239
	31%	29%	32%	30%	32%	31%	31%	28%	32%	30%	33%	32%	33%
Not very confident	531	131	400	181	350	298	233	57	35	62	222	81	203
	25%	25%	25%	25%	25%	24%	26%	20%	17%	24%	27%	22%	28%
							d						
Not at all confident	231	56	176	76	155	125	106	27	16	23	88	35	76
	11%	11%	11%	10%	11%	10%	12%	9%	8%	9%	11%	10%	10%
Don't know	78	34	43	39	38	40	37	10	5	12	18	16	14
	4%	7%	3%	5%	3%	3%	4%	3%	2%	5%	2%	4%	2%
		b		b									
TOTAL CONFIDENT	1277	295	982	434	843	760	517	199	154	162	502	232	432
	60%	57%	61%	59%	61%	62%	58%	68%	73%	62%	60%	64%	60%
								b	ab				
TOTAL NOT CONFIDENT	762	187	576	257	505	424	339	84	51	85	310	116	279
	36%	36%	36%	35%	36%	35%	38%	29%	24%	33%	37%	32%	39%
						d	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.

**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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2139	388	491	86	56	175	421	24	19	879	596	1661	478
Effective Weighted Sample	1808	342	437	69	46	154	383	20	16	779	538	1388	425
Total	2117	484	605	100	70	138	337	20	16	1089	475	1672	445
Very confident	621 29%	134 28%	175 29%	** **	** **	50 37%	88 26%	** **	** **	309 28%	138 29%	514 31%	107 24%
Fairly confident	656 31%	158 33%	197 33%	** **	** **	42 31%	108 32%	** **	** **	355 33%	151 32%	530 32%	126 28%
Not very confident	531 25%	143 30%	141 23%	** **	** **	29 21%	81 24%	** **	** **	284 26%	110 23%	417 25%	115 26%
Not at all confident	231 11%	43 9%	68 11%	** **	** **	11 8%	47 14%	** **	** **	111 10%	58 12%	152 9%	79 18%
Don't know	78 4%	5 1%	25 4%	** **	** **	5 3%	13 4%	** **	** **	30 3%	17 4%	59 4%	19 4%
TOTAL CONFIDENT	1277 60%	292 60%	371 61%	** **	** **	93 67%	196 58%	** **	** **	664 61%	289 61%	1044 62%	232 52%
TOTAL NOT CONFIDENT	762 36%	187 39%	209 35%	** **	** **	40 29%	128 38%	** **	** **	395 36%	169 36%	569 34%	194 44%

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	2139	674	376	67	382	652	120	775	805	1700	435	161	457	842	836
Effective Weighted Sample	1808	645	363	65	321	520	87	629	714	1413	399	149	345	716	757
Total	2117	600	578	86	370	496	135	795	774	1705	409	153	451	869	794
Very confident	621 29%	185 31%	154 27%	** **	118 32%	143 29%	35 26%	250 31%	212 27%	497 29%	122 30%	37 24%	134 30%	254 29%	230 29%
Fairly confident	656 31%	183 31%	200 35%	** **	109 29%	141 28%	44 32%	248 31%	253 33%	545 32%	110 27%	46 30%	142 32%	279 32%	234 30%
Not very confident	531 25%	145 24%	154 27%	** **	89 24%	127 26%	33 24%	204 26%	206 27%	442 26%	89 22%	29 19%	103 23%	238 27%	190 24%
Not at all confident	231 11%	65 11%	61 10%	** **	43 12%	53 11%	16 12%	65 8%	77 10%	158 9%	73 18%	33 22%	48 11%	71 8%	112 14%
Don't know	78 4%	22 4%	10 2%	** **	11 3%	32 6%	8 6%	29 4%	26 3%	62 4%	14 3%	8 5%	23 5%	27 3%	27 3%
TOTAL CONFIDENT	1277 60%	368 61%	353 61%	** **	227 62%	284 57%	78 58%	498 63%	465 60%	1041 61%	233 57%	83 54%	277 61%	533 61%	464 58%
TOTAL NOT CONFIDENT	762 36%	210 35%	215 37%	** **	132 36%	180 36%	49 36%	269 34%	283 37%	601 35%	162 40%	63 41%	151 34%	309 36%	302 38%

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

	GENDER			SOCIAL GRADE				NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	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	2139	1128	982	663	630	377	451	1765	195	108	71	213	713	745	653	1168
Effective Weighted Sample	1808	967	819	576	519	319	383	1490	168	93	59	174	610	634	545	999
Total	2117	1140	957	631	622	394	452	1734	194	109	79	225	729	728	649	1155
Very confident	621 29%	446 39% b	168 18%	206 33%	175 28%	109 28%	128 28%	508 29%	61 31%	35 32%	** **	63 28%	209 29%	227 31%	176 27%	336 29%
Fairly confident	656 31%	361 32%	287 30%	203 32%	181 29%	137 35%	130 29%	521 30%	60 31%	41 37%	** **	80 36%	228 31%	223 31%	186 29%	379 33%
Not very confident	531 25%	222 19%	306 32% a	147 23%	177 28%	98 25%	102 23%	444 26%	50 26%	18 16%	** **	54 24%	184 25%	185 25%	162 25%	305 26%
Not at all confident	231 11%	74 7%	155 16% a	58 9%	74 12%	35 9%	64 14% a	192 11%	19 10%	13 12%	** **	21 10%	89 12%	69 10%	106 16% b	106 9%
Don't know	78 4%	37 3%	40 4%	17 3%	15 2%	15 4%	28 6% ab	69 4%	5 2%	2 2%	** **	6 3%	19 3%	23 3%	19 3%	29 3%
TOTAL CONFIDENT	1277 60%	807 71% b	456 48%	409 65% bd	356 57%	246 63%	258 57%	1029 59%	121 62%	76 69%	** **	143 64%	438 60%	451 62%	362 56%	715 62%
TOTAL NOT CONFIDENT	762 36%	296 26%	461 48% a	204 32%	251 40% a	133 34%	166 37%	636 37%	69 35%	31 28%	** **	76 34%	273 37%	255 35%	268 41%	411 36%

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

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**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1722 63%	123 60%	890 61%	232 58%	781 62%	576 62%	437 59%	125 70%	83 b	1300 64%	215 64%	1380 64%	136 67%	910 64%	606 65%	247 70%
Disagree	576 21%	43 21%	329 23%	104 26%	268 21%	196 21%	176 24%	33 19%	27 21%	416 21%	73 22%	453 21%	36 18%	314 22%	175 19%	72 20%
Don't know	420 15%	40 19%	239 16%	65 16%	214 17%	150 16%	129 17%	19 11%	16 13%	313 15%	47 14%	330 15%	30 15%	202 14%	158 17%	33 9%
Columns Tested:		a,b	a,b	a,b,c,d	a,b	a,b	a,b	a,b,c								c

Any break column with 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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1722	330	989	456	864	771	549	206	140	235	534	293	476
	63%	64%	62%	62%	62%	63%	61%	70%	67%	70%	63%	66%	65%
								b					
Disagree	576	113	351	174	291	269	196	60	46	65	170	102	133
	21%	22%	22%	24%	21%	22%	22%	20%	22%	19%	20%	23%	18%
Don't know	420	73	260	101	232	185	148	27	24	35	138	47	126
	15%	14%	16%	14%	17%	15%	17%	9%	11%	11%	16%	11%	17%
						c	c						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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1722 63%	357 67%	412 64%	** **	** **	91 60%	223 57%	** **	** **	769 65% b	314 58%	1421 67% b	300 51%
Disagree	576 21%	102 19%	133 21%	** **	** **	43 28%	96 25%	** **	** **	235 20%	139 26% a	426 20%	150 26% a
Don't know	420 15%	72 14%	101 16%	** **	** **	18 12%	72 18%	** **	** **	173 15%	90 17%	285 13%	135 23% 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1722	349	360	**	249	708	252	738	536	1526	195	74	578	684	458
	63%	58%	62%	**	64%	66%	77%	71%	60%	68%	42%	40%	74%	67%	51%
					a	cdef	cef	ef	cef				bc	c	
Disagree	576	149	123	**	82	218	44	180	202	426	147	60	136	182	255
	21%	25%	21%	**	21%	20%	13%	17%	23%	19%	32%	32%	17%	18%	28%
							ab		ab	abcd	abcd				ab
Don't know	420	102	95	**	57	152	31	114	152	297	120	53	71	154	193
	15%	17%	17%	**	15%	14%	9%	11%	17%	13%	26%	29%	9%	15%	21%
							abd		abd	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1722	845	857	458	477	398	378	1421	155	84	**	235	616	538	563	887
	63%	60%	68%	61%	64%	71%	61%	64%	61%	61%	**	70%	67%	63%	62%	66%
			a			ad										
Disagree	576	363	203	192	148	113	114	460	54	42	**	50	181	216	197	275
	21%	26%	16%	26%	20%	20%	18%	21%	21%	31%	**	15%	20%	25%	22%	20%
		b		bd						a			ab			
Don't know	420	205	206	102	123	53	131	350	45	11	**	49	125	106	147	188
	15%	14%	16%	14%	16%	9%	21%	16%	18%	8%	**	15%	14%	12%	16%	14%
					c		ac		c							

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

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**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
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1781 66%	139 67%	941 65%	266 66%	813 64%	610 66%	470 63%	118 67%	80 63%	1332 66%	210 63%	1411 65%	132 65%	929 65%	613 65%	234 66%
Disagree	577 21%	37 18%	313 21%	79 20%	271 21%	189 20%	161 22%	39 22%	28 22%	422 21%	85 25%	458 21%	48 24%	321 23%	185 20%	89 25%
Don't know	359 13%	30 15%	204 14%	55 14%	179 14%	124 13%	110 15%	20 11%	18 14%	276 14%	41 12%	294 14%	22 11%	176 12%	141 15%	29 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.

**Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to**

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1781	335	1039	475	900	788	587	196	135	241	533	310	465
	66%	65%	65%	65%	65%	64%	66%	67%	64%	72%	63%	70%	63%
										b			
Disagree	577	117	336	164	289	277	176	67	46	61	199	87	173
	21%	23%	21%	22%	21%	23%	20%	23%	22%	18%	24%	20%	23%
Don't know	359	64	225	92	197	159	130	31	29	33	110	45	98
	13%	12%	14%	13%	14%	13%	15%	11%	14%	10%	13%	10%	13%

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1781	362	413	**	**	104	250	**	**	775	354	1427	354
	66%	68%	64%	**	**	68%	64%	**	**	66%	65%	67%	61%
												b	
Disagree	577	107	153	**	**	34	73	**	**	260	107	452	125
	21%	20%	24%	**	**	22%	19%	**	**	22%	20%	21%	21%
Don't know	359	62	81	**	**	14	68	**	**	143	83	254	106
	13%	12%	12%	**	**	9%	17%	**	**	12%	15%	12%	18%
							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.

**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1781 66%	394 66%	366 63%	** **	256 66%	718 67%	225 69%	709 69%	565 63%	1499 67%	277 60%	113 60%	535 68%	695 68%	547 60%
Disagree	577 21%	113 19%	130 22%	** **	78 20%	231 21%	65 20%	209 20%	200 22%	474 21%	103 22%	36 19%	161 21%	195 19%	220 24%
Don't know	359 13%	93 16%	82 14%	** **	54 14%	130 12%	36 11%	114 11%	126 14%	277 12%	82 18%	39 21%	89 11%	130 13%	139 15%

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1781 66%	942 67%	816 64%	505 67%	485 65%	373 66%	400 64%	1444 65%	171 67%	98 71%	** **	231 69%	593 64%	580 68%	597 66%	878 65%
Disagree	577 21%	319 23%	246 19%	166 22%	149 20%	127 23%	131 21%	473 21%	57 22%	29 21%	** **	64 19%	214 23%	185 22%	189 21%	300 22%
Don't know	359 13%	152 11%	203 16%	82 11%	115 15%	64 11%	92 15%	314 14%	26 10%	11 8%	** **	40 12%	115 12%	94 11%	122 13%	172 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1835 68%	127 62%	1007 69%	270 68%	863 68%	639 69%	494 67%	121 68%	85 67%	1357 67%	239 71%	1453 67%	143 71%	987 69%	609 65%	248 70%
Disagree	581 21%	58 28%	315 22%	95 24%	279 22%	206 22%	167 23%	46 26%	32 25%	439 22%	74 22%	466 22%	47 23%	297 21%	215 23%	72 20%
Don't know	301 11%	21 10%	136 9%	35 9%	121 10%	77 8%	79 11%	10 6%	10 8%	233 11%	23 7%	245 11%	11 6%	141 10%	115 12%	33 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.

**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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1835	345	1099	502	942	840	604	203	149	222	588	302	508
	68%	67%	69%	69%	68%	69%	68%	69%	71%	66%	70%	68%	69%
Disagree	581	107	347	147	306	263	191	65	40	80	172	101	151
	21%	21%	22%	20%	22%	21%	21%	22%	19%	24%	20%	23%	21%
Don't know	301	65	154	81	138	121	98	26	22	33	82	39	76
	11%	13%	10%	11%	10%	10%	11%	9%	10%	10%	10%	9%	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.

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1835 68%	363 68%	448 69%	** **	** **	111 73%	250 64%	** **	** **	810 69%	361 66%	1468 69%	367 63%
Disagree	581 21%	128 24%	124 19%	** **	** **	29 19%	102 26%	** **	** **	252 21%	130 24%	443 21%	138 24%
Don't know	301 11%	40 8%	75 12%	** **	** **	13 8%	40 10%	** **	** **	115 10%	53 10%	221 10%	79 14%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1835	400	410	**	254	715	231	706	606	1544	287	106	543	701	587
	68%	67%	71%	**	65%	66%	71%	68%	68%	69%	62%	56%	69%	69%	65%
							f	f	f	ef					
Disagree	581	142	112	**	94	221	57	237	184	478	103	49	160	223	198
	21%	24%	19%	**	24%	21%	17%	23%	21%	21%	22%	26%	20%	22%	22%
Don't know	301	58	56	**	40	143	38	89	100	227	72	33	82	96	121
	11%	10%	10%	**	10%	13%	12%	9%	11%	10%	16%	18%	10%	9%	13%
											bd	bd			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.

**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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1835	1055	752	535	505	379	400	1508	170	89	**	219	631	618	570	961
	68%	75%	59%	71%	68%	67%	64%	68%	67%	65%	**	65%	69%	72%	63%	71%
		b		d												a
Disagree	581	235	340	160	153	118	142	485	49	34	**	83	197	180	237	261
	21%	17%	27%	21%	20%	21%	23%	22%	19%	24%	**	25%	21%	21%	26%	19%
			a												b	
Don't know	301	122	174	58	90	67	81	239	35	15	**	33	93	61	101	128
	11%	9%	14%	8%	12%	12%	13%	11%	14%	11%	**	10%	10%	7%	11%	10%
			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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1370 50%	103 50%	704 48%	197 49%	610 48%	430 47%	377 51%	94 53%	66 52%	1026 51%	157 47%	1087 50%	97 48%	693 49%	490 52%	179 51%
Disagree	1016 37%	75 37%	577 40%	147 37%	505 40%	389 42%	263 35%	73 41%	53 42%	750 37%	144 43%	811 37%	82 41%	587 41%	306 33%	139 39%
Don't know	331 12%	28 13%	177 12%	57 14%	148 12%	103 11%	102 14%	10 5%	7 6%	254 12%	35 10%	266 12%	23 11%	145 10%	143 15%	35 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.

**Q37D. AGREEMENT WITH STATEMENTS - There's no real difference in service between providers, it's just about getting a cheaper deal**

Base : All respondents

	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
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Unweighted total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Agree	1370	778	351	676	547	480	147	101	164	419	218	365
	50%	49%	48%	49%	45%	54%	50%	48%	49%	50%	49%	50%
Disagree	1016	628	282	546	535	292	121	93	129	320	166	283
	37%	39%	39%	39%	44%	33%	41%	44%	38%	38%	38%	38%
Don't know	331	195	97	165	141	120	25	16	43	103	58	88
	12%	12%	13%	12%	12%	13%	8%	8%	13%	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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1370	264	319	**	**	61	193	**	**	583	254	1063	307
	50%	50%	49%	**	**	40%	49%	**	**	50%	47%	50%	53%
Disagree	1016	206	243	**	**	75	148	**	**	449	223	831	184
	37%	39%	38%	**	**	49%	38%	**	**	38%	41%	39%	32%
						b						b	
Don't know	331	61	85	**	**	16	50	**	**	145	66	238	93
	12%	11%	13%	**	**	10%	13%	**	**	12%	12%	11%	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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1370	298	279	**	184	571	165	542	459	1166	203	94	406	542	423
	50%	50%	48%	**	47%	53%	51%	52%	52%	52%	44%	50%	52%	53%	47%
								e	e	e				c	
Disagree	1016	226	231	**	154	377	111	390	339	840	174	53	289	376	349
	37%	38%	40%	**	40%	35%	34%	38%	38%	37%	38%	29%	37%	37%	38%
Don't know	331	75	68	**	50	130	50	101	93	243	85	40	91	102	135
	12%	13%	12%	**	13%	12%	15%	10%	10%	11%	18%	21%	12%	10%	15%
							b				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.

**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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1370	677	674	332	354	306	366	1120	132	69	**	199	498	397	488	651
	50%	48%	53%	44%	47%	54%	59%	50%	52%	50%	**	59%	54%	46%	54%	48%
			a			a	ab					c	c		b	
Disagree	1016	601	396	348	305	192	162	834	97	54	**	98	323	393	295	566
	37%	43%	31%	46%	41%	34%	26%	37%	38%	39%	**	29%	35%	46%	33%	42%
		b		cd	d	d								ab		a
Don't know	331	134	195	72	89	66	94	277	26	14	**	39	101	70	124	134
	12%	10%	15%	10%	12%	12%	15%	12%	10%	10%	**	12%	11%	8%	14%	10%
			a				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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1262	107	676	204	579	387	395	96	60	912	193	983	121	576	528	142
	46%	52%	46%	51%	46%	42%	53%	54%	47%	45%	57%	45%	60%	40%	56%	40%
							a	a			a		a		ac	
Disagree	1251	80	688	164	605	485	284	74	62	956	127	1011	72	740	344	183
	46%	39%	47%	41%	48%	53%	38%	42%	49%	47%	38%	47%	36%	52%	37%	52%
						b				b		b		b		b
Don't know	205	19	93	33	79	50	62	7	5	162	16	169	8	110	68	28
	8%	9%	6%	8%	6%	5%	8%	4%	4%	8%	5%	8%	4%	8%	7%	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.

**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	
	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
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Unweighted total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1262	742	307	640	488	459	133	92	157	407	214	350
	46%	46%	42%	46%	40%	51%	45%	44%	47%	48%	48%	48%
		a				a						
Disagree	1251	756	369	662	658	374	141	104	155	392	202	345
	46%	47%	51%	48%	54%	42%	48%	50%	46%	47%	46%	47%
		b				b						
Don't know	205	103	55	84	79	60	19	15	23	43	26	40
	8%	6%	7%	6%	6%	7%	7%	7%	7%	5%	6%	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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1262 46%	245 46%	319 49%	** **	** **	56 36%	174 44%	** **	** **	564 48%	229 42%	988 46%	274 47%
Disagree	1251 46%	261 49%	287 44%	** **	** **	87 57%	190 48%	** **	** **	547 46%	277 51%	999 47%	251 43%
Don't know	205 8%	25 5%	40 6%	** **	** **	10 6%	28 7%	** **	** **	66 6%	38 7%	145 7%	59 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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1262	254	258	**	201	497	180	479	384	1043	216	100	386	461	412
	46%	42%	45%	**	52%	46%	55%	46%	43%	46%	47%	53%	49%	45%	45%
					a		cd								
Disagree	1251	300	287	**	163	481	111	478	441	1031	218	74	328	483	437
	46%	50%	50%	**	42%	45%	34%	46%	50%	46%	47%	39%	42%	47%	48%
							a	a	a	a	a				a
Don't know	205	46	33	**	23	101	35	75	65	176	28	13	70	77	57
	8%	8%	6%	**	6%	9%	11%	7%	7%	8%	6%	7%	9%	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1262 46%	658 47%	589 47%	332 44%	300 40%	281 50%	333 54%	1030 46%	109 43%	72 52%	** **	189 56%	463 50%	349 41%	448 49%	590 44%
Disagree	1251 46%	651 46%	577 46%	377 50% cd	406 54% cd	239 42%	220 35%	1027 46%	130 51%	59 43%	** **	118 35%	395 43%	470 55% ab	389 43%	689 51% a
Don't know	205 8%	103 7%	100 8%	43 6%	42 6%	44 8%	70 11%	174 8%	15 6%	7 5%	** **	28 8%	63 7%	41 5%	70 8%	71 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.

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1498	122	792	244	669	472	442	89	61	1104	203	1186	121	731	576	164
	55%	59%	54%	61%	53%	51%	60%	50%	48%	54%	60%	55%	60%	51%	61%	47%
							a									ac
Disagree	1016	69	579	130	518	396	251	80	59	764	115	807	72	593	286	164
	37%	33%	40%	32%	41%	43%	34%	45%	47%	38%	34%	37%	36%	42%	30%	47%
				a	b			b	b					b		b
Don't know	203	15	87	27	76	54	48	8	7	161	18	170	9	102	77	24
	7%	7%	6%	7%	6%	6%	6%	4%	5%	8%	5%	8%	4%	7%	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.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1498	279	874	408	745	626	527	155	107	209	438	271	376
	55%	54%	55%	56%	54%	51%	59%	53%	51%	62%	52%	61%	51%
							a			b		b	
Disagree	1016	199	630	271	559	519	311	124	93	111	344	145	310
	37%	39%	39%	37%	40%	42%	35%	42%	44%	33%	41%	33%	42%
						b			b				a
Don't know	203	38	96	52	82	79	55	14	10	15	60	26	49
	7%	7%	6%	7%	6%	6%	6%	5%	5%	4%	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.

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1498	293	354	**	**	77	227	**	**	647	304	1181	317
	55%	55%	55%	**	**	50%	58%	**	**	55%	56%	55%	54%
Disagree	1016	214	241	**	**	69	141	**	**	456	211	797	219
	37%	40%	37%	**	**	45%	36%	**	**	39%	39%	37%	38%
Don't know	203	24	51	**	**	6	23	**	**	75	30	154	49
	7%	5%	8%	**	**	4%	6%	**	**	6%	5%	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.

**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1498 55%	333 55%	283 49%	** **	229 59% b	601 56%	196 60%	572 55%	480 54%	1248 55%	249 54%	106 57%	442 56%	567 56%	488 54%
Disagree	1016 37%	232 39%	257 44% de	** **	135 35%	376 35%	102 31%	386 37%	352 40%	840 37%	172 37%	64 34%	277 35%	389 38%	346 38%
Don't know	203 7%	35 6%	39 7%	** **	24 6%	101 9%	28 9%	74 7%	59 7%	161 7%	41 9%	17 9%	66 8%	64 6%	71 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.

**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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1498	726	751	391	397	314	379	1236	125	72	**	200	551	432	552	701
	55%	51%	59%	52%	53%	56%	61%	55%	49%	52%	**	60%	60%	50%	61%	52%
			a				ab					c	c		b	
Disagree	1016	582	421	314	308	201	184	823	113	54	**	105	316	381	286	577
	37%	41%	33%	42%	41%	36%	30%	37%	44%	39%	**	31%	34%	44%	32%	43%
		b		d	d									ab		a
Don't know	203	105	93	47	44	49	59	172	16	11	**	30	54	47	69	73
	7%	7%	7%	6%	6%	9%	9%	8%	6%	8%	**	9%	6%	5%	8%	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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1695 62%	116 57%	926 64%	247 62%	795 63%	623 68% b	420 57%	142 80% ab	97 77% b	1256 62%	218 65%	1348 62%	126 63%	949 67% b	525 56%	264 75% ab
Disagree	639 24%	58 28%	338 23%	99 25%	297 23%	189 20%	207 28%	24 14% acd	19 15%	477 24%	77 23%	503 23%	51 25%	307 21% c	248 26% ac	52 15%
Don't know	383 14%	31 15%	193 13%	54 13%	171 14%	110 12%	114 15%	10 6% c	10 8%	296 15%	40 12%	312 14%	24 12%	170 12%	166 18%	36 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 - 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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1695	332	1006	476	862	829	509	223	162	213	516	279	450
	62%	64%	63%	65%	62%	68%	57%	76%	77%	64%	61%	63%	61%
						b		ab	ab				
Disagree	639	109	376	151	335	251	235	47	31	77	204	101	180
	24%	21%	23%	21%	24%	20%	26%	16%	15%	23%	24%	23%	24%
							acd						
Don't know	383	74	219	104	190	144	149	23	17	46	122	62	106
	14%	14%	14%	14%	14%	12%	17%	8%	8%	14%	15%	14%	14%
							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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1695	357	372	**	**	109	236	**	**	729	344	1385	309
	62%	67%	57%	**	**	71%	60%	**	**	62%	63%	65%	53%
		b				b						b	
Disagree	639	109	172	**	**	31	97	**	**	281	129	462	177
	24%	20%	27%	**	**	21%	25%	**	**	24%	24%	22%	30%
													a
Don't know	383	66	102	**	**	13	58	**	**	168	71	285	99
	14%	12%	16%	**	**	8%	15%	**	**	14%	13%	13%	17%

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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1695	380	372	**	242	669	198	688	562	1448	243	87	499	675	518
	62%	63%	64%	**	63%	62%	61%	67%	63%	64%	53%	46%	64%	66%	57%
							f	ef	ef	ef			c	c	
Disagree	639	140	129	**	95	249	82	223	184	489	150	78	187	206	246
	24%	23%	22%	**	24%	23%	25%	22%	21%	22%	33%	42%	24%	20%	27%
											bcd	abcd			b
Don't know	383	80	77	**	51	160	46	121	145	312	68	23	99	140	142
	14%	13%	13%	**	13%	15%	14%	12%	16%	14%	15%	12%	13%	14%	16%
									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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1695 62%	961 68% b	707 56%	480 64%	469 63%	380 67% d	357 57%	1382 62%	161 63%	84 61%	** **	200 60%	596 65%	559 65%	558 61%	872 65%
Disagree	639 24%	299 21%	335 27% a	184 24%	162 22%	122 22%	161 26%	524 23%	57 23%	38 27%	** **	86 26%	210 23%	203 24%	204 22%	328 24%
Don't know	383 14%	153 11%	224 18% a	89 12%	118 16%	63 11%	105 17% ac	325 15%	36 14%	16 12%	** **	49 15%	115 13%	97 11%	145 16% b	151 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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1601	117	859	226	750	505	470	94	68	1175	213	1257	131	819	570	200
	59%	57%	59%	56%	59%	55%	63%	53%	54%	58%	63%	58%	65%	57%	61%	57%
Disagree	788	63	432	120	375	305	189	70	51	596	91	629	58	432	255	111
	29%	30%	30%	30%	30%	33%	26%	40%	40%	29%	27%	29%	29%	30%	27%	32%
Don't know	328	27	167	55	139	112	81	13	8	258	32	278	12	175	115	42
	12%	13%	11%	14%	11%	12%	11%	7%	6%	13%	9%	13%	6%	12%	12%	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.

**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	
	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
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Unweighted total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1601	938	425	821	671	575	169	111	198	483	256	424
	59%	59%	58%	59%	55%	64%	58%	53%	59%	57%	58%	58%
						ad						
Disagree	788	479	219	412	398	233	95	79	104	261	137	229
	29%	30%	30%	30%	32%	26%	32%	38%	31%	31%	31%	31%
					b			b				
Don't know	328	184	87	153	156	85	29	20	33	98	49	82
	12%	11%	12%	11%	13%	9%	10%	9%	10%	12%	11%	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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1601 59%	287 54%	394 61%	** **	** **	92 61%	238 61%	** **	** **	681 58%	330 61%	1223 57%	378 65% a
Disagree	788 29%	186 35%	179 28%	** **	** **	48 32%	98 25%	** **	** **	365 31%	146 27%	653 31% b	135 23%
Don't know	328 12%	59 11%	73 11%	** **	** **	12 8%	55 14%	** **	** **	131 11%	67 12%	257 12%	71 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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1601	345	329	**	239	638	195	565	518	1278	321	133	442	565	592
	59%	57%	57%	**	62%	59%	60%	55%	58%	57%	69%	71%	56%	55%	65%
											abcd	bcd			ab
Disagree	788	182	182	**	105	301	85	351	265	701	86	27	242	328	217
	29%	30%	31%	**	27%	28%	26%	34%	30%	31%	19%	14%	31%	32%	24%
							f	ef	ef	ef			c	c	
Don't know	328	74	68	**	44	140	46	117	108	271	55	27	100	128	98
	12%	12%	12%	**	11%	13%	14%	11%	12%	12%	12%	14%	13%	13%	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1601 59%	847 60%	738 58%	442 59%	439 59%	341 60%	366 59%	1329 60%	133 52%	87 63%	** **	199 59%	557 60%	502 58%	542 60%	798 59%
Disagree	788 29%	416 29%	359 28%	238 32%	219 29%	165 29%	162 26%	630 28%	91 36%	36 26%	** **	110 33%	258 28%	275 32%	258 28%	409 30%
Don't know	328 12%	150 11%	169 13%	73 10%	91 12%	57 10%	96 15%	272 12%	31 12%	16 11%	** **	26 8%	106 12%	82 10%	108 12%	144 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.

**Q371. 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1463 54%	90 44%	839 58%	192 48%	737 58%	514 56%	415 56%	107 60%	77 61%	1061 52%	213 63%	1134 52%	139 69%	762 53%	512 54%	205 58%
Disagree	713 26%	70 34%	340 23%	123 31%	287 23%	231 25%	179 24%	46 26%	30 24%	543 27%	70 21%	585 27%	28 14%	386 27%	227 24%	97 28%
Don't know	541 20%	45 22%	278 19%	85 21%	238 19%	176 19%	147 20%	24 13%	19 15%	426 21%	53 16%	445 21%	34 17%	279 20%	200 21%	50 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.

**Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better 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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	1463	243	920	354	809	673	490	178	123	181	516	241	456
	54%	47%	57%	48%	58%	55%	55%	61%	58%	54%	61%	54%	62%
			a		a								
Disagree	713	165	382	231	317	317	230	68	48	106	174	141	139
	26%	32%	24%	32%	23%	26%	26%	23%	23%	31%	21%	32%	19%
		b		b						b		b	
Don't know	541	107	299	146	260	234	172	47	40	49	151	61	140
	20%	21%	19%	20%	19%	19%	19%	16%	19%	15%	18%	14%	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.

**Q371. 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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1463	318	379	**	**	84	178	**	**	697	262	1183	280
	54%	60%	59%	**	**	55%	46%	**	**	59%	48%	55%	48%
										b		b	
Disagree	713	132	148	**	**	41	118	**	**	280	159	572	141
	26%	25%	23%	**	**	27%	30%	**	**	24%	29%	27%	24%
Don't know	541	81	119	**	**	28	95	**	**	200	123	377	164
	20%	15%	18%	**	**	18%	24%	**	**	17%	23%	18%	28%
										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.

**Q371. 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1463	304	360	**	227	520	181	557	488	1227	234	89	408	585	468
	54%	51%	62%	**	59%	48%	56%	54%	55%	55%	51%	48%	52%	57%	52%
			ae		e										
Disagree	713	170	115	**	94	326	83	304	223	610	103	44	236	255	222
	26%	28%	20%	**	24%	30%	25%	29%	25%	27%	22%	23%	30%	25%	25%
		b			b			e					c		
Don't know	541	125	103	**	66	233	62	171	179	412	125	54	140	181	216
	20%	21%	18%	**	17%	22%	19%	17%	20%	18%	27%	29%	18%	18%	24%
											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.

**Q371. 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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1463 54%	822 58% b	622 49%	411 55%	411 55%	322 57% d	307 49%	1215 54%	122 48%	68 50%	** **	189 56%	528 57%	485 56%	480 53%	753 56%
Disagree	713 26%	378 27%	327 26%	216 29%	193 26%	134 24%	166 27%	580 26%	77 30%	38 27%	** **	90 27%	221 24%	242 28%	225 25%	358 27%
Don't know	541 20%	213 15%	317 25% a	126 17%	145 19%	108 19%	150 24% a	436 20%	56 22%	32 23%	** **	56 17%	172 19%	132 15%	202 22% b	240 18%

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
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1275 47%	102 49%	674 46%	188 47%	587 47%	420 46%	356 48%	84 48%	56 44%	938 46%	153 46%	995 46%	96 48%	671 47%	419 45%	169 48%
Disagree	987 36%	63 31%	556 38%	139 35%	480 38%	355 38%	264 36%	76 43%	56 44%	735 36%	133 40%	790 37%	78 39%	545 38%	323 34%	126 36%
Don't know	455 17%	41 20%	228 16%	73 18%	196 15%	148 16%	121 16%	17 10%	14 11%	357 18%	49 15%	379 18%	27 13%	210 15%	197 21%	57 16%

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

	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
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Unweighted total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Agree	1275	736	321	643	545	418	139	94	158	375	207	327
	47%	46%	44%	46%	45%	47%	48%	45%	47%	45%	47%	44%
Disagree	987	621	277	533	481	330	121	94	129	338	173	294
	36%	39%	38%	38%	39%	37%	41%	44%	38%	40%	39%	40%
Don't know	455	243	133	210	198	145	33	22	49	129	63	115
	17%	15%	18%	15%	16%	16%	11%	11%	14%	15%	14%	16%

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1275	252	281	**	**	76	171	**	**	533	246	1034	241
	47%	47%	43%	**	**	50%	44%	**	**	45%	45%	48%	41%
												b	
Disagree	987	201	266	**	**	58	136	**	**	467	194	790	197
	36%	38%	41%	**	**	38%	35%	**	**	40%	36%	37%	34%
Don't know	455	79	99	**	**	19	85	**	**	178	104	309	146
	17%	15%	15%	**	**	12%	22%	**	**	15%	19%	14%	25%
							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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1275 47%	277 46%	266 46%	** **	174 45%	523 49%	166 51%	497 48%	385 43%	1048 47%	226 49%	92 49%	392 50%	461 45%	421 46%
Disagree	987 36%	230 38%	224 39%	** **	155 40%	351 33%	105 32%	394 38%	346 39%	845 38%	139 30%	53 28%	271 35%	406 40%	307 34%
Don't know	455 17%	93 16%	87 15%	** **	59 15%	204 19%	55 17%	141 14%	160 18%	357 16%	96 21%	42 23%	121 15%	154 15%	178 20%

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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1275 47%	701 50% b	554 44%	376 50%	364 49%	251 44%	273 44%	1048 47%	130 51%	52 38%	** **	160 48%	446 48%	418 49%	431 47%	632 47%
Disagree	987 36%	526 37%	448 35%	285 38%	264 35%	207 37%	222 36%	806 36%	85 33%	61 44%	** **	118 35%	333 36%	332 39%	304 33%	538 40% a
Don't know	455 17%	186 13%	263 21% a	91 12%	121 16%	106 19% a	128 20% a	377 17%	39 15%	25 18%	** **	57 17%	141 15%	110 13%	173 19% b	180 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.

**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 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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	767 28%	55 27%	363 25%	116 29%	303 24%	234 25%	185 25%	65 37%	44 35%	574 28%	84 25%	602 28%	55 27%	397 28%	260 28%	112 32%
Disagree	1612 59%	124 60%	935 64%	231 58%	828 66%	574 62%	485 65%	92 52%	68 54%	1199 59%	217 65%	1285 59%	131 65%	867 61%	548 58%	204 58%
Don't know	338 12%	26 13%	159 11%	54 13%	132 10%	114 12%	71 10%	19 11%	15 12%	257 13%	35 10%	277 13%	15 8%	161 11%	131 14%	36 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.

**Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media**

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Agree	767	151	396	215	332	313	234	91	64	126	222	162	185
	28%	29%	25%	29%	24%	26%	26%	31%	31%	37%	26%	37%	25%
				b						b		b	
Disagree	1612	291	1032	409	913	759	563	171	121	182	525	237	470
	59%	56%	64%	56%	66%	62%	63%	58%	58%	54%	62%	54%	64%
			a		a								a
Don't know	338	74	173	106	141	152	95	31	25	28	95	43	79
	12%	14%	11%	14%	10%	12%	11%	11%	12%	8%	11%	10%	11%
				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.

**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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	767	167	181	**	**	46	71	**	**	348	117	654	112
	28%	31%	28%	**	**	30%	18%	**	**	30%	21%	31%	19%
						b				b		b	
Disagree	1612	302	405	**	**	95	272	**	**	707	366	1215	398
	59%	57%	63%	**	**	62%	69%	**	**	60%	67%	57%	68%
										a		a	
Don't know	338	62	60	**	**	12	49	**	**	123	61	264	75
	12%	12%	9%	**	**	8%	13%	**	**	10%	11%	12%	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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	767	146	146	**	98	355	129	358	214	701	64	28	302	308	156
	28%	24%	25%	**	25%	33%	39%	35%	24%	31%	14%	15%	39%	30%	17%
						abd	cdef	cef	ef	cef			bc	c	
Disagree	1612	392	365	**	253	563	151	551	574	1275	335	134	385	577	648
	59%	65%	63%	**	65%	52%	46%	53%	64%	57%	72%	72%	49%	57%	72%
		e	e		e				abd	a	abcd	abd		a	ab
Don't know	338	63	67	**	36	160	47	123	102	273	63	26	97	136	102
	12%	10%	12%	**	9%	15%	14%	12%	12%	12%	14%	14%	12%	13%	11%
						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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	767 28%	356 25%	401 32%	177 23%	198 26%	177 31%	208 33%	607 27%	75 30%	49 36%	** **	115 34%	295 32%	206 24%	300 33%	327 24%
			a			a	ab					c	c		b	
Disagree	1612 59%	895 63%	691 55%	503 67%	468 63%	313 56%	318 51%	1340 60%	152 60%	75 54%	** **	178 53%	512 56%	579 67%	505 56%	881 65%
			b	cd	d									ab		a
Don't know	338 12%	161 11%	174 14%	73 10%	83 11%	74 13%	97 16%	284 13%	27 11%	14 10%	** **	42 12%	114 12%	75 9%	103 11%	143 11%
							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.

**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
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Agree	1369 50%	116 56%	700 48%	203 51%	613 49%	426 46%	390 53%	90 51%	55 44%	1000 49%	172 51%	1057 49%	114 57%	674 47%	498 53%	163 46%
Disagree	1096 40%	68 33%	644 44%	155 39%	558 44%	425 46%	288 39%	78 44%	65 51%	841 41%	131 39%	907 42%	64 32%	626 44%	346 37%	161 46%
Don't know	252 9%	22 11%	113 8%	43 11%	92 7%	72 8%	64 9%	10 5%	6 5%	189 9%	33 10%	199 9%	23 11%	127 9%	96 10%	29 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.

**Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers**

Base : All respondents

	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
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Unweighted total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	1460	895	1244	1245	894	319	222	297	650	390	557
Agree	1369	773	373	672	568	477	136	85	202	404	253	352
	50%	48%	51%	48%	46%	53%	46%	40%	60%	48%	57%	48%
						ad			b		b	
Disagree	1096	703	293	608	557	345	134	109	105	371	151	325
	40%	44%	40%	44%	45%	39%	46%	52%	31%	44%	34%	44%
					b			b		a		a
Don't know	252	124	65	106	99	72	23	16	29	67	38	58
	9%	8%	9%	8%	8%	8%	8%	8%	9%	8%	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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Agree	1369	280	325	**	**	69	184	**	**	605	253	1109	259
	50%	53%	50%	**	**	45%	47%	**	**	51%	47%	52%	44%
												b	
Disagree	1096	209	267	**	**	78	176	**	**	477	254	854	242
	40%	39%	41%	**	**	51%	45%	**	**	40%	47%	40%	41%
Don't know	252	41	54	**	**	5	31	**	**	96	37	169	83
	9%	8%	8%	**	**	4%	8%	**	**	8%	7%	8%	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Agree	1369	290	261	**	202	573	191	577	414	1182	184	86	452	544	370
	50%	48%	45%	**	52%	53%	59%	56%	47%	53%	40%	46%	58%	53%	41%
					b	cef	ce	ce	ce	ce	c	c	c	c	c
Disagree	1096	271	270	**	153	380	86	376	413	875	219	78	247	402	446
	40%	45%	47%	**	39%	35%	26%	36%	46%	39%	47%	42%	31%	39%	49%
		e	e	**	a	abd	a	abd	a	abd	a	a	a	a	ab
Don't know	252	39	48	**	33	125	49	79	64	192	58	23	86	74	90
	9%	6%	8%	**	8%	12%	15%	8%	7%	9%	13%	12%	11%	7%	10%
		a	bcd	a	bcd	bcd	bcd	bcd	bcd	bcd	bcd	bcd	b	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Agree	1369	628	723	364	347	320	324	1132	117	70	**	206	448	422	516	623
	50%	44%	57%	48%	46%	57%	52%	51%	46%	51%	**	61%	49%	49%	57%	46%
			a			ab						bc			b	
Disagree	1096	668	413	329	343	190	226	880	120	62	**	108	389	386	310	626
	40%	47%	33%	44%	46%	34%	36%	39%	47%	45%	**	32%	42%	45%	34%	46%
		b		cd	cd							a	a		a	
Don't know	252	118	130	59	59	54	72	219	18	6	**	21	84	52	81	102
	9%	8%	10%	8%	8%	10%	12%	10%	7%	4%	**	6%	9%	6%	9%	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.

**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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Gas supplier	1855	130	1173	286	1017	708	595	124	94	1374	263	1483	155	978	660	231
	68%	63%	80%	71%	81%	77%	80%	70%	74%	68%	78%	69%	77%	69%	70%	66%
			a		a			c			a					
Electricity supplier	2169	140	1346	322	1165	801	685	144	113	1609	312	1736	184	1156	765	255
	80%	68%	92%	80%	92%	87%	92%	81%	90%	79%	93%	80%	91%	81%	81%	73%
			a		a			ac			a		a	c	c	
Bank current account	2128	142	1267	313	1096	754	655	132	107	1630	284	1750	164	1146	768	260
	78%	69%	87%	78%	87%	82%	88%	75%	85%	80%	85%	81%	81%	80%	82%	74%
			a		a			ac						c	c	
None of these	228	19	54	26	47	48	25	10	5	176	10	179	7	98	88	33
	8%	9%	4%	6%	4%	5%	3%	6%	4%	9%	3%	8%	4%	7%	9%	9%
			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.

**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

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Gas supplier	1855	331	1291	503	1120	913	710	202	149	214	709	308	615
	68%	64%	81%	69%	81%	75%	79%	69%	71%	64%	84%	70%	84%
			a		a		acd				a		a
Electricity supplier	2169	408	1471	606	1273	1065	814	242	176	269	764	365	667
	80%	79%	92%	83%	92%	87%	91%	83%	84%	80%	91%	83%	91%
			a		a		acd				a		a
Bank current account	2128	397	1384	581	1200	1006	775	226	172	274	734	364	644
	78%	77%	86%	80%	87%	82%	87%	77%	82%	82%	87%	82%	88%
			a		a		ac						
None of these	228	44	64	53	54	75	33	26	19	29	33	34	27
	8%	9%	4%	7%	4%	6%	4%	9%	9%	9%	4%	8%	4%
		b		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.

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Gas supplier	1855	411	512	**	**	122	287	**	**	923	409	1429	425
	68%	77%	79%	**	**	80%	73%	**	**	78%	75%	67%	73%
													a
Electricity supplier	2169	456	577	**	**	140	355	**	**	1033	495	1666	502
	80%	86%	89%	**	**	92%	91%	**	**	88%	91%	78%	86%
													a
Bank current account	2128	444	563	**	**	137	341	**	**	1008	478	1637	490
	78%	84%	87%	**	**	90%	87%	**	**	86%	88%	77%	84%
													a
None of these	228	32	30	**	**	1	18	**	**	62	19	182	46
	8%	6%	5%	**	**	1%	5%	**	**	5%	4%	9%	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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Gas supplier	1855	462	495	**	299	536	103	676	686	1465	386	165	365	757	730
	68%	77%	86%	**	77%	50%	32%	65%	77%	65%	84%	88%	46%	74%	81%
		e	ade		e			a	abd	a	abcd	abcd		a	ab
Electricity supplier	2169	555	528	**	347	666	133	800	793	1726	439	181	460	860	844
	80%	92%	91%	**	89%	62%	41%	78%	89%	77%	95%	96%	59%	84%	93%
		e	e		e			a	abd	a	abcd	abcd		a	ab
Bank current account	2128	517	511	**	319	715	189	770	762	1720	405	170	514	827	784
	78%	86%	88%	**	82%	66%	58%	75%	86%	76%	88%	91%	66%	81%	87%
		e	e		e			a	abd	a	abd	abd		a	ab
None of these	228	24	24	**	17	163	78	88	47	212	14	5	123	68	36
	8%	4%	4%	**	4%	15%	24%	9%	5%	9%	3%	2%	16%	7%	4%
					abd		bcdef	cef		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.

**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	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Gas supplier	1855	987	853	547	542	340	410	1534	180	98	**	203	653	643	601	1005
	68%	70%	67%	73%	72%	60%	66%	69%	71%	71%	**	61%	71%	75%	66%	74%
				cd	cd								a	a		a
Electricity supplier	2169	1159	986	634	624	408	486	1784	202	115	**	242	774	742	703	1168
	80%	82%	78%	84%	83%	72%	78%	80%	79%	83%	**	72%	84%	86%	78%	87%
		b		cd	c								a	a		a
Bank current account	2128	1108	995	613	615	403	479	1746	204	105	**	244	750	726	680	1165
	78%	78%	79%	81%	82%	72%	77%	78%	80%	76%	**	73%	81%	84%	75%	86%
				c	c								a	a		a
None of these	228	105	117	50	52	58	59	192	20	10	**	38	47	40	68	66
	8%	7%	9%	7%	7%	10%	9%	9%	8%	7%	**	11%	5%	5%	7%	5%
												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.

**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	1857	104	1025	244	885	624	505	111	79	1392	243	1499	136	992	643	241
Effective Weighted Sample	1577	94	926	217	802	563	456	97	70	1170	212	1263	120	833	549	198
Total	1855	130	1173	286	1017	708	595	124	94	1374	263	1483	155	978	660	231
Yes - in the last 6 months	96 5%	10 8%	39 3%	13 5%	36 4%	35 5%	15 2%	20 16%	** **	70 5%	12 4%	74 5%	8 5%	55 6%	27 4%	23 10%
Yes - 7 to 12 months ago	108 6%	9 7%	46 4%	12 4%	42 4%	35 5%	19 3%	10 8%	** **	77 6%	10 4%	81 5%	7 4%	60 6%	28 4%	19 8%
Yes - 13 to 18 months ago	133 7%	18 14%	67 6%	26 9%	59 6%	64 9%	21 3%	14 11%	** **	88 6%	16 6%	93 6%	10 6%	77 8%	27 4%	16 7%
Yes - 1.5 to 2 years ago	170 9%	9 7%	123 10%	22 8%	110 11%	81 11%	51 9%	18 15%	** **	120 9%	31 12%	131 9%	20 13%	104 11%	47 7%	24 10%
Yes - 2 to 3 years ago	253 14%	12 10%	170 15%	39 13%	144 14%	119 17%	64 11%	19 15%	** **	189 14%	43 16%	210 14%	22 14%	151 15%	81 12%	34 15%
Yes - More than 3 years ago	475 26%	18 14%	360 31%	63 22%	315 31%	216 31%	162 27%	16 13%	** **	346 25%	81 31%	383 26%	44 29%	278 28%	149 23%	50 22%
No - never changed provider	621 33%	54 41%	368 31%	111 39%	311 31%	158 22%	264 44%	27 22%	** **	485 35%	70 27%	511 34%	44 28%	254 26%	301 46%	64 28%

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

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**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 - 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	1857	445	1178	620	1003	928	695	221	158	196	549	276	469
Effective Weighted Sample	1577	357	1044	502	895	785	598	175	127	170	495	239	426
Total	1855	331	1291	503	1120	913	710	202	149	214	709	308	615
Yes - in the last 6 months	96	26	43	29	41	46	23	28	12	4	27	5	25
	5%	8%	3%	6%	4%	5%	3%	14%	8%	2%	4%	2%	4%
		b						ab	b				
Yes - 7 to 12 months ago	108	23	56	29	50	55	25	21	9	23	31	28	26
	6%	7%	4%	6%	4%	6%	3%	10%	6%	11%	4%	9%	4%
								b		b		b	
Yes - 13 to 18 months ago	133	36	71	40	67	74	33	9	8	18	42	19	41
	7%	11%	6%	8%	6%	8%	5%	4%	5%	8%	6%	6%	7%
		b				b							
Yes - 1.5 to 2 years ago	170	25	130	41	115	96	60	18	16	19	72	26	64
	9%	8%	10%	8%	10%	10%	8%	9%	11%	9%	10%	9%	10%
Yes - 2 to 3 years ago	253	39	191	73	157	149	80	27	22	25	91	45	71
	14%	12%	15%	14%	14%	16%	11%	13%	15%	12%	13%	15%	12%
						b							
Yes - More than 3 years ago	475	56	387	109	335	274	170	33	32	59	209	89	180
	26%	17%	30%	22%	30%	30%	24%	16%	21%	28%	30%	29%	29%
			a		a	bc							
No - never changed provider	621	126	412	182	355	219	319	67	50	67	236	96	207
	33%	38%	32%	36%	32%	24%	45%	33%	34%	31%	33%	31%	34%
						acd		a					

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

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**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 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	1857	334	411	75	47	155	350	18	13	745	505	1402	455
Effective Weighted Sample	1577	297	367	62	39	137	314	14	11	663	451	1180	402
Total	1855	411	512	84	56	122	287	15	11	923	409	1429	425
Yes - in the last 6 months	96 5%	21 5%	9 2%	** **	** **	3 3%	10 3%	** **	** **	31 3%	13 3%	84 6%	12 3%
Yes - 7 to 12 months ago	108 6%	34 8%	19 4%	** **	** **	8 7%	7 3%	** **	** **	54 6%	16 4%	89 6%	19 5%
Yes - 13 to 18 months ago	133 7%	38 9%	22 4%	** **	** **	9 8%	14 5%	** **	** **	60 7%	23 6%	115 8%	18 4%
Yes - 1.5 to 2 years ago	170 9%	52 13%	39 8%	** **	** **	11 9%	26 9%	** **	** **	91 10%	36 9%	127 9%	42 10%
Yes - 2 to 3 years ago	253 14%	51 12%	65 13%	** **	** **	26 22%	34 12%	** **	** **	116 13%	60 15%	200 14%	53 12%
Yes - More than 3 years ago	475 26%	123 30%	145 28%	** **	** **	44 36%	82 29%	** **	** **	268 29%	126 31%	346 24%	129 30%
No - never changed provider	621 33%	91 22%	212 41%	** **	** **	20 16%	115 40%	** **	** **	303 33%	134 33%	469 33%	152 36%

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

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**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	1857	524	325	58	313	646	85	662	704	1451	403	167	367	728	759
Effective Weighted Sample	1577	503	315	56	263	516	66	537	622	1214	365	152	283	618	683
Total	1855	462	495	73	299	536	103	676	686	1465	386	165	365	757	730
Yes - in the last 6 months	96 5%	12 3%	19 4%	** **	14 5%	49 9%	** **	55 8%	20 3%	89 6%	6 2%	2 1%	38 10%	45 6%	12 2%
						ab		cef		ce			bc	c	
Yes - 7 to 12 months ago	108 6%	19 4%	18 4%	** **	19 6%	51 10%	** **	43 6%	33 5%	96 7%	12 3%	3 2%	44 12%	31 4%	33 5%
						ab				e			bc		
Yes - 13 to 18 months ago	133 7%	24 5%	32 7%	** **	19 6%	58 11%	** **	61 9%	35 5%	112 8%	21 5%	11 7%	41 11%	51 7%	41 6%
						a		c					c		
Yes - 1.5 to 2 years ago	170 9%	39 9%	56 11%	** **	35 12%	35 6%	** **	64 9%	55 8%	123 8%	46 12%	25 15%	30 8%	69 9%	69 9%
			e		e						cd				
Yes - 2 to 3 years ago	253 14%	74 16%	60 12%	** **	49 16%	60 11%	** **	96 14%	92 13%	194 13%	58 15%	22 14%	31 9%	117 15%	104 14%
														a	a
Yes - More than 3 years ago	475 26%	146 32%	149 30%	** **	73 24%	84 16%	** **	118 17%	227 33%	346 24%	129 33%	39 24%	36 10%	183 24%	255 35%
		e	e		e				bd	b	bd			a	ab
No - never changed provider	621 33%	147 32%	160 32%	** **	90 30%	200 37%	** **	238 35%	224 33%	505 34%	115 30%	63 38%	146 40%	260 34%	215 29%
													c		

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

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**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 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	1857	969	868	568	539	323	411	1544	176	99	38	196	640	643	598	1001
Effective Weighted Sample	1577	835	726	490	445	278	353	1309	151	85	32	162	548	547	506	857
Total	1855	987	853	547	542	340	410	1534	180	98	43	203	653	643	601	1005
Yes - in the last 6 months	96 5%	57 6%	38 4%	26 5%	36 7%	18 5%	16 4%	79 5%	8 4%	** **	** **	16 8%	31 5%	34 5%	30 5%	50 5%
Yes - 7 to 12 months ago	108 6%	50 5%	58 7%	39 7%	29 5%	20 6%	20 5%	77 5%	12 7%	** **	** **	12 6%	38 6%	34 5%	41 7%	51 5%
Yes – 13 to 18 months ago	133 7%	66 7%	65 8%	44 8%	38 7%	32 9%	19 5%	109 7%	18 10%	** **	** **	11 6%	47 7%	51 8%	54 9%	65 6%
Yes – 1.5 to 2 years ago	170 9%	96 10%	73 9%	56 10%	60 11%	23 7%	29 7%	148 10%	13 7%	** **	** **	7 3%	62 10%	70 11%	48 8%	107 11%
Yes – 2 to 3 years ago	253 14%	144 15%	105 12%	74 14%	84 15%	41 12%	51 12%	210 14%	26 14%	** **	** **	21 10%	76 12%	109 17%	79 13%	136 14%
Yes – More than 3 years ago	475 26%	269 27%	203 24%	147 27%	134 25%	94 28%	96 23%	400 26%	44 25%	** **	** **	46 23%	172 26%	168 26%	145 24%	274 27%
No – never changed provider	621 33%	305 31%	311 36%	161 29%	161 30%	112 33%	180 44%	511 33%	58 32%	** **	** **	90 44%	226 35%	177 28%	204 34%	320 32%
							abc					c	c			

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	2186	111	1187	274	1024	709	589	130	97	1643	285	1768	160	1172	756	274
Effective Weighted Sample	1854	100	1073	244	928	641	531	114	85	1381	249	1490	141	986	643	224
Total	2169	140	1346	322	1165	801	685	144	113	1609	312	1736	184	1156	765	255
Yes - in the last 6 months	115 5%	5 4%	54 4%	8 2%	52 4%	39 5%	21 3%	23 16%	** **	86 5%	12 4%	89 5%	9 5%	64 6%	34 4%	22 9%
Yes - 7 to 12 months ago	153 7%	10 7%	64 5%	13 4%	60 5%	49 6%	24 4%	13 9%	** **	110 7%	19 6%	114 7%	15 8%	91 8%	38 5%	28 11%
Yes - 13 to 18 months ago	174 8%	15 11%	86 6%	28 9%	74 6%	64 8%	37 5%	17 12%	** **	120 7%	19 6%	128 7%	11 6%	102 9%	38 5%	23 9%
Yes - 1.5 to 2 years ago	202 9%	13 9%	134 10%	29 9%	118 10%	98 12%	49 7%	15 11%	** **	140 9%	38 12%	152 9%	25 14%	125 11%	52 7%	28 11%
Yes - 2 to 3 years ago	278 13%	17 12%	179 13%	40 13%	155 13%	127 16%	68 10%	22 15%	** **	205 13%	46 15%	226 13%	25 14%	161 14%	90 12%	37 15%
Yes - More than 3 years ago	579 27%	21 15%	437 32%	83 26%	375 32%	260 33%	198 29%	23 16%	** **	433 27%	94 30%	478 28%	49 27%	346 30%	181 24%	55 21%
No - never changed provider	668 31%	58 42%	393 29%	120 37%	331 28%	163 20%	288 42%	30 21%	** **	514 32%	83 27%	548 32%	49 26%	266 23%	330 43%	62 24%

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 - 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	2186	546	1350	748	1148	1086	810	265	186	244	591	328	507
Effective Weighted Sample	1854	437	1199	605	1026	920	696	212	150	213	533	285	462
Total	2169	408	1471	606	1273	1065	814	242	176	269	764	365	667
Yes - in the last 6 months	115	34	61	37	58	61	34	35	16	10	30	10	30
	5%	8%	4%	6%	5%	6%	4%	15%	9%	4%	4%	3%	4%
		b						ab	b				
Yes - 7 to 12 months ago	153	30	79	40	70	76	34	27	12	29	41	36	34
	7%	7%	5%	7%	5%	7%	4%	11%	7%	11%	5%	10%	5%
						b		b		b			
Yes - 13 to 18 months ago	174	45	88	54	80	89	44	17	12	23	53	24	52
	8%	11%	6%	9%	6%	8%	5%	7%	7%	9%	7%	7%	8%
		b											
Yes - 1.5 to 2 years ago	202	32	144	48	127	113	62	20	17	23	66	30	58
	9%	8%	10%	8%	10%	11%	8%	8%	9%	8%	9%	8%	9%
Yes - 2 to 3 years ago	278	48	201	78	172	166	83	32	29	28	90	43	76
	13%	12%	14%	13%	13%	16%	10%	13%	17%	11%	12%	12%	11%
						b							
Yes - More than 3 years ago	579	73	469	143	398	333	208	41	39	74	252	111	216
	27%	18%	32%	24%	31%	31%	26%	17%	22%	27%	33%	30%	32%
			a		a	bc	c						
No - never changed provider	668	146	429	206	369	226	349	70	51	82	232	113	201
	31%	36%	29%	34%	29%	21%	43%	29%	29%	31%	30%	31%	30%
		b					acd	a					

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 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	2186	367	468	82	51	180	432	23	18	835	612	1650	536
Effective Weighted Sample	1854	326	418	68	42	159	386	19	15	744	545	1386	473
Total	2169	456	577	93	63	140	355	18	14	1033	495	1666	502
Yes - in the last 6 months	115 5%	30 7%	10 2%	** **	** **	5 3%	19 5%	** **	** **	40 4%	24 5%	95 6%	20 4%
Yes - 7 to 12 months ago	153 7%	44 10%	26 5%	** **	** **	11 8%	12 3%	** **	** **	70 7%	23 5%	131 8%	22 4%
Yes - 13 to 18 months ago	174 8%	38 8%	38 7%	** **	** **	10 7%	22 6%	** **	** **	76 7%	31 6%	147 9%	27 5%
Yes - 1.5 to 2 years ago	202 9%	51 11%	37 6%	** **	** **	13 9%	31 9%	** **	** **	88 9%	44 9%	156 9%	46 9%
Yes - 2 to 3 years ago	278 13%	53 12%	65 11%	** **	** **	30 22%	43 12%	** **	** **	119 11%	74 15%	215 13%	63 13%
Yes - More than 3 years ago	579 27%	143 31%	183 32%	** **	** **	53 38%	104 29%	** **	** **	326 32%	157 32%	420 25%	159 32%
No - never changed provider	668 31%	97 21%	217 38%	** **	** **	18 13%	124 35%	** **	** **	314 30%	142 29%	503 30%	165 33%

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	2186	627	347	65	358	799	112	781	827	1720	461	184	459	834	888
Effective Weighted Sample	1854	602	337	63	302	635	86	637	730	1438	417	167	357	708	797
Total	2169	555	528	83	347	666	133	800	793	1726	439	181	460	860	844
Yes - in the last 6 months	115 5%	21 4%	25 5%	** **	15 4%	53 8%	15 12%	61 8%	27 3%	104 6%	11 3%	2 1%	40 9%	51 6%	24 3%
					a	a	cef	cef		cef			c	c	
Yes - 7 to 12 months ago	153 7%	29 5%	20 4%	** **	31 9%	71 11%	30 23%	67 8%	43 5%	140 8%	13 3%	3 2%	71 15%	44 5%	38 4%
					b	ab	bcdef	ef		ef			bc		
Yes - 13 to 18 months ago	174 8%	28 5%	41 8%	** **	23 6%	80 12%	18 14%	80 10%	48 6%	146 8%	28 6%	13 7%	56 12%	65 8%	53 6%
					ad	ad	ce	c					bc		
Yes - 1.5 to 2 years ago	202 9%	53 10%	46 9%	** **	41 12%	55 8%	9 7%	80 10%	66 8%	155 9%	46 10%	25 14%	35 8%	92 11%	73 9%
Yes - 2 to 3 years ago	278 13%	80 14%	59 11%	** **	54 16%	75 11%	6 4%	97 12%	107 14%	210 12%	68 15%	27 15%	36 8%	119 14%	123 15%
							a	a	a	a	a	a	a	a	a
Yes - More than 3 years ago	579 27%	177 32%	184 35%	** **	86 25%	106 16%	7 6%	154 19%	260 33%	421 24%	157 36%	50 27%	43 9%	233 27%	301 36%
		e	de		e			a	abd	ab	abd	a		a	ab
No - never changed provider	668 31%	167 30%	153 29%	** **	97 28%	226 34%	48 36%	262 33%	240 30%	550 32%	117 27%	61 34%	180 39%	255 30%	232 27%
													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 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	2186	1147	1007	665	624	388	492	1806	202	115	63	237	758	755	705	1175
Effective Weighted Sample	1854	984	844	573	517	332	421	1530	173	99	53	196	649	640	595	1005
Total	2169	1159	986	634	624	408	486	1784	202	115	68	242	774	742	703	1168
Yes - in the last 6 months	115 5%	66 6%	48 5%	30 5%	40 6%	21 5%	24 5%	85 5%	10 5%	11 10%	** **	11 5%	44 6%	43 6%	35 5%	61 5%
Yes - 7 to 12 months ago	153 7%	67 6%	83 8%	46 7%	45 7%	32 8%	30 6%	115 6%	17 8%	12 10%	** **	28 11% b	48 6%	51 7%	62 9% b	65 6%
Yes – 13 to 18 months ago	174 8%	93 8%	78 8%	63 10% d	46 7%	42 10% d	23 5%	143 8%	17 9%	10 9%	** **	16 6%	68 9%	61 8%	68 10%	90 8%
Yes – 1.5 to 2 years ago	202 9%	116 10%	82 8%	68 11%	60 10%	37 9%	37 8%	179 10%	12 6%	8 7%	** **	14 6%	75 10%	73 10%	58 8%	124 11%
Yes – 2 to 3 years ago	278 13%	162 14%	113 11%	89 14%	93 15%	45 11%	48 10%	225 13%	33 16%	15 13%	** **	17 7%	81 10%	130 18% ab	82 12%	160 14%
Yes – More than 3 years ago	579 27%	324 28%	253 26%	176 28%	170 27%	110 27%	116 24%	486 27%	52 26%	31 27%	** **	57 23%	205 27%	207 28%	172 25%	333 29%
No – never changed provider	668 31%	332 29%	329 33%	164 26%	171 27%	120 29%	207 43% abc	551 31%	60 30%	28 25%	** **	99 41% c	252 33% c	177 24%	224 32%	336 29%

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

**OFCCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

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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	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	2143	111	1107	264	954	662	556	119	91	1667	257	1783	141	1164	760	279
Effective Weighted Sample	1803	100	998	236	861	597	500	104	80	1387	227	1489	125	976	636	224
Total	2128	142	1267	313	1096	754	655	132	107	1630	284	1750	164	1146	768	260
Yes - in the last 6 months	69 3%	8 6%	30 2%	11 4%	27 2%	28 4%	11 2%	12 9%	** **	46 3%	12 4%	49 3%	9 5%	43 4%	14 2%	22 9%
Yes - 7 to 12 months ago	75 4%	6 5%	31 2%	15 5%	22 2%	24 3%	13 2%	10 7%	** **	58 4%	10 4%	64 4%	5 3%	55 5%	14 2%	14 5%
Yes - 13 to 18 months ago	69 3%	9 6%	22 2%	13 4%	18 2%	19 3%	12 2%	3 2%	** **	52 3%	1 1%	52 3%	1 1%	41 4%	13 2%	17 7%
Yes - 1.5 to 2 years ago	50 2%	5 3%	25 2%	9 3%	21 2%	24 3%	6 1%	5 4%	** **	38 2%	5 2%	40 2%	3 2%	28 2%	15 2%	2 1%
Yes - 2 to 3 years ago	62 3%	4 3%	36 3%	7 2%	33 3%	33 4%	7 1%	11 8%	** **	49 3%	9 3%	52 3%	7 4%	40 3%	19 2%	9 3%
Yes - More than 3 years ago	541 25%	23 16%	360 28%	79 25%	303 28%	236 31%	147 22%	35 26%	** **	406 25%	87 30%	447 26%	46 28%	331 29%	162 21%	67 26%
No - never changed provider	1261 59%	86 61%	764 60%	179 57%	670 61%	390 52%	460 70%	57 43%	** **	980 60%	159 56%	1047 60%	93 57%	608 53%	532 69%	129 50%

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

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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

	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	2143	538	1260	724	1031	767	253	183	248	562	325	485
Effective Weighted Sample	1803	429	1115	585	868	653	202	149	213	505	280	439
Total	2128	397	1384	581	1006	775	226	172	274	734	364	644
Yes - in the last 6 months	69	16	35	18	37	15	13	5	7	23	10	20
	3%	4%	3%	3%	4%	2%	6%	3%	3%	3%	3%	3%
							b					
Yes - 7 to 12 months ago	75	12	34	20	32	14	18	10	8	17	11	14
	4%	3%	2%	3%	3%	2%	8%	6%	3%	2%	3%	2%
							ab	b				
Yes - 13 to 18 months ago	69	17	27	20	29	14	6	4	12	12	14	10
	3%	4%	2%	3%	3%	2%	3%	2%	4%	2%	4%	2%
		b										
Yes - 1.5 to 2 years ago	50	8	25	14	20	13	6	4	5	17	10	12
	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%
Yes - 2 to 3 years ago	62	15	38	19	39	13	7	5	13	18	14	17
	3%	4%	3%	3%	4%	2%	3%	3%	5%	2%	4%	3%
					b							
Yes - More than 3 years ago	541	86	398	145	329	155	60	49	74	194	99	169
	25%	22%	29%	25%	33%	20%	26%	28%	27%	26%	27%	26%
			a		b							
No - never changed provider	1261	243	829	345	520	552	117	95	155	453	206	402
	59%	61%	60%	59%	52%	71%	52%	56%	57%	62%	57%	62%
						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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2143	355	455	73	49	175	414	22	17	810	589	1624	519
Effective Weighted Sample	1803	314	403	60	40	154	366	19	15	716	520	1355	452
Total	2128	444	563	83	60	137	341	17	14	1008	478	1637	490
Yes - in the last 6 months	69 3%	20 4%	10 2%	** **	** **	4 3%	6 2%	** **	** **	30 3%	9 2%	60 4%	9 2%
Yes - 7 to 12 months ago	75 4%	8 2%	17 3%	** **	** **	5 4%	6 2%	** **	** **	25 2%	11 2%	61 4%	14 3%
Yes - 13 to 18 months ago	69 3%	15 3%	9 2%	** **	** **	5 4%	10 3%	** **	** **	24 2%	16 3%	61 4%	8 2%
Yes - 1.5 to 2 years ago	50 2%	15 3%	7 1%	** **	** **	1 1%	2 1%	** **	** **	22 2%	3 1%	40 2%	10 2%
Yes - 2 to 3 years ago	62 3%	24 5%	7 1%	** **	** **	3 2%	10 3%	** **	** **	31 3%	13 3%	56 3%	6 1%
Yes - More than 3 years ago	541 25%	139 31%	129 23%	** **	** **	56 41%	87 25%	** **	** **	268 27%	143 30%	397 24%	144 29%
No - never changed provider	1261 59%	223 50%	384 68%	** **	** **	62 45%	221 65%	** **	** **	608 60%	283 59%	963 59%	299 61%

Columns Tested: a,b,c,d - 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	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	2143	583	333	60	327	851	159	766	790	1715	425	171	512	808	820
Effective Weighted Sample	1803	558	321	58	277	672	123	620	695	1422	384	155	395	683	735
Total	2128	517	511	77	319	715	189	770	762	1720	405	170	514	827	784
Yes - in the last 6 months	69 3%	13 2%	11 2%	** **	10 3%	31 4%	14 7%	33 4%	18 2%	65 4%	4 1%	1 1%	32 6%	25 3%	12 2%
							cef	e		e			bc		
Yes - 7 to 12 months ago	75 4%	11 2%	12 2%	** **	13 4%	39 5%	20 11%	26 3%	23 3%	69 4%	6 1%	3 2%	31 6%	32 4%	11 1%
						a	bcdef			e			c	c	
Yes - 13 to 18 months ago	69 3%	14 3%	8 2%	** **	5 2%	42 6%	10 5%	44 6%	10 1%	65 4%	4 1%	3 2%	29 6%	27 3%	13 2%
						abd	ce	ce		ce			c		
Yes - 1.5 to 2 years ago	50 2%	10 2%	9 2%	** **	9 3%	21 3%	6 3%	25 3%	16 2%	48 3%	2 1%	1 1%	18 3%	20 2%	12 2%
							e	e		e					
Yes - 2 to 3 years ago	62 3%	16 3%	11 2%	** **	9 3%	23 3%	10 5%	30 4%	16 2%	56 3%	7 2%	3 2%	22 4%	30 4%	10 1%
													c	c	
Yes - More than 3 years ago	541 25%	152 29%	136 27%	** **	91 29%	141 20%	21 11%	167 22%	229 30%	417 24%	123 30%	42 25%	72 14%	222 27%	245 31%
		e			e			a	abd	a	ab	a		a	a
No - never changed provider	1261 59%	302 58%	324 63%	** **	181 57%	417 58%	107 57%	444 58%	450 59%	1001 58%	260 64%	117 69%	309 60%	471 57%	480 61%
												bd			

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

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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

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	2143	1094	1017	642	619	389	475	1765	199	112	67	241	731	744	693	1163
Effective Weighted Sample	1803	932	847	551	508	327	405	1482	170	99	55	198	620	627	580	985
Total	2128	1108	995	613	615	403	479	1746	204	105	73	244	750	726	680	1165
Yes - in the last 6 months	69 3%	36 3%	31 3%	14 2%	26 4%	15 4%	12 3%	54 3%	8 4%	5 4%	** **	11 4%	21 3%	25 3%	21 3%	33 3%
Yes - 7 to 12 months ago	75 4%	46 4%	29 3%	18 3%	28 4%	22 5%	8 2%	62 4%	4 2%	4 4%	** **	12 5%	33 4%	22 3%	28 4%	35 3%
Yes – 13 to 18 months ago	69 3%	39 3%	30 3%	18 3%	23 4%	18 5%	10 2%	53 3%	8 4%	3 2%	** **	9 4%	24 3%	27 4%	28 4%	24 2%
Yes – 1.5 to 2 years ago	50 2%	27 2%	20 2%	12 2%	16 3%	9 2%	12 2%	38 2%	6 3%	3 2%	** **	4 1%	24 3%	12 2%	19 3%	19 2%
Yes – 2 to 3 years ago	62 3%	28 3%	34 3%	25 4%	16 3%	11 3%	10 2%	55 3%	4 2%	2 1%	** **	10 4%	22 3%	23 3%	25 4%	32 3%
Yes – More than 3 years ago	541 25%	302 27%	233 23%	185 30%	148 24%	98 24%	107 22%	456 26%	48 23%	23 22%	** **	55 22%	181 24%	215 30%	158 23%	313 27%
No – never changed provider	1261 59%	630 57%	618 62%	340 56%	358 58%	230 57%	320 67%	1027 59%	125 62%	67 63%	** **	144 59%	445 59%	401 55%	400 59%	709 61%

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	215	16	74	22	68	62	28	28	10	159	23	167	15	128	54	47
Effective Weighted Sample	177	15	66	21	61	56	25	25	9	131	18	137	11	105	44	39
Total	204	18	85	25	78	70	34	30	13	147	22	154	15	114	55	42
Yes - Previous supplier went out of business	83	**	**	**	**	**	**	**	**	56	**	59	**	43	**	**
	41%	**	**	**	**	**	**	**	**	38%	**	38%	**	38%	**	**
No - This was not a factor	117	**	**	**	**	**	**	**	**	88	**	92	**	69	**	**
	58%	**	**	**	**	**	**	**	**	60%	**	60%	**	61%	**	**
Can't remember	3	**	**	**	**	**	**	**	**	3	**	3	**	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.

**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

	FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD		
	Total	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
Significance Level: 99%													
Unweighted total	215	67	93	77	83	112	48	56	21	28	47	33	42
Effective Weighted Sample	177	51	81	60	72	91	40	44	16	24	42	29	37
Total	204	49	100	58	91	101	48	48	21	27	58	33	51
Yes - Previous supplier went out of business	83	**	**	**	**	35	**	**	**	**	**	**	**
	41%	**	**	**	**	34%	**	**	**	**	**	**	**
No - This was not a factor	117	**	**	**	**	65	**	**	**	**	**	**	**
	58%	**	**	**	**	64%	**	**	**	**	**	**	**
Can't remember	3	**	**	**	**	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.

**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 ~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	215	51	24	27	8	16	21	1	-	75	37	181	34
Effective Weighted Sample	177	44	22	23	6	14	17	1	-	65	30	149	28
Total	204	56	29	27	8	12	17	*	-	85	29	172	31
Yes - Previous supplier went out of business	83 41%	**	**	**	**	**	**	**	**	**	**	71 41%	**
No - This was not a factor	117 58%	**	**	**	**	**	**	**	**	**	**	98 57%	**
Can't remember	3 2%	**	**	**	**	**	**	**	**	**	**	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.

**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	215	35	25	3	35	118	26	114	57	197	18	5	83	86	46
Effective Weighted Sample	177	34	24	3	28	94	23	90	51	161	16	4	65	71	42
Total	204	31	38	3	33	100	35	98	53	186	18	5	82	77	45
Yes - Previous supplier went out of business	83	**	**	**	**	56	**	41	**	73	**	**	**	**	**
	41%	**	**	**	**	56%	**	42%	**	39%	**	**	**	**	**
No - This was not a factor	117	**	**	**	**	42	**	56	**	109	**	**	**	**	**
	58%	**	**	**	**	42%	**	57%	**	59%	**	**	**	**	**
Can't remember	3	**	**	**	**	2	**	1	**	3	**	**	**	**	**
	2%	**	**	**	**	2%	**	1%	**	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.

**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	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	215	109	104	71	71	38	35	165	22	23	5	26	70	74	74	108
Effective Weighted Sample	177	91	85	62	54	31	31	138	17	18	4	22	60	60	62	90
Total	204	107	96	65	65	37	36	156	20	22	6	28	70	68	71	101
Yes - Previous supplier went out of business	83	47	36	**	**	**	**	65	**	**	**	**	**	**	**	37
	41%	44%	37%	**	**	**	**	41%	**	**	**	**	**	**	**	37%
No - This was not a factor	117	57	59	**	**	**	**	89	**	**	**	**	**	**	**	62
	58%	54%	61%	**	**	**	**	57%	**	**	**	**	**	**	**	62%
Can't remember	3	2	1	**	**	**	**	2	**	**	**	**	**	**	**	1
	2%	2%	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.

**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	287	13	103	20	96	76	40	32	14	213	32	223	22	169	76	56
Effective Weighted Sample	234	13	92	19	86	69	36	28	12	174	25	182	17	137	62	45
Total	268	15	118	21	112	88	45	36	18	196	31	203	24	155	73	50
Yes - Previous supplier went out of business	102	**	36	**	**	**	**	**	**	75	**	77	**	59	**	**
	38%	**	31%	**	**	**	**	**	**	38%	**	38%	**	38%	**	**
No - This was not a factor	158	**	81	**	**	**	**	**	**	115	**	120	**	90	**	**
	59%	**	68%	**	**	**	**	**	**	59%	**	59%	**	58%	**	**
Can't remember	8	**	1	**	**	**	**	**	**	6	**	6	**	6	**	**
	3%	**	1%	**	**	**	**	**	**	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.

**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

	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	287	90	131	107	114	150	71	72	29	37	57	44	50
Effective Weighted Sample	234	66	114	81	100	119	59	56	23	31	50	36	45
Total	268	64	140	77	127	137	68	62	28	39	71	45	65
Yes - Previous supplier went out of business	102	**	43	28	40	45	**	**	**	**	**	**	**
	38%	**	31%	36%	32%	33%	**	**	**	**	**	**	**
No - This was not a factor	158	**	96	48	86	90	**	**	**	**	**	**	**
	59%	**	69%	63%	68%	66%	**	**	**	**	**	**	**
Can't remember	8	**	1	1	1	1	**	**	**	**	**	**	**
	3%	**	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.

**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 ~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	287	62	32	29	10	22	41	2	1	94	63	238	49
Effective Weighted Sample	234	52	29	24	8	19	33	2	1	81	52	193	42
Total	268	74	36	30	12	16	31	2	1	110	47	226	42
Yes - Previous supplier went out of business	102	**	**	**	**	**	**	**	**	**	**	90	**
	38%	**	**	**	**	**	**	**	**	**	**	40%	**
No - This was not a factor	158	**	**	**	**	**	**	**	**	**	**	131	**
	59%	**	**	**	**	**	**	**	**	**	**	58%	**
Can't remember	8	**	**	**	**	**	**	**	**	**	**	6	**
	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.

**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	287	55	29	4	48	152	36	145	79	260	27	6	112	109	66
Effective Weighted Sample	234	53	28	4	39	119	30	114	69	210	25	5	88	87	60
Total	268	50	45	4	46	124	45	128	71	244	24	5	111	96	61
Yes - Previous supplier went out of business	102	**	**	**	**	58	**	53	**	90	**	**	43	33	**
	38%	**	**	**	**	47%	**	41%	**	37%	**	**	39%	34%	**
No - This was not a factor	158	**	**	**	**	58	**	73	**	146	**	**	63	60	**
	59%	**	**	**	**	47%	**	57%	**	60%	**	**	57%	63%	**
Can't remember	8	**	**	**	**	7	**	2	**	8	**	**	5	3	**
	3%	**	**	**	**	6%	**	2%	**	3%	**	**	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.

**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	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	287	142	140	81	93	53	59	216	30	26	15	36	92	106	101	139
Effective Weighted Sample	234	118	112	67	72	44	50	177	24	21	13	30	79	83	83	114
Total	268	133	132	75	85	53	54	199	27	23	18	39	92	94	97	126
Yes - Previous supplier went out of business	102	52	49	**	**	**	**	78	**	**	**	**	**	42	39	50
	38%	39%	38%	**	**	**	**	39%	**	**	**	**	**	44%	40%	40%
No - This was not a factor	158	78	79	**	**	**	**	116	**	**	**	**	**	52	57	73
	59%	58%	60%	**	**	**	**	58%	**	**	**	**	**	56%	59%	58%
Can't remember	8	4	3	**	**	**	**	5	**	**	**	**	**	-	1	3
	3%	3%	2%	**	**	**	**	3%	**	**	**	**	**	-%	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.

**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	2429	141	1177	291	1027	737	581	149	98	1839	281	1961	159	1293	827	320
Effective Weighted Sample	2049	129	1059	261	926	663	523	131	86	1537	246	1643	140	1084	698	262
Total	2430	178	1346	350	1174	844	680	162	115	1814	308	1939	184	1288	834	308
A. Hearing? Poor hearing, partial hearing, or are deaf	160 7%	21 12%	88 7%	35 10%	73 6%	67 8%	41 6%	16 10%	** **	105 6%	22 7%	112 6%	15 8%	88 7%	39 5%	27 9% b
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	180 7%	19 10%	76 6%	30 9%	64 5%	59 7%	35 5%	16 10%	** **	128 7%	18 6%	129 7%	17 9%	101 8%	45 5%	29 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	242 10%	36 20% b	134 10%	48 14%	122 10%	89 10%	81 12%	22 14%	** **	165 9%	35 11%	176 9%	24 13%	113 9%	87 10%	35 11%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129 5%	26 15% b	62 5%	36 10% b	53 5%	56 7%	33 5%	14 9%	** **	85 5%	14 5%	90 5%	9 5%	61 5%	38 4%	19 6%
E. Breathing? Breathlessness or chest pains	171 7%	17 9%	89 7%	27 8%	79 7%	64 8%	42 6%	14 9%	** **	127 7%	22 7%	135 7%	13 7%	87 7%	61 7%	32 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.

**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	2429	141	1177	291	1027	737	581	149	98	1839	281	1961	159	1293	827	320
Effective Weighted Sample	2049	129	1059	261	926	663	523	131	86	1537	246	1643	140	1084	698	262
Total	2430	178	1346	350	1174	844	680	162	115	1814	308	1939	184	1288	834	308
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	178 7%	22 13% b	83 6%	39 11% b	66 6%	59 7%	46 7%	16 10%	** **	125 7%	20 7%	130 7%	16 9%	88 7%	57 7%	24 8%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	108 4%	5 3%	38 3%	13 4%	31 3%	29 3%	15 2%	9 6%	** **	85 5%	12 4%	87 5%	10 5%	71 6%	26 3%	31 10% ab
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 16%	14 8%	183 14%	40 11%	157 13%	108 13%	89 13%	16 10%	** **	298 16%	44 14%	310 16%	33 18%	211 16%	131 16%	60 19%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 11%	17 9%	167 12%	32 9%	152 13%	110 13%	74 11%	18 11%	** **	183 10%	47 15%	197 10%	32 18% a	134 10%	96 12%	33 11%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1351 56%	74 42%	831 62% a	172 49%	733 62% a	485 57%	421 62% c	80 49%	** **	1027 57%	186 60%	1110 57%	103 56%	726 56%	488 58% c	153 50%
Prefer not to say	92 4%	7 4%	41 3%	11 3%	37 3%	28 3%	20 3%	9 5%	** **	67 4%	10 3%	71 4%	7 4%	53 4%	25 3%	14 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.

**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 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	2429	141	1177	291	1027	737	581	149	98	1839	281	1961	159	1293	827	320
Effective Weighted Sample	2049	129	1059	261	926	663	523	131	86	1537	246	1643	140	1084	698	262
Total	2430	178	1346	350	1174	844	680	162	115	1814	308	1939	184	1288	834	308
Don't know	80	7	35	13	29	18	23	4	**	60	7	63	3	38	28	10
	3%	4%	3%	4%	2%	2%	3%	2%	**	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.

**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	2429	584	1349	778	1155	1128	805	284	199	261	602	346	517
Effective Weighted Sample	2049	467	1193	624	1029	948	688	224	160	224	541	297	469
Total	2430	436	1480	630	1287	1104	812	257	186	294	781	392	682
A. Hearing? Poor hearing, partial hearing, or are deaf	160	26	94	39	81	75	45	17	11	22	48	31	40
	7%	6%	6%	6%	6%	7%	6%	6%	6%	8%	6%	8%	6%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	180	41	88	54	76	81	49	27	10	25	52	34	43
	7%	10%	6%	9%	6%	7%	6%	10%	6%	8%	7%	9%	6%
		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	242	36	143	47	132	94	86	26	15	22	79	32	69
	10%	8%	10%	7%	10%	8%	11%	10%	8%	8%	10%	8%	10%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129	18	66	27	57	47	37	9	6	10	33	13	30
	5%	4%	4%	4%	4%	4%	5%	3%	3%	3%	4%	3%	4%
E. Breathing? Breathlessness or chest pains	171	35	96	46	84	76	54	23	18	23	53	29	48
	7%	8%	6%	7%	7%	7%	7%	9%	10%	8%	7%	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.

**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	2429	584	1349	778	1155	1128	805	284	199	261	602	346	517
Effective Weighted Sample	2049	467	1193	624	1029	948	688	224	160	224	541	297	469
Total	2430	436	1480	630	1287	1104	812	257	186	294	781	392	682
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	178 7%	28 6%	87 6%	47 7%	69 5%	59 5%	57 7%	24 9%	15 8%	22 7%	46 6%	29 8%	39 6%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	108 4%	26 6%	41 3%	34 5%	33 3%	44 4%	23 3%	24 9%	15 8%	21 7%	16 2%	27 7%	9 1%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 16%	78 18%	207 14%	106 17%	179 14%	168 15%	117 14%	52 20%	28 15%	55 19%	121 16%	76 19%	101 15%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 11%	41 10%	183 12%	59 9%	165 13%	131 12%	93 11%	35 14%	20 11%	28 10%	104 13%	46 12%	86 13%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1351 56%	240 55%	916 62%	349 55%	807 63%	640 58%	515 63%	134 52%	111 59%	173 59%	483 62%	218 56%	437 64%
Prefer not to say	92 4%	11 3%	46 3%	19 3%	38 3%	35 3%	23 3%	7 3%	7 4%	6 2%	27 4%	8 2%	25 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 - 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	2429	584	1349	778	1155	1128	805	284	199	261	602	346	517
Effective Weighted Sample	2049	467	1193	624	1029	948	688	224	160	224	541	297	469
Total	2430	436	1480	630	1287	1104	812	257	186	294	781	392	682
Don't know	80	16	39	24	31	35	19	9	4	4	17	10	11
	3%	4%	3%	4%	2%	3%	2%	3%	2%	1%	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.

**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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2429	385	478	84	52	179	438	24	18	863	617	1895	534
Effective Weighted Sample	2049	341	423	69	43	157	389	20	15	764	546	1587	466
Total	2430	485	590	101	66	141	361	20	15	1074	502	1924	506
A. Hearing? Poor hearing, partial hearing, or are deaf	160	44	27	**	**	11	26	**	**	71	37	104	56
	7%	9%	5%	**	**	7%	7%	**	**	7%	7%	5%	11%
		b											a
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	180	40	36	**	**	7	26	**	**	76	33	146	35
	7%	8%	6%	**	**	5%	7%	**	**	7%	7%	8%	7%
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	242	47	54	**	**	13	35	**	**	101	48	167	76
	10%	10%	9%	**	**	9%	10%	**	**	9%	9%	9%	15%
													a
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129	22	21	**	**	6	23	**	**	43	30	89	39
	5%	5%	4%	**	**	4%	6%	**	**	4%	6%	5%	8%
													a
E. Breathing? Breathlessness or chest pains	171	38	38	**	**	6	29	**	**	77	35	125	47
	7%	8%	7%	**	**	4%	8%	**	**	7%	7%	6%	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.

**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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2429	385	478	84	52	179	438	24	18	863	617	1895	534
Effective Weighted Sample	2049	341	423	69	43	157	389	20	15	764	546	1587	466
Total	2430	485	590	101	66	141	361	20	15	1074	502	1924	506
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	178 7%	31 6%	37 6%	** **	** **	5 4%	28 8%	** **	** **	68 6%	33 7%	138 7%	39 8%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	108 4%	19 4%	17 3%	** **	** **	5 3%	13 4%	** **	** **	36 3%	18 4%	94 5%	14 3%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 16%	92 19%	84 14%	** **	** **	22 15%	42 12%	** **	** **	176 16%	63 13%	322 17%	63 12%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 11%	67 14%	65 11%	** **	** **	12 8%	39 11%	** **	** **	132 12%	51 10%	194 10%	74 15% a
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1351 56%	277 57%	379 64%	** **	** **	85 60%	224 62%	** **	** **	656 61%	309 62%	1071 56%	279 55%
Prefer not to say	92 4%	13 3%	20 3%	** **	** **	4 2%	12 3%	** **	** **	33 3%	15 3%	76 4%	16 3%
Don't know	80 3%	6 1%	15 3%	** **	** **	4 3%	7 2%	** **	** **	21 2%	10 2%	70 4%	10 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.

**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	2429	621	350	60	368	1042	236	900	846	1982	443	176	654	900	871
Effective Weighted Sample	2049	594	338	58	310	832	188	739	742	1651	401	160	519	761	779
Total	2430	553	537	77	360	916	280	915	808	2003	423	175	675	923	828
A. Hearing? Poor hearing, partial hearing, or are deaf	160 7%	36 6%	32 6%	** **	24 7%	64 7%	13 5%	39 4%	32 4%	84 4%	75 18%	42 24%	28 4%	33 4%	97 12%
											abcd	abcd			ab
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	180 7%	25 5%	35 6%	** **	27 8%	90 10%	38 14%	66 7%	36 4%	140 7%	40 10%	23 13%	74 11%	47 5%	59 7%
						a	bcd				c	bcd	bc		
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	242 10%	47 9%	57 11%	** **	32 9%	98 11%	24 9%	64 7%	85 11%	173 9%	70 16%	45 26%	53 8%	72 8%	117 14%
									b		abcd	abcde			ab
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129 5%	26 5%	23 4%	** **	12 3%	62 7%	16 6%	39 4%	35 4%	90 4%	39 9%	26 15%	38 6%	36 4%	55 7%
											bcd	abcd			
E. Breathing? Breathlessness or chest pains	171 7%	38 7%	29 5%	** **	23 6%	72 8%	31 11%	35 4%	60 7%	126 6%	45 11%	27 15%	47 7%	46 5%	79 9%
							bd		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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**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	2429	621	350	60	368	1042	236	900	846	1982	443	176	654	900	871
Effective Weighted Sample	2049	594	338	58	310	832	188	739	742	1651	401	160	519	761	779
Total	2430	553	537	77	360	916	280	915	808	2003	423	175	675	923	828
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	178 7%	33 6%	30 6%	** **	19 5%	89 10%	37 13%	74 8%	49 6%	161 8%	17 4%	12 7%	74 11%	63 7%	40 5%
						ad	cde	e		e			bc		
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	108 4%	17 3%	10 2%	** **	11 3%	67 7%	41 15%	43 5%	20 2%	105 5%	3 1%	1 *%	67 10%	31 3%	10 1%
						abd	bcdef	ef		cef			bc	c	
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 16%	69 13%	70 13%	** **	54 15%	172 19%	89 32%	164 18%	111 14%	364 18%	20 5%	9 5%	179 27%	134 15%	71 9%
						a	bcdef	ef	ef	cef			bc	c	
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 11%	62 11%	68 13%	** **	46 13%	82 9%	26 9%	66 7%	109 14%	201 10%	65 15%	29 17%	58 9%	85 9%	123 15%
									bd		bd	bd			ab
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1351 56%	341 62%	337 63%	** **	209 58%	418 46%	102 37%	505 55%	506 63%	1114 56%	236 56%	83 47%	290 43%	573 62%	487 59%
		e	e		e			a	abdf	a	a			a	a
Prefer not to say	92 4%	13 2%	21 4%	** **	14 4%	43 5%	6 2%	39 4%	35 4%	80 4%	11 3%	5 3%	25 4%	37 4%	29 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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2429	621	350	60	368	1042	236	900	846	1982	443	176	654	900	871
Effective Weighted Sample	2049	594	338	58	310	832	188	739	742	1651	401	160	519	761	779
Total	2430	553	537	77	360	916	280	915	808	2003	423	175	675	923	828
Don't know	80	20	11	**	9	41	14	44	17	75	5	-	34	39	7
	3%	4%	2%	**	2%	4%	5%	5%	2%	4%	1%	-%	5%	4%	1%
							ef	cef		ef			c	c	

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

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**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 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	2429	1216	1177	715	679	470	543	1998	226	129	76	301	833	808	900	1357
Effective Weighted Sample	2049	1040	981	619	557	397	462	1684	193	110	63	247	710	687	755	1152
Total	2430	1232	1168	684	677	496	551	1986	231	128	85	309	854	794	907	1351
A. Hearing? Poor hearing, partial hearing, or are deaf	160 7%	93 8%	65 6%	48 7%	30 4%	25 5%	53 10% bc	135 7%	11 5%	13 10%	** **	18 6%	64 8% c	35 4%	160 18% b	- -%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	180 7%	86 7%	93 8%	43 6%	39 6%	43 9%	54 10% b	147 7%	20 9%	7 6%	** **	34 11% c	54 6%	49 6%	180 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	242 10%	103 8%	139 12% a	35 5%	48 7%	42 9%	109 20% abc	195 10%	25 11%	16 12%	** **	32 10% c	116 14% c	34 4%	242 27% b	- -%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	129 5%	56 5%	70 6%	23 3%	20 3%	28 6%	55 10% ab	103 5%	12 5%	10 8%	** **	16 5%	53 6% c	23 3%	129 14% b	- -%
E. Breathing? Breathlessness or chest pains	171 7%	71 6%	98 8%	29 4%	34 5%	38 8%	64 12% ab	145 7%	10 4%	12 10%	** **	26 8% c	74 9% c	25 3%	171 19% 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 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	2429	1216	1177	715	679	470	543	1998	226	129	76	301	833	808	900	1357
Effective Weighted Sample	2049	1040	981	619	557	397	462	1684	193	110	63	247	710	687	755	1152
Total	2430	1232	1168	684	677	496	551	1986	231	128	85	309	854	794	907	1351
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	178 7%	66 5%	109 9% a	26 4%	23 3%	52 11% ab	74 13% ab	139 7%	19 8%	13 10%	** **	35 11% c	68 8% c	23 3%	178 20% b	- -%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	108 4%	45 4%	58 5%	22 3%	21 3%	21 4%	40 7% ab	89 4%	5 2%	12 9% b	** **	19 6% c	35 4%	16 2%	108 12% b	- -%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	385 16%	116 9%	260 22% a	41 6%	99 15% a	73 15% a	168 31% abc	312 16%	43 19%	18 14%	** **	83 27% bc	162 19% c	57 7%	385 42% b	- -%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	267 11%	118 10%	146 12%	43 6%	67 10%	45 9%	104 19% abc	214 11%	29 12%	20 16%	** **	32 10%	126 15% c	47 6%	267 29% b	- -%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1351 56%	730 59% b	612 52%	468 68% bcd	417 62% cd	256 51% d	202 37%	1104 56%	133 57%	62 48%	** **	137 44%	423 50%	566 71% ab	- -%	1351 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)

	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	2429	1216	1177	715	679	470	543	1998	226	129	76	301	833	808	900	1357
Effective Weighted Sample	2049	1040	981	619	557	397	462	1684	193	110	63	247	710	687	755	1152
Total	2430	1232	1168	684	677	496	551	1986	231	128	85	309	854	794	907	1351
Prefer not to say	92 4%	51 4%	34 3%	23 3%	16 2%	19 4%	33 6%	81 4%	5 2%	5 4%	** **	9 3%	28 3%	15 2%	- -%	- -%
Don't know	80 3%	45 4%	35 3%	15 2%	22 3%	16 3%	26 5%	65 3%	8 3%	5 4%	** **	15 5%	22 3%	24 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	2512	146	1210	305	1051	753	603	151	102	1905	289	2032	162	1324	870	331
Effective Weighted Sample	2115	132	1090	273	948	677	543	133	89	1589	253	1699	143	1110	732	269
Total	2512	187	1385	369	1203	867	705	166	121	1885	313	2014	184	1315	883	318
<b>WHITE</b>																
British	1420	97	819	198	719	491	425	90	66	1075	170	1136	109	748	497	165
	57%	52%	59%	54%	60%	57%	60%	54%	54%	57%	54%	56%	59%	57%	56%	52%
English	453	33	275	68	241	167	142	23	16	318	72	353	37	239	152	57
	18%	18%	20%	18%	20%	19%	20%	14%	13%	17%	23%	18%	20%	18%	17%	18%
Scottish	151	22	83	38	66	64	40	16	15	104	27	116	15	76	56	18
	6%	12%	6%	10%	6%	7%	6%	10%	12%	6%	9%	6%	8%	6%	6%	6%
Welsh	65	9	34	15	28	23	19	3	2	47	8	52	3	31	23	8
	3%	5%	2%	4%	2%	3%	3%	2%	2%	2%	2%	3%	2%	2%	3%	3%
Irish	46	4	30	10	23	18	15	7	6	40	4	40	4	20	23	3
	2%	2%	2%	3%	2%	2%	2%	4%	5%	2%	1%	2%	2%	2%	3%	1%
Gypsy, Traveller or Irish Traveller	2	-	-	-	-	-	-	-	-	2	-	2	-	2	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	*%	-%	*%
Any other white background	74	3	36	9	30	22	17	5	4	58	12	64	7	41	29	10
	3%	1%	3%	2%	2%	3%	2%	3%	3%	3%	4%	3%	4%	3%	3%	3%
<b>MIXED/ MULTIPLE ETHIC GROUPS</b>																
White and Black Caribbean	25	3	8	3	8	4	7	3	1	21	1	22	-	12	10	5
	1%	1%	1%	1%	1%	*%	1%	2%	1%	1%	*%	1%	-%	1%	1%	2%
White and Black African	9	2	-	2	-	1	1	-	-	8	1	9	-	7	2	3
	*%	1%	-%	1%	-%	*%	*%	-%	-%	*%	*%	*%	-%	1%	*%	1%
White and Asian	12	-	9	3	6	5	4	1	-	9	3	9	3	11	1	6
	*%	-%	1%	1%	1%	1%	1%	1%	-%	*%	1%	*%	2%	1%	*%	2%
Any other mixed/ multiple ethnic background	16	2	5	2	5	4	2	2	2	10	1	12	-	5	7	-
	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

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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	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	2512	146	1210	305	1051	753	603	151	102	1905	289	2032	162	1324	870	331
Effective Weighted Sample	2115	132	1090	273	948	677	543	133	89	1589	253	1699	143	1110	732	269
Total	2512	187	1385	369	1203	867	705	166	121	1885	313	2014	184	1315	883	318
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	36 1%	2 1%	14 1%	4 1%	12 1%	10 1%	6 1%	2 1%	2 2%	33 2%	1 *	33 2%	1 *	20 1%	15 2%	6 2%
Pakistani	48 2%	3 2%	22 2%	5 1%	21 2%	17 2%	8 1%	5 3%	1 1%	36 2%	3 1%	36 2%	3 2%	21 2%	17 2%	3 1%
Bangladeshi	22 1%	3 2%	4 *	3 1%	4 *	4 *	3 *	1 *	- -%	21 1%	- -%	21 1%	- -%	17 1%	3 *	6 2%
Any other Asian background	31 1%	2 1%	7 1%	3 1%	6 *	8 1%	1 *	- -%	- -%	20 1%	2 1%	21 1%	1 1%	14 1%	8 1%	5 2%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	18 1%	2 1%	6 *	2 *	6 1%	5 1%	3 *	1 1%	- -%	11 1%	3 1%	14 1%	- -%	5 *	9 1%	- -%
African	58 2%	1 1%	21 2%	5 1%	17 1%	17 2%	5 1%	6 4%	4 3%	49 3%	3 1%	51 3%	1 1%	28 2%	24 3%	12 4%
Any other black/ African/ Caribbean background	3 *	- -%	2 *	- -%	2 *	- -%	2 *	- -%	- -%	3 *	- -%	3 *	- -%	2 *	1 *	- -%
OTHER ETHNIC GROUP	17 1%	- -%	6 *	- -%	6 *	2 *	4 1%	- -%	- -%	15 1%	* *	16 1%	- -%	11 1%	5 1%	5 2%
Prefer not to say	6 *	- -%	3 *	- -%	3 *	3 *	- -%	2 1%	2 1%	6 *	- -%	6 *	- -%	5 *	1 *	4 1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - 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	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	2512	609	1388	813	1184	1159	838	298	209	275	617	363	529
Effective Weighted Sample	2115	486	1227	652	1054	975	714	237	168	237	554	312	480
Total	2512	456	1522	659	1318	1138	839	271	199	312	802	414	700
<b>WHITE</b>													
British	1420	261	894	372	783	661	494	168	129	185	484	241	428
	57%	57%	59%	56%	59%	58%	59%	62%	65%	59%	60%	58%	61%
English	453	67	300	106	262	200	168	31	22	62	144	77	128
	18%	15%	20%	16%	20%	18%	20%	11%	11%	20%	18%	19%	18%
			a			c	cd						
Scottish	151	27	93	42	79	71	49	16	13	20	56	28	47
	6%	6%	6%	6%	6%	6%	6%	6%	7%	6%	7%	7%	7%
Welsh	65	14	36	21	29	28	22	5	2	3	17	5	14
	3%	3%	2%	3%	2%	2%	3%	2%	1%	1%	2%	1%	2%
Irish	46	4	32	12	25	24	13	4	2	4	18	12	10
	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	2%	3%	1%
Gypsy, Traveller or Irish Traveller	2	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Any other white background	74	19	40	26	34	39	21	9	5	4	16	7	13
	3%	4%	3%	4%	3%	3%	2%	3%	2%	1%	2%	2%	2%
<b>MIXED/ MULTIPLE ETHIC GROUPS</b>													
White and Black Caribbean	25	8	11	9	9	8	10	4	4	2	5	3	4
	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
White and Black African	9	1	3	4	*	4	*	4	2	1	2	2	*
	*%	*%	*%	1%	*%	*%	*%	1%	1%	*%	*%	1%	*%
								b					
White and Asian	12	*	8	2	7	4	4	2	2	-	4	-	4
	*%	*%	1%	*%	1%	*%	1%	1%	1%	-%	*%	-%	1%
Any other mixed/ multiple ethnic background	16	4	6	4	6	7	3	4	3	3	1	3	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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**C2. Which one of these groups best describes your ethnic group or background?**

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		
	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	2512	609	1388	813	1184	1159	838	298	209	275	617	363	529
Effective Weighted Sample	2115	486	1227	652	1054	975	714	237	168	237	554	312	480
Total	2512	456	1522	659	1318	1138	839	271	199	312	802	414	700
<b>ASIAN AND BRITISH ASIAN</b>													
Indian	36 1%	5 1%	16 1%	7 1%	14 1%	11 1%	10 1%	5 2%	3 2%	4 1%	9 1%	4 1%	9 1%
Pakistani	48 2%	10 2%	22 1%	13 2%	19 1%	17 1%	15 2%	2 1%	2 1%	8 3%	11 1%	10 2%	10 1%
Bangladeshi	22 1%	4 1%	8 1%	4 1%	8 1%	11 1%	1 *	1 *	* *	3 1%	6 1%	3 1%	6 1%
Any other Asian background	31 1%	10 2%	9 1%	13 2%	6 *	15 1%	4 1%	5 2%	4 2%	5 2%	4 *	6 1%	3 *
<b>BLACK AND BLACK BRITISH</b>													
Caribbean	18 1%	1 *	9 1%	3 *	7 1%	4 *	6 1%	2 1%	- -	- -	5 1%	- -	5 1%
African	58 2%	10 2%	21 1%	13 2%	18 1%	20 2%	11 1%	7 2%	4 2%	5 2%	16 2%	10 2%	11 2%
Any other black/ African/ Caribbean background	3 *	- -	2 *	- -	2 *	- -	2 *	- -	- -	- -	- -	- -	- -
OTHER ETHNIC GROUP	17 1%	6 1%	6 *	7 1%	6 *	9 1%	4 *	3 1%	3 1%	2 *	3 *	2 *	3 *
Prefer not to say	6 *	2 *	3 *	2 *	3 *	5 *	* *	- -	- -	- -	2 *	- -	2 *

Columns Tested: a,b - a,b - 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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2512	398	494	90	59	181	451	23	17	892	632	1955	557
Effective Weighted Sample	2115	352	438	75	49	159	400	19	14	790	559	1633	487
Total	2512	502	612	109	77	144	374	20	15	1114	517	1984	529
<b>WHITE</b>													
British	1420	297	372	**	**	81	211	**	**	670	292	1141	278
	57%	59%	61%	**	**	56%	56%	**	**	60%	56%	58%	53%
English	453	98	108	**	**	31	83	**	**	206	114	323	131
	18%	19%	18%	**	**	22%	22%	**	**	18%	22%	16%	25% a
Scottish	151	35	40	**	**	12	18	**	**	76	30	119	31
	6%	7%	7%	**	**	8%	5%	**	**	7%	6%	6%	6%
Welsh	65	5	15	**	**	8	13	**	**	20	20	49	15
	3%	1%	2%	**	**	5%	3%	**	**	2%	4% a	2%	3%
Irish	46	8	14	**	**	1	9	**	**	22	10	33	13
	2%	2%	2%	**	**	*%	2%	**	**	2%	2%	2%	2%
Gypsy, Traveller or Irish Traveller	2	-	-	**	**	-	-	**	**	-	-	2	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
Any other white background	74	4	15	**	**	3	9	**	**	20	12	59	15
	3%	1%	2%	**	**	2%	3%	**	**	2%	2%	3%	3%
<b>MIXED/ MULTIPLE ETHIC GROUPS</b>													
White and Black Caribbean	25	4	4	**	**	1	3	**	**	8	4	22	3
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	1%
White and Black African	9	2	1	**	**	-	1	**	**	3	1	9	1
	*%	*%	*%	**	**	-%	*%	**	**	*%	*%	*%	*%
White and Asian	12	2	2	**	**	-	4	**	**	4	4	9	3
	*%	*%	*%	**	**	-%	1%	**	**	*%	1%	*%	1%
Any other mixed/ multiple ethnic background	16	4	-	**	**	1	3	**	**	4	4	14	2
	1%	1%	-%	**	**	1%	1%	**	**	*%	1%	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 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	2512	398	494	90	59	181	451	23	17	892	632	1955	557
Effective Weighted Sample	2115	352	438	75	49	159	400	19	14	790	559	1633	487
Total	2512	502	612	109	77	144	374	20	15	1114	517	1984	529
<b>ASIAN AND BRITISH ASIAN</b>													
Indian	36 1%	6 1%	7 1%	** **	** **	- -%	3 1%	** **	** **	14 1%	3 1%	29 1%	7 1%
Pakistani	48 2%	6 1%	14 2%	** **	** **	* *%	3 1%	** **	** **	20 2%	4 1%	44 2%	5 1%
Bangladeshi	22 1%	9 2%	- -%	** **	** **	1 1%	1 *%	** **	** **	9 1%	2 *%	16 1%	6 1%
Any other Asian background	31 1%	6 1%	3 1%	** **	** **	2 1%	3 1%	** **	** **	9 1%	5 1%	23 1%	8 1%
<b>BLACK AND BLACK BRITISH</b>													
Caribbean	18 1%	2 *%	3 1%	** **	** **	1 *%	1 *%	** **	** **	5 *%	2 *%	14 1%	3 1%
African	58 2%	9 2%	12 2%	** **	** **	3 2%	4 1%	** **	** **	21 2%	6 1%	54 3%	4 1%
Any other black/ African/ Caribbean background	3 *%	- -%	- -%	** **	** **	- -%	- -%	** **	** **	- -%	- -%	3 *%	- -%
OTHER ETHNIC GROUP	17 1%	2 *%	3 *%	** **	** **	* *%	3 1%	** **	** **	5 *%	4 1%	17 1%	1 *%
Prefer not to say	6 *%	2 *%	- -%	** **	** **	- -%	2 1%	** **	** **	2 *%	2 *%	4 *%	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.

**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	2512	640	361	62	374	1087	246	932	872	2050	457	182	684	926	897
Effective Weighted Sample	2115	612	349	60	316	864	195	762	765	1704	413	165	540	783	803
Total	2512	570	555	79	363	958	288	950	836	2073	435	179	705	951	852
<b>WHITE</b>															
British	1420	340	335	**	204	502	138	573	506	1217	201	87	384	583	451
	57%	60%	60%	**	56%	52%	48%	60%	61%	59%	46%	49%	54%	61%	53%
		e	e					aef	aef	aef				ac	
English	453	119	97	**	72	151	24	123	150	297	155	63	80	138	234
	18%	21%	18%	**	20%	16%	8%	13%	18%	14%	36%	35%	11%	15%	27%
		e						ab	ab	abcd	abcd				ab
Scottish	151	26	33	**	29	54	14	53	49	116	34	12	36	49	65
	6%	5%	6%	**	8%	6%	5%	6%	6%	6%	8%	7%	5%	5%	8%
Welsh	65	14	15	**	9	28	6	16	27	49	15	7	14	19	32
	3%	2%	3%	**	2%	3%	2%	2%	3%	2%	4%	4%	2%	2%	4%
Irish	46	10	16	**	6	13	10	11	15	36	10	4	15	11	19
	2%	2%	3%	**	2%	1%	3%	1%	2%	2%	2%	2%	2%	1%	2%
							b								
Gypsy, Traveller or Irish Traveller	2	-	-	**	-	2	2	-	-	2	-	-	2	-	-
	*%	-%	-%	**	-%	*%	1%	-%	-%	*%	-%	-%	*%	-%	-%
							bc								
Any other white background	74	16	10	**	11	33	8	39	22	69	5	2	24	37	13
	3%	3%	2%	**	3%	3%	3%	4%	3%	3%	1%	1%	3%	4%	2%
								e						c	
<b>MIXED/ MULTIPLE ETHNIC GROUPS</b>															
White and Black Caribbean	25	4	3	**	4	15	4	12	8	23	2	1	7	17	2
	1%	1%	1%	**	1%	2%	1%	1%	1%	1%	*%	1%	1%	2%	*%
														c	
White and Black African	9	-	-	**	3	7	2	4	3	9	-	-	5	3	1
	*%	-%	-%	**	1%	1%	1%	*%	*%	*%	-%	-%	1%	*%	*%
White and Asian	12	4	1	**	2	3	4	6	1	10	2	1	7	3	3
	*%	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	2512	640	361	62	374	1087	246	932	872	2050	457	182	684	926	897
Effective Weighted Sample	2115	612	349	60	316	864	195	762	765	1704	413	165	540	783	803
Total	2512	570	555	79	363	958	288	950	836	2073	435	179	705	951	852
Any other mixed/ multiple ethnic background	16 1%	3 1%	- -%	** **	2 1%	11 1%	4 1%	7 1%	5 1%	16 1%	- -%	- -%	6 1%	7 1%	4 *%
<b>ASIAN AND BRITISH ASIAN</b>															
Indian	36 1%	7 1%	7 1%	** **	3 1%	19 2%	7 2%	12 1%	11 1%	30 1%	5 1%	- -%	12 2%	14 1%	10 1%
Pakistani	48 2%	9 2%	10 2%	** **	3 1%	26 3%	14 5%	21 2%	12 1%	47 2%	1 *%	1 *%	28 4%	16 2%	3 *%
Bangladeshi	22 1%	2 *%	3 *%	** **	4 1%	14 1%	16 6%	4 *%	2 *%	22 1%	- -%	- -%	17 2%	4 *%	- -%
Any other Asian background	31 1%	3 1%	3 *%	** **	3 1%	21 2%	9 3%	15 2%	5 1%	28 1%	2 1%	1 1%	14 2%	14 1%	3 *%
<b>BLACK AND BLACK BRITISH</b>															
Caribbean	18 1%	1 *%	4 1%	** **	4 1%	8 1%	2 1%	9 1%	6 1%	18 1%	- -%	- -%	8 1%	6 1%	3 *%
African	58 2%	6 1%	13 2%	** **	4 1%	36 4%	21 7%	29 3%	7 1%	57 3%	1 *%	- -%	38 5%	17 2%	4 *%
Any other black/ African/ Caribbean background	3 *%	2 *%	- -%	** **	- -%	1 *%	- -%	3 *%	- -%	3 *%	- -%	- -%	2 *%	1 *%	- -%
OTHER ETHNIC GROUP	17 1%	2 *%	3 1%	** **	* *%	11 1%	2 1%	10 1%	5 1%	17 1%	* *%	- -%	7 1%	8 1%	3 *%
Prefer not to say	6 *%	2 *%	2 *%	** **	- -%	2 *%	- -%	4 *%	2 *%	6 *%	- -%	- -%	- -%	5 *%	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 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	2512	1261	1221	732	701	488	570	2063	236	134	79	305	864	829	872	1337
Effective Weighted Sample	2115	1075	1016	629	575	413	486	1736	201	114	66	251	737	700	733	1134
Total	2512	1279	1207	696	700	523	572	2052	241	132	87	315	888	816	877	1332
<b>WHITE</b>																
British	1420 57%	689 54%	715 59%	405 58%	395 57%	298 57%	307 54%	1238 60%	65 27%	65 49%	** **	174 55%	508 57%	468 57%	501 57%	761 57%
English	453 18%	267 21%	182 15%	126 18%	94 13%	113 22%	114 20%	434 21%	5 2%	12 9%	** **	43 14%	169 19%	145 18%	158 18%	243 18%
Scottish	151 6%	80 6%	68 6%	41 6%	49 7%	19 4%	42 7%	13 1%	136 56%	1 1%	** **	15 5%	52 6%	55 7%	61 7%	76 6%
Welsh	65 3%	34 3%	30 3%	15 2%	27 4%	8 2%	15 3%	16 1%	1 1%	47 36%	** **	7 2%	23 3%	22 3%	29 3%	29 2%
Irish	46 2%	17 1%	28 2%	18 3%	16 2%	6 1%	5 1%	16 1%	2 1%	1 1%	** **	6 2%	20 2%	13 2%	10 1%	32 2%
Gypsy, Traveller or Irish Traveller	2 *%	2 *%	- -%	1 *%	1 *%	- -%	- -%	2 *%	- -%	- -%	** **	2 1%	- -%	- -%	2 *%	- -%
Any other white background	74 3%	34 3%	39 3%	26 4%	24 3%	15 3%	8 1%	58 3%	13 6%	1 1%	** **	5 1%	27 3%	34 4%	20 2%	46 3%
<b>MIXED/ MULTIPLE ETHIC GROUPS</b>																
White and Black Caribbean	25 1%	11 1%	15 1%	1 *%	4 1%	2 *%	19 3%	23 1%	2 1%	* *%	** **	4 1%	10 1%	2 *%	9 1%	12 1%
White and Black African	9 *%	3 *%	5 *%	2 *%	3 *%	3 1%	2 *%	8 *%	1 *%	- -%	** **	2 1%	3 *%	1 *%	6 1%	3 *%
White and Asian	12 *%	8 1%	5 *%	4 1%	5 1%	2 *%	2 *%	12 1%	* *%	- -%	** **	1 *%	5 1%	6 1%	1 *%	9 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.

**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 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	2512	1261	1221	732	701	488	570	2063	236	134	79	305	864	829	872	1337
Effective Weighted Sample	2115	1075	1016	629	575	413	486	1736	201	114	66	251	737	700	733	1134
Total	2512	1279	1207	696	700	523	572	2052	241	132	87	315	888	816	877	1332
Any other mixed/ multiple ethnic background	16 1%	10 1%	7 1%	4 1%	7 1%	2 *%	3 1%	15 1%	2 1%	- -%	** **	2 1%	6 1%	5 1%	8 1%	5 *%
<b>ASIAN AND BRITISH ASIAN</b>																
Indian	36 1%	20 2%	15 1%	12 2%	11 2%	5 1%	8 1%	35 2%	1 *%	- -%	** **	2 1%	8 1%	15 2%	10 1%	16 1%
Pakistani	48 2%	29 2%	20 2%	9 1%	11 2%	16 3%	12 2%	45 2%	4 1%	- -%	** **	21 7% bc	13 2%	7 1%	16 2%	25 2%
Bangladeshi	22 1%	8 1%	14 1%	2 *%	10 1%	4 1%	4 1%	22 1%	- -%	- -%	** **	7 2% bc	3 *%	2 *%	8 1%	12 1%
Any other Asian background	31 1%	14 1%	16 1%	6 1%	9 1%	11 2%	4 1%	26 1%	3 1%	* *%	** **	7 2%	11 1%	9 1%	7 1%	20 1%
<b>BLACK AND BLACK BRITISH</b>																
Caribbean	18 1%	8 1%	9 1%	- -%	4 1%	6 1% a	8 1% a	16 1%	1 *%	1 1%	** **	3 1%	4 *%	7 1%	8 1%	6 *%
African	58 2%	36 3%	22 2%	18 3%	19 3%	8 2%	13 2%	53 3%	4 2%	2 2%	** **	13 4%	18 2%	18 2%	19 2%	28 2%
Any other black/ African/ Caribbean background	3 *%	1 *%	2 *%	- -%	1 *%	- -%	2 *%	2 *%	- -%	- -%	** **	1 *%	2 *%	- -%	1 *%	1 *%
OTHER ETHNIC GROUP	17 1%	8 1%	9 1%	5 1%	8 1%	2 *%	2 *%	13 1%	1 1%	1 1%	** **	1 *%	4 *%	6 1%	4 *%	7 1%
Prefer not to say	6 *%	1 *%	4 *%	2 *%	* *%	2 *%	2 *%	6 *%	- -%	- -%	** **	- -%	1 *%	1 *%	- -%	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.

**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
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
1	558 21%	49 24%	335 23%	100 25%	284 22%	193 21%	191 26%	33 18%	26 20%	426 21%	74 22%	460 21%	40 20%	265 19%	235 25%	60 17%
2	872 32%	62 30%	520 36%	132 33%	451 36%	304 33%	278 38%	57 32%	45 36%	636 31%	121 36%	689 32%	67 33%	467 33%	289 31%	106 30%
3	449 17%	33 16%	227 16%	63 16%	197 16%	141 15%	120 16%	20 11%	16 13%	334 16%	55 16%	356 16%	34 17%	230 16%	160 17%	58 17%
4	438 16%	33 16%	214 15%	53 13%	195 15%	163 18%	85 11%	36 20%	25 20%	328 16%	52 15%	346 16%	33 17%	246 17%	134 14%	62 18%
5+	261 10%	12 6%	120 8%	31 8%	101 8%	83 9%	49 7%	21 12%	10 8%	211 10%	23 7%	216 10%	18 9%	145 10%	89 9%	44 13%
Refused	139 5%	17 8%	41 3%	22 6%	36 3%	39 4%	19 3%	11 6%	4 3%	94 5%	11 3%	96 4%	9 4%	73 5%	32 3%	21 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.

C3. What is the total number of people in the household (including yourself and any children)?

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
1	558 21%	101 20%	352 22%	157 21%	296 21%	228 19%	225 25% ac	52 18%	41 19%	51 15%	157 19%	72 16%	136 18%
2	872 32%	165 32%	565 35%	236 32%	494 36%	413 34%	317 36%	102 35%	75 36%	133 40%	271 32%	166 37%	238 32%
3	449 17%	94 18%	260 16%	130 18%	223 16%	218 18%	136 15%	51 17%	35 17%	47 14%	167 20%	69 16%	145 20%
4	438 16%	75 15%	248 15%	102 14%	221 16%	204 17%	119 13%	40 14%	29 14%	66 20%	145 17%	80 18%	131 18%
5+	261 10%	43 8%	133 8%	63 9%	113 8%	108 9%	68 8%	34 11%	19 9%	29 9%	82 10%	46 10%	66 9%
Refused	139 5%	38 7% b	43 3%	42 6% b	38 3%	53 4%	27 3%	14 5%	11 5%	9 3%	20 2%	9 2%	20 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.

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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
1	558 21%	94 18%	114 18%	** **	** **	32 21%	134 34%	** **	** **	207 18%	166 30%	321 15%	238 41%
							a				a		a
2	872 32%	163 31%	241 37%	** **	** **	57 38%	147 38%	** **	** **	404 34%	204 38%	661 31%	211 36%
3	449 17%	107 20%	108 17%	** **	** **	27 18%	40 10%	** **	** **	215 18%	68 12%	398 19%	51 9%
						b				b		b	
4	438 16%	102 19%	110 17%	** **	** **	20 13%	46 12%	** **	** **	212 18%	66 12%	407 19%	30 5%
										b		b	
5+	261 10%	57 11%	54 8%	** **	** **	11 7%	11 3%	** **	** **	111 9%	22 4%	232 11%	29 5%
										b		b	
Refused	139 5%	8 2%	21 3%	** **	** **	6 4%	13 3%	** **	** **	29 2%	18 3%	113 5%	26 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.

**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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
1	558 21%	151 25%	115 20%	** **	75 19%	199 18%	29 9%	153 15%	224 25%	406 18%	151 33%	79 42%	101 13%	172 17%	284 31%
		e						abd	a	abcd	abcd				ab
2	872 32%	227 38%	187 32%	** **	146 38%	294 27%	64 20%	245 24%	300 34%	609 27%	262 57%	95 51%	197 25%	223 22%	451 50%
		e			e			abd	a	abcd	abcd				ab
3	449 17%	76 13%	108 19%	** **	60 15%	184 17%	54 16%	217 21%	152 17%	422 19%	27 6%	8 4%	144 18%	210 21%	95 10%
			a				ef	ef	ef	ef			c	c	
4	438 16%	82 14%	98 17%	** **	70 18%	182 17%	72 22%	229 22%	131 15%	432 19%	5 1%	1 *%	160 20%	241 24%	35 4%
							cef	cef	ef	cef			c	c	
5+	261 10%	46 8%	56 10%	** **	27 7%	124 12%	77 24%	131 13%	52 6%	260 12%	1 *%	- -%	120 15%	128 13%	12 1%
					a		bcd	cef	ef	cef			c	c	
Refused	139 5%	18 3%	13 2%	** **	9 2%	95 9%	30 9%	58 6%	32 4%	120 5%	17 4%	5 3%	62 8%	46 4%	29 3%
						abd	cdef						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

	GENDER		SOCIAL GRADE				NATION			FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS			
	Total	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
1	558 21%	319 23% b	234 19%	113 15%	171 23% ac	85 15% c	180 29% ac	466 21%	53 21%	28 20%	** **	60 18%	221 24%	190 22%	204 22%	271 20%
2	872 32%	468 33%	396 31%	288 38% bcd	237 32%	152 27%	192 31%	701 31%	100 39%	50 36%	** **	29 9%	323 35% a	340 40% a	311 34%	435 32%
3	449 17%	232 16%	211 17%	123 16%	99 13%	119 21% b	102 16%	376 17%	35 14%	23 17%	** **	40 12%	237 26% ac	107 12%	147 16%	234 17%
4	438 16%	203 14%	229 18% a	131 17% d	141 19% d	99 18% d	61 10%	352 16%	39 15%	19 14%	** **	68 20% b	121 13%	155 18% b	125 14%	249 18% a
5+	261 10%	114 8%	145 11% a	50 7%	74 10%	77 14% a	60 10%	214 10%	16 6%	12 9%	** **	129 39% bc	19 2%	53 6% b	82 9%	135 10%
Refused	139 5%	77 5%	51 4%	47 6%	26 4%	33 6%	28 5%	122 5%	11 4%	6 4%	** **	9 3% b	- -%	14 2% b	38 4% b	26 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.

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	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
None	1659	127	964	261	830	577	514	104	82	1250	206	1338	118	852	603	208
	61%	62%	66%	65%	66%	63%	69%	59%	65%	62%	61%	62%	58%	60%	64%	59%
1	424	31	193	53	171	124	100	25	18	312	53	335	30	222	143	50
	16%	15%	13%	13%	14%	13%	14%	14%	14%	15%	16%	15%	15%	16%	15%	14%
2	344	20	185	42	163	127	78	25	19	264	42	280	26	195	111	51
	13%	10%	13%	11%	13%	14%	10%	14%	15%	13%	13%	13%	13%	14%	12%	14%
3	100	5	57	13	49	39	23	9	4	77	11	77	11	55	33	13
	4%	2%	4%	3%	4%	4%	3%	5%	3%	4%	3%	4%	5%	4%	3%	4%
4	32	1	12	3	10	6	7	1	-	24	7	26	5	20	11	5
	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	3%	1%	1%	1%
5+	10	1	2	1	2	3	-	2	1	9	-	9	-	3	6	-
	0%	1%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
								b								
Refused	148	19	45	26	39	45	20	12	3	93	17	98	12	79	31	26
	5%	9%	3%	7%	3%	5%	3%	7%	2%	5%	5%	5%	6%	6%	3%	7%
		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.

C4. And what is the total number of children aged under 18 in the household?

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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
None	1659	297	1040	440	897	740	597	177	133	207	508	270	445
	61%	58%	65%	60%	65%	60%	67%	60%	63%	62%	60%	61%	61%
			a				a						
1	424	95	219	122	192	189	125	53	32	48	139	64	123
	16%	18%	14%	17%	14%	15%	14%	18%	15%	14%	16%	14%	17%
		b											
2	344	63	212	91	184	176	99	34	26	48	126	66	108
	13%	12%	13%	12%	13%	14%	11%	12%	13%	14%	15%	15%	15%
3	100	17	64	24	57	46	35	5	2	13	36	19	31
	4%	3%	4%	3%	4%	4%	4%	2%	1%	4%	4%	4%	4%
4	32	7	16	8	14	13	9	5	4	2	11	4	10
	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1%	1%
5+	10	*	4	2	2	1	3	1	1	-	2	1	*
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Refused	148	38	46	44	40	58	26	18	11	17	19	18	18
	5%	7%	3%	6%	3%	5%	3%	6%	5%	5%	2%	4%	3%
		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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
None	1659	320	396	**	**	106	296	**	**	715	402	1189	470
	61%	60%	61%	**	**	70%	76%	**	**	61%	74% a	56%	80% a
1	424	84	103	**	**	19	38	**	**	186	57	378	46
	16%	16%	16%	**	**	12%	10%	**	**	16% b	10%	18% b	8%
2	344	85	89	**	**	18	34	**	**	175	52	319	25
	13%	16%	14%	**	**	12%	9%	**	**	15% b	10%	15% b	4%
3	100	28	21	**	**	4	8	**	**	50	12	94	6
	4%	5%	3%	**	**	3%	2%	**	**	4%	2%	4% b	1%
4	32	2	11	**	**	*	2	**	**	13	2	29	3
	1%	*%	2%	**	**	*%	*%	**	**	1%	*%	1%	*%
5+	10	-	2	**	**	-	-	**	**	2	-	6	4
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	1%
Refused	148	12	25	**	**	5	14	**	**	37	19	117	31
	5%	2%	4%	**	**	3%	4%	**	**	3%	4%	5%	5%

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
None	1659	420	362	**	240	598	168	416	636	1221	436	178	389	442	825
	61%	70%	63%	**	62%	55%	52%	40%	71%	54%	94%	95%	50%	43%	91%
		de					b	abd	b	abcd	abcd		b		ab
1	424	66	88	**	58	198	69	213	131	413	10	5	154	230	39
	16%	11%	15%	**	15%	18%	21%	21%	15%	18%	2%	3%	20%	23%	4%
					a		ef	cef	ef	ef			c		c
2	344	64	91	**	56	127	36	235	72	342	2	-	119	212	13
	13%	11%	16%	**	14%	12%	11%	23%	8%	15%	*%	-%	15%	21%	1%
							ef	acdef	ef	cef			c		ac
3	100	25	22	**	16	34	12	71	16	99	-	-	36	62	1
	4%	4%	4%	**	4%	3%	4%	7%	2%	4%	-%	-%	5%	6%	*%
							ef	cdef	e	cef			c		c
4	32	3	4	**	4	16	6	23	3	32	-	-	9	21	1
	1%	*%	1%	**	1%	1%	2%	2%	*%	1%	-%	-%	1%	2%	*%
							ce	ce		ce			c		c
5+	10	2	-	**	2	7	5	5	1	10	-	-	6	5	-
	*%	*%	-%	**	*%	1%	2%	*%	*%	*%	-%	-%	1%	*%	-%
							ce						c		
Refused	148	20	11	**	13	99	29	70	32	132	14	4	70	49	26
	5%	3%	2%	**	3%	9%	9%	7%	4%	6%	3%	2%	9%	5%	3%
						abd	cef	ce					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

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
None	1659	930	708	463	466	303	413	1369	172	77	**	124	634	577	577	831
	61%	66%	56%	62%	62%	54%	66%	61%	68%	56%	**	37%	69%	67%	64%	62%
		b		c	c		c						a	a		
1	424	198	224	119	99	110	90	354	24	24	**	51	195	114	141	218
	16%	14%	18%	16%	13%	19%	14%	16%	9%	17%	**	15%	21%	13%	16%	16%
			a			b		b					c			
2	344	138	203	95	111	85	52	267	34	25	**	81	82	123	94	200
	13%	10%	16%	13%	15%	15%	8%	12%	13%	18%	**	24%	9%	14%	10%	15%
			a	d	d	d						bc		b		a
3	100	44	56	27	27	21	25	78	10	5	**	45	10	23	31	58
	4%	3%	4%	4%	4%	4%	4%	3%	4%	4%	**	13%	1%	3%	3%	4%
											**	bc				
4	32	14	18	7	12	6	7	28	1	-	**	24	-	6	11	15
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-%	**	7%	-%	1%	1%	1%
											**	bc				
5+	10	6	5	1	1	3	5	10	*	-	**	4	-	-	1	3
	*%	*%	*%	*%	*%	1%	1%	*%	*%	-%	**	1%	-%	-%	*%	*%
											**	bc				
Refused	148	83	53	41	32	37	31	126	12	8	**	7	-	17	51	26
	5%	6%	4%	5%	4%	7%	5%	6%	5%	6%	**	2%	-%	2%	6%	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.

**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
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
I have no formal qualifications (and I am not still studying)	147	28	74	42	60	53	49	14	9	110	16	116	10	48	78	14
	5%	14%	5%	11%	5%	6%	7%	8%	7%	5%	5%	5%	5%	3%	8%	4%
		b		b											ac	
Entry level qualification such as ESOL, ELC or Skills for Life	23	4	7	6	5	6	5	3	1	15	-	15	-	9	6	4
	1%	2%	*%	2%	*%	1%	1%	2%	1%	1%	-%	1%	-%	1%	1%	1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	219	15	113	36	92	83	45	23	17	157	26	169	15	118	66	41
	8%	7%	8%	9%	7%	9%	6%	13%	13%	8%	8%	8%	7%	8%	7%	12%
								b	b							b
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	394	20	221	53	188	124	118	27	23	297	51	325	24	197	152	46
	14%	10%	15%	13%	15%	13%	16%	15%	18%	15%	15%	15%	12%	14%	16%	13%
Level 1-2 vocational qualification or intermediate apprenticeship	107	9	55	17	47	40	24	7	5	86	6	87	5	51	41	16
	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	2%	4%	2%	4%	4%	5%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	268	12	132	31	113	77	67	11	8	201	41	214	28	158	84	35
	10%	6%	9%	8%	9%	8%	9%	6%	6%	10%	12%	10%	14%	11%	9%	10%
Level 3 vocational qualification or advanced apprenticeship	132	10	73	16	66	50	32	10	8	96	19	101	14	75	39	24
	5%	5%	5%	4%	5%	5%	4%	6%	7%	5%	6%	5%	7%	5%	4%	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.

**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
		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Significance Level: 99%																
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	245 9%	21 10%	146 10%	38 10%	128 10%	97 10%	70 9%	17 10%	13 11%	180 9%	37 11%	198 9%	20 10%	138 10%	79 8%	34 10%
Level 4-5 vocational qualification or higher apprenticeship	74 3%	7 3%	41 3%	10 3%	38 3%	27 3%	21 3%	6 3%	3 2%	52 3%	7 2%	54 3%	4 2%	30 2%	29 3%	8 2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	568 21%	37 18%	315 22%	75 19%	276 22%	202 22%	149 20%	36 20%	22 17%	439 22%	73 22%	468 22%	44 22%	341 24% b	171 18%	72 20%
Level 6 vocational qualification or degree apprenticeship	31 1%	1 1%	21 1%	4 1%	19 2%	10 1%	13 2%	- -%	- -%	23 1%	3 1%	27 1%	- -%	14 1%	13 1%	5 1%
University higher degree (e.g. Masters, PhD or equivalent)	337 12%	27 13%	177 12%	50 12%	155 12%	108 12%	97 13%	14 8%	11 8%	245 12%	43 13%	258 12%	29 15%	173 12%	114 12%	33 9%
Still studying/ still at school	20 1%	1 1%	3 *%	1 *%	3 *%	4 *%	- -%	1 1%	- -%	15 1%	3 1%	15 1%	3 1%	11 1%	7 1%	3 1%
Prefer not to say	109 4%	12 6%	59 4%	17 4%	53 4%	33 4%	38 5%	6 3%	6 4%	81 4%	7 2%	84 4%	4 2%	48 3%	40 4%	16 4%
Don't know	44 2%	3 1%	20 1%	3 1%	20 2%	9 1%	14 2%	2 1%	2 1%	33 2%	3 1%	33 2%	2 1%	16 1%	20 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.

**C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?**

Base : All respondents

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
I have no formal qualifications (and I am not still studying)	147	25	76	38	62	51	50	13	11	11	41	17	35
	5%	5%	5%	5%	5%	4%	6%	4%	5%	3%	5%	4%	5%
Entry level qualification such as ESOL, ELC or Skills for Life	23	5	7	7	5	7	5	3	3	1	4	1	4
	1%	1%	*%	1%	*%	1%	1%	1%	1%	*%	*%	*%	*%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	219	39	114	61	92	87	67	25	20	25	71	38	58
	8%	8%	7%	8%	7%	7%	7%	9%	9%	8%	8%	9%	8%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	394	60	246	93	212	170	135	41	33	61	129	79	112
	14%	12%	15%	13%	15%	14%	15%	14%	16%	18%	15%	18%	15%
Level 1-2 vocational qualification or intermediate apprenticeship	107	14	59	21	51	49	24	13	9	9	27	10	26
	4%	3%	4%	3%	4%	4%	3%	4%	4%	3%	3%	2%	4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	268	48	151	66	133	111	88	25	9	42	79	52	69
	10%	9%	9%	9%	10%	9%	10%	9%	5%	13%	9%	12%	9%
Level 3 vocational qualification or advanced apprenticeship	132	24	77	32	69	63	38	19	18	14	50	18	46
	5%	5%	5%	4%	5%	5%	4%	6%	8%	4%	6%	4%	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.

**C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?**

Base : All respondents

	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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	245	43	155	63	135	121	77	28	21	35	78	41	73
	9%	8%	10%	9%	10%	10%	9%	9%	10%	11%	9%	9%	10%
Level 4-5 vocational qualification or higher apprenticeship	74	12	51	22	40	29	34	9	8	8	25	17	16
	3%	2%	3%	3%	3%	2%	4%	3%	4%	2%	3%	4%	2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	568	116	353	160	309	294	175	65	44	63	189	91	161
	21%	22%	22%	22%	22%	24%	20%	22%	21%	19%	22%	21%	22%
Level 6 vocational qualification or degree apprenticeship	31	2	23	5	19	15	9	2	1	7	10	7	10
	1%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	1%
University higher degree (e.g. Masters, PhD or equivalent)	337	93	200	119	175	160	133	36	23	39	88	45	81
	12%	18%	13%	16%	13%	13%	15%	12%	11%	11%	10%	10%	11%
Still studying/ still at school	20	2	3	2	3	5	*	3	*	3	-	3	-
	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	0%
Prefer not to say	109	24	62	30	56	46	40	9	9	12	40	19	33
	4%	5%	4%	4%	4%	4%	5%	3%	4%	4%	5%	4%	5%
Don't know	44	9	24	9	24	16	17	2	2	4	11	4	11
	2%	2%	1%	1%	2%	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.

**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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
I have no formal qualifications (and I am not still studying)	147 5%	20 4%	32 5%	** **	** **	8 5%	31 8%	** **	** **	53 4%	39 7%	76 4%	71 12% a
Entry level qualification such as ESOL, ELC or Skills for Life	23 1%	- -%	5 1%	** **	** **	1 1%	1 *%	** **	** **	5 *%	2 *%	20 1%	3 *%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	219 8%	60 11% b	36 6%	** **	** **	11 7%	25 6%	** **	** **	97 8%	36 7%	190 9% b	29 5%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	394 14%	77 15%	114 18%	** **	** **	15 10%	45 11%	** **	** **	191 16% b	60 11%	296 14%	98 17%
Level 1-2 vocational qualification or intermediate apprenticeship	107 4%	22 4%	14 2%	** **	** **	6 4%	18 5%	** **	** **	36 3%	24 4%	84 4%	23 4%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	268 10%	49 9%	72 11%	** **	** **	21 14% b	24 6%	** **	** **	121 10%	45 8%	224 11%	44 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.

**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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Level 3 vocational qualification or advanced apprenticeship	132 5%	30 6%	34 5%	** **	** **	11 7%	17 4%	** **	** **	64 5%	28 5%	116 5%	16 3%
												b	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	245 9%	57 11%	57 9%	** **	** **	15 10%	41 11%	** **	** **	114 10%	57 10%	186 9%	59 10%
Level 4-5 vocational qualification or higher apprenticeship	74 3%	11 2%	22 3%	** **	** **	5 4%	8 2%	** **	** **	33 3%	14 3%	59 3%	15 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	568 21%	129 24%	123 19%	** **	** **	34 22%	89 23%	** **	** **	252 21%	123 23%	466 22%	101 17%
Level 6 vocational qualification or degree apprenticeship	31 1%	6 1%	11 2%	** **	** **	1 *%	5 1%	** **	** **	17 1%	5 1%	22 1%	8 1%
University higher degree (e.g. Masters, PhD or equivalent)	337 12%	44 8%	82 13%	** **	** **	19 13%	67 17%	** **	** **	126 11%	86 16%	274 13%	62 11%
											a		
Still studying/ still at school	20 1%	3 1%	- -%	** **	** **	1 1%	2 1%	** **	** **	3 *%	3 1%	18 1%	2 *%
Prefer not to say	109 4%	17 3%	36 6%	** **	** **	2 1%	13 3%	** **	** **	53 4%	15 3%	75 3%	34 6%
													a
Don't know	44 2%	6 1%	9 1%	** **	** **	1 *%	5 1%	** **	** **	15 1%	6 1%	24 1%	20 3%
													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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
I have no formal qualifications (and I am not still studying)	147	30	28	**	17	68	6	28	49	82	64	40	16	39	92
	5%	5%	5%	**	4%	6%	2%	3%	5%	4%	14%	21%	2%	4%	10%
									b		abcd	abcd			ab
Entry level qualification such as ESOL, ELC or Skills for Life	23	3	4	**	-	15	6	12	5	23	-	-	15	4	4
	1%	1%	1%	**	-%	1%	2%	1%	1%	1%	-%	-%	2%	*%	*%
							e						bc		
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	219	38	47	**	27	97	28	103	76	207	12	4	75	95	49
	8%	6%	8%	**	7%	9%	9%	10%	9%	9%	3%	2%	10%	9%	5%
							ef	ef	ef	ef			c	c	
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	394	95	87	**	63	146	51	111	164	327	67	25	99	134	160
	14%	16%	15%	**	16%	13%	16%	11%	18%	15%	14%	14%	13%	13%	18%
									bd	b					ab
Level 1-2 vocational qualification or intermediate apprenticeship	107	31	17	**	9	46	14	46	34	95	13	6	33	48	25
	4%	5%	3%	**	2%	4%	4%	4%	4%	4%	3%	3%	4%	5%	3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	268	44	59	**	48	115	81	82	65	228	41	14	119	69	80
	10%	7%	10%	**	12%	11%	25%	8%	7%	10%	9%	8%	15%	7%	9%
					a		bcdef						bc		

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

**OFCOM CORE SWITCHING TRACKER STUDY 2023. AUGUST-SEPTEMBER 2023**

Any break column with 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Level 3 vocational qualification or advanced apprenticeship	132 5%	29 5%	30 5%	** **	15 4%	52 5%	18 5%	70 7%	37 4%	124 6%	8 2%	1 *%	52 7%	55 5%	25 3%
							ef	cef		ef			c	c	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	245 9%	55 9%	55 9%	** **	35 9%	87 8%	20 6%	79 8%	100 11%	199 9%	46 10%	19 10%	57 7%	94 9%	94 10%
									b						
Level 4-5 vocational qualification or higher apprenticeship	74 3%	21 4%	15 3%	** **	13 3%	23 2%	4 1%	31 3%	27 3%	62 3%	12 3%	2 1%	16 2%	33 3%	24 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	568 21%	131 22%	128 22%	** **	87 23%	205 19%	47 14%	258 25%	185 21%	491 22%	77 17%	25 14%	158 20%	253 25%	157 17%
								aef		af				c	
Level 6 vocational qualification or degree apprenticeship	31 1%	11 2%	9 2%	** **	2 1%	8 1%	3 1%	7 1%	9 1%	19 1%	12 3%	6 3%	3 *%	12 1%	15 2%
											bd	bd			
University higher degree (e.g. Masters, PhD or equivalent)	337 12%	80 13%	64 11%	** **	53 14%	133 12%	22 7%	159 15%	94 10%	275 12%	58 13%	22 12%	94 12%	133 13%	106 12%
								ac		a					
Still studying/ still at school	20 1%	- -%	- -%	** **	3 1%	17 2%	17 5%	4 *%	- -%	20 1%	- -%	- -%	19 2%	1 *%	- -%
					a		bcdef			c			bc		
Prefer not to say	109 4%	21 4%	30 5%	** **	9 2%	45 4%	5 1%	29 3%	35 4%	69 3%	39 8%	17 9%	16 2%	38 4%	53 6%
											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.

**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Don't know	44	12	6	**	5	20	5	13	12	30	13	5	12	12	20
	2%	2%	1%	**	1%	2%	1%	1%	1%	1%	3%	2%	2%	1%	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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
I have no formal qualifications (and I am not still studying)	147 5%	82 6%	63 5%	14 2%	23 3%	29 5% a	78 13% abc	118 5%	10 4%	16 11% ab	** **	32 9% c	57 6% c	19 2%	80 9% b	47 3%
Entry level qualification such as ESOL, ELC or Skills for Life	23 1%	14 1%	9 1%	5 1%	4 *% a	5 1%	9 1%	17 1%	2 1%	3 2%	** **	5 1% c	8 1% c	4 *% c	10 1% b	7 1%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – but not Maths and not English	219 8%	108 8%	111 9%	30 4%	24 3% a	76 13% ab	85 14% ab	186 8%	15 6%	15 11%	** **	46 14% c	96 10% c	42 5%	88 10% b	79 6%
GCSE/ O' Level/ CSE/ National Qualifications/ Standard Grades – including Maths or English	394 14%	206 15%	186 15%	52 7%	84 11% a	112 20% ab	141 23% ab	337 15%	30 12%	19 14%	** **	70 21% c	169 18% c	80 9%	141 16% b	208 15%
Level 1-2 vocational qualification or intermediate apprenticeship	107 4%	60 4%	47 4%	14 2%	18 2% a	43 8% ab	33 5% ab	99 4%	6 2%	1 1%	** **	22 7% c	46 5% c	18 2%	42 5% b	37 3%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	268 10%	131 9%	132 10%	76 10%	103 14% cd	43 8%	44 7%	219 10%	24 10%	10 8%	** **	23 7%	93 10%	80 9%	108 12% b	124 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.

**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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Level 3 vocational qualification or advanced apprenticeship	132 5%	58 4%	71 6%	17 2%	39 5% a	48 8% ad	28 5%	118 5%	7 3%	7 5%	** **	15 5%	58 6%	40 5%	57 6%	60 4%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	245 9%	140 10%	103 8%	68 9%	81 11%	50 9%	44 7%	179 8%	42 17% a	12 9%	** **	26 8%	87 9%	82 10%	87 10%	130 10%
Level 4-5 vocational qualification or higher apprenticeship	74 3%	38 3%	36 3%	25 3%	18 2%	21 4%	10 2%	61 3%	5 2%	3 2%	** **	9 3%	33 4%	24 3%	23 3%	44 3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	568 21%	285 20%	273 22%	227 30% cd	202 27% cd	76 13%	58 9%	464 21%	54 21%	22 16%	** **	46 14%	175 19%	240 28% ab	144 16%	336 25% a
Level 6 vocational qualification or degree apprenticeship	31 1%	16 1%	15 1%	17 2% d	8 1%	4 1%	3 *%	25 1%	5 2%	- -%	** **	2 1%	14 1%	13 2%	8 1%	19 1%
University higher degree (e.g. Masters, PhD or equivalent)	337 12%	190 13%	140 11%	187 25% bcd	104 14% cd	27 5%	15 2%	259 12%	40 16%	21 15%	** **	21 6%	60 6%	198 23% ab	65 7%	221 16% a
Still studying/ still at school	20 1%	6 *%	14 1%	2 *%	8 1%	3 *%	8 1%	17 1%	2 1%	1 1%	** **	6 2% bc	1 *%	3 *%	7 1%	6 *%

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

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**C6A. Which one of these – if any – is the highest educational or professional qualification that you currently have?**

Base : All respondents

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Prefer not to say	109	55	47	13	25	22	47	94	6	7	**	8	13	11	31	23
	4%	4%	4%	2%	3%	4%	8%	4%	3%	5%	**	2%	1%	1%	3%	2%
							abc								b	
Don't know	44	25	18	4	8	6	20	37	4	1	**	5	13	6	15	10
	2%	2%	1%	1%	1%	1%	3%	2%	2%	1%	**	1%	1%	1%	2%	1%
							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.

**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
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2717	161	1275	333	1103	803	633	162	107	2058	306	2189	175	1434	930	368
Effective Weighted Sample	2290	146	1146	298	993	721	570	142	94	1718	267	1833	153	1202	782	300
Total	2717	206	1457	400	1263	922	741	177	127	2029	336	2164	202	1426	939	352
Up to £199 per week/ Up to £10,399 per year	136	7	52	13	46	38	21	12	6	107	9	110	5	60	56	18
	5%	3%	4%	3%	4%	4%	3%	7%	5%	5%	3%	5%	3%	4%	6%	5%
From £200 to £299 per week/ From £10,400 to £15,599 per year	231	22	136	43	115	93	65	13	9	157	34	171	21	107	84	33
	8%	11%	9%	11%	9%	10%	9%	7%	7%	8%	10%	8%	10%	8%	9%	9%
From £300 to £499 per week/ From £15,600 to £25,999 per year	449	38	239	71	207	138	140	41	30	317	59	332	43	202	173	53
	17%	19%	16%	18%	16%	15%	19%	23% a	24%	16%	18%	15%	22%	14%	18% a	15%
From £500 to £699 per week/ From £26,000 to £36,399 per year	363	36	193	63	166	124	105	23	15	273	56	301	28	205	124	50
	13%	18%	13%	16%	13%	13%	14%	13%	12%	13%	17%	14%	14%	14%	13%	14%
From £700 to £999 per week/ From £36,400 to £51,999 per year	412	31	227	67	192	147	111	24	16	311	54	329	36	232	133	75
	15%	15%	16%	17%	15%	16%	15%	13%	13%	15%	16%	15%	18%	16%	14%	21% b
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	315	19	183	44	158	113	89	19	17	238	40	257	21	193	85	33
	12%	9%	13%	11%	13%	12%	12%	11%	13%	12%	12%	12%	10%	14% b	9%	9%
£1,500 and above per week/ £78,000 and above per year	262	23	150	43	129	106	66	20	13	203	26	217	12	156	72	25
	10%	11%	10%	11%	10%	11%	9%	11%	11%	10%	8%	10%	6%	11% b	8%	7%
Don't know	134	4	35	7	32	23	17	3	1	106	11	108	9	60	57	18
	5%	2%	2%	2%	3%	2%	2%	1%	1%	5%	3%	5%	4%	4%	6%	5%
Prefer not to say	414	25	241	50	217	140	127	22	19	319	47	338	27	210	155	47
	15%	12%	17%	13%	17%	15%	17%	13%	15%	16%	14%	16%	13%	15%	17%	13%

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

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**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		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	2717	679	1460	895	1244	1245	894	319	222	297	650	390	557
Effective Weighted Sample	2290	543	1289	721	1106	1047	761	252	179	255	583	334	504
Total	2717	516	1601	731	1386	1224	893	293	210	336	842	442	735
Up to £199 per week/ Up to £10,399 per year	136	31	54	39	46	44	41	15	11	7	28	11	24
	5%	6%	3%	5%	3%	4%	5%	5%	5%	2%	3%	3%	3%
		b											
From £200 to £299 per week/ From £10,400 to £15,599 per year	231	40	148	61	127	108	80	30	23	18	76	30	64
	8%	8%	9%	8%	9%	9%	9%	10%	11%	5%	9%	7%	9%
From £300 to £499 per week/ From £15,600 to £25,999 per year	449	78	261	111	228	185	154	49	32	65	142	90	117
	17%	15%	16%	15%	16%	15%	17%	17%	15%	19%	17%	20%	16%
From £500 to £699 per week/ From £26,000 to £36,399 per year	363	65	214	95	184	163	116	44	32	43	107	60	90
	13%	13%	13%	13%	13%	13%	13%	15%	15%	13%	13%	14%	12%
From £700 to £999 per week/ From £36,400 to £51,999 per year	412	88	244	125	207	187	145	45	31	49	137	65	121
	15%	17%	15%	17%	15%	15%	16%	15%	15%	15%	16%	15%	16%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	315	59	213	90	182	153	119	32	23	37	126	51	113
	12%	11%	13%	12%	13%	12%	13%	11%	11%	11%	15%	11%	15%
£1,500 and above per week/ £78,000 and above per year	262	51	167	73	145	146	72	27	21	59	87	69	78
	10%	10%	10%	10%	10%	12%	8%	9%	10%	18%	10%	16%	11%
						b				b			
Don't know	134	32	43	38	37	49	26	16	7	18	26	21	22
	5%	6%	3%	5%	3%	4%	3%	6%	3%	5%	3%	5%	3%
		b		b									
Prefer not to say	414	72	257	97	232	190	139	35	31	40	112	45	107
	15%	14%	16%	13%	17%	15%	16%	12%	15%	12%	13%	10%	15%

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 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%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Up to £199 per week/ Up to £10,399 per year	136 5%	12 2%	23 4%	** **	** **	9 6%	13 3%	** **	** **	35 3%	22 4%	85 4%	51 9% a
From £200 to £299 per week/ From £10,400 to £15,599 per year	231 8%	52 10%	43 7%	** **	** **	12 8%	33 8%	** **	** **	95 8%	45 8%	146 7%	85 15% a
From £300 to £499 per week/ From £15,600 to £25,999 per year	449 17%	98 18%	109 17%	** **	** **	16 11%	64 16%	** **	** **	207 18%	80 15%	344 16%	105 18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	363 13%	69 13%	81 12%	** **	** **	26 17%	60 15%	** **	** **	150 13%	86 16%	293 14%	70 12%
From £700 to £999 per week/ From £36,400 to £51,999 per year	412 15%	89 17%	97 15%	** **	** **	28 18%	69 18%	** **	** **	186 16%	97 18%	355 17% b	57 10%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	315 12%	71 13%	93 14%	** **	** **	18 12%	41 11%	** **	** **	164 14%	59 11%	281 13% b	34 6%
£1,500 and above per week/ £78,000 and above per year	262 10%	62 12%	84 13%	** **	** **	22 14% b	28 7%	** **	** **	146 12%	50 9%	250 12% b	13 2%
Don't know	134 5%	21 4%	23 4%	** **	** **	2 1%	11 3%	** **	** **	44 4%	14 2%	103 5%	30 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.

**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 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	2717	423	524	98	62	193	473	26	20	947	666	2100	617
Effective Weighted Sample	2290	372	464	80	51	169	420	21	17	836	589	1756	538
Total	2717	531	646	117	79	152	391	22	17	1178	544	2132	585
Prefer not to say	414	58	94	**	**	19	72	**	**	152	91	275	139
	15%	11%	15%	**	**	13%	18%	**	**	13%	17%	13%	24% 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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Up to £199 per week/ Up to £10,399 per year	136 5%	23 4%	20 4%	** **	8 2%	81 8%	22 7%	55 5%	50 6%	127 6%	10 2%	6 3%	46 6%	48 5%	42 5%
						abd	e	e	e	e					
From £200 to £299 per week/ From £10,400 to £15,599 per year	231 8%	50 8%	58 10%	** **	33 8%	82 8%	23 7%	71 7%	74 8%	167 7%	64 14%	33 18%	62 8%	63 6%	105 12%
											abcd	abcd			b
From £300 to £499 per week/ From £15,600 to £25,999 per year	449 17%	99 17%	88 15%	** **	73 19%	177 16%	58 18%	162 16%	148 17%	369 16%	80 17%	32 17%	134 17%	155 15%	159 18%
From £500 to £699 per week/ From £26,000 to £36,399 per year	363 13%	85 14%	64 11%	** **	64 16%	142 13%	47 14%	129 12%	128 14%	303 13%	59 13%	32 17%	111 14%	136 13%	115 13%
From £700 to £999 per week/ From £36,400 to £51,999 per year	412 15%	86 14%	96 17%	** **	60 15%	160 15%	33 10%	183 18%	138 15%	354 16%	58 13%	16 8%	116 15%	174 17%	122 13%
								af		f					
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	315 12%	71 12%	87 15%	** **	46 12%	101 9%	18 5%	173 17%	93 10%	285 13%	30 6%	10 5%	90 11%	149 15%	75 8%
			e					acdef		aef				c	
£1,500 and above per week/ £78,000 and above per year	262 10%	62 10%	65 11%	** **	36 9%	94 9%	15 5%	113 11%	113 13%	240 11%	22 5%	4 2%	48 6%	135 13%	79 9%
								aef	aef	aef				ac	
Don't know	134 5%	11 2%	15 3%	** **	13 3%	91 8%	70 21%	31 3%	19 2%	119 5%	14 3%	8 4%	88 11%	20 2%	27 3%
						abd	bcdef			bc			bc		

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

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**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 a	TRIPLE b	QUAD ~c	OTHER d	NONE e	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	2717	674	376	67	398	1214	276	1018	930	2224	487	191	760	997	954
Effective Weighted Sample	2290	645	363	65	334	973	219	835	817	1851	441	174	601	845	855
Total	2717	600	578	86	388	1078	326	1032	891	2249	462	187	785	1020	906
Prefer not to say	414	114	83	**	55	152	41	116	128	286	124	47	89	140	181
	15%	19%	14%	**	14%	14%	13%	11%	14%	13%	27%	25%	11%	14%	20%
		e								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 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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Up to £199 per week/ Up to £10,399 per year	136 5%	62 4%	73 6%	7 1%	15 2%	35 6% ab	78 13% abc	110 5%	11 4%	11 8%	** **	136 41% bc	- -%	- -%	72 8% b	40 3%
From £200 to £299 per week/ From £10,400 to £15,599 per year	231 8%	114 8%	113 9%	25 3%	50 7% a	35 6%	118 19% abc	188 8%	14 5%	19 13% b	** **	43 13% c	177 19% c	- -%	112 12% b	84 6%
From £300 to £499 per week/ From £15,600 to £25,999 per year	449 17%	239 17%	203 16%	53 7%	117 16% a	132 23% ab	145 23% ab	354 16%	51 20%	25 18%	** **	84 25% c	345 37% ac	- -%	206 23% b	188 14%
From £500 to £699 per week/ From £26,000 to £36,399 per year	363 13%	198 14%	164 13%	84 11%	110 15%	101 18% ad	66 11%	294 13%	34 13%	16 12%	** **	35 11%	239 26% ac	80 9%	126 14%	193 14%
From £700 to £999 per week/ From £36,400 to £51,999 per year	412 15%	234 17%	177 14%	125 17% d	152 20% d	98 17% d	36 6%	340 15%	39 15%	20 14%	** **	36 11%	160 17% a	202 23% ab	123 14%	227 17%
From £1,000 to £1,499 per week/ From £52,000 to £77,999 per year	315 12%	177 13%	137 11%	152 20% bcd	106 14% cd	36 6% d	19 3%	261 12%	33 13%	17 12%	** **	- -%	- -%	315 37% ab	64 7%	210 16% a
£1,500 and above per week/ £78,000 and above per year	262 10%	157 11% b	99 8%	170 23% bcd	56 8% d	28 5% d	7 1%	209 9%	31 12%	10 7%	** **	- -%	- -%	262 31% ab	44 5%	193 14% 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

	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	2717	1391	1279	786	751	530	622	2244	248	140	85	326	896	873	900	1357
Effective Weighted Sample	2290	1188	1064	675	617	449	529	1889	212	119	71	269	764	739	755	1152
Total	2717	1413	1266	753	748	564	623	2231	254	138	94	335	921	860	907	1351
Don't know	134	41	89	20	28	25	56	116	10	5	**	-	-	-	59	46
	5%	3%	7%	3%	4%	4%	9%	5%	4%	4%	**	-%	-%	-%	6%	3%
			a				abc								b	
Prefer not to say	414	190	211	117	114	74	97	358	31	15	**	-	-	-	103	171
	15%	13%	17%	16%	15%	13%	16%	16%	12%	11%	**	-%	-%	-%	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.

**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	2095	128	1006	272	862	639	495	132	87	1581	249	1689	141	1125	705	289
Effective Weighted Sample	1772	116	907	244	779	576	446	115	76	1324	218	1419	123	946	596	236
Total	2115	167	1166	332	1001	743	591	147	105	1574	270	1685	160	1124	720	275
Most Financially Vulnerable	335	23	138	42	119	95	67	30	**	253	27	259	21	155	125	47
	16%	14%	12%	13%	12%	13%	11%	21%	**	16%	10%	15%	13%	14%	17%	17%
Potentially Financially Vulnerable	921	78	519	151	445	320	276	68	**	674	131	719	86	468	337	129
	44%	47%	44%	46%	44%	43%	47%	47%	**	43%	48%	43%	54%	42%	47%	47%
Least Financially Vulnerable	860	66	509	139	436	327	248	48	**	647	112	707	53	502	258	100
	41%	39%	44%	42%	44%	44%	42%	33%	**	41%	41%	42%	33%	45%	36%	36%
														bc		

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 - 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	2095	514	1157	696	975	969	702	253	175	242	535	328	449
Effective Weighted Sample	1772	410	1023	561	869	816	600	199	139	210	479	282	407
Total	2115	396	1286	578	1105	963	719	234	168	273	697	371	600
Most Financially Vulnerable	335	72	153	93	132	124	101	35	23	27	94	41	80
	16%	18%	12%	16%	12%	13%	14%	15%	13%	10%	13%	11%	13%
		b											
Potentially Financially Vulnerable	921	163	566	237	493	420	310	120	90	121	309	169	262
	44%	41%	44%	41%	45%	44%	43%	51%	54%	44%	44%	46%	44%
Least Financially Vulnerable	860	161	567	248	480	419	309	79	56	125	294	160	258
	41%	41%	44%	43%	43%	44%	43%	34%	33%	46%	42%	43%	43%
						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.

**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	2095	351	426	86	53	164	367	21	15	777	531	1664	431
Effective Weighted Sample	1772	310	377	70	43	143	326	17	13	687	470	1398	377
Total	2115	446	524	102	69	130	305	18	13	970	435	1703	412
Most Financially Vulnerable	335	58	63	**	**	15	22	**	**	121	37	263	72
	16%	13%	12%	**	**	12%	7%	**	**	12%	9%	15%	17%
Potentially Financially Vulnerable	921	204	227	**	**	52	144	**	**	430	196	695	226
	44%	46%	43%	**	**	40%	47%	**	**	44%	45%	41%	55%
													a
Least Financially Vulnerable	860	184	235	**	**	62	139	**	**	419	202	745	114
	41%	41%	45%	**	**	48%	46%	**	**	43%	46%	44%	28%
												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.

**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	2095	521	308	54	324	900	170	831	754	1755	338	134	554	819	720
Effective Weighted Sample	1772	497	297	52	274	725	136	685	662	1470	305	122	442	695	643
Total	2115	472	477	71	312	797	202	858	733	1792	321	131	573	851	689
Most Financially Vulnerable	335	53	61	**	29	178	66	167	91	324	11	6	130	155	50
	16%	11%	13%	**	9%	22%	33%	19%	12%	18%	3%	4%	23%	18%	7%
						abd	bcdef	cef	ef	cef			c	c	
Potentially Financially Vulnerable	921	210	205	**	149	334	88	318	328	735	186	84	250	320	351
	44%	44%	43%	**	48%	42%	44%	37%	45%	41%	58%	64%	44%	38%	51%
									b		abcd	abcd			b
Least Financially Vulnerable	860	210	211	**	134	285	47	373	314	734	124	41	193	376	288
	41%	45%	44%	**	43%	36%	23%	43%	43%	41%	39%	31%	34%	44%	42%
		e	e					af	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.

**FINANCIAL VULNERABILITY**

Base : Those where it is possible to calculate the Financial Vulnerability Index

	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	1123	948	622	595	419	448	1710	198	114	73	326	896	873	715	1118
Effective Weighted Sample	1772	962	790	536	492	354	383	1444	170	99	61	269	764	739	600	951
Total	2115	1145	950	602	596	448	457	1716	207	112	81	335	921	860	718	1126
Most Financially Vulnerable	335	135	196	22	79	93	139	266	26	21	**	335	-	-	147	137
	16%	12%	21%	4%	13%	21%	30%	15%	13%	19%	**	100%	-%	-%	21%	12%
			a	a	ab	abc						bc			b	
Potentially Financially Vulnerable	921	512	399	163	239	252	259	754	81	48	**	-	921	-	381	423
	44%	45%	42%	27%	40%	56%	57%	44%	39%	43%	**	-%	100%	-%	53%	38%
				a	ab	ab							ac		b	
Least Financially Vulnerable	860	497	355	417	279	103	59	696	99	43	**	-	-	860	189	566
	41%	43%	37%	69%	47%	23%	13%	41%	48%	38%	**	-%	-%	100%	26%	50%
		b		bcd	cd	d								ab	a	

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