

SWITCHING EXPERIENCE TRACKER EXTRA ANALYSIS 2018

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?	1
Base : Those interviewed about their switching experience involving landline in the last six months - excluding movers	
Q34B. Did you want the break in service for your Fixed broadband when you switched?	2
Base : Those interviewed about their switching experience involving fixed broadband in the last six months - excluding movers	
Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you... ..	3
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	7
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers	
Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	11
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	14
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers	
Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	18
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	21
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time	
Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	24
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time	
Q43. While considering switching your [SERVICE/S], which of these did you do?	28
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	30
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	35
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER	40
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	
SUMMARY OF ASPECTS SWITCHERS HAD DIFFICULTY WITH	45
Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers	
SUMMARY OF FACTORS IN CONSIDERER'S DECISION TO STAY WITH PROVIDER	47
Base : Those interviewed about deciding not to switch their Dual Play (Fixed line and Fixed broadband) service OR Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months	

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

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base : Those interviewed about their switching experience involving landline in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	f
Significance Level: 95%						
Unweighted total	628	41	-	587	364	208
Effective Weighted Sample	600	41	-	559	358	207
Total	461	31	-	430	304	114
Yes	10 2%	** **	** **	8 2%	6 2%	1 1%
No	47 10%	** **	** **	44 10%	31 10%	13 11%
Can't remember	1 *%	** **	** **	1 *%	1 *%	1 *%
ANY BREAK IN SERVICE FOR LANDLINE	58 13%	** **	** **	54 13%	38 12%	14 12%
NO BREAK IN SERVICE FOR LANDLINE	402 87%	** **	** **	376 87%	267 88%	100 88%

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

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Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base : Those interviewed about their switching experience involving fixed broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	673	-	89	584	364	208
Effective Weighted Sample	645	-	89	556	358	207
Total	495	-	68	427	304	114
Yes	12 2%	**	**	9 2%	7 2%	1 1%
No	78 16%	**	**	67 16%	51 17%	16 14%
Can't remember	9 2%	**	**	6 1%	5 2%	1 *%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	98 20%	**	**	81 19%	62 21%	18 15%
NO BREAK IN SERVICE FOR FIXED BROADBAND	397 80%	**	**	347 81%	242 79%	97 85%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Compare what different providers were offering	277	**	**	233	161	67
	52%	**	**	54%	53%	58%
Set up a new online account	220	**	**	189	133	54
	41%	**	**	44%	44%	47%
Choose the date you wanted to start using the service	186	**	**	144	85	55
	35%	**	**	33%	28%	48%
	e					ade
Find out what you needed to do in order to switch	153	**	**	120	82	35
	29%	**	**	28%	27%	31%
Contact the provider you were using at the time	161	**	**	126	83	39
	30%	**	**	29%	27%	34%
Install any new equipment yourself/ within your household (e.g. router, set top box)	259	**	**	213	180	27
	49%	**	**	49%	59%	24%
	f			f	adf	
Try to negotiate a better deal with your previous provider	145	**	**	118	80	35
	27%	**	**	27%	26%	30%
Experience your previous provider trying to persuade you to stay	129	**	**	105	69	32
	24%	**	**	24%	23%	28%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Have an engineer visit by the new provider to install equipment or set up services	145 27% e	** **	** **	121 28% e	48 16%	71 62% ade
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	137 26%	** **	** **	106 25%	67 22%	37 32% de
Receive any unexpected bills or charges from your previous provider	77 14%	** **	** **	66 15%	49 16%	13 12%
Leave your contract early/ before the end of your minimum contract period	79 15%	** **	** **	67 15%	45 15%	19 17%
Have to return equipment to your previous provider	97 18% e	** **	** **	79 18% e	38 13%	39 34% ade
Experience any other devices or products you own not working with the new service	30 6%	** **	** **	20 5%	12 4%	6 5%
Find out you had to pay any disconnection charges to your previous provider	55 10%	** **	** **	42 10%	28 9%	12 11%

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Find out you had to pay a charge for not returning equipment to your previous provider	31 6%	** **	** **	18 4%	10 3%	7 6%
Lose any content (programmes, apps, photos, data) you had stored from your previous service	12 2%	** **	** **	12 3%	4 1%	8 7% ade
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	6 1%	** **	** **	6 1%	2 1%	4 3% ae
None of these	8 2%	** **	** **	6 1%	5 2%	1 *%
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	287 54%	** **	** **	233 54%	158 52%	69 61% e
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	236 44%	** **	** **	189 44%	127 42%	58 51% e

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

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Q14A/B/C. When you last changed your [SERVICE/S] provider, which of these did you do? Did you...

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	231 43%	** **	** **	185 43%	124 41%	56 49%
Can't remember	11 2%	** **	** **	8 2%	4 1%	3 2%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	f
Significance Level: 95%						
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Cancelling your previous service (P)	53	**	**	35	21	13
	10%	**	**	8%	7%	11%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	37	**	**	21	10	9
	7%	**	**	5%	3%	8%
	e					e
Arranging the switch so that you always had access to your services (P)	31	**	**	21	12	7
	6%	**	**	5%	4%	6%
Getting a better deal with your previous provider	66	**	**	57	39	16
	12%	**	**	13%	13%	14%
Understanding the relevant steps required to switch provider	18	**	**	7	2	4
	3%	**	**	2%	1%	3%
	e					e
Contacting your new provider	21	**	**	14	7	6
	4%	**	**	3%	2%	5%
						e
Finding time to research the market	14	**	**	6	2	3
	3%	**	**	1%	1%	2%
	e					

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Resolving billing issues with your previous provider	32 6%	** **	** **	27 6%	19 6%	7 6%
Contacting your previous provider	17 3%	** **	** **	10 2%	5 2%	4 3%
Keeping/ transferring your phone number	10 2%	** **	** **	6 1%	2 1%	2 2%
Your previous provider trying to persuade you to stay	19 4%	** **	** **	12 3%	7 2%	3 3%
Paying the charge to exit your contract early	14 3%	** **	** **	11 3%	7 2%	3 3%
Paying a disconnection charge to your previous provider	14 3%	** **	** **	11 2%	8 3%	2 2%
Getting the switch to happen on the date you wanted (P)	16 3%	** **	** **	9 2%	4 1%	4 4%
Returning your previous provider's equipment	13 2%	** **	** **	8 2%	4 1%	3 3%
Other devices or products you own not working with the new service	8 2%	** **	** **	5 1%	3 1%	2 2%

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Comparing what different providers are offering	10 2%	** **	** **	6 1%	2 1%	3 3% e
Setting up a new online account	5 1%	** **	** **	4 1%	4 1%	1 1%
Having new equipment installed by the new provider	8 1%	** **	** **	6 1%	3 1%	3 3%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	10 2%	** **	** **	5 1%	4 1%	1 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	6 1%	** **	** **	2 *%	1 *%	1 *%
ANY PROCESS DIFFICULTIES (P)	88 17% e	** **	** **	57 13%	34 11%	20 18% e
NONE OF THESE	360 68%	** **	** **	303 70%	218 72%	74 65%
Base for stats	532	**	**	433	304	114
Mean number of difficulties	.8 e	**	**	.7	.5	.8 e

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Standard deviation	1.71	**	**	1.45	1.10	1.85
Standard error	.06	**	**	.06	.06	.13

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	f
Significance Level: 95%						
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Understanding the relevant steps required to switch provider	87 16%	** **	** **	60 14%	37 12%	19 16%
Finding time to research the market	94 18%	** **	** **	65 15%	44 15%	17 15%
Arranging the switch so that you always had access to your services (P)	92 17%	** **	** **	63 14%	44 14%	15 13%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	89 17%	** **	** **	63 15%	43 14%	17 15%
Cancelling your previous service (P)	90 17% e	** **	** **	61 14%	35 11%	23 20% de
Contacting your new provider	55 10%	** **	** **	36 8%	24 8%	7 6%
Keeping/ transferring your phone number	27 5%	** **	** **	22 5%	14 5%	6 5%
Comparing what different providers are offering	49 9%	** **	** **	36 8%	24 8%	11 9%

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Your previous provider trying to persuade you to stay	59 11%	** **	** **	49 11%	34 11%	15 13%
Getting the switch to happen on the date you wanted (P)	30 6%	** **	** **	19 4%	12 4%	7 6%
Contacting your previous provider	36 7%	** **	** **	27 6%	15 5%	10 9%
Resolving billing issues with your previous provider	28 5%	** **	** **	25 6%	19 6%	4 4%
Getting a better deal with your previous provider	31 6%	** **	** **	19 4%	14 5%	4 4%
Setting up a new online account	19 4%	** **	** **	13 3%	9 3%	4 3%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	40 8% f	** **	** **	28 6%	22 7% f	3 3%
Returning your previous provider's equipment	30 6%	** **	** **	24 5%	10 3%	14 12%

ade

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

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	28 5%	** **	** **	21 5%	14 5%	7 6%
Having new equipment installed by the new provider	27 5%	** **	** **	20 5%	9 3%	10 8% de
Paying the charge to exit your contract early	17 3%	** **	** **	12 3%	9 3%	2 1%
Other devices or products you own not working with the new service	13 2%	** **	** **	7 2%	5 2%	2 1%
Paying a disconnection charge to your previous provider	18 3%	** **	** **	13 3%	9 3%	3 3%
ANY PROCESS DIFFICULTIES (P)	178 33% e	** **	** **	127 29%	81 27%	40 35% e
NONE OF THESE	239 45%	** **	** **	207 48%	150 49%	49 43%
Base for stats	532	**	**	433	304	114
Mean number of difficulties	1.8 e	**	**	1.6	1.5	1.7
Standard deviation	2.37	**	**	2.23	2.18	2.24
Standard error	.09	**	**	.09	.11	.16

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

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Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Cancelling your previous service (P)	143	**	**	97	56	36
e	27%	**	**	22%	18%	32%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	126	**	**	84	53	26
e	24%	**	**	19%	17%	23%
Arranging the switch so that you always had access to your services (P)	123	**	**	83	56	22
e	23%	**	**	19%	18%	19%
Understanding the relevant steps required to switch provider	105	**	**	67	40	23
e	20%	**	**	15%	13%	20%
Finding time to research the market	108	**	**	71	46	19
e	20%	**	**	16%	15%	17%
Contacting your new provider	76	**	**	51	31	13
e	14%	**	**	12%	10%	12%
Getting a better deal with your previous provider	97	**	**	76	53	20
e	18%	**	**	17%	17%	18%

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

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

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Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Keeping/ transferring your phone number	37 7%	** **	** **	28 7%	17 6%	8 7%
Comparing what different providers are offering	59 11%	** **	** **	42 10%	26 8%	14 12%
Your previous provider trying to persuade you to stay	77 15%	** **	** **	61 14%	41 14%	18 15%
Resolving billing issues with your previous provider	60 11%	** **	** **	52 12%	38 12%	12 10%
Contacting your previous provider	53 10%	** **	** **	37 8%	20 7%	14 12%
Getting the switch to happen on the date you wanted (P)	47 9%	** **	** **	28 7%	17 5%	11 10%
Setting up a new online account	24 5%	** **	** **	17 4%	13 4%	4 4%
Returning your previous provider's equipment	43 8%	** **	** **	31 7%	13 4%	17 15%
Paying the charge to exit your contract early	30 6%	** **	** **	23 5%	16 5%	5 4%

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	f
Significance Level: 95%						
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	51 9%	** **	** **	32 7%	26 9%	4 3%
	f			f	f	
Other devices or products you own not working with the new service	21 4%	** **	** **	12 3%	8 3%	3 3%
Having new equipment installed by the new provider	34 6%	** **	** **	26 6%	12 4%	12 11%
						ade
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	34 6%	** **	** **	23 5%	15 5%	7 6%
Paying a disconnection charge to your previous provider	33 6%	** **	** **	24 5%	17 6%	5 5%
ANY PROCESS DIFFICULTIES (P)	213 40%	** **	** **	154 36%	97 32%	51 45%
	e					de
NONE OF THESE	203 38%	** **	** **	176 41%	128 42%	41 36%
Base for stats	532	**	**	433	304	114

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Mean number of difficulties	2.6	**	**	2.2	2.0	2.6
Standard deviation	de 3.22	**	**	2.89	2.65	3.07
Standard error	.12	**	**	.12	.14	.21

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	~f
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Getting a better deal with your previous provider	33 21%	** **	** **	28 22%	19 23%	** **
Cancelling your previous service (P)	21 13%	** **	** **	15 12%	8 10%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	14 9%	** **	** **	10 8%	4 5%	** **
Contacting your previous provider	17 10%	** **	** **	10 8%	5 6%	** **
Arranging the switch so that you always had access to your services (P)	13 8%	** **	** **	9 7%	4 5%	** **
Contacting your new provider	9 6%	** **	** **	7 5%	3 4%	** **
Finding time to research the market	5 3%	** **	** **	3 2%	1 1%	** **
Resolving billing issues with your previous provider	14 9%	** **	** **	11 9%	9 10%	** **

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	~f
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Understanding the relevant steps required to switch provider	7 4%	**	**	4 3%	1 1%	**
Your previous provider trying to persuade you to stay	10 6%	**	**	8 6%	4 5%	**
Keeping/ transferring your phone number	4 3%	**	**	3 2%	- -%	**
Paying a disconnection charge to your previous provider	6 4%	**	**	5 4%	3 3%	**
Getting the switch to happen on the date you wanted (P)	7 4%	**	**	3 2%	1 1%	**
Paying the charge to exit your contract early	6 3%	**	**	5 4%	2 3%	**
Other devices or products you own not working with the new service	5 3%	**	**	4 3%	2 2%	**
Returning your previous provider's equipment	7 4%	**	**	5 4%	1 1%	**

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

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	~f
Significance Level: 95%						
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Comparing what different providers are offering	3 2%	** **	** **	3 3%	1 1%	** **
Setting up a new online account	1 1%	** **	** **	1 1%	1 1%	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	2 1%	** **	** **	1 *%	- -%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	2 1%	** **	** **	- -%	- -%	** **
Having new equipment installed by the new provider	4 2%	** **	** **	3 2%	1 1%	** **
ANY PROCESS DIFFICULTIES (P)	34 21%	** **	** **	24 19%	12 15%	** **
NONE OF THESE	90 56%	** **	** **	74 59%	52 62%	** **
Base for stats	161	**	**	126	83	**
Mean number of difficulties	1.2	**	**	1.1	.8	**
Standard deviation	2.11	**	**	2.01	1.43	**
Standard error	.14	**	**	.15	.14	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	~f
Significance Level: 95%						
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Cancelling your previous service (P)	37	**	**	24	13	**
	23%	**	**	19%	16%	**
Understanding the relevant steps required to switch provider	28	**	**	18	8	**
	17%	**	**	14%	10%	**
Arranging the switch so that you always had access to your services (P)	30	**	**	18	11	**
	18%	**	**	14%	13%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	33	**	**	22	12	**
	21%	**	**	17%	15%	**
Finding time to research the market	30	**	**	22	14	**
	19%	**	**	17%	17%	**
Contacting your previous provider	36	**	**	27	15	**
	22%	**	**	21%	18%	**
Your previous provider trying to persuade you to stay	26	**	**	20	14	**
	16%	**	**	16%	16%	**
Contacting your new provider	12	**	**	8	3	**
	8%	**	**	6%	4%	**

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	~f
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Comparing what different providers are offering	16 10%	** **	** **	11 9%	7 8%	** **
Keeping/ transferring your phone number	5 3%	** **	** **	4 4%	1 1%	** **
Getting the switch to happen on the date you wanted (P)	14 9%	** **	** **	12 9%	8 10%	** **
Resolving billing issues with your previous provider	13 8%	** **	** **	13 10%	9 11%	** **
Having new equipment installed by the new provider	11 7%	** **	** **	7 5%	3 3%	** **
Getting a better deal with your previous provider	15 9%	** **	** **	9 7%	7 8%	** **
Setting up a new online account	7 4%	** **	** **	3 3%	1 1%	** **
Paying the charge to exit your contract early	10 6%	** **	** **	6 5%	4 5%	** **
Returning your previous provider's equipment	11 7%	** **	** **	7 5%	2 2%	** **

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

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

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	~f
Significance Level: 95%						
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	12 7%	** **	** **	7 6%	5 6%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	10 6%	** **	** **	8 6%	4 4%	** **
Paying a disconnection charge to your previous provider	7 4%	** **	** **	5 4%	4 5%	** **
Other devices or products you own not working with the new service	3 2%	** **	** **	1 1%	1 1%	** **
ANY PROCESS DIFFICULTIES (P)	65 40%	** **	** **	44 35%	25 30%	** **
NONE OF THESE	58 36%	** **	** **	48 38%	33 39%	** **
Base for stats	161	**	**	126	83	**
Mean number of difficulties	2.3	**	**	2.0	1.7	**
Standard deviation	2.63	**	**	2.47	2.42	**
Standard error	.18	**	**	.19	.24	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
	a	~b	~c	d	e	~f
Significance Level: 95%						
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Canceling your previous service (P)	58	**	**	39	21	**
	36%	**	**	31%	26%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	47	**	**	32	17	**
	29%	**	**	25%	20%	**
Contacting your previous provider	53	**	**	37	20	**
	33%	**	**	29%	24%	**
Arranging the switch so that you always had access to your services (P)	43	**	**	27	15	**
	27%	**	**	21%	18%	**
Understanding the relevant steps required to switch provider	34	**	**	21	9	**
	21%	**	**	17%	11%	**
	e					
Finding time to research the market	35	**	**	25	15	**
	22%	**	**	20%	18%	**
Getting a better deal with your previous provider	48	**	**	37	26	**
	30%	**	**	29%	31%	**
Contacting your new provider	21	**	**	14	7	**
	13%	**	**	11%	8%	**

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	~f
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Your previous provider trying to persuade you to stay	36 22%	** **	** **	27 22%	17 21%	** **
Keeping/ transferring your phone number	9 6%	** **	** **	7 6%	1 1%	** **
Resolving billing issues with your previous provider	27 17%	** **	** **	24 19%	17 21%	** **
Getting the switch to happen on the date you wanted (P)	21 13%	** **	** **	15 12%	9 11%	** **
Comparing what different providers are offering	20 12%	** **	** **	14 11%	7 9%	** **
Paying the charge to exit your contract early	15 9%	** **	** **	11 8%	7 8%	** **
Setting up a new online account	8 5%	** **	** **	5 4%	2 2%	** **
Having new equipment installed by the new provider	15 9%	** **	** **	10 8%	4 5%	** **

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

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	~f
Unweighted total	222	12	34	176	100	71
Effective Weighted Sample	213	12	34	167	98	71
Total	161	9	26	126	83	39
Paying a disconnection charge to your previous provider	13 8%	** **	** **	10 8%	7 8%	** **
Returning your previous provider's equipment	17 11% e	** **	** **	11 9%	3 3%	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	14 9%	** **	** **	8 6%	5 6%	** **
Other devices or products you own not working with the new service	8 5%	** **	** **	5 4%	3 3%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	13 8%	** **	** **	8 6%	4 4%	** **
ANY PROCESS DIFFICULTIES (P)	80 49% e	** **	** **	55 44%	30 37%	** **
NONE OF THESE	44 27%	** **	** **	39 31%	27 32%	** **
Base for stats	161	**	**	126	83	**
Columns Tested: a,b,c,d,e,f						

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

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers- who made contact with the provider they were using at the time

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	~f
Mean number of difficulties	3.4	**	**	3.1	2.6	**
Standard deviation	e 3.63	**	**	3.49	3.09	**
Standard error	.24	**	**	.26	.31	**

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

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Compare what different providers were offering	303	172	131
	67%	70%	63%
Try to negotiate a better deal with your current provider	252	131	121
	55%	53%	58%
Contact your current provider	240	134	106
	53%	54%	51%
Experience your current provider trying to persuade you to stay	136	61	75
	30%	25%	36%
		a	
Contact any potential new providers	101	53	48
	22%	21%	23%
Find out when you need to do in order to switch	89	45	44
	20%	18%	21%
TYPES OF CONTACT WITH CURRENT PROVIDER	343	179	163
	75%	73%	78%
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	343	179	163
	75%	73%	78%

Columns Tested: a,b

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

Q43. While considering switching your [SERVICE/S], which of these did you do?

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

	Total	<u>DECIDED NOT TO SWITCH</u>	
		<u>DUAL PLAY</u>	<u>TRIPLE PLAY</u>
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	325 71%	172 70%	153 73%
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	279 61%	148 60%	130 62%
None of these	14 3%	8 3%	6 3%
Can't remember	4 1%	2 1%	3 1%

Columns Tested: a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
I negotiated/ accepted a deal with my current provider	273 60%	141 57%	132 63%
Current provider is still the best deal/ cheapest	215 47%	116 47%	99 47%
Current provider has the best quality of service	154 34%	84 34%	70 34%
There wasn't enough cost difference for it to be worth switching	153 34%	79 32%	74 36%
Prefer to stay with a trusted/ known provider	138 30%	72 29%	66 32%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	118 26%	63 26%	55 26%
Worried that the service wouldn't be as good with a new provider	117 26%	60 24%	57 27%
Worried about being without the broadband service during the switch (P)	91 20%	49 20%	42 20%

Columns Tested: a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Did not want to lose my phone number	80 17%	53 21%	27 13%
		b	
Did not want to pay disconnection charges	72 16%	44 18%	28 13%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	66 14%	35 14%	31 15%
Lack of choice	65 14%	30 12%	35 17%
It's too time consuming to go through the process of switching from one provider to another	63 14%	36 15%	26 13%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	60 13%	24 10%	36 17%
			a
Difficulty comparing what other providers were offering	59 13%	27 11%	32 15%
Concern about arranging for the old and new services to start and stop at the same time (P)	57 12%	29 12%	28 13%

Columns Tested: a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Worried about being without the fixed line phone service during the switch (P)	56 12%	32 13%	24 12%
I was still in a contract so couldn't leave/ would have to pay to leave	55 12%	30 12%	24 12%
Did not want to have to get an engineer to install new equipment	54 12%	27 11%	27 13%
Worried that I might have to pay two providers at the same time (P)	50 11%	25 10%	26 12%
Hassle of needing to contact more than one provider to switch	49 11%	27 11%	22 10%
Difficulty cancelling my current service (P)	44 10%	21 9%	23 11%
Bad experience when switching communication services previously	44 10%	25 10%	19 9%
Did not want to have to install new equipment myself	43 9%	17 7%	26 12%

Columns Tested: a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Difficulty when contacting potential new providers	39 9%	21 8%	19 9%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	39 9%	22 9%	17 8%
Worried that other devices or products I own would not work with a new service	38 8%	18 7%	20 10%
Not knowing what to do to switch	38 8%	16 6%	22 11%
Difficulty when contacting my current provider	35 8%	18 7%	17 8%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	35 8%	- -%	35 17%
			a
Would take too long to research the market	33 7%	16 6%	17 8%

Columns Tested: a,b

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

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Didn't want to have to learn to use a new service	32 7%	19 8%	13 6%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	26 6%	12 5%	15 7%
Worried about being without the Pay TV service during the switch (P)	21 5%	- -%	21 10%
			a
ANY PROCESS FACTORS (P)	150 33%	73 30%	77 37%
NONE OF THESE	21 5%	12 5%	8 4%
Base for stats	456	247	209
Mean number of factors	5.5	5.2	5.9
Standard deviation	5.00	4.82	5.21
Standard error	.20	.28	.30
Columns Tested: a,b			

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Prefer to stay with a trusted/ known provider	165 36%	87 35%	78 37%
Worried that the service wouldn't be as good with a new provider	149 33%	80 32%	69 33%
There wasn't enough cost difference for it to be worth switching	139 31%	74 30%	65 31%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	135 30%	53 22%	82 39%
Concern about arranging for the old and new services to start and stop at the same time (P)	135 30%	71 29%	65 31%
Worried about being without the broadband service during the switch (P)	135 30%	67 27%	68 33%
Current provider has the best quality of service	132 29%	65 26%	67 32%

Columns Tested: a,b

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	126 28%	59 24%	67 32%
Did not want to lose my phone number	113 25%	50 20%	63 30%
Hassle of needing to contact more than one provider to switch	110 24%	54 22%	56 27%
It's too time consuming to go through the process of switching from one provider to another	109 24%	56 23%	53 26%
Did not want to have to get an engineer to install new equipment	104 23%	51 21%	53 26%
Difficulty comparing what other providers were offering	104 23%	55 22%	49 23%
Worried about being without the fixed line phone service during the switch (P)	102 22%	51 21%	51 24%

Columns Tested: a,b

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Current provider is still the best deal/ cheapest	99 22%	52 21%	47 23%
Did not want to have to install new equipment myself	98 21%	49 20%	49 24%
Didn't want to have to learn to use a new service	98 21%	48 19%	50 24%
Worried that I might have to pay two providers at the same time (P)	97 21%	49 20%	48 23%
Lack of choice	91 20%	39 16%	53 25% a
Would take too long to research the market	90 20%	46 19%	44 21%
Worried that other devices or products I own would not work with a new service	86 19%	38 15%	49 23% a
Didn't want to lose content (programmes, apps, photos, data) stored on my device	79 17%	33 13%	46 22% a
Columns Tested: a,b			

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Did not want to pay disconnection charges	77 17%	34 14%	43 21%
			a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	76 17%	40 16%	37 18%
Difficulty when contacting potential new providers	75 16%	32 13%	43 21%
			a
Difficulty cancelling my current service (P)	71 16%	35 14%	36 17%
Difficulty when contacting my current provider	69 15%	31 13%	38 18%
Not knowing what to do to switch	68 15%	35 14%	33 16%
I was still in a contract so couldn't leave/ would have to pay to leave	65 14%	30 12%	35 17%
I negotiated/ accepted a deal with my current provider	60 13%	30 12%	31 15%

Columns Tested: a,b

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

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	<u>DECIDED NOT TO SWITCH</u>	
		<u>DUAL PLAY</u>	<u>TRIPLE PLAY</u>
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Bad experience when switching communication services previously	60 13%	32 13%	28 13%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	53 12%	- -%	53 26% a
Worried about being without the Pay TV service during the switch (P)	49 11%	- -%	49 23% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	37 8%	20 8%	17 8%
ANY PROCESS FACTORS (P)	258 57%	130 53%	128 61% a
NONE OF THESE	48 11%	33 13% b	15 7%
Base for stats	456	247	209
Mean number of factors	7.1	6.3	8.2 a
Standard deviation	5.96	5.52	6.29
Standard error	.24	.32	.36
Columns Tested: a,b			

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
I negotiated/ accepted a deal with my current provider	333	170	162
	73%	69%	78%
		a	
Current provider is still the best deal/ cheapest	314	168	146
	69%	68%	70%
Prefer to stay with a trusted/ known provider	303	160	144
	67%	65%	69%
There wasn't enough cost difference for it to be worth switching	293	153	139
	64%	62%	67%
Current provider has the best quality of service	286	149	137
	63%	60%	65%
Worried that the service wouldn't be as good with a new provider	266	140	126
	58%	57%	60%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	254	117	137
	56%	47%	65%
		a	
Worried about being without the broadband service during the switch (P)	226	116	110
	50%	47%	52%

Columns Tested: a,b

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Did not want to lose my phone number	193 42%	103 42%	90 43%
Concern about arranging for the old and new services to start and stop at the same time (P)	192 42%	100 40%	92 44%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	192 42%	94 38%	98 47%
			a
It's too time consuming to go through the process of switching from one provider to another	172 38%	92 37%	80 38%
Difficulty comparing what other providers were offering	163 36%	82 33%	81 39%
Did not want to have to get an engineer to install new equipment	159 35%	78 32%	81 39%
Hassle of needing to contact more than one provider to switch	159 35%	81 33%	77 37%

Columns Tested: a,b

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Worried about being without the fixed line phone service during the switch (P)	158 35%	83 34%	75 36%
Lack of choice	157 34%	69 28%	87 42%
Did not want to pay disconnection charges	149 33%	78 32%	71 34%
Worried that I might have to pay two providers at the same time (P)	148 32%	74 30%	74 35%
Did not want to have to install new equipment myself	141 31%	66 27%	75 36%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	139 31%	57 23%	83 40%
Didn't want to have to learn to use a new service	130 28%	67 27%	63 30%

Columns Tested: a,b

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Worried that other devices or products I own would not work with a new service	125 27%	56 23%	69 33%
			a
Would take too long to research the market	123 27%	62 25%	61 29%
I was still in a contract so couldn't leave/ would have to pay to leave	120 26%	61 25%	59 28%
Difficulty cancelling my current service (P)	116 25%	57 23%	59 28%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	115 25%	62 25%	53 26%
Difficulty when contacting potential new providers	114 25%	53 21%	62 30%
			a
Not knowing what to do to switch	106 23%	50 20%	56 27%
Difficulty when contacting my current provider	104 23%	49 20%	55 26%

Columns Tested: a,b

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

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
Significance Level: 95%		a	b
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
Bad experience when switching communication services previously	104 23%	57 23%	47 23%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	88 19%	- -%	88 42%
			a
Worried about being without the Pay TV service during the switch (P)	69 15%	- -%	69 33%
			a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	63 14%	31 13%	32 15%
ANY PROCESS FACTORS (P)	289 63%	148 60%	141 67%
NONE OF THESE	9 2%	7 3%	2 1%
Base for stats	456	247	209
Mean number of factors	12.7	11.5	14.1
			a
Standard deviation	8.83	8.27	9.29
Standard error	.36	.48	.54
Columns Tested: a,b			

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

SUMMARY OF ASPECTS SWITCHERS HAD DIFFICULTY WITH

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
MAJOR DIFFICULTIES						
Contacting your previous provider	17 3%	** **	** **	10 2%	5 2%	4 3%
Cancelling your previous service	53 10%	** **	** **	35 8%	21 7%	13 11%
Your previous provider trying to persuade you to stay among those who contacted their previous provider	10 2%	** **	** **	8 2%	4 1%	2 2%
ANY OF THESE	65 12% e	** **	** **	42 10%	25 8%	15 13% e
MINOR DIFFICULTIES						
Contacting your previous provider	36 7%	** **	** **	27 6%	15 5%	10 9%
Cancelling your previous service	90 17% e	** **	** **	61 14%	35 11%	23 20% de
Your previous provider trying to persuade you to stay among those who contacted their previous provider	26 5%	** **	** **	20 5%	14 4%	6 5%

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

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

SUMMARY OF ASPECTS SWITCHERS HAD DIFFICULTY WITH

Base : Those interviewed about their experience of switching their landline and/ or broadband in the last six months - excluding movers

SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	~c	d	e	f
Unweighted total	722	41	89	592	364	208
Effective Weighted Sample	694	41	89	564	358	207
Total	532	31	68	433	304	114
ANY OF THESE	121	**	**	86	51	31
	23%	**	**	20%	17%	28%
	e					de
MAJOR OR MINOR DIFFICULTIES						
Contacting your previous provider	53	**	**	37	20	14
	10%	**	**	8%	7%	12%
						e
Cancelling your previous service	143	**	**	97	56	36
	27%	**	**	22%	18%	32%
	e					de
Your previous provider trying to persuade you to stay among those who contacted their previous provider	36	**	**	27	17	8
	7%	**	**	6%	6%	7%
ANY OF THESE	171	**	**	118	71	42
	32%	**	**	27%	23%	37%
	e					de

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

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

SUMMARY OF FACTORS IN CONSIDERER'S DECISION TO STAY WITH PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
		a	b
Significance Level: 95%			
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209

MAJOR FACTORS

Difficulty when contacting my current provider	35 8%	18 7%	17 8%
Difficulty cancelling my current service	44 10%	21 9%	23 11%
Hassle of needing to contact more than one provider to switch	49 11%	27 11%	22 10%
ANY OF THESE	87 19%	44 18%	43 21%

MINOR FACTORS

Difficulty when contacting my current provider	69 15%	31 13%	38 18%
Difficulty cancelling my current service	71 16%	35 14%	36 17%
Hassle of needing to contact more than one provider to switch	110 24%	54 22%	56 27%
ANY OF THESE	166 36%	81 33%	85 41%

a

Columns Tested: a,b

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

SUMMARY OF FACTORS IN CONSIDERER'S DECISION TO STAY WITH PROVIDER

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

	Total	DECIDED NOT TO SWITCH	
		DUAL PLAY	TRIPLE PLAY
		a	b
Significance Level: 95%			
Unweighted total	601	300	301
Effective Weighted Sample	597	300	301
Total	456	247	209
MAJOR OR MINOR FACTORS			
Difficulty when contacting my current provider	104 23%	49 20%	55 26%
Difficulty cancelling my current service	116 25%	57 23%	59 28%
Hassle of needing to contact more than one provider to switch	159 35%	81 33%	77 37%
ANY OF THESE	201 44%	100 41%	101 48%

Columns Tested: a,b