

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	117
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	121
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	125
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	129
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	133
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	136
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?	140
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	142
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	147
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	152
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	157
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	159
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	
Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.	161
Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)	
Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER	162
Base : Those interviewed about their switching experience in the last six months - including movers and other switchers	

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

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

Base : Those interviewed about their 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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	134 21%	** **	21 21%	110 22%	57 18%	50 32%
						acde
Find out you had to pay any disconnection charges to your previous provider	58 9%	** **	9 9%	44 9%	22 7%	21 13%
						ade
Find out you had to pay a charge for not returning equipment to your previous provider	49 8% e	** **	14 13% ade	31 6%	14 4%	17 10% de
Lose any content (programmes, apps, photos, data) you had stored from your previous service	26 4% ce	** **	- -%	26 5% ce	6 2%	20 12% acde
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	17 3%	** **	- -%	17 3% c	5 2%	12 7% acde
None of these	6 1%	** **	- -%	5 1%	5 1%	1 *%

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...

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	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
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Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
CONTACTED PREVIOUS PROVIDER INCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	343 54%	** **	58 57%	269 55%	160 49%	106 67%
						ade
CONTACTED PREVIOUS PROVIDER EXCLUDING PREVIOUS PROVIDER PERSUADING YOU TO STAY	270 43%	** **	45 43%	213 44%	120 37%	91 57%
	e			e		acde
CONTACTED PREVIOUS PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR PREVIOUS PROVIDER	263 42%	** **	42 41%	213 43%	125 38%	88 55%
						acde
Can't remember	16 3%	** **	6 6%	9 2%	7 2%	2 1%
			ade			

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
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Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Arranging the switch so that you were not paying for your old and new services at the same time (P)	77 12% e	** **	18 18% de	51 10% e	18 5%	33 20% ade
Cancelling your previous service (P)	76 12% e	** **	15 15% e	53 11% e	15 4%	36 22% ade
Arranging the switch so that you always had access to your services (P)	70 11% e	** **	17 17% de	45 9%	22 7%	22 14% de
Understanding the relevant steps required to switch provider	56 9% e	** **	16 16% ade	34 7% e	11 3%	21 13% ade
Finding time to research the market	48 8% e	** **	7 7%	33 7%	13 4%	19 12% ade
Contacting your new provider	52 8% e	** **	13 13% de	33 7%	13 4%	19 12% de
Getting a better deal with your previous provider	84 13% e	** **	13 13%	69 14% e	30 9%	38 24% acde

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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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Resolving billing issues with your previous provider	37 6%	** **	4 4%	31 6% e	12 4%	20 12% acde
Getting the switch to happen on the date you wanted (P)	28 4%	** **	4 4%	21 4%	8 2%	13 8% ade
Your previous provider trying to persuade you to stay	36 6% e	** **	6 6%	29 6% e	8 3%	21 13% acde
Comparing what different providers are offering	28 4%	** **	5 5%	20 4%	8 2%	12 8% ade
Contacting your previous provider	30 5% c	** **	1 1%	27 6% c	10 3%	17 11% acde
Other devices or products you own not working with the new service	16 2% e	** **	3 3% e	11 2%	3 1%	7 4% e
Paying the charge to exit your contract early	21 3%	** **	3 3%	15 3%	6 2%	8 5% e

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

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

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	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	c	d	e	f
Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Setting up a new online account	16 3%	** **	3 3%	14 3%	6 2%	8 5% e
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	18 3% e	** **	3 3%	12 2%	3 1%	9 6% ade
Having new equipment installed by the new provider	21 3%	** **	3 3%	18 4% e	5 1%	13 8% acde
Paying a disconnection charge to your previous provider	14 2%	** **	2 2%	11 2%	3 1%	8 5% ade
Returning your previous provider's equipment	21 3%	** **	5 5% e	15 3%	4 1%	10 6% ade
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	19 3% e	** **	4 4% e	12 2% e	2 1%	9 6% de

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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
ANY PROCESS DIFFICULTIES (P)	147	**	38	92	40	49
	23%	**	37%	19%	12%	31%
	de		ade	e		ade
NONE OF THESE	389	**	54	316	240	74
	61%	**	53%	64%	74%	47%
	f			cf	acdf	
Base for stats	632	**	103	489	326	159
Mean number of difficulties	1.2	**	1.4	1.1	.6	2.1
	e		e	e		acde
Standard deviation	2.40	**	1.93	2.50	1.45	3.62
Standard error	.08	**	.18	.10	.07	.22

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
	a	~b	c	d	e	f
Significance Level: 95%						
Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Arranging the switch so that you were not paying for your old and new services at the same time (P)	136	**	31	90	44	44
	21%	**	30%	18%	14%	28%
	e		ade	e		ade
Arranging the switch so that you always had access to your services (P)	128	**	31	86	46	37
	20%	**	30%	18%	14%	23%
	e		ade			de
Cancelling your previous service (P)	138	**	33	96	48	47
	22%	**	32%	20%	15%	29%
	e		ade	e		ade
Understanding the relevant steps required to switch provider	126	**	27	88	46	39
	20%	**	27%	18%	14%	24%
	e		de			de
Finding time to research the market	115	**	27	79	49	27
	18%	**	27%	16%	15%	17%
			adef			
Contacting your new provider	88	**	25	52	30	20
	14%	**	24%	11%	9%	12%
	e		adef			
Comparing what different providers are offering	55	**	12	40	24	16
	9%	**	12%	8%	7%	10%

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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Your previous provider trying to persuade you to stay	57 9%	** **	15 14% de	40 8%	22 7%	18 11% e
Getting the switch to happen on the date you wanted (P)	48 8%	** **	5 5%	39 8%	23 7%	17 10%
Resolving billing issues with your previous provider	36 6%	** **	13 13% adef	21 4%	11 3%	8 5%
Getting a better deal with your previous provider	36 6%	** **	5 5%	26 5%	16 5%	9 6%
Contacting your previous provider	36 6% e	** **	8 8% e	26 5%	10 3%	17 10% ade
Other devices or products you own not working with the new service	20 3%	** **	4 4%	13 3%	9 3%	3 2%
Setting up a new online account	27 4%	** **	3 3%	23 5%	13 4%	10 6%
Paying the charge to exit your contract early	22 4%	** **	4 4%	16 3%	9 3%	6 4%

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
	a	~b	c	d	e	f
Significance Level: 95%						
Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	62 10%	** **	15 15% def	41 8%	28 9%	12 8%
Returning your previous provider's equipment	55 9%	** **	12 12%	39 8%	21 6%	18 12% e
Having new equipment installed by the new provider	39 6%	** **	9 8%	29 6%	14 4%	15 9% e
Paying a disconnection charge to your previous provider	23 4%	** **	6 6%	14 3%	9 3%	5 3%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	36 6%	** **	7 7%	28 6%	14 4%	12 8%
ANY PROCESS DIFFICULTIES (P)	267 42% e	** **	61 59% ade	185 38% e	101 31%	81 51% ade
NONE OF THESE	263 42% cf	** **	27 26%	225 46% cf	171 52% acdf	54 34%

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
Base for stats	632	**	103	489	326	159
Mean number of difficulties	2.0	**	2.8	1.8	1.5	2.4
	e		ade	e		ade
Standard deviation	2.42	**	2.64	2.33	2.14	2.59
Standard error	.08	**	.24	.09	.10	.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)

	TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS
Significance Level: 95%	a	~b	c	d	e	f
Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Arranging the switch so that you were not paying for your old and new services at the same time (P)	213	**	49	141	62	77
	34%	**	48%	29%	19%	48%
	de		ade	e		ade
Cancelling your previous service (P)	214	**	48	149	63	82
	34%	**	47%	30%	19%	52%
	e		ade	e		ade
Arranging the switch so that you always had access to your services (P)	198	**	48	131	69	59
	31%	**	47%	27%	21%	37%
	e		ade	e		de
Understanding the relevant steps required to switch provider	182	**	44	121	57	60
	29%	**	43%	25%	18%	38%
	e		ade	e		ade
Finding time to research the market	162	**	34	111	63	46
	26%	**	33%	23%	19%	29%
	e		de			de
Contacting your new provider	141	**	38	85	43	38
	22%	**	37%	17%	13%	24%
	de		ade			de
Getting a better deal with your previous provider	120	**	18	95	46	47
	19%	**	18%	19%	14%	30%
	e			e		acde

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

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Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Comparing what different providers are offering	84	**	17	60	32	28
	13%	**	17%	12%	10%	18%
			e			de
Resolving billing issues with your previous provider	73	**	17	52	23	27
	12%	**	17%	11%	7%	17%
			e	e		ade
Getting the switch to happen on the date you wanted (P)	76	**	9	60	31	30
	12%	**	9%	12%	9%	19%
						acde
Your previous provider trying to persuade you to stay	93	**	21	69	30	39
	15%	**	20%	14%	9%	25%
			e	e		ade
Contacting your previous provider	66	**	9	54	20	34
	10%	**	8%	11%	6%	21%
				e		acde
Other devices or products you own not working with the new service	36	**	8	24	12	10
	6%	**	8%	5%	4%	6%
Paying the charge to exit your contract early	43	**	8	31	14	14
	7%	**	8%	6%	4%	9%
						e

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Significance Level: 95%						
Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Setting up a new online account	43	**	5	36	19	18
	7%	**	5%	7%	6%	11%
						ae
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	81	**	20	53	31	21
	13%	**	19%	11%	9%	13%
			de			
Having new equipment installed by the new provider	60	**	11	47	19	28
	10%	**	11%	10%	6%	17%
	e			e		ade
Returning your previous provider's equipment	76	**	17	55	25	28
	12%	**	17%	11%	8%	18%
	e		e			ade
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	54	**	10	40	17	21
	9%	**	10%	8%	5%	13%
	e					ade
Paying a disconnection charge to your previous provider	37	**	8	25	12	13
	6%	**	8%	5%	4%	8%
						e

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

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Unweighted total	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
ANY PROCESS DIFFICULTIES (P)	324	**	70	227	118	105
	51%	**	68%	46%	36%	66%
	e		ade	e		ade
NONE OF THESE	220	**	22	188	153	36
	35%	**	22%	38%	47%	22%
	cf			cf	acdf	
Base for stats	632	**	103	489	326	159
Mean number of difficulties	3.2	**	4.3	2.9	2.1	4.5
	e		ade	e		ade
Standard deviation	3.71	**	3.61	3.66	3.01	4.27
Standard error	.13	**	.33	.14	.15	.26

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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Arranging the switch so that you were not paying for your old and new services at the same time (P)	26 15%	** **	** **	19 14%	** **	15 24% d
Contacting your previous provider	30 18%	** **	** **	27 20%	** **	17 26%
Arranging the switch so that you always had access to your services (P)	21 12%	** **	** **	16 12%	** **	11 17%
Getting a better deal with your previous provider	42 25%	** **	** **	38 28%	** **	22 34%
Cancelling your previous service (P)	27 16%	** **	** **	20 14%	** **	17 25% ad
Understanding the relevant steps required to switch provider	15 9%	** **	** **	11 8%	** **	9 13%
Contacting your new provider	18 10%	** **	** **	15 11%	** **	9 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 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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Finding time to research the market	14 8%	** **	** **	12 9%	** **	9 13%
Resolving billing issues with your previous provider	22 13%	** **	** **	19 13%	** **	12 19%
Getting the switch to happen on the date you wanted (P)	12 7%	** **	** **	10 7%	** **	8 12%
Your previous provider trying to persuade you to stay	18 11%	** **	** **	14 10%	** **	12 18%
Having new equipment installed by the new provider	11 7%	** **	** **	10 7%	** **	8 13%
Paying the charge to exit your contract early	7 4%	** **	** **	5 3%	** **	4 6%
Other devices or products you own not working with the new service	9 5%	** **	** **	6 5%	** **	5 7%
Setting up a new online account	6 4%	** **	** **	6 4%	** **	5 7%

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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	6 3%	** **	** **	6 4%	** **	5 8%
Comparing what different providers are offering	12 7%	** **	** **	9 7%	** **	7 11%
Returning your previous provider's equipment	9 5%	** **	** **	7 5%	** **	7 10%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9 5%	** **	** **	7 5%	** **	6 10%
Paying a disconnection charge to your previous provider	4 2%	** **	** **	4 3%	** **	4 6%
ANY PROCESS DIFFICULTIES (P)	48 28%	** **	** **	34 25%	** **	23 35% d
NONE OF THESE	78 46% f	** **	** **	64 46% f	** **	22 34%
Base for stats	169	**	**	139	**	65
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
Mean number of difficulties	1.9	**	**	1.9	**	3.0
Standard deviation	3.09	**	**	3.25	**	4.20
Standard error	.20	**	**	.23	**	.40

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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Canceling your previous service (P)	53	**	**	43	**	24
	31%	**	**	31%	**	37%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	43	**	**	34	**	18
	25%	**	**	25%	**	28%
Arranging the switch so that you always had access to your services (P)	39	**	**	29	**	15
	23%	**	**	21%	**	23%
Understanding the relevant steps required to switch provider	39	**	**	33	**	21
	23%	**	**	23%	**	32%
Finding time to research the market	34	**	**	25	**	13
	20%	**	**	18%	**	20%
Contacting your previous provider	36	**	**	26	**	17
	21%	**	**	19%	**	25%
Contacting your new provider	21	**	**	12	**	6
	12%	**	**	9%	**	10%
Getting the switch to happen on the date you wanted (P)	21	**	**	18	**	10
	12%	**	**	13%	**	15%

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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Your previous provider trying to persuade you to stay	23 13%	** **	** **	18 13%	** **	11 17%
Comparing what different providers are offering	18 11%	** **	** **	14 10%	** **	8 12%
Other devices or products you own not working with the new service	5 3%	** **	** **	3 2%	** **	1 2%
Resolving billing issues with your previous provider	10 6%	** **	** **	6 4%	** **	3 5%
Setting up a new online account	12 7%	** **	** **	10 7%	** **	4 6%
Getting a better deal with your previous provider	16 9%	** **	** **	13 10%	** **	6 9%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	14 9%	** **	** **	12 9%	** **	6 9%
Returning your previous provider's equipment	23 14%	** **	** **	16 12%	** **	9 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
Significance Level: 95%	a	~b	~c	d	~e	f
Unweighted total	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Paying the charge to exit your contract early	8 5%	** **	** **	5 4%	** **	2 4%
Paying a disconnection charge to your previous provider	10 6%	** **	** **	7 5%	** **	3 5%
Having new equipment installed by the new provider	14 8%	** **	** **	8 5%	** **	4 6%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	9 6%	** **	** **	9 6%	** **	4 6%
ANY PROCESS DIFFICULTIES (P)	94 56%	** **	** **	73 53%	** **	39 59%
NONE OF THESE	49 29%	** **	** **	45 32%	** **	17 26%
Base for stats	169	**	**	139	**	65
Mean number of difficulties	2.6	**	**	2.5	**	2.9
Standard deviation	2.60	**	**	2.58	**	2.74
Standard error	.17	**	**	.18	**	.26

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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Canceling your previous service (P)	80	**	**	63	**	41
	47%	**	**	45%	**	63% ad
Arranging the switch so that you were not paying for your old and new services at the same time (P)	69	**	**	53	**	34
	41%	**	**	38%	**	52% d
Arranging the switch so that you always had access to your services (P)	60	**	**	45	**	26
	35%	**	**	32%	**	40%
Contacting your previous provider	66	**	**	54	**	34
	39%	**	**	39%	**	52% ad
Understanding the relevant steps required to switch provider	53	**	**	44	**	30
	32%	**	**	32%	**	45% ad
Finding time to research the market	47	**	**	37	**	22
	28%	**	**	27%	**	33%
Contacting your new provider	38	**	**	27	**	16
	23%	**	**	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
Significance Level: 95%	a	~b	~c	d	~e	f
Unweighted total	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Getting a better deal with your previous provider	58 34%	** **	** **	52 37%	** **	28 43%
Getting the switch to happen on the date you wanted (P)	33 20%	** **	** **	28 20%	** **	18 27%
Your previous provider trying to persuade you to stay	40 24%	** **	** **	33 24%	** **	23 35% ad
Resolving billing issues with your previous provider	32 19%	** **	** **	24 17%	** **	15 24%
Comparing what different providers are offering	30 18%	** **	** **	23 16%	** **	15 22%
Other devices or products you own not working with the new service	14 8%	** **	** **	10 7%	** **	6 9%
Setting up a new online account	18 11%	** **	** **	16 11%	** **	9 14%
Paying the charge to exit your contract early	15 9%	** **	** **	10 7%	** **	6 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 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	239	7	28	204	94	110
Effective Weighted Sample	232	7	28	199	93	110
Total	169	6	24	139	73	65
Having new equipment installed by the new provider	25 15%	** **	** **	18 13%	** **	12 19%
Returning your previous provider's equipment	32 19%	** **	** **	24 17%	** **	16 24%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	23 14%	** **	** **	19 14%	** **	12 19%
Paying a disconnection charge to your previous provider	14 8%	** **	** **	11 8%	** **	7 11%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15 9%	** **	** **	14 10%	** **	9 14%
ANY PROCESS DIFFICULTIES (P)	112 66%	** **	** **	87 63%	** **	50 77% ad
NONE OF THESE	35 21%	** **	** **	31 23%	** **	10 15%
Base for stats	169	**	**	139	**	65

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	4.5	**	**	4.4	**	5.8
Standard deviation	4.29	**	**	4.35	**	4.66
Standard error	.28	**	**	.30	**	.44

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Compare what different providers were offering	386	228	158
	65%	68%	61%
Try to negotiate a better deal with your current provider	280	138	143
	47%	41%	55%
			a
Contact your current provider	264	143	121
	44%	42%	46%
Experience your current provider trying to persuade you to stay	144	75	69
	24%	22%	27%
Find out what you need to do in order to switch	138	74	64
	23%	22%	25%
Contact any potential new providers	135	74	62
	23%	22%	24%
TYPES OF CONTACT WITH CURRENT PROVIDER	405	208	197
	68%	62%	76%
			a
CONTACTED CURRENT PROVIDER INCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY AND TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	405	208	197
	68%	62%	76%
			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.

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
CONTACTED CURRENT PROVIDER EXCLUDING CURRENT PROVIDER PERSUADING YOU TO STAY	374	192	182
	63%	57%	70%
			a
CONTACTED CURRENT PROVIDER EXCLUDING TRY TO NEGOTIATE A BETTER DEAL WITH YOUR CURRENT PROVIDER	315	168	146
	53%	50%	56%
None of these	26	16	10
	4%	5%	4%
Can't remember	11	8	3
	2%	2%	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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
I negotiated/ accepted a deal with my current provider	325	162	163
	54%	48%	62%
		a	
Current provider is still the best deal/ cheapest	276	154	121
	46%	46%	46%
Current provider has the best quality of service	216	123	93
	36%	36%	36%
Prefer to stay with a trusted/ known provider	208	115	93
	35%	34%	36%
There wasn't enough cost difference for it to be worth switching	201	107	94
	34%	32%	36%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	181	97	83
	30%	29%	32%
Worried that the service wouldn't be as good with a new provider	173	96	76
	29%	29%	29%
Worried about being without the broadband service during the switch (P)	168	88	80
	28%	26%	31%

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
		a	b
Significance Level: 95%			
Unweighted total	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Did not want to lose my phone number	127 21%	71 21%	56 22%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	126 21%	77 23%	49 19%
Did not want to pay disconnection charges	121 20%	66 20%	55 21%
Concern about arranging for the old and new services to start and stop at the same time (P)	120 20%	68 20%	52 20%
I was still in a contract so couldn't leave/ would have to pay to leave	109 18%	57 17%	52 20%
Worried that I might have to pay two providers at the same time (P)	103 17%	53 16%	50 19%
It's too time consuming to go through the process of switching from one provider to another	103 17%	59 17%	44 17%
Lack of choice	100 17%	47 14%	52 20%

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. 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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Didn't want to lose content (programmes, apps, photos, data) stored on my device	96 16%	42 13%	54 21%
			a
Worried about being without the fixed line phone service during the switch (P)	95 16%	52 15%	43 17%
Difficulty comparing what other providers were offering	89 15%	50 15%	39 15%
Worried that other devices or products I own would not work with a new service	88 15%	42 13%	45 17%
Hassle of needing to contact more than one provider to switch	85 14%	46 14%	39 15%
Did not want to lose the email address I had from my broadband provider	83 14%	48 14%	35 13%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	82 14%	45 13%	37 14%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Did not want to have to get an engineer to install new equipment	81 14%	40 12%	41 16%
Bad experience when switching communication services previously	81 13%	41 12%	39 15%
Did not want to have to install new equipment myself	76 13%	43 13%	32 12%
Difficulty cancelling my current service (P)	72 12%	38 11%	34 13%
Difficulty when contacting my current provider	69 12%	33 10%	35 14%
Difficulty when contacting potential new providers	68 11%	36 11%	32 12%
Didn't want to have to learn to use a new service	68 11%	35 10%	32 12%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	66 11%	31 9%	35 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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Would take too long to research the market	64	33	30
	11%	10%	12%
Not knowing what to do to switch	61	36	25
	10%	11%	9%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	58	-	58
	10%	-%	22%
			a
Worried about being without the Pay TV service during the switch (P)	46	-	46
	8%	-%	18%
			a
ANY PROCESS FACTORS (P)	255	134	121
	43%	40%	46%
NONE OF THESE	30	20	10
	5%	6%	4%
Base for stats	598	338	261
Mean number of factors	6.8	6.3	7.5
			a
Standard deviation	6.41	5.89	6.99
Standard error	.25	.32	.38
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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Prefer to stay with a trusted/ known provider	203	109	93
	34%	32%	36%
Current provider has the best quality of service	189	105	84
	32%	31%	32%
Worried that the service wouldn't be as good with a new provider	189	98	90
	32%	29%	35%
Concern about arranging for the old and new services to start and stop at the same time (P)	187	103	84
	31%	31%	32%
There wasn't enough cost difference for it to be worth switching	187	110	76
	31%	33%	29%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	175	91	84
	29%	27%	32%
Worried about being without the broadband service during the switch (P)	170	98	72
	28%	29%	28%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	169	79	90
	28%	23%	35%
		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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Hassle of needing to contact more than one provider to switch	161 27%	87 26%	75 29%
Did not want to have to get an engineer to install new equipment	161 27%	86 25%	76 29%
Current provider is still the best deal/ cheapest	157 26%	84 25%	73 28%
Difficulty comparing what other providers were offering	153 26%	79 23%	74 28%
It's too time consuming to go through the process of switching from one provider to another	152 25%	77 23%	75 29%
Didn't want to have to learn to use a new service	142 24%	78 23%	64 25%
Worried that I might have to pay two providers at the same time (P)	142 24%	77 23%	65 25%
Lack of choice	139 23%	76 22%	63 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	<u>DECIDED NOT TO SWITCH</u>	
		<u>DUAL PLAY</u>	<u>TRIPLE PLAY</u>
Significance Level: 95%		a	b
Unweighted total	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Did not want to have to install new equipment myself	137 23%	71 21%	66 25%
Did not want to pay disconnection charges	137 23%	76 22%	61 23%
Worried that other devices or products I own would not work with a new service	135 23%	79 23%	56 22%
Worried about being without the fixed line phone service during the switch (P)	132 22%	78 23%	55 21%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	128 21%	58 17%	70 27%
Did not want to lose my phone number	126 21%	70 21%	56 22%
Difficulty cancelling my current service (P)	126 21%	61 18%	65 25%
Difficulty when contacting potential new providers	124 21%	68 20%	56 22%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Would take too long to research the market	124 21%	71 21%	53 20%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	120 20%	68 20%	52 20%
Not knowing what to do to switch	111 18%	55 16%	56 21%
Difficulty when contacting my current provider	109 18%	60 18%	49 19%
I negotiated/ accepted a deal with my current provider	109 18%	65 19%	44 17%
Bad experience when switching communication services previously	107 18%	57 17%	50 19%
Did not want to lose the email address I had from my broadband provider	102 17%	52 15%	50 19%
I was still in a contract so couldn't leave/ would have to pay to leave	99 17%	49 15%	50 19%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	76 13%	43 13%	33 13%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	69 12%	- -%	69 27% a
Worried about being without the Pay TV service during the switch (P)	67 11%	- -%	67 26% a
ANY PROCESS FACTORS (P)	357 60%	194 57%	163 62%
NONE OF THESE	48 8%	27 8%	22 8%
Base for stats	598	338	261
Mean number of factors	8.0	7.5	8.8 a
Standard deviation	7.03	6.73	7.34
Standard error	.27	.36	.40
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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
I negotiated/ accepted a deal with my current provider	434	227	207
	73%	67%	79%
		a	
Current provider is still the best deal/ cheapest	432	238	194
	72%	71%	75%
Prefer to stay with a trusted/ known provider	411	224	187
	69%	66%	72%
Current provider has the best quality of service	406	228	177
	68%	68%	68%
There wasn't enough cost difference for it to be worth switching	388	217	170
	65%	64%	65%
Worried that the service wouldn't be as good with a new provider	361	195	167
	60%	58%	64%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	355	188	167
	59%	56%	64%
		a	
Worried about being without the broadband service during the switch (P)	338	186	152
	56%	55%	58%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Concern about arranging for the old and new services to start and stop at the same time (P)	307 51%	171 51%	136 52%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	295 49%	155 46%	140 54%
Did not want to pay disconnection charges	257 43%	142 42%	116 44%
It's too time consuming to go through the process of switching from one provider to another	255 43%	136 40%	119 46%
Did not want to lose my phone number	253 42%	141 42%	113 43%
Hassle of needing to contact more than one provider to switch	246 41%	133 39%	113 43%
Worried that I might have to pay two providers at the same time (P)	245 41%	130 38%	115 44%
Did not want to have to get an engineer to install new equipment	242 41%	126 37%	116 45%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Difficulty comparing what other providers were offering	241	129	113
	40%	38%	43%
Lack of choice	239	123	116
	40%	36%	44%
			a
Worried about being without the fixed line phone service during the switch (P)	228	130	98
	38%	38%	38%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	224	100	124
	38%	30%	48%
			a
Worried that other devices or products I own would not work with a new service	223	121	102
	37%	36%	39%
Did not want to have to install new equipment myself	213	114	99
	36%	34%	38%
Didn't want to have to learn to use a new service	210	113	96
	35%	34%	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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
I was still in a contract so couldn't leave/ would have to pay to leave	208	106	102
	35%	31%	39%
			a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	203	113	89
	34%	34%	34%
Difficulty cancelling my current service (P)	198	99	99
	33%	29%	38%
			a
Difficulty when contacting potential new providers	192	104	88
	32%	31%	34%
Bad experience when switching communication services previously	188	98	89
	31%	29%	34%
Would take too long to research the market	188	104	83
	31%	31%	32%
Did not want to lose the email address I had from my broadband provider	185	100	85
	31%	30%	33%
Difficulty when contacting my current provider	178	93	85
	30%	28%	33%

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
Not knowing what to do to switch	172 29%	92 27%	80 31%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	143 24%	75 22%	68 26%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	127 21%	- -%	127 49% a
Worried about being without the Pay TV service during the switch (P)	113 19%	- -%	113 43% a
ANY PROCESS FACTORS (P)	424 71%	229 68%	194 75%
NONE OF THESE	9 1%	5 1%	4 1%
Base for stats	598	338	261
Mean number of factors	14.9	13.8	16.3 a
Standard deviation	10.08	9.62	10.50
Standard error	.39	.52	.57
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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
MAJOR DIFFICULTIES						
Contacting your previous provider	30 5% c	** **	1 1%	27 6% c	10 3%	17 11% acde
Cancelling your previous service	76 12% e	** **	15 15% e	53 11% e	15 4%	36 22% ade
Your previous provider trying to persuade you to stay among those who contacted their previous provider	18 3% e	** **	3 3%	14 3% e	3 1%	12 7% ade
ANY OF THESE	96 15% e	** **	16 16% e	71 15% e	25 8%	43 27% acde
MINOR DIFFICULTIES						
Contacting your previous provider	36 6% e	** **	8 8% e	26 5%	10 3%	17 10% ade
Cancelling your previous service	138 22% e	** **	33 32% ade	96 20% e	48 15%	47 29% ade

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	855	46	120	689	416	268
Effective Weighted Sample	833	46	120	671	410	268
Total	632	40	103	489	326	159
Your previous provider trying to persuade you to stay among those who contacted their previous provider	23 4%	** **	3 3%	18 4%	7 2%	11 7% ade
ANY OF THESE	160 25% e	** **	38 37% ade	111 23% e	54 17%	56 35% ade
MAJOR OR MINOR DIFFICULTIES						
Contacting your previous provider	66 10% e	** **	9 8%	54 11% e	20 6%	34 21% acde
Cancelling your previous service	214 34% e	** **	48 47% ade	149 30% e	63 19%	82 52% ade
Your previous provider trying to persuade you to stay among those who contacted their previous provider	40 6% e	** **	5 5%	33 7% e	10 3%	23 14% acde
ANY OF THESE	230 36% e	** **	50 48% ade	163 33% e	71 22%	88 56% ade

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	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
MAJOR FACTORS			
Difficulty when contacting my current provider	69 12%	33 10%	35 14%
Difficulty cancelling my current service	72 12%	38 11%	34 13%
Hassle of needing to contact more than one provider to switch	85 14%	46 14%	39 15%
ANY OF THESE	143 24%	76 22%	67 26%
MINOR FACTORS			
Difficulty when contacting my current provider	109 18%	60 18%	49 19%
Difficulty cancelling my current service	126 21%	61 18%	65 25%
Hassle of needing to contact more than one provider to switch	161 27%	87 26%	75 29%
ANY OF THESE	247 41%	132 39%	115 44%

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
Significance Level: 95%		a	b
Unweighted total	681	343	338
Effective Weighted Sample	671	343	338
Total	598	338	261
MAJOR OR MINOR FACTORS			
Difficulty when contacting my current provider	178 30%	93 28%	85 33%
Difficulty cancelling my current service	198 33%	99 29%	99 38%
			a
Hassle of needing to contact more than one provider to switch	246 41%	133 39%	113 43%
ANY OF THESE	303 51%	163 48%	140 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.

Q56. Do you have an online account with your [SERVICE/S] provider which you can use to check your bill or check your usage, for example? You may access this via your providers website or via an app.

Base : Those interviewed about switching or deciding not to switch in the last six months (excluding mobile)

	Total	SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)					SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS) AND CONTACTED PREVIOUS PROVIDER				
		TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS	INCLUDING PERSUADING TO STAY AND TRY TO NEGOTIATE DEAL	EXCLUDING PERSUADING TO STAY	EXCLUDING TRY TO NEGOTIATE DEAL	
		a	~b	c	d	e	f	a	b	c	
Significance Level: 95%											
Unweighted total	2250	855	46	120	689	416	268	475	377	368	
Effective Weighted Sample	2066	833	46	120	671	410	268	462	366	358	
Total	1964	632	40	103	489	326	159	343	270	263	
Yes, I have an online account and use it monthly	911	333	**	44	276	186	90	189	149	148	
	46%	53%	**	43%	56%	57%	57%	55%	55%	56%	
		c		c	c	c	c				
Yes, I have an online account and use it once every few months	594	146	**	24	108	70	36	76	60	62	
	30%	23%	**	23%	22%	22%	22%	22%	22%	23%	
Yes, I have an online account but haven't used it in the last 12 months	156	30	**	6	20	13	6	22	16	15	
	8%	5%	**	6%	4%	4%	4%	6%	6%	6%	
Yes, I have an online account but have never used it	98	39	**	8	30	20	9	20	15	14	
	5%	6%	**	8%	6%	6%	6%	6%	5%	5%	
No, I don't have an online account	114	44	**	10	33	24	9	23	18	15	
	6%	7%	**	10%	7%	7%	6%	7%	7%	6%	
Don't know	91	40	**	11	23	14	9	13	12	10	
	5%	6%	**	11%	5%	4%	6%	4%	4%	4%	
				de							

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

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

	Total	SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)				SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS) AND CONTACTED PREVIOUS PROVIDER				
		TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS	INCLUDING PERSUADING TO STAY AND TRY TO NEGOTIATE DEAL	EXCLUDING PERSUADING TO STAY	EXCLUDING TRY TO NEGOTIATE DEAL
		a	~b	c	d	e	f	a	b	c
Significance Level: 95%										
Unweighted total	2161	855	46	120	689	416	268	475	377	368
Effective Weighted Sample	1992	833	46	120	671	410	268	462	366	358
Total	2234	632	40	103	489	326	159	343	270	263
Contacting your new provider	1431	491	**	65	405	283	121	254	195	205
	64%	78%	**	63%	83%	87%	76%	74%	72%	78%
		c		acf	acf	c				
Finding time to research the market	1385	470	**	69	378	263	113	245	189	190
	62%	74%	**	67%	77%	81%	71%	71%	70%	72%
				cf	cf	acf				
Understanding the relevant steps required to switch provider	1290	450	**	59	368	269	99	226	178	174
	58%	71%	**	58%	75%	82%	62%	66%	66%	66%
		cf		cf	cf	acdf				
Arranging the switch so that you always had access to your services (P)	1261	434	**	55	359	257	101	212	161	169
	56%	69%	**	53%	73%	79%	63%	62%	60%	64%
		c		cf	cf	acdf				
Cancelling your previous service (P)	1260	418	**	55	341	263	77	194	143	150
	56%	66%	**	53%	70%	81%	48%	57%	53%	57%
		cf		cf	cf	acdf				

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

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

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

	Total	SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)				SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS) AND CONTACTED PREVIOUS PROVIDER				
		TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS	INCLUDING PERSUADING TO STAY AND TRY TO NEGOTIATE DEAL	EXCLUDING PERSUADING TO STAY	EXCLUDING TRY TO NEGOTIATE DEAL
		a	~b	c	d	e	f	a	b	c
Significance Level: 95%										
Unweighted total	2161	855	46	120	689	416	268	475	377	368
Effective Weighted Sample	1992	833	46	120	671	410	268	462	366	358
Total	2234	632	40	103	489	326	159	343	270	263
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1229	419	**	54	348	264	83	202	155	160
	55%	66%	**	53%	71%	81%	52%	59%	57%	61%
		cf		acf	acdf					
Comparing what different providers are offering	681	293	**	42	245	168	75	142	116	114
	30%	46%	**	41%	50%	51%	47%	42%	43%	43%
				c						
Setting up a new online account	559	199	**	21	171	121	51	113	91	97
	25%	31%	**	21%	35%	37%	32%	33%	34%	37%
		c		c	c	ac	c			
Keeping/ transferring your phone number	403	-	**	-	-	-	-	-	-	-
	18%	-%	**	-%	-%	-%	-%	-%	-%	-%
Getting the switch to happen on the date you wanted (P)	385	157	**	27	125	74	51	82	64	67
	17%	25%	**	26%	25%	23%	32%	24%	24%	26%
				ade						
Contacting your previous provider	311	103	**	15	85	54	32	103	103	103
	14%	16%	**	15%	17%	16%	20%	30%	38%	39%
								a	a	a

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

SWITCHING EXPERIENCE TRACKER EXTRA ANALYSIS 2020

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

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

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

	Total	SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS)				SWITCHED LANDLINE OR FIXED BROADBAND IN LAST SIX MONTHS (EXCL. MOVERS) AND CONTACTED PREVIOUS PROVIDER				
		TOTAL	STANDALONE LANDLINE	STANDALONE BROADBAND	BOTH LANDLINE AND BROADBAND	ORS	CPS	INCLUDING TO STAY AND TRY TO NEGOTIATE DEAL	EXCLUDING PERSUADING TO STAY	EXCLUDING TRY TO NEGOTIATE DEAL
		a	~b	c	d	e	f	a	b	c
Significance Level: 95%										
Unweighted total	2161	855	46	120	689	416	268	475	377	368
Effective Weighted Sample	1992	833	46	120	671	410	268	462	366	358
Total	2234	632	40	103	489	326	159	343	270	263
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	307	220	**	25	190	158	33	110	85	93
	14%	35%	**	24%	39%	48%	21%	32%	31%	35%
		cf			cf	acdf				
Having new equipment installed by the new provider	229	147	**	26	115	47	67	94	76	78
	10%	23%	**	25%	23%	14%	42%	27%	28%	30%
		e		e	e		acde			
Getting a better deal with your previous provider	204	62	**	9	50	32	17	62	62	29
	9%	10%	**	9%	10%	10%	10%	18%	23%	11%
								c	c	
Your previous provider trying to persuade you to stay	204	63	**	5	56	41	15	63	29	63
	9%	10%	**	5%	11%	13%	10%	18%	11%	24%
					c	c		b		ab
Paying the charge to exit your contract early	161	41	**	8	32	21	11	25	17	20
	7%	7%	**	8%	6%	6%	7%	7%	6%	8%

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