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C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)	1014
Base: All eligible respondents (switched or decided not to switch)	
C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)	1022
Base: All eligible respondents (switched or decided not to switch)	

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

C6. Which of the following best describes you? (SINGLE CODE)	1030
Base: All eligible respondents (switched or decided not to switch)	
C7. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)	1034
Base: All eligible respondents (switched or decided not to switch)	
C8. And what is the total number of children aged under 18 in the household? (SINGLE CODE)	1038
Base: All eligible respondents (switched or decided not to switch)	
C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)	1042
Base: All eligible respondents (switched or decided not to switch)	
FINANCIAL VULNERABILITY	1046
Base: Those where it is possible to calculate the Financial Vulnerability Index	

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 1

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QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Mobile switched by PAC	495	-	495	-	-	-	-	-	495	495	-
	30%	-%	40%	-%	-%	-%	-%	-%	68%	100%	-%
			a						c	ac	
Mobile switched by C&R	228	-	228	-	-	-	-	-	228	-	228
	14%	-%	18%	-%	-%	-%	-%	-%	32%	-%	100%
			a						b		ab
Dual Play CPS – involving Virgin	57	57	57	-	57	-	57	-	-	-	-
	3%	11%	5%	-%	27%	-%	18%	-%	-%	-%	-%
		b			a		ac				
Dual Play ORS – not involving Virgin	266	266	266	266	-	-	266	-	-	-	-
	16%	52%	22%	87%	-%	-%	82%	-%	-%	-%	-%
		b		b			ac				
Triple Play CPS – involving Virgin or from Sky	57	57	57	-	57	57	-	-	-	-	-
	3%	11%	5%	-%	27%	60%	-%	-%	-%	-%	-%
		b			a	bc					
Triple Play ORS – not involving Virgin or from Sky	38	38	38	38	-	38	-	-	-	-	-
	2%	7%	3%	13%	-%	40%	-%	-%	-%	-%	-%
		b		b		bc					
Standalone Pay TV	95	95	95	-	95	-	-	95	-	-	-
	6%	19%	8%	-%	45%	-%	-%	100%	-%	-%	-%
		b			a			ab			
All other switches	114	-	-	-	-	-	-	-	-	-	-
	7%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Switched when moving (excl. mobile)	285	-	-	-	-	-	-	-	-	-	-
	17%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Mobile switched by PAC	495	85	207	202	202	-	-	-	-	**	**	**	**	**	**
	30%	49%	83%	67%	100%	-%	-%	-%	-%	**	**	**	**	**	**
		ef	acef	aef	abcef										
Mobile switched by C&R	228	87	41	100	-	100	87	-	-	**	**	**	**	**	**
	14%	51%	17%	33%	-%	100%	100%	-%	-%	**	**	**	**	**	**
		bcd	d	bd		abcd	abcd								
Dual Play CPS – involving Virgin	57	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
Dual Play ORS – not involving Virgin	266	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	16%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
Triple Play CPS – involving Virgin or from Sky	57	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
Triple Play ORS – not involving Virgin or from Sky	38	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
Standalone Pay TV	95	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
All other switches	114	-	-	-	-	-	-	114	-	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	100%	-%	**	**	**	**	**	**
								b							
Switched when moving (excl. mobile)	285	-	-	-	-	-	-	-	285	**	**	**	**	**	**
	17%	-%	-%	-%	-%	-%	-%	-%	100%	**	**	**	**	**	**
								a							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Mobile switched by PAC	495	**	**	**	**	227	268	231	170	93	187	153	58	97	339	155
	30%	**	**	**	**	32%	29%	28%	31%	37%	33%	32%	26%	26%	32%	26%
										ab	cdf	f			df	
Mobile switched by C&R	228	**	**	**	**	90	138	111	81	36	61	60	40	68	121	107
	14%	**	**	**	**	13%	15%	13%	15%	14%	11%	12%	18%	18%	12%	18%
													abe	abe		abe
Dual Play CPS – involving Virgin	57	**	**	**	**	23	34	22	24	12	20	16	7	14	36	21
	3%	**	**	**	**	3%	4%	3%	4%	5%	4%	3%	3%	4%	3%	4%
Dual Play ORS – not involving Virgin	266	**	**	**	**	121	145	101	117	47	86	75	34	71	161	105
	16%	**	**	**	**	17%	16%	12%	21%	19%	15%	15%	15%	19%	15%	18%
									a	a						
Triple Play CPS – involving Virgin or from Sky	57	**	**	**	**	28	29	24	23	10	15	16	7	17	32	25
	3%	**	**	**	**	4%	3%	3%	4%	4%	3%	3%	3%	5%	3%	4%
Triple Play ORS – not involving Virgin or from Sky	38	**	**	**	**	16	22	14	16	8	10	12	7	10	21	17
	2%	**	**	**	**	2%	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%
Standalone Pay TV	95	**	**	**	**	47	48	53	28	14	36	29	14	16	65	30
	6%	**	**	**	**	7%	5%	6%	5%	6%	6%	6%	6%	4%	6%	5%
All other switches	114	**	**	**	**	43	70	64	40	9	43	31	19	20	74	39
	7%	**	**	**	**	6%	8%	8%	7%	4%	8%	6%	9%	5%	7%	7%
								c	c							
Switched when moving (excl. mobile)	285	**	**	**	**	123	161	211	53	20	107	90	34	54	197	88
	17%	**	**	**	**	17%	18%	25%	10%	8%	19%	19%	16%	15%	19%	15%
								bc							f	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 1

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

QUOTA GROUP - SWITCHED IN LAST SIX MONTHS

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Mobile switched by PAC	495	422	42	18	**	444	51	169	317
	30%	31%	33%	20%	**	31%	28%	27%	32%
		c	c						a
Mobile switched by C&R	228	188	24	12	**	203	25	103	119
	14%	14%	19%	14%	**	14%	14%	16%	12%
								b	
Dual Play CPS – involving Virgin	57	48	5	5	**	56	1	20	36
	3%	3%	4%	5%	**	4%	1%	3%	4%
						b			
Dual Play ORS – not involving Virgin	266	216	20	23	**	224	42	78	182
	16%	16%	16%	26%	**	15%	23%	12%	19%
				ab			a		a
Triple Play CPS – involving Virgin or from Sky	57	49	3	2	**	54	3	18	38
	3%	4%	2%	2%	**	4%	2%	3%	4%
Triple Play ORS – not involving Virgin or from Sky	38	31	2	2	**	33	5	18	18
	2%	2%	2%	3%	**	2%	3%	3%	2%
Standalone Pay TV	95	80	7	4	**	86	9	37	58
	6%	6%	5%	5%	**	6%	5%	6%	6%
All other switches	114	93	12	5	**	101	13	43	68
	7%	7%	10%	6%	**	7%	7%	7%	7%
Switched when moving (excl. mobile)	285	252	11	16	**	252	33	140	145
	17%	18%	9%	18%	**	17%	18%	22%	15%
		b		b				b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 2

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Considered switching Mobile	361	**	**	**	**	**	**	**	**	**	**	**
21%		**	**	**	**	**	**	**	**	**	**	**
Considered switching Dual Play	247	**	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**	**
Considered switching Triple Play	209	**	**	**	**	**	**	**	**	**	**	**
12%		**	**	**	**	**	**	**	**	**	**	**
Considered switching Pay TV	133	**	**	**	**	**	**	**	**	**	**	**
8%		**	**	**	**	**	**	**	**	**	**	**
Considered switching Pay TV in last 7-24 months	799	**	**	**	**	**	**	**	**	**	**	**
46%		**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 2

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Considered switching Mobile	361	**	**	**	**	**	**	**	**	361	-	361	361	209	152
	21%	**	**	**	**	**	**	**	**	38%	-%	100%	21%	33%	49%
										bd		abd	b		a
Considered switching Dual Play	247	**	**	**	**	**	**	**	**	247	247	-	247	170	77
	14%	**	**	**	**	**	**	**	**	26%	42%	-%	14%	27%	25%
										cd	acd		c		
Considered switching Triple Play	209	**	**	**	**	**	**	**	**	209	209	-	209	162	46
	12%	**	**	**	**	**	**	**	**	22%	35%	-%	12%	25%	15%
										cd	acd		c	b	
Considered switching Pay TV	133	**	**	**	**	**	**	**	**	133	133	-	133	99	34
	8%	**	**	**	**	**	**	**	**	14%	23%	-%	8%	15%	11%
										cd	acd		c		
Considered switching Pay TV in last 7-24 months	799	**	**	**	**	**	**	**	**	-	-	-	799	-	-
	46%	**	**	**	**	**	**	**	**	-%	-%	-%	46%	-%	-%
													abc		

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 2

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Considered switching Mobile	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
	21%	-%	-%	100%	100%	21%	21%	26%	17%	16%	22%	19%	22%	19%	21%	20%
								bc								
Considered switching Dual Play	247	170	77	-	-	126	121	73	108	66	94	67	29	57	161	86
	14%	39%	49%	-%	-%	14%	14%	10%	17%	19%	13%	15%	11%	18%	14%	15%
			a						a	a				c		
Considered switching Triple Play	209	162	46	-	-	108	101	73	91	45	77	61	33	38	138	71
	12%	38%	30%	-%	-%	12%	12%	10%	14%	13%	11%	14%	12%	12%	12%	12%
		b							a							
Considered switching Pay TV	133	99	34	-	-	63	70	58	47	29	59	39	21	13	98	34
	8%	23%	22%	-%	-%	7%	8%	8%	7%	8%	8%	9%	8%	4%	8%	6%
											d	d			d	
Considered switching Pay TV in last 7-24 months	799	-	-	-	-	413	386	351	295	153	328	195	130	145	523	275
	46%	-%	-%	-%	-%	46%	45%	47%	45%	44%	46%	44%	48%	46%	45%	47%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 2

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

QUOTA GROUP - DECIDED NOT TO SWITCH IN LAST SIX MONTHS

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Considered switching Mobile	361	307	36	**	**	309	52	108	251
	21%	21%	27%	**	**	20%	23%	19%	22%
Considered switching Dual Play	247	204	21	**	**	202	44	84	156
	14%	14%	16%	**	**	13%	20%	15%	13%
							a		
Considered switching Triple Play	209	181	15	**	**	194	15	73	132
	12%	12%	12%	**	**	13%	6%	13%	11%
						b			
Considered switching Pay TV	133	112	11	**	**	111	22	42	87
	8%	8%	8%	**	**	7%	10%	8%	7%
Considered switching Pay TV in last 7-24 months	799	669	49	**	**	705	95	257	536
	46%	45%	37%	**	**	46%	42%	46%	46%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 3

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

S16. RESPONDENT'S GENDER

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Male	1611	234	551	137	98	44	144	47	317	227	90
	48%	46%	45%	45%	47%	46%	44%	49%	44%	46%	39%
Female	1769	279	684	167	112	51	180	48	406	268	138
	52%	54%	55%	55%	53%	54%	56%	51%	56%	54%	60%
Other	4	-	1	-	-	-	-	-	1	-	1
	*%	-%	*%	-%	-%	-%	-%	-%	*%	-%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 3

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

S16. RESPONDENT'S GENDER

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Male	1611	87	105	125	88	36	36	43	123	481	297	184	894	313	168
	48%	51%	42%	41%	43%	37%	42%	38%	43%	51%	50%	51%	51%	49%	54%
		ce													
Female	1769	84	144	178	114	63	50	70	161	467	292	176	854	328	140
	52%	49%	58%	59%	57%	63%	57%	61%	57%	49%	50%	49%	49%	51%	45%
		a		a											
Other	4	1	-	-	-	-	1	1	1	1	-	1	1	-	1
	*%	*%	-%	-%	-%	-%	1%	1%	1%	*%	-%	*%	*%	-%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 3

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

S16. RESPONDENT'S GENDER

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Male	1611	213	84	100	84	1611	-	647	582	378	679	407	232	289	1086	521
	48%	49%	53%	48%	56%	100%	-%	41%	48%	64%	53%	44%	47%	43%	49%	45%
						b			a	ab	bcdef				bdf	
Female	1769	218	74	109	66	-	1769	929	622	217	599	519	258	390	1118	648
	52%	51%	47%	52%	44%	-%	100%	59%	52%	36%	47%	56%	53%	57%	51%	55%
							a	bc	c			ae	a	ae	a	ae
Other	4	-	-	-	1	-	-	4	-	-	1	2	1	-	3	1
	*%	-%	-%	-%	1%	-%	-%	*%	-%	-%	*%	*%	*%	-%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 3

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

S16. RESPONDENT'S GENDER

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Male	1611	1346	129	96	**	1405	206	516	1078
	48%	47%	50%	51%	**	47%	50%	43%	50%
									a
Female	1769	1505	129	92	**	1567	202	670	1065
	52%	53%	50%	49%	**	53%	50%	56%	50%
									b
Other	4	3	1	1	**	4	-	3	1
	*%	*%	*%	*%	**	*%	-%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 4

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

S17. RESPONDENT'S AGE

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
16-24 years	278	33	118	11	22	7	11	15	85	48	37
	8%	6%	10%	4%	10%	7%	3%	16%	12%	10%	16%
			a		a	b		ab			ab
25-34 years	660	78	205	42	36	14	45	19	127	86	41
	19%	15%	17%	14%	17%	14%	14%	20%	18%	17%	18%
35-44 years	643	104	233	62	42	18	67	19	130	97	33
	19%	20%	19%	20%	20%	19%	21%	20%	18%	20%	14%
45-54 years	591	111	230	70	41	20	74	17	119	75	43
	17%	22%	19%	23%	20%	21%	23%	18%	16%	15%	19%
55-64 years	613	96	229	63	33	18	67	11	133	95	38
	18%	19%	19%	21%	16%	19%	21%	11%	18%	19%	17%
							c				
65-74 years	493	77	168	48	28	15	51	11	92	67	25
	15%	15%	14%	16%	14%	16%	16%	11%	13%	13%	11%
75 years or over	103	14	51	7	8	3	8	3	37	26	11
	3%	3%	4%	2%	4%	3%	2%	3%	5%	5%	5%
Prefer not to say	4	1	2	1	-	-	1	-	1	1	-
	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 4

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

S17. RESPONDENT'S AGE

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
16-24 years	278	26	17	41	22	20	14	15	38	62	31	31	106	37	25
	8%	15%	7%	14%	11%	20%	16%	13%	14%	7%	5%	9%	6%	6%	8%
		b		b		bd	b					b			
25-34 years	660	34	28	66	45	21	16	30	103	163	80	83	322	102	62
	19%	19%	11%	22%	22%	21%	18%	27%	36%	17%	14%	23%	18%	16%	20%
		b		b	b	b				b		ab	b		
35-44 years	643	30	42	57	43	14	14	18	70	173	93	81	321	119	54
	19%	18%	17%	19%	21%	15%	16%	16%	25%	18%	16%	22%	18%	19%	17%
												b			
45-54 years	591	21	46	52	32	20	14	21	30	165	103	61	310	115	50
	17%	12%	19%	17%	16%	20%	16%	19%	11%	17%	18%	17%	18%	18%	16%
						a		b							
55-64 years	613	33	56	44	29	14	14	19	23	192	142	51	343	136	56
	18%	19%	23%	14%	14%	15%	17%	17%	8%	20%	24%	14%	20%	21%	18%
			cd					b		c	acd		c		
65-74 years	493	19	45	28	20	8	9	9	14	166	116	49	301	114	51
	15%	11%	18%	9%	10%	8%	10%	8%	5%	17%	20%	14%	17%	18%	17%
			acde								c				
75 years or over	103	10	14	13	11	2	7	-	6	28	23	5	46	18	10
	3%	6%	6%	4%	5%	2%	8%	-%	2%	3%	4%	1%	3%	3%	3%
							e				c				
Prefer not to say	4	-	-	1	1	-	-	1	1	-	-	-	-	-	-
	*%	-%	-%	*%	*%	-%	-%	1%	1%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 4

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

S17. RESPONDENT'S AGE

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
16-24 years	278	20	11	17	14	86	191	278	-	-	78	97	44	57	175	100
	8%	5%	7%	8%	10%	5%	11%	18%	-%	-%	6%	10%	9%	8%	8%	9%
							a	bc				ae	a		a	a
25-34 years	660	58	22	43	40	256	403	660	-	-	246	173	115	126	418	240
	19%	14%	14%	21%	26%	16%	23%	42%	-%	-%	19%	19%	23%	19%	19%	21%
							a	bc					bde			
35-44 years	643	64	29	55	25	306	335	643	-	-	260	177	97	109	437	206
	19%	15%	18%	26%	17%	19%	19%	41%	-%	-%	20%	19%	20%	16%	20%	18%
				b				bc			d				d	
45-54 years	591	80	24	35	26	260	331	-	591	-	220	165	80	124	385	204
	17%	18%	15%	17%	17%	16%	19%	-%	49%	-%	17%	18%	16%	18%	17%	17%
									ac							
55-64 years	613	111	31	25	25	322	291	-	613	-	232	171	93	118	403	210
	18%	26%	20%	12%	17%	20%	16%	-%	51%	-%	18%	18%	19%	17%	18%	18%
						b			ac							
65-74 years	493	84	32	30	19	315	177	-	-	493	199	120	58	116	320	173
	15%	20%	20%	14%	13%	20%	10%	-%	-%	83%	16%	13%	12%	17%	14%	15%
						b				ab	c			bc		
75 years or over	103	14	9	4	1	63	40	-	-	103	43	25	5	30	68	35
	3%	3%	6%	2%	1%	4%	2%	-%	-%	17%	3%	3%	1%	4%	3%	3%
						b				ab	c	c		c	c	c
Prefer not to say	4	-	-	-	-	3	1	-	-	-	2	1	-	-	3	-
	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 4

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

S17. RESPONDENT'S AGE

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
16-24 years	278 8%	249 9% c	17 7%	6 3%	** **	256 9% b	22 5%	125 10% b	148 7%
25-34 years	660 19%	569 20%	44 17%	27 14%	** **	598 20% b	62 15%	241 20%	406 19%
35-44 years	643 19%	543 19%	52 20%	30 16%	** **	594 20% b	49 12%	219 18%	419 20%
45-54 years	591 17%	492 17%	44 17%	43 23%	** **	525 18%	66 16%	184 16%	394 18% a
55-64 years	613 18%	516 18%	46 18%	43 23%	** **	518 17%	95 23% a	206 17%	396 18%
65-74 years	493 15%	395 14%	46 18%	34 18%	** **	402 14%	91 22% a	176 15%	314 15%
75 years or over	103 3%	86 3%	8 3%	6 3%	** **	79 3%	23 6% a	38 3%	63 3%
Prefer not to say	4 *%	4 *%	- -%	- -%	** **	4 *%	- -%	1 *%	3 *%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 5

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

S17. SUMMARY OF AGE GROUPS

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
16-34	938	111	323	54	57	21	56	34	212	134	78
	28%	22%	26%	18%	27%	22%	17%	36%	29%	27%	34%
			a		a			ab			b
35-54	1234	215	463	132	83	38	141	36	248	172	76
	36%	42%	37%	43%	40%	40%	44%	38%	34%	35%	33%
		b									
55+	1208	187	448	117	69	36	126	25	261	188	74
	36%	36%	36%	39%	33%	38%	39%	26%	36%	38%	32%
						c	c				
REFUSED	4	1	2	1	-	-	1	-	1	1	-
	*%	*%	*%	*%	-%	-%	*%	-%	*%	*%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 5

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

S17. SUMMARY OF AGE GROUPS

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
16-34	938	60	46	107	67	40	30	46	141	225	111	114	428	138	87
	28%	35%	18%	35%	33%	40%	34%	40%	50%	24%	19%	32%	24%	22%	28%
		b		b	b	b	b			b		abd	b		a
35-54	1234	51	88	110	75	34	27	40	100	338	196	142	632	234	104
	36%	29%	35%	36%	37%	34%	31%	35%	35%	36%	33%	39%	36%	37%	34%
55+	1208	62	115	85	60	25	30	28	43	386	282	105	689	268	118
	36%	36%	46%	28%	29%	25%	35%	25%	15%	41%	48%	29%	39%	42%	38%
		e	acdef					b		c	acd		c		
REFUSED	4	-	-	1	1	-	-	1	1	-	-	-	-	-	-
	*%	-%	-%	*%	*%	-%	-%	1%	1%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 5

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

S17. SUMMARY OF AGE GROUPS

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
16-34	938	78	33	60	54	341	593	938	-	-	323	270	158	182	593	341
	28%	18%	21%	29%	36%	21%	34%	59%	-%	-%	25%	29%	32%	27%	27%	29%
							a	bc				a	ade			a
35-54	1234	144	52	90	52	566	666	643	591	-	480	341	177	233	822	410
	36%	33%	33%	43%	34%	35%	38%	41%	49%	-%	38%	37%	36%	34%	37%	35%
								c	ac							
55+	1208	209	72	59	46	700	508	-	613	595	474	316	155	263	790	418
	36%	49%	46%	28%	30%	43%	29%	-%	51%	100%	37%	34%	32%	39%	36%	36%
						b			a	ab	c			bc		
REFUSED	4	-	-	-	-	3	1	-	-	-	2	1	-	-	3	-
	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	*%	*%	-%	-%	*%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 5

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

S17. SUMMARY OF AGE GROUPS

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
16-34	938 28%	818 29% c	62 24%	33 17%	** **	854 29% b	84 20%	366 31% b	554 26%
35-54	1234 36%	1035 36%	96 37%	73 38%	** **	1119 38% b	115 28%	403 34%	813 38% a
55+	1208 36%	997 35%	100 39%	84 44% a	** **	999 34%	209 51% a	419 35%	773 36%
REFUSED	4 *%	4 *%	- -%	- -%	** **	4 *%	- -%	1 *%	3 *%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
North East	177	24	53	13	11	4	17	3	28	15	14
	5%	5%	4%	4%	5%	5%	5%	3%	4%	3%	6%
Yorkshire and Humberside	276	47	106	33	14	7	31	9	59	40	19
	8%	9%	9%	11%	7%	8%	10%	9%	8%	8%	8%
North West	382	52	135	27	25	14	31	8	83	53	30
	11%	10%	11%	9%	12%	15%	10%	8%	12%	11%	13%
West Midlands	250	37	95	17	20	7	18	11	59	38	21
	7%	7%	8%	6%	9%	8%	6%	12%	8%	8%	9%
East Midlands	256	42	94	23	19	8	27	6	52	39	13
	8%	8%	8%	8%	9%	9%	8%	7%	7%	8%	6%
South West	290	43	102	27	16	7	26	11	58	37	21
	9%	8%	8%	9%	8%	7%	8%	11%	8%	8%	9%
East Anglia	285	42	109	29	13	8	29	5	68	52	16
	8%	8%	9%	9%	6%	8%	9%	5%	9%	10%	7%
South East	534	92	196	57	34	18	62	12	104	68	36
	16%	18%	16%	19%	16%	18%	19%	13%	14%	14%	16%
Greater London	399	46	142	21	25	7	23	16	96	78	18
	12%	9%	12%	7%	12%	7%	7%	17%	13%	16%	8%
Total England	2853	425	1035	247	177	80	264	80	610	422	188
	84%	83%	84%	81%	85%	84%	82%	85%	84%	85%	83%
Scotland	258	38	103	23	15	5	25	7	66	42	24
	8%	7%	8%	7%	7%	6%	8%	7%	9%	8%	10%
Wales	189	37	66	25	11	4	28	4	30	18	12
	6%	7%	5%	8%	5%	5%	9%	5%	4%	4%	5%
Northern Ireland	83	14	32	9	6	5	6	3	17	14	4
	2%	3%	3%	3%	3%	5%	2%	3%	2%	3%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
North East	177	11	6	11	6	5	7	6	9	48	32	16	110	32	15
	5%	6%	3%	4%	3%	5%	8% bd	5%	3%	5%	5%	4%	6%	5%	5%
Yorkshire and Humberside	276	9	25	25	16	9	5	8	19	79	51	29	143	52	27
	8%	5%	10%	8%	8%	9%	6%	7%	7%	8%	9%	8%	8%	8%	9%
North West	382	20	27	36	19	17	10	13	43	113	72	41	191	74	39
	11%	11%	11%	12%	9%	18% d	11%	11%	15%	12%	12%	11%	11%	11%	13%
West Midlands	250	21	16	22	15	8	7	7	23	78	54	24	125	52	26
	7%	12% b	6%	7%	7%	8%	8%	6%	8%	8%	9%	7%	7%	8%	8%
East Midlands	256	15	20	17	14	4	6	8	20	78	50	28	134	51	27
	8%	9%	8%	6%	7%	4%	7%	7%	7%	8%	8%	8%	8%	8%	9%
South West	290	8	20	30	18	12	5	10	37	79	55	24	141	53	27
	9%	5%	8%	10% a	9%	12% a	6%	9%	13%	8%	9%	7%	8%	8%	9%
East Anglia	285	12	26	30	22	8	8	9	21	72	49	23	146	54	18
	8%	7%	11%	10%	11%	8%	9%	8%	8%	8%	8%	6%	8%	8%	6%
South East	534	27	38	40	27	12	15	18	37	150	83	67	283	98	52
	16%	16%	15%	13%	14%	12%	17%	16%	13%	16%	14%	19%	16%	15%	17%
Greater London	399	25	34	37	31	6	9	14	44	105	51	54	198	75	31
	12%	14% e	14% e	12% e	15% e	6%	10%	13%	16%	11%	9%	15% b	11% b	12%	10%
Total England	2853	147	213	250	167	83	72	93	252	804	497	307	1473	543	261
	84%	85%	86%	83%	83%	83%	83%	82%	89%	85%	84%	85%	84%	85%	84%
Scotland	258	10	25	31	20	11	6	12	11	83	47	36	132	55	28
	8%	6%	10%	10%	10%	11%	7%	11% b	4%	9%	8%	10%	8%	9%	9%
Wales	189	12	5	13	9	4	7	5	16	45	32	13	102	30	15
	6%	7% b	2%	4%	4%	4%	8% b	5%	6%	5%	5%	4%	6%	5%	5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Northern Ireland	83	4	5	8	7	2	2	3	6	18	13	5	43	12	5
	2%	2%	2%	3%	3%	2%	3%	3%	2%	2%	2%	1%	2%	2%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
North East	177	25	7	7	8	83	94	70	79	28	58	58	32	28	116	61
	5%	6%	4%	3%	6%	5%	5%	4%	7%	5%	5%	6%	7%	4%	5%	5%
Yorkshire and Humberside	276	40	10	12	17	142	134	132	93	52	103	62	48	64	164	112
	8%	9%	6%	6%	11%	9%	8%	8%	8%	9%	8%	7%	10%	9%	7%	10%
													b	b		be
North West	382	52	20	22	19	178	203	191	140	51	128	106	61	85	234	146
	11%	12%	13%	10%	13%	11%	11%	12%	12%	9%	10%	11%	12%	13%	11%	13%
								c	c							a
West Midlands	250	37	17	16	8	119	131	124	90	36	81	73	44	49	154	94
	7%	8%	11%	7%	6%	7%	7%	8%	7%	6%	6%	8%	9%	7%	7%	8%
East Midlands	256	34	16	17	11	114	140	112	97	45	89	72	40	53	161	94
	8%	8%	10%	8%	7%	7%	8%	7%	8%	8%	7%	8%	8%	8%	7%	8%
South West	290	38	17	14	10	133	157	120	101	69	109	83	37	60	192	97
	9%	9%	11%	7%	6%	8%	9%	8%	8%	12%	9%	9%	8%	9%	9%	8%
										ab						
East Anglia	285	36	13	18	5	112	173	122	114	50	103	81	36	65	184	101
	8%	8%	8%	9%	3%	7%	10%	8%	9%	8%	8%	9%	7%	10%	8%	9%
							a									
South East	534	60	23	38	29	256	278	207	208	119	207	144	73	111	351	183
	16%	14%	15%	18%	19%	16%	16%	13%	17%	20%	16%	15%	15%	16%	16%	16%
									a	a						
Greater London	399	40	11	35	19	208	191	281	86	31	206	104	44	45	309	89
	12%	9%	7%	17%	13%	13%	11%	18%	7%	5%	16%	11%	9%	7%	14%	8%
								bc			bcd	df			bcd	
Total England	2853	363	134	180	126	1346	1505	1361	1007	481	1085	783	416	562	1868	978
	84%	84%	85%	86%	83%	84%	85%	86%	84%	81%	85%	84%	85%	83%	85%	84%
								c								
Scotland	258	37	10	18	18	129	129	114	90	54	115	66	30	48	181	77
	8%	8%	7%	9%	12%	8%	7%	7%	7%	9%	9%	7%	6%	7%	8%	7%
											cf					
Wales	189	22	10	8	5	96	92	63	85	41	50	51	37	51	101	88
	6%	5%	6%	4%	3%	6%	5%	4%	7%	7%	4%	6%	8%	7%	5%	8%

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%																
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Northern Ireland	83	10	3	2	2	40	43	43	21	19	30	27	8	18	57	26
	2%	2%	2%	1%	2%	3%	2%	3%	2%	3%	2%	3%	2%	3%	3%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
North East	177	177	-	-	**	158	19	62	109
	5%	6%	-%	-%	**	5%	5%	5%	5%
		bc							
Yorkshire and Humberside	276	276	-	-	**	250	26	98	173
	8%	10%	-%	-%	**	8%	6%	8%	8%
		bc							
North West	382	382	-	-	**	358	24	145	234
	11%	13%	-%	-%	**	12%	6%	12%	11%
		bc				b			
West Midlands	250	250	-	-	**	230	20	81	164
	7%	9%	-%	-%	**	8%	5%	7%	8%
		bc				b			
East Midlands	256	256	-	-	**	216	39	79	174
	8%	9%	-%	-%	**	7%	10%	7%	8%
		bc							
South West	290	290	-	-	**	224	66	102	187
	9%	10%	-%	-%	**	8%	16%	9%	9%
		bc					a		
East Anglia	285	285	-	-	**	229	57	107	174
	8%	10%	-%	-%	**	8%	14%	9%	8%
		bc					a		
South East	534	534	-	-	**	476	58	164	360
	16%	19%	-%	-%	**	16%	14%	14%	17%
		bc							a
Greater London	399	399	-	-	**	398	2	138	256
	12%	14%	-%	-%	**	13%	*%	12%	12%
		bc				b			
Total England	2853	2853	-	-	**	2542	311	978	1834
	84%	100%	-%	-%	**	85%	76%	82%	86%
		bc				b			a
Scotland	258	-	258	-	**	223	35	87	165
	8%	-%	100%	-%	**	7%	9%	7%	8%
			ac						
Wales	189	-	-	189	**	145	44	86	101
	6%	-%	-%	100%	**	5%	11%	7%	5%

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 6

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

S18/S19. And where do you normally live?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Northern Ireland	83	-	-	-	**	65	18	39	43
	2%	-%	-%	-%	**	2%	4%	3%	2%
							a	b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 7

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

URBANITY

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
URBAN	2976	454	1101	258	196	87	280	86	647	444	203
	88%	88%	89%	85%	94%	92%	87%	91%	89%	90%	89%
					a						
RURAL	408	60	135	46	13	8	43	9	76	51	25
	12%	12%	11%	15%	6%	8%	13%	9%	11%	10%	11%
				b							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 7

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

URBANITY

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
URBAN	2976	158	222	267	184	84	81	101	252	817	508	309	1522	555	262
	88%	91%	89%	89%	91%	84%	93%	89%	89%	86%	86%	86%	87%	87%	85%
		e					e								
RURAL	408	15	27	35	19	16	6	13	33	132	81	52	227	85	47
	12%	9%	11%	11%	9%	16%	7%	11%	12%	14%	14%	14%	13%	13%	15%
						af									

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 7

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

URBANITY

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
URBAN	2976	376	132	179	130	1405	1567	1448	1042	482	1087	843	443	596	1931	1039
	88%	87%	84%	86%	86%	87%	89%	92%	87%	81%	85%	91%	90%	88%	87%	89%
								bc	c			ade	a		a	a
RURAL	408	55	25	30	22	206	202	133	162	114	192	85	48	82	277	130
	12%	13%	16%	14%	14%	13%	11%	8%	13%	19%	15%	9%	10%	12%	13%	11%
									a	ab	bcef			b	b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 7

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

URBANITY

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
URBAN	2976	2542	223	145	**	2976	-	1066	1865
	88%	89%	86%	77%	**	100%	-%	90%	87%
		c	c			b		b	
RURAL	408	311	35	44	**	-	408	124	279
	12%	11%	14%	23%	**	-%	100%	10%	13%
				ab			a		a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 8

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

SOCIO-ECONOMIC GROUP

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
A	302 9%	37 7%	94 8%	18 6%	19 9%	5 5%	21 6%	11 12% ab	57 8%	41 8%	16 7%
B	978 29%	130 25%	321 26%	77 25%	53 25%	20 21%	85 26%	25 26%	191 26% c	146 29% c	45 20%
C1	928 27%	148 29%	360 29%	86 28%	61 29%	28 30%	90 28%	29 31%	213 29%	153 31%	60 26%
C2	491 14%	69 13%	166 13%	41 13%	28 13%	14 15%	41 13%	14 15%	97 13%	58 12%	40 17% b
D	326 10%	57 11%	125 10%	31 10%	25 12%	12 13%	35 11%	9 9%	69 10%	39 8%	30 13% b
E	352 10%	71 14%	167 14%	49 16% b	22 11%	15 16% c	50 15% c	7 7%	96 13%	58 12%	38 17% b
Don't know	7 *%	1 *%	2 *%	1 *%	1 *%	1 1%	1 *%	- -%	1 *%	1 *%	- -%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 8

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

SOCIO-ECONOMIC GROUP

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
A	302 9%	13 8%	17 7%	27 9%	21 10%	7 7%	5 6%	11 10%	34 12%	88 9%	55 9%	34 9%	162 9%	67 10%	21 7%
B	978 29%	35 20%	71 28% af	85 28% af	63 31% af	23 23%	12 14%	31 27%	73 26%	300 32%	176 30%	124 34%	554 32%	200 31%	100 32%
C1	928 27%	47 27%	73 30%	92 31%	63 31%	30 30%	21 23%	31 27%	90 32%	251 26%	167 28%	84 23%	447 26%	158 25%	94 30% a
C2	491 14%	29 17% d	31 12%	37 12%	21 10%	17 17%	17 20% cd	19 17%	34 12%	142 15%	83 14%	59 16%	271 16%	95 15%	47 15%
D	326 10%	21 12% d	22 9%	26 9%	12 6%	14 15% d	12 14% d	9 8%	27 10%	86 9%	49 8%	37 10%	165 9%	63 10%	24 8%
E	352 10%	28 16%	35 14%	34 11%	24 12%	9 9%	20 23% bcde	11 9%	27 10%	81 9%	59 10% c	22 6%	147 8%	58 9%	23 7%
Don't know	7 *%	- -%	1 *%	- -%	- -%	- -%	- -%	2 1%	- -%	2 *%	1 *%	1 *%	3 *%	1 *%	1 *%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 8

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

SOCIO-ECONOMIC GROUP

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
A	302	45	9	22	12	167	135	168	75	57	302	-	-	-	302	-
	9%	10%	6%	10%	8%	10%	8%	11%	6%	10%	24%	-%	-%	-%	14%	-%
		b				b		b		b	bcdef				bcdf	
B	978	124	52	76	48	513	464	415	377	185	978	-	-	-	978	-
	29%	29%	33%	36%	32%	32%	26%	26%	31%	31%	76%	-%	-%	-%	44%	-%
						b			a	a	bcdef				bcdf	
C1	928	123	45	35	49	407	519	447	336	145	-	928	-	-	928	-
	27%	28%	28%	17%	33%	25%	29%	28%	28%	24%	-%	100%	-%	-%	42%	-%
					a		a					acdef			acdf	
C2	491	56	26	38	20	232	258	255	173	63	-	-	491	-	-	491
	14%	13%	17%	18%	13%	14%	15%	16%	14%	11%	-%	-%	100%	-%	-%	42%
								c	c				abdef			abde
D	326	37	12	25	12	156	170	186	121	19	-	-	-	326	-	326
	10%	9%	7%	12%	8%	10%	10%	12%	10%	3%	-%	-%	-%	48%	-%	28%
								c	c					abcef		abce
E	352	45	14	13	8	133	220	105	121	126	-	-	-	352	-	352
	10%	10%	9%	6%	6%	8%	12%	7%	10%	21%	-%	-%	-%	52%	-%	30%
							a		a	ab				abcef		abce
Don't know	7	1	-	-	1	4	3	4	2	-	-	-	-	-	-	-
	*%	*%	-%	-%	1%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 8

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

SOCIO-ECONOMIC GROUP

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
A	302	248	35	8	**	266	36	125	172
	9%	9%	14%	4%	**	9%	9%	10%	8%
		c	ac					b	
B	978	837	80	42	**	822	156	255	709
	29%	29%	31%	22%	**	28%	38%	21%	33%
		c	c				a		a
C1	928	783	66	51	**	843	85	293	622
	27%	27%	26%	27%	**	28%	21%	25%	29%
						b			a
C2	491	416	30	37	**	443	48	191	292
	14%	15%	11%	20%	**	15%	12%	16%	14%
				b					
D	326	273	20	23	**	288	39	114	209
	10%	10%	8%	12%	**	10%	9%	10%	10%
E	352	290	28	27	**	309	44	209	138
	10%	10%	11%	15%	**	10%	11%	18%	6%
								b	
Don't know	7	7	-	-	**	7	1	3	1
	*%	*%	-%	-%	**	*%	*%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 9

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

SUMMARY OF SEG

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
AB	1280 38%	167 33%	415 34%	96 31%	71 34%	25 26%	106 33%	36 38%	248 34%	187 38%	61 27%
C1	928 27%	148 29%	360 29%	86 28%	61 29%	28 30%	90 28%	29 31%	213 29%	153 31%	60 26%
C2	491 14%	69 13%	166 13%	41 13%	28 13%	14 15%	41 13%	14 15%	97 13%	58 12%	40 17% b
DE	679 20%	128 25%	292 24%	80 26%	47 23%	27 28% c	85 26% c	16 17%	164 23%	97 20%	68 30% ab
ABC1	2208 65%	315 61%	775 63%	182 60%	133 64%	53 56%	196 61%	65 69% a	460 64% c	339 69% c	121 53%
C2DE	1169 35%	197 38%	459 37%	121 40%	76 36%	41 43% c	126 39%	30 31%	262 36%	155 31%	107 47% ab
REFUSED	7 *%	1 *%	2 *%	1 *%	1 *%	1 1%	1 *%	- -%	1 *%	1 *%	- -%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 9

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

SUMMARY OF SEG

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
AB	1280	48	87	113	83	30	17	43	107	388	230	158	716	267	121
	38%	28%	35%	37%	41%	30%	20%	37%	38%	41%	39%	44%	41%	42%	39%
			f	af	aef										
C1	928	47	73	92	63	30	21	31	90	251	167	84	447	158	94
	27%	27%	30%	31%	31%	30%	23%	27%	32%	26%	28%	23%	26%	25%	30%
															a
C2	491	29	31	37	21	17	17	19	34	142	83	59	271	95	47
	14%	17%	12%	12%	10%	17%	20%	17%	12%	15%	14%	16%	16%	15%	15%
		d					cd								
DE	679	49	56	60	36	24	32	20	54	167	108	59	312	121	46
	20%	28%	23%	20%	18%	24%	37%	17%	19%	18%	18%	16%	18%	19%	15%
							bcd								
ABC1	2208	95	160	205	146	59	38	74	197	639	397	242	1162	424	215
	65%	55%	65%	68%	72%	60%	43%	65%	69%	67%	68%	67%	66%	66%	70%
			af	af	aef	f									
C2DE	1169	78	87	97	57	40	49	39	88	309	191	118	584	216	93
	35%	45%	35%	32%	28%	40%	57%	34%	31%	33%	32%	33%	33%	34%	30%
		bcd				d	bcd								
REFUSED	7	-	1	-	-	-	-	2	-	2	1	1	3	1	1
	*%	-%	*%	-%	-%	-%	-%	1%	-%	*%	*%	*%	*%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 9

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

SUMMARY OF SEG

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
AB	1280	169	61	97	60	679	599	584	452	242	1280	-	-	-	1280	-
	38%	39%	39%	47%	40%	42%	34%	37%	37%	41%	100%	-%	-%	-%	58%	-%
						b					bcdef				bcdf	
C1	928	123	45	35	49	407	519	447	336	145	-	928	-	-	928	-
	27%	28%	28%	17%	33%	25%	29%	28%	28%	24%	-%	100%	-%	-%	42%	-%
				a	a		a					acdef			acdf	
C2	491	56	26	38	20	232	258	255	173	63	-	-	491	-	-	491
	14%	13%	17%	18%	13%	14%	15%	16%	14%	11%	-%	-%	100%	-%	-%	42%
								c	c				abdef			abde
DE	679	82	26	38	20	289	390	291	242	145	-	-	-	679	-	679
	20%	19%	16%	18%	13%	18%	22%	18%	20%	24%	-%	-%	-%	100%	-%	58%
						a	ab							abcef		abce
ABC1	2208	292	106	132	109	1086	1118	1030	787	387	1280	928	-	-	2208	-
	65%	68%	67%	63%	72%	67%	63%	65%	65%	65%	100%	100%	-%	-%	100%	-%
						b					cdf	cdf			cdf	
C2DE	1169	139	52	77	41	521	648	546	415	208	-	-	491	679	-	1169
	35%	32%	33%	37%	27%	32%	37%	35%	34%	35%	-%	-%	100%	100%	-%	100%
						a							abe	abe		abe
REFUSED	7	1	-	-	1	4	3	4	2	-	-	-	-	-	-	-
	*%	*%	-%	-%	1%	*%	*%	*%	*%	-%	-%	-%	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 9

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

SUMMARY OF SEG

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
AB	1280	1085	115	50	**	1087	192	380	881
	38%	38%	44%	26%	**	37%	47%	32%	41%
		c	ac				a		a
C1	928	783	66	51	**	843	85	293	622
	27%	27%	26%	27%	**	28%	21%	25%	29%
						b			a
C2	491	416	30	37	**	443	48	191	292
	14%	15%	11%	20%	**	15%	12%	16%	14%
				b					
DE	679	562	48	51	**	596	82	323	347
	20%	20%	19%	27%	**	20%	20%	27%	16%
				ab				b	
ABC1	2208	1868	181	101	**	1931	277	673	1502
	65%	65%	70%	54%	**	65%	68%	57%	70%
		c	c						a
C2DE	1169	978	77	88	**	1039	130	514	640
	35%	34%	30%	46%	**	35%	32%	43%	30%
				ab				b	
REFUSED	7	7	-	-	**	7	1	3	1
	*%	*%	-%	-%	**	*%	*%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		-a	b	-a	-b	-a	-b	-c	a	b	c
Significance Level: 95%											
Unweighted row	1106	-	806	-	-	-	-	-	806	506	300
Effective Weighted Sample	1076	-	795	-	-	-	-	-	795	506	300
Total	1084	-	723	-	-	-	-	-	723	495	228
EE/ Orange / T-Mobile	201	**	110	**	**	**	**	**	110	79	31
	19%	**	15%	**	**	**	**	**	15%	16%	14%
O2	167	**	102	**	**	**	**	**	102	70	32
	15%	**	14%	**	**	**	**	**	14%	14%	14%
Vodafone	155	**	84	**	**	**	**	**	84	52	32
	14%	**	12%	**	**	**	**	**	12%	10%	14%
'3' / Three Mobile	124	**	82	**	**	**	**	**	82	54	28
	11%	**	11%	**	**	**	**	**	11%	11%	12%
Tesco	95	**	62	**	**	**	**	**	62	37	25
	9%	**	9%	**	**	**	**	**	9%	8%	11%
Virgin	68	**	37	**	**	**	**	**	37	27	9
	6%	**	5%	**	**	**	**	**	5%	6%	4%
BT	67	**	60	**	**	**	**	**	60	50	10
	6%	**	8%	**	**	**	**	**	8%	10%	4%
									c	c	
Sky	54	**	49	**	**	**	**	**	49	30	19
	5%	**	7%	**	**	**	**	**	7%	6%	8%
iD Mobile	46	**	41	**	**	**	**	**	41	34	7
	4%	**	6%	**	**	**	**	**	6%	7%	3%
										c	
GiffGaff	37	**	34	**	**	**	**	**	34	15	19
	3%	**	5%	**	**	**	**	**	5%	3%	8%
											ab
Plusnet	32	**	32	**	**	**	**	**	32	29	2
	3%	**	4%	**	**	**	**	**	4%	6%	1%
									c	c	
TalkTalk	14	**	9	**	**	**	**	**	9	8	2
	1%	**	1%	**	**	**	**	**	1%	2%	1%
ASDA Mobile	3	**	3	**	**	**	**	**	3	2	2
	*%	**	*%	**	**	**	**	**	*%	*%	1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	1106	-	806	-	-	-	-	-	806	506	300	
Effective Weighted Sample	1076	-	795	-	-	-	-	-	795	506	300	
Total	1084	-	723	-	-	-	-	-	723	495	228	
Talk Mobile	2	**	-	**	**	**	**	**	-	-	-	
	*%	**	-%	**	**	**	**	**	-%	-%	-%	
Utility Warehouse	2	**	2	**	**	**	**	**	2	1	1	
	*%	**	*%	**	**	**	**	**	*%	*%	*%	
Other supplier	15	**	14	**	**	**	**	**	14	5	9	
	1%	**	2%	**	**	**	**	**	2%	1%	4%	b
Don't know	2	**	2	**	**	**	**	**	2	1	1	
	*%	**	*%	**	**	**	**	**	*%	*%	*%	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	a	-b	c	d	a	b
Unweighted row	1106	202	266	338	207	131	115	-	-	300	-	300	300	174	126
Effective Weighted Sample	1076	199	264	333	207	131	115	-	-	300	-	300	300	174	126
Total	1084	172	248	302	202	100	87	-	-	361	-	361	361	209	152
TalkTalk	14	3	4	3	2	1	-	**	**	5	**	5	5	4	1
	1%	2%	1%	1%	1%	1%	-%	**	**	1%	**	1%	1%	2%	1%
ASDA Mobile	3	3	-	-	-	-	2	**	**	-	**	-	-	-	-
	*%	2%	-%	-%	-%	-%	2%	**	**	-%	**	-%	-%	-%	-%
		bcd					bc								
Talk Mobile	2	-	-	-	-	-	-	**	**	2	**	2	2	-	2
	*%	-%	-%	-%	-%	-%	-%	**	**	1%	**	1%	1%	-%	2%
Utility Warehouse	2	-	-	2	1	1	-	**	**	-	**	-	-	-	-
	*%	-%	-%	1%	*%	1%	-%	**	**	-%	**	-%	-%	-%	-%
Other supplier	15	7	6	1	1	-	6	**	**	1	**	1	1	1	-
	1%	4%	2%	*%	*%	-%	7%	**	**	*%	**	*%	*%	1%	-%
		cde	c				bcde								
Don't know	2	1	-	1	1	-	1	**	**	-	**	-	-	-	-
	*%	*%	-%	*%	*%	-%	1%	**	**	-%	**	-%	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1106	-	-	174	126	503	601	544	374	187	402	305	160	237	707	397
Effective Weighted Sample	1076	-	-	174	126	490	584	529	364	182	392	297	155	230	690	385
Total	1084	-	-	209	152	501	581	537	363	183	405	297	156	223	702	380
EE/ Orange / T-Mobile	201	**	**	54	36	84	117	114	66	20	82	58	31	30	140	61
	19%	**	**	26%	24%	17%	20%	21%	18%	11%	20%	19%	20%	13%	20%	16%
								c	c		d				d	
O2	167	**	**	43	22	92	75	90	48	30	61	49	25	31	110	56
	15%	**	**	21%	14%	18%	13%	17%	13%	16%	15%	17%	16%	14%	16%	15%
						b										
Vodafone	155	**	**	46	25	77	77	77	55	22	63	34	27	31	97	58
	14%	**	**	22%	17%	15%	13%	14%	15%	12%	16%	11%	17%	14%	14%	15%
'3' / Three Mobile	124	**	**	26	16	51	73	83	30	11	44	30	21	29	74	50
	11%	**	**	13%	10%	10%	12%	15%	8%	6%	11%	10%	13%	13%	11%	13%
								bc								
Tesco	95	**	**	10	23	33	62	36	38	21	29	32	12	21	61	33
	9%	**	**	5%	15%	7%	11%	7%	10%	11%	7%	11%	8%	10%	9%	9%
					a		a		a	a						
Virgin	68	**	**	17	14	37	31	34	20	13	20	18	14	16	38	30
	6%	**	**	8%	10%	7%	5%	6%	6%	7%	5%	6%	9%	7%	5%	8%
BT	67	**	**	5	2	34	33	24	23	19	34	15	7	12	49	18
	6%	**	**	2%	2%	7%	6%	5%	6%	11%	8%	5%	4%	5%	7%	5%
										a	f					
Sky	54	**	**	2	2	23	31	21	25	8	25	11	5	13	36	18
	5%	**	**	1%	2%	5%	5%	4%	7%	4%	6%	4%	3%	6%	5%	5%
iD Mobile	46	**	**	1	4	18	27	19	12	15	16	10	4	16	26	19
	4%	**	**	1%	2%	4%	5%	4%	3%	8%	4%	3%	2%	7%	4%	5%
										ab				ce		
GiffGaff	37	**	**	-	4	15	23	17	16	4	10	11	5	11	21	16
	3%	**	**	-%	2%	3%	4%	3%	4%	2%	2%	4%	3%	5%	3%	4%
					a											
Plusnet	32	**	**	-	-	14	17	5	18	9	12	12	2	6	23	8
	3%	**	**	-%	-%	3%	3%	1%	5%	5%	3%	4%	1%	3%	3%	2%
									a	a						
TalkTalk	14	**	**	4	1	8	6	7	2	5	6	4	2	1	10	3
	1%	**	**	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	%	1%	1%
										b						

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1106	-	-	174	126	503	601	544	374	187	402	305	160	237	707	397
Effective Weighted Sample	1076	-	-	174	126	490	584	529	364	182	392	297	155	230	690	385
Total	1084	-	-	209	152	501	581	537	363	183	405	297	156	223	702	380
ASDA Mobile	3	**	**	-	-	2	1	-	2	2	-	2	1	1	2	2
	%	**	**	-%	-%	%	%	-%	%	1%	-%	1%	%	%	%	%
										a						
Talk Mobile	2	**	**	-	2	1	-	1	1	-	-	1	-	1	1	1
	%	**	**	-%	2%	%	-%	%	%	-%	-%	%	-%	1%	%	%
Utility Warehouse	2	**	**	-	-	2	-	-	2	-	1	1	-	-	2	-
	%	**	**	-%	-%	%	-%	-%	%	-%	%	%	-%	-%	%	-%
Other supplier	15	**	**	1	-	7	8	7	4	4	2	9	2	2	10	5
	1%	**	**	1%	-%	1%	1%	1%	1%	2%	%	3%	2%	1%	1%	1%
												a				
Don't know	2	**	**	-	-	1	1	-	2	-	-	-	-	2	-	2
	%	**	**	-%	-%	%	%	-%	%	-%	-%	-%	-%	1%	-%	%
													e			

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1106	934	104	45	23	978	128	398	690
Effective Weighted Sample	1076	909	101	44	23	952	124	387	673
Total	1084	917	102	43	22	956	128	380	688
EE/ Orange / T-Mobile	201 19%	172 19%	15 15%	** **	** **	178 19%	23 18%	75 20%	120 17%
O2	167 15%	136 15%	16 16%	** **	** **	145 15%	23 18%	56 15%	108 16%
Vodafone	155 14%	131 14%	10 10%	** **	** **	136 14%	19 15%	45 12%	110 16%
'3' / Three Mobile	124 11%	105 12%	12 12%	** **	** **	110 12%	14 11%	39 10%	84 12%
Tesco	95 9%	82 9%	10 10%	** **	** **	81 8%	14 11%	41 11%	53 8%
Virgin	68 6%	61 7%	5 5%	** **	** **	63 7%	4 3%	22 6%	42 6%
BT	67 6%	55 6%	7 7%	** **	** **	56 6%	11 8%	28 7%	39 6%
Sky	54 5%	42 5%	8 8%	** **	** **	47 5%	8 6%	28 7%	25 4%
iD Mobile	46 4%	40 4%	5 5%	** **	** **	44 5%	2 1%	14 4%	32 5%
GiffGaff	37 3%	29 3%	6 6%	** **	** **	35 4%	3 2%	11 3%	26 4%
Plusnet	32 3%	26 3%	5 5%	** **	** **	24 2%	8 6% a	6 2%	26 4% a
TalkTalk	14 1%	13 1%	1 1%	** **	** **	14 1%	- -%	6 2%	7 1%
ASDA Mobile	3 *% *%	3 *% *%	- -% *%	** ** **	** ** **	3 *% *%	- -% *%	1 *% *%	2 *% *%
Talk Mobile	2 *% *%	1 *% *%	1 1% a	** ** **	** ** **	2 *% *%	- -% *%	1 *% *%	1 *% *%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 10

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

S5A. Which provider is your MAIN one for Mobile?

Base: Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1106	934	104	45	23	978	128	398	690
Effective Weighted Sample	1076	909	101	44	23	952	124	387	673
Total	1084	917	102	43	22	956	128	380	688
Utility Warehouse	2	2	-	**	**	2	-	-	2
	*%	*%	-%	**	**	*%	-%	-%	*%
Other supplier	15	14	-	**	**	14	2	5	10
	1%	2%	-%	**	**	1%	1%	1%	1%
Don't know	2	2	-	**	**	2	-	1	1
	*%	*%	-%	**	**	*%	-%	*%	*%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 11

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	b	c
Unweighted row	806	-	806	-	-	-	-	-	806	506	300
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300
Total	723	-	723	-	-	-	-	-	723	495	228
Keep the same phone number	495	**	495	**	**	**	**	**	495	495	-
	68%	**	68%	**	**	**	**	**	68%	100%	-%
									c	ac	
Change phone number	228	**	228	**	**	**	**	**	228	-	228
	32%	**	32%	**	**	**	**	**	32%	-%	100%
									b		ab

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 11

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
Keep the same phone number	495	85	207	202	202	-	-	**	**	**	**	**	**	**	**
	68%	49%	83%	67%	100%	-%	-%	**	**	**	**	**	**	**	**
		ef	acef	aef	abcef										
Change phone number	228	87	41	100	-	100	87	**	**	**	**	**	**	**	**
	32%	51%	17%	33%	-%	100%	100%	**	**	**	**	**	**	**	**
		bcd	d	bd		abcd	abcd								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 11

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
Keep the same phone number	495	**	**	**	**	227	268	231	170	93	187	153	58	97	339	155
	68%	**	**	**	**	72%	66%	68%	68%	72%	75%	72%	59%	59%	74%	59%
											cdf	cdf			cdf	
Change phone number	228	**	**	**	**	90	138	111	81	36	61	60	40	68	121	107
	32%	**	**	**	**	28%	34%	32%	32%	28%	25%	28%	41%	41%	26%	41%
													abe	abe		abe

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

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
Keep the same phone number	495	422	**	**	**	444	**	169	317
	68%	69%	**	**	**	69%	**	62%	73%
									a
Change phone number	228	188	**	**	**	203	**	103	119
	32%	31%	**	**	**	31%	**	38%	27%
									b

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 12

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

s13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	300	-	-	-	-	-	-	-	-	-	-
Total	361	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	361	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 12

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

s13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%	~a	~b	~c	~d	~e	~f	~a	~b	a	-b	c	d	a	b
Total	-	-	-	-	-	-	-	-	300	-	300	300	174	126
Unweighted row	-	-	-	-	-	-	-	-	300	-	300	300	174	126
Effective Weighted Sample	-	-	-	-	-	-	-	-	300	-	300	300	174	126
Total	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Actively started looking at changing provider but decided not to	**	**	**	**	**	**	**	**	361	**	361	361	209	152
	100%	**	**	**	**	**	**	**	100%	**	100%	100%	100%	100%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 12

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

s13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted row	300	-	-	174	126	153	146	162	93	45	131	70	49	49	201	98
Effective Weighted Sample	300	-	-	174	126	153	146	162	93	45	131	70	49	49	201	98
Total	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Actively started looking at changing provider but decided not to	361	**	**	209	152	184	176	195	**	**	158	**	**	**	242	**
	100%	**	**	100%	100%	100%	100%	100%	**	**	100%	**	**	**	100%	**

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

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

s13A. So thinking just about the last six months, which of these applies to you in terms of your Mobile Phone service provider?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	300	255	30	11	4	257	43	90	209
Effective Weighted Sample	300	255	30	11	4	257	43	90	209
Total	361	307	36	13	5	309	52	108	251
Actively started looking at changing provider but decided not to	361	307	**	**	**	309	**	**	251
	100%	100%	**	**	**	100%	**	**	100%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	~c	~a	~b	~c
Unweighted row	1173	572	572	364	208	175	397	-	-	-	-
Effective Weighted Sample	1141	544	544	358	207	174	387	-	-	-	-
Total	874	418	418	304	114	95	323	-	-	-	-
Sky	196 22%	92 22%	92 22%	71 23%	21 19%	43 45%	50 15%	** **	** **	** **	** **
						b					
BT	185 21%	60 14%	60 14%	41 14%	18 16%	11 11%	49 15%	** **	** **	** **	** **
Virgin	152 17%	50 12%	50 12%	- -%	50 44%	26 28%	24 7%	** **	** **	** **	** **
					a	b					
TalkTalk	101 12%	44 10%	44 10%	33 11%	10 9%	11 11%	33 10%	** **	** **	** **	** **
Plusnet	84 10%	53 13%	53 13%	50 16%	3 3%	1 1%	52 16%	** **	** **	** **	** **
				b			a				
EE/ Orange / T-Mobile	67 8%	44 11%	44 11%	42 14%	2 2%	2 2%	42 13%	** **	** **	** **	** **
				b			a				
Vodafone	40 5%	37 9%	37 9%	33 11%	5 4%	1 1%	37 11%	** **	** **	** **	** **
				b			a				
Post Office	14 2%	13 3%	13 3%	12 4%	1 1%	- -%	13 4%	** **	** **	** **	** **
							a				
NOW	7 1%	4 1%	4 1%	3 1%	1 1%	- -%	4 1%	** **	** **	** **	** **
First Utility	5 1%	4 1%	4 1%	4 1%	- -%	- -%	4 1%	** **	** **	** **	** **
Utility Warehouse	5 1%	4 1%	4 1%	3 1%	1 1%	1 1%	3 1%	** **	** **	** **	** **
John Lewis	4 *% *% *% *%	4 1% 1% 1% 1%	4 1% 1% 1% 1%	4 1% 1% 1% 1%	- -% -% -% -%	- -% -% -% -%	4 1% 1% 1% 1%	** ** ** ** **	** ** ** ** **	** ** ** ** **	** ** ** ** **
Direct Save	3 *% *% *% *%	1 *% *% *% *%	1 *% *% *% *%	1 *% *% *% *%	- -% -% -% -%	- -% -% -% -%	1 *% *% *% *%	** ** ** ** **	** ** ** ** **	** ** ** ** **	** ** ** ** **

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1173	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	1141	544	544	358	207	174	387	-	-	-	-	-
Total	874	418	418	304	114	95	323	-	-	-	-	-
Origin	3	1	1	1	-	-	1	**	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**	**
SSE	2	1	1	1	1	-	1	**	**	**	**	**
	*%	*%	*%	*%	1%	-%	*%	**	**	**	**	**
Zen	1	1	1	1	1	-	1	**	**	**	**	**
	*%	*%	*%	*%	1%	-%	*%	**	**	**	**	**
Giff Gaff	1	1	1	1	-	-	1	**	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**	**
KComm	1	1	1	1	-	-	1	**	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**	**
Other supplier	3	3	3	3	-	-	3	**	**	**	**	**
	*%	1%	1%	1%	-%	-%	1%	**	**	**	**	**
Don't know	1	1	1	1	-	-	1	**	**	**	**	**
	*%	*%	*%	*%	-%	-%	*%	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE ~c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1173	-	-	-	-	-	-	-	-	601	601	-	601	441	160
Effective Weighted Sample	1141	-	-	-	-	-	-	-	-	597	597	-	597	438	159
Total	874	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Sky	196	**	**	**	**	**	**	**	**	104	104	**	104	80	24
	22%	**	**	**	**	**	**	**	**	23%	23%	**	23%	24%	19%
BT	185	**	**	**	**	**	**	**	**	125	125	**	125	91	34
	21%	**	**	**	**	**	**	**	**	27%	27%	**	27%	27%	28%
Virgin	152	**	**	**	**	**	**	**	**	103	103	**	103	75	28
	17%	**	**	**	**	**	**	**	**	22%	22%	**	22%	23%	22%
TalkTalk	101	**	**	**	**	**	**	**	**	57	57	**	57	42	16
	12%	**	**	**	**	**	**	**	**	13%	13%	**	13%	12%	13%
Plusnet	84	**	**	**	**	**	**	**	**	31	31	**	31	22	9
	10%	**	**	**	**	**	**	**	**	7%	7%	**	7%	7%	7%
EE/ Orange / T-Mobile	67	**	**	**	**	**	**	**	**	23	23	**	23	14	8
	8%	**	**	**	**	**	**	**	**	5%	5%	**	5%	4%	7%
Vodafone	40	**	**	**	**	**	**	**	**	2	2	**	2	1	2
	5%	**	**	**	**	**	**	**	**	1%	1%	**	1%	*%	1%
Post Office	14	**	**	**	**	**	**	**	**	1	1	**	1	1	-
	2%	**	**	**	**	**	**	**	**	*%	*%	**	*%	*%	-%
NOW	7	**	**	**	**	**	**	**	**	3	3	**	3	2	1
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	1%
First Utility	5	**	**	**	**	**	**	**	**	1	1	**	1	-	1
	1%	**	**	**	**	**	**	**	**	*%	*%	**	*%	-%	1%
Utility Warehouse	5	**	**	**	**	**	**	**	**	1	1	**	1	1	-
	1%	**	**	**	**	**	**	**	**	*%	*%	**	*%	*%	-%
John Lewis	4	**	**	**	**	**	**	**	**	-	-	**	-	-	-
	*%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%
Direct Save	3	**	**	**	**	**	**	**	**	2	2	**	2	2	-
	*%	**	**	**	**	**	**	**	**	*%	*%	**	*%	*%	-%
Origin	3	**	**	**	**	**	**	**	**	2	2	**	2	1	1
	*%	**	**	**	**	**	**	**	**	*%	*%	**	*%	*%	1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	b
Unweighted row	1173	-	-	-	-	-	-	-	-	601	601	-	601	441	160
Effective Weighted Sample	1141	-	-	-	-	-	-	-	-	597	597	-	597	438	159
Total	874	-	-	-	-	-	-	-	-	456	456	-	456	333	123
SSE	2	**	**	**	**	**	**	**	**	1	1	**	1	1	-
	%	**	**	**	**	**	**	**	**	%	%	**	%	%	-%
Zen	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%
Giff Gaff	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%
KComm	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%
Other supplier	3	**	**	**	**	**	**	**	**	1	1	**	1	1	-
	%	**	**	**	**	**	**	**	**	%	%	**	%	%	-%
Don't know	1	**	**	**	**	**	**	**	**	-	-	**	-	-	-
	%	**	**	**	**	**	**	**	**	-%	-%	**	-%	-%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1173	441	160	-	-	565	608	416	505	251	402	333	158	278	735	436
Effective Weighted Sample	1141	438	159	-	-	550	591	403	492	245	392	324	154	269	716	423
Total	874	333	123	-	-	422	452	307	378	188	302	247	117	207	549	324
Sky	196	80	24	**	**	82	114	84	82	30	52	58	36	49	110	85
	22%	24%	19%	**	**	19%	25%	27%	22%	16%	17%	23%	31%	24%	20%	26%
							a	bc				a	ae	a		ae
BT	185	91	34	**	**	96	89	55	76	54	79	53	11	42	132	53
	21%	27%	28%	**	**	23%	20%	18%	20%	29%	26%	21%	9%	20%	24%	16%
										ab	cf	c		c	cf	c
Virgin	152	75	28	**	**	77	75	48	73	32	60	41	22	29	101	51
	17%	23%	22%	**	**	18%	17%	16%	19%	17%	20%	17%	19%	14%	18%	16%
TalkTalk	101	42	16	**	**	50	51	39	42	20	25	30	12	33	55	45
	12%	12%	13%	**	**	12%	11%	13%	11%	11%	8%	12%	10%	16%	10%	14%
														ae		ae
Plusnet	84	22	9	**	**	43	41	22	42	19	37	25	11	10	63	22
	10%	7%	7%	**	**	10%	9%	7%	11%	10%	12%	10%	10%	5%	11%	7%
											df	d			df	
EE/ Orange / T-Mobile	67	14	8	**	**	33	34	28	30	9	21	18	9	18	39	28
	8%	4%	7%	**	**	8%	7%	9%	8%	5%	7%	7%	8%	9%	7%	9%
																c
Vodafone	40	1	2	**	**	22	18	15	16	9	15	9	11	6	23	17
	5%	*%	1%	**	**	5%	4%	5%	4%	5%	5%	3%	9%	3%	4%	5%
													bde			
Post Office	14	1	-	**	**	4	9	3	8	2	2	4	2	5	7	7
	2%	*%	-%	**	**	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%
NOW	7	2	1	**	**	1	6	4	3	-	2	3	1	2	4	3
	1%	1%	1%	**	**	*%	1%	1%	1%	-%	1%	1%	1%	1%	1%	1%
First Utility	5	-	1	**	**	3	3	-	2	3	-	-	1	4	-	5
	1%	-%	1%	**	**	1%	1%	-%	*%	2%	-%	-%	1%	2%	-%	2%
										a			e	abe		abe
Utility Warehouse	5	1	-	**	**	4	1	2	1	2	2	1	1	1	3	2
	1%	*%	-%	**	**	1%	*%	1%	*%	1%	1%	*%	1%	*%	*%	1%
John Lewis	4	-	-	**	**	-	4	2	-	2	-	2	-	2	2	2
	*%	-%	-%	**	**	-%	1%	1%	-%	1%	-%	1%	-%	1%	*%	1%
							a			b						

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES -a	NO -b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1173	441	160	-	-	565	608	416	505	251	402	333	158	278	735	436
Effective Weighted Sample	1141	438	159	-	-	550	591	403	492	245	392	324	154	269	716	423
Total	874	333	123	-	-	422	452	307	378	188	302	247	117	207	549	324
Direct Save	3	2	-	**	**	1	2	-	1	2	-	-	-	3	-	3
	%	%	-%	**	**	%	%	-%	%	1%	-%	-%	-%	1%	-%	1%
														abe		e
Origin	3	1	1	**	**	2	1	1	1	1	1	2	-	-	3	-
	%	%	1%	**	**	%	%	%	%	%	%	1%	-%	-%	%	-%
SSE	2	1	-	**	**	1	1	1	1	1	1	-	-	1	1	1
	%	%	-%	**	**	%	%	%	%	%	%	-%	-%	%	%	%
Zen	1	-	-	**	**	1	-	-	-	1	1	-	-	-	1	-
	%	-%	-%	**	**	%	-%	-%	-%	1%	%	-%	-%	-%	%	-%
										b						
Giff Gaff	1	-	-	**	**	-	1	1	-	-	1	-	-	-	1	-
	%	-%	-%	**	**	-%	%	%	-%	-%	%	-%	-%	-%	%	-%
KComm	1	-	-	**	**	1	-	-	1	-	-	1	-	-	1	-
	%	-%	-%	**	**	%	-%	-%	%	-%	-%	%	-%	-%	%	-%
Other supplier	3	1	-	**	**	1	3	2	1	1	1	1	1	1	2	2
	%	%	-%	**	**	%	1%	1%	%	%	%	%	1%	%	%	1%
Don't know	1	-	-	**	**	-	1	-	1	-	1	-	-	-	1	-
	%	-%	-%	**	**	-%	%	-%	%	-%	%	-%	-%	-%	%	-%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	1173	982	88	73	30	1035	138	395	750
Effective Weighted Sample	1141	955	86	71	29	1006	136	384	729
Total	874	730	66	57	22	764	110	291	562
Sky	196	162	**	**	**	175	21	71	120
	22%	22%	**	**	**	23%	19%	24%	21%
BT	185	154	**	**	**	146	40	57	122
	21%	21%	**	**	**	19%	36%	19%	22%
							a		
Virgin	152	129	**	**	**	148	4	57	93
	17%	18%	**	**	**	19%	4%	20%	17%
						b			
TalkTalk	101	87	**	**	**	93	8	38	59
	12%	12%	**	**	**	12%	8%	13%	11%
Plusnet	84	72	**	**	**	73	11	21	62
	10%	10%	**	**	**	10%	10%	7%	11%
									a
EE/ Orange / T-Mobile	67	55	**	**	**	55	12	25	42
	8%	8%	**	**	**	7%	11%	8%	7%
Vodafone	40	33	**	**	**	35	5	7	33
	5%	4%	**	**	**	5%	5%	2%	6%
									a
Post Office	14	11	**	**	**	14	-	3	10
	2%	1%	**	**	**	2%	-%	1%	2%
NOW	7	5	**	**	**	5	2	3	5
	1%	1%	**	**	**	1%	2%	1%	1%
First Utility	5	5	**	**	**	4	1	4	2
	1%	1%	**	**	**	1%	1%	1%	*%
Utility Warehouse	5	5	**	**	**	5	-	2	1
	1%	1%	**	**	**	1%	-%	1%	*%
John Lewis	4	3	**	**	**	4	-	-	4
	*%	*%	**	**	**	*%	-%	-%	1%
Direct Save	3	2	**	**	**	3	-	1	2
	*%	*%	**	**	**	*%	-%	*%	*%
Origin	3	2	**	**	**	1	2	1	2
	*%	*%	**	**	**	*%	2%	*%	*%
							a		

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 13

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	1173	982	88	73	30	1035	138	395	750
Effective Weighted Sample	1141	955	86	71	29	1006	136	384	729
Total	874	730	66	57	22	764	110	291	562
SSE	2 *%	2 *%	** **	** **	** **	1 *%	2 2% a	1 *%	1 *%
Zen	1 *%	1 *%	** **	** **	** **	1 *%	- -%	- -%	1 *%
Giff Gaff	1 *%	1 *%	** **	** **	** **	- -%	1 1% a	1 *%	- -%
KComm	1 *%	1 *%	** **	** **	** **	1 *%	- -%	- -%	1 *%
Other supplier	3 *%	2 *%	** **	** **	** **	3 *%	1 1%	2 1%	2 *%
Don't know	1 *%	1 *%	** **	** **	** **	1 *%	- -%	- -%	1 *%

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

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

S11. And when you switched your Landline phone/ line rental service, did you...?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	572	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	544	544	544	358	207	174	387	-	-	-	-	-
Total	418	418	418	304	114	95	323	-	-	-	-	-
Keep the same phone number	333	333	333	256	77	71	262	**	**	**	**	**
	80%	80%	80%	84%	68%	75%	81%	**	**	**	**	**
				b								
Change phone number	86	86	86	49	37	24	61	**	**	**	**	**
	20%	20%	20%	16%	32%	25%	19%	**	**	**	**	**
					a							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 14

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

S11. And when you switched your Landline phone/ line rental service, did you...?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	572	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	544	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	418	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Keep the same phone number	333	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Change phone number	86	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 14

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

S11. And when you switched your Landline phone/ line rental service, did you...?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	~c	d	e	f
Unweighted row	572	-	-	-	-	256	316	222	243	106	177	163	76	154	340	230
Effective Weighted Sample	544	-	-	-	-	243	301	211	231	101	169	155	72	146	324	219
Total	418	-	-	-	-	187	231	161	179	77	131	119	55	112	250	167
Keep the same phone number	333	**	**	**	**	151	182	117	148	67	112	96	**	88	207	125
	80%	**	**	**	**	80%	79%	72%	82%	87%	85%	81%	**	78%	83%	75%
									a	a	f			f		
Change phone number	86	**	**	**	**	37	49	44	31	10	19	23	**	24	42	42
	20%	**	**	**	**	20%	21%	28%	18%	13%	15%	19%	**	22%	17%	25%
								bc								ae

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

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

S11. And when you switched your Landline phone/ line rental service, did you...?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	572	473	41	42	16	509	63	188	371
Effective Weighted Sample	544	450	39	40	15	483	61	179	353
Total	418	344	31	32	11	368	51	134	274
Keep the same phone number	333	276	**	**	**	286	**	110	215
	80%	80%	**	**	**	78%	**	81%	78%
Change phone number	86	68	**	**	**	82	**	25	59
	20%	20%	**	**	**	22%	**	19%	22%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 15

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

s13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	300	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	300	-	-	-	-	-	-	-	-	-	-
Total	247	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	247	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 15

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

s13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Unweighted row	300	-	-	-	-	-	-	-	-	300	300	-	300	207	93
Effective Weighted Sample	300	-	-	-	-	-	-	-	-	300	300	-	300	207	93
Total	247	-	-	-	-	-	-	-	-	247	247	-	247	170	77
Actively started looking at changing provider but decided not to	247	**	**	**	**	**	**	**	**	247	247	**	247	170	**
	100%	**	**	**	**	**	**	**	**	100%	100%	**	100%	100%	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 15

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

s13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~a	~b	a	b	~a	b	~c	a	~b	~c	~d	e	f
Unweighted row	300	207	93	-	-	153	147	89	131	80	114	82	35	69	196	104
Effective Weighted Sample	300	207	93	-	-	153	147	89	131	80	114	82	35	69	196	104
Total	247	170	77	-	-	126	121	73	108	66	94	67	29	57	161	86
Actively started looking at changing provider but decided not to	247	170	**	**	**	126	121	**	108	**	94	**	**	**	161	86
	100%	100%	**	**	**	100%	100%	**	100%	**	100%	**	**	**	100%	100%

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

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

s13C. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental and Fixed broadband?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	300	248	25	22	5	246	54	102	189
Effective Weighted Sample	300	248	25	22	5	246	54	102	189
Total	247	204	21	18	4	202	44	84	156
Actively started looking at changing provider but decided not to	247	204	**	**	**	202	**	84	156
	100%	100%	**	**	**	100%	**	100%	100%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 16

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

s13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	301	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	-	-
Total	209	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to	209	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 16

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

s13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Unweighted row	301	-	-	-	-	-	-	-	-	301	301	-	301	234	67
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	301	301	-	301	234	67
Total	209	-	-	-	-	-	-	-	-	209	209	-	209	162	46
Actively started looking at changing provider but decided not to	209	**	**	**	**	**	**	**	**	209	209	**	209	162	**
	100%	**	**	**	**	**	**	**	**	100%	100%	**	100%	100%	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 16

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

s13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted row	301	234	67	-	-	156	145	105	131	65	111	88	47	55	199	102
Effective Weighted Sample	301	234	67	-	-	156	145	105	131	65	111	88	47	55	199	102
Total	209	162	46	-	-	108	101	73	91	45	77	61	33	38	138	71
Actively started looking at changing provider but decided not to	209	162	**	**	**	108	101	73	91	**	77	**	**	**	138	71
	100%	100%	**	**	**	100%	100%	100%	100%	**	100%	**	**	**	100%	100%

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

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

s13D. So thinking just about the last six months, which of these applies to you in terms of your Landline phone or line rental, Fixed broadband and Pay TV Service (via satellite, cable or broadband)?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	301	261	22	9	9	280	21	105	190
Effective Weighted Sample	301	261	22	9	9	280	21	105	190
Total	209	181	15	6	6	194	15	73	132
Actively started looking at changing provider but decided not to	209	181	**	**	**	194	**	73	132
	100%	100%	**	**	**	100%	**	100%	100%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 17

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

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

Base: Those interviewed about their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	751	150	150	-	150	-	-	150	-	-	-	-
Effective Weighted Sample	448	150	150	-	150	-	-	150	-	-	-	-
Total	1027	95	95	-	95	-	-	95	-	-	-	-
Sky	611 59%	44 46%	44 46%	**	44 46%	**	**	44 46%	**	**	**	**
Virgin	228 22%	18 19%	18 19%	**	18 19%	**	**	18 19%	**	**	**	**
BT	117 11%	13 14%	13 14%	**	13 14%	**	**	13 14%	**	**	**	**
TalkTalk	41 4%	10 11%	10 11%	**	10 11%	**	**	10 11%	**	**	**	**
EE/ Orange / T-Mobile	10 1%	4 4%	4 4%	**	4 4%	**	**	4 4%	**	**	**	**
Plusnet	6 1%	1 1%	1 1%	**	1 1%	**	**	1 1%	**	**	**	**
Don't know	15 1%	5 5%	5 5%	**	5 5%	**	**	5 5%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 17

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

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

Base: Those interviewed about their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Unweighted row	751	-	-	-	-	-	-	-	-	251	251	-	601	186	65
Effective Weighted Sample	448	-	-	-	-	-	-	-	-	251	251	-	379	186	65
Total	1027	-	-	-	-	-	-	-	-	133	133	-	932	99	34
Sky	611	**	**	**	**	**	**	**	**	108	108	**	567	82	**
	59%	**	**	**	**	**	**	**	**	81%	81%	**	61%	83%	**
										d	d				
Virgin	228	**	**	**	**	**	**	**	**	15	15	**	210	11	**
	22%	**	**	**	**	**	**	**	**	12%	12%	**	22%	11%	**
													ab		
BT	117	**	**	**	**	**	**	**	**	2	2	**	104	1	**
	11%	**	**	**	**	**	**	**	**	1%	1%	**	11%	1%	**
													ab		
TalkTalk	41	**	**	**	**	**	**	**	**	3	3	**	31	2	**
	4%	**	**	**	**	**	**	**	**	2%	2%	**	3%	2%	**
EE/ Orange / T-Mobile	10	**	**	**	**	**	**	**	**	1	1	**	6	1	**
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	**
Plusnet	6	**	**	**	**	**	**	**	**	2	2	**	5	1	**
	1%	**	**	**	**	**	**	**	**	1%	1%	**	1%	1%	**
Don't know	15	**	**	**	**	**	**	**	**	3	3	**	10	2	**
	1%	**	**	**	**	**	**	**	**	2%	2%	**	1%	2%	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 17

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

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

Base: Those interviewed about their Pay TV service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	-b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	751	186	65	-	-	372	379	345	265	141	311	206	118	114	517	232
Effective Weighted Sample	448	186	65	-	-	224	224	203	162	83	184	120	71	72	304	143
Total	1027	99	34	-	-	523	504	462	370	196	423	263	165	174	686	339
Sky	611	82	**	**	**	316	295	273	230	108	259	155	97	98	415	196
	59%	83%	**	**	**	60%	59%	59%	62%	55%	61%	59%	59%	56%	60%	58%
Virgin	228	11	**	**	**	113	115	92	82	55	91	63	34	39	154	73
	22%	11%	**	**	**	22%	23%	20%	22%	28%	21%	24%	21%	22%	22%	21%
BT	117	1	**	**	**	54	63	63	43	11	49	26	22	20	74	43
	11%	1%	**	**	**	10%	13%	14%	12%	6%	11%	10%	14%	12%	11%	13%
								c								
TalkTalk	41	2	**	**	**	25	16	17	9	15	9	11	10	9	21	20
	4%	2%	**	**	**	5%	3%	4%	3%	7%	2%	4%	6%	5%	3%	6%
										b			a			a
EE/ Orange / T-Mobile	10	1	**	**	**	9	1	7	3	1	4	4	-	1	8	1
	1%	1%	**	**	**	2%	*%	1%	1%	*%	1%	2%	-%	1%	1%	*%
						b										
Plusnet	6	1	**	**	**	1	5	5	-	1	4	2	-	-	6	-
	1%	1%	**	**	**	*%	1%	1%	-%	*%	1%	1%	-%	-%	1%	-%
Don't know	15	2	**	**	**	6	9	6	3	6	7	2	1	6	8	6
	1%	2%	**	**	**	1%	2%	1%	1%	3%	2%	1%	*%	3%	1%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 17

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

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

Base: Those interviewed about their Pay TV service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	751	630	57	44	20	657	94	250	490
Effective Weighted Sample	448	375	35	27	12	395	54	148	294
Total	1027	861	67	68	31	902	125	336	680
Sky	611	494	**	**	**	517	**	184	423
	59%	57%	**	**	**	57%	**	55%	62%
Virgin	228	197	**	**	**	222	**	73	149
	22%	23%	**	**	**	25%	**	22%	22%
BT	117	105	**	**	**	99	**	47	70
	11%	12%	**	**	**	11%	**	14%	10%
TalkTalk	41	39	**	**	**	36	**	20	21
	4%	5%	**	**	**	4%	**	6%	3%
EE/ Orange / T-Mobile	10	9	**	**	**	9	**	3	7
	1%	1%	**	**	**	1%	**	1%	1%
Plusnet	6	6	**	**	**	6	**	4	2
	1%	1%	**	**	**	1%	**	1%	*%
Don't know	15	13	**	**	**	14	**	6	9
	1%	2%	**	**	**	2%	**	2%	1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 18

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

s13B/ S14. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?/ S14 And thinking beyond the past six months, have you started looking but decided against switching to another Pay TV provider in the last 2 years?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	601	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	379	-	-	-	-	-	-	-	-	-	-
Total	932	-	-	-	-	-	-	-	-	-	-
Actively started looking at changing provider but decided not to in the last six months	133 14%	**	**	**	**	**	**	**	**	**	**
Actively started looking at changing provider but decided not to in the last 7-12 months	299 32%	**	**	**	**	**	**	**	**	**	**
Actively started looking at changing provider but decided not to in the last 13-24 months	500 54%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 18

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

s13B/ S14. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?/ S14 And thinking beyond the past six months, have you started looking but decided against switching to another Pay TV provider in the last 2 years?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Significance Level: 95%															
Unweighted row	601	-	-	-	-	-	-	-	-	251	251	-	601	186	65
Effective Weighted Sample	379	-	-	-	-	-	-	-	-	251	251	-	379	186	65
Total	932	-	-	-	-	-	-	-	-	133	133	-	932	99	34
Actively started looking at changing provider but decided not to in the last six months	133	**	**	**	**	**	**	**	**	133	133	**	133	99	**
	14%	**	**	**	**	**	**	**	**	100%	100%	**	14%	100%	**
										d	d				
Actively started looking at changing provider but decided not to in the last 7-12 months	299	**	**	**	**	**	**	**	**	-	-	**	299	-	**
	32%	**	**	**	**	**	**	**	**	-%	-%	**	32%	-%	**
													ab		
Actively started looking at changing provider but decided not to in the last 13-24 months	500	**	**	**	**	**	**	**	**	-	-	**	500	-	**
	54%	**	**	**	**	**	**	**	**	-%	-%	**	54%	-%	**
													ab		

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 18

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

s13B/ S14. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?/ S14 And thinking beyond the past six months, have you started looking but decided against switching to another Pay TV provider in the last 2 years?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	-b	-a	-b	a	b	a	b	c	a	b	~c	-d	e	f
Unweighted row	601	186	65	-	-	298	303	261	221	119	254	160	96	89	414	185
Effective Weighted Sample	379	186	65	-	-	190	189	164	141	73	158	98	61	61	256	122
Total	932	99	34	-	-	476	456	408	342	182	387	234	151	158	621	309
Actively started looking at changing provider but decided not to in the last six months	133	99	**	**	**	63	70	58	47	29	59	39	**	**	98	34
	14%	100%	**	**	**	13%	15%	14%	14%	16%	15%	17%	**	**	16%	11%
Actively started looking at changing provider but decided not to in the last 7-12 months	299	-	**	**	**	150	149	128	119	52	119	77	**	**	196	102
	32%	-%	**	**	**	32%	33%	31%	35%	29%	31%	33%	**	**	31%	33%
Actively started looking at changing provider but decided not to in the last 13-24 months	500	-	**	**	**	263	238	223	176	101	209	119	**	**	328	173
	54%	-%	**	**	**	55%	52%	55%	52%	55%	54%	51%	**	**	53%	56%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 18

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

s13B/ S14. So thinking just about the last six months, which of these applies to you in terms of your Pay TV Service (via satellite, cable or broadband)?/ S14 And thinking beyond the past six months, have you started looking but decided against switching to another Pay TV provider in the last 2 years?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	601	503	46	37	15	521	80	192	399
Effective Weighted Sample	379	317	29	24	10	332	47	121	253
Total	932	781	60	64	28	816	116	299	623
Actively started looking at changing provider but decided not to in the last six months	133	112	**	**	**	111	**	42	87
	14%	14%	**	**	**	14%	**	14%	14%
Actively started looking at changing provider but decided not to in the last 7-12 months	299	248	**	**	**	269	**	95	201
	32%	32%	**	**	**	33%	**	32%	32%
Actively started looking at changing provider but decided not to in the last 13-24 months	500	421	**	**	**	435	**	162	335
	54%	54%	**	**	**	53%	**	54%	54%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 19

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c
Significance Level: 95%											
Unweighted row	1072	722	722	364	358	175	397	150	-	-	-
Effective Weighted Sample	952	690	690	358	355	174	387	150	-	-	-
Total	912	513	513	304	209	95	323	95	-	-	-
Yes	285	-	-	-	-	-	-	-	**	**	**
	31%	-%	-%	-%	-%	-%	-%	-%	**	**	**
No	621	511	511	304	207	95	323	94	**	**	**
	68%	100%	100%	100%	99%	99%	100%	99%	**	**	**
Don't know	6	2	2	-	2	1	1	1	**	**	**
	1%	*%	*%	-%	1%	1%	*%	1%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 19

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT V 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	1072	-	-	-	-	-	-	150	200	-	-	-	-	-	-
Effective Weighted Sample	952	-	-	-	-	-	-	150	200	-	-	-	-	-	-
Total	912	-	-	-	-	-	-	114	285	-	-	-	-	-	-
Yes	285	**	**	**	**	**	**	-	285	**	**	**	**	**	**
	31%	**	**	**	**	**	**	-%	100%	**	**	**	**	**	**
								a							
No	621	**	**	**	**	**	**	109	-	**	**	**	**	**	**
	68%	**	**	**	**	**	**	96%	-%	**	**	**	**	**	**
								b							
Don't know	6	**	**	**	**	**	**	5	-	**	**	**	**	**	**
	1%	**	**	**	**	**	**	4%	-%	**	**	**	**	**	**
								b							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 19

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1072	-	-	-	-	473	597	538	377	154	365	313	147	243	678	390
Effective Weighted Sample	952	-	-	-	-	420	530	473	343	140	324	277	131	217	601	348
Total	912	-	-	-	-	400	510	489	300	120	316	269	122	202	585	324
Yes	285	**	**	**	**	123	161	211	53	20	107	90	34	54	197	88
	31%	**	**	**	**	31%	32%	43%	18%	17%	34%	33%	28%	27%	34%	27%
								bc							f	
No	621	**	**	**	**	278	343	275	245	99	208	176	88	146	384	234
	68%	**	**	**	**	69%	67%	56%	82%	83%	66%	66%	72%	72%	66%	72%
									a	a						ae
Don't know	6	**	**	**	**	-	6	4	2	1	2	3	-	2	5	2
	1%	**	**	**	**	-%	1%	1%	1%	*%	1%	1%	-%	1%	1%	*%
									a							

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

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	1072	900	76	67	29	955	117	400	654
Effective Weighted Sample	952	797	69	61	26	845	106	351	585
Total	912	770	61	58	23	807	105	353	546
Yes	285 31%	252 33%	**	**	**	252 31%	33 31%	140 40%	145 27%
			**	**	**			b	
No	621 68%	513 67%	**	**	**	548 68%	72 69%	213 60%	396 73%
			**	**	**			a	
Don't know	6 1%	6 1%	**	**	**	6 1%	- -%	1 *%	4 1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 20

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

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

Base: Those interviewed about their mobile phone service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1106	-	806	-	-	-	-	-	806	506	300
Effective Weighted Sample	1076	-	795	-	-	-	-	-	795	506	300
Total	1084	-	723	-	-	-	-	-	723	495	228
Pay as you go (which requires top-ups)	231 21%	**	172 24%	**	**	**	**	**	172 24%	85 17%	87 38%
									b		ab
Monthly contract (i.e. 12-24 months, including a new handset)	486 45%	**	302 42%	**	**	**	**	**	302 42%	202 41%	100 44%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	366 34%	**	248 34%	**	**	**	**	**	248 34%	207 42%	41 18%
									c	ac	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 20

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

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

Base: Those interviewed about their mobile phone service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	-a	-b	a	-b	c	d	a	b
Significance Level: 95%															
Unweighted row	1106	202	266	338	207	131	115	-	-	300	-	300	300	174	126
Effective Weighted Sample	1076	199	264	333	207	131	115	-	-	300	-	300	300	174	126
Total	1084	172	248	302	202	100	87	-	-	361	-	361	361	209	152
Pay as you go (which requires top-ups)	231	172	-	-	-	-	87	**	**	59	**	59	59	19	40
	21%	100%	-%	-%	-%	-%	100%	**	**	16%	**	16%	16%	9%	26%
		bcde					bcde								a
Monthly contract (i.e. 12-24 months, including a new handset)	486	-	-	302	202	100	-	**	**	184	**	184	184	115	69
	45%	-%	-%	100%	100%	100%	-%	**	**	51%	**	51%	51%	55%	45%
				abf	abf	abf									
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	366	-	248	-	-	-	-	**	**	118	**	118	118	75	43
	34%	-%	100%	-%	-%	-%	-%	**	**	33%	**	33%	33%	36%	29%
			acdef												

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 20

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

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

Base: Those interviewed about their mobile phone service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1106	-	-	174	126	503	601	544	374	187	402	305	160	237	707	397
Effective Weighted Sample	1076	-	-	174	126	490	584	529	364	182	392	297	155	230	690	385
Total	1084	-	-	209	152	501	581	537	363	183	405	297	156	223	702	380
Pay as you go (which requires top-ups)	231	**	**	19	40	122	108	123	70	38	68	60	40	63	128	103
	21%	**	**	9%	26%	24%	19%	23%	19%	21%	17%	20%	26%	28%	18%	27%
				a	b	b						ae	abe		abe	
Monthly contract (i.e. 12-24 months, including a new handset)	486	**	**	115	69	210	276	277	145	63	192	134	69	90	327	158
	45%	**	**	55%	45%	42%	48%	52%	40%	34%	47%	45%	44%	40%	47%	42%
								bc								
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	366	**	**	75	43	168	197	137	148	82	145	102	48	71	247	118
	34%	**	**	36%	29%	34%	34%	25%	41%	45%	36%	34%	30%	32%	35%	31%
									a	a						

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

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

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

Base: Those interviewed about their mobile phone service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1106	934	104	45	23	978	128	398	690
Effective Weighted Sample	1076	909	101	44	23	952	124	387	673
Total	1084	917	102	43	22	956	128	380	688
Pay as you go (which requires top-ups)	231	196	17	**	**	206	26	93	133
	21%	21%	17%	**	**	22%	20%	24%	19%
								b	
Monthly contract (i.e. 12-24 months, including a new handset)	486	402	50	**	**	427	59	187	292
	45%	44%	49%	**	**	45%	46%	49%	42%
								b	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length)	366	319	34	**	**	323	43	100	263
	34%	35%	34%	**	**	34%	34%	26%	38%
									a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 21

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	806	-	806	-	-	-	-	-	806	506	300
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300
Total	723	-	723	-	-	-	-	-	723	495	228
Pay as you go (which requires top-ups)	230	**	230	**	**	**	**	**	230	123	106
	32%	**	32%	**	**	**	**	**	32%	25%	47%
									b		ab
Monthly contract (i.e. 12-24 months, including a new handset)	315	**	315	**	**	**	**	**	315	215	100
	44%	**	44%	**	**	**	**	**	44%	43%	44%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	179	**	179	**	**	**	**	**	179	156	22
	25%	**	25%	**	**	**	**	**	25%	32%	10%
									c	ac	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 21

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
Pay as you go (which requires top-ups)	230	130	45	55	30	24	66	**	**	**	**	**	**	**	**
	32%	75%	18%	18%	15%	24%	76%	**	**	**	**	**	**	**	**
		bcde				d	bcde								
Monthly contract (i.e. 12-24 months, including a new handset)	315	30	75	209	143	66	17	**	**	**	**	**	**	**	**
	44%	18%	30%	69%	71%	66%	19%	**	**	**	**	**	**	**	**
			af	abf	abf	abf									
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	179	12	128	38	29	9	5	**	**	**	**	**	**	**	**
	25%	7%	51%	13%	14%	9%	5%	**	**	**	**	**	**	**	**
			acdef		af	af									

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 21

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
Pay as you go (which requires top-ups)	230	**	**	**	**	101	129	98	84	48	66	62	36	65	128	100
	32%	**	**	**	**	32%	32%	29%	33%	37%	27%	29%	37%	39%	28%	38%
													abe			abe
Monthly contract (i.e. 12-24 months, including a new handset)	315	**	**	**	**	131	183	179	100	35	113	101	41	61	214	101
	44%	**	**	**	**	41%	45%	52%	40%	27%	46%	47%	42%	37%	46%	39%
								bc	c			df			df	
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	179	**	**	**	**	85	94	65	67	46	68	50	21	39	118	60
	25%	**	**	**	**	27%	23%	19%	27%	36%	28%	23%	21%	24%	26%	23%
									a	ab						

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

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
Pay as you go (which requires top-ups)	230	196	**	**	**	204	**	95	130
	32%	32%	**	**	**	31%	**	35%	30%
Monthly contract (i.e. 12-24 months, including a new handset)	315	263	**	**	**	286	**	122	184
	44%	43%	**	**	**	44%	**	45%	42%
SIM only (i.e. did not get a handset or no longer paying for one). This may be on a 30 day rolling contract or have a longer contract length	179	152	**	**	**	157	**	55	122
	25%	25%	**	**	**	24%	**	20%	28%
									a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 22

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	806	-	806	-	-	-	-	-	806	506	300	
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300	
Total	723	-	723	-	-	-	-	-	723	495	228	
FROM PAYG TO PAYG	130	**	130	**	**	**	**	**	130	64	66	
	18%	**	18%	**	**	**	**	**	18%	13%	29%	
									b		ab	
FROM CONTRACT TO CONTRACT	209	**	209	**	**	**	**	**	209	143	66	
	29%	**	29%	**	**	**	**	**	29%	29%	29%	
FROM SIMO TO SIMO	128	**	128	**	**	**	**	**	128	119	8	
	18%	**	18%	**	**	**	**	**	18%	24%	4%	
									c	ac		
FROM PAYG TO CONTRACT/ SIMO	100	**	100	**	**	**	**	**	100	60	40	
	14%	**	14%	**	**	**	**	**	14%	12%	18%	
											b	
FROM CONTRACT/ SIMO TO PAYG	43	**	43	**	**	**	**	**	43	22	21	
	6%	**	6%	**	**	**	**	**	6%	4%	9%	
											ab	
FROM CONTRACT TO SIMO	75	**	75	**	**	**	**	**	75	59	17	
	10%	**	10%	**	**	**	**	**	10%	12%	7%	
										c		
FROM SIMO TO CONTRACT	38	**	38	**	**	**	**	**	38	29	9	
	5%	**	5%	**	**	**	**	**	5%	6%	4%	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 22

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
FROM PAYG TO PAYG	130	130	-	-	-	-	66	**	**	**	**	**	**	**	**
	18%	75%	-%	-%	-%	-%	76%	**	**	**	**	**	**	**	**
		bcde					bcde								
FROM CONTRACT TO CONTRACT	209	-	-	209	143	66	-	**	**	**	**	**	**	**	**
	29%	-%	-%	69%	71%	66%	-%	**	**	**	**	**	**	**	**
				abf	abf	abf									
FROM SIMO TO SIMO	128	-	128	-	-	-	-	**	**	**	**	**	**	**	**
	18%	-%	51%	-%	-%	-%	-%	**	**	**	**	**	**	**	**
			acdef												
FROM PAYG TO CONTRACT/ SIMO	100	-	45	55	30	24	-	**	**	**	**	**	**	**	**
	14%	-%	18%	18%	15%	24%	-%	**	**	**	**	**	**	**	**
			af	af	af	adf									
FROM CONTRACT/ SIMO TO PAYG	43	43	-	-	-	-	21	**	**	**	**	**	**	**	**
	6%	25%	-%	-%	-%	-%	24%	**	**	**	**	**	**	**	**
		bcde					bcde								
FROM CONTRACT TO SIMO	75	-	75	-	-	-	-	**	**	**	**	**	**	**	**
	10%	-%	30%	-%	-%	-%	-%	**	**	**	**	**	**	**	**
			acdef												
FROM SIMO TO CONTRACT	38	-	-	38	29	9	-	**	**	**	**	**	**	**	**
	5%	-%	-%	13%	14%	9%	-%	**	**	**	**	**	**	**	**
				abf	abf	abf									

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 22

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
FROM PAYG TO PAYG	130	**	**	**	**	65	65	61	44	25	34	32	24	39	67	63
	18%	**	**	**	**	20%	16%	18%	18%	19%	14%	15%	25% abe	24% abe	14%	24% abe
FROM CONTRACT TO CONTRACT	209	**	**	**	**	88	121	120	64	23	81	60	28	40	142	67
	29%	**	**	**	**	28%	30%	35% bc	26%	18%	33% d	28%	28%	24%	31%	26%
FROM SIMO TO SIMO	128	**	**	**	**	62	66	42	51	35	49	33	16	30	82	46
	18%	**	**	**	**	20%	16%	12%	20% a	27% a	20%	15%	16%	18%	18%	18%
FROM PAYG TO CONTRACT/ SIMO	100	**	**	**	**	36	64	37	40	23	32	29	12	26	62	37
	14%	**	**	**	**	11%	16%	11%	16%	18% a	13%	14%	12%	16%	13%	14%
FROM CONTRACT/ SIMO TO PAYG	43	**	**	**	**	22	20	29	9	4	14	14	5	10	28	15
	6%	**	**	**	**	7%	5%	9% bc	4%	3%	5%	7%	5%	6%	6%	6%
FROM CONTRACT TO SIMO	75	**	**	**	**	27	49	35	30	10	24	30	9	13	54	21
	10%	**	**	**	**	8%	12%	10%	12%	8%	10%	14% df	9%	8%	12%	8%
FROM SIMO TO CONTRACT	38	**	**	**	**	17	22	17	12	9	14	13	4	7	27	12
	5%	**	**	**	**	5%	5%	5%	5%	7%	6%	6%	5%	4%	6%	5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 22

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

PREVIOUS AND CURRENT MOBILE PHONE PACKAGES

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
FROM PAYG TO PAYG	130	111	**	**	**	118	**	55	71
	18%	18%	**	**	**	18%	**	20%	16%
FROM CONTRACT TO CONTRACT	209	173	**	**	**	187	**	87	116
	29%	28%	**	**	**	29%	**	32%	27%
FROM SIMO TO SIMO	128	110	**	**	**	111	**	35	93
	18%	18%	**	**	**	17%	**	13%	21%
									a
FROM PAYG TO CONTRACT/ SIMO	100	85	**	**	**	86	**	40	59
	14%	14%	**	**	**	13%	**	15%	13%
FROM CONTRACT/ SIMO TO PAYG	43	35	**	**	**	40	**	16	24
	6%	6%	**	**	**	6%	**	6%	6%
FROM CONTRACT TO SIMO	75	66	**	**	**	71	**	23	51
	10%	11%	**	**	**	11%	**	9%	12%
FROM SIMO TO CONTRACT	38	31	**	**	**	34	**	15	22
	5%	5%	**	**	**	5%	**	6%	5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 23

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	806	-	806	-	-	-	-	-	806	506	300	
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300	
Total	723	-	723	-	-	-	-	-	723	495	228	
Really wanted to change my mobile number	70 10%	** **	70 10%	** **	** **	** **	** **	** **	70 10%	23 5%	46 20%	ab
Slight preference for changing my mobile number	52 7%	** **	52 7%	** **	** **	** **	** **	** **	52 7%	27 6%	25 11%	ab
Not bothered either way	166 23%	** **	166 23%	** **	** **	** **	** **	** **	166 23%	42 8%	124 54%	ab
Slight preference for keeping my mobile number	44 6%	** **	44 6%	** **	** **	** **	** **	** **	44 6%	34 7%	10 4%	
Really wanted to keep my mobile number	380 53%	** **	380 53%	** **	** **	** **	** **	** **	380 53%	364 74%	16 7%	
WANTED TO CHANGE NUMBER	122 17%	** **	122 17%	** **	** **	** **	** **	** **	122 17%	51 10%	71 31%	ab
WANTED TO KEEP NUMBER	424 59%	** **	424 59%	** **	** **	** **	** **	** **	424 59%	398 80%	26 11%	
Don't know	11 1%	** **	11 1%	** **	** **	** **	** **	** **	11 1%	4 1%	7 3%	b

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 23

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
Really wanted to change my mobile number	70	27	17	25	8	17	18	**	**	**	**	**	**	**	**
	10%	16%	7%	8%	4%	18%	21%	**	**	**	**	**	**	**	**
		bcd		d		bcd	bcd								
Slight preference for changing my mobile number	52	18	5	30	17	13	8	**	**	**	**	**	**	**	**
	7%	11%	2%	10%	8%	13%	10%	**	**	**	**	**	**	**	**
		b		b	b	b	b								
Not bothered either way	166	53	34	79	22	56	47	**	**	**	**	**	**	**	**
	23%	31%	14%	26%	11%	56%	54%	**	**	**	**	**	**	**	**
		bd		bd		abcd	abcd								
Slight preference for keeping my mobile number	44	13	17	14	9	5	2	**	**	**	**	**	**	**	**
	6%	8%	7%	5%	4%	5%	2%	**	**	**	**	**	**	**	**
		f	f												
Really wanted to keep my mobile number	380	55	172	153	147	6	8	**	**	**	**	**	**	**	**
	53%	32%	69%	51%	72%	6%	10%	**	**	**	**	**	**	**	**
		ef	acef	aef	acef										
WANTED TO CHANGE NUMBER	122	45	22	55	24	30	27	**	**	**	**	**	**	**	**
	17%	26%	9%	18%	12%	31%	30%	**	**	**	**	**	**	**	**
		bcd		b		bcd	bcd								
WANTED TO KEEP NUMBER	424	69	188	167	156	11	10	**	**	**	**	**	**	**	**
	59%	40%	76%	55%	77%	11%	11%	**	**	**	**	**	**	**	**
		ef	acef	aef	acef										
Don't know	11	6	3	2	-	2	4	**	**	**	**	**	**	**	**
	1%	3%	1%	1%	-%	2%	4%	**	**	**	**	**	**	**	**
		cd					cd								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 23

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
Really wanted to change my mobile number	70	**	**	**	**	34	36	40	24	6	23	14	12	21	37	33
	10%	**	**	**	**	11%	9%	12%	9%	5%	9%	7%	13%	13%	8%	13%
								c						b		be
Slight preference for changing my mobile number	52	**	**	**	**	21	31	40	10	3	23	12	8	10	35	17
	7%	**	**	**	**	7%	8%	12%	4%	3%	9%	5%	8%	6%	8%	7%
								bc								
Not bothered either way	166	**	**	**	**	73	92	91	52	23	48	42	29	46	90	75
	23%	**	**	**	**	23%	23%	27%	21%	18%	19%	20%	29%	28%	20%	29%
													abe	abe		abe
Slight preference for keeping my mobile number	44	**	**	**	**	17	27	27	11	7	13	19	2	10	33	12
	6%	**	**	**	**	5%	7%	8%	4%	5%	5%	9%	2%	6%	7%	4%
												cf			c	
Really wanted to keep my mobile number	380	**	**	**	**	167	213	142	150	87	138	125	45	72	262	118
	53%	**	**	**	**	53%	53%	41%	60%	68%	56%	59%	46%	44%	57%	45%
									a	a	df	cdf			cdf	
WANTED TO CHANGE NUMBER	122	**	**	**	**	55	67	80	33	10	46	25	20	31	72	51
	17%	**	**	**	**	17%	17%	23%	13%	7%	19%	12%	21%	19%	16%	19%
								bc			b		b			b
WANTED TO KEEP NUMBER	424	**	**	**	**	184	240	168	161	94	151	144	47	82	295	129
	59%	**	**	**	**	58%	59%	49%	64%	73%	61%	68%	48%	50%	64%	49%
									a	a	cdf	cdf			cdf	
Don't know	11	**	**	**	**	4	7	3	6	2	2	1	2	6	3	7
	1%	**	**	**	**	1%	2%	1%	2%	1%	1%	1%	2%	3%	1%	3%
														be		be

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 23

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
Really wanted to change my mobile number	70 10%	55 9%	**	**	**	63 10%	**	40 15%	27 6%
								b	
Slight preference for changing my mobile number	52 7%	47 8%	**	**	**	51 8%	**	32 12%	20 4%
								b	
Not bothered either way	166 23%	133 22%	**	**	**	146 23%	**	70 26%	91 21%
Slight preference for keeping my mobile number	44 6%	37 6%	**	**	**	40 6%	**	18 7%	26 6%
Really wanted to keep my mobile number	380 53%	329 54%	**	**	**	335 52%	**	105 39%	269 62%
									a
WANTED TO CHANGE NUMBER	122 17%	102 17%	**	**	**	114 18%	**	72 27%	47 11%
								b	
WANTED TO KEEP NUMBER	424 59%	366 60%	**	**	**	376 58%	**	123 45%	295 68%
									a
Don't know	11 1%	8 1%	**	**	**	11 2%	**	6 2%	4 1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 24

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

Q4. Thinking back to when you switched your mobile provider, did you at any point request a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider which would have allowed you to keep your old mobile phone

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER ~b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	300	-	300	-	-	-	-	-	300	-	300
Effective Weighted Sample	300	-	300	-	-	-	-	-	300	-	300
Total	228	-	228	-	-	-	-	-	228	-	228
Yes, did request this	32	**	32	**	**	**	**	**	32	**	32
	14%	**	14%	**	**	**	**	**	14%	**	14%
No, did not request this	183	**	183	**	**	**	**	**	183	**	183
	80%	**	80%	**	**	**	**	**	80%	**	80%
Don't know	13	**	13	**	**	**	**	**	13	**	13
	6%	**	6%	**	**	**	**	**	6%	**	6%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 24

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

Q4. Thinking back to when you switched your mobile provider, did you at any point request a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider which would have allowed you to keep your old mobile phone

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	-b	c	-d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	300	115	54	131	-	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	300	115	54	131	-	131	115	-	-	-	-	-	-	-	-
Total	228	87	41	100	-	100	87	-	-	-	-	-	-	-	-
Yes, did request this	32	11	**	14	**	14	11	**	**	**	**	**	**	**	**
	14%	12%	**	15%	**	15%	12%	**	**	**	**	**	**	**	**
No, did not request this	183	71	**	80	**	80	71	**	**	**	**	**	**	**	**
	80%	82%	**	80%	**	80%	82%	**	**	**	**	**	**	**	**
Don't know	13	5	**	5	**	5	5	**	**	**	**	**	**	**	**
	6%	6%	**	5%	**	5%	6%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 24

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

Q4. Thinking back to when you switched your mobile provider, did you at any point request a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider which would have allowed you to keep your old mobile phone

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f
Significance Level: 95%																
Unweighted row	300	-	-	-	-	118	181	146	107	47	80	79	52	89	159	141
Effective Weighted Sample	300	-	-	-	-	118	181	146	107	47	80	79	52	89	159	141
Total	228	-	-	-	-	90	138	111	81	36	61	60	40	68	121	107
Yes, did request this	32	**	**	**	**	12	20	18	7	**	**	**	**	**	23	9
	14%	**	**	**	**	14%	14%	16%	8%	**	**	**	**	**	19%	9%
															f	
No, did not request this	183	**	**	**	**	74	108	85	69	**	**	**	**	**	91	92
	80%	**	**	**	**	83%	78%	77%	85%	**	**	**	**	**	75%	86%
															e	
Don't know	13	**	**	**	**	3	10	8	5	**	**	**	**	**	7	6
	6%	**	**	**	**	3%	7%	7%	7%	**	**	**	**	**	6%	6%

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

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

Q4. Thinking back to when you switched your mobile provider, did you at any point request a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider which would have allowed you to keep your old mobile phone

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	300	248	31	16	5	267	33	135	157
Effective Weighted Sample	300	248	31	16	5	267	33	135	157
Total	228	188	24	12	4	203	25	103	119
Yes, did request this	32	26	**	**	**	30	**	16	15
	14%	14%	**	**	**	15%	**	16%	13%
No, did not request this	183	153	**	**	**	163	**	82	97
	80%	81%	**	**	**	80%	**	80%	82%
Don't know	13	10	**	**	**	11	**	5	7
	6%	5%	**	**	**	5%	**	4%	6%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 25

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	34	-	34	-	-	-	-	-	34	-	34	
Effective Weighted Sample	34	-	34	-	-	-	-	-	34	-	34	
Total	26	-	26	-	-	-	-	-	26	-	26	
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My old provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 25

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

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

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	34	13	6	15	-	15	13	-	-	-	-	-	-	-	-
Effective Weighted Sample	34	13	6	15	-	15	13	-	-	-	-	-	-	-	-
Total	26	10	5	11	-	11	10	-	-	-	-	-	-	-	-
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My old provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 25

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f
Significance Level: 95%																
Unweighted row	34	-	-	-	-	13	21	13	12	9	13	12	4	5	25	9
Effective Weighted Sample	34	-	-	-	-	13	21	13	12	9	13	12	4	5	25	9
Total	26	-	-	-	-	10	16	10	9	7	10	9	3	4	19	7
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My old provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	-a	-b	-a	-b
Unweighted row	34	30	4	-	-	31	3	13	21
Effective Weighted Sample	34	30	4	-	-	31	3	13	21
Total	26	23	3	-	-	24	2	10	16
It was easier to switch if I didn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
It was faster to switch and get a new number/ it was going to take too long to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I needed to make extra calls to get a PAC code	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I didn't want to pay to keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was unaware I could keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My old provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I might have been without my mobile service if I had kept my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
My new provider told me I couldn't keep my number	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 26

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

Q7. To have kept your mobile number, you needed to get a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider. Which of these best describes what you did?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	506	-	506	-	-	-	-	-	506	506	-	
Effective Weighted Sample	506	-	506	-	-	-	-	-	506	506	-	
Total	495	-	495	-	-	-	-	-	495	495	-	
I requested a PAC and told them I wanted to cancel at the same time	340	**	340	**	**	**	**	**	340	340	**	
	69%	**	69%	**	**	**	**	**	69%	69%	**	
I requested a PAC, and told them I wanted to cancel at a different time	63	**	63	**	**	**	**	**	63	63	**	
	13%	**	13%	**	**	**	**	**	13%	13%	**	
I only requested a PAC, I didn't tell them I wanted to end my contract/ cancel my service	47	**	47	**	**	**	**	**	47	47	**	
	9%	**	9%	**	**	**	**	**	9%	9%	**	
Don't know	45	**	45	**	**	**	**	**	45	45	**	
	9%	**	9%	**	**	**	**	**	9%	9%	**	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 26

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

Q7. To have kept your mobile number, you needed to get a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider. Which of these best describes what you did?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	b	c	d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Total	495	85	207	202	202	-	-	-	-	-	-	-	-	-	-
I requested a PAC and told them I wanted to cancel at the same time	340 69%	** **	156 75%	139 69%	139 69%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I requested a PAC, and told them I wanted to cancel at a different time	63 13%	** **	19 9%	32 16%	32 16%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
I only requested a PAC, I didn't tell them I wanted to end my contract/ cancel my service	47 9%	** **	22 10%	12 6%	12 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	45 9%	** **	12 6%	20 10%	20 10%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 26

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

Q7. To have kept your mobile number, you needed to get a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider. Which of these best describes what you did?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Effective Weighted Sample	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Total	495	-	-	-	-	227	268	231	170	93	187	153	58	97	339	155
I requested a PAC and told them I wanted to cancel at the same time	340	**	**	**	**	150	191	152	115	**	132	108	**	**	240	101
	69%	**	**	**	**	66%	71%	66%	68%	**	71%	71%	**	**	71%	65%
I requested a PAC, and told them I wanted to cancel at a different time	63	**	**	**	**	33	29	39	19	**	26	14	**	**	40	22
	13%	**	**	**	**	15%	11%	17%	11%	**	14%	9%	**	**	12%	15%
I only requested a PAC, I didn't tell them I wanted to end my contract/ cancel my service	47	**	**	**	**	25	22	20	22	**	13	18	**	**	30	16
	9%	**	**	**	**	11%	8%	8%	13%	**	7%	12%	**	**	9%	10%
Don't know	45	**	**	**	**	19	26	21	15	**	16	14	**	**	29	16
	9%	**	**	**	**	8%	10%	9%	9%	**	8%	9%	**	**	9%	10%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 26

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

Q7. To have kept your mobile number, you needed to get a code (called a PAC or Port Authorisation Code) from your previous provider to give to your new provider. Which of these best describes what you did?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	506	431	43	18	14	454	52	173	324
Effective Weighted Sample	506	431	43	18	14	454	52	173	324
Total	495	422	42	18	14	444	51	169	317
I requested a PAC and told them I wanted to cancel at the same time	340 69%	291 69%	**	**	**	304 69%	**	117 69%	219 69%
I requested a PAC, and told them I wanted to cancel at a different time	63 13%	53 13%	**	**	**	56 13%	**	26 16%	36 11%
I only requested a PAC, I didn't tell them I wanted to end my contract/ cancel my service	47 9%	41 10%	**	**	**	44 10%	**	15 9%	31 10%
Don't know	45 9%	36 9%	**	**	**	40 9%	**	11 6%	30 10%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 27

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

Q8. Which of these best describes the Fixed broadband service your household has from [CURRENT PROVIDER]?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1173	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	1141	544	544	358	207	174	387	-	-	-	-	-
Total	874	418	418	304	114	95	323	-	-	-	-	-
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	325 37%	167 40%	167 40%	147 48% b	20 18%	23 24%	144 45% a	** **	** **	** **	** **	** **
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	455 52%	210 50%	210 50%	141 46%	70 61% a	54 57%	156 48%	** **	** **	** **	** **	** **
Ultrafast broadband - the download speed is 100MB/ second or higher	69 8%	26 6%	26 6%	7 2%	18 16% a	15 16% b	10 3%	** **	** **	** **	** **	** **
Don't know	25 3%	15 4%	15 4%	9 3%	6 5%	3 3%	12 4%	** **	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 27

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

Q8. Which of these best describes the Fixed broadband service your household has from [CURRENT PROVIDER]?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE ~c	ALL INCL. SAPT V 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1173	-	-	-	-	-	-	-	-	601	601	-	601	441	160
Effective Weighted Sample	1141	-	-	-	-	-	-	-	-	597	597	-	597	438	159
Total	874	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	325 37%	**	**	**	**	**	**	**	**	158 35%	158 35%	**	158 35%	107 32%	51 41% a
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	455 52%	**	**	**	**	**	**	**	**	244 54%	244 54%	**	244 54%	187 56% b	58 47%
Ultrafast broadband - the download speed is 100MB/ second or higher	69 8%	**	**	**	**	**	**	**	**	43 10%	43 10%	**	43 10%	32 10%	11 9%
Don't know	25 3%	**	**	**	**	**	**	**	**	10 2%	10 2%	**	10 2%	7 2%	3 2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 27

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

Q8. Which of these best describes the Fixed broadband service your household has from [CURRENT PROVIDER]?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1173	441	160	-	-	565	608	416	505	251	402	333	158	278	735	436
Effective Weighted Sample	1141	438	159	-	-	550	591	403	492	245	392	324	154	269	716	423
Total	874	333	123	-	-	422	452	307	378	188	302	247	117	207	549	324
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	325 37%	107 32%	51 41%	** **	** **	155 37%	171 38%	116 38%	134 35%	74 40%	94 31%	105 43%	40 34%	85 41%	200 36%	126 39%
			a									a	a			a
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	455 52%	187 56%	58 47%	** **	** **	228 54%	227 50%	157 51%	200 53%	97 52%	174 58%	122 49%	62 53%	97 47%	295 54%	159 49%
			b								bdf				d	
Ultrafast broadband - the download speed is 100MB/ second or higher	69 8%	32 10%	11 9%	** **	** **	35 8%	34 7%	25 8%	34 9%	10 5%	28 9%	15 6%	9 8%	16 8%	44 8%	25 8%
Don't know	25 3%	7 2%	3 2%	** **	** **	4 1%	21 5%	9 3%	10 3%	6 3%	6 2%	5 2%	5 4%	9 4%	10 2%	14 4%
							a							e		ae

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

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

Q8. Which of these best describes the Fixed broadband service your household has from [CURRENT PROVIDER]?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	1173	982	88	73	30	1035	138	395	750
Effective Weighted Sample	1141	955	86	71	29	1006	136	384	729
Total	874	730	66	57	22	764	110	291	562
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	325	268	**	**	**	276	49	112	206
	37%	37%	**	**	**	36%	45%	38%	37%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	455	384	**	**	**	402	53	145	298
	52%	53%	**	**	**	53%	48%	50%	53%
Ultrafast broadband - the download speed is 100MB/ second or higher	69	55	**	**	**	64	5	23	45
	8%	8%	**	**	**	8%	4%	8%	8%
Don't know	25	22	**	**	**	22	3	11	12
	3%	3%	**	**	**	3%	3%	4%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 28

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

Q9. And which of these best describes the Fixed broadband service your household had previously from [PREVIOUS PROVIDER]?

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%	a	b	a	b	a	b	~c	~a	~b	~c
Unweighted row	572	572	364	208	175	397	-	-	-	-
Effective Weighted Sample	544	544	358	207	174	387	-	-	-	-
Total	418	418	304	114	95	323	-	-	-	-
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	225	225	182	43	39	186	**	**	**	**
	54%	54%	60%	37%	41%	58%	**	**	**	**
			b			a				
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	160	160	105	55	45	116	**	**	**	**
	38%	38%	35%	48%	47%	36%	**	**	**	**
				a	b					
Ultrafast broadband - the download speed is 100MB/ second or higher	17	17	5	12	9	8	**	**	**	**
	4%	4%	2%	11%	9%	3%	**	**	**	**
				a	b					
Don't know	16	16	12	4	3	13	**	**	**	**
	4%	4%	4%	4%	3%	4%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 28

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

Q9. And which of these best describes the Fixed broadband service your household had previously from [PREVIOUS PROVIDER]?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT V 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	572	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	544	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	418	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	225 54%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	160 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Ultrafast broadband - the download speed is 100MB/ second or higher	17 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	16 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 28

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

Q9. And which of these best describes the Fixed broadband service your household had previously from [PREVIOUS PROVIDER]?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	~c	d	e	f
Unweighted row	572	-	-	-	-	256	316	222	243	106	177	163	76	154	340	230
Effective Weighted Sample	544	-	-	-	-	243	301	211	231	101	169	155	72	146	324	219
Total	418	-	-	-	-	187	231	161	179	77	131	119	55	112	250	167
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	225 54%	**	**	**	**	101 54%	124 54%	82 51%	101 56%	41 53%	64 49%	71 60%	**	65 58%	134 54%	90 54%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	160 38%	**	**	**	**	78 41%	83 36%	65 40%	63 35%	32 42%	58 44%	42 35%	**	38 34%	100 40%	60 36%
Ultrafast broadband - the download speed is 100MB/ second or higher	17 4%	**	**	**	**	6 3%	11 5%	8 5%	7 4%	2 2%	5 3%	4 4%	**	4 3%	9 4%	8 5%
Don't know	16 4%	**	**	**	**	3 2%	13 6%	6 4%	8 5%	2 3%	5 4%	2 2%	**	5 4%	7 3%	9 5%

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

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

Q9. And which of these best describes the Fixed broadband service your household had previously from [PREVIOUS PROVIDER]?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	572	473	41	42	16	509	63	188	371
Effective Weighted Sample	544	450	39	40	15	483	61	179	353
Total	418	344	31	32	11	368	51	134	274
Standard broadband - broadband through a phone line or cable service which is not superfast, so the download speed is less than 30MB/second	225	183	**	**	**	201	**	78	142
	54%	53%	**	**	**	55%	**	58%	52%
Superfast broadband - a premium service that delivers higher speeds through either fibre optic or cable service – so the download speed is 30MB/ second or higher	160	134	**	**	**	138	**	46	111
	38%	39%	**	**	**	38%	**	34%	40%
Ultrafast broadband - the download speed is 100MB/ second or higher	17	14	**	**	**	16	**	6	11
	4%	4%	**	**	**	4%	**	4%	4%
Don't know	16	14	**	**	**	13	**	5	10
	4%	4%	**	**	**	3%	**	4%	4%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 29

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

FIXED BROADBAND SPEED FROM CURRENT PROVIDER COMPARED TO PREVIOUS PROVIDER

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	572	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	544	544	544	358	207	174	387	-	-	-	-	-
Total	418	418	418	304	114	95	323	-	-	-	-	-
SAME BROADBAND SPEED	289	289	289	234	55	53	236	**	**	**	**	**
	69%	69%	69%	77%	49%	56%	73%	**	**	**	**	**
				b			a					
NOW FASTER BROADBAND SPEED	82	82	82	46	35	28	54	**	**	**	**	**
	20%	20%	20%	15%	31%	29%	17%	**	**	**	**	**
					a	b						
NOW SLOWER BROADBAND SPEED	25	25	25	10	15	9	16	**	**	**	**	**
	6%	6%	6%	3%	13%	10%	5%	**	**	**	**	**
					a	b						
NOT SURE OF PREVIOUS OR CURRENT BROADBAND SPEED	22	22	22	14	8	4	18	**	**	**	**	**
	5%	5%	5%	5%	7%	5%	5%	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 29

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

FIXED BROADBAND SPEED FROM CURRENT PROVIDER COMPARED TO PREVIOUS PROVIDER

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPTV 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	572	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	544	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	418	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SAME BROADBAND SPEED	289	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW FASTER BROADBAND SPEED	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW SLOWER BROADBAND SPEED	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT SURE OF PREVIOUS OR CURRENT BROADBAND SPEED	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 29

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

FIXED BROADBAND SPEED FROM CURRENT PROVIDER COMPARED TO PREVIOUS PROVIDER

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	~c	d	e	f
Unweighted row	572	-	-	-	-	256	316	222	243	106	177	163	76	154	340	230
Effective Weighted Sample	544	-	-	-	-	243	301	211	231	101	169	155	72	146	324	219
Total	418	-	-	-	-	187	231	161	179	77	131	119	55	112	250	167
SAME BROADBAND SPEED	289	**	**	**	**	134	155	112	124	53	88	91	**	74	179	110
	69%	**	**	**	**	71%	67%	69%	69%	69%	67%	77%	**	66%	72%	66%
												df				
NOW FASTER BROADBAND SPEED	82	**	**	**	**	39	43	32	35	15	30	18	**	23	49	33
	20%	**	**	**	**	21%	19%	20%	19%	19%	23%	15%	**	20%	19%	20%
NOW SLOWER BROADBAND SPEED	25	**	**	**	**	11	14	10	9	5	6	7	**	7	13	12
	6%	**	**	**	**	6%	6%	6%	5%	7%	5%	6%	**	6%	5%	7%
NOT SURE OF PREVIOUS OR CURRENT BROADBAND SPEED	22	**	**	**	**	3	19	7	11	4	7	3	**	8	9	12
	5%	**	**	**	**	2%	8%	4%	6%	5%	5%	2%	**	7%	4%	7%
							a							b		b

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 29

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

FIXED BROADBAND SPEED FROM CURRENT PROVIDER COMPARED TO PREVIOUS PROVIDER

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	572	473	41	42	16	509	63	188	371
Effective Weighted Sample	544	450	39	40	15	483	61	179	353
Total	418	344	31	32	11	368	51	134	274
SAME BROADBAND SPEED	289	239	**	**	**	254	**	91	191
	69%	69%	**	**	**	69%	**	68%	70%
NOW FASTER BROADBAND SPEED	82	64	**	**	**	73	**	29	52
	20%	19%	**	**	**	20%	**	22%	19%
NOW SLOWER BROADBAND SPEED	25	21	**	**	**	23	**	6	19
	6%	6%	**	**	**	6%	**	4%	7%
NOT SURE OF PREVIOUS OR CURRENT BROADBAND SPEED	22	20	**	**	**	18	**	8	13
	5%	6%	**	**	**	5%	**	6%	5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 30

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	364	364	364	364	-	64	300	-	-	-	-
Effective Weighted Sample	358	358	358	358	-	64	300	-	-	-	-
Total	304	304	304	304	-	38	266	-	-	-	-
I cancelled the service with my previous provider	85	85	85	85	**	**	75	**	**	**	**
	28%	28%	28%	28%	**	**	28%	**	**	**	**
My new provider cancelled my previous service for me	204	204	204	204	**	**	177	**	**	**	**
	67%	67%	67%	67%	**	**	67%	**	**	**	**
Don't know	14	14	14	14	**	**	13	**	**	**	**
	5%	5%	5%	5%	**	**	5%	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 30

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	364	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	358	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	304	-	-	-	-	-	-	-	-	-	-	-	-	-	-
I cancelled the service with my previous provider	85 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My new provider cancelled my previous service for me	204 67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	14 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 30

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	364	-	-	-	-	163	201	138	159	66	113	104	50	96	217	146
Effective Weighted Sample	358	-	-	-	-	160	197	136	156	65	111	102	49	94	213	143
Total	304	-	-	-	-	137	167	115	133	55	96	86	41	80	182	121
I cancelled the service with my previous provider	85	**	**	**	**	32	53	33	39	**	27	24	**	**	51	33
	28%	**	**	**	**	24%	32%	29%	29%	**	28%	28%	**	**	28%	28%
My new provider cancelled my previous service for me	204	**	**	**	**	98	107	73	91	**	66	60	**	**	125	79
	67%	**	**	**	**	71%	64%	63%	68%	**	69%	69%	**	**	69%	65%
Don't know	14	**	**	**	**	7	8	9	4	**	3	3	**	**	5	9
	5%	**	**	**	**	5%	5%	8%	3%	**	3%	3%	**	**	3%	8%
								b								e

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

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	364	296	27	30	11	309	55	119	236
Effective Weighted Sample	358	291	27	30	11	303	54	116	233
Total	304	247	23	25	9	258	46	96	200
I cancelled the service with my previous provider	85 28%	70 28%	**	**	**	73 28%	**	28 29%	55 27%
My new provider cancelled my previous service for me	204 67%	167 67%	**	**	**	171 66%	**	65 67%	135 68%
Don't know	14 5%	11 4%	**	**	**	14 5%	**	3 3%	10 5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 31

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

Q11. When you cancelled your service with your old provider, did you know that your new provider could have done this for you?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	102	102	102	102	-	17	85	-	-	-	-	-
Effective Weighted Sample	100	100	100	100	-	17	85	-	-	-	-	-
Total	85	85	85	85	-	10	75	-	-	-	-	-
Yes, I knew this	49	49	49	49	**	**	**	**	**	**	**	**
	57%	57%	57%	57%	**	**	**	**	**	**	**	**
No, I didn't know this	37	37	37	37	**	**	**	**	**	**	**	**
	43%	43%	43%	43%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 31

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

Q11. When you cancelled your service with your old provider, did you know that your new provider could have done this for you?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	102	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	100	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	85	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes, I knew this	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 31

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

Q11. When you cancelled your service with your old provider, did you know that your new provider could have done this for you?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	102	-	-	-	-	38	64	41	45	16	32	29	14	26	61	40
Effective Weighted Sample	100	-	-	-	-	37	63	40	45	16	32	28	14	26	60	39
Total	85	-	-	-	-	32	53	33	39	13	27	24	11	22	51	33
Yes, I knew this	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, I didn't know this	37	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q11. When you cancelled your service with your old provider, did you know that your new provider could have done this for you?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	102	83	7	7	5	87	15	34	65
Effective Weighted Sample	100	82	7	7	5	86	15	33	64
Total	85	70	6	6	4	73	12	28	55
Yes, I knew this	49	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**
No, I didn't know this	37	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base: Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	58	58	58	58	-	10	48	-	-	-	-
Effective Weighted Sample	57	57	57	57	-	10	48	-	-	-	-
Total	49	49	49	49	-	6	43	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
In case I ever want to use them again	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 32

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base: Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	58	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	57	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	49	-	-	-	-	-	-	-	-	-	-	-	-	-	-
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In case I ever want to use them again	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 32

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base: Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	58	-	-	-	-	29	29	22	27	9	14	22	9	13	36	22
Effective Weighted Sample	57	-	-	-	-	29	28	21	27	9	14	22	9	13	35	22
Total	49	-	-	-	-	25	24	17	24	7	12	19	7	11	30	18
To be confident it was cancelled	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
In case I ever want to use them again	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q12. Why did you cancel the service with [PREVIOUS PROVIDER] rather than getting [CURRENT PROVIDER] to arrange the transfer for you?

Base: Those interviewed about switching their Dual Play service or their Triple Play service involving Openreach (ORS) in the last six months who cancelled the services with their previous provider who knew their new provider could have done this for them

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	58	46	2	6	4	48	10	16	40
Effective Weighted Sample	57	45	2	6	4	47	10	16	39
Total	49	38	1	5	3	40	8	13	33
To be confident it was cancelled	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was in contact with the provider anyway	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I was still deciding which provider to change to	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To see if I could get a better deal/ to negotiate before closing	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Not sure my previous provider was covered by my new provider's cancellation service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To cancel on a particular day	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
In case I ever want to use them again	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Wanted to reduce the cost of services	1328	225	426	144	81	39	154	32	201	146	55
	39%	44%	34%	47%	39%	41%	48%	33%	28%	29%	24%
		b		b			c				
Found out about a better deal/ price with another provider	915	203	472	132	71	37	139	27	269	193	76
	27%	40%	38%	43%	34%	39%	43%	28%	37%	39%	33%
				b		c	c				
My contract/ deal came to an end	875	140	328	96	44	20	102	18	188	139	49
	26%	27%	27%	32%	21%	21%	32%	19%	26%	28%	21%
				b			ac			c	
Previous provider increased cost of services	665	142	217	89	53	29	98	15	75	59	16
	20%	28%	18%	29%	25%	31%	30%	16%	10%	12%	7%
		b				c	c			c	
I regularly review to check that I have the best deal	626	91	182	57	34	13	64	14	91	76	14
	18%	18%	15%	19%	16%	14%	20%	15%	13%	15%	6%
									c	c	
Poor customer service with previous provider	529	120	252	80	40	25	82	13	132	87	45
	16%	23%	20%	26%	19%	27%	25%	13%	18%	18%	20%
				b		c	c				
Technical issues with my previous service	479	108	204	69	39	23	73	13	96	71	24
	14%	21%	16%	23%	19%	24%	22%	13%	13%	14%	11%
		b				c	c				
Friends and family mentioned a deal	394	39	122	16	23	5	15	18	84	48	36
	12%	8%	10%	5%	11%	5%	5%	19%	12%	10%	16%
					a			ab			b

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
When I was advised that my price would rise and I could leave my contract	384	54	85	37	17	11	35	9	31	23	8
	11%	11%	7%	12%	8%	11%	11%	9%	4%	5%	3%
		b									
Previous provider would not negotiate on costs	319	76	138	49	27	15	52	9	62	45	17
	9%	15%	11%	16%	13%	16%	16%	9%	9%	9%	8%
		b					c				
Wanted the convenience of getting all services from one provider	259	36	80	17	19	7	15	13	44	22	21
	8%	7%	6%	5%	9%	8%	5%	14%	6%	5%	9%
								b			b
I heard about other technology or services that I am interested in	258	23	98	8	15	3	8	11	75	45	30
	8%	4%	8%	3%	7%	3%	2%	12%	10%	9%	13%
			a		a			ab			
Wanted faster broadband services	257	79	79	49	30	21	58	-	-	-	-
	8%	15%	6%	16%	14%	23%	18%	-%	-%	-%	-%
		b				c	c				
New services became available in my area	183	19	38	9	10	4	10	5	19	12	8
	5%	4%	3%	3%	5%	4%	3%	5%	3%	2%	3%
Better compatibility between my different devices/ services	175	17	52	10	6	1	11	5	35	22	13
	5%	3%	4%	3%	3%	1%	3%	5%	5%	5%	6%
								a			
Wanted unlimited broadband services	103	24	24	21	3	2	22	-	-	-	-
	3%	5%	2%	7%	1%	2%	7%	-%	-%	-%	-%
		b		b			ac				

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Wanted additional content or channels	83 2%	35 7% b	35 3%	8 3%	27 13% a	11 11% b	2 1%	23 24% ab	- -%	- -%	- -%
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	75 2%	23 4% b	23 2%	4 1%	19 9% a	7 7% b	2 1%	14 15% ab	- -%	- -%	- -%
Wanted a specific deal or service not available with my previous provider	72 2%	12 2%	40 3%	6 2%	5 3%	2 2%	6 2%	4 4%	28 4%	17 3%	11 5%
Wanted to reduce content or channels	64 2%	10 2% b	10 1%	1 *% *	9 4% a	3 3% b	- -%	7 7% b	- -%	- -%	- -%
Other reasons	60 2%	2 *% *	12 1%	1 *% *	1 1%	- -% *	1 *% *	1 1%	10 1%	2 *% *	8 4% ab
Can't remember	87 3%	7 1%	29 2%	3 1%	4 2%	2 2%	3 1%	2 2%	22 3%	11 2%	11 5% b

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Wanted to reduce the cost of services	1328	36	99	66	49	17	23	36	64	409	276	134	802	288	121
	39%	21%	40%	22%	24%	17%	26%	31%	23%	43%	47%	37%	46%	45%	39%
			acdef								c		c		
Found out about a better deal/ price with another provider	915	53	106	110	79	30	27	33	61	192	116	76	349	143	49
	27%	31%	43%	36%	39%	31%	31%	29%	22%	20%	20%	21%	20%	22%	16%
			aef											b	
My contract/ deal came to an end	875	11	69	108	75	33	7	18	51	309	175	134	478	231	78
	26%	6%	28%	36%	37%	33%	8%	16%	18%	33%	30%	37%	27%	36%	25%
			af	abf	abf	af				d		bd		b	
Previous provider increased cost of services	665	18	25	32	24	8	7	19	50	158	128	30	380	120	38
	20%	10%	10%	11%	12%	8%	8%	17%	18%	17%	22%	8%	22%	19%	12%
										c	ac		ac	b	
I regularly review to check that I have the best deal	626	14	48	29	21	8	2	17	47	233	150	83	381	172	61
	18%	8%	19%	10%	10%	8%	2%	15%	17%	25%	26%	23%	22%	27%	20%
		f	acdef	f	f	f					d			b	
Poor customer service with previous provider	529	31	43	57	36	21	17	25	57	106	73	34	195	64	42
	16%	18%	17%	19%	18%	21%	20%	22%	20%	11%	12%	9%	11%	10%	14%
Technical issues with my previous service	479	27	32	37	27	9	11	21	43	110	67	43	212	70	39
	14%	16%	13%	12%	14%	9%	13%	18%	15%	12%	11%	12%	12%	11%	13%
Friends and family mentioned a deal	394	25	22	36	21	16	12	13	46	91	41	51	213	57	34
	12%	14%	9%	12%	10%	16%	14%	11%	16%	10%	7%	14%	12%	9%	11%
						b				b		ab	ab		

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
When I was advised that my price would rise and I could leave my contract	384	3	13	15	11	4	2	11	43	113	94	19	245	87	27
	11%	2%	5%	5%	5%	4%	3%	10%	15%	12%	16%	5%	14%	14%	9%
										c	ac		c	b	
Previous provider would not negotiate on costs	319	15	23	25	16	9	6	19	34	58	40	18	128	48	10
	9%	9%	9%	8%	8%	9%	7%	17%	12%	6%	7%	5%	7%	7%	3%
														b	
Wanted the convenience of getting all services from one provider	259	9	16	19	9	10	4	8	37	66	45	22	134	52	14
	8%	5%	7%	6%	4%	10%	4%	7%	13%	7%	8%	6%	8%	8%	5%
						d								b	
I heard about other technology or services that I am interested in	258	25	7	43	25	17	11	7	38	63	34	29	115	40	24
	8%	15%	3%	14%	13%	18%	13%	6%	14%	7%	6%	8%	7%	6%	8%
		b		b	b	b	b		a						
Wanted faster broadband services	257	-	-	-	-	-	-	27	53	98	98	-	98	70	29
	8%	-%	-%	-%	-%	-%	-%	23%	19%	10%	17%	-%	6%	11%	9%
										cd	acd		c		
New services became available in my area	183	8	3	8	6	2	3	11	34	44	30	14	100	34	10
	5%	5%	1%	3%	3%	2%	3%	9%	12%	5%	5%	4%	6%	5%	3%
		b													
Better compatibility between my different devices/ services	175	8	9	19	12	7	4	11	44	33	17	16	68	23	10
	5%	4%	4%	6%	6%	7%	4%	9%	16%	3%	3%	4%	4%	4%	3%
Wanted unlimited broadband services	103	-	-	-	-	-	-	7	23	50	50	-	50	38	12
	3%	-%	-%	-%	-%	-%	-%	6%	8%	5%	8%	-%	3%	6%	4%
										cd	acd		c		

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Wanted additional content or channels	83	-	-	-	-	-	-	-	17	31	31	-	31	23	8
	2%	-%	-%	-%	-%	-%	-%	-%	6%	3%	5%	-%	2%	4%	2%
									a	cd	acd		c		
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	75	-	-	-	-	-	-	1	11	21	21	-	40	17	4
	2%	-%	-%	-%	-%	-%	-%	1%	4%	2%	4%	-%	2%	3%	1%
										c	c		c		
Wanted a specific deal or service not available with my previous provider	72	6	11	12	8	4	5	2	6	9	5	4	25	5	3
	2%	3%	4%	4%	4%	4%	5%	1%	2%	1%	1%	1%	1%	1%	1%
Wanted to reduce content or channels	64	-	-	-	-	-	-	-	16	33	33	-	39	26	6
	2%	-%	-%	-%	-%	-%	-%	-%	6%	3%	6%	-%	2%	4%	2%
									a	c	acd		c		
Other reasons	60	6	4	1	-	1	4	1	30	7	6	1	17	3	5
	2%	3%	2%	*%	-%	1%	4%	1%	11%	1%	1%	*%	1%	*%	1%
		cd					cd		a						
Can't remember	87	11	3	8	5	3	8	5	6	19	8	11	48	12	7
	3%	7%	1%	3%	2%	3%	10%	4%	2%	2%	1%	3%	3%	2%	2%
		bcd					bcde						b		

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Wanted to reduce the cost of services	1328	209	67	79	54	619	708	524	538	265	466	385	203	273	851	476
	39%	48%	43%	38%	36%	38%	40%	33%	45%	44%	36%	41%	41%	40%	39%	41%
									a	a		a				a
Found out about a better deal/ price with another provider	915	87	29	55	20	425	489	423	325	164	333	280	117	182	614	299
	27%	20%	18%	26%	13%	26%	28%	27%	27%	28%	26%	30%	24%	27%	28%	26%
				b								acf				
My contract/ deal came to an end	875	140	35	90	43	423	452	401	338	136	331	268	101	174	599	275
	26%	33%	22%	43%	29%	26%	26%	25%	28%	23%	26%	29%	20%	26%	27%	24%
		b		b					c		c	cf		c	cf	
Previous provider increased cost of services	665	98	30	22	8	337	328	280	252	133	266	163	105	132	429	236
	20%	23%	19%	10%	6%	21%	19%	18%	21%	22%	21%	18%	21%	19%	19%	20%
									a	a						
I regularly review to check that I have the best deal	626	122	28	51	32	306	320	262	251	113	280	170	83	93	450	175
	18%	28%	18%	24%	21%	19%	18%	17%	21%	19%	22%	18%	17%	14%	20%	15%
		b							a		bcd	df			df	
Poor customer service with previous provider	529	48	24	16	18	262	266	262	180	87	198	138	78	114	336	193
	16%	11%	15%	7%	12%	16%	15%	17%	15%	15%	15%	15%	16%	17%	15%	16%
Technical issues with my previous service	479	46	20	24	19	230	249	258	138	82	189	114	71	104	303	175
	14%	11%	13%	11%	13%	14%	14%	16%	11%	14%	15%	12%	15%	15%	14%	15%
								b								
Friends and family mentioned a deal	394	29	12	29	22	183	210	252	90	52	160	103	61	69	264	130
	12%	7%	8%	14%	14%	11%	12%	16%	7%	9%	13%	11%	12%	10%	12%	11%
								bc								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
When I was advised that my price would rise and I could leave my contract	384	77	17	10	10	192	192	177	133	73	154	124	48	58	278	106
	11%	18%	11%	5%	6%	12%	11%	11%	11%	12%	12%	13%	10%	9%	13%	9%
		b									df	cdf			df	
Previous provider would not negotiate on costs	319	32	8	16	2	160	158	153	129	37	132	81	51	54	213	106
	9%	7%	5%	7%	2%	10%	9%	10%	11%	6%	10%	9%	10%	8%	10%	9%
				b				c	c							
Wanted the convenience of getting all services from one provider	259	36	8	16	6	129	130	166	61	31	115	57	44	43	172	87
	8%	8%	5%	7%	4%	8%	7%	11%	5%	5%	9%	6%	9%	6%	8%	7%
								bc			bd		b			
I heard about other technology or services that I am interested in	258	26	8	13	16	130	126	161	63	34	116	63	32	47	179	79
	8%	6%	5%	6%	10%	8%	7%	10%	5%	6%	9%	7%	6%	7%	8%	7%
								bc			f					
Wanted faster broadband services	257	70	29	-	-	101	155	137	83	36	93	76	38	49	169	87
	8%	16%	18%	-%	-%	6%	9%	9%	7%	6%	7%	8%	8%	7%	8%	7%
							a	c								
New services became available in my area	183	23	7	11	4	105	77	129	27	27	79	44	38	22	123	60
	5%	5%	4%	5%	2%	7%	4%	8%	2%	5%	6%	5%	8%	3%	6%	5%
						b		bc		b	d		bdf		d	
Better compatibility between my different devices/ services	175	13	4	10	6	91	84	127	33	15	82	43	28	21	125	50
	5%	3%	3%	5%	4%	6%	5%	8%	3%	3%	6%	5%	6%	3%	6%	4%
								bc			df		d		d	
Wanted unlimited broadband services	103	38	12	-	-	50	53	57	37	9	35	28	17	24	62	41
	3%	9%	7%	-%	-%	3%	3%	4%	3%	2%	3%	3%	4%	3%	3%	4%
								c								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

Q13. What made you first think about switching your provider/s?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Wanted additional content or channels	83	23	8	-	-	53	30	51	19	13	33	20	14	16	53	30
	2%	5%	5%	-%	-%	3%	2%	3%	2%	2%	3%	2%	3%	2%	2%	3%
						b		b								
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	75	17	4	-	-	45	30	37	21	17	39	16	10	10	55	20
	2%	4%	2%	-%	-%	3%	2%	2%	2%	3%	3%	2%	2%	1%	2%	2%
						b					bdf					
Wanted a specific deal or service not available with my previous provider	72	4	1	1	2	38	34	30	22	19	27	16	5	23	44	28
	2%	1%	1%	1%	2%	2%	2%	2%	2%	3%	2%	2%	1%	3%	2%	2%
														bce		
Wanted to reduce content or channels	64	26	6	-	-	41	23	27	26	12	32	13	13	6	46	19
	2%	6%	4%	-%	-%	3%	1%	2%	2%	2%	3%	1%	3%	1%	2%	2%
						b					d		d		d	
Other reasons	60	2	5	1	-	19	42	22	27	11	26	16	7	12	41	19
	2%	*%	3%	1%	-%	1%	2%	1%	2%	2%	2%	2%	1%	2%	2%	2%
			a				a									
Can't remember	87	6	2	6	5	46	41	46	26	15	19	23	15	26	42	41
	3%	1%	1%	3%	3%	3%	2%	3%	2%	2%	2%	2%	3%	4%	2%	4%
													a	ae		ae

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Wanted to reduce the cost of services	1328 39%	1116 39%	90 35%	84 44%	** b	1178 40%	150 37%	443 37%	862 40%
Found out about a better deal/ price with another provider	915 27%	773 27%	65 25%	48 25%	** **	811 27%	104 26%	317 27%	587 27%
My contract/ deal came to an end	875 26%	735 26%	80 31%	42 22%	** **	768 26%	108 26%	286 24%	576 27%
Previous provider increased cost of services	665 20%	570 20%	50 19%	31 16%	** **	581 20%	84 21%	239 20%	418 20%
I regularly review to check that I have the best deal	626 18%	531 19%	51 20%	27 14%	** **	550 18%	76 19%	206 17%	414 19%
Poor customer service with previous provider	529 16%	442 15%	39 15%	32 17%	** **	471 16%	58 14%	234 20%	290 14%
Technical issues with my previous service	479 14%	392 14%	32 13%	36 19%	** **	414 14%	65 16%	210 18%	264 12%
Friends and family mentioned a deal	394 12%	343 12%	18 7%	19 10%	** **	374 13%	20 5%	153 13%	239 11%
When I was advised that my price would rise and I could leave my contract	384 11%	331 12%	25 10%	19 10%	** **	337 11%	48 12%	134 11%	249 12%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Previous provider would not negotiate on costs	319	274	22	14	**	282	37	131	184
	9%	10%	9%	7%	**	9%	9%	11%	9%
								b	
Wanted the convenience of getting all services from one provider	259	222	14	11	**	229	29	123	132
	8%	8%	6%	6%	**	8%	7%	10%	6%
								b	
I heard about other technology or services that I am interested in	258	225	16	14	**	238	20	125	132
	8%	8%	6%	8%	**	8%	5%	10%	6%
						b		b	
Wanted faster broadband services	257	206	21	20	**	222	35	97	155
	8%	7%	8%	11%	**	7%	8%	8%	7%
New services became available in my area	183	154	12	14	**	160	24	105	77
	5%	5%	4%	7%	**	5%	6%	9%	4%
								b	
Better compatibility between my different devices/services	175	156	8	6	**	153	22	88	86
	5%	5%	3%	3%	**	5%	5%	7%	4%
								b	
Wanted unlimited broadband services	103	93	2	5	**	94	9	45	58
	3%	3%	1%	3%	**	3%	2%	4%	3%
		b							
Wanted additional content or channels	83	72	3	4	**	72	11	41	40
	2%	3%	1%	2%	**	2%	3%	3%	2%
								b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 33

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

Q13. What made you first think about switching your provider/s?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Wanted specific content or channels not available with my previous service (e.g. exclusive sport or movie channels)	75 2%	68 2%	3 1%	3 2%	** **	62 2%	13 3%	33 3%	42 2%
Wanted a specific deal or service not available with my previous provider	72 2%	62 2%	4 2%	4 2%	** **	57 2%	15 4% a	22 2%	50 2%
Wanted to reduce content or channels	64 2%	59 2%	2 1%	1 1%	** **	60 2%	5 1%	27 2%	36 2%
Other reasons	60 2%	49 2%	3 1%	6 3%	** **	48 2%	12 3%	29 2% b	31 1%
Can't remember	87 3%	81 3%	3 1%	1 *%	** **	82 3%	5 1%	37 3%	44 2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Compare what different providers were offering	790 48%	275 54%	606 49%	161 53%	115 55%	47 50%	180 56%	48 51%	330 46%	224 45%	106 47%
Set up a new online account	638 39%	218 43%	474 38%	133 44%	85 41%	42 44%	144 45%	32 33%	255 35%	174 35%	81 36%
Choose the date you wanted to start using the service	527 32%	172 34%	361 29%	85 28%	87 42%	37 39%	103 32%	32 34%	189 26%	144 29%	45 20%
Find out what you needed to do in order to switch	519 32%	148 29%	376 30%	82 27%	66 32%	27 29%	90 28%	31 33%	228 31%	186 38%	42 18%
Contact the provider you were using at the time	513 31%	154 30%	369 30%	83 27%	71 34%	29 30%	94 29%	32 33%	214 30%	181 37%	33 15%
Install any new equipment yourself/ within your household (e.g. router, set top box)	398 24%	243 47%	243 20%	180 59%	62 30%	26 27%	182 56%	35 37%	- -%	- -%	- -%
Try to negotiate a better deal with your previous provider	372 23%	139 27%	261 21%	80 26%	59 28%	27 28%	88 27%	24 25%	122 17%	97 20%	25 11%
Experience your previous provider trying to persuade you to stay	340 21%	120 23%	236 19%	69 23%	51 24%	27 29%	74 23%	18 19%	116 16%	89 18%	27 12%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Have an engineer visit by the new provider to install equipment or set up services	278	155	155	48	107	58	61	36	-	-	-
	17%	30%	13%	16%	51%	61%	19%	38%	-%	-%	-%
		b			a	bc		b			
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	266	129	129	67	62	36	68	25	-	-	-
	16%	25%	10%	22%	29%	38%	21%	26%	-%	-%	-%
		b			a	bc					
Receive any unexpected bills or charges from your previous provider	233	72	157	49	24	11	51	10	85	59	26
	14%	14%	13%	16%	11%	12%	16%	11%	12%	12%	11%
Leave your contract early/ before the end of your minimum contract period	230	73	135	45	28	18	46	9	62	39	23
	14%	14%	11%	15%	14%	19%	14%	10%	9%	8%	10%
		b				c					
Have to return equipment to your previous provider	203	95	95	38	56	29	49	17	-	-	-
	12%	18%	8%	13%	27%	30%	15%	18%	-%	-%	-%
		b			a	bc					
Experience any other devices or products you own not working with the new service	159	29	86	12	16	3	15	11	57	48	9
	10%	6%	7%	4%	8%	3%	5%	11%	8%	10%	4%
					a			ab	c	c	
Find out you had to pay any disconnection charges to your previous provider	140	57	57	28	29	11	29	16	-	-	-
	9%	11%	5%	9%	14%	12%	9%	17%	-%	-%	-%
		b						b			

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Pay up-front costs for your new mobile handset	121	-	121	-	-	-	-	-	121	73	48
	7%	-%	10%	-%	-%	-%	-%	-%	17%	15%	21%
			a								b
Unlock your handset to take it with you	112	-	112	-	-	-	-	-	112	89	23
	7%	-%	9%	-%	-%	-%	-%	-%	15%	18%	10%
			a						c	c	
Find out you had to pay a charge for not returning equipment to your previous provider	87	28	28	10	19	4	12	12	-	-	-
	5%	6%	2%	3%	9%	5%	4%	13%	-%	-%	-%
		b			a			ab			
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	66	-	66	-	-	-	-	-	66	46	21
	4%	-%	5%	-%	-%	-%	-%	-%	9%	9%	9%
			a								
Lose any content (programmes, apps, photos, data) you had stored from your previous service	21	12	12	4	8	12	-	-	-	-	-
	1%	2%	1%	1%	4%	13%	-%	-%	-%	-%	-%
		b			a	bc					
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	15	6	6	2	4	6	-	-	-	-	-
	1%	1%	*%	1%	2%	6%	-%	-%	-%	-%	-%
						bc					
None of these	73	7	67	5	2	2	4	2	60	22	37
	4%	1%	5%	2%	1%	2%	1%	2%	8%	5%	16%
			a						b		ab

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Can't remember	34	9	27	4	6	2	4	3	18	11	7
	2%	2%	2%	1%	3%	2%	1%	3%	2%	2%	3%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Compare what different providers were offering	790	61	129	141	89	52	33	49	135	**	**	**	**	**	**
	48%	35%	52%	47%	44%	52%	38%	43%	48%	**	**	**	**	**	**
			af	a		af									
Set up a new online account	638	54	97	104	65	40	27	33	131	**	**	**	**	**	**
	39%	31%	39%	34%	32%	40%	30%	29%	46%	**	**	**	**	**	**
									a						
Choose the date you wanted to start using the service	527	32	76	80	57	24	10	46	120	**	**	**	**	**	**
	32%	19%	31%	27%	28%	24%	11%	41%	42%	**	**	**	**	**	**
			af	af	af	f									
Find out what you needed to do in order to switch	519	39	99	90	71	18	11	36	107	**	**	**	**	**	**
	32%	22%	40%	30%	35%	18%	13%	31%	38%	**	**	**	**	**	**
		f	acef	ef	aef										
Contact the provider you were using at the time	513	32	84	99	81	17	8	39	105	**	**	**	**	**	**
	31%	19%	34%	33%	40%	18%	9%	34%	37%	**	**	**	**	**	**
		f	aef	aef	aef	f									
Install any new equipment yourself/ within your household (e.g. router, set top box)	398	-	-	-	-	-	-	51	104	**	**	**	**	**	**
	24%	-%	-%	-%	-%	-%	-%	45%	37%	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	372	17	39	66	52	14	7	30	81	**	**	**	**	**	**
	23%	10%	16%	22%	26%	15%	8%	26%	29%	**	**	**	**	**	**
			f	af	abef										
Experience your previous provider trying to persuade you to stay	340	15	46	55	40	15	7	27	77	**	**	**	**	**	**
	21%	9%	18%	18%	20%	15%	8%	24%	27%	**	**	**	**	**	**
			af	af	af										

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Have an engineer visit by the new provider to install equipment or set up services	278	-	-	-	-	-	-	26	97	**	**	**	**	**	**
	17%	-%	-%	-%	-%	-%	-%	23%	34%	**	**	**	**	**	**
								a							
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	266	-	-	-	-	-	-	33	104	**	**	**	**	**	**
	16%	-%	-%	-%	-%	-%	-%	29%	37%	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	233	22	24	39	26	13	10	15	61	**	**	**	**	**	**
	14%	13%	9%	13%	13%	13%	11%	13%	22%	**	**	**	**	**	**
								a							
Leave your contract early/ before the end of your minimum contract period	230	7	11	44	28	16	4	15	80	**	**	**	**	**	**
	14%	4%	4%	15%	14%	16%	4%	13%	28%	**	**	**	**	**	**
				abf	abf	abf		a							
Have to return equipment to your previous provider	203	-	-	-	-	-	-	20	88	**	**	**	**	**	**
	12%	-%	-%	-%	-%	-%	-%	17%	31%	**	**	**	**	**	**
								a							
Experience any other devices or products you own not working with the new service	159	18	9	30	24	5	4	12	61	**	**	**	**	**	**
	10%	11%	4%	10%	12%	5%	4%	11%	22%	**	**	**	**	**	**
		b		b	bef			a							
Find out you had to pay any disconnection charges to your previous provider	140	-	-	-	-	-	-	15	68	**	**	**	**	**	**
	9%	-%	-%	-%	-%	-%	-%	13%	24%	**	**	**	**	**	**
								a							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Pay up-front costs for your new mobile handset	121	34	28	59	41	18	21	-	-	**	**	**	**	**	**
	7%	20%	11%	20%	20%	18%	23%	-%	-%	**	**	**	**	**	**
		b		b	b		b								
Unlock your handset to take it with you	112	23	49	40	32	8	8	-	-	**	**	**	**	**	**
	7%	13%	20%	13%	16%	8%	9%	-%	-%	**	**	**	**	**	**
			cef		e										
Find out you had to pay a charge for not returning equipment to your previous provider	87	-	-	-	-	-	-	14	44	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	13%	16%	**	**	**	**	**	**
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	66	17	10	39	26	13	6	-	-	**	**	**	**	**	**
	4%	10%	4%	13%	13%	13%	7%	-%	-%	**	**	**	**	**	**
		b		b	b	b									
Lose any content (programmes, apps, photos, data) you had stored from your previous service	21	-	-	-	-	-	-	-	9	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	3%	**	**	**	**	**	**
									a						
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	15	-	-	-	-	-	-	-	9	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	3%	**	**	**	**	**	**
									a						
None of these	73	26	14	20	10	10	23	3	3	**	**	**	**	**	**
	4%	15%	6%	7%	5%	10%	26%	3%	1%	**	**	**	**	**	**
		bcd					abcde								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Can't remember	34	6	6	6	3	3	3	5	3	**	**	**	**	**	**
	2%	3%	2%	2%	1%	3%	3%	4%	1%	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Compare what different providers were offering	790	**	**	**	**	333	457	398	283	106	279	247	105	157	526	263
	48%	**	**	**	**	46%	50%	48%	51%	43%	50%	51%	48%	43%	50%	45%
									c		d	df			df	
Set up a new online account	638	**	**	**	**	305	331	301	226	108	239	187	79	132	427	211
	39%	**	**	**	**	43%	36%	36%	41%	43%	42%	39%	36%	36%	41%	36%
						b				a	df				f	
Choose the date you wanted to start using the service	527	**	**	**	**	244	280	279	156	91	221	160	60	85	381	145
	32%	**	**	**	**	34%	31%	34%	28%	37%	39%	33%	27%	23%	36%	25%
								b		b	bcdf	df			cdf	
Find out what you needed to do in order to switch	519	**	**	**	**	220	297	280	159	77	212	156	63	86	368	149
	32%	**	**	**	**	31%	32%	34%	29%	31%	38%	32%	29%	24%	35%	26%
								b			cdf	df			df	
Contact the provider you were using at the time	513	**	**	**	**	237	273	268	175	70	206	155	53	96	361	149
	31%	**	**	**	**	33%	30%	32%	32%	28%	37%	32%	24%	26%	35%	25%
											cdf	cdf			cdf	
Install any new equipment yourself/ within your household (e.g. router, set top box)	398	**	**	**	**	175	221	192	141	62	140	114	46	96	254	143
	24%	**	**	**	**	24%	24%	23%	26%	25%	25%	24%	21%	26%	24%	24%
Try to negotiate a better deal with your previous provider	372	**	**	**	**	176	194	201	126	44	145	108	51	67	253	118
	23%	**	**	**	**	25%	21%	24%	23%	18%	26%	22%	23%	18%	24%	20%
								c			df				df	
Experience your previous provider trying to persuade you to stay	340	**	**	**	**	159	181	183	109	48	140	103	40	55	243	96
	21%	**	**	**	**	22%	20%	22%	20%	19%	25%	21%	18%	15%	23%	16%
											cdf	df			df	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Have an engineer visit by the new provider to install equipment or set up services	278 17%	** **	** **	** **	** **	111 16%	167 18%	162 20% bc	81 15%	34 14%	104 19%	81 17%	33 15%	58 16%	185 18%	91 16%
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	266 16%	** **	** **	** **	** **	119 17%	147 16%	151 18% c	84 15%	31 12%	100 18% d	78 16%	42 19% d	45 12%	178 17% d	87 15%
Receive any unexpected bills or charges from your previous provider	233 14%	** **	** **	** **	** **	98 14%	134 15%	154 19% bc	61 11%	18 7%	88 16% b	56 12%	35 16%	54 15%	144 14%	89 15%
Leave your contract early/ before the end of your minimum contract period	230 14%	** **	** **	** **	** **	80 11%	149 16% a	168 20% bc	48 9%	15 6%	99 18% bdf	57 12%	29 13%	44 12%	157 15%	73 12%
Have to return equipment to your previous provider	203 12%	** **	** **	** **	** **	104 14% b	99 11%	126 15% bc	55 10%	21 8%	77 14%	54 11%	27 12%	44 12%	131 13%	71 12%
Experience any other devices or products you own not working with the new service	159 10%	** **	** **	** **	** **	72 10%	88 10%	134 16% bc	22 4% c	3 1%	85 15% bcdef	33 7%	18 8%	22 6%	118 11% bdf	40 7%
Find out you had to pay any disconnection charges to your previous provider	140 9%	** **	** **	** **	** **	71 10%	68 7%	100 12% bc	28 5%	11 4%	62 11% bdf	34 7%	25 11% bd	19 5%	96 9% d	44 7%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Pay up-front costs for your new mobile handset	121	**	**	**	**	51	71	65	34	23	47	28	17	29	75	46
	7%	**	**	**	**	7%	8%	8%	6%	9%	8%	6%	8%	8%	7%	8%
Unlock your handset to take it with you	112	**	**	**	**	47	65	55	39	17	44	33	16	19	77	35
	7%	**	**	**	**	6%	7%	7%	7%	7%	8%	7%	7%	5%	7%	6%
Find out you had to pay a charge for not returning equipment to your previous provider	87	**	**	**	**	42	45	74	13	1	45	22	9	11	67	20
	5%	**	**	**	**	6%	5%	9%	2%	1%	8%	5%	4%	3%	6%	3%
								bc	c		bdf				df	
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	66	**	**	**	**	22	43	51	12	4	28	19	6	14	47	20
	4%	**	**	**	**	3%	5%	6%	2%	1%	5%	4%	3%	4%	4%	3%
								bc								
Lose any content (programmes, apps, photos, data) you had stored from your previous service	21	**	**	**	**	8	13	12	6	2	9	7	3	2	16	5
	1%	**	**	**	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	15	**	**	**	**	11	4	12	2	1	5	5	4	1	10	4
	1%	**	**	**	**	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
						b		b					d			
None of these	73	**	**	**	**	29	44	25	31	17	18	17	8	30	35	38
	4%	**	**	**	**	4%	5%	3%	6%	7%	3%	4%	4%	8%	3%	7%
									a	a				abce		abe
Can't remember	34	**	**	**	**	13	21	18	11	5	8	11	7	9	19	16
	2%	**	**	**	**	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	3%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Compare what different providers were offering	790 48%	672 49%	64 51%	39 45%	** **	704 48%	86 47%	277 44%	503 51%
									a
Set up a new online account	638 39%	543 39%	48 38%	38 44%	** **	558 38%	80 44%	232 37%	400 41%
Choose the date you wanted to start using the service	527 32%	441 32%	46 36%	27 31%	** **	481 33%	46 26%	201 32%	321 33%
						b			
Find out what you needed to do in order to switch	519 32%	441 32%	37 29%	28 32%	** **	465 32%	53 30%	207 33%	306 31%
Contact the provider you were using at the time	513 31%	444 32%	39 31%	19 22%	** **	456 31%	57 32%	212 34%	291 30%
		c							
Install any new equipment yourself/ within your household (e.g. router, set top box)	398 24%	340 25%	24 19%	28 32%	** **	346 24%	52 28%	147 24%	247 25%
				b					
Try to negotiate a better deal with your previous provider	372 23%	314 23%	28 22%	20 23%	** **	330 23%	41 23%	158 25%	205 21%
								b	
Experience your previous provider trying to persuade you to stay	340 21%	293 21%	20 16%	14 16%	** **	309 21%	31 17%	153 24%	182 18%
								b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Have an engineer visit by the new provider to install equipment or set up services	278 17%	230 17%	19 15%	18 20%	** **	249 17%	28 16%	120 19%	154 16%
Pay an initial connection or other start-up fee, costs, equipment charges to your new provider	266 16%	225 16%	19 15%	17 19%	** **	235 16%	31 17%	118 19% b	144 15%
Receive any unexpected bills or charges from your previous provider	233 14%	196 14%	16 13%	17 19%	** **	218 15% b	15 8%	119 19% b	112 11%
Leave your contract early/ before the end of your minimum contract period	230 14%	194 14%	17 14%	10 12%	** **	206 14%	24 13%	117 19% b	110 11%
Have to return equipment to your previous provider	203 12%	168 12%	17 13%	11 13%	** **	184 13%	18 10%	91 15% b	110 11%
Experience any other devices or products you own not working with the new service	159 10%	140 10%	8 6%	8 10%	** **	150 10% b	9 5%	99 16% b	59 6%
Find out you had to pay any disconnection charges to your previous provider	140 9%	125 9%	9 7%	5 5%	** **	130 9%	10 6%	75 12% b	64 7%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 34

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Pay up-front costs for your new mobile handset	121	95	13	9	**	105	16	49	69
	7%	7%	10%	10%	**	7%	9%	8%	7%
Unlock your handset to take it with you	112	93	10	8	**	101	10	61	48
	7%	7%	8%	9%	**	7%	6%	10%	5%
								b	
Find out you had to pay a charge for not returning equipment to your previous provider	87	70	8	4	**	82	5	50	36
	5%	5%	6%	5%	**	6%	3%	8%	4%
								b	
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	66	54	5	4	**	62	4	36	29
	4%	4%	4%	5%	**	4%	2%	6%	3%
								b	
Lose any content (programmes, apps, photos, data) you had stored from your previous service	21	19	-	1	**	18	3	7	14
	1%	1%	-%	1%	**	1%	1%	1%	1%
Lose specific benefits, uses such as watching 'on the go' or channels which came with your previous service	15	15	-	-	**	15	-	5	9
	1%	1%	-%	-%	**	1%	-%	1%	1%
None of these	73	66	6	1	**	60	13	27	42
	4%	5%	5%	1%	**	4%	7%	4%	4%
							a		
Can't remember	34	29	2	1	**	30	4	11	22
	2%	2%	2%	1%	**	2%	2%	2%	2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	70	-	70	-	-	-	-	-	70	40	30	
Effective Weighted Sample	69	-	69	-	-	-	-	-	69	40	30	
Total	62	-	62	-	-	-	-	-	62	39	23	
Leave your contract early/ before the end of your minimum contract period	**	**	**	**	**	**	**	**	**	**	**	**
Compare what different providers were offering	**	**	**	**	**	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	**	**	**	**	**	**	**	**	**	**	**	**
Experience your previous provider trying to persuade you to stay	**	**	**	**	**	**	**	**	**	**	**	**
Contact the provider you were using at the time	**	**	**	**	**	**	**	**	**	**	**	**
Set up a new online account	**	**	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 35

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	70	-	70	-	-	-	-	-	70	40	30	
Effective Weighted Sample	69	-	69	-	-	-	-	-	69	40	30	
Total	62	-	62	-	-	-	-	-	62	39	23	
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
Choose the date you wanted to start using the service	**	**	**	**	**	**	**	**	**	**	**	**
Unlock your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**
Pay up-front costs for your new mobile handset	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 35

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	70	8	12	50	29	21	5	-	-	-	-	-	-	-	-
Effective Weighted Sample	69	8	12	49	29	21	5	-	-	-	-	-	-	-	-
Total	62	7	11	44	28	16	4	-	-	-	-	-	-	-	-
Leave your contract early/ before the end of your minimum contract period	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Compare what different providers were offering	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience your previous provider trying to persuade you to stay	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contact the provider you were using at the time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Set up a new online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 35

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	70	8	12	50	29	21	5	-	-	-	-	-	-	-	-
Effective Weighted Sample	69	8	12	49	29	21	5	-	-	-	-	-	-	-	-
Total	62	7	11	44	28	16	4	-	-	-	-	-	-	-	-
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Choose the date you wanted to start using the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlock your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay up-front costs for your new mobile handset	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 35

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	70	-	-	-	-	24	46	56	10	4	29	19	6	16	48	22
Effective Weighted Sample	69	-	-	-	-	24	45	55	10	4	29	19	6	16	47	22
Total	62	-	-	-	-	21	41	49	9	4	26	17	5	14	43	19
Leave your contract early/ before the end of your minimum contract period	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Compare what different providers were offering	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience your previous provider trying to persuade you to stay	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Contact the provider you were using at the time	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Set up a new online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	70	-	-	-	-	24	46	56	10	4	29	19	6	16	48	22
Effective Weighted Sample	69	-	-	-	-	24	45	55	10	4	29	19	6	16	47	22
Total	62	-	-	-	-	21	41	49	9	4	26	17	5	14	43	19
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Choose the date you wanted to start using the service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Unlock your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay up-front costs for your new mobile handset	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	70	60	8	1	1	65	5	39	30
Effective Weighted Sample	69	59	8	1	1	64	5	38	30
Total	62	53	7	1	1	57	4	34	27
Leave your contract early/ before the end of your minimum contract period	**	**	**	**	**	**	**	**	**
Compare what different providers were offering	**	**	**	**	**	**	**	**	**
Find out what you needed to do in order to switch	**	**	**	**	**	**	**	**	**
Experience your previous provider trying to persuade you to stay	**	**	**	**	**	**	**	**	**
Contact the provider you were using at the time	**	**	**	**	**	**	**	**	**
Set up a new online account	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your previous provider	**	**	**	**	**	**	**	**	**
Receive any unexpected bills or charges from your previous provider	**	**	**	**	**	**	**	**	**
Experience any other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 35

Any break column with 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 switching their mobile phone service in the last six months who left their contract early/ before the end of their minimum contract period

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	70	60	8	1	1	65	5	39	30
Effective Weighted Sample	69	59	8	1	1	64	5	38	30
Total	62	53	7	1	1	57	4	34	27
Move your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
Choose the date you wanted to start using the service	**	**	**	**	**	**	**	**	**
Unlock your handset to take it with you	**	**	**	**	**	**	**	**	**
Pay up-front costs for your new mobile handset	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 36

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c
Significance Level: 95%											
Unweighted row	250	104	174	54	50	33	56	15	70	40	30
Effective Weighted Sample	225	99	166	53	50	33	55	15	69	40	30
Total	230	73	135	45	28	18	46	9	62	39	23
Yes	137 60%	36 50%	68 50%	**	**	**	**	**	**	**	**
No	82 36%	34 46%	61 45%	**	**	**	**	**	**	**	**
Don't know	11 5%	3 4%	6 4%	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 36

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	-c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	250	8	12	50	29	21	5	20	56	-	-	-	-	-	-
Effective Weighted Sample	225	8	12	49	29	21	5	20	56	-	-	-	-	-	-
Total	230	7	11	44	28	16	4	15	80	-	-	-	-	-	-
Yes	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 36

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	~b	~c	a	~b	~c	~d	e	~f
Unweighted row	250	-	-	-	-	89	160	175	56	19	103	63	32	52	166	84
Effective Weighted Sample	225	-	-	-	-	80	144	158	50	18	93	57	28	47	150	75
Total	230	-	-	-	-	80	149	168	48	15	99	57	29	44	157	73
Yes	137	**	**	**	**	**	82	105	**	**	63	**	**	**	93	**
	60%	**	**	**	**	**	55%	63%	**	**	63%	**	**	**	59%	**
No	82	**	**	**	**	**	57	53	**	**	32	**	**	**	55	**
	36%	**	**	**	**	**	38%	32%	**	**	32%	**	**	**	35%	**
Don't know	11	**	**	**	**	**	9	9	**	**	5	**	**	**	8	**
	5%	**	**	**	**	**	6%	6%	**	**	5%	**	**	**	5%	**

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

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	250	208	21	12	9	224	26	125	121
Effective Weighted Sample	225	187	20	11	8	202	24	112	110
Total	230	194	17	10	8	206	24	117	110
Yes	137 60%	117 60%	**	**	**	131 63%	**	80 68%	56 51%
								b	
No	82 36%	68 35%	**	**	**	67 32%	**	35 30%	46 42%
									a
Don't know	11 5%	9 5%	**	**	**	9 4%	**	3 2%	8 7%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 37

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Yes	137	36	68	23	13	10	23	3	32	20	12
	8%	7%	5%	7%	6%	11%	7%	3%	4%	4%	5%
No	82	34	61	20	14	7	21	6	27	18	10
	5%	7%	5%	6%	7%	7%	7%	6%	4%	4%	4%
Don't know	11	3	6	2	1	1	2	1	3	2	1
	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	*%
DID NOT LEAVE CONTRACT EARLY	1405	440	1101	259	181	77	277	85	661	456	205
	86%	86%	89%	85%	86%	81%	86%	90%	91%	92%	90%
			a					a			

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 37

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Yes	137	4	4	24	14	10	2	11	58	**	**	**	**	**	**
	8%	2%	2%	8%	7%	10%	3%	9%	21%	**	**	**	**	**	**
				ab	ab	abf			a						
No	82	2	4	21	15	6	2	4	17	**	**	**	**	**	**
	5%	1%	2%	7%	7%	6%	2%	3%	6%	**	**	**	**	**	**
				abf	abf	ab									
Don't know	11	-	3	-	-	-	-	1	4	**	**	**	**	**	**
	1%	0%	1%	0%	0%	0%	0%	1%	2%	**	**	**	**	**	**
DID NOT LEAVE CONTRACT EARLY	1405	166	238	258	174	84	84	99	205	**	**	**	**	**	**
	86%	96%	96%	85%	86%	84%	96%	87%	72%	**	**	**	**	**	**
		cde	cde				cde	b							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 37

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Yes	137	**	**	**	**	53	82	105	25	7	63	30	18	26	93	44
	8%	**	**	**	**	7%	9%	13%	4%	3%	11%	6%	8%	7%	9%	7%
								bc			bdf					
No	82	**	**	**	**	25	57	53	22	7	32	23	11	16	55	27
	5%	**	**	**	**	3%	6%	6%	4%	3%	6%	5%	5%	4%	5%	5%
							a	bc								
Don't know	11	**	**	**	**	1	9	9	1	-	5	4	-	2	8	2
	1%	**	**	**	**	*%	1%	1%	*%	-%	1%	1%	-%	1%	1%	*%
							a									
DID NOT LEAVE CONTRACT EARLY	1405	**	**	**	**	637	767	663	504	234	465	424	190	322	889	513
	86%	**	**	**	**	89%	84%	80%	91%	94%	82%	88%	87%	88%	85%	88%
						b			a	a		a		a		a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 37

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

Q15. You said you left your contract early. Did you have to pay a charge for leaving before the end of your minimum contract period?

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Yes	137 8%	117 8%	8 6%	8 9%	** **	131 9% b	6 3%	80 13% b	56 6%
No	82 5%	68 5%	8 6%	2 3%	** **	67 5%	15 9% a	35 6%	46 5%
Don't know	11 1%	9 1%	1 1%	- -%	** **	9 1%	2 1%	3 *%	8 1%
DID NOT LEAVE CONTRACT EARLY	1405 86%	1186 86%	109 86%	77 88%	** **	1247 86%	158 87%	508 81%	872 89% a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 38

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
DISCONNECTION CHARGE	140	57	57	28	29	11	29	16	-	-	-
	9%	11%	5%	9%	14%	12%	9%	17%	-%	-%	-%
		b						b			
EARLY TERMINATION CHARGE	137	36	68	23	13	10	23	3	32	20	12
	8%	7%	5%	7%	6%	11%	7%	3%	4%	4%	5%
						c					
EQUIPMENT CHARGE	87	28	28	10	19	4	12	12	-	-	-
	5%	6%	2%	3%	9%	5%	4%	13%	-%	-%	-%
		b			a			ab			
ANY CHARGES FROM PREVIOUS PROVIDER	269	92	124	46	47	19	50	23	32	20	12
	16%	18%	10%	15%	22%	20%	15%	25%	4%	4%	5%
		b			a			b			
NONE OF THESE	1366	421	1112	259	162	76	274	72	691	475	216
	84%	82%	90%	85%	78%	80%	85%	75%	96%	96%	95%
			a	b			c				

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 38

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
DISCONNECTION CHARGE	140	-	-	-	-	-	-	15	68	**	**	**	**	**	**
	9%	-%	-%	-%	-%	-%	-%	13%	24%	**	**	**	**	**	**
								a							
EARLY TERMINATION CHARGE	137	4	4	24	14	10	2	11	58	**	**	**	**	**	**
	8%	2%	2%	8%	7%	10%	3%	9%	21%	**	**	**	**	**	**
				ab	ab	abf		a							
EQUIPMENT CHARGE	87	-	-	-	-	-	-	14	44	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	13%	16%	**	**	**	**	**	**
ANY CHARGES FROM PREVIOUS PROVIDER	269	4	4	24	14	10	2	30	114	**	**	**	**	**	**
	16%	2%	2%	8%	7%	10%	3%	27%	40%	**	**	**	**	**	**
				ab	ab	abf		a							
NONE OF THESE	1366	168	244	278	189	90	85	84	171	**	**	**	**	**	**
	84%	98%	98%	92%	93%	90%	97%	73%	60%	**	**	**	**	**	**
		cde	cde				e	b							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 38

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
DISCONNECTION CHARGE	140	**	**	**	**	71	68	100	28	11	62	34	25	19	96	44
	9%	**	**	**	**	10%	7%	12%	5%	4%	11%	7%	11%	5%	9%	7%
								bc			bdf		bd		d	
EARLY TERMINATION CHARGE	137	**	**	**	**	53	82	105	25	7	63	30	18	26	93	44
	8%	**	**	**	**	7%	9%	13%	4%	3%	11%	6%	8%	7%	9%	7%
								bc			bdf					
EQUIPMENT CHARGE	87	**	**	**	**	42	45	74	13	1	45	22	9	11	67	20
	5%	**	**	**	**	6%	5%	9%	2%	*%	8%	5%	4%	3%	6%	3%
								bc	c		bdf				df	
ANY CHARGES FROM PREVIOUS PROVIDER	269	**	**	**	**	121	146	204	49	15	117	68	39	45	185	83
	16%	**	**	**	**	17%	16%	25%	9%	6%	21%	14%	18%	12%	18%	14%
								bc			bdf				df	
NONE OF THESE	1366	**	**	**	**	595	770	627	503	234	447	414	181	322	861	503
	84%	**	**	**	**	83%	84%	75%	91%	94%	79%	86%	82%	88%	82%	86%
									a	a		a		ae		ae

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 38

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

SUMMARY OF CHARGES FROM PREVIOUS PROVIDER

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
DISCONNECTION CHARGE	140	125	9	5	**	130	10	75	64
	9%	9%	7%	5%	**	9%	6%	12%	7%
								b	
EARLY TERMINATION CHARGE	137	117	8	8	**	131	6	80	56
	8%	8%	6%	9%	**	9%	3%	13%	6%
						b		b	
EQUIPMENT CHARGE	87	70	8	4	**	82	5	50	36
	5%	5%	6%	5%	**	6%	3%	8%	4%
								b	
ANY CHARGES FROM PREVIOUS PROVIDER	269	229	20	13	**	251	17	141	125
	16%	17%	16%	14%	**	17%	10%	23%	13%
						b		b	
NONE OF THESE	1366	1152	107	75	**	1203	164	484	857
	84%	83%	84%	86%	**	83%	90%	77%	87%
							a		a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 39

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	143	52	88	28	24	19	28	5	36	20	16
Effective Weighted Sample	128	49	84	27	24	19	27	5	35	20	16
Total	137	36	68	23	13	10	23	3	32	20	12
Before I had look at any alternatives/ contacted any other providers	57 41%	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	41 30%	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	20 15%	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	18 13%	**	**	**	**	**	**	**	**	**	**
Don't know	1 *%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 39

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	143	5	4	27	14	13	3	14	41	-	-	-	-	-	-
Effective Weighted Sample	128	5	4	27	14	13	3	14	41	-	-	-	-	-	-
Total	137	4	4	24	14	10	2	11	58	-	-	-	-	-	-
Before I had look at any alternatives/ contacted any other providers	57 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	41 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	20 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	18 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 *	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 39

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	143	-	-	-	-	57	85	102	31	10	63	32	18	30	95	48
Effective Weighted Sample	128	-	-	-	-	51	76	93	28	9	57	29	16	27	86	43
Total	137	-	-	-	-	53	82	105	25	7	63	30	18	26	93	44
Before I had look at any alternatives/ contacted any other providers	57 41%	** **	** **	** **	** **	** **	** **	49 47%	** **	** **	** **	** **	** **	** **	** **	** **
After I had looked at alternatives but before I had made a final decision	41 30%	** **	** **	** **	** **	** **	** **	35 33%	** **	** **	** **	** **	** **	** **	** **	** **
After I had decided on an alternative provider, but before I had signed up	20 15%	** **	** **	** **	** **	** **	** **	12 11%	** **	** **	** **	** **	** **	** **	** **	** **
After I had signed up with an alternative provider	18 13%	** **	** **	** **	** **	** **	** **	9 9%	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	1 *%	** **	** **	** **	** **	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 39

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

Q16. When did you find out you had to pay a charge for leaving before the end of your minimum contract period (i.e. an 'early termination charge')?

Base: Those interviewed about their switching experience in the last six months who left their contract early/ before the end of their minimum contract period and who had to pay an 'early termination charge'

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	143	120	10	9	4	136	7	82	59
Effective Weighted Sample	128	108	9	8	4	122	6	73	53
Total	137	117	8	8	4	131	6	80	56
Before I had look at any alternatives/ contacted any other providers	57	50	**	**	**	54	**	**	**
	41%	43%	**	**	**	41%	**	**	**
After I had looked at alternatives but before I had made a final decision	41	35	**	**	**	38	**	**	**
	30%	30%	**	**	**	29%	**	**	**
After I had decided on an alternative provider, but before I had signed up	20	17	**	**	**	20	**	**	**
	15%	15%	**	**	**	15%	**	**	**
After I had signed up with an alternative provider	18	15	**	**	**	18	**	**	**
	13%	13%	**	**	**	14%	**	**	**
Don't know	1	-	**	**	**	1	**	**	**
	*%	-%	**	**	**	*%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 40

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	150	82	82	33	49	21	35	26	-	-	-
Effective Weighted Sample	131	78	78	32	49	21	34	26	-	-	-
Total	140	57	57	28	29	11	29	16	-	-	-
Before I had looked at any alternatives/ contacted any other providers	50	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	49	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	25	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	14	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 40

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	150	-	-	-	-	-	-	20	48	-	-	-	-	-	-
Effective Weighted Sample	131	-	-	-	-	-	-	20	48	-	-	-	-	-	-
Total	140	-	-	-	-	-	-	15	68	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	50 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	49 35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	25 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	14 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 40

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	150	-	-	-	-	76	73	98	35	16	65	36	28	20	101	48
Effective Weighted Sample	131	-	-	-	-	67	64	87	31	15	57	32	24	18	89	42
Total	140	-	-	-	-	71	68	100	28	11	62	34	25	19	96	44
Before I had looked at any alternatives/ contacted any other providers	50	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**
After I had looked at alternatives but before I had made a final decision	49	**	**	**	**	**	**	**	**	**	**	**	**	**	33	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	34%	**
After I had decided on an alternative provider, but before I had signed up	25	**	**	**	**	**	**	**	**	**	**	**	**	**	16	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	17%	**
After I had signed up with an alternative provider	14	**	**	**	**	**	**	**	**	**	**	**	**	**	10	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	11%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	1	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	1%	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 40

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

Q17. When did you find out you had to pay any disconnection charges to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay any disconnection charges to their previous provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	150	131	11	6	2	140	10	75	73
Effective Weighted Sample	131	114	10	6	2	122	9	66	64
Total	140	125	9	5	2	130	10	75	64
Before I had looked at any alternatives/ contacted any other providers	50	44	**	**	**	47	**	**	**
	35%	36%	**	**	**	36%	**	**	**
After I had looked at alternatives but before I had made a final decision	49	42	**	**	**	44	**	**	**
	35%	33%	**	**	**	33%	**	**	**
After I had decided on an alternative provider, but before I had signed up	25	24	**	**	**	23	**	**	**
	18%	19%	**	**	**	18%	**	**	**
After I had signed up with an alternative provider	14	13	**	**	**	14	**	**	**
	10%	10%	**	**	**	11%	**	**	**
Don't know	3	2	**	**	**	3	**	**	**
	2%	2%	**	**	**	2%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 41

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	93	43	43	12	31	8	16	19	-	-	-
Effective Weighted Sample	81	42	42	12	31	8	15	19	-	-	-
Total	87	28	28	10	19	4	12	12	-	-	-
Before I had looked at any alternatives/ contacted any other providers	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 41

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	93	-	-	-	-	-	-	19	31	-	-	-	-	-	-
Effective Weighted Sample	81	-	-	-	-	-	-	19	31	-	-	-	-	-	-
Total	87	-	-	-	-	-	-	14	44	-	-	-	-	-	-
Before I had looked at any alternatives/ contacted any other providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 41

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	93	-	-	-	-	44	49	75	17	1	45	26	10	12	71	22
Effective Weighted Sample	81	-	-	-	-	38	43	66	15	1	40	22	9	10	62	19
Total	87	-	-	-	-	42	45	74	13	1	45	22	9	11	67	20
Before I had looked at any alternatives/ contacted any other providers	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 41

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

Q18. When did you find out you had to pay any charges for not returning equipment to your previous provider?

Base: Those interviewed about their switching experience in the last six months who found out they had to pay a charge for not returning equipment to their previous provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	93	74	10	4	5	86	7	52	40
Effective Weighted Sample	81	65	9	4	4	75	6	45	35
Total	87	70	8	4	4	82	5	50	36
Before I had looked at any alternatives/ contacted any other providers	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
After I had looked at alternatives but before I had made a final decision	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
After I had decided on an alternative provider, but before I had signed up	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
After I had signed up with an alternative provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Canceling your previous service (P)	208 13%	41 8%	119 10%	21 7%	20 9%	9 10%	24 8%	7 7%	79 11%	53 11%	26 11%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	176 11%	29 6%	99 8% a	10 3%	19 9% a	4 4%	15 5%	10 11% ab	70 10%	48 10%	22 10%
Arranging the switch so that you always had access to your services (P)	161 10%	25 5%	80 6%	12 4%	13 6%	4 5%	15 5%	6 7%	55 8%	40 8%	14 6%
Getting a better deal with your previous provider	153 9%	62 12% b	115 9%	39 13%	23 11%	11 12%	44 14% c	7 7%	53 7% c	45 9% c	8 4%
Understanding the relevant steps required to switch provider	111 7%	14 3%	54 4%	2 1%	11 5% a	3 3%	4 1%	8 8% ab	40 6%	30 6%	10 4%
Contacting your new provider	111 7%	19 4%	54 4%	7 2%	12 6% a	3 3%	10 3%	6 6%	35 5%	25 5%	10 4%
Finding time to research the market	108 7%	10 2%	49 4% a	2 1%	7 3% a	2 2%	3 1%	4 5% b	40 5%	31 6%	8 4%
Resolving billing issues with your previous provider	95 6%	30 6%	63 5%	19 6%	11 5%	4 5%	22 7%	4 4%	34 5%	22 4%	12 5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your previous provider	73 4%	14 3%	38 3%	5 2%	8 4%	1 1%	8 3%	4 5% a	24 3%	21 4%	4 2%
Keeping/ transferring your phone number	68 4%	5 1%	41 3% a	2 1%	2 1%	1 1%	4 1%	- -% c	36 5% c	36 7% c	- -%
Your previous provider trying to persuade you to stay	63 4%	12 2%	36 3%	7 2%	5 2%	1 1%	9 3%	2 2%	24 3%	19 4%	5 2%
Paying the charge to exit your contract early	53 3%	12 2%	29 2%	7 2%	5 2%	3 3%	8 2%	1 1%	17 2%	12 2%	5 2%
Paying a disconnection charge to your previous provider	46 3%	12 2% b	12 1%	8 3%	4 2%	2 2%	8 3%	2 2%	- -%	- -%	- -%
Getting the switch to happen on the date you wanted (P)	46 3%	10 2%	19 2%	4 1%	6 3%	3 3%	6 2%	1 1%	9 1%	6 1%	3 1%
Returning your previous provider's equipment	46 3%	10 2% b	10 1%	4 1%	7 3%	3 3%	4 1%	3 3%	- -%	- -%	- -%
Other devices or products you own not working with the new service	45 3%	6 1%	23 2%	3 1%	3 1%	- -%	4 1%	1 1%	17 2%	15 3%	2 1%
Comparing what different providers are offering	42 3%	6 1%	18 1%	2 1%	4 2%	2 2%	4 1%	1 1%	12 2%	9 2%	3 1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Setting up a new online account	36 2%	5 1%	12 1%	4 1%	1 1%	1 1%	3 1%	1 1%	7 1%	5 1%	2 1%
Having new equipment installed by the new provider	34 2%	10 2%	10 1%	3 1%	7 3%	2 2%	3 1%	4 5%	- -%	- -%	- -%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 2%	7 1%	7 1%	4 1%	2 1%	1 1%	4 1%	2 2%	- -%	- -%	- -%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29 2%	4 1%	4 *%	1 *%	3 1%	2 2%	- -%	3 3%	- -%	- -%	- -%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	17 1%	- -%	17 1%	- -%	- -%	- -%	- -%	- -%	17 2%	14 3%	4 2%
Unlocking your handset to take it with you	17 1%	- -%	17 1%	- -%	- -%	- -%	- -%	- -%	17 2%	13 3%	5 2%
ANY PROCESS DIFFICULTIES (P)	359 22%	71 14%	210 17%	34 11%	37 18%	13 14%	41 13%	16 17%	139 19%	98 20%	41 18%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
Significance Level: 95%	a	b	a	b	a	b	c	a	b	c	
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
NONE OF THESE	1054	356	854	218	138	65	227	64	498	327	171
	64%	69%	69%	72%	66%	68%	70%	67%	69%	66%	75%
											ab
Base for stats	1635	513	1236	304	209	95	323	95	723	495	228
Mean number of difficulties	1.1	.7	.7	.5	.8	.6	.6	.8	.8	.9	.6
					a					c	
Standard deviation	2.17	1.41	1.57	1.10	1.75	1.34	1.36	1.63	1.68	1.73	1.55
Columns Tested: a,b - a,b - a,b,c - a,b,c											

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Canceling your previous service (P)	208	23	17	39	23	15	10	19	70	**	**	**	**	**	**
	13%	13%	7%	13%	12%	15%	11%	17%	25%	**	**	**	**	**	**
		b		b		b									
Arranging the switch so that you were not paying for your old and new services at the same time (P)	176	23	18	29	19	11	9	18	58	**	**	**	**	**	**
	11%	13%	7%	10%	9%	11%	10%	16%	21%	**	**	**	**	**	**
		b													
Arranging the switch so that you always had access to your services (P)	161	22	13	20	16	5	10	12	68	**	**	**	**	**	**
	10%	13%	5%	7%	8%	5%	11%	11%	24%	**	**	**	**	**	**
		bce					be		a						
Getting a better deal with your previous provider	153	9	19	25	21	5	2	11	27	**	**	**	**	**	**
	9%	5%	8%	8%	10%	5%	3%	9%	10%	**	**	**	**	**	**
				f	f										
Understanding the relevant steps required to switch provider	111	16	7	17	13	4	5	11	46	**	**	**	**	**	**
	7%	9%	3%	5%	6%	4%	5%	10%	16%	**	**	**	**	**	**
		b													
Contacting your new provider	111	14	6	15	11	5	5	8	48	**	**	**	**	**	**
	7%	8%	2%	5%	5%	5%	6%	7%	17%	**	**	**	**	**	**
		b						a							
Finding time to research the market	108	17	5	17	15	2	4	9	50	**	**	**	**	**	**
	7%	10%	2%	6%	7%	2%	4%	8%	18%	**	**	**	**	**	**
		be		b	be			a							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Resolving billing issues with your previous provider	95 6%	14 8% cd	9 4%	11 4%	7 3%	4 4%	7 8%	6 5%	26 9%	** **	** **	** **	** **	** **	** **
Contacting your previous provider	73 4%	5 3%	7 3%	12 4%	11 5%	2 2%	2 3%	8 7%	27 10%	** **	** **	** **	** **	** **	** **
Keeping/ transferring your phone number	68 4%	12 7% bef	7 3%	18 6% ef	18 9% bef	- -%	- -%	5 5%	21 8%	** **	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	63 4%	2 1%	9 3%	13 4%	11 5% a	2 2%	2 3%	8 7%	19 7%	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	53 3%	5 3%	3 1%	9 3%	7 3%	2 2%	2 3%	3 3%	21 8% a	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	46 3%	- -%	- -%	- -%	- -%	- -%	- -%	5 4%	30 11% a	** **	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	46 3%	4 3% b	1 *%	3 1%	2 1%	2 2%	2 2%	8 7%	20 7%	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	46 3%	- -%	- -%	- -%	- -%	- -%	- -%	6 5%	30 11%	** **	** **	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Other devices or products you own not working with the new service	45	6	2	9	8	1	2	4	19	**	**	**	**	**	**
	3%	4%	1%	3%	4%	1%	2%	3%	7%	**	**	**	**	**	**
		b			b										
Comparing what different providers are offering	42	4	2	6	5	1	2	5	20	**	**	**	**	**	**
	3%	2%	1%	2%	2%	1%	3%	4%	7%	**	**	**	**	**	**
Setting up a new online account	36	3	2	2	2	-	2	1	23	**	**	**	**	**	**
	2%	2%	1%	1%	1%	-%	3%	1%	8%	**	**	**	**	**	**
								a							
Having new equipment installed by the new provider	34	-	-	-	-	-	-	2	21	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	2%	8%	**	**	**	**	**	**
								a							
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	-	-	-	-	-	-	5	20	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	5%	7%	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29	-	-	-	-	-	-	5	20	**	**	**	**	**	**
	2%	-%	-%	-%	-%	-%	-%	4%	7%	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	17	6	2	9	8	2	2	-	-	**	**	**	**	**	**
	1%	4%	1%	3%	4%	2%	3%	-%	-%	**	**	**	**	**	**
		b		b	b										

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Unlocking your handset to take it with you	17	5	3	9	8	2	2	-	-	**	**	**	**	**	**
	1%	3%	1%	3%	4%	2%	3%	-%	-%	**	**	**	**	**	**
					b										
ANY PROCESS DIFFICULTIES (P)	359	42	31	65	44	21	17	33	115	**	**	**	**	**	**
	22%	24%	13%	22%	22%	21%	19%	29%	41%	**	**	**	**	**	**
		b		b	b	b			a						
NONE OF THESE	1054	114	190	193	121	72	66	68	133	**	**	**	**	**	**
	64%	66%	77%	64%	60%	73%	76%	60%	47%	**	**	**	**	**	**
			acd			d	cd	b							
Base for stats	1635	172	248	302	202	100	87	114	285	**	**	**	**	**	**
Mean number of difficulties	1.1	1.1	.5	.9	1.0	.6	.8	1.4	2.4	**	**	**	**	**	**
		be		b	be				a						
Standard deviation	2.17	2.13	1.30	1.63	1.80	1.17	2.10	2.56	3.40	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b															

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Canceling your previous service (P)	208	**	**	**	**	92	116	151	45	11	92	50	33	31	142	64
	13%	**	**	**	**	13%	13%	18%	8%	4%	16%	10%	15%	9%	14%	11%
								bc	c		bdf		d		d	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	176	**	**	**	**	76	97	128	38	9	79	48	19	28	127	47
	11%	**	**	**	**	11%	11%	15%	7%	4%	14%	10%	9%	8%	12%	8%
								bc			bcd				df	
Arranging the switch so that you always had access to your services (P)	161	**	**	**	**	65	93	117	28	15	67	37	24	31	105	55
	10%	**	**	**	**	9%	10%	14%	5%	6%	12%	8%	11%	8%	10%	9%
								bc			b					
Getting a better deal with your previous provider	153	**	**	**	**	80	73	82	48	24	64	37	20	32	101	52
	9%	**	**	**	**	11%	8%	10%	9%	9%	11%	8%	9%	9%	10%	9%
						b					b					
Understanding the relevant steps required to switch provider	111	**	**	**	**	53	58	91	15	5	57	19	21	15	75	35
	7%	**	**	**	**	7%	6%	11%	3%	2%	10%	4%	9%	4%	7%	6%
								bc			bdef		bd		bd	
Contacting your new provider	111	**	**	**	**	51	57	84	18	8	58	24	14	15	82	28
	7%	**	**	**	**	7%	6%	10%	3%	3%	10%	5%	6%	4%	8%	5%
								bc			bdf				bdf	
Finding time to research the market	108	**	**	**	**	50	58	94	11	4	53	25	14	16	78	30
	7%	**	**	**	**	7%	6%	11%	2%	1%	9%	5%	7%	4%	7%	5%
								bc			bdf				df	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Resolving billing issues with your previous provider	95 6%	** **	** **	** **	** **	41 6%	53 6%	59 7% c	29 5%	7 3%	32 6%	25 5%	14 7%	22 6%	58 6%	37 6%
Contacting your previous provider	73 4%	** **	** **	** **	** **	34 5%	39 4%	46 6%	19 4%	7 3%	40 7% bdf	13 3%	10 5%	10 3%	53 5% bd	20 3%
Keeping/ transferring your phone number	68 4%	** **	** **	** **	** **	33 5%	34 4%	55 7% bc	8 2%	4 2%	33 6% bf	13 3%	8 4%	13 4%	47 4%	21 4%
Your previous provider trying to persuade you to stay	63 4%	** **	** **	** **	** **	23 3%	40 4%	44 5% bc	13 2%	5 2%	27 5% d	19 4%	9 4%	8 2%	46 4% d	17 3%
Paying the charge to exit your contract early	53 3%	** **	** **	** **	** **	17 2%	37 4% a	45 5% bc	8 1%	1 *%	25 4% b	10 2%	8 4%	10 3%	35 3%	18 3%
Paying a disconnection charge to your previous provider	46 3%	** **	** **	** **	** **	22 3%	24 3%	36 4% bc	8 1%	2 1%	20 3%	14 3%	6 3%	6 2%	34 3%	12 2%
Getting the switch to happen on the date you wanted (P)	46 3%	** **	** **	** **	** **	20 3%	26 3%	38 5% bc	7 1%	1 1%	24 4% df	13 3% d	6 3% d	3 1%	37 4% df	9 2%
Returning your previous provider's equipment	46 3%	** **	** **	** **	** **	20 3%	26 3%	34 4% bc	9 2%	3 1%	25 4% bdf	10 2%	8 4% d	3 1%	35 3% d	11 2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Other devices or products you own not working with the new service	45 3%	** **	** **	** **	** **	19 3%	26 3%	41 5% bc	3 *%	2 1%	24 4% bd	5 1%	8 4% b	7 2%	29 3% b	16 3% b
Comparing what different providers are offering	42 3%	** **	** **	** **	** **	18 3%	24 3%	35 4% bc	5 1%	2 1%	28 5% bcdef	4 1%	3 1%	7 2%	32 3% b	10 2%
Setting up a new online account	36 2%	** **	** **	** **	** **	12 2%	23 3%	29 4% bc	6 1%	- -%	25 4% bcdf	6 1%	3 1%	1 *%	31 3% bdf	4 1%
Having new equipment installed by the new provider	34 2%	** **	** **	** **	** **	13 2%	21 2%	28 3% bc	4 1%	2 1%	17 3% b	5 1%	5 2%	7 2%	22 2%	12 2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 2%	** **	** **	** **	** **	10 1%	22 2%	24 3% b	4 1%	3 1%	17 3% df	8 2%	4 2%	3 1%	25 2%	7 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29 2%	** **	** **	** **	** **	14 2%	14 2%	25 3% bc	2 *%	1 *%	17 3% bdf	5 1%	4 2%	2 1%	22 2% d	6 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	17 1%	** **	** **	** **	** **	8 1%	10 1%	16 2% bc	2 *%	- -%	11 2% bf	3 1%	2 1%	2 1%	14 1%	4 1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Unlocking your handset to take it with you	17	**	**	**	**	7	10	12	4	1	8	7	1	2	14	3
	1%	**	**	**	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ANY PROCESS DIFFICULTIES (P)	359	**	**	**	**	159	198	254	75	29	146	92	55	64	238	119
	22%	**	**	**	**	22%	22%	31%	14%	12%	26%	19%	25%	17%	23%	20%
								bc			bdf		d		d	
NONE OF THESE	1054	**	**	**	**	459	594	473	395	184	333	326	144	250	659	394
	64%	**	**	**	**	64%	65%	57%	72%	74%	59%	68%	65%	68%	63%	67%
									a	a		a		ae		a
Base for stats	1635	**	**	**	**	717	915	831	552	248	564	481	219	366	1045	586
Mean number of difficulties	1.1	**	**	**	**	1.1	1.1	1.6	.6	.5	1.5	.8	1.1	.8	1.2	.9
								bc			bcdef		bd		bdf	
Standard deviation	2.17	**	**	**	**	2.11	2.22	2.71	1.28	1.05	2.79	1.65	2.15	1.51	2.36	1.78

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Canceling your previous service (P)	208	178	18	8	**	198	10	116	89
	13%	13%	14%	9%	**	14%	6%	19%	9%
						b		b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	176	143	20	10	**	168	7	104	68
	11%	10%	15%	12%	**	12%	4%	17%	7%
						b		b	
Arranging the switch so that you always had access to your services (P)	161	134	12	12	**	149	12	94	64
	10%	10%	9%	13%	**	10%	6%	15%	6%
								b	
Getting a better deal with your previous provider	153	127	14	10	**	139	14	70	81
	9%	9%	11%	11%	**	10%	8%	11%	8%
								b	
Understanding the relevant steps required to switch provider	111	90	11	7	**	101	10	66	44
	7%	6%	8%	8%	**	7%	5%	11%	4%
								b	
Contacting your new provider	111	94	10	6	**	102	9	69	39
	7%	7%	8%	7%	**	7%	5%	11%	4%
								b	
Finding time to research the market	108	92	10	5	**	105	3	75	31
	7%	7%	8%	5%	**	7%	2%	12%	3%
						b		b	
Resolving billing issues with your previous provider	95	84	7	3	**	89	7	55	38
	6%	6%	5%	3%	**	6%	4%	9%	4%
								b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your previous provider	73 4%	61 4%	6 5%	5 6%	** **	67 5%	5 3%	44 7% b	28 3%
Keeping/ transferring your phone number	68 4%	58 4%	6 5%	4 4%	** **	64 4%	4 2%	42 7% b	25 3%
Your previous provider trying to persuade you to stay	63 4%	57 4%	4 3%	2 2%	** **	61 4% b	2 1%	36 6% b	27 3%
Paying the charge to exit your contract early	53 3%	48 3%	3 2%	1 2%	** **	51 4%	2 1%	32 5% b	22 2%
Paying a disconnection charge to your previous provider	46 3%	42 3%	3 2%	1 1%	** **	46 3% b	- -%	25 4% b	20 2%
Getting the switch to happen on the date you wanted (P)	46 3%	38 3%	4 3%	3 4%	** **	45 3%	1 1%	28 4% b	17 2%
Returning your previous provider's equipment	46 3%	39 3%	3 2%	3 3%	** **	43 3%	3 2%	31 5% b	14 1%
Other devices or products you own not working with the new service	45 3%	37 3%	3 3%	3 4%	** **	40 3%	5 3%	32 5% b	13 1%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Comparing what different providers are offering	42 3%	36 3%	4 3%	1 2%	** **	39 3%	3 2%	31 5% b	11 1%
Setting up a new online account	36 2%	27 2%	5 4%	4 5% a	** **	36 2% b	- -%	27 4% b	9 1%
Having new equipment installed by the new provider	34 2%	32 2%	- -%	1 1%	** **	28 2%	6 3%	18 3%	16 2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32 2%	30 2%	1 1%	- -%	** **	30 2%	1 1%	20 3% b	12 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29 2%	23 2%	3 3%	1 2%	** **	25 2%	4 2%	20 3% b	9 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	17 1%	12 1%	1 1%	2 2%	** **	16 1%	2 1%	11 2% b	6 1%
Unlocking your handset to take it with you	17 1%	11 1%	3 2%	3 4% a	** **	17 1%	- -%	13 2% b	4 *%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 42

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
ANY PROCESS DIFFICULTIES (P)	359	304	29	19	**	335	23	200	155
	22%	22%	23%	22%	**	23%	13%	32%	16%
						b		b	
NONE OF THESE	1054	889	83	53	**	924	130	341	693
	64%	64%	66%	61%	**	64%	72%	54%	71%
						a	a	a	a
Base for stats	1635	1380	127	87	**	1454	181	625	982
Mean number of difficulties	1.1	1.1	1.2	1.1	**	1.1	.6	1.7	.7
						b		b	
Standard deviation	2.17	2.18	2.38	1.98	**	2.26	1.23	2.82	1.53

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Understanding the relevant steps required to switch provider	350	78	239	37	41	14	43	22	161	120	40
	21%	15%	19%	12%	20%	14%	13%	23%	22%	24%	18%
			a		a			ab		c	
Finding time to research the market	341	77	223	44	33	20	41	16	145	104	42
	21%	15%	18%	15%	16%	21%	13%	17%	20%	21%	18%
						b					
Arranging the switch so that you always had access to your services (P)	336	76	224	44	33	13	45	18	147	122	25
	21%	15%	18%	14%	16%	14%	14%	19%	20%	25%	11%
									c	c	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	327	76	224	43	33	13	48	16	148	112	36
	20%	15%	18%	14%	16%	13%	15%	17%	21%	23%	16%
										c	
Cancelling your previous service (P)	327	84	230	35	49	15	44	25	146	110	36
	20%	16%	19%	11%	23%	15%	14%	27%	20%	22%	16%
					a			ab		c	
Contacting your new provider	228	45	140	24	21	7	24	13	95	69	26
	14%	9%	11%	8%	10%	8%	7%	14%	13%	14%	11%
								b			
Keeping/ transferring your phone number	168	20	134	14	6	4	16	-	114	114	-
	10%	4%	11%	5%	3%	4%	5%	-%	16%	23%	-%
			a			c	c		c	ac	
Comparing what different providers are offering	159	45	113	24	21	8	26	10	68	42	26
	10%	9%	9%	8%	10%	9%	8%	11%	9%	8%	11%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Your previous provider trying to persuade you to stay	135	56	96	34	22	15	34	7	41	29	11
	8%	11%	8%	11%	10%	16%	11%	7%	6%	6%	5%
		b				c					
Getting the switch to happen on the date you wanted (P)	110	25	62	12	13	3	16	6	36	26	10
	7%	5%	5%	4%	6%	3%	5%	7%	5%	5%	4%
Contacting your previous provider	103	30	67	15	15	9	17	5	37	29	8
	6%	6%	5%	5%	7%	9%	5%	5%	5%	6%	3%
Resolving billing issues with your previous provider	87	26	61	19	7	5	19	3	35	25	10
	5%	5%	5%	6%	3%	5%	6%	3%	5%	5%	4%
Getting a better deal with your previous provider	85	24	51	14	10	5	13	6	27	21	6
	5%	5%	4%	5%	5%	5%	4%	6%	4%	4%	3%
Setting up a new online account	84	18	52	9	10	3	9	6	34	22	12
	5%	4%	4%	3%	5%	3%	3%	6%	5%	4%	5%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	34	34	22	12	5	20	8	-	-	-
	5%	7%	3%	7%	6%	5%	6%	9%	-%	-%	-%
		b									
Returning your previous provider's equipment	71	31	31	10	21	8	16	8	-	-	-
	4%	6%	3%	3%	10%	8%	5%	8%	-%	-%	-%
		b			a						

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69 4%	25 5% b	25 2%	14 5%	11 5%	8 8% b	13 4%	4 5%	- -%	- -%	- -%
Having new equipment installed by the new provider	68 4%	25 5% b	25 2%	9 3%	15 7% a	5 6%	14 4%	6 6%	- -%	- -%	- -%
Paying the charge to exit your contract early	60 4%	13 3%	27 2%	9 3%	4 2%	3 3%	7 2%	3 3%	14 2%	11 2%	3 1%
Other devices or products you own not working with the new service	58 4%	9 2%	26 2%	5 2%	4 2%	2 2%	5 2%	3 3%	17 2%	16 3% c	2 1%
Paying a disconnection charge to your previous provider	45 3%	19 4% b	19 2%	9 3%	9 5%	4 4%	9 3%	6 7% b	- -%	- -%	- -%
Unlocking your handset to take it with you	33 2%	- -%	33 3% a	- -%	- -%	- -%	- -%	- -%	33 5% c	29 6% c	4 2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	22 1%	- -%	22 2% a	- -%	- -%	- -%	- -%	- -%	22 3%	15 3%	8 3%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
Significance Level: 95%	a	b	a	b	a	b	c	a	b	c	
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
ANY PROCESS DIFFICULTIES (P)	654	160	444	81	79	30	92	39	284	218	66
	40%	31%	36%	27%	38%	31%	28%	41%	39%	44%	29%
		a	a	a	a	b	b	c	c	c	
NONE OF THESE	692	243	558	150	92	38	162	43	315	198	118
	42%	47%	45%	49%	44%	40%	50%	45%	44%	40%	52%
						a	a				ab
Base for stats	1635	513	1236	304	209	95	323	95	723	495	228
Mean number of difficulties	2.0	1.6	1.7	1.5	1.9	1.8	1.5	2.0	1.8	2.1	1.3
					a			b	c	c	
Standard deviation	2.44	2.27	2.24	2.18	2.37	2.19	2.20	2.51	2.23	2.34	1.87
Columns Tested:	a,b - a,b - a,b,c - a,b,c										

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	350	46	44	70	53	17	16	31	80	**	**	**	**	**	**
	21%	27%	18%	23%	26%	18%	18%	27%	28%	**	**	**	**	**	**
		b			b										
Finding time to research the market	341	42	37	66	49	17	19	33	86	**	**	**	**	**	**
	21%	25%	15%	22%	24%	17%	22%	29%	30%	**	**	**	**	**	**
		b		b	b										
Arranging the switch so that you always had access to your services (P)	336	32	50	66	52	14	6	33	78	**	**	**	**	**	**
	21%	18%	20%	22%	26%	14%	7%	29%	28%	**	**	**	**	**	**
		f	f	f	ef										
Arranging the switch so that you were not paying for your old and new services at the same time (P)	327	33	53	63	43	20	8	29	74	**	**	**	**	**	**
	20%	19%	21%	21%	21%	20%	10%	25%	26%	**	**	**	**	**	**
		f	f	f	f	f									
Cancelling your previous service (P)	327	42	45	59	42	17	12	32	66	**	**	**	**	**	**
	20%	25%	18%	19%	21%	17%	14%	28%	23%	**	**	**	**	**	**
		f													
Contacting your new provider	228	31	18	47	33	14	9	24	64	**	**	**	**	**	**
	14%	18%	7%	16%	16%	14%	10%	21%	23%	**	**	**	**	**	**
		b		b	b	b									
Keeping/ transferring your phone number	168	27	40	47	47	-	-	7	27	**	**	**	**	**	**
	10%	16%	16%	16%	23%	-%	-%	6%	10%	**	**	**	**	**	**
		ef	ef	ef	cef										

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Comparing what different providers are offering	159	14	23	30	21	10	8	14	31	**	**	**	**	**	**
	10%	8%	9%	10%	10%	10%	9%	13%	11%	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	135	8	15	18	12	6	3	10	29	**	**	**	**	**	**
	8%	5%	6%	6%	6%	6%	3%	9%	10%	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	110	6	12	18	11	7	2	11	37	**	**	**	**	**	**
	7%	4%	5%	6%	5%	7%	3%	10%	13%	**	**	**	**	**	**
Contacting your previous provider	103	8	12	17	13	4	2	11	26	**	**	**	**	**	**
	6%	5%	5%	5%	6%	4%	3%	9%	9%	**	**	**	**	**	**
Resolving billing issues with your previous provider	87	5	11	19	13	6	2	5	21	**	**	**	**	**	**
	5%	3%	5%	6%	6%	6%	3%	4%	8%	**	**	**	**	**	**
Getting a better deal with your previous provider	85	4	9	14	11	3	3	13	21	**	**	**	**	**	**
	5%	2%	4%	5%	5%	3%	3%	11%	8%	**	**	**	**	**	**
Setting up a new online account	84	9	10	15	9	6	4	6	26	**	**	**	**	**	**
	5%	5%	4%	5%	4%	6%	4%	5%	9%	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	-	-	-	-	-	-	15	26	**	**	**	**	**	**
	5%	-%	-%	-%	-%	-%	-%	13%	9%	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Returning your previous provider's equipment	71	-	-	-	-	-	-	7	33	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	6%	12%	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	-	-	-	-	-	-	7	37	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	6%	13% a	**	**	**	**	**	**
Having new equipment installed by the new provider	68	-	-	-	-	-	-	8	36	**	**	**	**	**	**
	4%	-%	-%	-%	-%	-%	-%	7%	13%	**	**	**	**	**	**
Paying the charge to exit your contract early	60	-	1	13	10	3	-	6	27	**	**	**	**	**	**
	4%	-%	*%	4% abf	5% abf	3% ab	-%	5%	10%	**	**	**	**	**	**
Other devices or products you own not working with the new service	58	8	4	5	5	-	2	6	26	**	**	**	**	**	**
	4%	5% bce	2%	2%	2%	-%	2%	5%	9%	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	45	-	-	-	-	-	-	6	20	**	**	**	**	**	**
	3%	-%	-%	-%	-%	-%	-%	5%	7%	**	**	**	**	**	**
Unlocking your handset to take it with you	33	11	18	5	4	1	1	-	-	**	**	**	**	**	**
	2%	6% cdef	7% cdef	2%	2%	1%	1%	-%	-%	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	22	8	3	11	7	5	3	-	-	**	**	**	**	**	**
	1%	5%	1%	4%	3%	5%	3%	-%	-%	**	**	**	**	**	**
		b	b	b	b	b									
ANY PROCESS DIFFICULTIES (P)	654	65	97	122	88	34	20	56	154	**	**	**	**	**	**
	40%	38%	39%	40%	43%	34%	23%	49%	54%	**	**	**	**	**	**
		f	f	f	f	f									
NONE OF THESE	692	70	111	134	84	50	48	40	94	**	**	**	**	**	**
	42%	41%	45%	44%	42%	50%	55%	35%	33%	**	**	**	**	**	**
							ad								
Base for stats	1635	172	248	302	202	100	87	114	285	**	**	**	**	**	**
Mean number of difficulties	2.0	1.9	1.6	1.9	2.1	1.5	1.1	2.7	3.1	**	**	**	**	**	**
		f	f	f	bef										
Standard deviation	2.44	2.29	2.06	2.31	2.39	2.09	1.69	2.74	2.79	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b															

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Understanding the relevant steps required to switch provider	350	**	**	**	**	153	195	222	93	33	131	112	46	58	243	104
	21%	**	**	**	**	21%	21%	27%	17%	13%	23%	23%	21%	16%	23%	18%
								bc			df	df			df	
Finding time to research the market	341	**	**	**	**	151	188	220	91	29	132	109	48	51	241	99
	21%	**	**	**	**	21%	21%	26%	16%	12%	23%	23%	22%	14%	23%	17%
								bc			df	df	d		df	
Arranging the switch so that you always had access to your services (P)	336	**	**	**	**	160	175	217	86	31	138	101	46	49	239	95
	21%	**	**	**	**	22%	19%	26%	16%	12%	24%	21%	21%	13%	23%	16%
								bc			df	df	d		df	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	327	**	**	**	**	147	179	217	81	26	125	97	54	50	222	104
	20%	**	**	**	**	21%	20%	26%	15%	11%	22%	20%	25%	14%	21%	18%
								bc			df	d	df		d	
Cancelling your previous service (P)	327	**	**	**	**	137	187	213	85	29	106	114	46	61	220	107
	20%	**	**	**	**	19%	20%	26%	15%	12%	19%	24%	21%	17%	21%	18%
								bc				adf			d	
Contacting your new provider	228	**	**	**	**	109	118	165	49	13	92	71	31	32	163	64
	14%	**	**	**	**	15%	13%	20%	9%	5%	16%	15%	14%	9%	16%	11%
								bc	c		df	df	d		df	
Keeping/ transferring your phone number	168	**	**	**	**	82	86	112	45	12	74	50	20	24	124	44
	10%	**	**	**	**	11%	9%	13%	8%	5%	13%	10%	9%	7%	12%	7%
								bc			df	d			df	
Comparing what different providers are offering	159	**	**	**	**	71	88	90	50	17	61	46	20	31	107	52
	10%	**	**	**	**	10%	10%	11%	9%	7%	11%	10%	9%	8%	10%	9%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Your previous provider trying to persuade you to stay	135 8%	** **	** **	** **	** **	54 8%	80 9%	74 9%	42 8%	19 8%	56 10%	33 7%	18 8%	28 8%	89 9%	46 8%
Getting the switch to happen on the date you wanted (P)	110 7%	** **	** **	** **	** **	46 6%	62 7%	78 9%	23 4%	9 4%	53 9%	34 7%	13 6%	10 3%	87 8%	23 4%
Contacting your previous provider	103 6%	** **	** **	** **	** **	38 5%	64 7%	74 9%	19 3%	10 4%	42 7%	37 8%	9 4%	15 4%	79 8%	24 4%
Resolving billing issues with your previous provider	87 5%	** **	** **	** **	** **	31 4%	56 6%	62 7%	17 3%	8 3%	38 7%	18 4%	12 5%	19 5%	56 5%	31 5%
Getting a better deal with your previous provider	85 5%	** **	** **	** **	** **	31 4%	53 6%	52 6%	26 5%	8 3%	31 5%	26 5%	13 6%	14 4%	57 5%	28 5%
Setting up a new online account	84 5%	** **	** **	** **	** **	47 7%	37 4%	48 6%	27 5%	8 3%	41 7%	19 4%	12 5%	12 3%	60 6%	24 4%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74 5%	** **	** **	** **	** **	35 5%	39 4%	45 5%	21 4%	7 3%	37 7%	20 4%	6 3%	11 3%	57 5%	17 3%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Returning your previous provider's equipment	71	**	**	**	**	40	31	48	16	6	25	20	10	16	45	26
	4%	**	**	**	**	6%	3%	6%	3%	2%	4%	4%	4%	4%	4%	4%
						b		bc								
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	**	**	**	**	38	32	47	17	5	25	21	9	14	46	23
	4%	**	**	**	**	5%	3%	6%	3%	2%	4%	4%	4%	4%	4%	4%
								bc								
Having new equipment installed by the new provider	68	**	**	**	**	28	40	50	11	7	32	20	8	8	53	15
	4%	**	**	**	**	4%	4%	6%	2%	3%	6%	4%	4%	2%	5%	3%
								bc			df				df	
Paying the charge to exit your contract early	60	**	**	**	**	18	42	49	6	5	30	12	11	7	42	18
	4%	**	**	**	**	3%	5%	6%	1%	2%	5%	2%	5%	2%	4%	3%
							a	bc			bd		d			
Other devices or products you own not working with the new service	58	**	**	**	**	22	36	49	8	1	29	14	6	7	44	13
	4%	**	**	**	**	3%	4%	6%	1%	*%	5%	3%	3%	2%	4%	2%
								bc			df				df	
Paying a disconnection charge to your previous provider	45	**	**	**	**	20	23	31	9	3	18	10	12	4	28	16
	3%	**	**	**	**	3%	3%	4%	2%	1%	3%	2%	6%	1%	3%	3%
								bc			d		bdef			
Unlocking your handset to take it with you	33	**	**	**	**	13	20	17	13	3	14	12	3	4	27	6
	2%	**	**	**	**	2%	2%	2%	2%	1%	3%	3%	1%	1%	3%	1%
											f				f	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	22	**	**	**	**	6	15	17	4	1	7	8	2	5	15	7
	1%	**	**	**	**	1%	2%	2%	1%	*%	1%	2%	1%	1%	1%	1%
ANY PROCESS DIFFICULTIES (P)	654	**	**	**	**	282	370	420	167	64	248	203	92	111	450	203
	40%	**	**	**	**	39%	40%	51%	30%	26%	44%	42%	42%	30%	43%	35%
								bc			df	df	df		df	
NONE OF THESE	692	**	**	**	**	302	390	283	281	125	217	193	91	190	410	281
	42%	**	**	**	**	42%	43%	34%	51%	50%	39%	40%	41%	52%	39%	48%
									a	a				abce		abe
Base for stats	1635	**	**	**	**	717	915	831	552	248	564	481	219	366	1045	586
Mean number of difficulties	2.0	**	**	**	**	2.1	2.0	2.6	1.5	1.2	2.4	2.1	2.1	1.4	2.2	1.7
								bc	c		df	df	df		df	
Standard deviation	2.44	**	**	**	**	2.47	2.41	2.61	2.19	1.66	2.58	2.40	2.48	2.12	2.50	2.28

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Understanding the relevant steps required to switch provider	350	302	23	18	**	320	30	167	174
	21%	22%	18%	20%	**	22%	16%	27%	18%
								b	
Finding time to research the market	341	286	27	15	**	303	38	143	190
	21%	21%	21%	18%	**	21%	21%	23%	19%
Arranging the switch so that you always had access to your services (P)	336	292	21	16	**	310	26	150	179
	21%	21%	16%	18%	**	21%	14%	24%	18%
						b		b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	327	287	18	11	**	299	28	145	175
	20%	21%	14%	13%	**	21%	15%	23%	18%
								b	
Cancelling your previous service (P)	327	283	16	19	**	294	33	138	182
	20%	20%	13%	22%	**	20%	18%	22%	19%
		b							
Contacting your new provider	228	192	16	15	**	208	20	113	111
	14%	14%	13%	18%	**	14%	11%	18%	11%
								b	
Keeping/ transferring your phone number	168	146	13	6	**	155	13	68	96
	10%	11%	11%	7%	**	11%	7%	11%	10%
Comparing what different providers are offering	159	139	11	7	**	138	21	55	102
	10%	10%	8%	9%	**	9%	11%	9%	10%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Your previous provider trying to persuade you to stay	135 8%	120 9%	5 4%	4 4%	** **	121 8%	13 7%	64 10% b	68 7%
Getting the switch to happen on the date you wanted (P)	110 7%	94 7%	12 10% c	2 3%	** **	105 7% b	5 3%	53 9% b	56 6%
Contacting your previous provider	103 6%	97 7% bc	4 3%	1 2%	** **	97 7%	7 4%	48 8%	53 5%
Resolving billing issues with your previous provider	87 5%	72 5%	7 5%	6 7%	** **	80 6%	7 4%	43 7% b	44 5%
Getting a better deal with your previous provider	85 5%	74 5%	6 5%	6 6%	** **	70 5%	15 8% a	36 6%	45 5%
Setting up a new online account	84 5%	76 6%	4 3%	3 4%	** **	72 5%	12 7%	40 6%	43 4%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74 5%	62 5%	4 4%	6 7%	** **	69 5%	6 3%	33 5%	41 4%
Returning your previous provider's equipment	71 4%	57 4%	8 6%	4 4%	** **	62 4%	9 5%	29 5%	42 4%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69 4%	58 4%	6 5%	2 3%	** **	63 4%	6 3%	36 6% b	32 3%
Having new equipment installed by the new provider	68 4%	60 4%	2 2%	5 5%	** **	64 4%	4 2%	37 6% b	28 3%
Paying the charge to exit your contract early	60 4%	54 4%	3 3%	2 3%	** **	55 4%	5 3%	35 6% b	25 3%
Other devices or products you own not working with the new service	58 4%	51 4%	2 2%	3 4%	** **	56 4%	2 1%	36 6% b	21 2%
Paying a disconnection charge to your previous provider	45 3%	40 3%	1 1%	2 2%	** **	39 3%	6 3%	25 4% b	19 2%
Unlocking your handset to take it with you	33 2%	31 2%	1 1%	- -%	** **	29 2%	4 2%	18 3% b	15 2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	22 1%	19 1%	1 1%	2 3%	** **	22 1%	1 *%	14 2% b	8 1%
ANY PROCESS DIFFICULTIES (P)	654 40%	560 41%	47 37%	29 33%	** **	599 41% b	55 31%	299 48% b	343 35%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 43

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
NONE OF THESE	692	574	55	44	**	604	88	220	462
	42%	42%	43%	50%	**	42%	48%	35%	47%
									a
Base for stats	1635	1380	127	87	**	1454	181	625	982
Mean number of difficulties	2.0	2.1	1.7	1.8	**	2.1	1.7	2.4	1.8
		b				b		b	
Standard deviation	2.44	2.47	1.93	2.65	**	2.45	2.36	2.52	2.35

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Cancelling your previous service (P)	535	124	349	56	68	24	68	32	225	162	62
	33%	24%	28%	18%	33%	25%	21%	34%	31%	33%	27%
			a		a			b			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	503	105	323	53	52	17	63	26	218	160	58
	31%	20%	26%	17%	25%	17%	19%	27%	30%	32%	25%
			a		a			ab		c	
Arranging the switch so that you always had access to your services (P)	496	102	304	56	46	18	60	24	202	162	40
	30%	20%	25%	18%	22%	18%	19%	25%	28%	33%	17%
			a						c	c	
Understanding the relevant steps required to switch provider	461	92	293	40	52	16	46	30	201	151	50
	28%	18%	24%	13%	25%	17%	14%	31%	28%	30%	22%
			a		a			ab		c	
Finding time to research the market	449	87	272	46	40	22	44	21	185	135	50
	27%	17%	22%	15%	19%	23%	14%	22%	26%	27%	22%
			a			b		b			
Contacting your new provider	339	63	194	31	32	10	34	19	131	95	36
	21%	12%	16%	10%	15%	11%	11%	20%	18%	19%	16%
			a		a			ab			
Getting a better deal with your previous provider	238	86	166	53	33	16	57	13	80	66	14
	15%	17%	13%	17%	16%	17%	18%	13%	11%	13%	6%
		b							c	c	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Keeping/ transferring your phone number	236 14%	25 5%	175 14%	17 6%	8 4%	5 5%	20 6%	- -%	151 21%	151 30%	- -%
			a			c	c		c	ac	
Comparing what different providers are offering	201 12%	51 10%	130 11%	26 8%	25 12%	10 11%	30 9%	11 11%	80 11%	51 10%	29 13%
Your previous provider trying to persuade you to stay	198 12%	68 13%	133 11%	41 14%	26 13%	16 17%	43 13%	9 9%	65 9%	48 10%	17 7%
Resolving billing issues with your previous provider	182 11%	56 11%	125 10%	38 12%	18 9%	9 9%	40 13%	6 7%	69 10%	47 9%	22 10%
Contacting your previous provider	176 11%	44 9%	105 9%	20 7%	24 11%	10 10%	25 8%	9 10%	61 8%	50 10%	11 5%
					a					c	
Getting the switch to happen on the date you wanted (P)	156 10%	35 7%	80 7%	17 5%	19 9%	6 6%	22 7%	8 8%	45 6%	32 7%	13 6%
Setting up a new online account	120 7%	24 5%	64 5%	13 4%	11 5%	5 5%	13 4%	6 7%	41 6%	26 5%	14 6%
Returning your previous provider's equipment	117 7%	41 8%	41 3%	13 4%	28 13%	11 11%	20 6%	11 11%	- -%	- -%	- -%
		b			a	b		b			
Paying the charge to exit your contract early	113 7%	25 5%	56 5%	16 5%	9 4%	6 6%	15 5%	4 4%	31 4%	22 5%	8 4%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300	
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300	
Total	1635	513	1236	304	209	95	323	95	723	495	228	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106 6%	40 8% b	40 3%	26 9%	14 7%	6 6%	24 7%	10 11%	- -%	- -%	- -%	
Other devices or products you own not working with the new service	103 6%	15 3%	49 4%	8 3%	7 3%	2 2%	9 3%	4 4%	34 5% c	30 6% c	4 2%	
Having new equipment installed by the new provider	102 6%	35 7% b	35 3%	12 4%	23 11% a	8 8%	17 5%	10 11% b	- -%	- -%	- -%	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98 6%	29 6% b	29 2%	15 5%	14 7%	10 10% b	13 4%	7 7%	- -%	- -%	- -%	
Paying a disconnection charge to your previous provider	91 6%	30 6% b	30 2%	17 6%	14 7%	5 6%	17 5%	8 9%	- -%	- -%	- -%	
Unlocking your handset to take it with you	50 3%	- -%	50 4% a	- -%	- -%	- -%	- -%	- -%	50 7% c	42 8% c	8 4%	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	40	-	40	-	-	-	-	-	40	28	11
	2%	-%	3%	-%	-%	-%	-%	-%	6%	6%	5%
			a								
ANY PROCESS DIFFICULTIES (P)	782	189	525	97	92	37	111	41	336	248	87
	48%	37%	42%	32%	44%	39%	34%	43%	46%	50%	38%
			a		a				c	c	
NONE OF THESE	605	210	493	128	82	32	138	41	283	177	106
	37%	41%	40%	42%	39%	33%	43%	43%	39%	36%	47%
							a				ab
Base for stats	1635	513	1236	304	209	95	323	95	723	495	228
Mean number of difficulties	3.1	2.3	2.5	2.0	2.7	2.4	2.1	2.8	2.6	2.9	2.0
					a			b	c	c	
Standard deviation	3.73	2.95	3.06	2.65	3.29	2.72	2.80	3.56	3.13	3.26	2.69
Columns Tested: a,b - a,b - a,b,c - a,b,c											

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Canceling your previous service (P)	535	65	62	97	66	32	22	51	135	**	**	**	**	**	**
	33%	38%	25%	32%	32%	32%	25%	45%	48%	**	**	**	**	**	**
		bf													
Arranging the switch so that you were not paying for your old and new services at the same time (P)	503	56	71	92	62	30	17	47	133	**	**	**	**	**	**
	31%	32%	28%	30%	30%	31%	20%	41%	47%	**	**	**	**	**	**
		f		f	f										
Arranging the switch so that you always had access to your services (P)	496	53	63	86	67	18	16	46	147	**	**	**	**	**	**
	30%	31%	25%	28%	33%	18%	18%	40%	52%	**	**	**	**	**	**
		ef		ef	ef			a							
Understanding the relevant steps required to switch provider	461	63	51	87	66	21	21	43	125	**	**	**	**	**	**
	28%	36%	21%	29%	32%	21%	23%	37%	44%	**	**	**	**	**	**
		bef		b	be										
Finding time to research the market	449	60	43	83	64	19	23	42	135	**	**	**	**	**	**
	27%	35%	17%	27%	31%	19%	26%	37%	48%	**	**	**	**	**	**
		be		b	be		b		a						
Contacting your new provider	339	45	24	62	44	18	14	32	113	**	**	**	**	**	**
	21%	26%	9%	21%	22%	18%	17%	28%	40%	**	**	**	**	**	**
		b		b	b	b			a						
Getting a better deal with your previous provider	238	13	28	39	31	8	5	24	48	**	**	**	**	**	**
	15%	8%	11%	13%	15%	8%	6%	21%	17%	**	**	**	**	**	**
				f	aef										

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Keeping/ transferring your phone number	236	39	47	65	65	-	-	12	48	**	**	**	**	**	**
	14%	23%	19%	21%	32%	-%	-%	11%	17%	**	**	**	**	**	**
		ef	ef	ef	abcef										
Comparing what different providers are offering	201	19	25	36	25	11	10	19	51	**	**	**	**	**	**
	12%	11%	10%	12%	13%	11%	11%	17%	18%	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	198	10	24	31	22	8	5	18	47	**	**	**	**	**	**
	12%	6%	9%	10%	11%	8%	6%	16%	17%	**	**	**	**	**	**
Resolving billing issues with your previous provider	182	19	21	29	20	10	9	11	47	**	**	**	**	**	**
	11%	11%	8%	10%	10%	10%	10%	9%	17%	**	**	**	**	**	**
Contacting your previous provider	176	13	19	29	23	5	5	18	53	**	**	**	**	**	**
	11%	8%	8%	10%	12%	5%	5%	16%	19%	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	156	11	13	21	13	8	4	19	57	**	**	**	**	**	**
	10%	6%	5%	7%	6%	8%	4%	17%	20%	**	**	**	**	**	**
Setting up a new online account	120	12	12	17	11	6	6	7	48	**	**	**	**	**	**
	7%	7%	5%	6%	5%	6%	7%	6%	17%	**	**	**	**	**	**
								a							
Returning your previous provider's equipment	117	-	-	-	-	-	-	13	63	**	**	**	**	**	**
	7%	-%	-%	-%	-%	-%	-%	11%	22%	**	**	**	**	**	**
								a							
Paying the charge to exit your contract early	113	5	4	22	17	5	2	9	48	**	**	**	**	**	**
	7%	3%	1%	7%	8%	5%	3%	8%	17%	**	**	**	**	**	**
				ab	abf	b		a							

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	-	-	-	-	-	-	21	46	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	18%	16%	**	**	**	**	**	**
Other devices or products you own not working with the new service	103	15	6	13	13	1	3	10	44	**	**	**	**	**	**
	6%	9%	2%	4%	6%	1%	3%	9%	16%	**	**	**	**	**	**
		be		e	be										
Having new equipment installed by the new provider	102	-	-	-	-	-	-	10	57	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	9%	20%	**	**	**	**	**	**
									a						
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	-	-	-	-	-	-	11	57	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	10%	20%	**	**	**	**	**	**
									a						
Paying a disconnection charge to your previous provider	91	-	-	-	-	-	-	11	50	**	**	**	**	**	**
	6%	-%	-%	-%	-%	-%	-%	9%	18%	**	**	**	**	**	**
									a						
Unlocking your handset to take it with you	50	16	21	14	12	2	3	-	-	**	**	**	**	**	**
	3%	9%	8%	5%	6%	2%	3%	-%	-%	**	**	**	**	**	**
		ce	e												

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	40	14	5	21	15	6	5	-	-	**	**	**	**	**	**
	2%	8%	2%	7%	7%	6%	6%	-%	-%	**	**	**	**	**	**
		b		b	b	b	b								
ANY PROCESS DIFFICULTIES (P)	782	78	108	150	104	46	28	65	192	**	**	**	**	**	**
	48%	45%	43%	50%	51%	47%	32%	57%	68%	**	**	**	**	**	**
		f	f	f	f	f		a							
NONE OF THESE	605	66	107	111	67	43	43	33	78	**	**	**	**	**	**
	37%	38%	43%	37%	33%	44%	50%	29%	28%	**	**	**	**	**	**
			d				acd								
Base for stats	1635	172	248	302	202	100	87	114	285	**	**	**	**	**	**
Mean number of difficulties	3.1	3.1	2.2	2.8	3.1	2.1	2.0	4.1	5.5	**	**	**	**	**	**
		bef		bef	bef			a							
Standard deviation	3.73	3.46	2.77	3.16	3.32	2.68	2.94	4.16	5.02	**	**	**	**	**	**
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b															

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Canceling your previous service (P)	535	**	**	**	**	229	303	364	130	40	198	164	79	92	362	171
	33%	**	**	**	**	32%	33%	44%	24%	16%	35%	34%	36%	25%	35%	29%
								bc	c		df	d	df		df	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	503	**	**	**	**	223	277	346	119	36	205	144	73	78	349	151
	31%	**	**	**	**	31%	30%	42%	22%	14%	36%	30%	33%	21%	33%	26%
								bc	c		bdf	d	df		df	
Arranging the switch so that you always had access to your services (P)	496	**	**	**	**	225	268	334	115	46	206	139	70	80	344	150
	30%	**	**	**	**	31%	29%	40%	21%	18%	36%	29%	32%	22%	33%	26%
								bc			bdf	d	df		df	
Understanding the relevant steps required to switch provider	461	**	**	**	**	205	253	312	108	39	188	130	67	73	318	140
	28%	**	**	**	**	29%	28%	38%	20%	16%	33%	27%	31%	20%	30%	24%
								bc			bdf	d	df		df	
Finding time to research the market	449	**	**	**	**	201	246	314	101	32	185	134	62	66	320	129
	27%	**	**	**	**	28%	27%	38%	18%	13%	33%	28%	28%	18%	31%	22%
								bc	c		df	df	df		df	
Contacting your new provider	339	**	**	**	**	161	176	249	67	21	150	95	45	47	245	92
	21%	**	**	**	**	22%	19%	30%	12%	8%	27%	20%	21%	13%	23%	16%
								bc			bdf	d	d		df	
Getting a better deal with your previous provider	238	**	**	**	**	110	127	133	73	31	95	63	33	47	158	80
	15%	**	**	**	**	15%	14%	16%	13%	13%	17%	13%	15%	13%	15%	14%
Keeping/ transferring your phone number	236	**	**	**	**	115	121	166	53	16	107	63	27	37	170	65
	14%	**	**	**	**	16%	13%	20%	10%	6%	19%	13%	13%	10%	16%	11%
								bc			bcd	df			df	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Comparing what different providers are offering	201	**	**	**	**	89	112	124	56	19	89	50	24	38	139	62
	12%	**	**	**	**	12%	12%	15%	10%	8%	16%	10%	11%	10%	13%	11%
								bc			bdf					
Your previous provider trying to persuade you to stay	198	**	**	**	**	78	120	118	55	24	83	52	28	35	135	63
	12%	**	**	**	**	11%	13%	14%	10%	10%	15%	11%	13%	10%	13%	11%
								b			bdf					
Resolving billing issues with your previous provider	182	**	**	**	**	72	109	122	46	15	71	43	26	42	114	68
	11%	**	**	**	**	10%	12%	15%	8%	6%	13%	9%	12%	11%	11%	12%
								bc			b					
Contacting your previous provider	176	**	**	**	**	71	103	121	38	17	82	50	19	25	132	43
	11%	**	**	**	**	10%	11%	15%	7%	7%	14%	10%	8%	7%	13%	7%
								bc			bcd	d			df	
Getting the switch to happen on the date you wanted (P)	156	**	**	**	**	66	88	116	30	10	77	47	19	13	124	32
	10%	**	**	**	**	9%	10%	14%	5%	4%	14%	10%	9%	4%	12%	6%
								bc			bcd	df	d		df	
Setting up a new online account	120	**	**	**	**	59	60	77	33	8	66	26	15	13	92	28
	7%	**	**	**	**	8%	7%	9%	6%	3%	12%	5%	7%	3%	9%	5%
								bc			bcd	d			bdf	
Returning your previous provider's equipment	117	**	**	**	**	60	57	82	25	8	50	30	18	19	79	37
	7%	**	**	**	**	8%	6%	10%	5%	3%	9%	6%	8%	5%	8%	6%
								bc			d					
Paying the charge to exit your contract early	113	**	**	**	**	35	79	93	14	6	55	22	19	18	77	36
	7%	**	**	**	**	5%	9%	11%	3%	2%	10%	5%	9%	5%	7%	6%
							a	bc			bdf		bd		b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106 6%	**	**	**	**	46 6%	61 7%	69 8% bc	25 5%	11 4%	54 10% bcdf	28 6%	10 4%	15 4%	82 8% cdf	24 4%
Other devices or products you own not working with the new service	103 6%	**	**	**	**	41 6%	62 7%	90 11% bc	10 2%	2 1%	54 10% bdf	19 4%	15 7%	14 4%	73 7% bd	29 5%
Having new equipment installed by the new provider	102 6%	**	**	**	**	41 6%	60 7%	78 9% bc	15 3%	9 4%	50 9% bdf	25 5%	13 6%	14 4%	75 7% df	27 5%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98 6%	**	**	**	**	52 7% b	46 5%	72 9% bc	20 4%	6 2%	42 8% d	26 5%	13 6%	16 4%	68 7%	29 5%
Paying a disconnection charge to your previous provider	91 6%	**	**	**	**	42 6%	48 5%	67 8% bc	17 3%	6 2%	38 7% d	24 5%	18 8% df	10 3%	62 6% d	29 5%
Unlocking your handset to take it with you	50 3%	**	**	**	**	21 3%	30 3%	29 3%	18 3%	4 2%	22 4% df	19 4% df	4 2%	6 2%	41 4% df	9 2%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	40	**	**	**	**	14	25	32	6	1	18	11	4	7	29	11
	2%	**	**	**	**	2%	3%	4%	1%	*%	3%	2%	2%	2%	3%	2%
								bc								
ANY PROCESS DIFFICULTIES (P)	782	**	**	**	**	336	443	496	203	81	299	239	105	136	538	242
	48%	**	**	**	**	47%	48%	60%	37%	33%	53%	50%	48%	37%	51%	41%
								bc			df	df	d		df	
NONE OF THESE	605	**	**	**	**	262	343	244	249	110	189	170	82	163	359	245
	37%	**	**	**	**	37%	37%	29%	45%	44%	33%	35%	37%	45%	34%	42%
									a	a				abe		abe
Base for stats	1635	**	**	**	**	717	915	831	552	248	564	481	219	366	1045	586
Mean number of difficulties	3.1	**	**	**	**	3.1	3.1	4.2	2.1	1.6	3.9	2.9	3.2	2.2	3.4	2.6
								bc	c		bcdef	d	df		bdf	
Standard deviation	3.73	**	**	**	**	3.69	3.77	4.25	2.85	2.16	4.35	3.29	3.72	2.97	3.92	3.30
Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f																

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Cancelling your previous service (P)	535 33%	461 33%	34 27%	27 31%	** **	492 34% b	43 24%	254 41% b	271 28%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	503 31%	430 31%	37 30%	22 25%	** **	467 32% b	35 20%	250 40% b	243 25%
Arranging the switch so that you always had access to your services (P)	496 30%	426 31%	33 26%	28 31%	** **	459 32% b	38 21%	244 39% b	242 25%
Understanding the relevant steps required to switch provider	461 28%	392 28%	34 27%	24 28%	** **	421 29% b	40 22%	232 37% b	218 22%
Finding time to research the market	449 27%	378 27%	36 29%	20 23%	** **	408 28%	42 23%	219 35% b	221 22%
Contacting your new provider	339 21%	286 21%	27 21%	21 24%	** **	310 21%	28 16%	182 29% b	150 15%
Getting a better deal with your previous provider	238 15%	200 14%	20 15%	15 18%	** **	209 14%	29 16%	106 17% b	125 13%
Keeping/ transferring your phone number	236 14%	204 15%	19 15%	10 11%	** **	219 15% b	17 9%	110 18% b	121 12%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Comparing what different providers are offering	201	175	14	9	**	177	24	86	113
	12%	13%	11%	10%	**	12%	13%	14%	11%
Your previous provider trying to persuade you to stay	198	177	9	5	**	183	15	100	95
	12%	13%	7%	6%	**	13%	8%	16%	10%
		bc						b	
Resolving billing issues with your previous provider	182	155	14	9	**	169	14	98	82
	11%	11%	11%	11%	**	12%	8%	16%	8%
								b	
Contacting your previous provider	176	157	10	7	**	164	12	92	81
	11%	11%	8%	8%	**	11%	7%	15%	8%
						b		b	
Getting the switch to happen on the date you wanted (P)	156	131	16	6	**	150	6	81	74
	10%	10%	13%	7%	**	10%	3%	13%	7%
						b		b	
Setting up a new online account	120	103	9	7	**	107	12	67	52
	7%	7%	7%	9%	**	7%	7%	11%	5%
								b	
Returning your previous provider's equipment	117	96	11	6	**	106	11	59	56
	7%	7%	8%	7%	**	7%	6%	10%	6%
								b	
Paying the charge to exit your contract early	113	102	6	4	**	106	7	66	47
	7%	7%	5%	4%	**	7%	4%	11%	5%
								b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	92	6	6	**	99	7	52	53
	6%	7%	5%	7%	**	7%	4%	8%	5%
								b	
Other devices or products you own not working with the new service	103	88	6	6	**	96	7	68	34
	6%	6%	5%	7%	**	7%	4%	11%	3%
								b	
Having new equipment installed by the new provider	102	92	2	5	**	92	10	55	44
	6%	7%	2%	6%	**	6%	5%	9%	5%
		b						b	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	81	9	4	**	88	10	55	41
	6%	6%	7%	4%	**	6%	6%	9%	4%
								b	
Paying a disconnection charge to your previous provider	91	82	4	3	**	85	6	50	40
	6%	6%	3%	3%	**	6%	3%	8%	4%
								b	
Unlocking your handset to take it with you	50	42	3	3	**	47	4	31	19
	3%	3%	3%	4%	**	3%	2%	5%	2%
								b	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	40	31	2	4	**	37	3	25	14
	2%	2%	2%	5%	**	3%	1%	4%	1%
								b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 44

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

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
ANY PROCESS DIFFICULTIES (P)	782	669	57	36	**	718	64	362	406
	48%	48%	45%	41%	**	49%	36%	58%	41%
NONE OF THESE	605	506	49	33	**	528	77	181	415
	37%	37%	39%	38%	**	36%	42%	29%	42%
									a
Base for stats	1635	1380	127	87	**	1454	181	625	982
Mean number of difficulties	3.1	3.2	2.9	2.9	**	3.2	2.3	4.1	2.5
						b		b	
Standard deviation	3.73	3.77	3.57	3.64	**	3.79	3.11	4.36	3.12

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 45

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

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

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

	Total	MOBILE ANY LOSS OF SERVICE		
		YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c
Unweighted row	806	252	473	81
Effective Weighted Sample	795	250	466	80
Total	723	238	410	75
Canceling your previous service (P)	225	92	112	**
	31%	39%	27%	**
		b		
Arranging the switch so that you were not paying for your old and new services at the same time (P)	218	96	93	**
	30%	40%	23%	**
		b		
Arranging the switch so that you always had access to your services (P)	202	106	73	**
	28%	44%	18%	**
		b		
Understanding the relevant steps required to switch provider	201	87	93	**
	28%	37%	23%	**
		b		
Finding time to research the market	185	78	87	**
	26%	33%	21%	**
		b		
Keeping/ transferring your phone number	151	80	51	**
	21%	34%	12%	**
		b		
Contacting your new provider	131	58	55	**
	18%	24%	13%	**
		b		
Getting a better deal with your previous provider	80	38	34	**
	11%	16%	8%	**
		b		

Columns Tested: a,b,c

Any break column with 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 switching their mobile phone service in the last six months

	Total	MOBILE ANY LOSS OF SERVICE		
		YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c
Unweighted row	806	252	473	81
Effective Weighted Sample	795	250	466	80
Total	723	238	410	75
Comparing what different providers are offering	80	29	41	**
	11%	12%	10%	**
Resolving billing issues with your previous provider	69	37	27	**
	10%	16%	6%	**
		b		
Your previous provider trying to persuade you to stay	65	33	28	**
	9%	14%	7%	**
		b		
Contacting your previous provider	61	30	27	**
	8%	13%	7%	**
		b		
Unlocking your handset to take it with you	50	25	18	**
	7%	11%	5%	**
		b		
Getting the switch to happen on the date you wanted (P)	45	18	22	**
	6%	8%	5%	**
Setting up a new online account	41	18	15	**
	6%	8%	4%	**
		b		
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	40	18	20	**
	6%	8%	5%	**
Other devices or products you own not working with the new service	34	17	15	**
	5%	7%	4%	**
		b		

Columns Tested: a,b,c

Any break column with 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 switching their mobile phone service in the last six months

	Total	MOBILE ANY LOSS OF SERVICE		
		YES	NO	DON'T KNOW
Significance Level: 95%		a	b	~c
Unweighted row	806	252	473	81
Effective Weighted Sample	795	250	466	80
Total	723	238	410	75
Paying the charge to exit your contract early	31	15	14	**
	4%	6%	3%	**
ANY PROCESS DIFFICULTIES (P)	336	149	151	**
	46%	63%	37%	**
		b		
NONE OF THESE	283	58	196	**
	39%	24%	48%	**
			a	
Base for stats	723	238	410	**
Mean number of difficulties	2.6	3.7	2.0	**
		b		
Standard deviation	3.13	3.42	2.76	**
Columns Tested: a,b,c				

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your new provider	1295	450	1042	273	177	85	289	76	592	400	192
	79%	88%	84%	90%	85%	89%	89%	80%	82%	81%	84%
		b		b		c	c				
Finding time to research the market	1184	426	964	258	169	73	279	74	538	360	178
	72%	83%	78%	85%	81%	77%	86%	78%	74%	73%	78%
		b					ac				
Understanding the relevant steps required to switch provider	1173	421	943	264	157	79	277	65	522	344	178
	72%	82%	76%	87%	75%	83%	86%	69%	72%	70%	78%
		b		b		c	c				b
Arranging the switch so that you always had access to your services (P)	1137	411	932	248	163	78	263	71	521	333	188
	70%	80%	75%	82%	78%	82%	81%	75%	72%	67%	83%
		b									ab
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1131	408	913	251	157	79	261	69	505	334	170
	69%	80%	74%	83%	75%	83%	81%	73%	70%	68%	75%
		b		b		c	c				b
Cancelling your previous service (P)	1098	389	887	248	141	71	255	63	498	333	166
	67%	76%	72%	82%	67%	75%	79%	66%	69%	67%	73%
		b		b			c				
Keeping/ transferring your phone number	728	308	652	239	69	66	242	-	344	344	-
	45%	60%	53%	78%	33%	69%	75%	-%	48%	70%	-%
		b		b		c	c		c	ac	
Comparing what different providers are offering	590	225	475	135	90	37	150	37	251	173	78
	36%	44%	38%	44%	43%	39%	46%	39%	35%	35%	34%
		b									

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Setting up a new online account	518	195	409	120	75	38	132	25	215	148	67
	32%	38%	33%	39%	36%	40%	41%	27%	30%	30%	29%
		b				c	c				
Getting the switch to happen on the date you wanted (P)	371	137	280	69	68	31	81	25	143	111	32
	23%	27%	23%	23%	33%	33%	25%	26%	20%	23%	14%
		b			a	b			c	c	
Contacting your previous provider	337	110	263	63	47	19	69	22	153	131	22
	21%	22%	21%	21%	23%	20%	21%	23%	21%	26%	10%
									c	ac	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	202	202	154	48	20	158	25	-	-	-
	18%	39%	16%	51%	23%	21%	49%	26%	-%	-%	-%
		b		b			ac				
Having new equipment installed by the new provider	176	121	121	36	85	51	44	26	-	-	-
	11%	23%	10%	12%	40%	53%	14%	27%	-%	-%	-%
		b			a	bc		b			
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	99	99	52	47	26	56	18	-	-	-
	10%	19%	8%	17%	23%	28%	17%	19%	-%	-%	-%
		b				b					
Your previous provider trying to persuade you to stay	142	52	103	28	24	11	31	9	51	41	10
	9%	10%	8%	9%	12%	12%	10%	10%	7%	8%	4%
										c	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Getting a better deal with your previous provider	134	53	95	28	26	11	31	11	42	31	11
	8%	10%	8%	9%	12%	11%	10%	12%	6%	6%	5%
		b									
Paying the charge to exit your contract early	117	48	79	28	20	12	31	6	31	17	14
	7%	9%	6%	9%	9%	12%	10%	6%	4%	3%	6%
		b									b
Returning your previous provider's equipment	86	53	53	25	28	18	29	6	-	-	-
	5%	10%	4%	8%	14%	19%	9%	7%	-%	-%	-%
		b			a	bc					
Unlocking your handset to take it with you	61	-	61	-	-	-	-	-	61	47	14
	4%	-%	5%	-%	-%	-%	-%	-%	8%	9%	6%
			a								
Other devices or products you own not working with the new service	56	14	37	5	9	2	5	7	23	18	5
	3%	3%	3%	2%	4%	2%	2%	7%	3%	4%	2%
					a			ab			
Resolving billing issues with your previous provider	51	16	32	11	5	2	10	4	16	12	4
	3%	3%	3%	4%	3%	2%	3%	4%	2%	2%	2%
Paying a disconnection charge to your previous provider	49	26	26	11	15	6	12	8	-	-	-
	3%	5%	2%	4%	7%	6%	4%	9%	-%	-%	-%
		b			a			b			
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	27	-	27	-	-	-	-	-	27	18	9
	2%	-%	2%	-%	-%	-%	-%	-%	4%	4%	4%
			a								

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
Significance Level: 95%	a	b	a	b	a	b	c	a	b	c	
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
NONE OF THESE	113	11	48	4	7	1	5	5	37	31	6
	7%	2%	4%	1%	3%	1%	1%	5%	5%	6%	3%
			a					ab		c	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	1295	128	225	240	158	81	73	82	171	**	**	**	**	**	**
	79%	74%	91%	79%	78%	82%	83%	72%	60%	**	**	**	**	**	**
			acde					b							
Finding time to research the market	1184	113	206	219	139	81	65	72	148	**	**	**	**	**	**
	72%	65%	83%	73%	69%	81%	74%	63%	52%	**	**	**	**	**	**
			acdf			ad		b							
Understanding the relevant steps required to switch provider	1173	110	197	215	137	78	67	71	158	**	**	**	**	**	**
	72%	64%	79%	71%	68%	79%	77%	63%	56%	**	**	**	**	**	**
			acd			ad	a								
Arranging the switch so that you always had access to your services (P)	1137	119	185	216	135	81	71	68	137	**	**	**	**	**	**
	70%	69%	75%	72%	67%	82%	82%	60%	48%	**	**	**	**	**	**
						acd	acd	b							
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1131	117	178	210	141	69	70	67	151	**	**	**	**	**	**
	69%	68%	72%	70%	70%	69%	80%	59%	53%	**	**	**	**	**	**
							acd								
Cancelling your previous service (P)	1098	107	186	205	137	68	65	63	148	**	**	**	**	**	**
	67%	62%	75%	68%	68%	68%	75%	55%	52%	**	**	**	**	**	**
			a				a								
Keeping/ transferring your phone number	728	46	160	138	138	-	-	19	57	**	**	**	**	**	**
	45%	27%	65%	46%	68%	-%	-%	17%	20%	**	**	**	**	**	**
		ef	acef	aeef	acef										

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Comparing what different providers are offering	590	42	104	105	64	41	24	30	84	**	**	**	**	**	**
	36%	24%	42% adf	35% a	31%	41% af	27%	27%	30%	**	**	**	**	**	**
Setting up a new online account	518	42	85	87	54	33	21	27	83	**	**	**	**	**	**
	32%	24%	34% af	29%	27%	34%	23%	23%	29%	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	371	22	62	59	44	15	6	27	63	**	**	**	**	**	**
	23%	13%	25% aef	20% af	22% af	15% f	7%	24%	22%	**	**	**	**	**	**
Contacting your previous provider	337	19	65	70	58	12	3	21	53	**	**	**	**	**	**
	21%	11% f	26% aef	23% aef	29% aef	12% f	3%	18%	19%	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	-	-	-	-	-	-	30	58	**	**	**	**	**	**
	18%	-%	-%	-%	-%	-%	-%	27%	21%	**	**	**	**	**	**
Having new equipment installed by the new provider	176	-	-	-	-	-	-	16	40	**	**	**	**	**	**
	11%	-%	-%	-%	-%	-%	-%	14%	14%	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	-	-	-	-	-	-	21	47	**	**	**	**	**	**
	10%	-%	-%	-%	-%	-%	-%	19%	17%	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	142 9%	4 3%	22 9% af	24 8% af	18 9% af	7 7%	2 2%	9 8%	30 11%	** **	** **	** **	** **	** **	** **
Getting a better deal with your previous provider	134 8%	3 2%	11 4%	27 9% abf	21 10% abf	7 7% a	2 2%	6 5%	33 12% a	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	117 7%	2 1%	7 3%	22 7% abf	12 6% a	11 11% abf	2 2%	6 5%	31 11%	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	86 5%	- -%	- -%	- -%	- -%	- -%	- -%	7 6%	26 9%	** **	** **	** **	** **	** **	** **
Unlocking your handset to take it with you	61 4%	7 4%	28 11% a	26 9%	21 10% a	5 5%	5 5%	- -%	- -%	** **	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	56 3%	4 2%	3 1%	16 5% bf	12 6% bf	5 5% b	1 1%	2 2%	17 6%	** **	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	51 3%	3 2%	3 1%	10 3%	7 3%	3 3%	1 1%	5 4%	14 5%	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	49 3%	- -%	- -%	- -%	- -%	- -%	- -%	5 4%	19 7%	** **	** **	** **	** **	** **	** **

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	3	5	19	12	7	1	-	-	**	**	**	**	**	**
	2%	2%	2%	6%	6%	7%	1%	-%	-%	**	**	**	**	**	**
			abf	abf	abf										
NONE OF THESE	113	13	8	17	13	4	2	14	51	**	**	**	**	**	**
	7%	8%	3%	5%	6%	4%	3%	12%	18%	**	**	**	**	**	**
		b													

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	1295	**	**	**	**	556	738	582	483	228	414	387	173	319	800	492
	79%	**	**	**	**	78%	81%	70%	88%	92%	73%	80%	79%	87%	77%	84%
									a	a		a		abce		ae
Finding time to research the market	1184	**	**	**	**	516	668	517	449	216	379	347	156	300	726	456
	72%	**	**	**	**	72%	73%	62%	81%	87%	67%	72%	71%	82%	69%	78%
									a	ab				abce		abce
Understanding the relevant steps required to switch provider	1173	**	**	**	**	511	661	518	442	210	376	351	151	293	727	444
	72%	**	**	**	**	71%	72%	62%	80%	84%	67%	73%	69%	80%	70%	76%
									a	a		a		abce		ace
Arranging the switch so that you always had access to your services (P)	1137	**	**	**	**	491	646	497	436	202	359	343	148	286	701	434
	70%	**	**	**	**	69%	71%	60%	79%	82%	64%	71%	67%	78%	67%	74%
									a	a		a		abce		ace
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1131	**	**	**	**	494	637	485	431	213	359	337	145	288	696	433
	69%	**	**	**	**	69%	70%	58%	78%	86%	64%	70%	66%	79%	67%	74%
									a	ab		a		abce		ace
Cancelling your previous service (P)	1098	**	**	**	**	488	611	467	420	208	366	318	139	274	683	413
	67%	**	**	**	**	68%	67%	56%	76%	84%	65%	66%	63%	75%	65%	70%
									a	ab				abce		ace
Keeping/ transferring your phone number	728	**	**	**	**	322	405	282	291	152	250	223	84	171	473	254
	45%	**	**	**	**	45%	44%	34%	53%	61%	44%	46%	38%	47%	45%	43%
									a	ab		c		c		c
Comparing what different providers are offering	590	**	**	**	**	244	345	273	227	87	190	197	82	119	387	201
	36%	**	**	**	**	34%	38%	33%	41%	35%	34%	41%	37%	33%	37%	34%
									a			adf				

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Setting up a new online account	518	**	**	**	**	246	271	224	193	100	173	161	63	120	335	183
	32%	**	**	**	**	34%	30%	27%	35%	40%	31%	34%	29%	33%	32%	31%
						b			a	a						
Getting the switch to happen on the date you wanted (P)	371	**	**	**	**	178	192	163	126	80	143	113	41	72	257	113
	23%	**	**	**	**	25%	21%	20%	23%	32%	25%	24%	19%	20%	25%	19%
						b			ab		cdf				cdf	
Contacting your previous provider	337	**	**	**	**	166	170	147	137	52	124	105	35	71	229	106
	21%	**	**	**	**	23%	19%	18%	25%	21%	22%	22%	16%	19%	22%	18%
						b			a		c	c			cf	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	**	**	**	**	130	161	123	116	51	86	86	37	82	172	118
	18%	**	**	**	**	18%	18%	15%	21%	21%	15%	18%	17%	22%	16%	20%
									a	a				ae		ae
Having new equipment installed by the new provider	176	**	**	**	**	70	106	84	67	25	55	56	21	44	111	64
	11%	**	**	**	**	10%	12%	10%	12%	10%	10%	12%	9%	12%	11%	11%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	**	**	**	**	67	101	79	65	25	57	52	28	29	109	58
	10%	**	**	**	**	9%	11%	9%	12%	10%	10%	11%	13%	8%	10%	10%
													d			
Your previous provider trying to persuade you to stay	142	**	**	**	**	81	61	65	54	23	57	51	13	20	108	33
	9%	**	**	**	**	11%	7%	8%	10%	9%	10%	11%	6%	6%	10%	6%
						b					cdf	cdf			cdf	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting a better deal with your previous provider	134	**	**	**	**	66	67	67	53	13	50	45	18	20	94	38
	8%	**	**	**	**	9%	7%	8%	10%	5%	9%	9%	8%	6%	9%	7%
									c		d	d			d	
Paying the charge to exit your contract early	117	**	**	**	**	45	70	74	34	9	45	35	10	26	80	37
	7%	**	**	**	**	6%	8%	9%	6%	3%	8%	7%	5%	7%	8%	6%
								bc								
Returning your previous provider's equipment	86	**	**	**	**	44	42	44	30	12	27	24	9	25	52	34
	5%	**	**	**	**	6%	5%	5%	5%	5%	5%	5%	4%	7%	5%	6%
Unlocking your handset to take it with you	61	**	**	**	**	26	36	26	21	14	22	14	12	14	36	26
	4%	**	**	**	**	4%	4%	3%	4%	5%	4%	3%	5%	4%	3%	4%
Other devices or products you own not working with the new service	56	**	**	**	**	31	25	44	11	1	32	13	4	7	45	11
	3%	**	**	**	**	4%	3%	5%	2%	*%	6%	3%	2%	2%	4%	2%
								bc	c		bcd				cd	
Resolving billing issues with your previous provider	51	**	**	**	**	26	25	33	15	3	17	13	9	13	30	21
	3%	**	**	**	**	4%	3%	4%	3%	1%	3%	3%	4%	3%	3%	4%
								c								
Paying a disconnection charge to your previous provider	49	**	**	**	**	29	20	33	11	5	24	10	7	8	34	15
	3%	**	**	**	**	4%	2%	4%	2%	2%	4%	2%	3%	2%	3%	3%
						b		b			b					
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	27	**	**	**	**	8	18	19	5	3	10	8	2	7	18	9
	2%	**	**	**	**	1%	2%	2%	1%	1%	2%	2%	1%	2%	2%	2%

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

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
NONE OF THESE	113	**	**	**	**	44	69	91	21	-	56	23	21	12	79	34
	7%	**	**	**	**	6%	8%	11%	4%	-%	10%	5%	10%	3%	8%	6%
								bc	c		bdf		bdf		bd	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your new provider	1295 79%	1093 79%	100 79%	66 76%	** **	1142 79%	153 84% a	442 71%	832 85% a
Finding time to research the market	1184 72%	1001 73%	90 71%	67 77%	** **	1045 72%	140 77%	405 65%	761 78% a
Understanding the relevant steps required to switch provider	1173 72%	987 72%	93 73%	63 72%	** **	1031 71%	141 78% a	391 63%	764 78% a
Arranging the switch so that you always had access to your services (P)	1137 70%	953 69%	94 74%	60 69%	** **	994 68%	144 79% a	379 61%	739 75% a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	1131 69%	949 69%	89 70%	66 75%	** **	985 68%	146 80% a	374 60%	739 75% a
Cancelling your previous service (P)	1098 67%	918 66%	92 73%	61 69%	** **	961 66%	138 76% a	369 59%	710 72% a
Keeping/ transferring your phone number	728 45%	607 44%	59 46%	41 47%	** **	635 44%	93 52% a	240 38%	474 48% a
Comparing what different providers are offering	590 36%	497 36%	50 39%	30 35%	** **	528 36%	62 34%	191 30%	390 40% a

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Setting up a new online account	518 32%	440 32%	40 31%	31 35%	** **	451 31%	68 37%	165 26%	348 35% a
Getting the switch to happen on the date you wanted (P)	371 23%	310 22%	30 24%	21 24%	** **	330 23%	40 22%	119 19%	247 25% a
Contacting your previous provider	337 21%	286 21%	30 23%	13 14%	** **	292 20%	45 25%	120 19%	210 21%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291 18%	248 18%	18 14%	22 25% b	** **	247 17%	44 24% a	95 15%	194 20% a
Having new equipment installed by the new provider	176 11%	138 10%	17 14%	12 14%	** **	158 11%	19 10%	65 10%	110 11%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168 10%	144 10%	9 7%	13 15% b	** **	147 10%	21 12%	63 10%	103 11%
Your previous provider trying to persuade you to stay	142 9%	116 8%	11 8%	9 10%	** **	126 9%	16 9%	53 9%	86 9%
Getting a better deal with your previous provider	134 8%	113 8%	8 6%	4 5%	** **	122 8%	12 7%	52 8%	79 8%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 46

Any break column with 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	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Paying the charge to exit your contract early	117	92	11	7	**	101	16	51	63
	7%	7%	9%	8%	**	7%	9%	8%	6%
Returning your previous provider's equipment	86	72	6	5	**	79	7	32	54
	5%	5%	5%	6%	**	5%	4%	5%	6%
Unlocking your handset to take it with you	61	51	6	4	**	55	6	30	29
	4%	4%	5%	5%	**	4%	4%	5%	3%
								b	
Other devices or products you own not working with the new service	56	52	2	2	**	54	2	31	25
	3%	4%	1%	2%	**	4%	1%	5%	3%
								b	
Resolving billing issues with your previous provider	51	41	2	7	**	49	1	21	30
	3%	3%	2%	8%	**	3%	1%	3%	3%
				ab		b			
Paying a disconnection charge to your previous provider	49	43	5	2	**	45	4	24	25
	3%	3%	4%	2%	**	3%	2%	4%	3%
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	27	23	3	-	**	25	2	11	15
	2%	2%	3%	-%	**	2%	1%	2%	1%
NONE OF THESE	113	93	11	8	**	108	5	67	44
	7%	7%	8%	10%	**	7%	3%	11%	4%
						b		b	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	790	275	606	161	115	47	180	48	330	224	106
Comparing what different providers are offering	42	6	18	2	4	**	4	**	12	9	3
	5%	2%	3%	1%	3%	**	2%	**	4%	4%	3%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Understanding the relevant steps required to switch provider	111	14	54	2	11	3	4	8	40	30	10
	7%	3%	4%	1%	5%	3%	1%	8%	6%	6%	4%
					a			ab			
Base	1635	513	1236	304	209	95	323	95	723	495	228
Finding time to research the market	108	10	49	2	7	2	3	4	40	31	8
	7%	2%	4%	1%	3%	2%	1%	5%	5%	6%	4%
			a		a			b			
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	73	14	38	5	8	**	8	**	24	21	**
	14%	9%	10%	6%	12%	**	9%	**	11%	11%	**
Base	340	120	236	69	51	27	74	18	116	89	27
Your previous provider trying to persuade you to stay	63	12	36	**	**	**	**	**	24	**	**
	19%	10%	15%	**	**	**	**	**	21%	**	**
Base	372	139	261	80	59	27	88	24	122	97	25
Getting a better deal with your previous provider	153	62	115	**	23	**	44	**	53	**	**
	41%	45%	44%	**	39%	**	50%	**	44%	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your new provider	111	19	54	7	12	3	10	6	35	25	10
	7%	4%	4%	2%	6%	3%	3%	6%	5%	5%	4%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Cancelling your previous service	208	41	119	21	20	9	24	7	79	53	26
	13%	8%	10%	7%	9%	10%	8%	7%	11%	11%	11%
Base	964	333	828	256	77	71	262	-	495	495	-
Keeping/ transferring your phone number	68	5	41	2	3	1	4	**	36	36	**
	7%	2%	5%	1%	4%	2%	1%	**	7%	7%	**
Base	137	36	68	23	13	10	23	3	32	20	12
Paying the charge to exit your contract early	53	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Base	638	218	474	133	85	42	144	32	255	174	81
Setting up a new online account	36	5	12	4	1	**	3	**	7	5	2
	6%	2%	3%	3%	1%	**	2%	**	3%	3%	3%
Base	112	-	112	-	-	-	-	-	112	89	23
Unlocking your handset to take it with you	17	**	17	**	**	**	**	**	17	**	**
	15%	**	15%	**	**	**	**	**	15%	**	**
Base	527	172	361	85	87	37	103	32	189	144	45
Getting the switch to happen on the date you wanted	46	10	19	4	6	**	6	**	9	6	**
	9%	6%	5%	5%	7%	**	6%	**	5%	4%	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	278	155	155	48	107	58	61	36	-	-	-
Having new equipment installed by the new provider	34	10	10	**	7	2	**	**	**	**	**
	12%	6%	6%	**	7%	4%	**	**	**	**	**
Base	398	243	243	180	62	26	182	35	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	7	7	4	2	**	4	**	**	**	**
	8%	3%	3%	2%	4%	**	2%	**	**	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you always had access to your services	161	25	80	12	13	4	15	6	55	40	14
	10%	5%	6%	4%	6%	5%	5%	7%	8%	8%	6%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you were not paying for your old and new services at the same time	176	29	99	10	19	4	15	10	70	48	22
	11%	6%	8%	3%	9%	4%	5%	11%	10%	10%	10%
			a		a			ab			
Base	266	129	129	67	62	36	68	25	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29	4	4	**	3	**	**	**	**	**	**
	11%	3%	3%	**	5%	**	**	**	**	**	**
Base	66	-	66	-	-	-	-	-	66	46	21

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300	
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300	
Total	1635	513	1236	304	209	95	323	95	723	495	228	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	17	-	17	-	-	-	-	-	17	14	4	
	26%	-%	26%	-%	-%	-%	-%	-%	26%	30%	19%	
			a						c	c		
Base	203	95	95	38	56	29	49	17	-	-	-	
Returning your previous provider's equipment	46	10	10	**	**	**	**	**	**	**	**	
	23%	11%	11%	**	**	**	**	**	**	**	**	
Base	159	29	86	12	16	3	15	11	57	48	9	
Other devices or products you own not working with the new service	45	**	23	**	**	**	**	**	**	**	**	
	28%	**	26%	**	**	**	**	**	**	**	**	
Base	233	72	157	49	24	11	51	10	85	59	26	
Resolving billing issues with your previous provider	95	**	63	**	**	**	**	**	**	**	**	
	41%	**	40%	**	**	**	**	**	**	**	**	
Base	140	57	57	28	29	11	29	16	-	-	-	
Paying a disconnection charge to your previous provider	46	**	**	**	**	**	**	**	**	**	**	
	33%	**	**	**	**	**	**	**	**	**	**	

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	790	61	129	141	89	52	33	49	135	-	-	-	-	-	-
Comparing what different providers are offering	42	**	2	6	**	**	**	**	**	**	**	**	**	**	**
	5%	**	2%	4%	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	111	16	7	17	13	4	5	11	46	**	**	**	**	**	**
	7%	9%	3%	5%	6%	4%	5%	10%	16%	**	**	**	**	**	**
		b													
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Finding time to research the market	108	17	5	17	15	2	4	9	50	**	**	**	**	**	**
	7%	10%	2%	6%	7%	2%	4%	8%	18%	**	**	**	**	**	**
		be		b	be			a							
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	73	**	**	12	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**
Base	340	15	46	55	40	15	7	27	77	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	372	17	39	66	52	14	7	30	81	-	-	-	-	-	-
Getting a better deal with your previous provider	153	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	111	14	6	15	11	5	5	8	48	**	**	**	**	**	**
	7%	8%	2%	5%	5%	5%	6%	7%	17%	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Cancelling your previous service	208	23	17	39	23	15	10	19	70	**	**	**	**	**	**
	13%	13%	7%	13%	12%	15%	11%	17%	25%	**	**	**	**	**	**
Base	964	85	207	202	202	-	-	31	105	-	-	-	-	-	-
Keeping/ transferring your phone number	68	**	7	18	18	**	**	**	**	**	**	**	**	**	**
	7%	**	3%	9%	9%	**	**	**	**	**	**	**	**	**	**
Base	137	4	4	24	14	10	2	11	58	-	-	-	-	-	-
Paying the charge to exit your contract early	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	638	54	97	104	65	40	27	33	131	-	-	-	-	-	-
Setting up a new online account	36	**	2	2	**	**	**	**	**	**	**	**	**	**	**
	6%	**	2%	2%	**	**	**	**	**	**	**	**	**	**	**
Base	112	23	49	40	32	8	8	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	32	76	80	57	24	10	46	120	-	-	-	-	-	-

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	46	4	1	3	2	2	2	8	20	**	**	**	**	**	**
	9%	14%	1%	4%	3%	6%	15%	16%	17%	**	**	**	**	**	**
		bcde		b		b	bcde								
Base	278	-	-	-	-	-	-	26	97	-	-	-	-	-	-
Having new equipment installed by the new provider	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	398	-	-	-	-	-	-	51	104	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	161	22	13	20	16	5	10	12	68	**	**	**	**	**	**
	10%	13%	5%	7%	8%	5%	11%	11%	24%	**	**	**	**	**	**
		bce					be		a						
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	176	23	18	29	19	11	9	18	58	**	**	**	**	**	**
	11%	13%	7%	10%	9%	11%	10%	16%	21%	**	**	**	**	**	**
		b													
Base	266	-	-	-	-	-	-	33	104	-	-	-	-	-	-

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29	-	-	-	-	-	-	5	20	**	**	**	**	**	**
	11%	-%	-%	-%	-%	-%	-%	14%	19%	**	**	**	**	**	**
Base	66	17	10	39	26	13	6	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	-	-	20	88	-	-	-	-	-	-
Returning your previous provider's equipment	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	159	18	9	30	24	5	4	12	61	-	-	-	-	-	-
Other devices or products you own not working with the new service	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	233	22	24	39	26	13	10	15	61	-	-	-	-	-	-
Resolving billing issues with your previous provider	95	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	140	-	-	-	-	-	-	15	68	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	46	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	790	-	-	-	-	333	457	398	283	106	279	247	105	157	526	263
Comparing what different providers are offering	42	**	**	**	**	18	24	35	5	2	28	4	3	7	32	10
	5%	**	**	**	**	6%	5%	9%	2%	2%	10%	1%	3%	4%	6%	4%
								bc			bcdef				b	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Understanding the relevant steps required to switch provider	111	**	**	**	**	53	58	91	15	5	57	19	21	15	75	35
	7%	**	**	**	**	7%	6%	11%	3%	2%	10%	4%	9%	4%	7%	6%
								bc			bdef		bd		bd	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Finding time to research the market	108	**	**	**	**	50	58	94	11	4	53	25	14	16	78	30
	7%	**	**	**	**	7%	6%	11%	2%	1%	9%	5%	7%	4%	7%	5%
								bc			bdf				df	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	73	**	**	**	**	34	39	46	19	**	40	13	**	10	53	20
	14%	**	**	**	**	14%	14%	17%	11%	**	19%	8%	**	10%	15%	13%
											bd				b	
Base	340	-	-	-	-	159	181	183	109	48	140	103	40	55	243	96
Your previous provider trying to persuade you to stay	63	**	**	**	**	23	40	44	13	**	27	19	**	**	46	17
	19%	**	**	**	**	15%	22%	24%	12%	**	19%	18%	**	**	19%	18%
								b								
Base	372	-	-	-	-	176	194	201	126	44	145	108	51	67	253	118
Getting a better deal with your previous provider	153	**	**	**	**	80	73	82	48	**	64	37	**	**	101	52
	41%	**	**	**	**	45%	38%	41%	38%	**	44%	34%	**	**	40%	44%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	111	**	**	**	**	51	57	84	18	8	58	24	14	15	82	28
	7%	**	**	**	**	7%	6%	10%	3%	3%	10%	5%	6%	4%	8%	5%
								bc			bdf				bdf	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Cancelling your previous service	208	**	**	**	**	92	116	151	45	11	92	50	33	31	142	64
	13%	**	**	**	**	13%	13%	18%	8%	4%	16%	10%	15%	9%	14%	11%
								bc	c		bdf		d		d	
Base	964	-	-	-	-	437	525	448	345	169	357	286	111	208	643	319
Keeping/ transferring your phone number	68	**	**	**	**	34	34	55	8	4	34	13	8	13	47	21
	7%	**	**	**	**	8%	7%	12%	2%	3%	10%	5%	7%	6%	7%	6%
								bc			b					
Base	137	-	-	-	-	53	82	105	25	7	63	30	18	26	93	44
Paying the charge to exit your contract early	53	**	**	**	**	**	**	45	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	42%	**	**	**	**	**	**	**	**
Base	638	-	-	-	-	305	331	301	226	108	239	187	79	132	427	211
Setting up a new online account	36	**	**	**	**	12	23	29	6	-	25	6	**	1	31	4
	6%	**	**	**	**	4%	7%	10%	3%	-%	10%	3%	**	1%	7%	2%
								bc			bdf				bdf	
Base	112	-	-	-	-	47	65	55	39	17	44	33	16	19	77	35
Unlocking your handset to take it with you	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	-	-	-	-	244	280	279	156	91	221	160	60	85	381	145

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting the switch to happen on the date you wanted	46	**	**	**	**	20	26	38	7	1	24	13	6	3	37	9
	9%	**	**	**	**	8%	9%	14%	4%	2%	11%	8%	10%	3%	10%	6%
								bc	c		df	d	df		df	d
Base	278	-	-	-	-	111	167	162	81	34	104	81	33	58	185	91
Having new equipment installed by the new provider	34	**	**	**	**	13	21	28	4	**	17	5	**	**	22	12
	12%	**	**	**	**	12%	12%	17%	5%	**	17%	6%	**	**	12%	13%
								b			b					
Base	398	-	-	-	-	175	221	192	141	62	140	114	46	96	254	143
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	**	**	**	**	10	22	24	4	**	17	8	**	3	25	7
	8%	**	**	**	**	6%	10%	13%	3%	**	12%	7%	**	4%	10%	5%
								b			df				d	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you always had access to your services	161	**	**	**	**	65	93	117	28	15	67	37	24	31	105	55
	10%	**	**	**	**	9%	10%	14%	5%	6%	12%	8%	11%	8%	10%	9%
								bc			b					
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you were not paying for your old and new services at the same time	176	**	**	**	**	76	97	128	38	9	79	48	19	28	127	47
	11%	**	**	**	**	11%	11%	15%	7%	4%	14%	10%	9%	8%	12%	8%
								bc			bcd	df			df	
Base	266	-	-	-	-	119	147	151	84	31	100	78	42	45	178	87

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

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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29	**	**	**	**	14	14	25	2	1	17	5	4	2	22	6
	11%	**	**	**	**	12%	10%	17%	3%	4%	17%	6%	10%	5%	13%	7%
								bc			bcdef		d		bdf	
Base	66	-	-	-	-	22	43	51	12	4	28	19	6	14	47	20
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	104	99	126	55	21	77	54	27	44	131	71
Returning your previous provider's equipment	46	**	**	**	**	20	26	34	**	**	**	**	**	**	35	**
	23%	**	**	**	**	20%	26%	27%	**	**	**	**	**	**	26%	**
Base	159	-	-	-	-	72	88	134	22	3	85	33	18	22	118	40
Other devices or products you own not working with the new service	45	**	**	**	**	**	**	41	**	**	**	**	**	**	29	**
	28%	**	**	**	**	**	**	30%	**	**	**	**	**	**	25%	**
Base	233	-	-	-	-	98	134	154	61	18	88	56	35	54	144	89
Resolving billing issues with your previous provider	95	**	**	**	**	41	53	59	**	**	**	**	**	**	58	37
	41%	**	**	**	**	42%	40%	38%	**	**	**	**	**	**	40%	42%
Base	140	-	-	-	-	71	68	100	28	11	62	34	25	19	96	44
Paying a disconnection charge to your previous provider	46	**	**	**	**	**	**	**	**	**	**	**	**	**	34	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	35%	**

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

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	790	672	64	39	16	704	86	277	503
Comparing what different providers are offering	42	36	**	**	**	39	**	31	11
	5%	5%	**	**	**	6%	**	11%	2%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Understanding the relevant steps required to switch provider	111	90	11	7	**	101	10	66	44
	7%	6%	8%	8%	**	7%	5%	11%	4%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Finding time to research the market	108	92	10	5	**	105	3	75	31
	7%	7%	8%	5%	**	7%	2%	12%	3%
						b		b	
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	73	61	**	**	**	67	**	44	28
	14%	14%	**	**	**	15%	**	21%	10%
								b	
Base	340	293	20	14	12	309	31	153	182
Your previous provider trying to persuade you to stay	63	57	**	**	**	61	**	36	27
	19%	19%	**	**	**	20%	**	23%	15%
								b	
Base	372	314	28	20	11	330	41	158	205
Getting a better deal with your previous provider	153	127	**	**	**	139	**	70	81
	41%	40%	**	**	**	42%	**	44%	39%
Base	1635	1380	127	87	41	1454	181	625	982

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

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your new provider	111 7%	94 7%	10 8%	6 7%	** **	102 7%	9 5%	69 11% b	39 4%
Base	1635	1380	127	87	41	1454	181	625	982
Cancelling your previous service	208 13%	178 13%	18 14%	8 9%	** **	198 14% b	10 6%	116 19% b	89 9%
Base	964	811	78	51	24	854	110	350	595
Keeping/ transferring your phone number	68 7%	58 7%	** **	** **	** **	64 8%	4 3%	43 12% b	25 4%
Base	137	117	8	8	4	131	6	80	56
Paying the charge to exit your contract early	53 39%	48 41%	** **	** **	** **	51 39%	** **	** **	** **
Base	638	543	48	38	8	558	80	232	400
Setting up a new online account	36 6%	27 5%	** **	** **	** **	36 6%	** **	27 12% b	9 2%
Base	112	93	10	8	1	101	10	61	48
Unlocking your handset to take it with you	17 15%	11 12%	** **	** **	** **	17 17%	** **	** **	** **
Base	527	441	46	27	12	481	46	201	321
Getting the switch to happen on the date you wanted	46 9%	38 9%	** **	** **	** **	45 9%	** **	28 14% b	17 5%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	278	230	19	18	11	249	28	120	154
Having new equipment installed by the new provider	34	32	**	**	**	28	**	18	16
	12%	14%	**	**	**	11%	**	15%	10%
Base	398	340	24	28	5	346	52	147	247
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	32	30	**	**	**	30	**	20	12
	8%	9%	**	**	**	9%	**	13%	5%
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you always had access to your services	161	134	12	12	**	149	12	94	64
	10%	10%	9%	13%	**	10%	6%	15%	6%
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you were not paying for your old and new services at the same time	176	143	20	10	**	168	7	104	68
	11%	10%	15%	12%	**	12%	4%	17%	7%
Base	266	225	19	17	5	235	31	118	144
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	29	23	**	**	**	25	**	20	9
	11%	10%	**	**	**	11%	**	17%	6%

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 47

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

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	66	54	5	4	3	62	4	36	29
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	203	168	17	11	6	184	18	91	110
Returning your previous provider's equipment	46	39	**	**	**	43	**	31	14
	23%	23%	**	**	**	23%	**	34%	12%
								b	
Base	159	140	8	8	3	150	9	99	59
Other devices or products you own not working with the new service	45	37	**	**	**	40	**	**	**
	28%	27%	**	**	**	27%	**	**	**
Base	233	196	16	17	4	218	15	119	112
Resolving billing issues with your previous provider	95	84	**	**	**	89	**	55	38
	41%	43%	**	**	**	41%	**	46%	34%
								b	
Base	140	125	9	5	2	130	10	75	64
Paying a disconnection charge to your previous provider	46	42	**	**	**	46	**	**	**
	33%	33%	**	**	**	36%	**	**	**

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

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	790	275	606	161	115	47	180	48	330	224	106
Comparing what different providers are offering	159	45	113	24	21	**	26	**	68	42	26
	20%	16%	19%	15%	18%	**	15%	**	21%	19%	24%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Understanding the relevant steps required to switch provider	350	78	239	37	41	14	43	22	161	120	40
	21%	15%	19%	12%	20%	14%	13%	23%	22%	24%	18%
			a		a			ab		c	
Base	1635	513	1236	304	209	95	323	95	723	495	228
Finding time to research the market	341	77	223	44	33	20	41	16	145	104	42
	21%	15%	18%	15%	16%	21%	13%	17%	20%	21%	18%
						b					
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	103	30	67	15	15	**	17	**	37	29	**
	20%	20%	18%	18%	22%	**	18%	**	17%	16%	**
Base	340	120	236	69	51	27	74	18	116	89	27
Your previous provider trying to persuade you to stay	135	56	96	**	**	**	**	**	41	**	**
	40%	46%	41%	**	**	**	**	**	35%	**	**
Base	372	139	261	80	59	27	88	24	122	97	25
Getting a better deal with your previous provider	85	24	51	**	10	**	13	**	27	**	**
	23%	17%	19%	**	17%	**	15%	**	22%	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your new provider	228	45	140	24	21	7	24	13	95	69	26
	14%	9%	11%	8%	10%	8%	7%	14%	13%	14%	11%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Cancelling your previous service	327	84	230	35	49	15	44	25	146	110	36
	20%	16%	19%	11%	23%	15%	14%	27%	20%	22%	16%
Base	964	333	828	256	77	71	262	-	495	495	-
Keeping/ transferring your phone number	169	21	135	14	6	4	16	**	114	114	**
	18%	6%	16%	6%	8%	5%	6%	**	23%	23%	**
Base	137	36	68	23	13	10	23	3	32	20	12
Paying the charge to exit your contract early	60	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	638	218	474	133	85	42	144	32	255	174	81
Setting up a new online account	84	18	52	9	10	**	9	**	34	22	12
	13%	8%	11%	7%	11%	**	7%	**	13%	12%	15%
Base	112	-	112	-	-	-	-	-	112	89	23
Unlocking your handset to take it with you	33	**	33	**	**	**	**	**	33	**	**
	30%	**	30%	**	**	**	**	**	30%	**	**
Base	527	172	361	85	87	37	103	32	189	144	45
Getting the switch to happen on the date you wanted	110	25	62	12	13	**	16	**	36	26	**
	21%	15%	17%	15%	15%	**	16%	**	19%	18%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	278	155	155	48	107	58	61	36	-	-	-
Having new equipment installed by the new provider	68	25	25	**	15	5	**	**	**	**	**
	24%	16%	16%	**	14%	9%	**	**	**	**	**
Base	398	243	243	180	62	26	182	35	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	34	34	22	12	**	20	**	**	**	**
	19%	14%	14%	12%	19%	**	11%	**	**	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you always had access to your services	336	76	224	44	33	13	45	18	147	122	25
	21%	15%	18%	14%	16%	14%	14%	19%	20%	25%	11%
									c	c	
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you were not paying for your old and new services at the same time	327	76	224	43	33	13	48	16	148	112	36
	20%	15%	18%	14%	16%	13%	15%	17%	21%	23%	16%
										c	
Base	266	129	129	67	62	36	68	25	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	25	25	**	11	**	**	**	**	**	**
	26%	19%	19%	**	18%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	66	-	66	-	-	-	-	-	66	46	21
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	203	95	95	38	56	29	49	17	-	-	-
Returning your previous provider's equipment	71	31	31	**	**	**	**	**	**	**	**
	35%	33%	33%	**	**	**	**	**	**	**	**
Base	159	29	86	12	16	3	15	11	57	48	9
Other devices or products you own not working with the new service	58	**	26	**	**	**	**	**	**	**	**
	36%	**	31%	**	**	**	**	**	**	**	**
Base	233	72	157	49	24	11	51	10	85	59	26
Resolving billing issues with your previous provider	87	**	61	**	**	**	**	**	**	**	**
	37%	**	39%	**	**	**	**	**	**	**	**
Base	140	57	57	28	29	11	29	16	-	-	-
Paying a disconnection charge to your previous provider	45	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	790	61	129	141	89	52	33	49	135	-	-	-	-	-	-
Comparing what different providers are offering	159	**	23	30	**	**	**	**	**	**	**	**	**	**	**
	20%	**	18%	22%	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	350	46	44	70	53	17	16	31	80	**	**	**	**	**	**
	21%	27%	18%	23%	26%	18%	18%	27%	28%	**	**	**	**	**	**
		b		b	b										
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Finding time to research the market	341	42	37	66	49	17	19	33	86	**	**	**	**	**	**
	21%	25%	15%	22%	24%	17%	22%	29%	30%	**	**	**	**	**	**
		b		b	b										
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	103	**	**	17	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**
Base	340	15	46	55	40	15	7	27	77	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	135	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	372	17	39	66	52	14	7	30	81	-	-	-	-	-	-
Getting a better deal with your previous provider	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	228	31	18	47	33	14	9	24	64	**	**	**	**	**	**
	14%	18%	7%	16%	16%	14%	10%	21%	23%	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Cancelling your previous service	327	42	45	59	42	17	12	32	66	**	**	**	**	**	**
	20%	25%	18%	19%	21%	17%	14%	28%	23%	**	**	**	**	**	**
Base	964	85	207	202	202	-	-	31	105	-	-	-	-	-	-
Keeping/ transferring your phone number	169	**	40	47	47	**	**	**	**	**	**	**	**	**	**
	18%	**	19%	23%	23%	**	**	**	**	**	**	**	**	**	**
Base	137	4	4	24	14	10	2	11	58	-	-	-	-	-	-
Paying the charge to exit your contract early	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	638	54	97	104	65	40	27	33	131	-	-	-	-	-	-
Setting up a new online account	84	**	10	15	**	**	**	**	**	**	**	**	**	**	**
	13%	**	10%	14%	**	**	**	**	**	**	**	**	**	**	**
Base	112	23	49	40	32	8	8	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	32	76	80	57	24	10	46	120	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	110	6	12	18	11	7	2	11	37	**	**	**	**	**	**
	21%	19%	16%	22%	19%	29%	23%	25%	31%	**	**	**	**	**	**
						abd									
Base	278	-	-	-	-	-	-	26	97	-	-	-	-	-	-
Having new equipment installed by the new provider	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	398	-	-	-	-	-	-	51	104	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	336	32	50	66	52	14	6	33	78	**	**	**	**	**	**
	21%	18%	20%	22%	26%	14%	7%	29%	28%	**	**	**	**	**	**
		f	f	f	ef										
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	327	33	53	63	43	20	8	29	74	**	**	**	**	**	**
	20%	19%	21%	21%	21%	20%	10%	25%	26%	**	**	**	**	**	**
		f	f	f	f	f									
Base	266	-	-	-	-	-	-	33	104	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	-	-	-	-	-	-	7	37	**	**	**	**	**	**
	26%	-%	-%	-%	-%	-%	-%	21%	36%	**	**	**	**	**	**
Base	66	17	10	39	26	13	6	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	-	-	20	88	-	-	-	-	-	-
Returning your previous provider's equipment	71	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	159	18	9	30	24	5	4	12	61	-	-	-	-	-	-
Other devices or products you own not working with the new service	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	233	22	24	39	26	13	10	15	61	-	-	-	-	-	-
Resolving billing issues with your previous provider	87	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	140	-	-	-	-	-	-	15	68	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	45	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	790	-	-	-	-	333	457	398	283	106	279	247	105	157	526	263
Comparing what different providers are offering	159	**	**	**	**	71	88	90	50	17	61	46	20	31	107	52
	20%	**	**	**	**	21%	19%	23%	18%	16%	22%	19%	19%	20%	20%	20%
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Understanding the relevant steps required to switch provider	350	**	**	**	**	153	195	222	93	33	131	112	46	58	243	104
	21%	**	**	**	**	21%	21%	27%	17%	13%	23%	23%	21%	16%	23%	18%
								bc			df	df			df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Finding time to research the market	341	**	**	**	**	151	188	220	91	29	132	109	48	51	241	99
	21%	**	**	**	**	21%	21%	26%	16%	12%	23%	23%	22%	14%	23%	17%
								bc			df	df	d		df	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	103	**	**	**	**	38	64	74	19	**	42	37	**	15	79	24
	20%	**	**	**	**	16%	23%	28%	11%	**	20%	24%	**	16%	22%	16%
							a	b								
Base	340	-	-	-	-	159	181	183	109	48	140	103	40	55	243	96
Your previous provider trying to persuade you to stay	135	**	**	**	**	54	80	74	42	**	56	33	**	**	89	46
	40%	**	**	**	**	34%	44%	40%	38%	**	40%	32%	**	**	37%	48%
							a								be	
Base	372	-	-	-	-	176	194	201	126	44	145	108	51	67	253	118
Getting a better deal with your previous provider	85	**	**	**	**	31	53	52	26	**	31	26	**	**	57	28
	23%	**	**	**	**	17%	27%	26%	20%	**	21%	24%	**	**	23%	23%
							a									

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	228	**	**	**	**	109	118	165	49	13	92	71	31	32	163	64
	14%	**	**	**	**	15%	13%	20%	9%	5%	16%	15%	14%	9%	16%	11%
								bc	c		df	df	d		df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Cancelling your previous service	327	**	**	**	**	137	187	213	85	29	106	114	46	61	220	107
	20%	**	**	**	**	19%	20%	26%	15%	12%	19%	24%	21%	17%	21%	18%
								bc			adf	adf	d		d	
Base	964	-	-	-	-	437	525	448	345	169	357	286	111	208	643	319
Keeping/ transferring your phone number	169	**	**	**	**	83	86	112	45	12	74	50	20	24	124	44
	18%	**	**	**	**	19%	16%	25%	13%	7%	21%	17%	18%	12%	19%	14%
								bc	c		df	df	d		df	
Base	137	-	-	-	-	53	82	105	25	7	63	30	18	26	93	44
Paying the charge to exit your contract early	60	**	**	**	**	**	**	49	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	46%	**	**	**	**	**	**	**	**
Base	638	-	-	-	-	305	331	301	226	108	239	187	79	132	427	211
Setting up a new online account	84	**	**	**	**	47	37	48	27	8	41	19	**	12	60	24
	13%	**	**	**	**	15%	11%	16%	12%	8%	17%	10%	**	9%	14%	11%
								c			bd	bd				
Base	112	-	-	-	-	47	65	55	39	17	44	33	16	19	77	35
Unlocking your handset to take it with you	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	-	-	-	-	244	280	279	156	91	221	160	60	85	381	145

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting the switch to happen on the date you wanted	110	**	**	**	**	46	62	78	23	9	53	34	13	10	87	23
	21%	**	**	**	**	19%	22%	28%	15%	10%	24%	21%	21%	12%	23%	16%
								bc	c		df	df	d		df	
Base	278	-	-	-	-	111	167	162	81	34	104	81	33	58	185	91
Having new equipment installed by the new provider	68	**	**	**	**	28	40	50	11	**	32	20	**	**	53	15
	24%	**	**	**	**	25%	24%	31%	13%	**	31%	25%	**	**	28%	17%
								b			f			f		
Base	398	-	-	-	-	175	221	192	141	62	140	114	46	96	254	143
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	**	**	**	**	35	39	45	21	**	37	20	**	11	57	17
	19%	**	**	**	**	20%	18%	23%	15%	**	27%	18%	**	12%	23%	12%
								b			df				df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you always had access to your services	336	**	**	**	**	160	175	217	86	31	138	101	46	49	239	95
	21%	**	**	**	**	22%	19%	26%	16%	12%	24%	21%	21%	13%	23%	16%
								bc			df	df	d		df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you were not paying for your old and new services at the same time	327	**	**	**	**	147	179	217	81	26	125	97	54	50	222	104
	20%	**	**	**	**	21%	20%	26%	15%	11%	22%	20%	25%	14%	21%	18%
								bc			df	d	df		d	
Base	266	-	-	-	-	119	147	151	84	31	100	78	42	45	178	87

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	**	**	**	**	38	32	47	17	5	25	21	9	14	46	23
	26%	**	**	**	**	32%	21%	31%	21%	15%	25%	27%	22%	30%	26%	26%
						b		bc						c		
Base	66	-	-	-	-	22	43	51	12	4	28	19	6	14	47	20
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	104	99	126	55	21	77	54	27	44	131	71
Returning your previous provider's equipment	71	**	**	**	**	40	31	48	**	**	**	**	**	**	45	**
	35%	**	**	**	**	39%	31%	38%	**	**	**	**	**	**	34%	**
Base	159	-	-	-	-	72	88	134	22	3	85	33	18	22	118	40
Other devices or products you own not working with the new service	58	**	**	**	**	**	**	49	**	**	**	**	**	**	44	**
	36%	**	**	**	**	**	**	37%	**	**	**	**	**	**	37%	**
Base	233	-	-	-	-	98	134	154	61	18	88	56	35	54	144	89
Resolving billing issues with your previous provider	87	**	**	**	**	31	56	62	**	**	**	**	**	**	56	31
	37%	**	**	**	**	32%	42%	40%	**	**	**	**	**	**	39%	35%
Base	140	-	-	-	-	71	68	100	28	11	62	34	25	19	96	44
Paying a disconnection charge to your previous provider	45	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	30%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	790	672	64	39	16	704	86	277	503
Comparing what different providers are offering	159	139	**	**	**	138	**	55	102
	20%	21%	**	**	**	20%	**	20%	20%
Base	1635	1380	127	87	41	1454	181	625	982
Understanding the relevant steps required to switch provider	350	302	23	18	**	320	30	167	174
	21%	22%	18%	20%	**	22%	16%	27%	18%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Finding time to research the market	341	286	27	15	**	303	38	143	190
	21%	21%	21%	18%	**	21%	21%	23%	19%
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	103	97	**	**	**	97	**	48	53
	20%	22%	**	**	**	21%	**	23%	18%
Base	340	293	20	14	12	309	31	153	182
Your previous provider trying to persuade you to stay	135	120	**	**	**	121	**	64	68
	40%	41%	**	**	**	39%	**	42%	38%
Base	372	314	28	20	11	330	41	158	205
Getting a better deal with your previous provider	85	74	**	**	**	70	**	36	45
	23%	23%	**	**	**	21%	**	23%	22%
Base	1635	1380	127	87	41	1454	181	625	982
Contacting your new provider	228	192	16	15	**	208	20	113	111
	14%	14%	13%	18%	**	14%	11%	18%	11%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	1635	1380	127	87	41	1454	181	625	982
Cancelling your previous service	327	283	16	19	**	294	33	138	182
	20%	20%	13%	22%	**	20%	18%	22%	19%
		b							
Base	964	811	78	51	24	854	110	350	595
Keeping/ transferring your phone number	169	146	**	**	**	155	14	68	96
	18%	18%	**	**	**	18%	12%	19%	16%
Base	137	117	8	8	4	131	6	80	56
Paying the charge to exit your contract early	60	54	**	**	**	55	**	**	**
	44%	47%	**	**	**	42%	**	**	**
Base	638	543	48	38	8	558	80	232	400
Setting up a new online account	84	76	**	**	**	72	**	40	43
	13%	14%	**	**	**	13%	**	17%	11%
								b	
Base	112	93	10	8	1	101	10	61	48
Unlocking your handset to take it with you	33	31	**	**	**	29	**	**	**
	30%	34%	**	**	**	29%	**	**	**
Base	527	441	46	27	12	481	46	201	321
Getting the switch to happen on the date you wanted	110	94	**	**	**	105	**	53	56
	21%	21%	**	**	**	22%	**	27%	18%
								b	
Base	278	230	19	18	11	249	28	120	154
Having new equipment installed by the new provider	68	60	**	**	**	64	**	37	28
	24%	26%	**	**	**	26%	**	31%	18%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	398	340	24	28	5	346	52	147	247
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	74	62	**	**	**	69	**	33	41
	19%	18%	**	**	**	20%	**	22%	17%
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you always had access to your services	336	292	21	16	**	310	26	150	179
	21%	21%	16%	18%	**	21% b	14%	24% b	18%
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you were not paying for your old and new services at the same time	327	287	18	11	**	299	28	145	175
	20%	21%	14%	13%	**	21%	15%	23% b	18%
Base	266	225	19	17	5	235	31	118	144
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	69	58	**	**	**	63	**	36	32
	26%	26%	**	**	**	27%	**	30%	22%
Base	66	54	5	4	3	62	4	36	29
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	203	168	17	11	6	184	18	91	110

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 48

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Returning your previous provider's equipment	71	57	8	4	**	62	9	29	42
	35%	34%	46%	32%	**	34%	47%	31%	38%
			ac				a		a
Base	159	140	8	8	3	150	9	99	59
Other devices or products you own not working with the new service	58	51	**	**	**	56	**	**	**
	36%	36%	**	**	**	37%	**	**	**
Base	233	196	16	17	4	218	15	119	112
Resolving billing issues with your previous provider	87	72	**	**	**	80	**	43	44
	37%	37%	**	**	**	37%	**	36%	39%
Base	140	125	9	5	2	130	10	75	64
Paying a disconnection charge to your previous provider	45	40	**	**	**	39	**	**	**
	32%	32%	**	**	**	30%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	790	275	606	161	115	47	180	48	330	224	106
Comparing what different providers are offering	201	51	130	26	25	**	30	**	80	51	29
	25%	18%	22%	16%	22%	**	17%	**	24%	23%	27%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Understanding the relevant steps required to switch provider	461	92	293	40	52	16	46	30	201	151	50
	28%	18%	24%	13%	25%	17%	14%	31%	28%	30%	22%
			a		a			ab		c	
Base	1635	513	1236	304	209	95	323	95	723	495	228
Finding time to research the market	449	87	272	46	40	22	44	21	185	135	50
	27%	17%	22%	15%	19%	23%	14%	22%	26%	27%	22%
			a			b		b			
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	176	44	105	20	24	**	25	**	61	50	**
	34%	28%	29%	24%	34%	**	26%	**	29%	28%	**
Base	340	120	236	69	51	27	74	18	116	89	27
Your previous provider trying to persuade you to stay	198	68	133	**	**	**	**	**	65	**	**
	58%	57%	56%	**	**	**	**	**	56%	**	**
Base	372	139	261	80	59	27	88	24	122	97	25
Getting a better deal with your previous provider	238	86	166	**	33	**	57	**	80	**	**
	64%	62%	64%	**	56%	**	65%	**	66%	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your new provider	339	63	194	31	32	10	34	19	131	95	36
	21%	12%	16%	10%	15%	11%	11%	20%	18%	19%	16%
			a		a			ab			
Base	1635	513	1236	304	209	95	323	95	723	495	228
Cancelling your previous service	535	124	349	56	68	24	68	32	225	162	62
	33%	24%	28%	18%	33%	25%	21%	34%	31%	33%	27%
			a		a			b			
Base	964	333	828	256	77	71	262	-	495	495	-
Keeping/ transferring your phone number	237	26	177	17	9	5	20	**	151	151	**
	25%	8%	21%	7%	12%	7%	8%	**	30%	30%	**
			a								
Base	137	36	68	23	13	10	23	3	32	20	12
Paying the charge to exit your contract early	113	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**
Base	638	218	474	133	85	42	144	32	255	174	81
Setting up a new online account	120	24	64	13	11	**	13	**	41	26	14
	19%	11%	14%	10%	13%	**	9%	**	16%	15%	18%
Base	112	-	112	-	-	-	-	-	112	89	23
Unlocking your handset to take it with you	50	**	50	**	**	**	**	**	50	**	**
	45%	**	45%	**	**	**	**	**	45%	**	**
Base	527	172	361	85	87	37	103	32	189	144	45
Getting the switch to happen on the date you wanted	156	35	80	17	19	**	22	**	45	32	**
	30%	20%	22%	19%	21%	**	21%	**	24%	22%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	278	155	155	48	107	58	61	36	-	-	-
Having new equipment installed by the new provider	102	35	35	**	23	8	**	**	**	**	**
	37%	22%	22%	**	21%	13%	**	**	**	**	**
Base	398	243	243	180	62	26	182	35	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	40	40	26	14	**	24	**	**	**	**
	27%	17%	17%	14%	23%	**	13%	**	**	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you always had access to your services	496	102	304	56	46	18	60	24	202	162	40
	30%	20%	25%	18%	22%	18%	19%	25%	28%	33%	17%
			a						c	c	
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you were not paying for your old and new services at the same time	503	105	323	53	52	17	63	26	218	160	58
	31%	20%	26%	17%	25%	17%	19%	27%	30%	32%	25%
			a		a			ab		c	
Base	266	129	129	67	62	36	68	25	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	29	29	**	14	**	**	**	**	**	**
	37%	23%	23%	**	23%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	66	-	66	-	-	-	-	-	66	46	21
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	203	95	95	38	56	29	49	17	-	-	-
Returning your previous provider's equipment	117	41	41	**	**	**	**	**	**	**	**
	58%	44%	44%	**	**	**	**	**	**	**	**
Base	159	29	86	12	16	3	15	11	57	48	9
Other devices or products you own not working with the new service	103	**	49	**	**	**	**	**	**	**	**
	65%	**	57%	**	**	**	**	**	**	**	**
Base	233	72	157	49	24	11	51	10	85	59	26
Resolving billing issues with your previous provider	182	**	125	**	**	**	**	**	**	**	**
	78%	**	80%	**	**	**	**	**	**	**	**
Base	140	57	57	28	29	11	29	16	-	-	-
Paying a disconnection charge to your previous provider	91	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	790	61	129	141	89	52	33	49	135	-	-	-	-	-	-
Comparing what different providers are offering	201	**	25	36	**	**	**	**	**	**	**	**	**	**	**
	25%	**	19%	26%	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	461	63	51	87	66	21	21	43	125	**	**	**	**	**	**
	28%	36%	21%	29%	32%	21%	23%	37%	44%	**	**	**	**	**	**
		bef	b	be											
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Finding time to research the market	449	60	43	83	64	19	23	42	135	**	**	**	**	**	**
	27%	35%	17%	27%	31%	19%	26%	37%	48%	**	**	**	**	**	**
		be	b	be			b	a							
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	176	**	**	29	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
Base	340	15	46	55	40	15	7	27	77	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	198	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	372	17	39	66	52	14	7	30	81	-	-	-	-	-	-
Getting a better deal with your previous provider	238	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	339	45	24	62	44	18	14	32	113	**	**	**	**	**	**
	21%	26%	9%	21%	22%	18%	17%	28%	40%	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Cancelling your previous service	535	65	62	97	66	32	22	51	135	**	**	**	**	**	**
	33%	38%	25%	32%	32%	32%	25%	45%	48%	**	**	**	**	**	**
Base	964	85	207	202	202	-	-	31	105	-	-	-	-	-	-
Keeping/ transferring your phone number	237	**	47	65	65	**	**	**	**	**	**	**	**	**	**
	25%	**	23%	32%	32%	**	**	**	**	**	**	**	**	**	**
Base	137	4	4	24	14	10	2	11	58	-	-	-	-	-	-
Paying the charge to exit your contract early	113	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	638	54	97	104	65	40	27	33	131	-	-	-	-	-	-
Setting up a new online account	120	**	12	17	**	**	**	**	**	**	**	**	**	**	**
	19%	**	12%	16%	**	**	**	**	**	**	**	**	**	**	**
Base	112	23	49	40	32	8	8	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	32	76	80	57	24	10	46	120	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	156	11	13	21	13	8	4	19	57	**	**	**	**	**	**
	30%	33%	18%	26%	22%	35%	38%	41%	48%	**	**	**	**	**	**
		bd		b		bcd	bcd								
Base	278	-	-	-	-	-	-	26	97	-	-	-	-	-	-
Having new equipment installed by the new provider	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	398	-	-	-	-	-	-	51	104	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	496	53	63	86	67	18	16	46	147	**	**	**	**	**	**
	30%	31%	25%	28%	33%	18%	18%	40%	52%	**	**	**	**	**	**
		ef		ef	ef			a							
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	503	56	71	92	62	30	17	47	133	**	**	**	**	**	**
	31%	32%	28%	30%	30%	31%	20%	41%	47%	**	**	**	**	**	**
		f		f	f										
Base	266	-	-	-	-	-	-	33	104	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	-	-	-	-	-	-	11	57	**	**	**	**	**	**
	37%	-%	-%	-%	-%	-%	-%	35%	55%	**	**	**	**	**	**
Base	66	17	10	39	26	13	6	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	-	-	20	88	-	-	-	-	-	-
Returning your previous provider's equipment	117	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	159	18	9	30	24	5	4	12	61	-	-	-	-	-	-
Other devices or products you own not working with the new service	103	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	233	22	24	39	26	13	10	15	61	-	-	-	-	-	-
Resolving billing issues with your previous provider	182	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	140	-	-	-	-	-	-	15	68	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	91	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	790	-	-	-	-	333	457	398	283	106	279	247	105	157	526	263
Comparing what different providers are offering	201	**	**	**	**	89	112	124	56	19	89	50	24	38	139	62
	25%	**	**	**	**	27%	24%	31%	20%	18%	32%	20%	22%	24%	26%	23%
								bc			bcf				b	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Understanding the relevant steps required to switch provider	461	**	**	**	**	205	253	312	108	39	188	130	67	73	318	140
	28%	**	**	**	**	29%	28%	38%	20%	16%	33%	27%	31%	20%	30%	24%
								bc			bdf	d	df		df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Finding time to research the market	449	**	**	**	**	201	246	314	101	32	185	134	62	66	320	129
	27%	**	**	**	**	28%	27%	38%	18%	13%	33%	28%	28%	18%	31%	22%
								bc	c		df	df	df		df	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	176	**	**	**	**	71	103	121	38	**	82	50	**	25	132	43
	34%	**	**	**	**	30%	38%	45%	22%	**	40%	32%	**	26%	36%	29%
								b			df			26%	d	
Base	340	-	-	-	-	159	181	183	109	48	140	103	40	55	243	96
Your previous provider trying to persuade you to stay	198	**	**	**	**	78	120	118	55	**	83	52	**	**	135	63
	58%	**	**	**	**	49%	66%	65%	51%	**	59%	50%	**	**	55%	66%
							a	b							b	
Base	372	-	-	-	-	176	194	201	126	44	145	108	51	67	253	118
Getting a better deal with your previous provider	238	**	**	**	**	110	127	133	73	**	95	63	**	**	158	80
	64%	**	**	**	**	63%	65%	67%	58%	**	66%	58%	**	**	63%	68%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	339	**	**	**	**	161	176	249	67	21	150	95	45	47	245	92
	21%	**	**	**	**	22%	19%	30%	12%	8%	27%	20%	21%	13%	23%	16%
								bc			bdf	d	d		df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Cancelling your previous service	535	**	**	**	**	229	303	364	130	40	198	164	79	92	362	171
	33%	**	**	**	**	32%	33%	44%	24%	16%	35%	34%	36%	25%	35%	29%
								bc	c		df	d	df		df	
Base	964	-	-	-	-	437	525	448	345	169	357	286	111	208	643	319
Keeping/ transferring your phone number	237	**	**	**	**	117	121	168	53	16	108	63	27	37	172	65
	25%	**	**	**	**	27%	23%	37%	16%	10%	30%	22%	25%	18%	27%	20%
								bc	c		bdf				df	
Base	137	-	-	-	-	53	82	105	25	7	63	30	18	26	93	44
Paying the charge to exit your contract early	113	**	**	**	**	**	**	93	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	89%	**	**	**	**	**	**	**	**
Base	638	-	-	-	-	305	331	301	226	108	239	187	79	132	427	211
Setting up a new online account	120	**	**	**	**	59	60	77	33	8	66	26	**	13	92	28
	19%	**	**	**	**	19%	18%	26%	15%	8%	28%	14%	**	10%	22%	13%
								bc	c		bdf				bdf	
Base	112	-	-	-	-	47	65	55	39	17	44	33	16	19	77	35
Unlocking your handset to take it with you	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	45%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	-	-	-	-	244	280	279	156	91	221	160	60	85	381	145

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting the switch to happen on the date you wanted	156	**	**	**	**	66	88	116	30	10	77	47	19	13	124	32
	30%	**	**	**	**	27%	31%	42%	19%	11%	35%	29%	32%	16%	33%	22%
							a	bc	c		bdf	df	df		df	d
Base	278	-	-	-	-	111	167	162	81	34	104	81	33	58	185	91
Having new equipment installed by the new provider	102	**	**	**	**	41	60	78	15	**	50	25	**	**	75	27
	37%	**	**	**	**	37%	36%	48%	18%	**	48%	31%	**	**	40%	30%
								b			bf				f	
Base	398	-	-	-	-	175	221	192	141	62	140	114	46	96	254	143
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	**	**	**	**	46	61	69	25	**	54	28	**	15	82	24
	27%	**	**	**	**	26%	27%	36%	18%	**	39%	25%	**	15%	32%	17%
								b			bdf				df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you always had access to your services	496	**	**	**	**	225	268	334	115	46	206	139	70	80	344	150
	30%	**	**	**	**	31%	29%	40%	21%	18%	36%	29%	32%	22%	33%	26%
								bc			bdf	d	df		df	
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you were not paying for your old and new services at the same time	503	**	**	**	**	223	277	346	119	36	205	144	73	78	349	151
	31%	**	**	**	**	31%	30%	42%	22%	14%	36%	30%	33%	21%	33%	26%
								bc	c		bdf	d	df		df	
Base	266	-	-	-	-	119	147	151	84	31	100	78	42	45	178	87

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	**	**	**	**	52	46	72	20	6	42	26	13	16	68	29
	37%	**	**	**	**	44%	31%	48%	23%	19%	43%	33%	32%	35%	39%	34%
						b		bc			bcd			bf		
Base	66	-	-	-	-	22	43	51	12	4	28	19	6	14	47	20
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	104	99	126	55	21	77	54	27	44	131	71
Returning your previous provider's equipment	117	**	**	**	**	60	57	82	**	**	**	**	**	**	79	**
	58%	**	**	**	**	58%	57%	65%	**	**	**	**	**	**	61%	**
Base	159	-	-	-	-	72	88	134	22	3	85	33	18	22	118	40
Other devices or products you own not working with the new service	103	**	**	**	**	**	**	90	**	**	**	**	**	**	73	**
	65%	**	**	**	**	**	**	67%	**	**	**	**	**	**	62%	**
Base	233	-	-	-	-	98	134	154	61	18	88	56	35	54	144	89
Resolving billing issues with your previous provider	182	**	**	**	**	72	109	122	**	**	**	**	**	**	114	68
	78%	**	**	**	**	73%	82%	79%	**	**	**	**	**	**	79%	76%
Base	140	-	-	-	-	71	68	100	28	11	62	34	25	19	96	44
Paying a disconnection charge to your previous provider	91	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**
	65%	**	**	**	**	**	**	**	**	**	**	**	**	**	65%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	790	672	64	39	16	704	86	277	503
Comparing what different providers are offering	201	175	**	**	**	177	**	86	113
	25%	26%	**	**	**	25%	**	31%	22%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Understanding the relevant steps required to switch provider	461	392	34	24	**	421	40	232	218
	28%	28%	27%	28%	**	29%	22%	37%	22%
						b		b	
Base	1635	1380	127	87	41	1454	181	625	982
Finding time to research the market	449	378	36	20	**	408	42	219	221
	27%	27%	29%	23%	**	28%	23%	35%	22%
								b	
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	176	157	**	**	**	164	**	92	81
	34%	35%	**	**	**	36%	**	43%	28%
								b	
Base	340	293	20	14	12	309	31	153	182
Your previous provider trying to persuade you to stay	198	177	**	**	**	183	**	100	95
	58%	60%	**	**	**	59%	**	65%	53%
								b	
Base	372	314	28	20	11	330	41	158	205
Getting a better deal with your previous provider	238	200	**	**	**	209	**	106	125
	64%	64%	**	**	**	63%	**	67%	61%
Base	1635	1380	127	87	41	1454	181	625	982

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your new provider	339	286	27	21	**	310	28	182	150
	21%	21%	21%	24%	**	21%	16%	29%	15%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Cancelling your previous service	535	461	34	27	**	492	43	254	271
	33%	33%	27%	31%	**	34%	24%	41%	28%
						b		b	
Base	964	811	78	51	24	854	110	350	595
Keeping/ transferring your phone number	237	204	**	**	**	220	17	110	122
	25%	25%	**	**	**	26%	16%	32%	20%
						b		b	
Base	137	117	8	8	4	131	6	80	56
Paying the charge to exit your contract early	113	102	**	**	**	106	**	**	**
	83%	88%	**	**	**	81%	**	**	**
Base	638	543	48	38	8	558	80	232	400
Setting up a new online account	120	103	**	**	**	107	**	67	52
	19%	19%	**	**	**	19%	**	29%	13%
								b	
Base	112	93	10	8	1	101	10	61	48
Unlocking your handset to take it with you	50	42	**	**	**	47	**	**	**
	45%	46%	**	**	**	46%	**	**	**
Base	527	441	46	27	12	481	46	201	321
Getting the switch to happen on the date you wanted	156	131	**	**	**	150	**	81	74
	30%	30%	**	**	**	31%	**	41%	23%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	278	230	19	18	11	249	28	120	154
Having new equipment installed by the new provider	102	92	**	**	**	92	**	55	44
	37%	40%	**	**	**	37%	**	46%	29%
								b	
Base	398	340	24	28	5	346	52	147	247
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	106	92	**	**	**	99	**	52	53
	27%	27%	**	**	**	29%	**	35%	22%
								b	
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you always had access to your services	496	426	33	28	**	459	38	244	242
	30%	31%	26%	31%	**	32%	21%	39%	25%
						b		b	
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you were not paying for your old and new services at the same time	503	430	37	22	**	467	35	250	243
	31%	31%	30%	25%	**	32%	20%	40%	25%
						b		b	
Base	266	225	19	17	5	235	31	118	144
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	98	81	**	**	**	88	**	55	41
	37%	36%	**	**	**	37%	**	47%	29%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	66	54	5	4	3	62	4	36	29
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	203	168	17	11	6	184	18	91	110
Returning your previous provider's equipment	117	96	**	**	**	106	**	59	56
	58%	57%	**	**	**	57%	**	65%	51%
								b	
Base	159	140	8	8	3	150	9	99	59
Other devices or products you own not working with the new service	103	88	**	**	**	96	**	**	**
	65%	63%	**	**	**	64%	**	**	**
Base	233	196	16	17	4	218	15	119	112
Resolving billing issues with your previous provider	182	155	**	**	**	169	**	98	82
	78%	79%	**	**	**	77%	**	82%	73%
Base	140	125	9	5	2	130	10	75	64
Paying a disconnection charge to your previous provider	91	82	**	**	**	85	**	**	**
	65%	66%	**	**	**	66%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	790	275	606	161	115	47	180	48	330	224	106
Comparing what different providers are offering	590	225	475	135	90	**	150	**	251	173	78
	75%	82%	78%	84%	78%	**	83%	**	76%	77%	73%
Base	1635	513	1236	304	209	95	323	95	723	495	228
Understanding the relevant steps required to switch provider	1173	421	943	264	157	79	277	65	522	344	178
	72%	82%	76%	87%	75%	83%	86%	69%	72%	70%	78%
		b		b		c	c				b
Base	1635	513	1236	304	209	95	323	95	723	495	228
Finding time to research the market	1184	426	964	258	169	73	279	74	538	360	178
	72%	83%	78%	85%	81%	77%	86%	78%	74%	73%	78%
		b					ac				
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	337	110	263	63	47	**	69	**	153	131	**
	66%	72%	71%	76%	66%	**	74%	**	71%	72%	**
Base	340	120	236	69	51	27	74	18	116	89	27
Your previous provider trying to persuade you to stay	142	52	103	**	**	**	**	**	51	**	**
	42%	43%	44%	**	**	**	**	**	44%	**	**
Base	372	139	261	80	59	27	88	24	122	97	25
Getting a better deal with your previous provider	134	53	95	**	26	**	31	**	42	**	**
	36%	38%	36%	**	44%	**	35%	**	34%	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Contacting your new provider	1295	450	1042	273	177	85	289	76	592	400	192
	79%	88%	84%	90%	85%	89%	89%	80%	82%	81%	84%
		b		b		c	c				
Base	1635	513	1236	304	209	95	323	95	723	495	228
Cancelling your previous service	1098	389	887	248	141	71	255	63	498	333	166
	67%	76%	72%	82%	67%	75%	79%	66%	69%	67%	73%
		b		b		c					
Base	964	333	828	256	77	71	262	-	495	495	-
Keeping/ transferring your phone number	732	312	656	239	73	66	242	**	344	344	**
	76%	94%	79%	93%	95%	93%	92%	**	70%	70%	**
		b									
Base	137	36	68	23	13	10	23	3	32	20	12
Paying the charge to exit your contract early	117	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**
Base	638	218	474	133	85	42	144	32	255	174	81
Setting up a new online account	518	195	409	120	75	**	132	**	215	148	67
	81%	89%	86%	90%	87%	**	91%	**	84%	85%	82%
Base	112	-	112	-	-	-	-	-	112	89	23
Unlocking your handset to take it with you	61	**	61	**	**	**	**	**	61	**	**
	55%	**	55%	**	**	**	**	**	55%	**	**
Base	527	172	361	85	87	37	103	32	189	144	45
Getting the switch to happen on the date you wanted	371	137	280	69	68	**	81	**	143	111	**
	70%	80%	78%	81%	79%	**	79%	**	76%	78%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	278	155	155	48	107	58	61	36	-	-	-
Having new equipment installed by the new provider	176	121	121	**	85	51	**	**	**	**	**
	63%	78%	78%	**	79%	87%	**	**	**	**	**
Base	398	243	243	180	62	26	182	35	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	202	202	154	48	**	158	**	**	**	**
	73%	83%	83%	86%	77%	**	87%	**	**	**	**
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you always had access to your services	1137	411	932	248	163	78	263	71	521	333	188
	70%	80%	75%	82%	78%	82%	81%	75%	72%	67%	83%
		b									ab
Base	1635	513	1236	304	209	95	323	95	723	495	228
Arranging the switch so that you were not paying for your old and new services at the same time	1131	408	913	251	157	79	261	69	505	334	170
	69%	80%	74%	83%	75%	83%	81%	73%	70%	68%	75%
		b		b		c	c				b
Base	266	129	129	67	62	36	68	25	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	99	99	**	47	**	**	**	**	**	**
	63%	77%	77%	**	77%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Base	66	-	66	-	-	-	-	-	66	46	21
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	203	95	95	38	56	29	49	17	-	-	-
Returning your previous provider's equipment	86	53	53	**	**	**	**	**	**	**	**
	42%	56%	56%	**	**	**	**	**	**	**	**
Base	159	29	86	12	16	3	15	11	57	48	9
Other devices or products you own not working with the new service	56	**	37	**	**	**	**	**	**	**	**
	35%	**	43%	**	**	**	**	**	**	**	**
Base	233	72	157	49	24	11	51	10	85	59	26
Resolving billing issues with your previous provider	51	**	32	**	**	**	**	**	**	**	**
	22%	**	20%	**	**	**	**	**	**	**	**
Base	140	57	57	28	29	11	29	16	-	-	-
Paying a disconnection charge to your previous provider	49	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	790	61	129	141	89	52	33	49	135	-	-	-	-	-	-
Comparing what different providers are offering	590	**	104	105	**	**	**	**	**	**	**	**	**	**	**
	75%	**	81%	74%	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	1173	110	197	215	137	78	67	71	158	**	**	**	**	**	**
	72%	64%	79%	71%	68%	79%	77%	63%	56%	**	**	**	**	**	**
			acd			ad	a								
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Finding time to research the market	1184	113	206	219	139	81	65	72	148	**	**	**	**	**	**
	72%	65%	83%	73%	69%	81%	74%	63%	52%	**	**	**	**	**	**
			acdf			ad	b								
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	337	**	**	70	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	71%	**	**	**	**	**	**	**	**	**	**	**
Base	340	15	46	55	40	15	7	27	77	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	142	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	372	17	39	66	52	14	7	30	81	-	-	-	-	-	-
Getting a better deal with your previous provider	134	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	1295	128	225	240	158	81	73	82	171	**	**	**	**	**	**
	79%	74%	91%	79%	78%	82%	83%	72%	60%	**	**	**	**	**	**
			acde					b							
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Cancelling your previous service	1098	107	186	205	137	68	65	63	148	**	**	**	**	**	**
	67%	62%	75%	68%	68%	68%	75%	55%	52%	**	**	**	**	**	**
			a				a								
Base	964	85	207	202	202	-	-	31	105	-	-	-	-	-	-
Keeping/ transferring your phone number	732	**	160	138	138	**	**	**	**	**	**	**	**	**	**
	76%	**	77%	68%	68%	**	**	**	**	**	**	**	**	**	**
			cd												
Base	137	4	4	24	14	10	2	11	58	-	-	-	-	-	-
Paying the charge to exit your contract early	117	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	638	54	97	104	65	40	27	33	131	-	-	-	-	-	-
Setting up a new online account	518	**	85	87	**	**	**	**	**	**	**	**	**	**	**
	81%	**	88%	84%	**	**	**	**	**	**	**	**	**	**	**
Base	112	23	49	40	32	8	8	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	32	76	80	57	24	10	46	120	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	371	22	62	59	44	15	6	27	63	**	**	**	**	**	**
	70%	67%	82%	74%	78%	65%	62%	59%	52%	**	**	**	**	**	**
			acef	ef	aef										
Base	278	-	-	-	-	-	-	26	97	-	-	-	-	-	-
Having new equipment installed by the new provider	176	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	398	-	-	-	-	-	-	51	104	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	1137	119	185	216	135	81	71	68	137	**	**	**	**	**	**
	70%	69%	75%	72%	67%	82%	82%	60%	48%	**	**	**	**	**	**
						acd	acd	b							
Base	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	1131	117	178	210	141	69	70	67	151	**	**	**	**	**	**
	69%	68%	72%	70%	70%	69%	80%	59%	53%	**	**	**	**	**	**
							acd								
Base	266	-	-	-	-	-	-	33	104	-	-	-	-	-	-
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b															

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	-	-	-	-	-	-	21	47	**	**	**	**	**	**
	63%	-%	-%	-%	-%	-%	-%	65%	45%	**	**	**	**	**	**
Base	66	17	10	39	26	13	6	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	-	-	20	88	-	-	-	-	-	-
Returning your previous provider's equipment	86	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	159	18	9	30	24	5	4	12	61	-	-	-	-	-	-
Other devices or products you own not working with the new service	56	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	233	22	24	39	26	13	10	15	61	-	-	-	-	-	-
Resolving billing issues with your previous provider	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	140	-	-	-	-	-	-	15	68	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	49	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	790	-	-	-	-	333	457	398	283	106	279	247	105	157	526	263
Comparing what different providers are offering	590	**	**	**	**	244	345	273	227	87	190	197	82	119	387	201
	75%	**	**	**	**	73%	76%	69%	80%	82%	68%	80%	78%	76%	74%	77%
									a	a		ae	a			a
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Understanding the relevant steps required to switch provider	1173	**	**	**	**	511	661	518	442	210	376	351	151	293	727	444
	72%	**	**	**	**	71%	72%	62%	80%	84%	67%	73%	69%	80%	70%	76%
									a	a		a		abce		ace
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Finding time to research the market	1184	**	**	**	**	516	668	517	449	216	379	347	156	300	726	456
	72%	**	**	**	**	72%	73%	62%	81%	87%	67%	72%	71%	82%	69%	78%
									a	ab				abce		abce
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	337	**	**	**	**	166	170	147	137	**	124	105	**	71	229	106
	66%	**	**	**	**	70%	62%	55%	78%	**	60%	68%	**	74%	64%	71%
									a					ae		a
Base	340	-	-	-	-	159	181	183	109	48	140	103	40	55	243	96
Your previous provider trying to persuade you to stay	142	**	**	**	**	81	61	65	54	**	57	51	**	**	108	33
	42%	**	**	**	**	51%	34%	35%	49%	**	41%	50%	**	**	45%	34%
						b			a		f					
Base	372	-	-	-	-	176	194	201	126	44	145	108	51	67	253	118
Getting a better deal with your previous provider	134	**	**	**	**	66	67	67	53	**	50	45	**	**	94	38
	36%	**	**	**	**	37%	35%	33%	42%	**	34%	42%	**	**	37%	32%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	1295	**	**	**	**	556	738	582	483	228	414	387	173	319	800	492
	79%	**	**	**	**	78%	81%	70%	88%	92%	73%	80%	79%	87%	77%	84%
									a	a		a		abce		ae
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Cancelling your previous service	1098	**	**	**	**	488	611	467	420	208	366	318	139	274	683	413
	67%	**	**	**	**	68%	67%	56%	76%	84%	65%	66%	63%	75%	65%	70%
									a	ab				abce		ace
Base	964	-	-	-	-	437	525	448	345	169	357	286	111	208	643	319
Keeping/ transferring your phone number	732	**	**	**	**	325	406	284	292	153	252	224	84	171	476	255
	76%	**	**	**	**	74%	77%	63%	85%	91%	71%	78%	76%	82%	74%	80%
									a	ab		a		ae		ae
Base	137	-	-	-	-	53	82	105	25	7	63	30	18	26	93	44
Paying the charge to exit your contract early	117	**	**	**	**	**	**	74	**	**	**	**	**	**	**	**
	85%	**	**	**	**	**	**	71%	**	**	**	**	**	**	**	**
Base	638	-	-	-	-	305	331	301	226	108	239	187	79	132	427	211
Setting up a new online account	518	**	**	**	**	246	271	224	193	100	173	161	**	120	335	183
	81%	**	**	**	**	81%	82%	74%	85%	92%	72%	86%	**	90%	78%	87%
									a	ab		ae		ae		ae
Base	112	-	-	-	-	47	65	55	39	17	44	33	16	19	77	35
Unlocking your handset to take it with you	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	527	-	-	-	-	244	280	279	156	91	221	160	60	85	381	145

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting the switch to happen on the date you wanted	371	**	**	**	**	178	192	163	126	80	143	113	41	72	257	113
	70%	**	**	**	**	73%	69%	58%	81%	89%	65%	71%	68%	84%	67%	78%
						b			a	ab		a		abcef		abce
Base	278	-	-	-	-	111	167	162	81	34	104	81	33	58	185	91
Having new equipment installed by the new provider	176	**	**	**	**	70	106	84	67	**	55	56	**	**	111	64
	63%	**	**	**	**	63%	64%	52%	82%	**	52%	69%	**	**	60%	70%
									a			a				ae
Base	398	-	-	-	-	175	221	192	141	62	140	114	46	96	254	143
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	**	**	**	**	130	161	123	116	**	86	86	**	82	172	118
	73%	**	**	**	**	74%	73%	64%	82%	**	61%	75%	**	85%	68%	83%
									a			a		ae		ae
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you always had access to your services	1137	**	**	**	**	491	646	497	436	202	359	343	148	286	701	434
	70%	**	**	**	**	69%	71%	60%	79%	82%	64%	71%	67%	78%	67%	74%
									a	a		a		abce		ace
Base	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Arranging the switch so that you were not paying for your old and new services at the same time	1131	**	**	**	**	494	637	485	431	213	359	337	145	288	696	433
	69%	**	**	**	**	69%	70%	58%	78%	86%	64%	70%	66%	79%	67%	74%
									a	ab		a		abce		ace
Base	266	-	-	-	-	119	147	151	84	31	100	78	42	45	178	87

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	**	**	**	**	67	101	79	65	25	57	52	28	29	109	58
	63%	**	**	**	**	56%	69%	52%	77%	81%	57%	67%	68%	65%	61%	66%
						a	a	a	a	a	ae	a	a	a	ae	ae
Base	66	-	-	-	-	22	43	51	12	4	28	19	6	14	47	20
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	203	-	-	-	-	104	99	126	55	21	77	54	27	44	131	71
Returning your previous provider's equipment	86	**	**	**	**	44	42	44	**	**	**	**	**	**	52	**
	42%	**	**	**	**	42%	43%	35%	**	**	**	**	**	**	39%	**
Base	159	-	-	-	-	72	88	134	22	3	85	33	18	22	118	40
Other devices or products you own not working with the new service	56	**	**	**	**	**	**	44	**	**	**	**	**	**	45	**
	35%	**	**	**	**	**	**	33%	**	**	**	**	**	**	38%	**
Base	233	-	-	-	-	98	134	154	61	18	88	56	35	54	144	89
Resolving billing issues with your previous provider	51	**	**	**	**	26	25	33	**	**	**	**	**	**	30	21
	22%	**	**	**	**	27%	18%	21%	**	**	**	**	**	**	21%	24%
Base	140	-	-	-	-	71	68	100	28	11	62	34	25	19	96	44
Paying a disconnection charge to your previous provider	49	**	**	**	**	**	**	**	**	**	**	**	**	**	34	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	35%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	790	672	64	39	16	704	86	277	503
Comparing what different providers are offering	590	497	**	**	**	528	**	191	390
	75%	74%	**	**	**	75%	**	69%	78%
									a
Base	1635	1380	127	87	41	1454	181	625	982
Understanding the relevant steps required to switch provider	1173	987	93	63	**	1031	141	391	764
	72%	72%	73%	72%	**	71%	78%	63%	78%
							a		a
Base	1635	1380	127	87	41	1454	181	625	982
Finding time to research the market	1184	1001	90	67	**	1045	140	405	761
	72%	73%	71%	77%	**	72%	77%	65%	78%
									a
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	337	286	**	**	**	292	**	120	210
	66%	65%	**	**	**	64%	**	57%	72%
									a
Base	340	293	20	14	12	309	31	153	182
Your previous provider trying to persuade you to stay	142	116	**	**	**	126	**	53	86
	42%	40%	**	**	**	41%	**	35%	47%
									a
Base	372	314	28	20	11	330	41	158	205
Getting a better deal with your previous provider	134	113	**	**	**	122	**	52	79
	36%	36%	**	**	**	37%	**	33%	39%
Base	1635	1380	127	87	41	1454	181	625	982

Columns Tested: a,b,c,d - a,b - a,b

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your new provider	1295 79%	1093 79%	100 79%	66 76%	** **	1142 79%	153 84% a	442 71%	832 85% a
Base	1635	1380	127	87	41	1454	181	625	982
Cancelling your previous service	1098 67%	918 66%	92 73%	61 69%	** **	961 66%	138 76% a	369 59%	710 72% a
Base	964	811	78	51	24	854	110	350	595
Keeping/ transferring your phone number	732 76%	611 75%	** **	** **	** **	639 75%	93 85% a	243 70%	474 80% a
Base	137	117	8	8	4	131	6	80	56
Paying the charge to exit your contract early	117 85%	92 79%	** **	** **	** **	101 77%	** **	** **	** **
Base	638	543	48	38	8	558	80	232	400
Setting up a new online account	518 81%	440 81%	** **	** **	** **	451 81%	** **	165 71%	348 87% a
Base	112	93	10	8	1	101	10	61	48
Unlocking your handset to take it with you	61 55%	51 54%	** **	** **	** **	55 54%	** **	** **	** **
Base	527	441	46	27	12	481	46	201	321
Getting the switch to happen on the date you wanted	371 70%	310 70%	** **	** **	** **	330 69%	** **	119 59%	247 77% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	278	230	19	18	11	249	28	120	154
Having new equipment installed by the new provider	176	138	**	**	**	158	**	65	110
	63%	60%	**	**	**	63%	**	54%	71%
									a
Base	398	340	24	28	5	346	52	147	247
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	291	248	**	**	**	247	**	95	194
	73%	73%	**	**	**	71%	**	65%	78%
									a
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you always had access to your services	1137	953	94	60	**	994	144	379	739
	70%	69%	74%	69%	**	68%	79% a	61%	75% a
Base	1635	1380	127	87	41	1454	181	625	982
Arranging the switch so that you were not paying for your old and new services at the same time	1131	949	89	66	**	985	146	374	739
	69%	69%	70%	75%	**	68%	80% a	60%	75% a
Base	266	225	19	17	5	235	31	118	144
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	168	144	**	**	**	147	**	63	103
	63%	64%	**	**	**	63%	**	53%	71%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Base	66	54	5	4	3	62	4	36	29
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	203	168	17	11	6	184	18	91	110
Returning your previous provider's equipment	86	72	**	**	**	79	**	32	54
	42%	43%	**	**	**	43%	**	35%	49%
									a
Base	159	140	8	8	3	150	9	99	59
Other devices or products you own not working with the new service	56	52	**	**	**	54	**	**	**
	35%	37%	**	**	**	36%	**	**	**
Base	233	196	16	17	4	218	15	119	112
Resolving billing issues with your previous provider	51	41	**	**	**	49	**	21	30
	22%	21%	**	**	**	23%	**	18%	27%
Base	140	125	9	5	2	130	10	75	64
Paying a disconnection charge to your previous provider	49	43	**	**	**	45	**	**	**
	35%	34%	**	**	**	34%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	575	221	450	100	121	53	118	50	229	185	44	
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44	
Total	513	154	369	83	71	29	94	32	214	181	33	
Getting a better deal with your previous provider	82 16%	33 21%	61 17%	19 23%	14 19%	** **	23 24%	** **	28 13%	24 14%	** **	
Cancelling your previous service (P)	81 16%	19 12%	44 12%	8 10%	11 16%	** **	10 10%	** **	25 12%	19 10%	** **	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	75 15%	13 8%	35 9%	4 5%	9 13%	** **	7 8%	** **	22 10%	15 8%	** **	
Contacting your previous provider	73 14%	14 9%	38 10%	5 6%	8 12%	** **	8 9%	** **	24 11%	21 11%	** **	
Arranging the switch so that you always had access to your services (P)	66 13%	11 7%	26 7%	4 5%	6 9%	** **	6 6%	** **	16 7%	13 7%	** **	
Contacting your new provider	47 9%	7 4%	14 4%	3 4%	3 5%	** **	5 5%	** **	7 3%	6 3%	** **	
Finding time to research the market	46 9%	3 2%	16 4%	1 1%	2 3%	** **	1 2%	** **	13 6%	10 5%	** **	
Resolving billing issues with your previous provider	41 8%	14 9%	23 6%	9 10%	5 8%	** **	10 11%	** **	9 4%	6 3%	** **	
Understanding the relevant steps required to switch provider	40 8%	5 3%	19 5%	1 1%	4 6%	** **	2 2%	** **	14 6%	11 6%	** **	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Your previous provider trying to persuade you to stay	33 6%	6 4%	16 4%	4 5%	2 3%	** **	5 5%	** **	10 5%	8 4%	** **
Keeping/ transferring your phone number	30 6%	2 1%	14 4% a	- -%	2 2%	** **	2 2%	** **	13 6%	13 7%	** **
Paying a disconnection charge to your previous provider	29 6%	5 3%	5 1%	3 3%	2 3%	** **	4 4%	** **	- -%	- -%	** **
Getting the switch to happen on the date you wanted (P)	26 5%	3 2%	8 2%	1 1%	2 3%	** **	1 2%	** **	5 2%	3 2%	** **
Paying the charge to exit your contract early	25 5%	5 3%	9 2%	2 3%	2 3%	** **	2 3%	** **	4 2%	3 2%	** **
Other devices or products you own not working with the new service	22 4%	4 3%	10 3%	2 2%	2 3%	** **	3 3%	** **	5 3%	4 2%	** **
Returning your previous provider's equipment	22 4%	4 3%	4 1%	1 1%	3 5%	** **	3 3%	** **	- -%	- -%	** **
Comparing what different providers are offering	19 4%	3 2%	5 1%	1 1%	2 2%	** **	2 2%	** **	2 1%	1 1%	** **
Setting up a new online account	18 4%	1 1%	4 1%	1 1%	1 1%	** **	1 2%	** **	3 1%	2 1%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 3%	1 1%	1 *%	- -%	1 2%	** **	1 1%	** **	- -%	- -%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15 3%	1 1%	1 *%	- -%	1 2%	** **	- -%	** **	- -%	- -%	** **
Having new equipment installed by the new provider	14 3%	5 3%	5 1%	1 1%	4 5%	** **	1 1%	** **	- -%	- -%	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	10 2%	- -%	10 3% a	- -%	- -%	** **	- -%	** **	10 5%	7 4%	** **
Unlocking your handset to take it with you	4 1%	- -%	4 1%	- -%	- -%	** **	- -%	** **	4 2%	3 2%	** **
ANY PROCESS DIFFICULTIES (P)	138 27%	30 19%	74 20%	12 15%	18 25%	** **	16 17%	** **	45 21%	33 18%	** **
NONE OF THESE	283 55%	89 58%	221 60%	52 62%	37 52%	** **	55 59%	** **	133 62%	114 63%	** **
Base for stats	513	154	369	83	71	**	94	**	214	181	**
Mean number of difficulties	1.6	1.0	1.0	.8	1.3	**	1.0	**	1.0	.9	**
Standard deviation	2.91	1.77	1.90	1.43	2.09	**	1.89	**	2.00	1.81	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Getting a better deal with your previous provider	82 16%	**	**	13 13%	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	81 16%	**	**	12 12%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	75 15%	**	**	7 7%	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	73 14%	**	**	12 12%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	66 13%	**	**	5 5%	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	47 9%	**	**	3 3%	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	46 9%	**	**	6 6%	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	41 8%	**	**	3 3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	40 8%	** **	** **	8 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Your previous provider trying to persuade you to stay	33 6%	** **	** **	6 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Keeping/ transferring your phone number	30 6%	** **	** **	6 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Paying a disconnection charge to your previous provider	29 6%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Getting the switch to happen on the date you wanted (P)	26 5%	** **	** **	2 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Paying the charge to exit your contract early	25 5%	** **	** **	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other devices or products you own not working with the new service	22 4%	** **	** **	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Returning your previous provider's equipment	22 4%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Comparing what different providers are offering	19 4%	** **	** **	- -%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Setting up a new online account	18 4%	**	**	1 1%	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 3%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15 3%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	14 3%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	10 2%	**	**	4 5%	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	4 1%	**	**	2 2%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	138 27%	**	**	20 20%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	283 55%	**	**	58 58%	**	**	**	**	**	**	**	**	**	**	**
Base for stats	513	**	**	99	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Total	-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%	**	**		**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	1.6		1.0											
Standard deviation	2.91	**	1.80	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Getting a better deal with your previous provider	82 16%	** **	** **	** **	** **	39 17%	43 16%	44 16%	28 16%	** **	43 21% f	21 13%	** **	13 13%	63 18%	19 12%
Cancelling your previous service (P)	81 16%	** **	** **	** **	** **	39 16%	42 15%	65 24% b	12 7%	** **	44 21% b	15 9%	** **	12 13%	59 16% b	21 14%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	75 15%	** **	** **	** **	** **	34 14%	40 15%	55 21% b	15 9%	** **	39 19% bdf	18 12%	** **	8 9%	57 16%	17 11%
Contacting your previous provider	73 14%	** **	** **	** **	** **	34 14%	39 14%	46 17%	19 11%	** **	40 19% bd	13 8%	** **	10 10%	53 15% b	20 13%
Arranging the switch so that you always had access to your services (P)	66 13%	** **	** **	** **	** **	28 12%	36 13%	50 19% b	10 6%	** **	33 16% b	14 9%	** **	9 9%	47 13%	18 12%
Contacting your new provider	47 9%	** **	** **	** **	** **	22 9%	23 9%	36 13% b	8 5%	** **	28 13% b	8 5%	** **	6 6%	36 10%	11 8%
Finding time to research the market	46 9%	** **	** **	** **	** **	22 9%	24 9%	41 15% b	4 2%	** **	25 12%	10 7%	** **	6 7%	36 10%	11 7%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Resolving billing issues with your previous provider	41	**	**	**	**	17	23	27	9	**	20	10	**	5	30	11
	8%	**	**	**	**	7%	9%	10%	5%	**	10%	7%	**	5%	8%	7%
Understanding the relevant steps required to switch provider	40	**	**	**	**	16	24	33	4	**	25	6	**	4	31	9
	8%	**	**	**	**	7%	9%	12%	2%	**	12%	4%	**	5%	9%	6%
								b			bd				b	
Your previous provider trying to persuade you to stay	33	**	**	**	**	10	23	26	5	**	19	9	**	3	28	5
	6%	**	**	**	**	4%	8%	10%	3%	**	9%	6%	**	3%	8%	3%
							a	b			f				f	
Keeping/ transferring your phone number	30	**	**	**	**	15	15	25	3	**	18	2	**	5	20	10
	6%	**	**	**	**	6%	5%	9%	2%	**	9%	1%	**	5%	6%	6%
								b		**	b		**		b	b
Paying a disconnection charge to your previous provider	29	**	**	**	**	14	15	22	5	**	14	8	**	4	22	7
	6%	**	**	**	**	6%	5%	8%	3%	**	7%	5%	**	4%	6%	5%
								b		**			**			
Getting the switch to happen on the date you wanted (P)	26	**	**	**	**	9	17	20	5	**	17	5	**	1	22	4
	5%	**	**	**	**	4%	6%	8%	3%	**	8%	3%	**	2%	6%	3%
								b		**	bdf		**			
Paying the charge to exit your contract early	25	**	**	**	**	5	20	21	3	**	16	3	**	4	19	6
	5%	**	**	**	**	2%	7%	8%	1%	**	8%	2%	**	4%	5%	4%
							a	b		**	b		**			
Other devices or products you own not working with the new service	22	**	**	**	**	10	12	20	1	**	14	-	**	4	14	8
	4%	**	**	**	**	4%	5%	7%	*%	**	7%	-%	**	4%	4%	5%
								b		**	b		**	b	b	b

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Returning your previous provider's equipment	22	**	**	**	**	8	13	16	5	**	15	4	**	1	19	3
	4%	**	**	**	**	4%	5%	6%	3%	**	7%	3%	**	1%	5%	2%
											bdf				d	
Comparing what different providers are offering	19	**	**	**	**	7	12	15	1	**	14	-	**	4	14	4
	4%	**	**	**	**	3%	4%	6%	1%	**	7%	-%	**	4%	4%	3%
								b			b			b	b	b
Setting up a new online account	18	**	**	**	**	3	15	16	3	**	14	4	**	-	18	-
	4%	**	**	**	**	1%	6%	6%	2%	**	7%	3%	**	-%	5%	-%
							a	b			df	f			df	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	**	**	**	**	4	11	13	1	**	12	-	**	1	12	4
	3%	**	**	**	**	2%	4%	5%	1%	**	6%	-%	**	1%	3%	2%
								b			b				b	b
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15	**	**	**	**	5	10	14	1	**	9	3	**	1	11	4
	3%	**	**	**	**	2%	4%	5%	*%	**	4%	2%	**	1%	3%	2%
								b								
Having new equipment installed by the new provider	14	**	**	**	**	4	9	12	1	**	10	1	**	-	12	2
	3%	**	**	**	**	2%	3%	5%	1%	**	5%	1%	**	-%	3%	1%
								b			bdf					
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	10	**	**	**	**	4	6	9	1	**	8	-	**	-	8	2
	2%	**	**	**	**	2%	2%	3%	1%	**	4%	-%	**	-%	2%	1%
								b			bd				b	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Unlocking your handset to take it with you	4	**	**	**	**	2	2	4	-	**	2	1	**	1	3	1
	1%	**	**	**	**	1%	1%	1%	-%	**	1%	*%	**	1%	1%	1%
ANY PROCESS DIFFICULTIES (P)	138	**	**	**	**	64	73	101	25	**	65	34	**	22	99	38
	27%	**	**	**	**	27%	27%	38%	14%	**	31%	22%	**	23%	27%	25%
								b			b					
NONE OF THESE	283	**	**	**	**	139	143	127	113	**	97	96	**	57	193	88
	55%	**	**	**	**	59%	52%	47%	64%	**	47%	62%	**	60%	54%	59%
									a			a		a		a
Base for stats	513	**	**	**	**	237	273	268	175	**	206	155	**	96	361	149
Mean number of difficulties	1.6	**	**	**	**	1.5	1.7	2.4	.8	**	2.3	1.0	**	1.1	1.8	1.3
								b			bdef			bd		
Standard deviation	2.91	**	**	**	**	2.63	3.14	3.59	1.60	**	3.73	1.89	**	1.92	3.14	2.26

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Getting a better deal with your previous provider	82 16%	71 16%	**	**	**	73 16%	**	37 17%	44 15%
Cancelling your previous service (P)	81 16%	73 16%	**	**	**	77 17%	**	51 24% b	29 10%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	75 15%	64 14%	**	**	**	73 16%	**	46 22% b	28 9%
Contacting your previous provider	73 14%	61 14%	**	**	**	67 15%	**	44 21% b	28 10%
Arranging the switch so that you always had access to your services (P)	66 13%	60 14%	**	**	**	63 14%	**	43 20% b	22 8%
Contacting your new provider	47 9%	42 9%	**	**	**	44 10%	**	32 15% b	15 5%
Finding time to research the market	46 9%	40 9%	**	**	**	45 10%	**	32 15% b	14 5%
Resolving billing issues with your previous provider	41 8%	36 8%	**	**	**	38 8%	**	24 11% b	16 5%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Understanding the relevant steps required to switch provider	40 8%	33 7%	**	**	**	37 8%	**	23 11% b	16 5%
Your previous provider trying to persuade you to stay	33 6%	30 7%	**	**	**	32 7%	**	18 9%	15 5%
Keeping/ transferring your phone number	30 6%	24 5%	**	**	**	28 6%	**	20 9% b	10 3%
Paying a disconnection charge to your previous provider	29 6%	29 6%	**	**	**	29 6%	**	20 9% b	9 3%
Getting the switch to happen on the date you wanted (P)	26 5%	23 5%	**	**	**	25 6%	**	16 7% b	9 3%
Paying the charge to exit your contract early	25 5%	23 5%	**	**	**	24 5%	**	16 8% b	9 3%
Other devices or products you own not working with the new service	22 4%	18 4%	**	**	**	19 4%	**	15 7% b	7 2%
Returning your previous provider's equipment	22 4%	20 5%	**	**	**	22 5%	**	18 8% b	4 1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Comparing what different providers are offering	19 4%	19 4%	** **	** **	** **	16 4%	** **	15 7% b	3 1%
Setting up a new online account	18 4%	16 4%	** **	** **	** **	18 4%	** **	15 7% b	3 1%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16 3%	16 4%	** **	** **	** **	14 3%	** **	9 4%	7 2%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15 3%	11 3%	** **	** **	** **	14 3%	** **	11 5% b	4 1%
Having new equipment installed by the new provider	14 3%	14 3%	** **	** **	** **	14 3%	** **	8 4%	5 2%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	10 2%	9 2%	** **	** **	** **	10 2%	** **	5 3%	4 1%
Unlocking your handset to take it with you	4 1%	3 1%	** **	** **	** **	4 1%	** **	4 2% b	- -%
ANY PROCESS DIFFICULTIES (P)	138 27%	123 28%	** **	** **	** **	130 29%	** **	82 39% b	54 19%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
NONE OF THESE	283	243	**	**	**	247	**	93	185
	55%	55%	**	**	**	54%	**	44%	63%
									a
Base for stats	513	444	**	**	**	456	**	212	291
Mean number of difficulties	1.6	1.7	**	**	**	1.7	**	2.5	1.0
								b	
Standard deviation	2.91	2.95	**	**	**	3.03	**	3.66	2.07

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Canceling your previous service (P)	118 23%	32 21%	82 22%	13 16%	18 26%	** **	17 19%	** **	50 23%	43 24%	** **
Understanding the relevant steps required to switch provider	114 22%	26 17%	70 19%	8 10%	18 25% a	** **	12 13%	** **	44 21%	37 21%	** **
Arranging the switch so that you always had access to your services (P)	109 21%	22 14%	71 19%	11 13%	11 15%	** **	13 14%	** **	49 23%	41 23%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	108 21%	26 17%	72 20%	12 15%	14 19%	** **	17 18%	** **	46 21%	39 22%	** **
Finding time to research the market	104 20%	25 16%	65 18%	14 17%	11 15%	** **	14 15%	** **	40 19%	34 19%	** **
Contacting your previous provider	103 20%	30 20%	67 18%	15 18%	15 22%	** **	17 18%	** **	37 17%	29 16%	** **
Your previous provider trying to persuade you to stay	59 11%	23 15%	41 11%	14 16%	10 14%	** **	15 16%	** **	18 8%	16 9%	** **
Contacting your new provider	56 11%	11 7%	33 9%	3 4%	8 11% a	** **	4 5%	** **	22 10%	18 10%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Comparing what different providers are offering	55 11%	15 10%	37 10%	7 8%	9 13%	** **	7 8%	** **	22 10%	16 9%	** **
Keeping/ transferring your phone number	54 10%	4 2%	38 10%	1 1%	3 4%	** **	3 3%	** **	34 16%	34 19%	** **
Getting the switch to happen on the date you wanted (P)	50 10%	16 10%	34 9%	8 10%	8 11%	** **	10 11%	** **	18 9%	14 8%	** **
Resolving billing issues with your previous provider	38 7%	12 8%	30 8%	9 11%	3 4%	** **	8 9%	** **	19 9%	16 9%	** **
Having new equipment installed by the new provider	36 7%	10 7%	10 3%	3 3%	8 11%	** **	6 6%	** **	- -%	- -%	** **
Getting a better deal with your previous provider	34 7%	11 7%	26 7%	7 8%	5 7%	** **	7 7%	** **	15 7%	12 6%	** **
Setting up a new online account	33 7%	4 3%	17 5%	1 1%	4 5%	** **	3 3%	** **	12 6%	8 4%	** **
Paying the charge to exit your contract early	29 6%	7 5%	13 4%	4 5%	3 4%	** **	4 4%	** **	6 3%	5 3%	** **
Returning your previous provider's equipment	26 5%	11 7%	11 3%	2 2%	9 12%	** **	5 5%	** **	- -%	- -%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	575	221	450	100	121	53	118	50	229	185	44	
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44	
Total	513	154	369	83	71	29	94	32	214	181	33	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26 5%	10 6% b	10 3%	5 6%	5 7%	** **	4 4%	** **	- -%	- -%	** **	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24 5%	9 6% b	9 2%	4 4%	5 7%	** **	6 6%	** **	- -%	- -%	** **	
Paying a disconnection charge to your previous provider	19 4%	9 6% b	9 2%	4 5%	5 7%	** **	4 4%	** **	- -%	- -%	** **	
Other devices or products you own not working with the new service	18 4%	3 2%	7 2%	1 1%	2 3%	** **	1 1%	** **	5 2%	4 2%	** **	
Unlocking your handset to take it with you	14 3%	- -%	14 4% a	- -%	- -%	** **	- -%	** **	14 7%	14 8%	** **	
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	4 1%	- -%	4 1%	- -%	- -%	** **	- -%	** **	4 2%	3 2%	** **	
ANY PROCESS DIFFICULTIES (P)	234 46%	57 37%	158 43%	25 30%	32 45% a	** **	32 34%	** **	101 47%	84 46%	** **	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
NONE OF THESE	177	59	135	33	26	**	38	**	76	66	**
	34%	38%	37%	39%	36%	**	40%	**	36%	36%	**
Base for stats	513	154	369	83	71	**	94	**	214	181	**
Mean number of difficulties	2.4	2.0	2.1	1.7	2.4	**	1.9	**	2.1	2.1	**
Standard deviation	2.49	2.52	2.37	2.42	2.60	**	2.55	**	2.26	2.27	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Canceling your previous service (P)	118	**	**	23	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	114	**	**	21	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	109	**	**	22	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	22%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	108	**	**	16	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	104	**	**	21	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	103	**	**	17	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	59	**	**	8	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	56	**	**	11	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Comparing what different providers are offering	55 11%	**	**	14 14%	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	54 10%	**	**	16 16%	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	50 10%	**	**	10 10%	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	38 7%	**	**	11 11%	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	36 7%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	34 7%	**	**	7 7%	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	33 7%	**	**	5 6%	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	29 6%	**	**	5 6%	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	26 5%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	19	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	18	**	**	1	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	1%	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	14	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	4	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	234	**	**	47	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	47%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	177	**	**	36	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	36%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Total	~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Significance Level: 95%	**	**		**	**	**	**	**	**	**	**	**	**	**
Base for stats	513		99											
Mean number of difficulties	2.4		2.1											
Standard deviation	2.49	**	2.23	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Canceling your previous service (P)	118	**	**	**	**	45	71	73	31	**	43	46	**	16	89	29
	23%	**	**	**	**	19%	26%	27%	18%	**	21%	30%	**	17%	25%	19%
							a	b				adf				
Understanding the relevant steps required to switch provider	114	**	**	**	**	54	59	75	29	**	50	32	**	19	82	31
	22%	**	**	**	**	23%	22%	28%	16%	**	24%	21%	**	20%	23%	21%
								b								
Arranging the switch so that you always had access to your services (P)	109	**	**	**	**	50	58	70	25	**	52	28	**	17	80	28
	21%	**	**	**	**	21%	21%	26%	14%	**	25%	18%	**	17%	22%	19%
								b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	108	**	**	**	**	45	62	69	29	**	49	29	**	15	79	28
	21%	**	**	**	**	19%	23%	26%	16%	**	24%	19%	**	16%	22%	19%
								b								
Finding time to research the market	104	**	**	**	**	41	61	69	24	**	49	29	**	13	77	25
	20%	**	**	**	**	17%	22%	26%	14%	**	24%	19%	**	14%	21%	17%
								b			d					
Contacting your previous provider	103	**	**	**	**	38	64	74	19	**	42	37	**	15	79	24
	20%	**	**	**	**	16%	23%	28%	11%	**	20%	24%	**	16%	22%	16%
							a	b								
Your previous provider trying to persuade you to stay	59	**	**	**	**	26	33	28	20	**	23	17	**	11	40	19
	11%	**	**	**	**	11%	12%	11%	11%	**	11%	11%	**	11%	11%	13%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	56	**	**	**	**	28	29	44	8	**	31	14	**	7	45	10
	11%	**	**	**	**	12%	10%	17%	5%	**	15%	9%	**	8%	13%	7%
								b			df			f		
Comparing what different providers are offering	55	**	**	**	**	25	30	34	14	**	26	17	**	8	43	12
	11%	**	**	**	**	10%	11%	13%	8%	**	13%	11%	**	8%	12%	8%
Keeping/ transferring your phone number	54	**	**	**	**	22	31	38	11	**	28	15	**	6	43	10
	10%	**	**	**	**	9%	11%	14%	6%	**	14%	10%	**	7%	12%	7%
								b			f					
Getting the switch to happen on the date you wanted (P)	50	**	**	**	**	21	28	31	12	**	29	10	**	7	39	12
	10%	**	**	**	**	9%	10%	12%	7%	**	14%	6%	**	7%	11%	8%
											b					
Resolving billing issues with your previous provider	38	**	**	**	**	14	24	25	6	**	20	8	**	10	28	11
	7%	**	**	**	**	6%	9%	9%	3%	**	10%	5%	**	11%	8%	7%
								b								
Having new equipment installed by the new provider	36	**	**	**	**	16	20	29	6	**	25	8	**	1	33	3
	7%	**	**	**	**	7%	7%	11%	4%	**	12%	5%	**	1%	9%	2%
								b			bdf			df		
Getting a better deal with your previous provider	34	**	**	**	**	12	22	15	14	**	10	12	**	7	21	12
	7%	**	**	**	**	5%	8%	6%	8%	**	5%	7%	**	7%	6%	8%
Setting up a new online account	33	**	**	**	**	20	13	22	8	**	22	4	**	3	26	8
	7%	**	**	**	**	9%	5%	8%	4%	**	11%	3%	**	4%	7%	5%
											bd			b		

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f
Significance Level: 95%																
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Paying the charge to exit your contract early	29	**	**	**	**	10	19	22	3	**	17	8	**	1	24	5
	6%	**	**	**	**	4%	7%	8% b	2%	**	8% d	5%	**	2%	7% d	3%
Returning your previous provider's equipment	26	**	**	**	**	14	12	19	6	**	11	6	**	5	17	9
	5%	**	**	**	**	6%	4%	7%	3%	**	6%	4%	**	5%	5%	6%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	**	**	12	14	16	8	**	14	10	**	1	24	2
	5%	**	**	**	**	5%	5%	6%	4%	**	7% df	7% df	**	1%	7% df	1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	**	**	**	**	15	9	17	6	**	11	9	**	5	19	5
	5%	**	**	**	**	6%	3%	6%	3%	**	5%	6%	**	5%	5%	3%
Paying a disconnection charge to your previous provider	19	**	**	**	**	9	9	14	2	**	11	4	**	-	15	4
	4%	**	**	**	**	4%	3%	5% b	1%	**	5% d	3%	**	-%	4% d	3%
Other devices or products you own not working with the new service	18	**	**	**	**	5	14	16	2	**	10	5	**	1	15	2
	4%	**	**	**	**	2%	5%	6% b	1%	**	5%	3%	**	1%	4%	2%
Unlocking your handset to take it with you	14	**	**	**	**	7	8	7	6	**	8	7	**	-	14	-
	3%	**	**	**	**	3%	3%	2%	3%	**	4% df	4% df	**	-%	4% df	-%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	4	**	**	**	**	2	3	1	3	**	2	1	**	2	3	2
	1%	**	**	**	**	1%	1%	%	2%	**	1%	1%	**	2%	1%	1%
ANY PROCESS DIFFICULTIES (P)	234	**	**	**	**	95	137	149	58	**	100	70	**	35	171	63
	46%	**	**	**	**	40%	50%	56%	33%	**	49%	45%	**	37%	47%	42%
						a	a	b	b		d	d		d	d	
NONE OF THESE	177	**	**	**	**	89	88	71	81	**	63	56	**	42	119	57
	34%	**	**	**	**	38%	32%	26%	46%	**	31%	36%	**	44%	33%	38%
						a	a	a	a		a	a		ae	a	a
Base for stats	513	**	**	**	**	237	273	268	175	**	206	155	**	96	361	149
Mean number of difficulties	2.4	**	**	**	**	2.2	2.5	3.0	1.7	**	2.8	2.3	**	1.8	2.6	1.9
						b	b	b	b	**	bdf	bdf	**	df	df	df
Standard deviation	2.49	**	**	**	**	2.49	2.48	2.62	2.18	**	2.69	2.49	**	2.11	2.62	2.10

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Canceling your previous service (P)	118	105	**	**	**	104	**	47	68
	23%	24%	**	**	**	23%	**	22%	24%
Understanding the relevant steps required to switch provider	114	103	**	**	**	105	**	63	49
	22%	23%	**	**	**	23%	**	30%	17%
								b	
Arranging the switch so that you always had access to your services (P)	109	94	**	**	**	100	**	53	53
	21%	21%	**	**	**	22%	**	25%	18%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	108	97	**	**	**	100	**	47	57
	21%	22%	**	**	**	22%	**	22%	20%
Finding time to research the market	104	94	**	**	**	95	**	49	52
	20%	21%	**	**	**	21%	**	23%	18%
Contacting your previous provider	103	97	**	**	**	97	**	48	53
	20%	22%	**	**	**	21%	**	23%	18%
Your previous provider trying to persuade you to stay	59	53	**	**	**	51	**	24	33
	11%	12%	**	**	**	11%	**	11%	12%
Contacting your new provider	56	50	**	**	**	54	**	35	20
	11%	11%	**	**	**	12%	**	17%	7%
								b	
Comparing what different providers are offering	55	50	**	**	**	49	**	20	34
	11%	11%	**	**	**	11%	**	9%	12%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Keeping/ transferring your phone number	54	47	**	**	**	49	**	25	28
	10%	11%	**	**	**	11%	**	12%	10%
Getting the switch to happen on the date you wanted (P)	50	41	**	**	**	48	**	31	20
	10%	9%	**	**	**	11%	**	15%	7%
								b	
Resolving billing issues with your previous provider	38	33	**	**	**	33	**	22	16
	7%	8%	**	**	**	7%	**	11%	5%
								b	
Having new equipment installed by the new provider	36	33	**	**	**	33	**	22	14
	7%	7%	**	**	**	7%	**	10%	5%
								b	
Getting a better deal with your previous provider	34	30	**	**	**	29	**	11	21
	7%	7%	**	**	**	6%	**	5%	7%
Setting up a new online account	33	32	**	**	**	30	**	20	14
	7%	7%	**	**	**	6%	**	9%	5%
								b	
Paying the charge to exit your contract early	29	27	**	**	**	27	**	17	12
	6%	6%	**	**	**	6%	**	8%	4%
								b	
Returning your previous provider's equipment	26	20	**	**	**	25	**	15	11
	5%	5%	**	**	**	5%	**	7%	4%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26 5%	24 5%	** **	** **	** **	24 5%	** **	11 5%	15 5%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24 5%	20 4%	** **	** **	** **	24 5%	** **	14 7%	10 3%
Paying a disconnection charge to your previous provider	19 4%	18 4%	** **	** **	** **	19 4%	** **	11 5%	8 3%
Other devices or products you own not working with the new service	18 4%	18 4%	** **	** **	** **	18 4%	** **	12 6% b	5 2%
Unlocking your handset to take it with you	14 3%	14 3%	** **	** **	** **	12 3%	** **	6 3%	9 3%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	4 1%	4 1%	** **	** **	** **	4 1%	** **	3 1%	2 1%
ANY PROCESS DIFFICULTIES (P)	234 46%	203 46%	** **	** **	** **	213 47%	** **	113 53% b	116 40%
NONE OF THESE	177 34%	148 33%	** **	** **	** **	151 33%	** **	58 28%	116 40% a
Base for stats	513	444	**	**	**	456	**	212	291

Columns Tested: a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Mean number of difficulties	2.4	2.5	**	**	**	2.5	**	2.9	2.1
Standard deviation	2.49	2.54	**	**	**	2.52	**	2.57	2.39

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Canceling your previous service (P)	199 39%	51 33%	125 34%	21 26%	30 42%	** **	27 29%	** **	75 35%	62 34%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	183 36%	39 25%	107 29%	17 20%	23 32%	** **	24 26%	** **	67 31%	54 30%	** **
Contacting your previous provider	176 34%	44 28%	105 29%	20 24%	24 34%	** **	25 26%	** **	61 29%	50 28%	** **
Arranging the switch so that you always had access to your services (P)	175 34%	32 21%	97 26%	15 18%	17 24%	** **	19 20%	** **	65 30%	54 30%	** **
Understanding the relevant steps required to switch provider	155 30%	31 20%	89 24%	9 11%	22 31%	** **	14 15%	** **	58 27%	48 26%	** **
Finding time to research the market	150 29%	28 18%	81 22%	15 18%	13 19%	** **	16 17%	** **	53 25%	44 24%	** **
Getting a better deal with your previous provider	116 23%	44 29%	87 24%	26 31%	18 26%	** **	30 31%	** **	43 20%	36 20%	** **
Contacting your new provider	104 20%	18 12%	47 13%	7 8%	11 16%	** **	9 10%	** **	30 14%	23 13%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	575	221	450	100	121	53	118	50	229	185	44	
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44	
Total	513	154	369	83	71	29	94	32	214	181	33	
Your previous provider trying to persuade you to stay	92 18%	30 19%	58 16%	17 21%	12 17%	** **	20 22%	** **	28 13%	23 13%	** **	
Keeping/ transferring your phone number	83 16%	5 4%	52 14%	1 1%	5 6%	** **	4 5%	** **	47 22%	47 26%	** **	
Resolving billing issues with your previous provider	79 15%	26 17%	53 14%	17 21%	8 12%	** **	19 20%	** **	28 13%	22 12%	** **	
Getting the switch to happen on the date you wanted (P)	76 15%	19 12%	42 12%	9 11%	10 14%	** **	12 13%	** **	23 11%	17 9%	** **	
Comparing what different providers are offering	73 14%	18 12%	42 11%	7 9%	11 15%	** **	9 10%	** **	24 11%	17 9%	** **	
Paying the charge to exit your contract early	54 11%	12 8%	23 6%	7 8%	5 7%	** **	6 6%	** **	11 5%	8 4%	** **	
Setting up a new online account	52 10%	6 4%	21 6%	2 2%	4 6%	** **	4 4%	** **	15 7%	10 5%	** **	
Having new equipment installed by the new provider	50 10%	15 10%	15 4%	4 5%	11 16%	** **	7 7%	** **	- -%	- -%	** **	
Paying a disconnection charge to your previous provider	48 9%	14 9%	14 4%	7 8%	7 10%	** **	7 8%	** **	- -%	- -%	** **	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Returning your previous provider's equipment	47 9%	15 10% b	15 4%	3 3%	12 17% a	** **	8 8%	** **	- -%	- -%	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41 8%	11 7% b	11 3%	5 6%	6 9%	** **	5 5%	** **	- -%	- -%	** **
Other devices or products you own not working with the new service	40 8%	7 5%	17 5%	3 3%	4 6%	** **	4 4%	** **	10 5%	8 4%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39 8%	10 7% b	10 3%	4 4%	7 9%	** **	6 6%	** **	- -%	- -%	** **
Unlocking your handset to take it with you	18 4%	- -%	18 5% a	- -%	- -%	** **	- -%	** **	18 8%	17 9%	** **
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	14 3%	- -%	14 4% a	- -%	- -%	** **	- -%	** **	14 7%	10 5%	** **
ANY PROCESS DIFFICULTIES (P)	289 56%	69 44%	184 50%	30 37%	38 54% a	** **	39 41%	** **	116 54%	96 53%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
NONE OF THESE	140	47	111	27	20	**	30	**	64	56	**
	27%	30%	30%	32%	28%	**	32%	**	30%	31%	**
Base for stats	513	154	369	83	71	**	94	**	214	181	**
Mean number of difficulties	4.0	3.1	3.1	2.6	3.7	**	2.9	**	3.1	3.0	**
Standard deviation	4.32	3.43	3.37	3.09	3.73	**	3.42	**	3.33	3.23	**
Columns Tested: a,b - a,b - a,b,c - a,b,c											

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Canceling your previous service (P)	199	**	**	34	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	183	**	**	23	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	176	**	**	29	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	175	**	**	26	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	155	**	**	29	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	150	**	**	27	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	116	**	**	20	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**
Contacting your new provider	104	**	**	14	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	92 18%	**	**	14 14%	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	83 16%	**	**	22 22%	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	79 15%	**	**	14 14%	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	76 15%	**	**	12 12%	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	73 14%	**	**	14 14%	**	**	**	**	**	**	**	**	**	**	**
Paying the charge to exit your contract early	54 11%	**	**	8 8%	**	**	**	**	**	**	**	**	**	**	**
Setting up a new online account	52 10%	**	**	6 6%	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	50 10%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	48 9%	**	**	- -%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Returning your previous provider's equipment	47	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	40	**	**	4	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	18	**	**	4	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	4%	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	14	**	**	6	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**
ANY PROCESS DIFFICULTIES (P)	289	**	**	53	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	54%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	140	**	**	27	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	28%	**	**	**	**	**	**	**	**	**	**	**
Base for stats	513	**	**	99	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Total	-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%	**	**		**	**	**	**	**	**	**	**	**	**	**
Mean number of difficulties	4.0		3.1											
Standard deviation	4.32	**	**	3.13	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Canceling your previous service (P)	199	**	**	**	**	84	113	137	43	**	87	61	**	28	148	50
	39%	**	**	**	**	35%	42%	51%	25%	**	42%	39%	**	30%	41%	34%
								b			d				d	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	183	**	**	**	**	78	102	124	44	**	88	47	**	24	135	45
	36%	**	**	**	**	33%	37%	46%	25%	**	43%	30%	**	25%	37%	30%
								b			bdf				d	
Contacting your previous provider	176	**	**	**	**	71	103	121	38	**	82	50	**	25	132	43
	34%	**	**	**	**	30%	38%	45%	22%	**	40%	32%	**	26%	36%	29%
								b			df				d	
Arranging the switch so that you always had access to your services (P)	175	**	**	**	**	79	94	121	35	**	85	42	**	25	127	46
	34%	**	**	**	**	33%	34%	45%	20%	**	41%	27%	**	27%	35%	31%
								b			bdf					
Understanding the relevant steps required to switch provider	155	**	**	**	**	70	83	108	33	**	75	38	**	24	113	40
	30%	**	**	**	**	30%	30%	40%	19%	**	36%	25%	**	25%	31%	27%
								b			bdf					
Finding time to research the market	150	**	**	**	**	62	85	109	28	**	74	39	**	20	113	36
	29%	**	**	**	**	26%	31%	41%	16%	**	36%	25%	**	21%	31%	24%
								b			bdf				d	
Getting a better deal with your previous provider	116	**	**	**	**	51	65	59	42	**	53	32	**	20	85	31
	23%	**	**	**	**	22%	24%	22%	24%	**	26%	21%	**	21%	24%	21%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	104	**	**	**	**	50	52	80	17	**	59	22	**	13	81	22
	20%	**	**	**	**	21%	19%	30%	9%	**	29%	14%	**	14%	22%	14%
								b			bdf				bf	
Your previous provider trying to persuade you to stay	92	**	**	**	**	35	56	55	24	**	42	26	**	14	68	24
	18%	**	**	**	**	15%	21%	20%	14%	**	20%	17%	**	15%	19%	16%
Keeping/ transferring your phone number	83	**	**	**	**	37	46	63	14	**	46	17	**	11	63	19
	16%	**	**	**	**	16%	17%	23%	8%	**	22%	11%	**	11%	17%	13%
								b			bdf					
Resolving billing issues with your previous provider	79	**	**	**	**	31	48	52	15	**	39	18	**	15	58	22
	15%	**	**	**	**	13%	18%	19%	9%	**	19%	12%	**	16%	16%	15%
								b			b					
Getting the switch to happen on the date you wanted (P)	76	**	**	**	**	30	45	52	18	**	46	15	**	8	61	15
	15%	**	**	**	**	13%	16%	19%	10%	**	22%	10%	**	9%	17%	10%
								b			bdf				bdf	
Comparing what different providers are offering	73	**	**	**	**	32	42	49	15	**	40	17	**	12	57	16
	14%	**	**	**	**	13%	15%	18%	9%	**	20%	11%	**	13%	16%	11%
								b			bf					
Paying the charge to exit your contract early	54	**	**	**	**	15	39	44	6	**	33	11	**	6	44	11
	11%	**	**	**	**	6%	14%	16%	3%	**	16%	7%	**	6%	12%	7%
							a	b			bdf					
Setting up a new online account	52	**	**	**	**	24	28	38	11	**	36	8	**	3	44	8
	10%	**	**	**	**	10%	10%	14%	6%	**	17%	5%	**	4%	12%	5%
								b			bdf				bdf	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Having new equipment installed by the new provider	50	**	**	**	**	20	29	41	7	**	35	9	**	1	44	6
	10%	**	**	**	**	9%	11%	15%	4%	**	17%	6%	**	1%	12%	4%
								b			bdf				bdf	
Paying a disconnection charge to your previous provider	48	**	**	**	**	22	24	37	7	**	24	12	**	4	37	11
	9%	**	**	**	**	9%	9%	14%	4%	**	12%	8%	**	4%	10%	7%
								b			d					
Returning your previous provider's equipment	47	**	**	**	**	22	25	36	11	**	26	10	**	6	36	11
	9%	**	**	**	**	9%	9%	13%	6%	**	13%	6%	**	6%	10%	8%
								b			b					
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	**	**	**	**	16	25	29	9	**	26	10	**	2	36	5
	8%	**	**	**	**	7%	9%	11%	5%	**	13%	7%	**	2%	10%	4%
								b			bdf				df	
Other devices or products you own not working with the new service	40	**	**	**	**	14	26	36	3	**	24	5	**	5	29	10
	8%	**	**	**	**	6%	10%	13%	1%	**	12%	3%	**	5%	8%	7%
								b			bd				b	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	**	**	**	**	20	19	31	7	**	19	12	**	5	31	8
	8%	**	**	**	**	8%	7%	12%	4%	**	9%	7%	**	6%	9%	5%
								b								
Unlocking your handset to take it with you	18	**	**	**	**	9	10	10	6	**	10	7	**	1	17	1
	4%	**	**	**	**	4%	3%	4%	3%	**	5%	5%	**	1%	5%	1%
											f	f			f	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	14	**	**	**	**	5	9	10	4	**	10	1	**	2	11	3
	3%	**	**	**	**	2%	3%	4%	2%	**	5%	1%	**	2%	3%	2%
											b					
ANY PROCESS DIFFICULTIES (P)	289	**	**	**	**	125	162	186	69	**	126	82	**	45	208	79
	56%	**	**	**	**	53%	59%	69%	40%	**	61%	53%	**	47%	58%	53%
								b			d			d		
NONE OF THESE	140	**	**	**	**	70	70	52	67	**	53	44	**	31	96	43
	27%	**	**	**	**	29%	26%	20%	38%	**	26%	28%	**	32%	27%	29%
									a							
Base for stats	513	**	**	**	**	237	273	268	175	**	206	155	**	96	361	149
Mean number of difficulties	4.0	**	**	**	**	3.7	4.3	5.4	2.5	**	5.1	3.3	**	2.9	4.3	3.2
								b			bdef			bdf		
Standard deviation	4.32	**	**	**	**	4.04	4.53	4.88	3.11	**	5.20	3.46	**	3.13	4.62	3.37
Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f																

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Canceling your previous service (P)	199	178	**	**	**	182	**	99	97
	39%	40%	**	**	**	40%	**	47%	33%
								b	
Arranging the switch so that you were not paying for your old and new services at the same time (P)	183	162	**	**	**	173	**	94	84
	36%	36%	**	**	**	38%	**	44%	29%
								b	
Contacting your previous provider	176	157	**	**	**	164	**	92	81
	34%	35%	**	**	**	36%	**	43%	28%
								b	
Arranging the switch so that you always had access to your services (P)	175	155	**	**	**	163	**	96	75
	34%	35%	**	**	**	36%	**	45%	26%
								b	
Understanding the relevant steps required to switch provider	155	136	**	**	**	142	**	86	65
	30%	31%	**	**	**	31%	**	41%	22%
								b	
Finding time to research the market	150	134	**	**	**	140	**	81	66
	29%	30%	**	**	**	31%	**	38%	23%
								b	
Getting a better deal with your previous provider	116	101	**	**	**	102	**	48	65
	23%	23%	**	**	**	22%	**	23%	22%
Contacting your new provider	104	92	**	**	**	99	**	67	34
	20%	21%	**	**	**	22%	**	32%	12%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Your previous provider trying to persuade you to stay	92 18%	82 19%	**	**	**	84 18%	**	42 20%	48 17%
Keeping/ transferring your phone number	83 16%	71 16%	**	**	**	77 17%	**	45 21% b	38 13%
Resolving billing issues with your previous provider	79 15%	70 16%	**	**	**	72 16%	**	46 22% b	32 11%
Getting the switch to happen on the date you wanted (P)	76 15%	64 14%	**	**	**	73 16%	**	47 22% b	29 10%
Comparing what different providers are offering	73 14%	69 16%	**	**	**	65 14%	**	35 16%	38 13%
Paying the charge to exit your contract early	54 11%	51 11%	**	**	**	51 11%	**	33 16% b	20 7%
Setting up a new online account	52 10%	49 11%	**	**	**	48 11%	**	35 16% b	17 6%
Having new equipment installed by the new provider	50 10%	47 11%	**	**	**	47 10%	**	30 14% b	19 6%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Paying a disconnection charge to your previous provider	48 9%	47 10%	** **	** **	** **	48 10%	** **	31 15%	16 6%
Returning your previous provider's equipment	47 9%	40 9%	** **	** **	** **	47 10%	** **	33 16%	14 5%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41 8%	39 9%	** **	** **	** **	38 8%	** **	19 9%	22 8%
Other devices or products you own not working with the new service	40 8%	36 8%	** **	** **	** **	37 8%	** **	27 13%	12 4%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39 8%	31 7%	** **	** **	** **	38 8%	** **	25 12%	14 5%
Unlocking your handset to take it with you	18 4%	17 4%	** **	** **	** **	16 4%	** **	10 5%	9 3%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	14 3%	13 3%	** **	** **	** **	14 3%	** **	8 4%	5 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
ANY PROCESS DIFFICULTIES (P)	289	252	**	**	**	264	**	143	139
	56%	57%	**	**	**	58%	**	68%	48%
								b	
NONE OF THESE	140	122	**	**	**	119	**	41	97
	27%	28%	**	**	**	26%	**	19%	33%
								a	
Base for stats	513	444	**	**	**	456	**	212	291
Mean number of difficulties	4.0	4.2	**	**	**	4.2	**	5.3	3.1
								b	
Standard deviation	4.32	4.41	**	**	**	4.42	**	5.08	3.42

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Contacting your new provider	409	136	321	77	59	**	84	**	185	157	**
	80%	88%	87%	92%	84%	**	90%	**	86%	87%	**
Finding time to research the market	363	126	287	69	57	**	78	**	161	137	**
	71%	82%	78%	82%	81%	**	83%	**	75%	76%	**
Understanding the relevant steps required to switch provider	358	123	280	74	49	**	79	**	157	133	**
	70%	80%	76%	89%	69%	**	85%	**	73%	74%	**
Arranging the switch so that you always had access to your services (P)	338	122	271	68	54	**	75	**	149	127	**
	66%	79%	74%	82%	76%	**	80%	**	70%	70%	**
Contacting your previous provider	337	110	263	63	47	**	69	**	153	131	**
	66%	72%	71%	76%	66%	**	74%	**	71%	72%	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	330	115	262	67	48	**	70	**	147	127	**
	64%	75%	71%	80%	68%	**	74%	**	69%	70%	**
Cancelling your previous service (P)	313	103	243	62	41	**	67	**	140	119	**
	61%	67%	66%	74%	58%	**	71%	**	65%	66%	**
Keeping/ transferring your phone number	250	90	224	67	22	**	73	**	134	134	**
	49%	58%	61%	81%	31%	**	77%	**	63%	74%	**
				b						a	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	a	b	~c
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Comparing what different providers are offering	196 38%	77 50%	160 43%	45 54%	32 45%	** **	53 56%	** **	83 39%	74 41%	** **
Setting up a new online account	178 35%	66 43%	137 37%	36 43%	30 43%	** **	38 41%	** **	71 33%	61 34%	** **
Getting the switch to happen on the date you wanted (P)	145 28%	53 34%	108 29%	23 27%	30 42%	** **	30 32%	** **	56 26%	49 27%	** **
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96 19%	69 44%	69 19%	52 62%	16 23%	** **	53 57%	** **	- -%	- -%	** **
Your previous provider trying to persuade you to stay	70 14%	23 15%	51 14%	11 13%	12 16%	** **	14 15%	** **	28 13%	25 14%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70 14%	38 25%	38 10%	17 20%	22 31%	** **	19 20%	** **	- -%	- -%	** **
Having new equipment installed by the new provider	67 13%	43 28%	43 12%	9 10%	34 49%	** **	14 15%	** **	- -%	- -%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	a	b	~c
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Getting a better deal with your previous provider	55	21	39	11	10	**	12	**	17	13	**
	11%	14%	11%	13%	15%	**	13%	**	8%	7%	**
Paying the charge to exit your contract early	49	14	26	7	7	**	8	**	11	7	**
	10%	9%	7%	9%	10%	**	8%	**	5%	4%	**
Returning your previous provider's equipment	39	19	19	8	11	**	10	**	-	-	**
	8%	12%	5%	9%	16%	**	11%	**	-%	-%	**
Unlocking your handset to take it with you	28	-	28	-	-	**	-	**	28	24	**
	6%	-%	8%	-%	-%	**	-%	**	13%	14%	**
Other devices or products you own not working with the new service	25	6	14	3	3	**	3	**	7	6	**
	5%	4%	4%	4%	4%	**	3%	**	3%	3%	**
Paying a disconnection charge to your previous provider	21	8	8	4	4	**	5	**	-	-	**
	4%	5%	2%	5%	6%	**	5%	**	-%	-%	**
Resolving billing issues with your previous provider	20	5	12	3	2	**	3	**	7	5	**
	4%	3%	3%	4%	3%	**	3%	**	3%	3%	**
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	9	-	9	-	-	**	-	**	9	8	**
	2%	-%	3%	-%	-%	**	-%	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
NONE OF THESE	40	4	12	2	2	**	2	**	8	6	**
	8%	3%	3%	2%	4%	**	3%	**	4%	3%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your new provider	409	**	**	85	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	86%	**	**	**	**	**	**	**	**	**	**	**
Finding time to research the market	363	**	**	72	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	73%	**	**	**	**	**	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	358	**	**	70	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	71%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you always had access to your services (P)	338	**	**	72	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	73%	**	**	**	**	**	**	**	**	**	**	**
Contacting your previous provider	337	**	**	70	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	71%	**	**	**	**	**	**	**	**	**	**	**
Arranging the switch so that you were not paying for your old and new services at the same time (P)	330	**	**	76	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	77%	**	**	**	**	**	**	**	**	**	**	**
Cancelling your previous service (P)	313	**	**	64	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	65%	**	**	**	**	**	**	**	**	**	**	**
Keeping/ transferring your phone number	250	**	**	60	**	**	**	**	**	**	**	**	**	**	**
	49%	**	**	60%	**	**	**	**	**	**	**	**	**	**	**
Comparing what different providers are offering	196	**	**	36	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	37%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Setting up a new online account	178	**	**	39	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	39%	**	**	**	**	**	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	145	**	**	26	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	26%	**	**	**	**	**	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	70	**	**	14	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Having new equipment installed by the new provider	67	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Getting a better deal with your previous provider	55	**	**	12	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Paying the charge to exit your contract early	49	**	**	9	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	9%	**	**	**	**	**	**	**	**	**	**	**
Returning your previous provider's equipment	39	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Unlocking your handset to take it with you	28	**	**	14	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Other devices or products you own not working with the new service	25	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	21	**	**	-	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	-%	**	**	**	**	**	**	**	**	**	**	**
Resolving billing issues with your previous provider	20	**	**	4	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9	**	**	6	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	40	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	409	**	**	**	**	187	221	188	158	**	147	133	**	82	280	128
	80%	**	**	**	**	79%	81%	70%	91%	**	71%	86%	**	86%	78%	86%
									a			ae		a		ae
Finding time to research the market	363	**	**	**	**	175	188	159	147	**	132	116	**	76	248	113
	71%	**	**	**	**	74%	69%	59%	84%	**	64%	75%	**	79%	69%	76%
									a			a		ae		a
Understanding the relevant steps required to switch provider	358	**	**	**	**	167	190	160	142	**	131	117	**	72	248	109
	70%	**	**	**	**	70%	70%	60%	81%	**	64%	75%	**	75%	69%	73%
									a			a		a		a
Arranging the switch so that you always had access to your services (P)	338	**	**	**	**	159	179	147	140	**	121	113	**	70	234	103
	66%	**	**	**	**	67%	66%	55%	80%	**	59%	73%	**	73%	65%	69%
									a			a		a		a
Contacting your previous provider	337	**	**	**	**	166	170	147	137	**	124	105	**	71	229	106
	66%	**	**	**	**	70%	62%	55%	78%	**	60%	68%	**	74%	64%	71%
									a					ae		a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	330	**	**	**	**	159	171	143	131	**	118	108	**	72	226	104
	64%	**	**	**	**	67%	63%	54%	75%	**	57%	70%	**	75%	63%	70%
									a			a		ae		a
Cancelling your previous service (P)	313	**	**	**	**	154	160	131	132	**	119	94	**	67	213	99
	61%	**	**	**	**	65%	58%	49%	75%	**	58%	61%	**	70%	59%	66%
									a					ae		

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Keeping/ transferring your phone number	250	**	**	**	**	117	131	98	102	**	95	80	**	49	175	74
	49%	**	**	**	**	49%	48%	37%	58%	**	46%	51%	**	51%	49%	49%
									a							
Comparing what different providers are offering	196	**	**	**	**	95	100	81	86	**	82	64	**	25	147	49
	38%	**	**	**	**	40%	37%	30%	49%	**	40%	41%	**	27%	41%	33%
									a		d	d		d		
Setting up a new online account	178	**	**	**	**	95	83	82	64	**	64	59	**	35	123	55
	35%	**	**	**	**	40%	30%	31%	37%	**	31%	38%	**	37%	34%	37%
						b										
Getting the switch to happen on the date you wanted (P)	145	**	**	**	**	79	66	65	54	**	65	43	**	25	109	37
	28%	**	**	**	**	33%	24%	24%	31%	**	32%	28%	**	26%	30%	24%
						b										
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	**	**	**	**	51	44	40	35	**	37	25	**	23	62	33
	19%	**	**	**	**	22%	16%	15%	20%	**	18%	16%	**	24%	17%	22%
Your previous provider trying to persuade you to stay	70	**	**	**	**	44	26	31	28	**	37	23	**	7	60	10
	14%	**	**	**	**	18%	10%	12%	16%	**	18%	15%	**	8%	17%	7%
						b					df	f		df		
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	**	**	**	**	35	35	33	24	**	30	24	**	8	54	16
	14%	**	**	**	**	15%	13%	12%	14%	**	15%	15%	**	8%	15%	10%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Having new equipment installed by the new provider	67	**	**	**	**	27	40	35	24	**	22	24	**	13	46	21
	13%	**	**	**	**	11%	15%	13%	14%	**	10%	16%	**	13%	13%	14%
Getting a better deal with your previous provider	55	**	**	**	**	29	24	22	24	**	21	18	**	7	39	15
	11%	**	**	**	**	12%	9%	8%	14%	**	10%	11%	**	7%	11%	10%
Paying the charge to exit your contract early	49	**	**	**	**	21	27	29	17	**	17	19	**	11	35	14
	10%	**	**	**	**	9%	10%	11%	10%	**	8%	12%	**	12%	10%	9%
Returning your previous provider's equipment	39	**	**	**	**	23	17	25	13	**	16	11	**	8	27	12
	8%	**	**	**	**	10%	6%	10%	7%	**	8%	7%	**	8%	7%	8%
Unlocking your handset to take it with you	28	**	**	**	**	12	17	12	15	**	9	9	**	6	17	11
	6%	**	**	**	**	5%	6%	4%	8%	**	4%	6%	**	6%	5%	7%
Other devices or products you own not working with the new service	25	**	**	**	**	17	8	21	4	**	18	6	**	1	24	1
	5%	**	**	**	**	7%	3%	8%	2%	**	9%	4%	**	1%	7%	1%
						b		b			df	f		df		
Paying a disconnection charge to your previous provider	21	**	**	**	**	12	9	16	4	**	14	4	**	3	17	3
	4%	**	**	**	**	5%	3%	6%	2%	**	7%	2%	**	3%	5%	2%
								b			bf					
Resolving billing issues with your previous provider	20	**	**	**	**	12	8	11	8	**	9	4	**	6	12	7
	4%	**	**	**	**	5%	3%	4%	4%	**	4%	2%	**	7%	3%	5%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	9	**	**	**	**	3	6	6	2	**	4	2	**	4	6	4
	2%	**	**	**	**	1%	2%	2%	1%	**	2%	1%	**	4%	2%	2%
NONE OF THESE	40	**	**	**	**	14	26	36	4	**	27	7	**	2	34	4
	8%	**	**	**	**	6%	10%	13%	2%	**	13%	5%	**	2%	10%	3%
								b			bdf				df	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Contacting your new provider	409	352	**	**	**	357	**	145	256
	80%	79%	**	**	**	78%	**	68%	88%
									a
Finding time to research the market	363	309	**	**	**	316	**	131	225
	71%	70%	**	**	**	69%	**	62%	77%
									a
Understanding the relevant steps required to switch provider	358	308	**	**	**	313	**	125	226
	70%	69%	**	**	**	69%	**	59%	78%
									a
Arranging the switch so that you always had access to your services (P)	338	289	**	**	**	292	**	116	216
	66%	65%	**	**	**	64%	**	55%	74%
									a
Contacting your previous provider	337	286	**	**	**	292	**	120	210
	66%	65%	**	**	**	64%	**	57%	72%
									a
Arranging the switch so that you were not paying for your old and new services at the same time (P)	330	282	**	**	**	283	**	118	206
	64%	64%	**	**	**	62%	**	56%	71%
									a
Cancelling your previous service (P)	313	266	**	**	**	274	**	113	194
	61%	60%	**	**	**	60%	**	53%	67%
									a
Keeping/ transferring your phone number	250	211	**	**	**	215	**	93	150
	49%	48%	**	**	**	47%	**	44%	52%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Comparing what different providers are offering	196 38%	167 38%	**	**	**	176 39%	**	58 27%	133 46%
									a
Setting up a new online account	178 35%	160 36%	**	**	**	151 33%	**	54 26%	122 42%
									a
Getting the switch to happen on the date you wanted (P)	145 28%	131 29%	**	**	**	126 28%	**	51 24%	94 32%
									a
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96 19%	82 18%	**	**	**	83 18%	**	37 17%	57 20%
Your previous provider trying to persuade you to stay	70 14%	58 13%	**	**	**	62 14%	**	32 15%	37 13%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70 14%	59 13%	**	**	**	59 13%	**	22 11%	46 16%
Having new equipment installed by the new provider	67 13%	53 12%	**	**	**	56 12%	**	29 14%	38 13%
Getting a better deal with your previous provider	55 11%	46 10%	**	**	**	50 11%	**	22 10%	33 11%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Paying the charge to exit your contract early	49	40	**	**	**	41	**	24	24
	10%	9%	**	**	**	9%	**	11%	8%
Returning your previous provider's equipment	39	37	**	**	**	37	**	14	25
	8%	8%	**	**	**	8%	**	7%	9%
Unlocking your handset to take it with you	28	21	**	**	**	27	**	14	12
	6%	5%	**	**	**	6%	**	7%	4%
Other devices or products you own not working with the new service	25	24	**	**	**	24	**	17	9
	5%	5%	**	**	**	5%	**	8%	3%
								b	
Paying a disconnection charge to your previous provider	21	21	**	**	**	19	**	13	8
	4%	5%	**	**	**	4%	**	6%	3%
								b	
Resolving billing issues with your previous provider	20	17	**	**	**	20	**	10	9
	4%	4%	**	**	**	4%	**	5%	3%
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	9	8	**	**	**	9	**	5	4
	2%	2%	**	**	**	2%	**	3%	1%
NONE OF THESE	40	36	**	**	**	40	**	27	11
	8%	8%	**	**	**	9%	**	13%	4%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	269	95	202	52	43	16	62	17	107	91	16
Comparing what different providers are offering	19	3	5	**	**	**	**	**	2	**	**
	7%	3%	3%	**	**	**	**	**	2%	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Understanding the relevant steps required to switch provider	40	5	19	1	4	**	2	**	14	11	**
	8%	3%	5%	1%	6%	**	2%	**	6%	6%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Finding time to research the market	46	3	16	1	2	**	1	**	13	10	**
	9%	2%	4%	1%	3%	**	2%	**	6%	5%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	73	14	38	5	8	**	8	**	24	21	**
	14%	9%	10%	6%	12%	**	9%	**	11%	11%	**
Base	162	52	108	29	24	10	35	8	56	49	7
Your previous provider trying to persuade you to stay	33	**	16	**	**	**	**	**	**	**	**
	20%	**	15%	**	**	**	**	**	**	**	**
Base	171	66	126	37	29	11	42	13	60	49	11
Getting a better deal with your previous provider	82	**	61	**	**	**	**	**	**	**	**
	48%	**	48%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	~a	b	~c	a	b	~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Contacting your new provider	47	7	14	3	3	**	5	**	7	6	**
	9%	4%	4%	4%	5%	**	5%	**	3%	3%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Cancelling your previous service	81	19	44	8	11	**	10	**	25	19	**
	16%	12%	12%	10%	16%	**	10%	**	12%	10%	**
Base	333	95	276	68	27	18	77	-	181	181	-
Keeping/ transferring your phone number	30	2	14	**	**	**	**	**	13	13	**
	9%	2%	5%	**	**	**	**	**	7%	7%	**
Base	66	13	27	7	7	4	7	2	14	8	6
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	230	72	158	38	34	16	43	13	86	70	15
Setting up a new online account	18	1	4	**	**	**	**	**	**	**	**
	8%	2%	3%	**	**	**	**	**	**	**	**
Base	46	-	46	-	-	-	-	-	46	41	5
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	222	72	151	32	40	15	42	15	79	66	14
Getting the switch to happen on the date you wanted	26	3	8	**	**	**	**	**	**	**	**
	12%	5%	6%	**	**	**	**	**	**	**	**
Base	117	58	58	12	46	18	21	19	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	575	221	450	100	121	53	118	50	229	185	44	
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44	
Total	513	154	369	83	71	29	94	32	214	181	33	
Having new equipment installed by the new provider	14	5	5	1	4	**	1	**	-	-	**	
	12%	8%	8%	10%	8%	**	6%	**	-%	-%	**	
Base	137	79	79	57	23	9	58	12	-	-	-	
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	1	1	**	**	**	**	**	**	**	**	
	11%	2%	2%	**	**	**	**	**	**	**	**	
Base	513	154	369	83	71	29	94	32	214	181	33	
Arranging the switch so that you always had access to your services	66	11	26	4	6	**	6	**	16	13	**	
	13%	7%	7%	5%	9%	**	6%	**	7%	7%	**	
Base	513	154	369	83	71	29	94	32	214	181	33	
Arranging the switch so that you were not paying for your old and new services at the same time	75	13	35	4	9	**	7	**	22	15	**	
	15%	8%	9%	5%	13%	**	8%	**	10%	8%	**	
Base	109	49	49	20	28	12	25	11	-	-	-	
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15	**	**	**	**	**	**	**	**	**	**	
	14%	**	**	**	**	**	**	**	**	**	**	
Base	24	-	24	-	-	-	-	-	24	18	6	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	10	-	10	-	-	**	-	**	10	7	**
	42%	-%	42%	-%	-%	**	-%	**	42%	39%	**
Base	87	34	34	10	24	9	18	7	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	65	13	31	6	7	1	6	6	17	14	4
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	99	31	66	21	10	5	21	5	35	26	8
Resolving billing issues with your previous provider	41	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
Base	69	23	23	11	11	3	12	7	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	269	10	47	50	41	9	3	21	47	-	-	-	-	-	-
Comparing what different providers are offering	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	40	**	**	8	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	8%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Finding time to research the market	46	**	**	6	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	6%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	73	**	**	12	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**
Base	162	3	24	28	23	5	2	15	38	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	171	3	25	32	26	6	3	17	27	-	-	-	-	-	-
Getting a better deal with your previous provider	82	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your new provider	47	**	**	3	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	3%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Cancelling your previous service	81	**	**	12	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	12%	**	**	**	**	**	**	**	**	**	**	**
Base	333	24	75	81	81	-	-	10	47	-	-	-	-	-	-
Keeping/ transferring your phone number	30	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	66	2	1	11	7	5	2	8	31	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	11	30	45	36	9	4	18	54	-	-	-	-	-	-
Setting up a new online account	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	46	6	23	18	17	2	1	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	11	30	38	29	8	2	17	54	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	11	47	-	-	-	-	-	-
Having new equipment installed by the new provider	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	137	-	-	-	-	-	-	21	37	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	66	**	**	5	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	5%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	75	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	7%	**	**	**	**	**	**	**	**	**	**	**
Base	109	-	-	-	-	-	-	16	44	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	24	7	4	13	9	4	2	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	-	-	11	41	-	-	-	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	4	2	11	10	2	2	6	29	-	-	-	-	-	-
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	4	12	19	16	3	2	8	26	-	-	-	-	-	-
Resolving billing issues with your previous provider	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	69	-	-	-	-	-	-	6	40	-	-	-	-	-	-
Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	269	-	-	-	-	127	142	130	101	37	123	81	27	38	204	65
Comparing what different providers are offering	19	**	**	**	**	7	12	15	1	**	14	**	**	**	14	**
	7%	**	**	**	**	5%	8%	12%	1%	**	12%	**	**	**	7%	**
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Understanding the relevant steps required to switch provider	40	**	**	**	**	16	24	33	4	**	25	6	**	4	31	9
	8%	**	**	**	**	7%	9%	12%	2%	**	12%	4%	**	5%	9%	6%
								b			bd				b	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Finding time to research the market	46	**	**	**	**	22	24	41	4	**	25	10	**	6	36	11
	9%	**	**	**	**	9%	9%	15%	2%	**	12%	7%	**	7%	10%	7%
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	73	**	**	**	**	34	39	46	19	**	40	13	**	10	53	20
	14%	**	**	**	**	14%	14%	17%	11%	**	19%	8%	**	10%	15%	13%
											bd				b	
Base	162	-	-	-	-	79	83	85	52	24	79	49	13	21	128	34
Your previous provider trying to persuade you to stay	33	**	**	**	**	**	**	**	**	**	**	**	**	**	28	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	22%	**
Base	171	-	-	-	-	81	89	81	66	23	74	50	19	27	124	46
Getting a better deal with your previous provider	82	**	**	**	**	**	43	**	**	**	**	**	**	**	63	**
	48%	**	**	**	**	**	48%	**	**	**	**	**	**	**	51%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	47	**	**	**	**	22	23	36	8	**	28	8	**	6	36	11
	9%	**	**	**	**	9%	9%	13%	5%	**	13%	5%	**	6%	10%	8%
								b			b					
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Cancelling your previous service	81	**	**	**	**	39	42	65	12	**	44	15	**	12	59	21
	16%	**	**	**	**	16%	15%	24%	7%	**	21%	9%	**	13%	16%	14%
								b			b				b	
Base	333	-	-	-	-	154	177	161	116	55	141	97	33	60	238	93
Keeping/ transferring your phone number	30	**	**	**	**	15	15	25	3	**	18	2	**	**	20	10
	9%	**	**	**	**	10%	8%	16%	3%	**	13%	2%	**	**	8%	10%
								b			b				b	b
Base	66	-	-	-	-	27	38	51	10	5	35	16	5	10	51	15
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	-	-	-	-	119	111	120	75	35	100	67	24	39	167	63
Setting up a new online account	18	**	**	**	**	3	15	16	**	**	14	**	**	**	18	**
	8%	**	**	**	**	3%	14%	13%	**	**	14%	**	**	**	11%	**
							a									
Base	46	-	-	-	-	20	26	22	21	4	19	16	5	7	35	12
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	-	-	-	-	109	110	116	72	33	111	58	19	33	170	52

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Significance Level: 95%																
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Getting the switch to happen on the date you wanted	26	**	**	**	**	9	17	20	5	**	17	5	**	1	22	4
	12%	**	**	**	**	8%	15%	18%	8%	**	15%	9%	**	4%	13%	7%
							a	b			df				df	
Base	117	-	-	-	-	47	70	76	32	9	57	34	12	14	90	27
Having new equipment installed by the new provider	14	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	13%	**
Base	137	-	-	-	-	68	69	69	44	23	63	36	12	26	98	38
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	12%	**
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you always had access to your services	66	**	**	**	**	28	36	50	10	**	33	14	**	9	47	18
	13%	**	**	**	**	12%	13%	19%	6%	**	16%	9%	**	9%	13%	12%
								b			b					
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you were not paying for your old and new services at the same time	75	**	**	**	**	34	40	55	15	**	39	18	**	8	57	17
	15%	**	**	**	**	14%	15%	21%	9%	**	19%	12%	**	9%	16%	11%
								b			bdf					
Base	109	-	-	-	-	55	54	64	31	14	50	35	10	13	85	24

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15	**	**	**	**	5	10	14	1	**	9	3	**	1	11	4
	14%	**	**	**	**	9%	19%	22%	2%	**	17%	8%	**	6%	13%	15%
						a	a	b			bd			d	d	bd
Base	24	-	-	-	-	8	15	15	5	3	14	3	2	5	17	7
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	45	42	61	23	2	43	20	10	14	63	24
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	-	-	-	-	31	34	58	6	2	43	11	5	6	53	11
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	-	-	-	-	43	56	63	23	13	48	22	8	21	70	29
Resolving billing issues with your previous provider	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	34	33	52	10	6	38	16	7	7	54	14
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	269	236	19	7	7	241	28	93	170
Comparing what different providers are offering	19	19	**	**	**	16	**	15	3
	7%	8%	**	**	**	7%	**	16%	2%
								b	
Base	513	444	39	19	11	456	57	212	291
Understanding the relevant steps required to switch provider	40	33	**	**	**	37	**	23	16
	8%	7%	**	**	**	8%	**	11%	5%
								b	
Base	513	444	39	19	11	456	57	212	291
Finding time to research the market	46	40	**	**	**	45	**	32	14
	9%	9%	**	**	**	10%	**	15%	5%
								b	
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	73	61	**	**	**	67	**	44	28
	14%	14%	**	**	**	15%	**	21%	10%
								b	
Base	162	141	13	3	4	145	16	74	85
Your previous provider trying to persuade you to stay	33	30	**	**	**	32	**	**	**
	20%	21%	**	**	**	22%	**	**	**
Base	171	148	12	7	4	152	18	69	98
Getting a better deal with your previous provider	82	71	**	**	**	73	**	**	44
	48%	48%	**	**	**	48%	**	**	45%
Base	513	444	39	19	11	456	57	212	291

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Contacting your new provider	47 9%	42 9%	**	**	**	44 10%	**	32 15%	15 5%
								b	
Base	513	444	39	19	11	456	57	212	291
Cancelling your previous service	81 16%	73 16%	**	**	**	77 17%	**	51 24%	29 10%
								b	
Base	333	282	31	14	6	292	41	137	188
Keeping/ transferring your phone number	30 9%	24 8%	**	**	**	28 10%	**	20 14%	10 5%
								b	
Base	66	56	5	3	2	62	4	43	22
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	230	209	13	7	2	199	31	89	138
Setting up a new online account	18 8%	16 8%	**	**	**	18 9%	**	**	3 2%
								**	**
Base	46	38	5	4	-	43	4	23	21
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	222	195	18	6	3	199	22	98	123
Getting the switch to happen on the date you wanted	26 12%	23 12%	**	**	**	25 13%	**	16 16%	9 8%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

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Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	117	100	6	7	4	102	14	59	57
Having new equipment installed by the new provider	14	14	**	**	**	14	**	**	**
	12%	14%	**	**	**	13%	**	**	**
Base	137	121	10	5	2	121	15	56	79
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	16	16	**	**	**	14	**	**	**
	11%	13%	**	**	**	12%	**	**	**
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you always had access to your services	66	60	**	**	**	63	**	43	22
	13%	14%	**	**	**	14%	**	20% b	8%
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you were not paying for your old and new services at the same time	75	64	**	**	**	73	**	46	28
	15%	14%	**	**	**	16%	**	22% b	9%
Base	109	90	11	7	1	97	12	47	60
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	15	11	**	**	**	14	**	**	**
	14%	13%	**	**	**	15%	**	**	**
Base	24	21	2	1	-	23	1	14	9

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	10	9	**	**	**	10	**	5	4
	42%	42%	**	**	**	43%	**	40%	40%
Base	87	78	6	2	1	84	3	47	40
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	65	60	3	2	1	61	5	44	21
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	99	86	10	3	-	91	8	57	41
Resolving billing issues with your previous provider	41	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
Base	69	67	1	1	-	67	1	44	24
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	269	95	202	52	43	16	62	17	107	91	16
Comparing what different providers are offering	55	15	37	**	**	**	**	**	22	**	**
	20%	16%	18%	**	**	**	**	**	20%	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Understanding the relevant steps required to switch provider	114	26	70	8	18	**	12	**	44	37	**
	22%	17%	19%	10%	25%	**	13%	**	21%	21%	**
					a						
Base	513	154	369	83	71	29	94	32	214	181	33
Finding time to research the market	104	25	65	14	11	**	14	**	40	34	**
	20%	16%	18%	17%	15%	**	15%	**	19%	19%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	103	30	67	15	15	**	17	**	37	29	**
	20%	20%	18%	18%	22%	**	18%	**	17%	16%	**
Base	162	52	108	29	24	10	35	8	56	49	7
Your previous provider trying to persuade you to stay	59	**	41	**	**	**	**	**	**	**	**
	36%	**	38%	**	**	**	**	**	**	**	**
Base	171	66	126	37	29	11	42	13	60	49	11
Getting a better deal with your previous provider	34	**	26	**	**	**	**	**	**	**	**
	20%	**	21%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	~a	b	~c	a	b	~c
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Contacting your new provider	56	11	33	3	8	**	4	**	22	18	**
	11%	7%	9%	4%	11%	**	5%	**	10%	10%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Cancelling your previous service	118	32	82	13	18	**	17	**	50	43	**
	23%	21%	22%	16%	26%	**	19%	**	23%	24%	**
Base	333	95	276	68	27	18	77	-	181	181	-
Keeping/ transferring your phone number	54	4	38	**	**	**	**	**	34	34	**
	16%	4%	14%	**	**	**	**	**	19%	19%	**
Base	66	13	27	7	7	4	7	2	14	8	6
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	230	72	158	38	34	16	43	13	86	70	15
Setting up a new online account	33	4	17	**	**	**	**	**	**	**	**
	15%	6%	11%	**	**	**	**	**	**	**	**
Base	46	-	46	-	-	-	-	-	46	41	5
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	222	72	151	32	40	15	42	15	79	66	14
Getting the switch to happen on the date you wanted	50	16	34	**	**	**	**	**	**	**	**
	23%	22%	23%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	117	58	58	12	46	18	21	19	-	-	-
Having new equipment installed by the new provider	36	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	137	79	79	57	23	9	58	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	10	10	**	**	**	**	**	**	**	**
	19%	12%	12%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you always had access to your services	109	22	71	11	11	**	13	**	49	41	**
	21%	14%	19%	13%	15%	**	14%	**	23%	23%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you were not paying for your old and new services at the same time	108	26	72	12	14	**	17	**	46	39	**
	21%	17%	20%	15%	19%	**	18%	**	21%	22%	**
Base	109	49	49	20	28	12	25	11	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Base	24	-	24	-	-	-	-	-	24	18	6

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	4 19%	- -%	4 19%	- -%	- -%	** **	- -%	** **	4 19%	3 17%	** **
Base	87	34	34	10	24	9	18	7	-	-	-
Returning your previous provider's equipment	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	65	13	31	6	7	1	6	6	17	14	4
Other devices or products you own not working with the new service	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	99	31	66	21	10	5	21	5	35	26	8
Resolving billing issues with your previous provider	38 39%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	69	23	23	11	11	3	12	7	-	-	-
Paying a disconnection charge to your previous provider	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	269	10	47	50	41	9	3	21	47	-	-	-	-	-	-
Comparing what different providers are offering	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	114	**	**	21	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Finding time to research the market	104	**	**	21	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	21%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	103	**	**	17	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	17%	**	**	**	**	**	**	**	**	**	**	**
Base	162	3	24	28	23	5	2	15	38	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	171	3	25	32	26	6	3	17	27	-	-	-	-	-	-
Getting a better deal with your previous provider	34	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your new provider	56	**	**	11	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	11%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Cancelling your previous service	118	**	**	23	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**
Base	333	24	75	81	81	-	-	10	47	-	-	-	-	-	-
Keeping/ transferring your phone number	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	66	2	1	11	7	5	2	8	31	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	11	30	45	36	9	4	18	54	-	-	-	-	-	-
Setting up a new online account	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	46	6	23	18	17	2	1	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	11	30	38	29	8	2	17	54	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	11	47	-	-	-	-	-	-
Having new equipment installed by the new provider	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	137	-	-	-	-	-	-	21	37	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	109	**	**	22	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	22%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	108	**	**	16	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	16%	**	**	**	**	**	**	**	**	**	**	**
Base	109	-	-	-	-	-	-	16	44	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	24	7	4	13	9	4	2	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	-	-	11	41	-	-	-	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	4	2	11	10	2	2	6	29	-	-	-	-	-	-
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	4	12	19	16	3	2	8	26	-	-	-	-	-	-
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	-	-	6	40	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	269	-	-	-	-	127	142	130	101	37	123	81	27	38	204	65
Comparing what different providers are offering	55	**	**	**	**	25	30	34	14	**	26	**	**	**	43	**
	20%	**	**	**	**	20%	21%	26%	14%	**	21%	**	**	**	21%	**
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Understanding the relevant steps required to switch provider	114	**	**	**	**	54	59	75	29	**	50	32	**	19	82	31
	22%	**	**	**	**	23%	22%	28%	16%	**	24%	21%	**	20%	23%	21%
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Finding time to research the market	104	**	**	**	**	41	61	69	24	**	49	29	**	13	77	25
	20%	**	**	**	**	17%	22%	26%	14%	**	24%	19%	**	14%	21%	17%
								b			d					
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	103	**	**	**	**	38	64	74	19	**	42	37	**	15	79	24
	20%	**	**	**	**	16%	23%	28%	11%	**	20%	24%	**	16%	22%	16%
							a	b								
Base	162	-	-	-	-	79	83	85	52	24	79	49	13	21	128	34
Your previous provider trying to persuade you to stay	59	**	**	**	**	**	**	**	**	**	**	**	**	**	40	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	31%	**
Base	171	-	-	-	-	81	89	81	66	23	74	50	19	27	124	46
Getting a better deal with your previous provider	34	**	**	**	**	**	22	**	**	**	**	**	**	**	21	**
	20%	**	**	**	**	**	25%	**	**	**	**	**	**	**	17%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	56	**	**	**	**	28	29	44	8	**	31	14	**	7	45	10
	11%	**	**	**	**	12%	10%	17%	5%	**	15%	9%	**	8%	13%	7%
								b			df			f		
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Cancelling your previous service	118	**	**	**	**	45	71	73	31	**	43	46	**	16	89	29
	23%	**	**	**	**	19%	26%	27%	18%	**	21%	30%	**	17%	25%	19%
							a	b			adf					
Base	333	-	-	-	-	154	177	161	116	55	141	97	33	60	238	93
Keeping/ transferring your phone number	54	**	**	**	**	22	31	38	11	**	28	15	**	**	43	10
	16%	**	**	**	**	15%	18%	23%	10%	**	20%	15%	**	**	18%	11%
								b			f					
Base	66	-	-	-	-	27	38	51	10	5	35	16	5	10	51	15
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	-	-	-	-	119	111	120	75	35	100	67	24	39	167	63
Setting up a new online account	33	**	**	**	**	20	13	22	**	**	22	**	**	**	26	**
	15%	**	**	**	**	17%	12%	19%	**	**	22%	**	**	**	15%	**
Base	46	-	-	-	-	20	26	22	21	4	19	16	5	7	35	12
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	-	-	-	-	109	110	116	72	33	111	58	19	33	170	52

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Getting the switch to happen on the date you wanted	50	**	**	**	**	21	28	31	12	**	29	10	**	7	39	12
	23%	**	**	**	**	20%	25%	27%	17%	**	26%	17%	**	21%	23%	23%
								b			b					
Base	117	-	-	-	-	47	70	76	32	9	57	34	12	14	90	27
Having new equipment installed by the new provider	36	**	**	**	**	**	**	**	**	**	**	**	**	**	33	**
	31%	**	**	**	**	**	**	**	**	**	**	**	**	**	36%	**
Base	137	-	-	-	-	68	69	69	44	23	63	36	12	26	98	38
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	**	**	**	**	**	**	**	**	**	**	**	**	**	24	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	24%	**
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you always had access to your services	109	**	**	**	**	50	58	70	25	**	52	28	**	17	80	28
	21%	**	**	**	**	21%	21%	26%	14%	**	25%	18%	**	17%	22%	19%
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you were not paying for your old and new services at the same time	108	**	**	**	**	45	62	69	29	**	49	29	**	15	79	28
	21%	**	**	**	**	19%	23%	26%	16%	**	24%	19%	**	16%	22%	19%
								b								
Base	109	-	-	-	-	55	54	64	31	14	50	35	10	13	85	24

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	**	**	**	**	15	9	17	6	**	11	9	**	5	19	5
	22%	**	**	**	**	27%	17%	26%	20%	**	22%	25%	**	35%	23%	19%
						b								aef		
Base	24	-	-	-	-	8	15	15	5	3	14	3	2	5	17	7
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	45	42	61	23	2	43	20	10	14	63	24
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	-	-	-	-	31	34	58	6	2	43	11	5	6	53	11
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	-	-	-	-	43	56	63	23	13	48	22	8	21	70	29
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	34	33	52	10	6	38	16	7	7	54	14
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	269	236	19	7	7	241	28	93	170
Comparing what different providers are offering	55	50	**	**	**	49	**	20	34
	20%	21%	**	**	**	20%	**	21%	20%
Base	513	444	39	19	11	456	57	212	291
Understanding the relevant steps required to switch provider	114	103	**	**	**	105	**	63	49
	22%	23%	**	**	**	23%	**	30%	17%
								b	
Base	513	444	39	19	11	456	57	212	291
Finding time to research the market	104	94	**	**	**	95	**	49	52
	20%	21%	**	**	**	21%	**	23%	18%
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	103	97	**	**	**	97	**	48	53
	20%	22%	**	**	**	21%	**	23%	18%
Base	162	141	13	3	4	145	16	74	85
Your previous provider trying to persuade you to stay	59	53	**	**	**	51	**	**	**
	36%	38%	**	**	**	35%	**	**	**
Base	171	148	12	7	4	152	18	69	98
Getting a better deal with your previous provider	34	30	**	**	**	29	**	**	21
	20%	21%	**	**	**	19%	**	**	21%
Base	513	444	39	19	11	456	57	212	291
Contacting your new provider	56	50	**	**	**	54	**	35	20
	11%	11%	**	**	**	12%	**	17%	7%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	513	444	39	19	11	456	57	212	291
Canceling your previous service	118	105	**	**	**	104	**	47	68
	23%	24%	**	**	**	23%	**	22%	24%
Base	333	282	31	14	6	292	41	137	188
Keeping/ transferring your phone number	54	47	**	**	**	49	**	25	28
	16%	17%	**	**	**	17%	**	18%	15%
Base	66	56	5	3	2	62	4	43	22
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	230	209	13	7	2	199	31	89	138
Setting up a new online account	33	32	**	**	**	30	**	**	14
	15%	16%	**	**	**	15%	**	**	10%
Base	46	38	5	4	-	43	4	23	21
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	222	195	18	6	3	199	22	98	123
Getting the switch to happen on the date you wanted	50	41	**	**	**	48	**	31	20
	23%	21%	**	**	**	24%	**	32%	16%
								b	
Base	117	100	6	7	4	102	14	59	57
Having new equipment installed by the new provider	36	33	**	**	**	33	**	**	**
	31%	33%	**	**	**	33%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	137	121	10	5	2	121	15	56	79
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	26	24	**	**	**	24	**	**	**
	19%	19%	**	**	**	20%	**	**	**
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you always had access to your services	109	94	**	**	**	100	**	53	53
	21%	21%	**	**	**	22%	**	25%	18%
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you were not paying for your old and new services at the same time	108	97	**	**	**	100	**	47	57
	21%	22%	**	**	**	22%	**	22%	20%
Base	109	90	11	7	1	97	12	47	60
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	24	20	**	**	**	24	**	**	**
	22%	22%	**	**	**	25%	**	**	**
Base	24	21	2	1	-	23	1	14	9
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	87	78	6	2	1	84	3	47	40

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Returning your previous provider's equipment	26	20	**	**	**	25	**	15	11
	30%	26%	**	**	**	30%	**	33%	27%
Base	65	60	3	2	1	61	5	44	21
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	99	86	10	3	-	91	8	57	41
Resolving billing issues with your previous provider	38	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**
Base	69	67	1	1	-	67	1	44	24
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	269	95	202	52	43	16	62	17	107	91	16
Comparing what different providers are offering	73	18	42	**	**	**	**	**	24	**	**
	27%	19%	21%	**	**	**	**	**	23%	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Understanding the relevant steps required to switch provider	155	31	89	9	22	**	14	**	58	48	**
	30%	20%	24%	11%	31%	**	15%	**	27%	26%	**
					a						
Base	513	154	369	83	71	29	94	32	214	181	33
Finding time to research the market	150	28	81	15	13	**	16	**	53	44	**
	29%	18%	22%	18%	19%	**	17%	**	25%	24%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	176	44	105	20	24	**	25	**	61	50	**
	34%	28%	29%	24%	34%	**	26%	**	29%	28%	**
Base	162	52	108	29	24	10	35	8	56	49	7
Your previous provider trying to persuade you to stay	92	**	58	**	**	**	**	**	**	**	**
	57%	**	53%	**	**	**	**	**	**	**	**
Base	171	66	126	37	29	11	42	13	60	49	11
Getting a better deal with your previous provider	116	**	87	**	**	**	**	**	**	**	**
	68%	**	69%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Contacting your new provider	104	18	47	7	11	**	9	**	30	23	**
	20%	12%	13%	8%	16%	**	10%	**	14%	13%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Cancelling your previous service	199	51	125	21	30	**	27	**	75	62	**
	39%	33%	34%	26%	42%	**	29%	**	35%	34%	**
				a							
Base	333	95	276	68	27	18	77	-	181	181	-
Keeping/ transferring your phone number	83	5	52	**	**	**	**	**	47	47	**
	25%	6%	19%	**	**	**	**	**	26%	26%	**
			a								
Base	66	13	27	7	7	4	7	2	14	8	6
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	230	72	158	38	34	16	43	13	86	70	15
Setting up a new online account	52	6	21	**	**	**	**	**	**	**	**
	23%	8%	13%	**	**	**	**	**	**	**	**
Base	46	-	46	-	-	-	-	-	46	41	5
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	222	72	151	32	40	15	42	15	79	66	14
Getting the switch to happen on the date you wanted	76	19	42	**	**	**	**	**	**	**	**
	34%	26%	28%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	117	58	58	12	46	18	21	19	-	-	-
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**
Base	137	79	79	57	23	9	58	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	11	11	**	**	**	**	**	**	**	**
	30%	14%	14%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you always had access to your services	175	32	97	15	17	**	19	**	65	54	**
	34%	21%	26%	18%	24%	**	20%	**	30%	30%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you were not paying for your old and new services at the same time	183	39	107	17	23	**	24	**	67	54	**
	36%	25%	29%	20%	32%	**	26%	**	31%	30%	**
					a						
Base	109	49	49	20	28	12	25	11	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	24	-	24	-	-	-	-	-	24	18	6
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**
Base	87	34	34	10	24	9	18	7	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**
Base	65	13	31	6	7	1	6	6	17	14	4
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**
Base	99	31	66	21	10	5	21	5	35	26	8
Resolving billing issues with your previous provider	79	**	**	**	**	**	**	**	**	**	**
Base	80%	**	**	**	**	**	**	**	**	**	**
Base	69	23	23	11	11	3	12	7	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**
Base	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	269	10	47	50	41	9	3	21	47	-	-	-	-	-	-
Comparing what different providers are offering	73	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	155	**	**	29	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Finding time to research the market	150	**	**	27	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	176	**	**	29	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	29%	**	**	**	**	**	**	**	**	**	**	**
Base	162	3	24	28	23	5	2	15	38	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	92	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	171	3	25	32	26	6	3	17	27	-	-	-	-	-	-
Getting a better deal with your previous provider	116	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your new provider	104	**	**	14	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Cancelling your previous service	199	**	**	34	**	**	**	**	**	**	**	**	**	**	**
	39%	**	**	35%	**	**	**	**	**	**	**	**	**	**	**
Base	333	24	75	81	81	-	-	10	47	-	-	-	-	-	-
Keeping/ transferring your phone number	83	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	66	2	1	11	7	5	2	8	31	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	11	30	45	36	9	4	18	54	-	-	-	-	-	-
Setting up a new online account	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	46	6	23	18	17	2	1	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	11	30	38	29	8	2	17	54	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	76	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	11	47	-	-	-	-	-	-
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	137	-	-	-	-	-	-	21	37	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	175	**	**	26	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	27%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	183	**	**	23	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	23%	**	**	**	**	**	**	**	**	**	**	**
Base	109	-	-	-	-	-	-	16	44	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	24	7	4	13	9	4	2	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	-	-	11	41	-	-	-	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	4	2	11	10	2	2	6	29	-	-	-	-	-	-
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	4	12	19	16	3	2	8	26	-	-	-	-	-	-
Resolving billing issues with your previous provider	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**
80%	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	-	-	6	40	-	-	-	-	-	-
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	-	-	6	40	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	269	-	-	-	-	127	142	130	101	37	123	81	27	38	204	65
Comparing what different providers are offering	73	**	**	**	**	32	42	49	15	**	40	**	**	**	57	**
	27%	**	**	**	**	25%	29%	38%	15%	**	33%	**	**	**	28%	**
								b								
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Understanding the relevant steps required to switch provider	155	**	**	**	**	70	83	108	33	**	75	38	**	24	113	40
	30%	**	**	**	**	30%	30%	40%	19%	**	36%	25%	**	25%	31%	27%
								b			bdf					
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Finding time to research the market	150	**	**	**	**	62	85	109	28	**	74	39	**	20	113	36
	29%	**	**	**	**	26%	31%	41%	16%	**	36%	25%	**	21%	31%	24%
								b			bdf				d	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	176	**	**	**	**	71	103	121	38	**	82	50	**	25	132	43
	34%	**	**	**	**	30%	38%	45%	22%	**	40%	32%	**	26%	36%	29%
								b			df				d	
Base	162	-	-	-	-	79	83	85	52	24	79	49	13	21	128	34
Your previous provider trying to persuade you to stay	92	**	**	**	**	**	**	**	**	**	**	**	**	**	68	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	53%	**
Base	171	-	-	-	-	81	89	81	66	23	74	50	19	27	124	46
Getting a better deal with your previous provider	116	**	**	**	**	**	65	**	**	**	**	**	**	**	85	**
	68%	**	**	**	**	**	73%	**	**	**	**	**	**	**	69%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	104	**	**	**	**	50	52	80	17	**	59	22	**	13	81	22
	20%	**	**	**	**	21%	19%	30%	9%	**	29%	14%	**	14%	22%	14%
								b			bdf				bf	
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Cancelling your previous service	199	**	**	**	**	84	113	137	43	**	87	61	**	28	148	50
	39%	**	**	**	**	35%	42%	51%	25%	**	42%	39%	**	30%	41%	34%
								b			d				d	
Base	333	-	-	-	-	154	177	161	116	55	141	97	33	60	238	93
Keeping/ transferring your phone number	83	**	**	**	**	37	46	63	14	**	46	17	**	**	63	19
	25%	**	**	**	**	24%	26%	39%	12%	**	32%	18%	**	**	26%	21%
								b			bf					
Base	66	-	-	-	-	27	38	51	10	5	35	16	5	10	51	15
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	-	-	-	-	119	111	120	75	35	100	67	24	39	167	63
Setting up a new online account	52	**	**	**	**	24	28	38	**	**	36	**	**	**	44	**
	23%	**	**	**	**	20%	25%	32%	**	**	36%	**	**	**	26%	**
Base	46	-	-	-	-	20	26	22	21	4	19	16	5	7	35	12
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	-	-	-	-	109	110	116	72	33	111	58	19	33	170	52

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Getting the switch to happen on the date you wanted	76	**	**	**	**	30	45	52	18	**	46	15	**	8	61	15
	34%	**	**	**	**	28%	40%	45%	25%	**	41%	26%	**	25%	36%	30%
							a	b			bdf				bd	
Base	117	-	-	-	-	47	70	76	32	9	57	34	12	14	90	27
Having new equipment installed by the new provider	50	**	**	**	**	**	**	**	**	**	**	**	**	**	44	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	49%	**
Base	137	-	-	-	-	68	69	69	44	23	63	36	12	26	98	38
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	**	**	**	**	**	**	**	**	**	**	**	**	**	36	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	37%	**
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you always had access to your services	175	**	**	**	**	79	94	121	35	**	85	42	**	25	127	46
	34%	**	**	**	**	33%	34%	45%	20%	**	41%	27%	**	27%	35%	31%
								b			bdf					
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you were not paying for your old and new services at the same time	183	**	**	**	**	78	102	124	44	**	88	47	**	24	135	45
	36%	**	**	**	**	33%	37%	46%	25%	**	43%	30%	**	25%	37%	30%
								b			bdf				d	
Base	109	-	-	-	-	55	54	64	31	14	50	35	10	13	85	24

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	**	**	**	**	20	19	31	7	**	19	12	**	5	31	8
	36%	**	**	**	**	36%	36%	48%	22%	**	39%	33%	**	40%	36%	34%
Base	24	-	-	-	-	8	15	15	5	3	14	3	2	5	17	7
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	45	42	61	23	2	43	20	10	14	63	24
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	-	-	-	-	31	34	58	6	2	43	11	5	6	53	11
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	-	-	-	-	43	56	63	23	13	48	22	8	21	70	29
Resolving billing issues with your previous provider	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	34	33	52	10	6	38	16	7	7	54	14
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	269	236	19	7	7	241	28	93	170
Comparing what different providers are offering	73	69	**	**	**	65	**	35	38
	27%	29%	**	**	**	27%	**	38%	22%
								b	
Base	513	444	39	19	11	456	57	212	291
Understanding the relevant steps required to switch provider	155	136	**	**	**	142	**	86	65
	30%	31%	**	**	**	31%	**	41%	22%
								b	
Base	513	444	39	19	11	456	57	212	291
Finding time to research the market	150	134	**	**	**	140	**	81	66
	29%	30%	**	**	**	31%	**	38%	23%
								b	
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	176	157	**	**	**	164	**	92	81
	34%	35%	**	**	**	36%	**	43%	28%
								b	
Base	162	141	13	3	4	145	16	74	85
Your previous provider trying to persuade you to stay	92	82	**	**	**	84	**	**	**
	57%	59%	**	**	**	57%	**	**	**
Base	171	148	12	7	4	152	18	69	98
Getting a better deal with your previous provider	116	101	**	**	**	102	**	**	65
	68%	69%	**	**	**	67%	**	**	66%
Base	513	444	39	19	11	456	57	212	291

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Contacting your new provider	104 20%	92 21%	** **	** **	** **	99 22%	** **	67 32%	34 12%
								b	
Base	513	444	39	19	11	456	57	212	291
Cancelling your previous service	199 39%	178 40%	** **	** **	** **	182 40%	** **	99 47%	97 33%
								b	
Base	333	282	31	14	6	292	41	137	188
Keeping/ transferring your phone number	83 25%	71 25%	** **	** **	** **	77 26%	** **	45 33%	38 20%
								b	
Base	66	56	5	3	2	62	4	43	22
Paying the charge to exit your contract early	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	230	209	13	7	2	199	31	89	138
Setting up a new online account	52 23%	49 23%	** **	** **	** **	48 24%	** **	** **	17 12%
Base	46	38	5	4	-	43	4	23	21
Unlocking your handset to take it with you	** **	** **	** **	** **	** **	** **	** **	** **	** **
Base	222	195	18	6	3	199	22	98	123
Getting the switch to happen on the date you wanted	76 34%	64 33%	** **	** **	** **	73 37%	** **	47 48%	29 24%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 57

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	117	100	6	7	4	102	14	59	57
Having new equipment installed by the new provider	50	47	**	**	**	47	**	**	**
	43%	47%	**	**	**	46%	**	**	**
Base	137	121	10	5	2	121	15	56	79
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	41	39	**	**	**	38	**	**	**
	30%	32%	**	**	**	31%	**	**	**
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you always had access to your services	175	155	**	**	**	163	**	96	75
	34%	35%	**	**	**	36%	**	45% b	26%
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you were not paying for your old and new services at the same time	183	162	**	**	**	173	**	94	84
	36%	36%	**	**	**	38%	**	44% b	29%
Base	109	90	11	7	1	97	12	47	60
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	39	31	**	**	**	38	**	**	**
	36%	35%	**	**	**	39%	**	**	**
Base	24	21	2	1	-	23	1	14	9

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED MAJOR OR MINOR DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	14	13	**	**	**	14	**	8	5
	61%	64%	**	**	**	63%	**	60%	58%
Base	87	78	6	2	1	84	3	47	40
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	65	60	3	2	1	61	5	44	21
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	99	86	10	3	-	91	8	57	41
Resolving billing issues with your previous provider	79	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**
Base	69	67	1	1	-	67	1	44	24
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	269	95	202	52	43	16	62	17	107	91	16
Comparing what different providers are offering	196	77	160	**	**	**	**	**	83	**	**
	73%	81%	79%	**	**	**	**	**	77%	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Understanding the relevant steps required to switch provider	358	123	280	74	49	**	79	**	157	133	**
	70%	80%	76%	89%	69%	**	85%	**	73%	74%	**
				b							
Base	513	154	369	83	71	29	94	32	214	181	33
Finding time to research the market	363	126	287	69	57	**	78	**	161	137	**
	71%	82%	78%	82%	81%	**	83%	**	75%	76%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Contacting your previous provider	337	110	263	63	47	**	69	**	153	131	**
	66%	72%	71%	76%	66%	**	74%	**	71%	72%	**
Base	162	52	108	29	24	10	35	8	56	49	7
Your previous provider trying to persuade you to stay	70	**	51	**	**	**	**	**	**	**	**
	43%	**	47%	**	**	**	**	**	**	**	**
Base	171	66	126	37	29	11	42	13	60	49	11
Getting a better deal with your previous provider	55	**	39	**	**	**	**	**	**	**	**
	32%	**	31%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Contacting your new provider	409	136	321	77	59	**	84	**	185	157	**
	80%	88%	87%	92%	84%	**	90%	**	86%	87%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Cancelling your previous service	313	103	243	62	41	**	67	**	140	119	**
	61%	67%	66%	74%	58%	**	71%	**	65%	66%	**
				b							
Base	333	95	276	68	27	18	77	-	181	181	-
Keeping/ transferring your phone number	251	91	225	**	**	**	**	**	134	134	**
	75%	96%	81%	**	**	**	**	**	74%	74%	**
				b							
Base	66	13	27	7	7	4	7	2	14	8	6
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	230	72	158	38	34	16	43	13	86	70	15
Setting up a new online account	178	66	137	**	**	**	**	**	**	**	**
	77%	92%	87%	**	**	**	**	**	**	**	**
Base	46	-	46	-	-	-	-	-	46	41	5
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Base	222	72	151	32	40	15	42	15	79	66	14
Getting the switch to happen on the date you wanted	145	53	108	**	**	**	**	**	**	**	**
	66%	74%	72%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	575	221	450	100	121	53	118	50	229	185	44
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44
Total	513	154	369	83	71	29	94	32	214	181	33
Base	117	58	58	12	46	18	21	19	-	-	-
Having new equipment installed by the new provider	67	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**
Base	137	79	79	57	23	9	58	12	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	69	69	**	**	**	**	**	**	**	**
	70%	86%	86%	**	**	**	**	**	**	**	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you always had access to your services	338	122	271	68	54	**	75	**	149	127	**
	66%	79%	74%	82%	76%	**	80%	**	70%	70%	**
Base	513	154	369	83	71	29	94	32	214	181	33
Arranging the switch so that you were not paying for your old and new services at the same time	330	115	262	67	48	**	70	**	147	127	**
	64%	75%	71%	80%	68%	**	74%	**	69%	70%	**
				b							
Base	109	49	49	20	28	12	25	11	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	575	221	450	100	121	53	118	50	229	185	44	
Effective Weighted Sample	532	211	431	98	120	53	115	50	227	185	44	
Total	513	154	369	83	71	29	94	32	214	181	33	
Base	24	-	24	-	-	-	-	-	24	18	6	
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	34	34	10	24	9	18	7	-	-	-	
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	13	31	6	7	1	6	6	17	14	4	
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	31	66	21	10	5	21	5	35	26	8	
Resolving billing issues with your previous provider	20	**	**	**	**	**	**	**	**	**	**	**
20%	20	**	**	**	**	**	**	**	**	**	**	**
Base	69	23	23	11	11	3	12	7	-	-	-	
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**
Base	24	10	14	5	5	2	3	2	10	7	3	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	269	10	47	50	41	9	3	21	47	-	-	-	-	-	-
Comparing what different providers are offering	196	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Understanding the relevant steps required to switch provider	358	**	**	70	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	71%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Finding time to research the market	363	**	**	72	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	73%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your previous provider	337	**	**	70	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	71%	**	**	**	**	**	**	**	**	**	**	**
Base	162	3	24	28	23	5	2	15	38	-	-	-	-	-	-
Your previous provider trying to persuade you to stay	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	171	3	25	32	26	6	3	17	27	-	-	-	-	-	-
Getting a better deal with your previous provider	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Contacting your new provider	409	**	**	85	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	86%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Canceling your previous service	313	**	**	64	**	**	**	**	**	**	**	**	**	**	**
	61%	**	**	65%	**	**	**	**	**	**	**	**	**	**	**
Base	333	24	75	81	81	-	-	10	47	-	-	-	-	-	-
Keeping/ transferring your phone number	251	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	66	2	1	11	7	5	2	8	31	-	-	-	-	-	-
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	11	30	45	36	9	4	18	54	-	-	-	-	-	-
Setting up a new online account	178	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	46	6	23	18	17	2	1	-	-	-	-	-	-	-	-
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	11	30	38	29	8	2	17	54	-	-	-	-	-	-
Getting the switch to happen on the date you wanted	145	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	117	-	-	-	-	-	-	11	47	-	-	-	-	-	-
Having new equipment installed by the new provider	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	137	-	-	-	-	-	-	21	37	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you always had access to your services	338	**	**	72	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	73%	**	**	**	**	**	**	**	**	**	**	**
Base	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Arranging the switch so that you were not paying for your old and new services at the same time	330	**	**	76	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	77%	**	**	**	**	**	**	**	**	**	**	**
Base	109	-	-	-	-	-	-	16	44	-	-	-	-	-	-
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	575	35	88	106	83	23	10	51	74	-	-	-	-	-	-
Effective Weighted Sample	532	35	87	105	83	23	10	51	74	-	-	-	-	-	-
Total	513	32	84	99	81	17	8	39	105	-	-	-	-	-	-
Base	24	7	4	13	9	4	2	-	-	-	-	-	-	-	-
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	-	-	11	41	-	-	-	-	-	-
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	4	2	11	10	2	2	6	29	-	-	-	-	-	-
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	4	12	19	16	3	2	8	26	-	-	-	-	-	-
Resolving billing issues with your previous provider	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	69	-	-	-	-	-	-	6	40	-	-	-	-	-	-
Base	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	269	-	-	-	-	127	142	130	101	37	123	81	27	38	204	65
Comparing what different providers are offering	196	**	**	**	**	95	100	81	86	**	82	**	**	**	147	**
	73%	**	**	**	**	75%	71%	62%	85%	**	67%	**	**	**	72%	**
									a							
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Understanding the relevant steps required to switch provider	358	**	**	**	**	167	190	160	142	**	131	117	**	72	248	109
	70%	**	**	**	**	70%	70%	60%	81%	**	64%	75%	**	75%	69%	73%
									a			a		a		a
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Finding time to research the market	363	**	**	**	**	175	188	159	147	**	132	116	**	76	248	113
	71%	**	**	**	**	74%	69%	59%	84%	**	64%	75%	**	79%	69%	76%
									a			a		ae		a
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your previous provider	337	**	**	**	**	166	170	147	137	**	124	105	**	71	229	106
	66%	**	**	**	**	70%	62%	55%	78%	**	60%	68%	**	74%	64%	71%
									a					ae		a
Base	162	-	-	-	-	79	83	85	52	24	79	49	13	21	128	34
Your previous provider trying to persuade you to stay	70	**	**	**	**	**	**	**	**	**	**	**	**	**	60	**
	43%	**	**	**	**	**	**	**	**	**	**	**	**	**	47%	**
Base	171	-	-	-	-	81	89	81	66	23	74	50	19	27	124	46
Getting a better deal with your previous provider	55	**	**	**	**	**	24	**	**	**	**	**	**	**	39	**
	32%	**	**	**	**	**	27%	**	**	**	**	**	**	**	31%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Contacting your new provider	409	**	**	**	**	187	221	188	158	**	147	133	**	82	280	128
	80%	**	**	**	**	79%	81%	70%	91%	**	71%	86%	**	86%	78%	86%
									a			ae		a		ae
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Cancelling your previous service	313	**	**	**	**	154	160	131	132	**	119	94	**	67	213	99
	61%	**	**	**	**	65%	58%	49%	75%	**	58%	61%	**	70%	59%	66%
									a				**	ae		
Base	333	-	-	-	-	154	177	161	116	55	141	97	33	60	238	93
Keeping/ transferring your phone number	251	**	**	**	**	118	131	98	103	**	96	80	**	**	176	74
	75%	**	**	**	**	77%	74%	61%	89%	**	68%	82%	**	**	74%	80%
									a			a			a	a
Base	66	-	-	-	-	27	38	51	10	5	35	16	5	10	51	15
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	230	-	-	-	-	119	111	120	75	35	100	67	24	39	167	63
Setting up a new online account	178	**	**	**	**	95	83	82	**	**	64	**	**	**	123	**
	77%	**	**	**	**	80%	75%	68%	**	**	64%	**	**	**	74%	**
Base	46	-	-	-	-	20	26	22	21	4	19	16	5	7	35	12
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	222	-	-	-	-	109	110	116	72	33	111	58	19	33	170	52

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Getting the switch to happen on the date you wanted	145	**	**	**	**	79	66	65	54	**	65	43	**	25	109	37
	66%	**	**	**	**	72%	60%	55%	75%	**	59%	74%	**	75%	64%	70%
						b			a		ae			ae		a
Base	117	-	-	-	-	47	70	76	32	9	57	34	12	14	90	27
Having new equipment installed by the new provider	67	**	**	**	**	**	**	**	**	**	**	**	**	**	46	**
	57%	**	**	**	**	**	**	**	**	**	**	**	**	**	51%	**
Base	137	-	-	-	-	68	69	69	44	23	63	36	12	26	98	38
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	**	**	**	**	**	**	**	**	**	**	**	**	**	62	**
	70%	**	**	**	**	**	**	**	**	**	**	**	**	**	63%	**
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you always had access to your services	338	**	**	**	**	159	179	147	140	**	121	113	**	70	234	103
	66%	**	**	**	**	67%	66%	55%	80%	**	59%	73%	**	73%	65%	69%
									a			a		a		a
Base	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Arranging the switch so that you were not paying for your old and new services at the same time	330	**	**	**	**	159	171	143	131	**	118	108	**	72	226	104
	64%	**	**	**	**	67%	63%	54%	75%	**	57%	70%	**	75%	63%	70%
									a			a		ae		a
Base	109	-	-	-	-	55	54	64	31	14	50	35	10	13	85	24

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	575	-	-	-	-	268	305	288	204	82	225	172	64	111	397	175
Effective Weighted Sample	532	-	-	-	-	248	282	262	192	78	208	159	60	103	367	163
Total	513	-	-	-	-	237	273	268	175	70	206	155	53	96	361	149
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	**	**	**	**	35	35	33	24	**	30	24	**	8	54	16
	64%	**	**	**	**	64%	64%	52%	78%	**	61%	67%	**	60%	64%	66%
Base	24	-	-	-	-	8	15	15	5	3	14	3	2	5	17	7
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	87	-	-	-	-	45	42	61	23	2	43	20	10	14	63	24
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	65	-	-	-	-	31	34	58	6	2	43	11	5	6	53	11
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	99	-	-	-	-	43	56	63	23	13	48	22	8	21	70	29
Resolving billing issues with your previous provider	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base	69	-	-	-	-	34	33	52	10	6	38	16	7	7	54	14
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	269	236	19	7	7	241	28	93	170
Comparing what different providers are offering	196	167	**	**	**	176	**	58	133
	73%	71%	**	**	**	73%	**	62%	78%
									a
Base	513	444	39	19	11	456	57	212	291
Understanding the relevant steps required to switch provider	358	308	**	**	**	313	**	125	226
	70%	69%	**	**	**	69%	**	59%	78%
									a
Base	513	444	39	19	11	456	57	212	291
Finding time to research the market	363	309	**	**	**	316	**	131	225
	71%	70%	**	**	**	69%	**	62%	77%
									a
Base	513	444	39	19	11	456	57	212	291
Contacting your previous provider	337	286	**	**	**	292	**	120	210
	66%	65%	**	**	**	64%	**	57%	72%
									a
Base	162	141	13	3	4	145	16	74	85
Your previous provider trying to persuade you to stay	70	58	**	**	**	62	**	**	**
	43%	41%	**	**	**	43%	**	**	**
Base	171	148	12	7	4	152	18	69	98
Getting a better deal with your previous provider	55	46	**	**	**	50	**	**	33
	32%	31%	**	**	**	33%	**	**	34%
Base	513	444	39	19	11	456	57	212	291

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Contacting your new provider	409	352	**	**	**	357	**	145	256
	80%	79%	**	**	**	78%	**	68%	88%
									a
Base	513	444	39	19	11	456	57	212	291
Cancelling your previous service	313	266	**	**	**	274	**	113	194
	61%	60%	**	**	**	60%	**	53%	67%
									a
Base	333	282	31	14	6	292	41	137	188
Keeping/ transferring your phone number	251	212	**	**	**	217	**	94	150
	75%	75%	**	**	**	74%	**	68%	80%
									a
Base	66	56	5	3	2	62	4	43	22
Paying the charge to exit your contract early	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	230	209	13	7	2	199	31	89	138
Setting up a new online account	178	160	**	**	**	151	**	**	122
	77%	77%	**	**	**	76%	**	**	88%
Base	46	38	5	4	-	43	4	23	21
Unlocking your handset to take it with you	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	222	195	18	6	3	199	22	98	123
Getting the switch to happen on the date you wanted	145	131	**	**	**	126	**	51	94
	66%	67%	**	**	**	63%	**	52%	76%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Base	117	100	6	7	4	102	14	59	57
Having new equipment installed by the new provider	67	53	**	**	**	56	**	**	**
	57%	53%	**	**	**	54%	**	**	**
Base	137	121	10	5	2	121	15	56	79
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	96	82	**	**	**	83	**	**	**
	70%	68%	**	**	**	69%	**	**	**
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you always had access to your services	338	289	**	**	**	292	**	116	216
	66%	65%	**	**	**	64%	**	55%	74%
									a
Base	513	444	39	19	11	456	57	212	291
Arranging the switch so that you were not paying for your old and new services at the same time	330	282	**	**	**	283	**	118	206
	64%	64%	**	**	**	62%	**	56%	71%
									a
Base	109	90	11	7	1	97	12	47	60
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	70	59	**	**	**	59	**	**	**
	64%	65%	**	**	**	61%	**	**	**
Base	24	21	2	1	-	23	1	14	9

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 58

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Q19A/B/C. EXPERIENCED NO DIFFICULTY WHEN CHANGING [SERVICE/S] PROVIDER (BASED ON THOSE WITH EACH EXPERIENCE)

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers - who made contact with the provider they were using at the time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	575	497	43	23	12	513	62	229	334
Effective Weighted Sample	532	459	40	21	11	473	59	210	310
Total	513	444	39	19	11	456	57	212	291
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	9	8	**	**	**	9	**	5	4
	39%	36%	**	**	**	37%	**	40%	42%
Base	87	78	6	2	1	84	3	47	40
Returning your previous provider's equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	65	60	3	2	1	61	5	44	21
Other devices or products you own not working with the new service	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base	99	86	10	3	-	91	8	57	41
Resolving billing issues with your previous provider	20	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**
Base	69	67	1	1	-	67	1	44	24
Paying a disconnection charge to your previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	640	226	473	104	122	55	122	49	247	172	75
Effective Weighted Sample	587	216	454	102	121	55	118	49	244	172	75
Total	581	157	383	86	71	30	96	31	225	168	57
Getting a better deal with your previous provider	89 15%	45 29% b	75 20%	30 35% b	15 21%	** **	31 33%	** **	30 13%	24 15%	** **
Cancelling your previous service (P)	59 10%	14 9%	39 10%	5 6%	9 13%	** **	6 6%	** **	24 11%	11 6%	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42 7%	5 3%	29 8% a	2 3%	3 4%	** **	2 2%	** **	23 10%	17 10%	** **
Arranging the switch so that you always had access to your services (P)	42 7%	13 8%	24 6%	8 9%	5 7%	** **	9 10%	** **	11 5%	10 6%	** **
Resolving billing issues with your previous provider	40 7%	19 12%	33 9%	13 15%	6 8%	** **	15 16%	** **	14 6%	9 5%	** **
Understanding the relevant steps required to switch provider	34 6%	4 2%	16 4%	- -%	4 5% a	** **	- -%	** **	13 6%	9 5%	** **
Finding time to research the market	32 6%	3 2%	19 5% a	1 1%	2 2%	** **	1 1%	** **	16 7%	14 8%	** **
Contacting your new provider	27 5%	5 3%	17 4%	1 2%	4 5%	** **	1 2%	** **	12 5%	8 5%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	640	226	473	104	122	55	122	49	247	172	75
Effective Weighted Sample	587	216	454	102	121	55	118	49	244	172	75
Total	581	157	383	86	71	30	96	31	225	168	57
Contacting your previous provider	26 5%	4 2%	17 4%	1 1%	3 4%	** **	1 2%	** **	13 6%	11 6%	** **
Keeping/ transferring your phone number	25 4%	1 1%	19 5%	- -%	1 2%	** **	1 1%	** **	18 8%	18 10%	** **
Your previous provider trying to persuade you to stay	20 4%	5 3%	15 4%	3 4%	2 3%	** **	4 4%	** **	10 4%	9 5%	** **
Paying the charge to exit your contract early	16 3%	6 4%	13 3%	6 7%	1 1%	** **	5 6%	** **	7 3%	4 2%	** **
Comparing what different providers are offering	14 2%	1 1%	4 1%	1 1%	- -%	** **	1 1%	** **	3 2%	2 1%	** **
Getting the switch to happen on the date you wanted (P)	12 2%	5 3%	9 2%	2 2%	3 4%	** **	3 3%	** **	4 2%	4 2%	** **
Returning your previous provider's equipment	11 2%	4 2%	4 1%	1 1%	3 4%	** **	1 1%	** **	- -%	- -%	** **
Having new equipment installed by the new provider	11 2%	5 3%	5 1%	1 1%	5 7%	** **	2 2%	** **	- -%	- -%	** **
Setting up a new online account	10 2%	4 2%	6 1%	4 4%	- -%	** **	3 3%	** **	2 1%	1 1%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	640	226	473	104	122	55	122	49	247	172	75
Effective Weighted Sample	587	216	454	102	121	55	118	49	244	172	75
Total	581	157	383	86	71	30	96	31	225	168	57
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9 2%	2 1%	2 *%	1 1%	1 1%	** **	1 1%	** **	- -%	- -%	** **
Other devices or products you own not working with the new service	7 1%	1 1%	3 1%	- -%	1 2%	** **	1 1%	** **	2 1%	1 1%	** **
Paying a disconnection charge to your previous provider	7 1%	2 1%	2 1%	2 2%	1 1%	** **	2 2%	** **	- -%	- -%	** **
Unlocking your handset to take it with you	5 1%	- -%	5 1%	- -%	- -%	** **	- -%	** **	5 2%	4 2%	** **
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 1%	- -%	5 1%	- -%	- -%	** **	- -%	** **	5 2%	4 2%	** **
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1 *%	1 1%	1 *%	1 1%	- -%	** **	- -%	** **	- -%	- -%	** **
ANY MAIN DIFFICULTY	545 94%	149 95%	360 94%	82 96%	67 93%	** **	91 94%	** **	211 94%	157 94%	** **
ANY PROCESS (P)	156 27%	37 24%	101 26%	17 20%	21 29%	** **	21 22%	** **	63 28%	41 24%	** **
None of these stood out as a main difficulty	24 4%	8 5%	17 4%	4 4%	4 6%	** **	5 5%	** **	9 4%	7 4%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY ~a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%										
Unweighted row	640	473	104	122	55	122	49	247	172	75
Effective Weighted Sample	587	454	102	121	55	118	49	244	172	75
Total	581	383	86	71	30	96	31	225	168	57
Can't remember	11	5	-	1	**	1	**	5	4	**
	2%	1%	-%	1%	**	1%	**	2%	2%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	b	-a	-b	-c	-d	-a	-b
Unweighted row	640	66	62	119	83	36	28	60	107	-	-	-	-	-	-
Effective Weighted Sample	587	65	62	118	83	36	28	60	107	-	-	-	-	-	-
Total	581	58	58	109	81	27	21	46	152	-	-	-	-	-	-
Getting a better deal with your previous provider	89 15%	** **	** **	17 15%	** **	** **	** **	** **	10 7%	** **	** **	** **	** **	** **	** **
Cancelling your previous service (P)	59 10%	** **	** **	18 16%	** **	** **	** **	** **	14 9%	** **	** **	** **	** **	** **	** **
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42 7%	** **	** **	12 11%	** **	** **	** **	** **	7 5%	** **	** **	** **	** **	** **	** **
Arranging the switch so that you always had access to your services (P)	42 7%	** **	** **	3 3%	** **	** **	** **	** **	16 10%	** **	** **	** **	** **	** **	** **
Resolving billing issues with your previous provider	40 7%	** **	** **	4 4%	** **	** **	** **	** **	6 4%	** **	** **	** **	** **	** **	** **
Understanding the relevant steps required to switch provider	34 6%	** **	** **	6 6%	** **	** **	** **	** **	16 10%	** **	** **	** **	** **	** **	** **
Finding time to research the market	32 6%	** **	** **	5 4%	** **	** **	** **	** **	11 7%	** **	** **	** **	** **	** **	** **
Contacting your new provider	27 5%	** **	** **	4 4%	** **	** **	** **	** **	10 7%	** **	** **	** **	** **	** **	** **

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	b	~a	~b	~c	~d	~a	~b
Unweighted row	640	66	62	119	83	36	28	60	107	-	-	-	-	-	-
Effective Weighted Sample	587	65	62	118	83	36	28	60	107	-	-	-	-	-	-
Total	581	58	58	109	81	27	21	46	152	-	-	-	-	-	-
Contacting your previous provider	26	**	**	7	**	**	**	**	6	**	**	**	**	**	**
	5%	**	**	7%	**	**	**	**	4%	**	**	**	**	**	**
Keeping/ transferring your phone number	25	**	**	8	**	**	**	**	4	**	**	**	**	**	**
	4%	**	**	7%	**	**	**	**	3%	**	**	**	**	**	**
Your previous provider trying to persuade you to stay	20	**	**	5	**	**	**	**	4	**	**	**	**	**	**
	4%	**	**	5%	**	**	**	**	3%	**	**	**	**	**	**
Paying the charge to exit your contract early	16	**	**	4	**	**	**	**	1	**	**	**	**	**	**
	3%	**	**	3%	**	**	**	**	1%	**	**	**	**	**	**
Comparing what different providers are offering	14	**	**	1	**	**	**	**	7	**	**	**	**	**	**
	2%	**	**	1%	**	**	**	**	5%	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	12	**	**	2	**	**	**	**	1	**	**	**	**	**	**
	2%	**	**	2%	**	**	**	**	1%	**	**	**	**	**	**
Returning your previous provider's equipment	11	**	**	-	**	**	**	**	7	**	**	**	**	**	**
	2%	**	**	-%	**	**	**	**	5%	**	**	**	**	**	**
Having new equipment installed by the new provider	11	**	**	-	**	**	**	**	6	**	**	**	**	**	**
	2%	**	**	-%	**	**	**	**	4%	**	**	**	**	**	**
Setting up a new online account	10	**	**	1	**	**	**	**	4	**	**	**	**	**	**
	2%	**	**	1%	**	**	**	**	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	c	-d	-e	-f	-a	b	-a	-b	-c	-d	-a	-b
Unweighted row	640	66	62	119	83	36	28	60	107	-	-	-	-	-	-
Effective Weighted Sample	587	65	62	118	83	36	28	60	107	-	-	-	-	-	-
Total	581	58	58	109	81	27	21	46	152	-	-	-	-	-	-
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9	**	**	-	**	**	**	**	7	**	**	**	**	**	**
	2%	**	**	-%	**	**	**	**	5%	**	**	**	**	**	**
Other devices or products you own not working with the new service	7	**	**	2	**	**	**	**	3	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	2%	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	7	**	**	-	**	**	**	**	4	**	**	**	**	**	**
	1%	**	**	-%	**	**	**	**	3%	**	**	**	**	**	**
Unlocking your handset to take it with you	5	**	**	4	**	**	**	**	-	**	**	**	**	**	**
	1%	**	**	3%	**	**	**	**	-%	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	**	**	2	**	**	**	**	-	**	**	**	**	**	**
	1%	**	**	2%	**	**	**	**	-%	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1	**	**	-	**	**	**	**	-	**	**	**	**	**	**
	*%	**	**	-%	**	**	**	**	-%	**	**	**	**	**	**
ANY MAIN DIFFICULTY	545	**	**	105	**	**	**	**	145	**	**	**	**	**	**
	94%	**	**	97%	**	**	**	**	95%	**	**	**	**	**	**
ANY PROCESS (P)	156	**	**	35	**	**	**	**	38	**	**	**	**	**	**
	27%	**	**	32%	**	**	**	**	25%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	c	~d	~e	~f	~a	b	~a	~b	~c	~d	~a	~b
Unweighted row	640	66	62	119	83	36	28	60	107	-	-	-	-	-	-
Effective Weighted Sample	587	65	62	118	83	36	28	60	107	-	-	-	-	-	-
Total	581	58	58	109	81	27	21	46	152	-	-	-	-	-	-
None of these stood out as a main difficulty	24	**	**	3	**	**	**	**	3	**	**	**	**	**	**
	4%	**	**	3%	**	**	**	**	2%	**	**	**	**	**	**
Can't remember	11	**	**	1	**	**	**	**	4	**	**	**	**	**	**
	2%	**	**	1%	**	**	**	**	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	640	-	-	-	-	282	356	376	185	78	253	171	83	130	424	213
Effective Weighted Sample	587	-	-	-	-	260	326	343	173	74	233	157	76	119	389	195
Total	581	-	-	-	-	257	321	358	156	65	231	156	76	116	387	192
Getting a better deal with your previous provider	89	**	**	**	**	45	44	32	39	**	32	24	**	24	56	33
	15%	**	**	**	**	17%	14%	9%	25%	**	14%	15%	**	21%	14%	17%
									a							
Cancelling your previous service (P)	59	**	**	**	**	21	38	36	17	**	19	15	**	9	35	23
	10%	**	**	**	**	8%	12%	10%	11%	**	8%	10%	**	8%	9%	12%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42	**	**	**	**	15	26	31	8	**	18	13	**	6	31	11
	7%	**	**	**	**	6%	8%	9%	5%	**	8%	8%	**	5%	8%	6%
Arranging the switch so that you always had access to your services (P)	42	**	**	**	**	17	24	25	7	**	12	14	**	11	27	15
	7%	**	**	**	**	7%	7%	7%	5%	**	5%	9%	**	9%	7%	8%
Resolving billing issues with your previous provider	40	**	**	**	**	17	23	17	18	**	7	11	**	14	18	21
	7%	**	**	**	**	7%	7%	5%	11%	**	3%	7%	**	12%	5%	11%
									a				**	ae		ae
Understanding the relevant steps required to switch provider	34	**	**	**	**	19	15	27	4	**	21	6	**	2	26	8
	6%	**	**	**	**	7%	5%	8%	3%	**	9%	4%	**	2%	7%	4%
								b			bdf			d		
Finding time to research the market	32	**	**	**	**	16	17	26	3	**	14	7	**	5	20	12
	6%	**	**	**	**	6%	5%	7%	2%	**	6%	4%	**	5%	5%	6%
								b								
Contacting your new provider	27	**	**	**	**	13	14	18	7	**	14	7	**	3	21	7
	5%	**	**	**	**	5%	4%	5%	5%	**	6%	4%	**	2%	5%	3%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	640	-	-	-	-	282	356	376	185	78	253	171	83	130	424	213
Effective Weighted Sample	587	-	-	-	-	260	326	343	173	74	233	157	76	119	389	195
Total	581	-	-	-	-	257	321	358	156	65	231	156	76	116	387	192
Contacting your previous provider	26	**	**	**	**	14	13	16	8	**	14	5	**	5	19	8
	5%	**	**	**	**	5%	4%	4%	5%	**	6%	3%	**	4%	5%	4%
Keeping/ transferring your phone number	25	**	**	**	**	12	13	18	5	**	10	5	**	5	16	9
	4%	**	**	**	**	5%	4%	5%	3%	**	4%	3%	**	5%	4%	5%
Your previous provider trying to persuade you to stay	20	**	**	**	**	5	15	12	5	**	7	9	**	3	16	5
	4%	**	**	**	**	2%	5%	3%	3%	**	3%	6%	**	2%	4%	2%
Paying the charge to exit your contract early	16	**	**	**	**	4	11	11	5	**	6	4	**	5	10	6
	3%	**	**	**	**	2%	3%	3%	3%	**	2%	3%	**	4%	2%	3%
Comparing what different providers are offering	14	**	**	**	**	7	7	11	2	**	11	1	**	1	12	2
	2%	**	**	**	**	3%	2%	3%	1%	**	5%	1%	**	1%	3%	1%
											bdf					
Getting the switch to happen on the date you wanted (P)	12	**	**	**	**	7	5	9	3	**	3	8	**	1	11	1
	2%	**	**	**	**	3%	2%	3%	2%	**	1%	5%	**	1%	3%	*%
												adf			f	
Returning your previous provider's equipment	11	**	**	**	**	4	7	7	3	**	5	3	**	1	8	3
	2%	**	**	**	**	2%	2%	2%	2%	**	2%	2%	**	1%	2%	2%
Having new equipment installed by the new provider	11	**	**	**	**	3	8	7	3	**	4	1	**	3	5	6
	2%	**	**	**	**	1%	2%	2%	2%	**	2%	1%	**	3%	1%	3%
Setting up a new online account	10	**	**	**	**	4	6	7	3	**	6	1	**	1	8	2
	2%	**	**	**	**	1%	2%	2%	2%	**	3%	1%	**	1%	2%	1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	640	-	-	-	-	282	356	376	185	78	253	171	83	130	424	213
Effective Weighted Sample	587	-	-	-	-	260	326	343	173	74	233	157	76	119	389	195
Total	581	-	-	-	-	257	321	358	156	65	231	156	76	116	387	192
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9 2%	** **	** **	** **	** **	4 2%	5 2%	7 2%	1 1%	** **	4 2%	3 2%	** **	1 1%	7 2%	2 1%
Other devices or products you own not working with the new service	7 1%	** **	** **	** **	** **	2 1%	4 1%	5 1%	1 1%	** **	1 1%	1 1%	** **	3 2%	2 1%	4 2%
Paying a disconnection charge to your previous provider	7 1%	** **	** **	** **	** **	3 1%	3 1%	3 1%	1 1%	** **	3 1%	2 1%	** **	1 1%	5 1%	1 1%
Unlocking your handset to take it with you	5 1%	** **	** **	** **	** **	2 1%	4 1%	3 1%	2 1%	** **	2 1%	2 2%	** **	- -%	4 1%	1 1%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 1%	** **	** **	** **	** **	1 *%	4 1%	5 1%	- -%	** **	2 1%	3 2%	** **	- -%	5 1%	- -%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1 *%	** **	** **	** **	** **	1 *%	- -%	- -%	- -%	** **	1 1%	- -%	** **	- -%	1 *%	- -%
ANY MAIN DIFFICULTY	545 94%	** **	** **	** **	** **	239 93%	304 95%	335 94%	146 93%	** **	217 94%	146 94%	** **	106 91%	363 94%	180 94%
ANY PROCESS (P)	156 27%	** **	** **	** **	** **	61 24%	92 29%	102 29%	35 23%	** **	53 23%	51 33%	** **	27 23%	104 27%	51 26%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 59

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	d	e	f
Unweighted row	640	-	-	-	-	282	356	376	185	78	253	171	83	130	424	213
Effective Weighted Sample	587	-	-	-	-	260	326	343	173	74	233	157	76	119	389	195
Total	581	-	-	-	-	257	321	358	156	65	231	156	76	116	387	192
None of these stood out as a main difficulty	24	**	**	**	**	14	11	13	10	**	8	8	**	7	16	8
	4%	**	**	**	**	5%	3%	4%	6%	**	4%	5%	**	6%	4%	4%
Can't remember	11	**	**	**	**	5	6	10	1	**	6	1	**	3	8	3
	2%	**	**	**	**	2%	2%	3%	1%	**	3%	1%	**	3%	2%	2%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	640	540	48	39	13	584	56	305	325
Effective Weighted Sample	587	494	45	36	12	535	52	280	298
Total	581	491	44	34	12	529	51	285	288
Getting a better deal with your previous provider	89 15%	74 15%	** **	** **	** **	77 14%	** **	24 8%	63 22% a
Cancelling your previous service (P)	59 10%	50 10%	** **	** **	** **	55 10%	** **	31 11%	26 9%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42 7%	35 7%	** **	** **	** **	40 8%	** **	23 8%	20 7%
Arranging the switch so that you always had access to your services (P)	42 7%	36 7%	** **	** **	** **	37 7%	** **	21 8%	21 7%
Resolving billing issues with your previous provider	40 7%	36 7%	** **	** **	** **	37 7%	** **	17 6%	21 7%
Understanding the relevant steps required to switch provider	34 6%	27 6%	** **	** **	** **	33 6%	** **	19 7%	16 5%
Finding time to research the market	32 6%	29 6%	** **	** **	** **	31 6%	** **	24 8% b	8 3%
Contacting your new provider	27 5%	25 5%	** **	** **	** **	26 5%	** **	12 4%	15 5%
Contacting your previous provider	26 5%	21 4%	** **	** **	** **	22 4%	** **	19 7% b	7 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	640	540	48	39	13	584	56	305	325
Effective Weighted Sample	587	494	45	36	12	535	52	280	298
Total	581	491	44	34	12	529	51	285	288
Keeping/ transferring your phone number	25 4%	21 4%	**	**	**	23 4%	**	12 4%	12 4%
Your previous provider trying to persuade you to stay	20 4%	17 4%	**	**	**	19 4%	**	11 4%	9 3%
Paying the charge to exit your contract early	16 3%	13 3%	**	**	**	14 3%	**	4 2%	11 4%
Comparing what different providers are offering	14 2%	14 3%	**	**	**	14 3%	**	10 4%	3 1%
Getting the switch to happen on the date you wanted (P)	12 2%	11 2%	**	**	**	12 2%	**	5 2%	8 3%
Returning your previous provider's equipment	11 2%	10 2%	**	**	**	11 2%	**	5 2%	6 2%
Having new equipment installed by the new provider	11 2%	10 2%	**	**	**	8 2%	**	7 2%	4 1%
Setting up a new online account	10 2%	6 1%	**	**	**	10 2%	**	4 2%	5 2%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set-top box)	9 2%	9 2%	**	**	**	8 2%	**	7 2%	3 1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those who experienced any major difficulties when switching

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	640	540	48	39	13	584	56	305	325
Effective Weighted Sample	587	494	45	36	12	535	52	280	298
Total	581	491	44	34	12	529	51	285	288
Other devices or products you own not working with the new service	7 1%	5 1%	** **	** **	** **	4 1%	** **	5 2%	2 1%
Paying a disconnection charge to your previous provider	7 1%	7 1%	** **	** **	** **	7 1%	** **	1 *%	6 2% a
Unlocking your handset to take it with you	5 1%	2 *%	** **	** **	** **	5 1%	** **	4 2%	1 *%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 1%	2 *%	** **	** **	** **	4 1%	** **	3 1%	2 1%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1 *%	1 *%	** **	** **	** **	- -%	** **	1 *%	- -%
ANY MAIN DIFFICULTY	545 94%	461 94%	** **	** **	** **	497 94%	** **	269 95%	269 93%
ANY PROCESS (P)	156 27%	132 27%	** **	** **	** **	144 27%	** **	80 28%	74 26%
None of these stood out as a main difficulty	24 4%	23 5%	** **	** **	** **	21 4%	** **	11 4%	13 4%
Can't remember	11 2%	8 2%	** **	** **	** **	11 2%	** **	4 1%	7 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Getting a better deal with your previous provider	89 5%	45 9%	75 6%	30 10%	15 7%	9 9%	31 10%	5 5%	30 4%	24 5%	5 2%
Canceling your previous service (P)	59 4%	14 3%	39 3%	5 2%	9 4%	4 5%	6 2%	4 4%	24 3%	11 2%	14 6%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42 3%	5 1%	29 2%	2 1%	3 1%	1 1%	2 1%	3 3%	23 3%	17 3%	7 3%
Arranging the switch so that you always had access to your services (P)	42 3%	13 3%	24 2%	8 3%	5 2%	2 2%	9 3%	1 1%	11 2%	10 2%	2 1%
Resolving billing issues with your previous provider	40 2%	19 4%	33 3%	13 4%	6 3%	3 3%	15 5%	- -%	14 2%	9 2%	5 2%
Understanding the relevant steps required to switch provider	34 2%	4 1%	16 1%	- -%	4 2%	1 1%	- -%	3 3%	13 2%	9 2%	4 2%
Finding time to research the market	32 2%	3 1%	19 2%	1 *%	2 1%	1 1%	1 *%	1 1%	16 2%	14 3%	2 1%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300	
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300	
Total	1635	513	1236	304	209	95	323	95	723	495	228	
Contacting your new provider	27 2%	5 1%	17 1%	1 *%	4 2%	2 2%	1 *%	2 2%	12 2%	8 2%	4 2%	
Contacting your previous provider	26 2%	4 1%	17 1%	1 *%	3 1%	1 1%	1 *%	2 2%	13 2%	11 2%	2 1%	
Keeping/ transferring your phone number	25 2%	1 *%	19 2% a	- -%	1 1%	- -%	1 *%	- -%	18 2% c	18 4% c	- -%	
Your previous provider trying to persuade you to stay	20 1%	5 1%	15 1%	3 1%	2 1%	1 1%	4 1%	1 1%	10 1%	9 2%	1 *%	
Paying the charge to exit your contract early	16 1%	6 1%	13 1%	6 2% b	1 *%	1 1%	5 2%	- -%	7 1%	4 1%	3 1%	
Comparing what different providers are offering	14 1%	1 *%	4 *%	1 *%	- -%	- -%	1 *%	- -%	3 *%	2 *%	2 1%	
Getting the switch to happen on the date you wanted (P)	12 1%	5 1%	9 1%	2 1%	3 1%	1 1%	3 1%	1 1%	4 1%	4 1%	- -%	
Returning your previous provider's equipment	11 1%	4 1%	4 *%	1 *%	3 1%	1 1%	1 *%	2 2% b	- -%	- -%	- -%	
Having new equipment installed by the new provider	11 1%	5 1%	5 *%	1 *%	5 2% a	1 1%	2 1%	3 3% b	- -%	- -%	- -%	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	ALL KEY SWITCHERS (EXCL. MOVERS)			FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
	Total	ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Setting up a new online account	10	4	6	4	-	1	3	-	2	1	1
	1%	1%	*%	1%	-%	1%	1%	-%	*%	*%	*%
				b							
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9	2	2	1	1	-	1	1	-	-	-
	1%	*%	*%	*%	*%	-%	*%	1%	-%	-%	-%
Other devices or products you own not working with the new service	7	1	3	-	1	-	1	1	2	1	1
	*%	*%	*%	-%	1%	-%	*%	1%	*%	*%	*%
Paying a disconnection charge to your previous provider	7	2	2	2	1	1	2	-	-	-	-
	*%	*%	*%	1%	*%	1%	1%	-%	-%	-%	-%
Unlocking your handset to take it with you	5	-	5	-	-	-	-	-	5	4	2
	*%	-%	*%	-%	-%	-%	-%	-%	1%	1%	1%
Moving your content from one cloud storage to another - e.g. from O2 Cloud to iCloud	5	-	5	-	-	-	-	-	5	4	1
	*%	-%	*%	-%	-%	-%	-%	-%	1%	1%	*%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1	1	1	1	-	1	-	-	-	-	-
	*%	*%	*%	*%	-%	1%	-%	-%	-%	-%	-%
						b					
ANY MAIN DIFFICULTY	545	149	360	82	67	30	91	28	211	157	54
	33%	29%	29%	27%	32%	31%	28%	30%	29%	32%	24%
										c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
ANY PROCESS (P)	156	37	101	17	21	8	21	9	63	41	22
	10%	7%	8%	6%	10%	8%	6%	9%	9%	8%	10%
					a						
None of these stood out as a main difficulty	24	8	17	4	4	1	5	3	9	7	2
	1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%
Can't remember	11	1	5	-	1	-	1	-	5	4	1
	1%	*%	*%	-%	*%	-%	*%	-%	1%	1%	*%
NO MAJOR DIFFICULTIES	1054	356	854	218	138	65	227	64	498	327	171
	64%	69%	69%	72%	66%	68%	70%	67%	69%	66%	75%
											ab

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Getting a better deal with your previous provider	89	3	10	17	14	3	1	4	10	**	**	**	**	**	**
	5%	2%	4%	6%	7%	3%	1%	3%	4%	**	**	**	**	**	**
				af	af										
Cancelling your previous service (P)	59	5	2	18	8	10	4	6	14	**	**	**	**	**	**
	4%	3%	1%	6%	4%	10%	4%	5%	5%	**	**	**	**	**	**
				b	b	abd	b								
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42	2	10	12	8	5	2	6	7	**	**	**	**	**	**
	3%	1%	4%	4%	4%	5%	2%	5%	3%	**	**	**	**	**	**
			a	a	a	a									
Arranging the switch so that you always had access to your services (P)	42	2	6	3	3	-	2	2	16	**	**	**	**	**	**
	3%	1%	2%	1%	1%	-%	2%	2%	6%	**	**	**	**	**	**
Resolving billing issues with your previous provider	40	3	6	4	3	2	2	2	6	**	**	**	**	**	**
	2%	2%	3%	1%	1%	2%	3%	1%	2%	**	**	**	**	**	**
Understanding the relevant steps required to switch provider	34	5	1	6	5	2	2	2	16	**	**	**	**	**	**
	2%	3%	*%	2%	2%	2%	2%	2%	6%	**	**	**	**	**	**
		b			b										
Finding time to research the market	32	10	2	5	4	1	-	2	11	**	**	**	**	**	**
	2%	6%	1%	2%	2%	1%	-%	2%	4%	**	**	**	**	**	**
		bcdef													

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Contacting your new provider	27	4	3	4	3	2	2	1	10	**	**	**	**	**	**
	2%	2%	1%	1%	1%	2%	3%	1%	4%	**	**	**	**	**	**
Contacting your previous provider	26	4	2	7	6	2	1	4	6	**	**	**	**	**	**
	2%	2%	1%	2%	3%	2%	1%	3%	2%	**	**	**	**	**	**
Keeping/ transferring your phone number	25	6	4	8	8	-	-	2	4	**	**	**	**	**	**
	2%	3%	2%	3%	4%	-%	-%	1%	2%	**	**	**	**	**	**
		ef			ef										
Your previous provider trying to persuade you to stay	20	-	5	5	5	-	-	2	4	**	**	**	**	**	**
	1%	-%	2%	2%	2%	-%	-%	1%	2%	**	**	**	**	**	**
					a										
Paying the charge to exit your contract early	16	2	2	4	3	1	2	1	1	**	**	**	**	**	**
	1%	1%	1%	1%	1%	1%	2%	1%	1%	**	**	**	**	**	**
Comparing what different providers are offering	14	2	1	1	1	-	2	2	7	**	**	**	**	**	**
	1%	1%	*%	*%	*%	-%	2%	2%	3%	**	**	**	**	**	**
Getting the switch to happen on the date you wanted (P)	12	2	-	2	2	-	-	2	1	**	**	**	**	**	**
	1%	1%	-%	1%	1%	-%	-%	2%	1%	**	**	**	**	**	**
Returning your previous provider's equipment	11	-	-	-	-	-	-	1	7	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	1%	3%	**	**	**	**	**	**
Having new equipment installed by the new provider	11	-	-	-	-	-	-	-	6	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	-%	2%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Setting up a new online account	10	1	-	1	1	-	1	-	4	**	**	**	**	**	**
	1%	*%	-%	*%	*%	-%	1%	-%	2%	**	**	**	**	**	**
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9	-	-	-	-	-	-	1	7	**	**	**	**	**	**
	1%	-%	-%	-%	-%	-%	-%	1%	3%	**	**	**	**	**	**
Other devices or products you own not working with the new service	7	-	-	2	1	1	-	1	3	**	**	**	**	**	**
	*%	-%	-%	1%	*%	1%	-%	1%	1%	**	**	**	**	**	**
Paying a disconnection charge to your previous provider	7	-	-	-	-	-	-	-	4	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	-%	2%	**	**	**	**	**	**
Unlocking your handset to take it with you	5	2	-	4	3	1	1	-	-	**	**	**	**	**	**
	*%	1%	-%	1%	1%	1%	1%	-%	-%	**	**	**	**	**	**
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	2	1	2	2	-	1	-	-	**	**	**	**	**	**
	*%	1%	*%	1%	1%	-%	1%	-%	-%	**	**	**	**	**	**
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1	-	-	-	-	-	-	-	-	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
ANY MAIN DIFFICULTY	545	53	54	105	78	27	20	40	145	**	**	**	**	**	**
	33%	31%	22%	35%	39%	27%	23%	35%	51%	**	**	**	**	**	**
		b		bf	bef				a						

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Significance Level: 95%															
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
ANY PROCESS (P)	156	11	17	35	21	14	7	17	38	**	**	**	**	**	**
	10%	6%	7%	12%	10%	15%	8%	15%	14%	**	**	**	**	**	**
				a		ab									
None of these stood out as a main difficulty	24	3	4	3	2	1	1	5	3	**	**	**	**	**	**
	1%	2%	1%	1%	1%	1%	1%	4%	1%	**	**	**	**	**	**
Can't remember	11	3	1	1	1	-	1	2	4	**	**	**	**	**	**
	1%	2%	*%	*%	*%	-%	1%	1%	2%	**	**	**	**	**	**
NO MAJOR DIFFICULTIES	1054	114	190	193	121	72	66	68	133	**	**	**	**	**	**
	64%	66%	77%	64%	60%	73%	76%	60%	47%	**	**	**	**	**	**
			acd			d	cd	b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Getting a better deal with your previous provider	89	**	**	**	**	45	44	32	39	18	32	24	8	24	56	33
	5%	**	**	**	**	6%	5%	4%	7%	7%	6%	5%	4%	7%	5%	6%
									a	a						
Cancelling your previous service (P)	59	**	**	**	**	21	38	36	17	4	19	15	14	9	35	23
	4%	**	**	**	**	3%	4%	4%	3%	2%	3%	3%	6%	3%	3%	4%
								c					abde			
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42	**	**	**	**	15	26	31	8	3	18	13	5	6	31	11
	3%	**	**	**	**	2%	3%	4%	1%	1%	3%	3%	2%	2%	3%	2%
								bc								
Arranging the switch so that you always had access to your services (P)	42	**	**	**	**	17	24	25	7	10	12	14	5	11	27	15
	3%	**	**	**	**	2%	3%	3%	1%	4%	2%	3%	2%	3%	3%	3%
								b		b						
Resolving billing issues with your previous provider	40	**	**	**	**	17	23	17	18	5	7	11	7	14	18	21
	2%	**	**	**	**	2%	2%	2%	3%	2%	1%	2%	3%	4%	2%	4%
													ae			ae
Understanding the relevant steps required to switch provider	34	**	**	**	**	19	15	27	4	2	21	6	6	2	26	8
	2%	**	**	**	**	3%	2%	3%	1%	1%	4%	1%	3%	1%	3%	1%
								bc			bdf		d		d	
Finding time to research the market	32	**	**	**	**	16	17	26	3	3	14	7	7	5	20	12
	2%	**	**	**	**	2%	2%	3%	1%	1%	2%	1%	3%	1%	2%	2%
								b								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Contacting your new provider	27 2%	** **	** **	** **	** **	13 2%	14 2%	18 2%	7 1%	2 1%	14 2%	7 1%	4 2%	3 1%	21 2%	7 1%
Contacting your previous provider	26 2%	** **	** **	** **	** **	14 2%	13 1%	16 2%	8 1%	3 1%	14 2%	5 1%	3 1%	5 1%	19 2%	8 1%
Keeping/ transferring your phone number	25 2%	** **	** **	** **	** **	12 2%	13 1%	18 2%	5 1%	2 1%	10 2%	5 1%	4 2%	5 1%	16 1%	9 2%
Your previous provider trying to persuade you to stay	20 1%	** **	** **	** **	** **	5 1%	15 2%	12 1%	5 1%	3 1%	7 1%	9 2%	2 1%	3 1%	16 2%	5 1%
Paying the charge to exit your contract early	16 1%	** **	** **	** **	** **	4 1%	11 1%	11 1%	5 1%	- -%	6 1%	4 1%	1 *%	5 1%	10 1%	6 1%
Comparing what different providers are offering	14 1%	** **	** **	** **	** **	7 1%	7 1%	11 1%	2 *%	- -%	11 2%	1 *%	1 *%	1 *%	12 1%	2 *%
Getting the switch to happen on the date you wanted (P)	12 1%	** **	** **	** **	** **	7 1%	5 1%	9 1%	3 1%	- -%	3 1%	8 2%	- -%	1 *%	11 1%	1 *%
Returning your previous provider's equipment	11 1%	** **	** **	** **	** **	4 1%	7 1%	7 1%	3 1%	1 1%	5 1%	3 1%	3 1%	1 *%	8 1%	3 1%
Having new equipment installed by the new provider	11 1%	** **	** **	** **	** **	3 *%	8 1%	7 1%	3 *%	1 *%	4 1%	1 *%	3 1%	3 1%	5 *%	6 1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Setting up a new online account	10 1%	** **	** **	** **	** **	4 1%	6 1%	7 1%	3 1%	- -%	6 1%	1 *%	1 *%	1 *%	8 1%	2 *%
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9 1%	** **	** **	** **	** **	4 1%	5 1%	7 1%	1 *%	1 1%	4 1%	3 1%	1 *%	1 *%	7 1%	2 *%
Other devices or products you own not working with the new service	7 *%	** **	** **	** **	** **	2 *%	4 *%	5 1%	1 *%	1 *%	1 *%	1 *%	1 1%	3 1%	2 *%	4 1%
Paying a disconnection charge to your previous provider	7 *%	** **	** **	** **	** **	3 *%	3 *%	3 *%	1 *%	2 1%	3 1%	2 *%	- -%	1 *%	5 *%	1 *%
Unlocking your handset to take it with you	5 *%	** **	** **	** **	** **	2 *%	4 *%	3 *%	2 *%	1 *%	2 *%	2 1%	1 *%	- -%	4 *%	1 *%
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5 *%	** **	** **	** **	** **	1 *%	4 *%	5 1%	- -%	- -%	2 *%	3 1%	- -%	- -%	5 *%	- -%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1 *%	** **	** **	** **	** **	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%
ANY MAIN DIFFICULTY	545 33%	** **	** **	** **	** **	239 33%	304 33%	335 40%	146 26%	63 25%	217 38%	146 30%	74 34%	106 29%	363 35%	180 31%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
ANY PROCESS (P)	156	**	**	**	**	61	92	102	35	17	53	51	23	27	104	51
	10%	**	**	**	**	9%	10%	12%	6%	7%	9%	11%	11%	7%	10%	9%
								bc								
None of these stood out as a main difficulty	24	**	**	**	**	14	11	13	10	2	8	8	2	7	16	8
	1%	**	**	**	**	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%
Can't remember	11	**	**	**	**	5	6	10	1	-	6	1	-	3	8	3
	1%	**	**	**	**	1%	1%	1%	*%	-%	1%	*%	-%	1%	1%	1%
								b								
NO MAJOR DIFFICULTIES	1054	**	**	**	**	459	594	473	395	184	333	326	144	250	659	394
	64%	**	**	**	**	64%	65%	57%	72%	74%	59%	68%	65%	68%	63%	67%
									a	a		a		ae		a

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Getting a better deal with your previous provider	89 5%	74 5%	6 5%	7 9%	** **	77 5%	12 7%	24 4%	63 6% a
Cancelling your previous service (P)	59 4%	50 4%	7 6%	1 1%	** **	55 4%	4 2%	31 5% b	26 3%
Arranging the switch so that you were not paying for your old and new services at the same time (P)	42 3%	35 3%	4 3%	3 4%	** **	40 3%	2 1%	23 4% b	20 2%
Arranging the switch so that you always had access to your services (P)	42 3%	36 3%	2 1%	4 5%	** **	37 3%	5 3%	21 3%	21 2%
Resolving billing issues with your previous provider	40 2%	36 3%	2 1%	1 1%	** **	37 3%	2 1%	17 3%	21 2%
Understanding the relevant steps required to switch provider	34 2%	27 2%	5 4%	1 1%	** **	33 2%	1 1%	19 3% b	16 2%
Finding time to research the market	32 2%	29 2%	1 1%	2 3%	** **	31 2%	1 *%	24 4% b	8 1%
Contacting your new provider	27 2%	25 2%	2 1%	1 1%	** **	26 2%	2 1%	12 2%	15 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

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Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Contacting your previous provider	26 2%	21 2%	3 2%	2 3%	** **	22 2%	4 2%	19 3%	7 1%
Keeping/ transferring your phone number	25 2%	21 2%	4 3%	- -%	** **	23 2%	2 1%	12 2%	12 1%
Your previous provider trying to persuade you to stay	20 1%	17 1%	1 1%	2 2%	** **	19 1%	2 1%	11 2%	9 1%
Paying the charge to exit your contract early	16 1%	13 1%	1 1%	1 1%	** **	14 1%	1 1%	4 1%	11 1%
Comparing what different providers are offering	14 1%	14 1%	- -%	- -%	** **	14 1%	- -%	10 2%	3 *%
Getting the switch to happen on the date you wanted (P)	12 1%	11 1%	1 1%	1 1%	** **	12 1%	1 *%	5 1%	8 1%
Returning your previous provider's equipment	11 1%	10 1%	1 *%	1 1%	** **	11 1%	- -%	5 1%	6 1%
Having new equipment installed by the new provider	11 1%	10 1%	- -%	1 1%	** **	8 1%	3 2%	7 1%	4 *%
Setting up a new online account	10 1%	6 *%	- -%	4 4%	** **	10 1%	- -%	4 1%	5 1%

ab

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Receiving and installing any new equipment from your new provider yourself/ within your household (e.g. router, set top box)	9	9	-	-	**	8	1	7	3
	1%	1%	-%	-%	**	1%	1%	1%	*%
								b	
Other devices or products you own not working with the new service	7	5	1	1	**	4	3	5	2
	*%	*%	*%	1%	**	*%	2%	1%	*%
							a		
Paying a disconnection charge to your previous provider	7	7	-	-	**	7	-	1	6
	*%	*%	-%	-%	**	*%	-%	*%	1%
Unlocking your handset to take it with you	5	2	2	2	**	5	-	4	1
	*%	*%	1%	2%	**	*%	-%	1%	*%
			a	a				b	
Moving your content from one cloud storage to another – e.g. from O2 Cloud to iCloud	5	2	-	-	**	4	1	3	2
	*%	*%	-%	-%	**	*%	1%	*%	*%
Paying an initial connection or other start-up fee, costs, equipment charges to your new provider	1	1	-	-	**	-	1	1	-
	*%	*%	-%	-%	**	-%	1%	*%	-%
							a		
ANY MAIN DIFFICULTY	545	461	41	33	**	497	48	269	269
	33%	33%	32%	38%	**	34%	27%	43%	27%
						b		b	
ANY PROCESS (P)	156	132	14	9	**	144	11	80	74
	10%	10%	11%	10%	**	10%	6%	13%	8%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21. Which, if any, of these was the main thing that caused you difficulty when you switched?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
None of these stood out as a main difficulty	24 1%	23 2%	1 1%	- -%	** **	21 1%	3 2%	11 2%	13 1%
Can't remember	11 1%	8 1%	1 1%	1 1%	** **	11 1%	- -%	4 1%	7 1%
NO MAJOR DIFFICULTIES	1054 64%	889 64%	83 66%	53 61%	** **	924 64%	130 72% a	341 54%	693 71% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	506	-	506	-	-	-	-	-	506	506	-
Effective Weighted Sample	506	-	506	-	-	-	-	-	506	506	-
Total	495	-	495	-	-	-	-	-	495	495	-
Yes – my old provider told me	75	**	75	**	**	**	**	**	75	75	**
	15%	**	15%	**	**	**	**	**	15%	15%	**
Yes – my new provider told me	167	**	167	**	**	**	**	**	167	167	**
	34%	**	34%	**	**	**	**	**	34%	34%	**
Yes – I knew already	139	**	139	**	**	**	**	**	139	139	**
	28%	**	28%	**	**	**	**	**	28%	28%	**
TOTAL AWARE	381	**	381	**	**	**	**	**	381	381	**
	77%	**	77%	**	**	**	**	**	77%	77%	**
No, I wasn't aware	91	**	91	**	**	**	**	**	91	91	**
	18%	**	18%	**	**	**	**	**	18%	18%	**
Can't remember	22	**	22	**	**	**	**	**	22	22	**
	5%	**	5%	**	**	**	**	**	5%	5%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	b	c	d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Total	495	85	207	202	202	-	-	-	-	-	-	-	-	-	-
Yes – my old provider told me	75	**	29	31	31	**	**	**	**	**	**	**	**	**	**
	15%	**	14%	15%	15%	**	**	**	**	**	**	**	**	**	**
Yes – my new provider told me	167	**	68	69	69	**	**	**	**	**	**	**	**	**	**
	34%	**	33%	34%	34%	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	139	**	67	51	51	**	**	**	**	**	**	**	**	**	**
	28%	**	32%	25%	25%	**	**	**	**	**	**	**	**	**	**
TOTAL AWARE	381	**	164	152	152	**	**	**	**	**	**	**	**	**	**
	77%	**	79%	75%	75%	**	**	**	**	**	**	**	**	**	**
No, I wasn't aware	91	**	32	44	44	**	**	**	**	**	**	**	**	**	**
	18%	**	16%	22%	22%	**	**	**	**	**	**	**	**	**	**
Can't remember	22	**	11	7	7	**	**	**	**	**	**	**	**	**	**
	5%	**	5%	3%	3%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Effective Weighted Sample	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Total	495	-	-	-	-	227	268	231	170	93	187	153	58	97	339	155
Yes – my old provider told me	75	**	**	**	**	31	44	46	25	**	26	25	**	**	52	22
	15%	**	**	**	**	14%	16%	20%	15%	**	14%	17%	**	**	15%	15%
Yes – my new provider told me	167	**	**	**	**	80	87	65	67	**	68	57	**	**	125	42
	34%	**	**	**	**	35%	32%	28%	39%	**	37%	37%	**	**	37%	27%
									a						f	
Yes – I knew already	139	**	**	**	**	65	74	71	43	**	45	42	**	**	87	52
	28%	**	**	**	**	28%	28%	31%	25%	**	24%	28%	**	**	26%	34%
TOTAL AWARE	381	**	**	**	**	176	205	182	135	**	140	124	**	**	264	116
	77%	**	**	**	**	78%	77%	79%	79%	**	75%	81%	**	**	78%	75%
No, I wasn't aware	91	**	**	**	**	36	55	39	27	**	38	22	**	**	60	31
	18%	**	**	**	**	16%	20%	17%	16%	**	20%	14%	**	**	18%	20%
Can't remember	22	**	**	**	**	15	8	10	8	**	9	7	**	**	16	7
	5%	**	**	**	**	6%	3%	4%	5%	**	5%	4%	**	**	5%	4%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q22. Before you switched, were you aware that there might be a period of time during which you would be unable to make or receive calls using your mobile number?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	506	431	43	18	14	454	52	173	324
Effective Weighted Sample	506	431	43	18	14	454	52	173	324
Total	495	422	42	18	14	444	51	169	317
Yes – my old provider told me	75 15%	67 16%	**	**	**	70 16%	**	35 21%	37 12%
								b	
Yes – my new provider told me	167 34%	146 35%	**	**	**	147 33%	**	52 31%	113 36%
Yes – I knew already	139 28%	116 28%	**	**	**	133 30%	**	36 21%	102 32%
									a
TOTAL AWARE	381 77%	329 78%	**	**	**	350 79%	**	123 73%	252 80%
No, I wasn't aware	91 18%	74 18%	**	**	**	75 17%	**	40 24%	48 15%
								b	
Can't remember	22 5%	19 4%	**	**	**	19 4%	**	6 3%	17 5%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	506	-	506	-	-	-	-	-	506	506	-
Effective Weighted Sample	506	-	506	-	-	-	-	-	506	506	-
Total	495	-	495	-	-	-	-	-	495	495	-
Yes – my old provider told me	33	**	33	**	**	**	**	**	33	33	**
	7%	**	7%	**	**	**	**	**	7%	7%	**
Yes – my new provider told me	199	**	199	**	**	**	**	**	199	199	**
	40%	**	40%	**	**	**	**	**	40%	40%	**
Yes – I knew already	114	**	114	**	**	**	**	**	114	114	**
	23%	**	23%	**	**	**	**	**	23%	23%	**
TOTAL AWARE	346	**	346	**	**	**	**	**	346	346	**
	70%	**	70%	**	**	**	**	**	70%	70%	**
No, I wasn't aware	115	**	115	**	**	**	**	**	115	115	**
	23%	**	23%	**	**	**	**	**	23%	23%	**
Can't remember	33	**	33	**	**	**	**	**	33	33	**
	7%	**	7%	**	**	**	**	**	7%	7%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		-a	b	c	d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	506	87	212	207	207	-	-	-	-	-	-	-	-	-	-
Total	495	85	207	202	202	-	-	-	-	-	-	-	-	-	-
Yes – my old provider told me	33	**	13	12	12	**	**	**	**	**	**	**	**	**	**
	7%	**	6%	6%	6%	**	**	**	**	**	**	**	**	**	**
Yes – my new provider told me	199	**	83	80	80	**	**	**	**	**	**	**	**	**	**
	40%	**	40%	40%	40%	**	**	**	**	**	**	**	**	**	**
Yes – I knew already	114	**	53	48	48	**	**	**	**	**	**	**	**	**	**
	23%	**	25%	24%	24%	**	**	**	**	**	**	**	**	**	**
TOTAL AWARE	346	**	149	140	140	**	**	**	**	**	**	**	**	**	**
	70%	**	72%	69%	69%	**	**	**	**	**	**	**	**	**	**
No, I wasn't aware	115	**	44	51	51	**	**	**	**	**	**	**	**	**	**
	23%	**	21%	25%	25%	**	**	**	**	**	**	**	**	**	**
Can't remember	33	**	15	12	12	**	**	**	**	**	**	**	**	**	**
	7%	**	7%	6%	6%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Effective Weighted Sample	506	-	-	-	-	232	274	236	174	95	191	156	59	99	347	158
Total	495	-	-	-	-	227	268	231	170	93	187	153	58	97	339	155
Yes – my old provider told me	33	**	**	**	**	14	20	19	10	**	13	9	**	**	22	11
	7%	**	**	**	**	6%	7%	8%	6%	**	7%	6%	**	**	6%	7%
Yes – my new provider told me	199	**	**	**	**	97	102	83	71	**	77	70	**	**	148	51
	40%	**	**	**	**	43%	38%	36%	42%	**	41%	46%	**	**	44%	33%
												f			f	
Yes – I knew already	114	**	**	**	**	45	69	67	31	**	44	33	**	**	77	37
	23%	**	**	**	**	20%	26%	29%	18%	**	24%	22%	**	**	23%	24%
								b								
TOTAL AWARE	346	**	**	**	**	156	191	169	112	**	134	112	**	**	246	99
	70%	**	**	**	**	69%	71%	73%	66%	**	72%	74%	**	**	73%	64%
															f	
No, I wasn't aware	115	**	**	**	**	56	60	50	42	**	41	30	**	**	71	44
	23%	**	**	**	**	25%	22%	22%	25%	**	22%	20%	**	**	21%	28%
Can't remember	33	**	**	**	**	16	18	12	16	**	12	10	**	**	22	12
	7%	**	**	**	**	7%	7%	5%	9%	**	6%	6%	**	**	6%	8%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Were you aware that you would be given a SIM card with a temporary number that would allow you to use the new provider's service while your number was being transferred from (OLD PROVIDER) to (NEW PROVIDER)?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	506	431	43	18	14	454	52	173	324
Effective Weighted Sample	506	431	43	18	14	454	52	173	324
Total	495	422	42	18	14	444	51	169	317
Yes – my old provider told me	33	31	**	**	**	31	**	15	18
	7%	7%	**	**	**	7%	**	9%	6%
Yes – my new provider told me	199	168	**	**	**	177	**	69	127
	40%	40%	**	**	**	40%	**	41%	40%
Yes – I knew already	114	99	**	**	**	106	**	33	79
	23%	23%	**	**	**	24%	**	20%	25%
TOTAL AWARE	346	298	**	**	**	314	**	117	224
	70%	71%	**	**	**	71%	**	69%	71%
No, I wasn't aware	115	93	**	**	**	100	**	44	67
	23%	22%	**	**	**	22%	**	26%	21%
Can't remember	33	30	**	**	**	30	**	8	25
	7%	7%	**	**	**	7%	**	5%	8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	806	-	806	-	-	-	-	-	806	506	300
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300
Total	723	-	723	-	-	-	-	-	723	495	228
Yes (IF PAC- I was unable to use my number for a period of time	238	**	238	**	**	**	**	**	238	206	31
	33%	**	33%	**	**	**	**	**	33%	42%	14%
									c	ac	
No (IF PAC - I was able to use my number the whole time	410	**	410	**	**	**	**	**	410	228	182
	57%	**	57%	**	**	**	**	**	57%	46%	80%
									b		ab
Don't know/ Can't remember	75	**	75	**	**	**	**	**	75	61	14
	10%	**	10%	**	**	**	**	**	10%	12%	6%
									c	c	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
Yes (IF PAC- I was unable to use my number for a period of time	238	48	98	91	79	12	14	**	**	**	**	**	**	**	**
	33%	28%	40%	30%	39%	12%	16%	**	**	**	**	**	**	**	**
		ef	acef	ef	acef										
No (IF PAC - I was able to use my number the whole time	410	107	123	180	102	78	70	**	**	**	**	**	**	**	**
	57%	62%	50%	60%	50%	79%	80%	**	**	**	**	**	**	**	**
		bd		bd		abcd	abcd								
Don't know/ Can't remember	75	17	27	31	22	9	4	**	**	**	**	**	**	**	**
	10%	10%	11%	10%	11%	9%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
Yes (IF PAC- I was unable to use my number for a period of time	238	**	**	**	**	102	135	119	79	38	91	72	30	44	163	74
	33%	**	**	**	**	32%	33%	35%	31%	30%	37%	34%	31%	27%	35%	28%
											df				df	
No (IF PAC - I was able to use my number the whole time	410	**	**	**	**	177	232	191	144	76	125	120	61	103	246	164
	57%	**	**	**	**	56%	57%	56%	57%	59%	51%	57%	63%	62%	53%	63%
													a	ae		ae
Don't know/ Can't remember	75	**	**	**	**	37	38	32	28	15	32	20	6	17	52	23
	10%	**	**	**	**	12%	9%	9%	11%	11%	13%	9%	6%	11%	11%	9%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. When you switched, did you experience any period of time that you were unable to make or receive calls or text messages (IF PAC - using your number - so the number you were taking with you from (OLD PROVIDER) to (NEW PROVIDER))?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
Yes (IF PAC- I was unable to use my number for a period of time	238	201	**	**	**	214	**	91	144
	33%	33%	**	**	**	33%	**	34%	33%
No (IF PAC - I was able to use my number the whole time	410	344	**	**	**	363	**	157	243
	57%	56%	**	**	**	56%	**	58%	56%
Don't know/ Can't remember	75	65	**	**	**	69	**	23	50
	10%	11%	**	**	**	11%	**	9%	11%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	252	-	252	-	-	-	-	-	252	211	41
Effective Weighted Sample	250	-	250	-	-	-	-	-	250	211	41
Total	238	-	238	-	-	-	-	-	238	206	31
I was unable to make calls (IF PAC - from my number)	168	**	168	**	**	**	**	**	168	141	**
	71%	**	71%	**	**	**	**	**	71%	68%	**
I was unable to receive calls (IF PAC - to my number)	163	**	163	**	**	**	**	**	163	140	**
	69%	**	69%	**	**	**	**	**	69%	68%	**
I was unable to send text messages (IF PAC - from my number)	148	**	148	**	**	**	**	**	148	123	**
	62%	**	62%	**	**	**	**	**	62%	60%	**
I was unable to receive text messages (IF PAC - to my number)	130	**	130	**	**	**	**	**	130	109	**
	55%	**	55%	**	**	**	**	**	55%	53%	**
Can't remember	29	**	29	**	**	**	**	**	29	27	**
	12%	**	12%	**	**	**	**	**	12%	13%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	252	53	102	97	81	16	18	-	-	-	-	-	-	-	-
Effective Weighted Sample	250	52	102	96	81	16	18	-	-	-	-	-	-	-	-
Total	238	48	98	91	79	12	14	-	-	-	-	-	-	-	-
I was unable to make calls (IF PAC - from my number)	168	**	75	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	76%	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive calls (IF PAC - to my number)	163	**	73	**	**	**	**	**	**	**	**	**	**	**	**
	69%	**	74%	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to send text messages (IF PAC - from my number)	148	**	67	**	**	**	**	**	**	**	**	**	**	**	**
	62%	**	69%	**	**	**	**	**	**	**	**	**	**	**	**
I was unable to receive text messages (IF PAC - to my number)	130	**	60	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	61%	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	29	**	15	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	252	-	-	-	-	108	144	127	84	40	95	78	32	47	173	79
Effective Weighted Sample	250	-	-	-	-	107	143	126	83	40	95	77	32	47	172	78
Total	238	-	-	-	-	102	135	119	79	38	91	72	30	44	163	74
I was unable to make calls (IF PAC - from my number)	168	**	**	**	**	78	90	84	**	**	**	**	**	**	118	**
	71%	**	**	**	**	76%	67%	70%	**	**	**	**	**	**	72%	**
I was unable to receive calls (IF PAC - to my number)	163	**	**	**	**	73	91	79	**	**	**	**	**	**	120	**
	69%	**	**	**	**	71%	67%	67%	**	**	**	**	**	**	73%	**
I was unable to send text messages (IF PAC - from my number)	148	**	**	**	**	67	82	73	**	**	**	**	**	**	105	**
	62%	**	**	**	**	65%	60%	61%	**	**	**	**	**	**	64%	**
I was unable to receive text messages (IF PAC - to my number)	130	**	**	**	**	57	73	62	**	**	**	**	**	**	96	**
	55%	**	**	**	**	56%	54%	52%	**	**	**	**	**	**	59%	**
Can't remember	29	**	**	**	**	9	20	11	**	**	**	**	**	**	18	**
	12%	**	**	**	**	9%	15%	9%	**	**	**	**	**	**	11%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Which of these applied?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	252	213	21	14	4	227	25	98	151
Effective Weighted Sample	250	212	21	14	4	225	25	97	150
Total	238	201	20	13	4	214	23	91	144
I was unable to make calls (IF PAC - from my number)	168	141	**	**	**	151	**	**	107
	71%	70%	**	**	**	70%	**	**	74%
I was unable to receive calls (IF PAC - to my number)	163	139	**	**	**	147	**	**	102
	69%	69%	**	**	**	68%	**	**	71%
I was unable to send text messages (IF PAC - from my number)	148	127	**	**	**	134	**	**	94
	62%	63%	**	**	**	63%	**	**	66%
I was unable to receive text messages (IF PAC - to my number)	130	110	**	**	**	115	**	**	86
	55%	55%	**	**	**	54%	**	**	60%
Can't remember	29	26	**	**	**	26	**	**	18
	12%	13%	**	**	**	12%	**	**	12%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	252	-	252	-	-	-	-	-	252	211	41
Effective Weighted Sample	250	-	250	-	-	-	-	-	250	211	41
Total	238	-	238	-	-	-	-	-	238	206	31
A few minutes	17	**	17	**	**	**	**	**	17	17	**
	7%	**	7%	**	**	**	**	**	7%	8%	**
About an hour	44	**	44	**	**	**	**	**	44	39	**
	18%	**	18%	**	**	**	**	**	18%	19%	**
A few hours	73	**	73	**	**	**	**	**	73	65	**
	31%	**	31%	**	**	**	**	**	31%	31%	**
About a day	38	**	38	**	**	**	**	**	38	29	**
	16%	**	16%	**	**	**	**	**	16%	14%	**
More than a day	56	**	56	**	**	**	**	**	56	47	**
	24%	**	24%	**	**	**	**	**	24%	23%	**
Don't know/ don't recall	10	**	10	**	**	**	**	**	10	10	**
	4%	**	4%	**	**	**	**	**	4%	5%	**
Base for stats	228	**	228	**	**	**	**	**	228	197	**
Mean number of hours	12.3	**	12.3	**	**	**	**	**	12.3	11.9	**
Standard deviation	14.25	**	14.25	**	**	**	**	**	14.25	14.21	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	252	53	102	97	81	16	18	-	-	-	-	-	-	-	-
Effective Weighted Sample	250	52	102	96	81	16	18	-	-	-	-	-	-	-	-
Total	238	48	98	91	79	12	14	-	-	-	-	-	-	-	-
A few minutes	17	**	9	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	9%	**	**	**	**	**	**	**	**	**	**	**	**
About an hour	44	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	14%	**	**	**	**	**	**	**	**	**	**	**	**
A few hours	73	**	36	**	**	**	**	**	**	**	**	**	**	**	**
	31%	**	36%	**	**	**	**	**	**	**	**	**	**	**	**
About a day	38	**	14	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	15%	**	**	**	**	**	**	**	**	**	**	**	**
More than a day	56	**	23	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	24%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ don't recall	10	**	2	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	2%	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	228	**	96	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of hours	12.3	**	12.1	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	14.25	**	14.23	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	252	-	-	-	-	108	144	127	84	40	95	78	32	47	173	79
Effective Weighted Sample	250	-	-	-	-	107	143	126	83	40	95	77	32	47	172	78
Total	238	-	-	-	-	102	135	119	79	38	91	72	30	44	163	74
A few minutes	17	**	**	**	**	8	10	9	**	**	**	**	**	**	9	**
	7%	**	**	**	**	8%	7%	7%	**	**	**	**	**	**	5%	**
About an hour	44	**	**	**	**	12	31	28	**	**	**	**	**	**	28	**
	18%	**	**	**	**	12%	23%	23%	**	**	**	**	**	**	17%	**
							a									
A few hours	73	**	**	**	**	39	34	41	**	**	**	**	**	**	53	**
	31%	**	**	**	**	38%	25%	35%	**	**	**	**	**	**	33%	**
							b									
About a day	38	**	**	**	**	18	19	13	**	**	**	**	**	**	24	**
	16%	**	**	**	**	18%	14%	11%	**	**	**	**	**	**	15%	**
More than a day	56	**	**	**	**	22	34	25	**	**	**	**	**	**	40	**
	24%	**	**	**	**	21%	25%	21%	**	**	**	**	**	**	25%	**
Don't know/ don't recall	10	**	**	**	**	3	7	3	**	**	**	**	**	**	9	**
	4%	**	**	**	**	3%	5%	2%	**	**	**	**	**	**	5%	**
Base for stats	228	**	**	**	**	99	129	116	**	**	**	**	**	**	154	**
Mean number of hours	12.3	**	**	**	**	11.8	12.7	10.7	**	**	**	**	**	**	12.8	**
Standard deviation	14.25	**	**	**	**	13.69	14.71	13.89	**	**	**	**	**	**	14.46	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. How long were you without a service?

Base: Those interviewed about switching their mobile phone service in the last six months who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	252	213	21	14	4	227	25	98	151
Effective Weighted Sample	250	212	21	14	4	225	25	97	150
Total	238	201	20	13	4	214	23	91	144
A few minutes	17 7%	16 8%	**	**	**	15 7%	**	**	8 5%
About an hour	44 18%	38 19%	**	**	**	40 19%	**	**	20 14%
A few hours	73 31%	60 30%	**	**	**	70 33%	**	**	51 36%
About a day	38 16%	32 16%	**	**	**	30 14%	**	**	23 16%
More than a day	56 24%	46 23%	**	**	**	51 24%	**	**	35 24%
Don't know/ don't recall	10 4%	9 4%	**	**	**	8 4%	**	**	7 5%
Base for stats	228	193	**	**	**	206	**	**	137
Mean number of hours	12.3	12.0	**	**	**	12.1	**	**	12.8
Standard deviation	14.25	14.14	**	**	**	14.30	**	**	14.31

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	211	-	211	-	-	-	-	-	211	211	-
Effective Weighted Sample	211	-	211	-	-	-	-	-	211	211	-
Total	206	-	206	-	-	-	-	-	206	206	-
Yes – and I used it	60 29%	** **	60 29%	** **	** **	** **	** **	** **	60 29%	60 29%	** **
Yes – but I didn't use it	79 38%	** **	79 38%	** **	** **	** **	** **	** **	79 38%	79 38%	** **
TOTAL YES	139 67%	** **	139 67%	** **	** **	** **	** **	** **	139 67%	139 67%	** **
No – I didn't have access to a temporary number	57 27%	** **	57 27%	** **	** **	** **	** **	** **	57 27%	57 27%	** **
Can't remember	11 5%	** **	11 5%	** **	** **	** **	** **	** **	11 5%	11 5%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	211	35	95	81	81	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	211	35	95	81	81	-	-	-	-	-	-	-	-	-	-
Total	206	34	93	79	79	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	60 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	79 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL YES	139 67%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I didn't have access to a temporary number	57 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	11 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	211	-	-	-	-	92	119	104	70	36	85	60	27	39	145	66
Effective Weighted Sample	211	-	-	-	-	92	119	104	70	36	85	60	27	39	145	66
Total	206	-	-	-	-	90	116	102	68	35	83	59	26	38	142	65
Yes – and I used it	60	**	**	**	**	**	33	30	**	**	**	**	**	**	41	**
	29%	**	**	**	**	**	29%	30%	**	**	**	**	**	**	29%	**
Yes – but I didn't use it	79	**	**	**	**	**	48	44	**	**	**	**	**	**	54	**
	38%	**	**	**	**	**	41%	43%	**	**	**	**	**	**	38%	**
TOTAL YES	139	**	**	**	**	**	81	74	**	**	**	**	**	**	95	**
	67%	**	**	**	**	**	70%	73%	**	**	**	**	**	**	67%	**
No – I didn't have access to a temporary number	57	**	**	**	**	**	29	23	**	**	**	**	**	**	39	**
	27%	**	**	**	**	**	25%	23%	**	**	**	**	**	**	28%	**
Can't remember	11	**	**	**	**	**	6	4	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	5%	4%	**	**	**	**	**	**	6%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. During the period when you were unable to use your mobile number fully, were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who experienced any loss of service with their number

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	211	181	17	9	4	191	20	78	132
Effective Weighted Sample	211	181	17	9	4	191	20	78	132
Total	206	177	17	9	4	187	20	76	129
Yes – and I used it	60 29%	51 29%	**	**	**	55 29%	**	**	32 25%
Yes – but I didn't use it	79 38%	72 41%	**	**	**	73 39%	**	**	46 36%
TOTAL YES	139 67%	123 70%	**	**	**	128 69%	**	**	78 61%
No – I didn't have access to a temporary number	57 27%	43 24%	**	**	**	49 26%	**	**	43 33%
Can't remember	11 5%	11 6%	**	**	**	10 5%	**	**	8 6%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	295	-	295	-	-	-	-	-	295	295	-
Effective Weighted Sample	295	-	295	-	-	-	-	-	295	295	-
Total	289	-	289	-	-	-	-	-	289	289	-
Yes – and I used it	37	**	37	**	**	**	**	**	37	37	**
	13%	**	13%	**	**	**	**	**	13%	13%	**
Yes – but I didn't use it	115	**	115	**	**	**	**	**	115	115	**
	40%	**	40%	**	**	**	**	**	40%	40%	**
TOTAL YES	153	**	153	**	**	**	**	**	153	153	**
	53%	**	53%	**	**	**	**	**	53%	53%	**
No – I didn't have access to a temporary number	110	**	110	**	**	**	**	**	110	110	**
	38%	**	38%	**	**	**	**	**	38%	38%	**
Can't remember	26	**	26	**	**	**	**	**	26	26	**
	9%	**	9%	**	**	**	**	**	9%	9%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		-a	b	c	d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	295	52	117	126	126	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	295	52	117	126	126	-	-	-	-	-	-	-	-	-	-
Total	289	51	114	123	123	-	-	-	-	-	-	-	-	-	-
Yes – and I used it	37	**	15	14	14	**	**	**	**	**	**	**	**	**	**
	13%	**	13%	11%	11%	**	**	**	**	**	**	**	**	**	**
Yes – but I didn't use it	115	**	54	44	44	**	**	**	**	**	**	**	**	**	**
	40%	**	47%	36%	36%	**	**	**	**	**	**	**	**	**	**
TOTAL YES	153	**	68	58	58	**	**	**	**	**	**	**	**	**	**
	53%	**	60%	47%	47%	**	**	**	**	**	**	**	**	**	**
			cd												
No – I didn't have access to a temporary number	110	**	38	55	55	**	**	**	**	**	**	**	**	**	**
	38%	**	33%	44%	44%	**	**	**	**	**	**	**	**	**	**
Can't remember	26	**	8	11	11	**	**	**	**	**	**	**	**	**	**
	9%	**	7%	9%	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f
Significance Level: 95%																
Unweighted row	295	-	-	-	-	140	155	132	104	59	106	96	32	60	202	92
Effective Weighted Sample	295	-	-	-	-	140	155	132	104	59	106	96	32	60	202	92
Total	289	-	-	-	-	137	152	129	102	58	104	94	31	59	198	90
Yes – and I used it	37	**	**	**	**	21	17	17	16	**	24	**	**	**	31	**
	13%	**	**	**	**	15%	11%	13%	15%	**	24%	**	**	**	16%	**
Yes – but I didn't use it	115	**	**	**	**	52	64	57	35	**	35	**	**	**	80	**
	40%	**	**	**	**	38%	42%	44%	35%	**	34%	**	**	**	41%	**
TOTAL YES	153	**	**	**	**	72	80	73	51	**	60	**	**	**	111	**
	53%	**	**	**	**	53%	53%	57%	50%	**	58%	**	**	**	56%	**
No – I didn't have access to a temporary number	110	**	**	**	**	51	59	45	38	**	32	**	**	**	68	**
	38%	**	**	**	**	37%	39%	35%	38%	**	31%	**	**	**	35%	**
Can't remember	26	**	**	**	**	14	13	11	13	**	12	**	**	**	18	**
	9%	**	**	**	**	10%	8%	8%	13%	**	11%	**	**	**	9%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Were you provided with a temporary mobile number from your new provider?

Base: Those interviewed about switching their mobile phone service in the last six months who kept their mobile number when switching and who did not experience any loss of service with their number

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	295	250	26	9	10	263	32	95	192
Effective Weighted Sample	295	250	26	9	10	263	32	95	192
Total	289	245	25	9	10	257	31	93	188
Yes – and I used it	37	33	**	**	**	31	**	**	30
	13%	14%	**	**	**	12%	**	**	16%
Yes – but I didn't use it	115	99	**	**	**	103	**	**	73
	40%	40%	**	**	**	40%	**	**	39%
TOTAL YES	153	132	**	**	**	134	**	**	104
	53%	54%	**	**	**	52%	**	**	55%
No – I didn't have access to a temporary number	110	90	**	**	**	100	**	**	63
	38%	37%	**	**	**	39%	**	**	33%
Can't remember	26	22	**	**	**	23	**	**	22
	9%	9%	**	**	**	9%	**	**	11%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base: Those interviewed about their switching experience (except mobile) in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	1072	722	722	364	358	175	397	150	-	-	-	
Effective Weighted Sample	952	690	690	358	355	174	387	150	-	-	-	
Total	912	513	513	304	209	95	323	95	-	-	-	
Yes	289	107	107	70	37	17	74	16	**	**	**	
	32%	21%	21%	23%	18%	18%	23%	17%	**	**	**	
No	578	386	386	224	162	74	239	73	**	**	**	
	63%	75%	75%	74%	78%	78%	74%	77%	**	**	**	
Can't remember	43	20	20	10	10	3	10	6	**	**	**	
	5%	4%	4%	3%	5%	4%	3%	7%	**	**	**	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base: Those interviewed about their switching experience (except mobile) in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	a	b	~a	~b	~c	~d	~a	~b
Unweighted row	1072	-	-	-	-	-	-	150	200	-	-	-	-	-	-
Effective Weighted Sample	952	-	-	-	-	-	-	150	200	-	-	-	-	-	-
Total	912	-	-	-	-	-	-	114	285	-	-	-	-	-	-
Yes	289	**	**	**	**	**	**	25	157	**	**	**	**	**	**
	32%	**	**	**	**	**	**	22%	55%	**	**	**	**	**	**
								a							
No	578	**	**	**	**	**	**	73	120	**	**	**	**	**	**
	63%	**	**	**	**	**	**	64%	42%	**	**	**	**	**	**
								b							
Can't remember	43	**	**	**	**	**	**	16	7	**	**	**	**	**	**
	5%	**	**	**	**	**	**	14%	3%	**	**	**	**	**	**
								b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base: Those interviewed about their switching experience (except mobile) in the last six months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1072	-	-	-	-	473	597	538	377	154	365	313	147	243	678	390
Effective Weighted Sample	952	-	-	-	-	420	530	473	343	140	324	277	131	217	601	348
Total	912	-	-	-	-	400	510	489	300	120	316	269	122	202	585	324
Yes	289	**	**	**	**	130	159	187	75	27	102	90	38	57	193	96
	32%	**	**	**	**	32%	31%	38%	25%	23%	32%	34%	31%	28%	33%	30%
								bc								
No	578	**	**	**	**	253	324	276	209	90	202	166	74	135	368	209
	63%	**	**	**	**	63%	63%	57%	69%	75%	64%	62%	61%	67%	63%	65%
									a	a						
Can't remember	43	**	**	**	**	17	26	26	15	2	12	12	8	10	24	18
	5%	**	**	**	**	4%	5%	5%	5%	2%	4%	5%	7%	5%	4%	6%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. When you switched, did you experience any period of time without one or more of your services?

Base: Those interviewed about their switching experience (except mobile) in the last six months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	1072	900	76	67	29	955	117	400	654
Effective Weighted Sample	952	797	69	61	26	845	106	351	585
Total	912	770	61	58	23	807	105	353	546
Yes	289 32%	247 32%	**	**	**	255 32%	34 32%	140 40%	146 27%
			**	**	**			b	
No	578 63%	487 63%	**	**	**	512 63%	67 63%	195 55%	375 69%
			**	**	**			a	
Can't remember	43 5%	36 5%	**	**	**	39 5%	4 4%	17 5%	24 4%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	290	147	147	83	64	32	90	25	-	-	-	
Effective Weighted Sample	258	141	141	82	64	32	88	25	-	-	-	
Total	289	107	107	70	37	17	74	16	-	-	-	
Fixed broadband	194 67%	80 74%	80 74%	**	**	**	**	**	**	**	**	**
Landline phone/ line rental	137 47%	52 48%	52 48%	**	**	**	**	**	**	**	**	**
Pay TV Service	71 25%	25 23%	25 23%	**	**	**	**	**	**	**	**	**
Can't remember	1 1%	1 1%	1 1%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	290	-	-	-	-	-	-	33	110	-	-	-	-	-	-
Effective Weighted Sample	258	-	-	-	-	-	-	33	110	-	-	-	-	-	-
Total	289	-	-	-	-	-	-	25	157	-	-	-	-	-	-
Fixed broadband	194	**	**	**	**	**	**	**	95	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	61%	**	**	**	**	**	**
Landline phone/ line rental	137	**	**	**	**	**	**	**	78	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	50%	**	**	**	**	**	**
Pay TV Service	71	**	**	**	**	**	**	**	46	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	29%	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	-%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	~b	~c	~a	~b	~c	~d	e	f
Unweighted row	290	-	-	-	-	129	160	181	80	29	97	90	40	62	187	102
Effective Weighted Sample	258	-	-	-	-	116	141	160	72	27	87	80	36	54	167	90
Total	289	-	-	-	-	130	159	187	75	27	102	90	38	57	193	96
Fixed broadband	194	**	**	**	**	83	110	110	**	**	**	**	**	**	123	70
	67%	**	**	**	**	64%	69%	59%	**	**	**	**	**	**	64%	74%
Landline phone/ line rental	137	**	**	**	**	58	79	81	**	**	**	**	**	**	87	50
	47%	**	**	**	**	45%	49%	44%	**	**	**	**	**	**	45%	52%
Pay TV Service	71	**	**	**	**	40	32	55	**	**	**	**	**	**	50	22
	25%	**	**	**	**	31%	20%	30%	**	**	**	**	**	**	26%	23%
						b										
Can't remember	1	**	**	**	**	-	1	1	**	**	**	**	**	**	1	1
	1%	**	**	**	**	-%	1%	1%	**	**	**	**	**	**	*%	1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Which service or services did you lose for a period of time?

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	290	244	13	26	7	259	31	132	155
Effective Weighted Sample	258	217	12	23	6	229	29	119	137
Total	289	247	11	25	7	255	34	140	146
Fixed broadband	194	164	**	**	**	167	**	82	111
	67%	67%	**	**	**	65%	**	58%	76%
									a
Landline phone/ line rental	137	114	**	**	**	120	**	69	65
	47%	46%	**	**	**	47%	**	49%	44%
Pay TV Service	71	65	**	**	**	65	**	36	35
	25%	26%	**	**	**	26%	**	26%	24%
Can't remember	1	1	**	**	**	1	**	-	1
	1%	*%	**	**	**	1%	**	-%	1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	48	48	48	36	12	14	34	-	-	-	-
Effective Weighted Sample	46	46	46	35	12	14	34	-	-	-	-
Total	37	37	37	30	6	8	29	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Significance Level: 95%														
Unweighted row	48	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	46	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	37	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	48	-	-	-	-	17	31	23	16	9	11	18	10	9	29	19
Effective Weighted Sample	46	-	-	-	-	17	29	22	16	9	11	17	10	9	28	18
Total	37	-	-	-	-	14	22	15	14	8	9	13	8	7	22	15
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q31. When you lost access to your Fixed broadband service did you also lose your Landline phone/ line rental service?

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed broadband but not their fixed landline service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	48	37	5	5	1	41	7	15	33
Effective Weighted Sample	46	35	5	5	1	39	7	15	31
Total	37	28	4	4	1	31	6	12	25
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	12	12	12	7	5	4	8	-	-	-	-	-
Effective Weighted Sample	11	11	11	7	5	4	8	-	-	-	-	-
Total	8	8	8	6	3	2	6	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	12	-	-	-	-	6	6	2	8	2	2	5	1	4	7	5
Effective Weighted Sample	11	-	-	-	-	6	6	2	8	2	2	5	1	4	7	5
Total	8	-	-	-	-	4	4	1	6	2	1	3	1	3	5	3
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32. When you lost access to your Landline phone/ line rental service did you also lose your Fixed broadband service

Base: Those interviewed about switching their Dual Play (Fixed line and Fixed broadband) service or their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months who lost their fixed landline but not their fixed broadband service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	12	9	-	3	-	10	2	5	7
Effective Weighted Sample	11	9	-	3	-	10	2	5	7
Total	8	6	-	2	-	7	2	4	5
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – I don't think so	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No – definitely not	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	133	69	69	44	25	15	54	-	-	-	-
Effective Weighted Sample	119	66	66	43	25	15	53	-	-	-	-
Total	137	52	52	38	14	8	43	-	-	-	-
Under one hour	6 4%	**	**	**	**	**	**	**	**	**	**
Up to half a day	12 9%	**	**	**	**	**	**	**	**	**	**
1 day	23 17%	**	**	**	**	**	**	**	**	**	**
2-3 days	29 21%	**	**	**	**	**	**	**	**	**	**
4-7 days	20 15%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	23 16%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	14 10%	**	**	**	**	**	**	**	**	**	**
5-6 weeks	3 2%	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	6 4%	**	**	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	41 30%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	91 66%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	127 93%	**	**	**	**	**	**	**	**	**	**
Base for stats	136	**	**	**	**	**	**	**	**	**	**
Mean number of days	8.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	12.24	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	133	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Effective Weighted Sample	119	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Total	137	-	-	-	-	-	-	7	78	-	-	-	-	-	-
Under one hour	6 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	12 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	23 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	29 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	20 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	23 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	14 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	6 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	41 30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	91 66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	127 93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	8.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	12.24	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	133	-	-	-	-	60	73	75	44	14	44	35	15	39	79	54
Effective Weighted Sample	119	-	-	-	-	54	66	68	39	13	41	31	14	34	72	47
Total	137	-	-	-	-	58	79	81	41	15	50	37	16	34	87	50
Under one hour	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	29	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	91	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	127	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	136	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	8.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	12.24	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. How long were you without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	133	109	5	16	3	119	14	64	66
Effective Weighted Sample	119	97	5	15	3	106	13	58	59
Total	137	114	4	16	2	120	16	69	65
Under one hour	6 4%	5 4%	**	**	**	5 4%	**	**	**
Up to half a day	12 9%	9 8%	**	**	**	11 10%	**	**	**
1 day	23 17%	20 18%	**	**	**	23 19%	**	**	**
2-3 days	29 21%	24 21%	**	**	**	24 20%	**	**	**
4-7 days	20 15%	16 14%	**	**	**	17 14%	**	**	**
1-2 weeks	23 16%	20 17%	**	**	**	20 16%	**	**	**
3-4 weeks	14 10%	13 11%	**	**	**	10 8%	**	**	**
5-6 weeks	3 2%	1 1%	**	**	**	3 2%	**	**	**
More than 6 weeks	6 4%	6 5%	**	**	**	6 5%	**	**	**
Don't know	1 1%	- -%	**	**	**	1 1%	**	**	**
ONE DAY OR LESS	41 30%	34 30%	**	**	**	40 33%	**	**	**
ONE WEEK OR LESS	91 66%	74 65%	**	**	**	81 67%	**	**	**
UP TO 4 WEEKS	127 93%	106 94%	**	**	**	111 92%	**	**	**
Base for stats	136	114	**	**	**	119	**	**	**
Mean number of days	8.7	9.1	**	**	**	8.7	**	**	**
Standard deviation	12.24	12.61	**	**	**	12.63	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	133	69	69	44	25	15	54	-	-	-	-
Effective Weighted Sample	119	66	66	43	25	15	53	-	-	-	-
Total	137	52	52	38	14	8	43	-	-	-	-
Yes	39	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
No	97	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	137	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	133	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Effective Weighted Sample	119	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Total	137	-	-	-	-	-	-	7	78	-	-	-	-	-	-
Yes	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	133	-	-	-	-	60	73	75	44	14	44	35	15	39	79	54
Effective Weighted Sample	119	-	-	-	-	54	66	68	39	13	41	31	14	34	72	47
Total	137	-	-	-	-	58	79	81	41	15	50	37	16	34	87	50
Yes	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	97	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	137	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	133	109	5	16	3	119	14	64	66
Effective Weighted Sample	119	97	5	15	3	106	13	58	59
Total	137	114	4	16	2	120	16	69	65
Yes	39	33	**	**	**	38	**	**	**
	28%	29%	**	**	**	32%	**	**	**
No	97	80	**	**	**	81	**	**	**
	71%	70%	**	**	**	68%	**	**	**
Can't remember	1	1	**	**	**	1	**	**	**
	1%	1%	**	**	**	1%	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	137	114	**	**	**	120	**	**	**
	100%	100%	**	**	**	100%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	762	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	679	544	544	358	207	174	387	-	-	-	-	-
Total	652	418	418	304	114	95	323	-	-	-	-	-
Yes	39 6%	7 2%	7 2%	6 2%	1 1%	1 1%	6 2%	** **	** **	** **	** **	** **
No	97 15%	44 10%	44 10%	31 10%	13 11%	7 7%	37 11%	** **	** **	** **	** **	** **
Can't remember	1 *%	1 *%	1 *%	1 *%	1 *%	1 1%	1 *%	** **	** **	** **	** **	** **
ANY BREAK IN SERVICE FOR LANDLINE	137 21%	52 12%	52 12%	38 12%	14 12%	8 9%	43 13%	** **	** **	** **	** **	** **
NO BREAK IN SERVICE FOR LANDLINE	515 79%	367 88%	367 88%	267 88%	100 88%	87 91%	280 87%	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	762	-	-	-	-	-	-	56	134	-	-	-	-	-	-
Effective Weighted Sample	679	-	-	-	-	-	-	56	134	-	-	-	-	-	-
Total	652	-	-	-	-	-	-	43	191	-	-	-	-	-	-
Yes	39	**	**	**	**	**	**	**	29	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	15%	**	**	**	**	**	**
No	97	**	**	**	**	**	**	**	50	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	26%	**	**	**	**	**	**
Can't remember	1	**	**	**	**	**	**	**	-	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	-%	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR LANDLINE	137	**	**	**	**	**	**	**	78	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	41%	**	**	**	**	**	**
NO BREAK IN SERVICE FOR LANDLINE	515	**	**	**	**	**	**	**	113	**	**	**	**	**	**
	79%	**	**	**	**	**	**	**	59%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	~c	d	e	f
Unweighted row	762	-	-	-	-	325	436	346	293	121	244	223	99	193	467	292
Effective Weighted Sample	679	-	-	-	-	291	387	305	267	109	218	198	88	172	416	260
Total	652	-	-	-	-	272	379	319	235	96	212	194	83	161	405	244
Yes	39	**	**	**	**	15	24	36	3	-	19	10	**	1	30	9
	6%	**	**	**	**	5%	6%	11%	1%	-%	9%	5%	**	*%	7%	4%
								bc			df	d			df	d
No	97	**	**	**	**	42	54	44	37	15	30	26	**	33	56	40
	15%	**	**	**	**	16%	14%	14%	16%	15%	14%	13%	**	20%	14%	17%
														e		
Can't remember	1	**	**	**	**	1	-	1	-	-	-	1	**	1	1	1
	*%	**	**	**	**	1%	-%	*%	-%	-%	-%	*%	**	*%	*%	*%
ANY BREAK IN SERVICE FOR LANDLINE	137	**	**	**	**	58	79	81	41	15	50	37	**	34	87	50
	21%	**	**	**	**	21%	21%	26%	17%	15%	23%	19%	**	21%	21%	21%
								bc								
NO BREAK IN SERVICE FOR LANDLINE	515	**	**	**	**	213	300	237	195	81	162	157	**	127	319	194
	79%	**	**	**	**	79%	79%	74%	83%	85%	77%	81%	**	79%	79%	79%
									a	a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34A. Did you want the break in service for your Landline phone/ line rental when you switched?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	762	631	57	55	19	677	85	276	470
Effective Weighted Sample	679	560	52	50	17	601	78	243	422
Total	652	541	47	48	15	573	79	245	395
Yes	39 6%	33 6%	**	**	**	38 7%	**	28 11%	10 3%
								b	
No	97 15%	80 15%	**	**	**	81 14%	**	41 17%	54 14%
Can't remember	1 *%	1 *%	**	**	**	1 *%	**	1 *%	1 *%
ANY BREAK IN SERVICE FOR LANDLINE	137 21%	114 21%	**	**	**	120 21%	**	69 28%	65 16%
								b	
NO BREAK IN SERVICE FOR LANDLINE	515 79%	427 79%	**	**	**	453 79%	**	175 72%	330 84%
								a	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	133	69	69	44	25	15	54	-	-	-	-
Effective Weighted Sample	119	66	66	43	25	15	53	-	-	-	-
Total	137	52	52	38	14	8	43	-	-	-	-
Delay in installation/ activation	50	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	23	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
A fault with the line	22	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	18	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	17	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	11	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Other reasons	10	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	133	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Effective Weighted Sample	119	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Total	137	-	-	-	-	-	-	7	78	-	-	-	-	-	-
Delay in installation/ activation	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	133	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Effective Weighted Sample	119	-	-	-	-	-	-	9	55	-	-	-	-	-	-
Total	137	-	-	-	-	-	-	7	78	-	-	-	-	-	-
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	133	-	-	-	-	60	73	75	44	14	44	35	15	39	79	54
Effective Weighted Sample	119	-	-	-	-	54	66	68	39	13	41	31	14	34	72	47
Total	137	-	-	-	-	58	79	81	41	15	50	37	16	34	87	50
Delay in installation/ activation	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	33	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	133	109	5	16	3	119	14	64	66
Effective Weighted Sample	119	97	5	15	3	106	13	58	59
Total	137	114	4	16	2	120	16	69	65
Delay in installation/ activation	50	42	**	**	**	44	**	**	**
	37%	37%	**	**	**	36%	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	33	31	**	**	**	29	**	**	**
	24%	27%	**	**	**	24%	**	**	**
I cancelled my previous service before arranging the new one	23	21	**	**	**	22	**	**	**
	17%	18%	**	**	**	18%	**	**	**
Delay in delivery of equipment	23	17	**	**	**	20	**	**	**
	17%	15%	**	**	**	16%	**	**	**
A fault with the line	22	20	**	**	**	21	**	**	**
	16%	18%	**	**	**	17%	**	**	**
To switch on a particular date that I wanted	18	14	**	**	**	15	**	**	**
	13%	13%	**	**	**	12%	**	**	**
Problems/ a fault with the equipment provided	17	15	**	**	**	17	**	**	**
	13%	14%	**	**	**	15%	**	**	**
Previous service not cancelled correctly	17	15	**	**	**	17	**	**	**
	12%	13%	**	**	**	14%	**	**	**
The wrong equipment was provided/ needed something extra	11	10	**	**	**	11	**	**	**
	8%	8%	**	**	**	9%	**	**	**
Other reasons	10	7	**	**	**	7	**	**	**
	8%	6%	**	**	**	6%	**	**	**
Don't know	10	8	**	**	**	9	**	**	**
	8%	7%	**	**	**	7%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	100	61	61	37	24	14	47	-	-	-	-
Effective Weighted Sample	89	58	58	37	24	14	46	-	-	-	-
Total	98	45	45	32	13	8	38	-	-	-	-
Delay in installation/ activation	41	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	22	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
A fault with the line	13	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	12	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	10	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	8	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	5	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Other reasons	9	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	100	-	-	-	-	-	-	4	35	-	-	-	-	-	-
Effective Weighted Sample	89	-	-	-	-	-	-	4	35	-	-	-	-	-	-
Total	98	-	-	-	-	-	-	3	50	-	-	-	-	-	-
Delay in installation/ activation	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	100	-	-	-	-	48	52	46	40	14	28	26	8	38	54	46
Effective Weighted Sample	89	-	-	-	-	43	46	40	35	13	26	23	7	33	49	40
Total	98	-	-	-	-	44	54	46	37	15	30	27	8	33	57	41
Delay in installation/ activation	41	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35A. Why did you have a period without your Landline phone/ line rental service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed landline service and who did not want the break in service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	100	82	2	14	2	87	13	42	56
Effective Weighted Sample	89	72	2	13	2	77	12	37	50
Total	98	81	2	14	1	82	16	42	54
Delay in installation/ activation	41	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	22	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**
A fault with the line	13	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	12	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	10	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	8	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	6	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	5	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**
Other reasons	9	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**
Don't know	10	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	-a	-b	-a	-b	-c	-a	-b	-c
Significance Level: 95%											
Unweighted row	196	105	105	73	32	25	80	-	-	-	-
Effective Weighted Sample	176	100	100	72	32	25	78	-	-	-	-
Total	194	80	80	62	18	13	66	-	-	-	-
Under one hour	11 6%	7 9%	7 9%	** **	** **	** **	** **	** **	** **	** **	** **
Up to half a day	24 13%	18 23%	18 23%	** **	** **	** **	** **	** **	** **	** **	** **
1 day	20 10%	12 15%	12 15%	** **	** **	** **	** **	** **	** **	** **	** **
2-3 days	44 23%	17 21%	17 21%	** **	** **	** **	** **	** **	** **	** **	** **
4-7 days	30 15%	12 15%	12 15%	** **	** **	** **	** **	** **	** **	** **	** **
1-2 weeks	36 19%	8 10%	8 10%	** **	** **	** **	** **	** **	** **	** **	** **
3-4 weeks	16 8%	4 5%	4 5%	** **	** **	** **	** **	** **	** **	** **	** **
5-6 weeks	3 1%	- -%	- -%	** **	** **	** **	** **	** **	** **	** **	** **
More than 6 weeks	6 3%	2 2%	2 2%	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	4 2%	1 1%	1 1%	** **	** **	** **	** **	** **	** **	** **	** **
ONE DAY OR LESS	55 28%	37 47%	37 47%	** **	** **	** **	** **	** **	** **	** **	** **
ONE WEEK OR LESS	129 66%	66 82%	66 82%	** **	** **	** **	** **	** **	** **	** **	** **
UP TO 4 WEEKS	181 93%	77 96%	77 96%	** **	** **	** **	** **	** **	** **	** **	** **
Base for stats	189	79	79	**	**	**	**	**	**	**	**
Mean number of days	7.7	5.0	5.0	**	**	**	**	**	**	**	**
Standard deviation	10.75	9.07	9.07	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPTV 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	196	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Effective Weighted Sample	176	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Total	194	-	-	-	-	-	-	18	95	-	-	-	-	-	-
Under one hour	11 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	24 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	20 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	44 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	30 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	36 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	16 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	3 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	6 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	55 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	129 66%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	181 93%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	189	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	7.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.75	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	196	-	-	-	-	83	112	112	60	24	58	60	28	49	118	77
Effective Weighted Sample	176	-	-	-	-	75	99	99	55	22	53	54	26	43	107	69
Total	194	-	-	-	-	83	110	110	60	24	61	61	25	45	123	70
Under one hour	11	**	**	**	**	**	6	5	**	**	**	**	**	**	8	**
	6%	**	**	**	**	**	5%	5%	**	**	**	**	**	**	6%	**
Up to half a day	24	**	**	**	**	**	15	11	**	**	**	**	**	**	17	**
	13%	**	**	**	**	**	13%	10%	**	**	**	**	**	**	14%	**
1 day	20	**	**	**	**	**	11	13	**	**	**	**	**	**	18	**
	10%	**	**	**	**	**	10%	12%	**	**	**	**	**	**	14%	**
2-3 days	44	**	**	**	**	**	26	26	**	**	**	**	**	**	25	**
	23%	**	**	**	**	**	23%	24%	**	**	**	**	**	**	20%	**
4-7 days	30	**	**	**	**	**	21	19	**	**	**	**	**	**	13	**
	15%	**	**	**	**	**	19%	17%	**	**	**	**	**	**	10%	**
1-2 weeks	36	**	**	**	**	**	14	21	**	**	**	**	**	**	25	**
	19%	**	**	**	**	**	13%	19%	**	**	**	**	**	**	21%	**
3-4 weeks	16	**	**	**	**	**	9	10	**	**	**	**	**	**	10	**
	8%	**	**	**	**	**	8%	9%	**	**	**	**	**	**	8%	**
5-6 weeks	3	**	**	**	**	**	3	-	**	**	**	**	**	**	3	**
	1%	**	**	**	**	**	3%	-%	**	**	**	**	**	**	2%	**
More than 6 weeks	6	**	**	**	**	**	2	2	**	**	**	**	**	**	2	**
	3%	**	**	**	**	**	2%	2%	**	**	**	**	**	**	2%	**
Don't know	4	**	**	**	**	**	4	2	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	3%	2%	**	**	**	**	**	**	2%	**
ONE DAY OR LESS	55	**	**	**	**	**	32	30	**	**	**	**	**	**	42	**
	28%	**	**	**	**	**	29%	27%	**	**	**	**	**	**	34%	**
ONE WEEK OR LESS	129	**	**	**	**	**	79	75	**	**	**	**	**	**	80	**
	66%	**	**	**	**	**	71%	68%	**	**	**	**	**	**	65%	**
UP TO 4 WEEKS	181	**	**	**	**	**	102	106	**	**	**	**	**	**	115	**
	93%	**	**	**	**	**	92%	96%	**	**	**	**	**	**	94%	**
Base for stats	189	**	**	**	**	**	106	108	**	**	**	**	**	**	120	**
Mean number of days	7.7	**	**	**	**	**	7.2	6.9	**	**	**	**	**	**	7.3	**
Standard deviation	10.75	**	**	**	**	**	10.34	9.06	**	**	**	**	**	**	10.30	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. How long were you without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	196	164	10	16	6	172	24	80	115
Effective Weighted Sample	176	147	9	14	5	154	22	72	103
Total	194	164	9	16	5	167	27	82	111
Under one hour	11 6%	9 5%	**	**	**	9 6%	**	**	4 4%
Up to half a day	24 13%	19 12%	**	**	**	23 13%	**	**	19 17%
1 day	20 10%	17 10%	**	**	**	20 12%	**	**	12 11%
2-3 days	44 23%	38 23%	**	**	**	34 20%	**	**	23 21%
4-7 days	30 15%	22 14%	**	**	**	25 15%	**	**	14 13%
1-2 weeks	36 19%	32 20%	**	**	**	33 20%	**	**	19 17%
3-4 weeks	16 8%	16 10%	**	**	**	12 7%	**	**	12 10%
5-6 weeks	3 1%	1 1%	**	**	**	3 2%	**	**	- -%
More than 6 weeks	6 3%	6 3%	**	**	**	6 3%	**	**	5 5%
Don't know	4 2%	4 2%	**	**	**	3 2%	**	**	3 3%
ONE DAY OR LESS	55 28%	45 27%	**	**	**	51 31%	**	**	35 32%
ONE WEEK OR LESS	129 66%	105 64%	**	**	**	111 66%	**	**	72 65%
UP TO 4 WEEKS	181 93%	154 94%	**	**	**	156 93%	**	**	103 93%
Base for stats	189	160	**	**	**	164	**	**	108
Mean number of days	7.7	8.1	**	**	**	7.8	**	**	8.2
Standard deviation	10.75	11.09	**	**	**	11.11	**	**	11.82

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c
Significance Level: 95%											
Unweighted row	196	105	105	73	32	25	80	-	-	-	-
Effective Weighted Sample	176	100	100	72	32	25	78	-	-	-	-
Total	194	80	80	62	18	13	66	-	-	-	-
Yes	36	8	8	**	**	**	**	**	**	**	**
	19%	10%	10%	**	**	**	**	**	**	**	**
No	143	67	67	**	**	**	**	**	**	**	**
	74%	83%	83%	**	**	**	**	**	**	**	**
Can't remember	14	6	6	**	**	**	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194	80	80	**	**	**	**	**	**	**	**
	100%	100%	100%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	196	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Effective Weighted Sample	176	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Total	194	-	-	-	-	-	-	18	95	-	-	-	-	-	-
Yes	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	143	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	74%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	100%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	196	-	-	-	-	83	112	112	60	24	58	60	28	49	118	77
Effective Weighted Sample	176	-	-	-	-	75	99	99	55	22	53	54	26	43	107	69
Total	194	-	-	-	-	83	110	110	60	24	61	61	25	45	123	70
Yes	36	**	**	**	**	**	23	32	**	**	**	**	**	**	23	**
	19%	**	**	**	**	**	21%	29%	**	**	**	**	**	**	19%	**
No	143	**	**	**	**	**	80	70	**	**	**	**	**	**	88	**
	74%	**	**	**	**	**	72%	63%	**	**	**	**	**	**	72%	**
Can't remember	14	**	**	**	**	**	8	9	**	**	**	**	**	**	11	**
	7%	**	**	**	**	**	7%	8%	**	**	**	**	**	**	9%	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194	**	**	**	**	**	110	110	**	**	**	**	**	**	123	**
	100%	**	**	**	**	**	100%	100%	**	**	**	**	**	**	100%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	196	164	10	16	6	172	24	80	115
Effective Weighted Sample	176	147	9	14	5	154	22	72	103
Total	194	164	9	16	5	167	27	82	111
Yes	36 19%	31 19%	**	**	**	33 20%	**	**	17 15%
No	143 74%	121 74%	**	**	**	124 74%	**	**	86 78%
Can't remember	14 7%	12 7%	**	**	**	10 6%	**	**	7 7%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194 100%	164 100%	**	**	**	167 100%	**	**	111 100%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	803	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	719	544	544	358	207	174	387	-	-	-	-	-
Total	680	418	418	304	114	95	323	-	-	-	-	-
Yes	36 5%	8 2%	8 2%	7 2%	1 1%	1 1%	7 2%	** **	** **	** **	** **	** **
No	143 21%	67 16%	67 16%	51 17%	16 14%	11 12%	55 17%	** **	** **	** **	** **	** **
Can't remember	14 2%	6 1%	6 1%	5 2%	1 *	1 1%	4 1%	** **	** **	** **	** **	** **
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194 28%	80 19%	80 19%	62 21%	18 15%	13 14%	66 21%	** **	** **	** **	** **	** **
NO BREAK IN SERVICE FOR FIXED BROADBAND	487 72%	338 81%	338 81%	242 79%	97 85%	82 86%	257 79%	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	803	-	-	-	-	-	-	101	130	-	-	-	-	-	-
Effective Weighted Sample	719	-	-	-	-	-	-	101	130	-	-	-	-	-	-
Total	680	-	-	-	-	-	-	77	185	-	-	-	-	-	-
Yes	36 5%	**	**	**	**	**	**	4 5%	24 13%	**	**	**	**	**	**
								a							
No	143 21%	**	**	**	**	**	**	11 15%	66 35%	**	**	**	**	**	**
								a							
Can't remember	14 2%	**	**	**	**	**	**	3 4%	6 3%	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194 28%	**	**	**	**	**	**	18 24%	95 52%	**	**	**	**	**	**
								a							
NO BREAK IN SERVICE FOR FIXED BROADBAND	487 72%	**	**	**	**	**	**	59 76%	90 48%	**	**	**	**	**	**
								b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	803	-	-	-	-	348	454	372	302	127	254	236	107	203	490	310
Effective Weighted Sample	719	-	-	-	-	312	406	330	275	115	229	210	97	182	438	278
Total	680	-	-	-	-	293	387	334	243	101	216	205	87	169	422	257
Yes	36	**	**	**	**	13	23	32	4	-	16	8	7	6	23	12
	5%	**	**	**	**	5%	6%	10%	2%	-%	7%	4%	8%	3%	6%	5%
								bc								
No	143	**	**	**	**	63	80	70	52	22	42	47	17	38	88	55
	21%	**	**	**	**	22%	21%	21%	21%	22%	19%	23%	20%	22%	21%	21%
Can't remember	14	**	**	**	**	6	8	9	4	2	4	7	1	2	11	3
	2%	**	**	**	**	2%	2%	3%	2%	2%	2%	3%	1%	1%	3%	1%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194	**	**	**	**	83	110	110	60	24	61	61	25	45	123	70
	28%	**	**	**	**	28%	28%	33%	25%	24%	28%	30%	29%	27%	29%	27%
								bc								
NO BREAK IN SERVICE FOR FIXED BROADBAND	487	**	**	**	**	210	277	223	184	77	155	144	62	124	299	186
	72%	**	**	**	**	72%	72%	67%	75%	76%	72%	70%	71%	73%	71%	73%
									a	a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34B. Did you want the break in service for your Fixed broadband when you switched?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	803	672	55	53	23	710	93	282	506
Effective Weighted Sample	719	600	51	48	20	634	85	249	456
Total	680	572	45	45	18	595	85	244	425
Yes	36 5%	31 5%	**	**	**	33 6%	**	19 8%	17 4%
								b	
No	143 21%	121 21%	**	**	**	124 21%	**	56 23%	86 20%
Can't remember	14 2%	12 2%	**	**	**	10 2%	**	7 3%	7 2%
ANY BREAK IN SERVICE FOR FIXED BROADBAND	194 28%	164 29%	**	**	**	167 28%	**	82 34%	111 26%
								b	
NO BREAK IN SERVICE FOR FIXED BROADBAND	487 72%	408 71%	**	**	**	428 72%	**	162 66%	314 74%
								a	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	-a	-b	-a	-b	-c	-a	-b	-c
Unweighted row	196	105	105	73	32	25	80	-	-	-	-
Effective Weighted Sample	176	100	100	72	32	25	78	-	-	-	-
Total	194	80	80	62	18	13	66	-	-	-	-
Delay in installation/ activation	70 36%	26 33%	26 33%	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	39 20%	9 11%	9 11%	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	27 14%	6 8%	6 8%	**	**	**	**	**	**	**	**
Delay in delivery of equipment	26 13%	5 6%	5 6%	**	**	**	**	**	**	**	**
A fault with the line	22 12%	8 10%	8 10%	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	22 11%	8 10%	8 10%	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	16 8%	7 9%	7 9%	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	13 7%	4 5%	4 5%	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	11 6%	1 2%	1 2%	**	**	**	**	**	**	**	**
Other reasons	17 9%	6 8%	6 8%	**	**	**	**	**	**	**	**
Don't know	15 8%	13 16%	13 16%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	196	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Effective Weighted Sample	176	-	-	-	-	-	-	24	67	-	-	-	-	-	-
Total	194	-	-	-	-	-	-	18	95	-	-	-	-	-	-
Delay in installation/ activation	70	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	39	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	26	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Total	-a	-b	-c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Significance Level: 95%														
Unweighted row	196	-	-	-	-	-	24	67	-	-	-	-	-	-
Effective Weighted Sample	176	-	-	-	-	-	24	67	-	-	-	-	-	-
Total	194	-	-	-	-	-	18	95	-	-	-	-	-	-
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE b	16-44 a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f
Significance Level: 95%																
Unweighted row	196	-	-	-	-	83	112	112	60	24	58	60	28	49	118	77
Effective Weighted Sample	176	-	-	-	-	75	99	99	55	22	53	54	26	43	107	69
Total	194	-	-	-	-	83	110	110	60	24	61	61	25	45	123	70
Delay in installation/ activation	70	**	**	**	**	**	35	34	**	**	**	**	**	**	50	**
	36%	**	**	**	**	**	31%	31%	**	**	**	**	**	**	41%	**
The new provider gave me a starting date that was after the end of my previous contract	39	**	**	**	**	**	24	26	**	**	**	**	**	**	27	**
	20%	**	**	**	**	**	22%	23%	**	**	**	**	**	**	22%	**
To switch on a particular date that I wanted	27	**	**	**	**	**	18	19	**	**	**	**	**	**	17	**
	14%	**	**	**	**	**	17%	17%	**	**	**	**	**	**	14%	**
Delay in delivery of equipment	26	**	**	**	**	**	14	17	**	**	**	**	**	**	18	**
	13%	**	**	**	**	**	13%	15%	**	**	**	**	**	**	15%	**
A fault with the line	22	**	**	**	**	**	14	15	**	**	**	**	**	**	12	**
	12%	**	**	**	**	**	12%	13%	**	**	**	**	**	**	10%	**
I cancelled my previous service before arranging the new one	22	**	**	**	**	**	14	19	**	**	**	**	**	**	13	**
	11%	**	**	**	**	**	12%	17%	**	**	**	**	**	**	10%	**
Problems/ a fault with the equipment provided	16	**	**	**	**	**	7	8	**	**	**	**	**	**	3	**
	8%	**	**	**	**	**	6%	8%	**	**	**	**	**	**	3%	**
Previous service not cancelled correctly	13	**	**	**	**	**	8	8	**	**	**	**	**	**	9	**
	7%	**	**	**	**	**	7%	7%	**	**	**	**	**	**	7%	**
The wrong equipment was provided/ needed something extra	11	**	**	**	**	**	8	11	**	**	**	**	**	**	9	**
	6%	**	**	**	**	**	7%	10%	**	**	**	**	**	**	7%	**
Other reasons	17	**	**	**	**	**	12	9	**	**	**	**	**	**	15	**
	9%	**	**	**	**	**	10%	8%	**	**	**	**	**	**	12%	**
Don't know	15	**	**	**	**	**	6	4	**	**	**	**	**	**	8	**
	8%	**	**	**	**	**	5%	4%	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	196	164	10	16	6	172	24	80	115
Effective Weighted Sample	176	147	9	14	5	154	22	72	103
Total	194	164	9	16	5	167	27	82	111
Delay in installation/ activation	70	60	**	**	**	58	**	**	43
	36%	36%	**	**	**	35%	**	**	38%
The new provider gave me a starting date that was after the end of my previous contract	39	36	**	**	**	33	**	**	25
	20%	22%	**	**	**	20%	**	**	22%
To switch on a particular date that I wanted	27	21	**	**	**	21	**	**	12
	14%	13%	**	**	**	13%	**	**	11%
Delay in delivery of equipment	26	25	**	**	**	23	**	**	13
	13%	15%	**	**	**	14%	**	**	12%
A fault with the line	22	21	**	**	**	22	**	**	13
	12%	13%	**	**	**	13%	**	**	11%
I cancelled my previous service before arranging the new one	22	19	**	**	**	21	**	**	9
	11%	12%	**	**	**	12%	**	**	8%
Problems/ a fault with the equipment provided	16	14	**	**	**	16	**	**	9
	8%	9%	**	**	**	9%	**	**	8%
Previous service not cancelled correctly	13	12	**	**	**	10	**	**	6
	7%	7%	**	**	**	6%	**	**	6%
The wrong equipment was provided/ needed something extra	11	9	**	**	**	11	**	**	1
	6%	6%	**	**	**	6%	**	**	*%
Other reasons	17	11	**	**	**	14	**	**	11
	9%	7%	**	**	**	8%	**	**	9%
Don't know	15	13	**	**	**	13	**	**	7
	8%	8%	**	**	**	8%	**	**	7%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	164	95	95	65	30	23	72	-	-	-	-
Effective Weighted Sample	147	91	91	64	30	23	71	-	-	-	-
Total	158	72	72	56	16	12	60	-	-	-	-
Delay in installation/ activation	63	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	35	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	19	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	14	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	10	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	2	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Other reasons	15	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Don't know	15	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	164	-	-	-	-	-	-	19	50	-	-	-	-	-	-
Effective Weighted Sample	147	-	-	-	-	-	-	19	50	-	-	-	-	-	-
Total	158	-	-	-	-	-	-	14	71	-	-	-	-	-	-
Delay in installation/ activation	63 40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	35 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	20 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	19 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	14 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	10 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	15 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Total	~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Significance Level: 95%														
Unweighted row	164	-	-	-	-	-	19	50	-	-	-	-	-	-
Effective Weighted Sample	147	-	-	-	-	-	19	50	-	-	-	-	-	-
Total	158	-	-	-	-	-	14	71	-	-	-	-	-	-
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f
Significance Level: 95%																
Unweighted row	164	-	-	-	-	71	92	84	56	24	45	53	21	44	98	65
Effective Weighted Sample	147	-	-	-	-	64	81	73	51	22	41	47	19	39	88	58
Total	158	-	-	-	-	70	87	78	56	24	46	53	18	40	99	58
Delay in installation/ activation	63	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	12	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	10	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35B. Why did you have a period without your Fixed broadband service?

Base: Those interviewed about their switching experience who experienced any period of time without their fixed broadband service and who did not want the break in service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	164	137	7	15	5	142	22	64	99
Effective Weighted Sample	147	122	7	14	5	127	20	58	88
Total	158	133	6	14	4	134	24	63	94
Delay in installation/ activation	63	53	**	**	**	51	**	**	**
	40%	39%	**	**	**	38%	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	35	32	**	**	**	31	**	**	**
	22%	24%	**	**	**	23%	**	**	**
A fault with the line	20	19	**	**	**	19	**	**	**
	12%	14%	**	**	**	14%	**	**	**
Delay in delivery of equipment	19	18	**	**	**	16	**	**	**
	12%	13%	**	**	**	12%	**	**	**
To switch on a particular date that I wanted	14	12	**	**	**	11	**	**	**
	9%	9%	**	**	**	8%	**	**	**
I cancelled my previous service before arranging the new one	12	11	**	**	**	10	**	**	**
	7%	8%	**	**	**	8%	**	**	**
Problems/ a fault with the equipment provided	10	8	**	**	**	10	**	**	**
	6%	6%	**	**	**	7%	**	**	**
Previous service not cancelled correctly	7	6	**	**	**	6	**	**	**
	4%	4%	**	**	**	4%	**	**	**
The wrong equipment was provided/ needed something extra	2	2	**	**	**	2	**	**	**
	1%	2%	**	**	**	2%	**	**	**
Other reasons	15	9	**	**	**	12	**	**	**
	10%	7%	**	**	**	9%	**	**	**
Don't know	15	13	**	**	**	13	**	**	**
	9%	10%	**	**	**	10%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	
Significance Level: 95%												
Unweighted row	75	42	42	7	35	17	-	25	-	-	-	
Effective Weighted Sample	63	42	42	7	35	17	-	25	-	-	-	
Total	71	25	25	4	21	9	-	16	-	-	-	
Under one hour	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
1 day	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPTV 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	75	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Effective Weighted Sample	63	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Total	71	-	-	-	-	-	-	1	46	-	-	-	-	-	-
Under one hour	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	75	-	-	-	-	40	35	55	17	3	30	20	11	14	50	25
Effective Weighted Sample	63	-	-	-	-	34	29	47	14	3	26	17	10	11	43	20
Total	71	-	-	-	-	40	32	55	14	2	31	19	12	10	50	22
Under one hour	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Up to half a day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1 day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-7 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
5-6 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than 6 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33C. How long were you without your Pay TV service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	75	67	2	4	2	69	6	35	40
Effective Weighted Sample	63	57	2	3	2	58	5	30	33
Total	71	65	1	3	2	65	6	36	35
Under one hour	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Up to half a day	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
1 day	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
4-7 days	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
5-6 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
More than 6 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ONE DAY OR LESS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	75	42	42	7	35	17	-	25	-	-	-	
Effective Weighted Sample	63	42	42	7	35	17	-	25	-	-	-	
Total	71	25	25	4	21	9	-	16	-	-	-	
Yes	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	75	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Effective Weighted Sample	63	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Total	71	-	-	-	-	-	-	1	46	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	75	-	-	-	-	40	35	55	17	3	30	20	11	14	50	25
Effective Weighted Sample	63	-	-	-	-	34	29	47	14	3	26	17	10	11	43	20
Total	71	-	-	-	-	40	32	55	14	2	31	19	12	10	50	22
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	75	67	2	4	2	69	6	35	40
Effective Weighted Sample	63	57	2	3	2	58	5	30	33
Total	71	65	1	3	2	65	6	36	35
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS b	TRIPLE PLAY a	DUAL PLAY -b	PAY TV S/A c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c
Significance Level: 95%											
Unweighted row	401	325	325	64	261	175	-	150	-	-	-
Effective Weighted Sample	338	322	322	64	258	174	-	150	-	-	-
Total	292	190	190	38	152	95	-	95	-	-	-
Yes	31 11%	4 2%	4 2%	** **	4 2%	1 1%	** **	4 4%	** **	** **	** **
No	38 13%	19 10%	19 10%	** **	15 10%	8 9%	** **	11 11%	** **	** **	** **
Can't remember	2 1%	2 1%	2 1%	** **	2 1%	1 1%	** **	1 1%	** **	** **	** **
ANY BREAK IN SERVICE FOR PAY TV	71 25%	25 13%	25 13%	** **	21 14%	9 10%	** **	16 17%	** **	** **	** **
NO BREAK IN SERVICE FOR PAY TV	220 75%	165 87%	165 87%	** **	131 86%	86 90%	** **	79 83%	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT V 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	401	-	-	-	-	-	-	10	66	-	-	-	-	-	-
Effective Weighted Sample	338	-	-	-	-	-	-	10	66	-	-	-	-	-	-
Total	292	-	-	-	-	-	-	8	94	-	-	-	-	-	-
Yes	31 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	38 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	2 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY BREAK IN SERVICE FOR PAY TV	71 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO BREAK IN SERVICE FOR PAY TV	220 75%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	401	-	-	-	-	195	206	210	134	57	131	119	64	86	250	150
Effective Weighted Sample	338	-	-	-	-	163	176	174	116	55	109	101	54	74	210	127
Total	292	-	-	-	-	146	146	167	90	34	100	85	49	57	185	106
Yes	31	**	**	**	**	21	10	29	1	**	16	6	**	**	22	10
	11%	**	**	**	**	14%	7%	17%	2%	**	16%	7%	**	**	12%	9%
						b		b			b					
No	38	**	**	**	**	17	21	25	13	**	14	13	**	**	27	12
	13%	**	**	**	**	12%	15%	15%	14%	**	14%	15%	**	**	14%	11%
Can't remember	2	**	**	**	**	2	-	2	-	**	1	1	**	**	1	1
	1%	**	**	**	**	1%	-%	1%	-%	**	1%	1%	**	**	1%	*%
ANY BREAK IN SERVICE FOR PAY TV	71	**	**	**	**	40	32	55	14	**	31	19	**	**	50	22
	25%	**	**	**	**	27%	22%	33%	16%	**	31%	22%	**	**	27%	21%
								b								
NO BREAK IN SERVICE FOR PAY TV	220	**	**	**	**	106	114	112	76	**	70	66	**	**	135	84
	75%	**	**	**	**	73%	78%	67%	84%	**	69%	78%	**	**	73%	79%
									a							

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34C. Did you want the break in service for your Pay TV Service when you switched?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	401	345	22	17	17	368	33	160	236
Effective Weighted Sample	338	289	20	15	15	310	28	134	200
Total	292	254	14	12	12	268	24	121	168
Yes	31 11%	30 12%	**	**	**	29 11%	**	27 22%	5 3%
			**	**	**			b	
No	38 13%	34 13%	**	**	**	36 13%	**	8 6%	31 18%
			**	**	**			a	
Can't remember	2 1%	1 *%	**	**	**	1 *%	**	2 1%	- -%
ANY BREAK IN SERVICE FOR PAY TV	71 25%	65 26%	**	**	**	65 24%	**	36 30%	35 21%
NO BREAK IN SERVICE FOR PAY TV	220 75%	189 74%	**	**	**	202 76%	**	85 70%	132 79%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	290	147	147	83	64	32	90	25	-	-	-	
Effective Weighted Sample	258	141	141	82	64	32	88	25	-	-	-	
Total	289	107	107	70	37	17	74	16	-	-	-	
LANDLINE	98	45	45	**	**	**	**	**	**	**	**	**
	34%	42%	42%	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	158	72	72	**	**	**	**	**	**	**	**	**
	55%	67%	67%	**	**	**	**	**	**	**	**	**
PAY TV	40	21	21	**	**	**	**	**	**	**	**	**
	14%	19%	19%	**	**	**	**	**	**	**	**	**
ANY OF THESE	200	92	92	**	**	**	**	**	**	**	**	**
	69%	86%	86%	**	**	**	**	**	**	**	**	**
NONE OF THESE	89	15	15	**	**	**	**	**	**	**	**	**
	31%	14%	14%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	290	-	-	-	-	-	-	33	110	-	-	-	-	-	-
Effective Weighted Sample	258	-	-	-	-	-	-	33	110	-	-	-	-	-	-
Total	289	-	-	-	-	-	-	25	157	-	-	-	-	-	-
LANDLINE	98	**	**	**	**	**	**	**	50	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	32%	**	**	**	**	**	**
FIXED BROADBAND	158	**	**	**	**	**	**	**	71	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	45%	**	**	**	**	**	**
PAY TV	40	**	**	**	**	**	**	**	19	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	12%	**	**	**	**	**	**
ANY OF THESE	200	**	**	**	**	**	**	**	90	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	57%	**	**	**	**	**	**
NONE OF THESE	89	**	**	**	**	**	**	**	67	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	43%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f
Significance Level: 95%																
Unweighted row	290	-	-	-	-	129	160	181	80	29	97	90	40	62	187	102
Effective Weighted Sample	258	-	-	-	-	116	141	160	72	27	87	80	36	54	167	90
Total	289	-	-	-	-	130	159	187	75	27	102	90	38	57	193	96
LANDLINE	98	**	**	**	**	44	54	46	**	**	**	**	**	**	57	41
	34%	**	**	**	**	34%	34%	24%	**	**	**	**	**	**	30%	43%
															e	
FIXED BROADBAND	158	**	**	**	**	70	87	78	**	**	**	**	**	**	99	58
	55%	**	**	**	**	54%	55%	42%	**	**	**	**	**	**	51%	60%
PAY TV	40	**	**	**	**	19	21	27	**	**	**	**	**	**	28	12
	14%	**	**	**	**	14%	13%	14%	**	**	**	**	**	**	14%	13%
ANY OF THESE	200	**	**	**	**	87	113	107	**	**	**	**	**	**	128	72
	69%	**	**	**	**	67%	71%	57%	**	**	**	**	**	**	66%	75%
NONE OF THESE	89	**	**	**	**	42	46	80	**	**	**	**	**	**	65	24
	31%	**	**	**	**	33%	29%	43%	**	**	**	**	**	**	34%	25%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 85

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT THE BREAK IN SERVICE FOR SERVICE/S EXPERIENCING LOSS OF SERVICE

Base: Those interviewed about their switching experience (except mobile) in the last six months who experienced any period of time without one or more of their services

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	290	244	13	26	7	259	31	132	155
Effective Weighted Sample	258	217	12	23	6	229	29	119	137
Total	289	247	11	25	7	255	34	140	146
LANDLINE	98	81	**	**	**	82	**	42	54
	34%	33%	**	**	**	32%	**	30%	37%
FIXED BROADBAND	158	133	**	**	**	134	**	63	94
	55%	54%	**	**	**	52%	**	45%	64%
									a
PAY TV	40	35	**	**	**	37	**	9	31
	14%	14%	**	**	**	14%	**	7%	21%
									a
ANY OF THESE	200	168	**	**	**	173	**	77	122
	69%	68%	**	**	**	68%	**	55%	83%
									a
NONE OF THESE	89	78	**	**	**	82	**	63	25
	31%	32%	**	**	**	32%	**	45%	17%
									b

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	75	42	42	7	35	17	-	25	-	-	-
Effective Weighted Sample	63	42	42	7	35	17	-	25	-	-	-
Total	71	25	25	4	21	9	-	16	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	75	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Effective Weighted Sample	63	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Total	71	-	-	-	-	-	-	1	46	-	-	-	-	-	-
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPTV 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	75	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Effective Weighted Sample	63	-	-	-	-	-	-	1	32	-	-	-	-	-	-
Total	71	-	-	-	-	-	-	1	46	-	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	75	-	-	-	-	40	35	55	17	3	30	20	11	14	50	25
Effective Weighted Sample	63	-	-	-	-	34	29	47	14	3	26	17	10	11	43	20
Total	71	-	-	-	-	40	32	55	14	2	31	19	12	10	50	22
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	75	67	2	4	2	69	6	35	40
Effective Weighted Sample	63	57	2	3	2	58	5	30	33
Total	71	65	1	3	2	65	6	36	35
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	49	35	35	6	29	16	-	19	-	-	-
Effective Weighted Sample	41	35	35	6	29	16	-	19	-	-	-
Total	40	21	21	4	17	9	-	12	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	49	-	-	-	-	-	-	1	13	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	1	13	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	1	19	-	-	-	-	-	-
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	49	-	-	-	-	-	-	1	13	-	-	-	-	-	-
Effective Weighted Sample	41	-	-	-	-	-	-	1	13	-	-	-	-	-	-
Total	40	-	-	-	-	-	-	1	19	-	-	-	-	-	-
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	49	-	-	-	-	23	26	32	16	1	17	15	5	12	32	17
Effective Weighted Sample	41	-	-	-	-	19	22	27	13	1	14	13	4	10	27	14
Total	40	-	-	-	-	19	21	27	13	1	14	13	5	8	28	12
Delay in installation/ activation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35C. Why did you have a period without your Pay TV Service?

Base: Those interviewed about their switching experience who experienced any period of time without their Pay TV service and who did not want the break in service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	49	42	2	3	2	45	4	14	35
Effective Weighted Sample	41	35	2	3	2	37	3	13	29
Total	40	35	1	2	2	37	3	9	31
Delay in installation/ activation	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A fault with the line	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base: Those who experienced any unwanted break in service

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	214	127	127	72	55	30	78	19	-	-	-	
Effective Weighted Sample	189	121	121	71	55	30	76	19	-	-	-	
Total	200	92	92	61	32	16	64	12	-	-	-	
Delay in installation/ activation	75 38%	32 34%	32 34%	** **	** **	** **	** **	** **	** **	** **	** **	** **
The new provider gave me a starting date that was after the end of my previous contract	39 19%	11 12%	11 12%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Delay in delivery of equipment	23 11%	7 7%	7 7%	** **	** **	** **	** **	** **	** **	** **	** **	** **
A fault with the line	22 11%	10 11%	10 11%	** **	** **	** **	** **	** **	** **	** **	** **	** **
To switch on a particular date that I wanted	22 11%	7 8%	7 8%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Problems/ a fault with the equipment provided	12 6%	6 6%	6 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Previous service not cancelled correctly	10 5%	4 4%	4 4%	** **	** **	** **	** **	** **	** **	** **	** **	** **
I cancelled my previous service before arranging the new one	10 5%	3 3%	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **
The wrong equipment was provided/ needed something extra	5 2%	3 3%	3 3%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Other reasons	14 7%	6 6%	6 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **
Don't know	15 8%	14 15%	14 15%	** **	** **	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base: Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	214	-	-	-	-	-	-	24	63	-	-	-	-	-	-
Effective Weighted Sample	189	-	-	-	-	-	-	24	63	-	-	-	-	-	-
Total	200	-	-	-	-	-	-	18	90	-	-	-	-	-	-
Delay in installation/ activation	75 38%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was after the end of my previous contract	39 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Delay in delivery of equipment	23 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A fault with the line	22 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	22 11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Problems/ a fault with the equipment provided	12 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Previous service not cancelled correctly	10 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I cancelled my previous service before arranging the new one	10 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The wrong equipment was provided/ needed something extra	5 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	14 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base: Those who experienced any unwanted break in service

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	214	-	-	-	-	-	-	24	63	-	-	-	-	-	-
Effective Weighted Sample	189	-	-	-	-	-	-	24	63	-	-	-	-	-	-
Total	200	-	-	-	-	-	-	18	90	-	-	-	-	-	-
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base: Those who experienced any unwanted break in service

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	214	-	-	-	-	93	120	115	72	27	61	71	25	56	132	81
Effective Weighted Sample	189	-	-	-	-	83	105	100	64	25	54	63	23	49	117	72
Total	200	-	-	-	-	87	113	107	67	26	58	70	22	50	128	72
Delay in installation/ activation	75	**	**	**	**	**	35	38	**	**	**	**	**	**	53	**
	38%	**	**	**	**	**	31%	35%	**	**	**	**	**	**	41%	**
The new provider gave me a starting date that was after the end of my previous contract	39	**	**	**	**	**	24	26	**	**	**	**	**	**	23	**
	19%	**	**	**	**	**	21%	24%	**	**	**	**	**	**	18%	**
Delay in delivery of equipment	23	**	**	**	**	**	14	13	**	**	**	**	**	**	14	**
	11%	**	**	**	**	**	12%	12%	**	**	**	**	**	**	11%	**
A fault with the line	22	**	**	**	**	**	12	15	**	**	**	**	**	**	12	**
	11%	**	**	**	**	**	11%	14%	**	**	**	**	**	**	9%	**
To switch on a particular date that I wanted	22	**	**	**	**	**	13	12	**	**	**	**	**	**	13	**
	11%	**	**	**	**	**	12%	11%	**	**	**	**	**	**	10%	**
Problems/ a fault with the equipment provided	12	**	**	**	**	**	5	5	**	**	**	**	**	**	3	**
	6%	**	**	**	**	**	5%	5%	**	**	**	**	**	**	2%	**
Previous service not cancelled correctly	10	**	**	**	**	**	8	5	**	**	**	**	**	**	5	**
	5%	**	**	**	**	**	7%	5%	**	**	**	**	**	**	4%	**
I cancelled my previous service before arranging the new one	10	**	**	**	**	**	6	8	**	**	**	**	**	**	7	**
	5%	**	**	**	**	**	6%	7%	**	**	**	**	**	**	6%	**
The wrong equipment was provided/ needed something extra	5	**	**	**	**	**	3	3	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	3%	3%	**	**	**	**	**	**	2%	**
Other reasons	14	**	**	**	**	**	10	6	**	**	**	**	**	**	12	**
	7%	**	**	**	**	**	9%	6%	**	**	**	**	**	**	10%	**
Don't know	15	**	**	**	**	**	8	3	**	**	**	**	**	**	8	**
	8%	**	**	**	**	**	7%	3%	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. SUMMARY OF REASONS FOR HAVING A PERIOD WITHOUT SERVICE/S EXPERIENCING A LOSS OF SERVICE

Base: Those who experienced any unwanted break in service

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	214	178	9	21	6	188	26	81	131
Effective Weighted Sample	189	157	9	19	5	166	24	72	115
Total	200	168	7	19	6	173	28	77	122
Delay in installation/ activation	75 38%	62 37%	**	**	**	65 38%	**	**	49 40%
The new provider gave me a starting date that was after the end of my previous contract	39 19%	35 21%	**	**	**	33 19%	**	**	28 23%
Delay in delivery of equipment	23 11%	21 12%	**	**	**	20 12%	**	**	14 12%
A fault with the line	22 11%	21 12%	**	**	**	22 13%	**	**	13 11%
To switch on a particular date that I wanted	22 11%	20 12%	**	**	**	19 11%	**	**	13 11%
Problems/ a fault with the equipment provided	12 6%	10 6%	**	**	**	12 7%	**	**	9 7%
Previous service not cancelled correctly	10 5%	9 6%	**	**	**	9 5%	**	**	5 4%
I cancelled my previous service before arranging the new one	10 5%	10 6%	**	**	**	10 5%	**	**	4 3%
The wrong equipment was provided/ needed something extra	5 2%	4 3%	**	**	**	4 2%	**	**	2 2%
Other reasons	14 7%	8 5%	**	**	**	12 7%	**	**	8 7%
Don't know	15 8%	13 8%	**	**	**	13 7%	**	**	10 8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Yes	384 23%	78 15%	260 21% a	30 10%	48 23% a	14 14%	44 14%	20 21% b	182 25%	126 25%	55 24%
No	1114 68%	393 77% b	872 71%	253 83% b	140 67%	73 77%	256 79% c	64 67%	479 66%	315 64%	164 72% b
Can't remember	135 8%	43 8%	105 8%	21 7%	21 10%	8 9%	24 7%	11 11%	62 9% c	54 11% c	8 4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Yes	384	33	63	86	54	32	16	22	103	**	**	**	**	**	**
	23%	19%	26%	28%	27%	32%	18%	19%	36%	**	**	**	**	**	**
				af		af			a						
No	1114	131	157	191	127	64	68	76	167	**	**	**	**	**	**
	68%	76%	63%	63%	63%	64%	78%	67%	59%	**	**	**	**	**	**
		bcde					bcde								
Can't remember	135	9	28	25	22	4	3	16	14	**	**	**	**	**	**
	8%	5%	11%	8%	11%	4%	3%	14%	5%	**	**	**	**	**	**
			aef		aef			b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Yes	384	**	**	**	**	166	216	226	115	41	165	103	50	65	268	115
	23%	**	**	**	**	23%	24%	27%	21%	16%	29%	21%	23%	18%	26%	20%
								bc			bcd				df	
No	1114	**	**	**	**	488	625	532	389	191	353	332	153	274	686	427
	68%	**	**	**	**	68%	68%	64%	71%	77%	63%	69%	70%	75%	66%	73%
									a	ab		a	a	ae		ae
Can't remember	135	**	**	**	**	62	73	73	46	16	46	46	16	27	91	43
	8%	**	**	**	**	9%	8%	9%	8%	6%	8%	9%	7%	7%	9%	7%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36. Did the contracts for your old and new (SERVICE/S) overlap at all, so that you were paying for both at the same time for any period?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Yes	384 23%	333 24%	25 20%	17 19%	** **	348 24%	36 20%	195 31%	186 19%
								b	
No	1114 68%	935 68%	87 69%	64 74%	** **	982 68%	132 73%	391 62%	705 72%
									a
Can't remember	135 8%	110 8%	15 12%	6 7%	** **	122 8%	13 7%	38 6%	91 9%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	-a	-b	~a	~b	~c	a	b	-c
Unweighted row	420	117	319	35	82	26	59	32	202	129	73
Effective Weighted Sample	386	112	307	35	81	26	57	32	199	129	73
Total	384	78	260	30	48	14	44	20	182	126	55
Mobile Phone service	182	-	182	**	**	**	**	**	182	126	**
	47%	-%	70%	**	**	**	**	**	100%	100%	**
			a								
Fixed broadband	109	49	49	**	**	**	**	**	-	-	**
	28%	63%	19%	**	**	**	**	**	-%	-%	**
		b									
Landline phone/ line rental	101	45	45	**	**	**	**	**	-	-	**
	26%	58%	17%	**	**	**	**	**	-%	-%	**
		b									
Pay TV Service	67	29	29	**	**	**	**	**	-	-	**
	17%	37%	11%	**	**	**	**	**	-%	-%	**
		b									
Can't remember	4	4	4	**	**	**	**	**	-	-	**
	1%	5%	1%	**	**	**	**	**	-%	-%	**
		b									

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	420	38	67	97	55	42	21	29	72	-	-	-	-	-	-
Effective Weighted Sample	386	37	67	96	55	42	21	29	72	-	-	-	-	-	-
Total	384	33	63	86	54	32	16	22	103	-	-	-	-	-	-
Mobile Phone service	182	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband	109	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone/ line rental	101	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV Service	67	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	420	-	-	-	-	178	240	232	136	50	170	118	54	77	288	131
Effective Weighted Sample	386	-	-	-	-	163	221	212	127	48	156	110	50	71	265	121
Total	384	-	-	-	-	166	216	226	115	41	165	103	50	65	268	115
Mobile Phone service	182	**	**	**	**	81	100	88	63	**	75	50	**	**	125	57
	47%	**	**	**	**	49%	46%	39%	55%	**	45%	48%	**	**	46%	50%
									a							
Fixed broadband	109	**	**	**	**	44	65	65	36	**	36	40	**	**	76	32
	28%	**	**	**	**	27%	30%	29%	31%	**	22%	39%	**	**	28%	28%
												ae				
Landline phone/ line rental	101	**	**	**	**	35	65	69	28	**	45	26	**	**	70	31
	26%	**	**	**	**	21%	30%	30%	25%	**	27%	25%	**	**	26%	27%
							a									
Pay TV Service	67	**	**	**	**	39	28	46	18	**	32	14	**	**	47	20
	17%	**	**	**	**	23%	13%	20%	15%	**	19%	14%	**	**	17%	18%
						b										
Can't remember	4	**	**	**	**	3	1	1	2	**	3	-	**	**	3	1
	1%	**	**	**	**	2%	*%	1%	2%	**	2%	-%	**	**	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37. Which service or services did you pay two providers at the same time?

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	420	361	29	20	10	383	37	204	212
Effective Weighted Sample	386	330	28	18	10	351	35	187	196
Total	384	333	25	17	9	348	36	195	186
Mobile Phone service	182	152	**	**	**	161	**	81	98
	47%	46%	**	**	**	46%	**	41%	53%
									a
Fixed broadband	109	97	**	**	**	100	**	49	60
	28%	29%	**	**	**	29%	**	25%	32%
Landline phone/ line rental	101	90	**	**	**	93	**	59	42
	26%	27%	**	**	**	27%	**	30%	23%
Pay TV Service	67	62	**	**	**	63	**	39	28
	17%	19%	**	**	**	18%	**	20%	15%
Can't remember	4	2	**	**	**	4	**	1	3
	1%	1%	**	**	**	1%	**	*%	2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 91

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	110	66	66	29	37	20	46	-	-	-	-
Effective Weighted Sample	95	62	62	29	37	20	44	-	-	-	-
Total	101	45	45	25	20	11	35	-	-	-	-
1 day	8 8%	**	**	**	**	**	**	**	**	**	**
2-3 days	16 16%	**	**	**	**	**	**	**	**	**	**
4-6 days	17 17%	**	**	**	**	**	**	**	**	**	**
A week	13 13%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	17 17%	**	**	**	**	**	**	**	**	**	**
2-3 weeks	9 9%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	1 1%	**	**	**	**	**	**	**	**	**	**
A month	13 13%	**	**	**	**	**	**	**	**	**	**
More than a month	6 6%	**	**	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	54 53%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	81 80%	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	19 19%	**	**	**	**	**	**	**	**	**	**
Base for stats	100	**	**	**	**	**	**	**	**	**	**
Mean number of days	11.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.70	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	110	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Effective Weighted Sample	95	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	8	48	-	-	-	-	-	-
1 day	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	54	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	11.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.70	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 91

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f
Significance Level: 95%																
Unweighted row	110	-	-	-	-	38	71	67	37	6	43	30	11	26	73	37
Effective Weighted Sample	95	-	-	-	-	33	62	59	33	6	38	27	10	23	64	32
Total	101	-	-	-	-	35	65	69	28	4	45	26	12	19	70	31
1 day	8 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	16 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	17 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	13 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	17 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	9 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	13 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	6 6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	54 53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	81 80%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	19 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	100	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	11.7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.70	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38A. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	a	-b	-a	-b
Unweighted row	110	97	5	6	2	103	7	58	51
Effective Weighted Sample	95	84	5	5	2	89	7	51	44
Total	101	90	4	5	2	93	8	59	42
1 day	8 8%	**	**	**	**	7 7%	**	**	**
2-3 days	16 16%	**	**	**	**	16 17%	**	**	**
4-6 days	17 17%	**	**	**	**	13 14%	**	**	**
A week	13 13%	**	**	**	**	11 11%	**	**	**
1-2 weeks	17 17%	**	**	**	**	17 19%	**	**	**
2-3 weeks	9 9%	**	**	**	**	8 8%	**	**	**
3-4 weeks	1 1%	**	**	**	**	1 1%	**	**	**
A month	13 13%	**	**	**	**	13 14%	**	**	**
More than a month	6 6%	**	**	**	**	6 6%	**	**	**
Don't know	1 1%	**	**	**	**	1 2%	**	**	**
ONE WEEK OR LESS	54 53%	**	**	**	**	47 50%	**	**	**
UP TO 4 WEEKS	81 80%	**	**	**	**	72 78%	**	**	**
MORE THAN 4 WEEKS	19 19%	**	**	**	**	19 21%	**	**	**
Base for stats	100	**	**	**	**	92	**	**	**
Mean number of days	11.7	**	**	**	**	12.1	**	**	**
Standard deviation	10.70	**	**	**	**	10.99	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	110	66	66	29	37	20	46	-	-	-	-
Effective Weighted Sample	95	62	62	29	37	20	44	-	-	-	-
Total	101	45	45	25	20	11	35	-	-	-	-
Yes	53	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**
No	44	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 92

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPTV 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	110	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Effective Weighted Sample	95	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	8	48	-	-	-	-	-	-
Yes	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 92

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	110	-	-	-	-	38	71	67	37	6	43	30	11	26	73	37
Effective Weighted Sample	95	-	-	-	-	33	62	59	33	6	38	27	10	23	64	32
Total	101	-	-	-	-	35	65	69	28	4	45	26	12	19	70	31
Yes	53	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	52%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	44	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	a	-b	-a	-b
Unweighted row	110	97	5	6	2	103	7	58	51
Effective Weighted Sample	95	84	5	5	2	89	7	51	44
Total	101	90	4	5	2	93	8	59	42
Yes	53	**	**	**	**	48	**	**	**
	52%	**	**	**	**	51%	**	**	**
No	44	**	**	**	**	42	**	**	**
	44%	**	**	**	**	45%	**	**	**
Can't remember	4	**	**	**	**	4	**	**	**
	4%	**	**	**	**	4%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	762	572	572	364	208	175	397	-	-	-	-	-
Effective Weighted Sample	679	544	544	358	207	174	387	-	-	-	-	-
Total	652	418	418	304	114	95	323	-	-	-	-	-
Yes	53 8%	14 3%	14 3%	7 2%	8 7% a	5 5%	10 3%	** **	** **	** **	** **	** **
No	44 7%	30 7%	30 7%	17 6%	13 11% a	6 6%	24 7%	** **	** **	** **	** **	** **
Can't remember	4 1%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	** **	** **	** **	** **	** **
NO OVERLAP FOR LANDLINE SERVICE	550 84%	373 89%	373 89%	279 92% b	94 82%	85 89%	288 89%	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	762	-	-	-	-	-	-	56	134	-	-	-	-	-	-
Effective Weighted Sample	679	-	-	-	-	-	-	56	134	-	-	-	-	-	-
Total	652	-	-	-	-	-	-	43	191	-	-	-	-	-	-
Yes	53	**	**	**	**	**	**	**	34	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	18%	**	**	**	**	**	**
No	44	**	**	**	**	**	**	**	13	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	7%	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	1%	**	**	**	**	**	**
NO OVERLAP FOR LANDLINE SERVICE	550	**	**	**	**	**	**	**	143	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	75%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	~c	d	e	f
Unweighted row	762	-	-	-	-	325	436	346	293	121	244	223	99	193	467	292
Effective Weighted Sample	679	-	-	-	-	291	387	305	267	109	218	198	88	172	416	260
Total	652	-	-	-	-	272	379	319	235	96	212	194	83	161	405	244
Yes	53	**	**	**	**	20	34	45	8	1	29	6	**	9	35	18
	8%	**	**	**	**	7%	9%	14%	3%	1%	14%	3%	**	6%	9%	7%
								bc			bdef				b	b
No	44	**	**	**	**	15	29	22	19	4	13	19	**	9	32	12
	7%	**	**	**	**	6%	8%	7%	8%	4%	6%	10%	**	6%	8%	5%
												f				
Can't remember	4	**	**	**	**	-	2	2	2	-	2	1	**	1	3	1
	1%	**	**	**	**	-%	1%	1%	1%	-%	1%	*%	**	1%	1%	*%
NO OVERLAP FOR LANDLINE SERVICE	550	**	**	**	**	237	314	250	207	92	167	168	**	141	335	213
	84%	**	**	**	**	87%	83%	78%	88%	95%	79%	87%	**	88%	83%	87%
									a	ab		a		a		a

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. Did you want these contracts to overlap for your Landline phone/ line rental service?

Base: Those interviewed about their switching experience involving landline in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	762	631	57	55	19	677	85	276	470
Effective Weighted Sample	679	560	52	50	17	601	78	243	422
Total	652	541	47	48	15	573	79	245	395
Yes	53 8%	46 9%	**	**	**	48 8%	**	34 14%	19 5%
								b	
No	44 7%	41 8%	**	**	**	42 7%	**	23 9%	22 5%
								b	
Can't remember	4 1%	3 1%	**	**	**	4 1%	**	2 1%	2 *%
NO OVERLAP FOR LANDLINE SERVICE	550 84%	451 83%	**	**	**	480 84%	**	186 76%	353 89%
								a	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	110	66	66	29	37	20	46	-	-	-	-
Effective Weighted Sample	95	62	62	29	37	20	44	-	-	-	-
Total	101	45	45	25	20	11	35	-	-	-	-
To switch on a particular date that I wanted	35	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	22	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	20	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	15	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	110	66	66	29	37	20	46	-	-	-	-
Effective Weighted Sample	95	62	62	29	37	20	44	-	-	-	-
Total	101	45	45	25	20	11	35	-	-	-	-
To ensure I kept my number	14	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	11	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	110	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Effective Weighted Sample	95	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	8	48	-	-	-	-	-	-
To switch on a particular date that I wanted	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	110	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Effective Weighted Sample	95	-	-	-	-	-	-	10	34	-	-	-	-	-	-
Total	101	-	-	-	-	-	-	8	48	-	-	-	-	-	-
To ensure I kept my number	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	110	-	-	-	-	38	71	67	37	6	43	30	11	26	73	37
Effective Weighted Sample	95	-	-	-	-	33	62	59	33	6	38	27	10	23	64	32
Total	101	-	-	-	-	35	65	69	28	4	45	26	12	19	70	31
To switch on a particular date that I wanted	35	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	19	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	110	-	-	-	-	38	71	67	37	6	43	30	11	26	73	37
Effective Weighted Sample	95	-	-	-	-	33	62	59	33	6	38	27	10	23	64	32
Total	101	-	-	-	-	35	65	69	28	4	45	26	12	19	70	31
To ensure I kept my number	14	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	a	-b	-a	-b
Unweighted row	110	97	5	6	2	103	7	58	51
Effective Weighted Sample	95	84	5	5	2	89	7	51	44
Total	101	90	4	5	2	93	8	59	42
To switch on a particular date that I wanted	35	**	**	**	**	31	**	**	**
	34%	**	**	**	**	33%	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23	**	**	**	**	23	**	**	**
	23%	**	**	**	**	25%	**	**	**
To sign up with my new provider before a deal ran out	22	**	**	**	**	18	**	**	**
	22%	**	**	**	**	19%	**	**	**
Due to the available engineer appointment dates	21	**	**	**	**	21	**	**	**
	21%	**	**	**	**	22%	**	**	**
To ensure I always had this service available during the switch	20	**	**	**	**	19	**	**	**
	19%	**	**	**	**	20%	**	**	**
To switch to a better service immediately	19	**	**	**	**	18	**	**	**
	19%	**	**	**	**	20%	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	18	**	**	**	**	18	**	**	**
	18%	**	**	**	**	19%	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	15	**	**	**	**	15	**	**	**
	15%	**	**	**	**	16%	**	**	**
To ensure I kept my number	14	**	**	**	**	14	**	**	**
	14%	**	**	**	**	15%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Why did the contracts overlap for your Landline phone/ line rental service?

Base: Those whose landline phone or line rental contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	a	-b	-a	-b
Unweighted row	110	97	5	6	2	103	7	58	51
Effective Weighted Sample	95	84	5	5	2	89	7	51	44
Total	101	90	4	5	2	93	8	59	42
To get inclusive calls as soon as possible	11	**	**	**	**	8	**	**	**
	11%	**	**	**	**	9%	**	**	**
Other reasons	5	**	**	**	**	5	**	**	**
	5%	**	**	**	**	6%	**	**	**
Don't know	2	**	**	**	**	2	**	**	**
	2%	**	**	**	**	2%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 95

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		-a	-b	-a	-b	-a	-b	-c	-a	-b	-c
Significance Level: 95%											
Unweighted row	124	73	73	28	45	20	53	-	-	-	-
Effective Weighted Sample	108	69	69	28	45	20	51	-	-	-	-
Total	109	49	49	24	25	10	39	-	-	-	-
1 day	8	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
2-3 days	11	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
4-6 days	15	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
A week	16	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
1-2 weeks	22	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
2-3 weeks	5	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
3-4 weeks	3	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
A month	17	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
More than a month	7	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	50	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	80	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	25	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base for stats	104	**	**	**	**	**	**	**	**	**	**
Mean number of days	13.1	**	**	**	**	**	**	**	**	**	**
Standard deviation	11.27	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPTV 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	124	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Effective Weighted Sample	108	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Total	109	-	-	-	-	-	-	14	46	-	-	-	-	-	-
1 day	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	50	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	80	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	25	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	13.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	11.27	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f
Significance Level: 95%																
Unweighted row	124	-	-	-	-	47	77	67	46	10	38	45	13	27	83	40
Effective Weighted Sample	108	-	-	-	-	40	68	59	40	10	33	40	11	24	72	35
Total	109	-	-	-	-	44	65	65	36	7	36	40	12	20	76	32
1 day	8 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	11 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	15 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	16 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	22 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	5 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	3 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	17 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	7 7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	5 5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	50 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	80 73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	25 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	104	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	13.1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	11.27	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38B. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	124	110	3	8	3	116	8	52	71
Effective Weighted Sample	108	95	3	7	3	101	8	46	61
Total	109	97	3	7	3	100	10	49	60
1 day	8 8%	8 8%	**	**	**	6 6%	**	**	**
2-3 days	11 10%	11 11%	**	**	**	11 11%	**	**	**
4-6 days	15 14%	13 13%	**	**	**	14 14%	**	**	**
A week	16 15%	14 15%	**	**	**	15 15%	**	**	**
1-2 weeks	22 20%	20 21%	**	**	**	22 22%	**	**	**
2-3 weeks	5 5%	5 5%	**	**	**	4 4%	**	**	**
3-4 weeks	3 2%	1 1%	**	**	**	1 1%	**	**	**
A month	17 16%	14 15%	**	**	**	17 17%	**	**	**
More than a month	7 7%	7 8%	**	**	**	7 7%	**	**	**
Don't know	5 5%	3 4%	**	**	**	4 4%	**	**	**
ONE WEEK OR LESS	50 46%	45 47%	**	**	**	46 46%	**	**	**
UP TO 4 WEEKS	80 73%	72 74%	**	**	**	72 72%	**	**	**
MORE THAN 4 WEEKS	25 23%	22 22%	**	**	**	24 24%	**	**	**
Base for stats	104	94	**	**	**	96	**	**	**
Mean number of days	13.1	12.8	**	**	**	13.2	**	**	**
Standard deviation	11.27	11.26	**	**	**	11.35	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	124	73	73	28	45	20	53	-	-	-	-
Effective Weighted Sample	108	69	69	28	45	20	51	-	-	-	-
Total	109	49	49	24	25	10	39	-	-	-	-
Yes	52	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**
No	52	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**
Can't remember	5	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	124	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Effective Weighted Sample	108	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Total	109	-	-	-	-	-	-	14	46	-	-	-	-	-	-
Yes	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	124	-	-	-	-	47	77	67	46	10	38	45	13	27	83	40
Effective Weighted Sample	108	-	-	-	-	40	68	59	40	10	33	40	11	24	72	35
Total	109	-	-	-	-	44	65	65	36	7	36	40	12	20	76	32
Yes	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	52	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	48%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	124	110	3	8	3	116	8	52	71
Effective Weighted Sample	108	95	3	7	3	101	8	46	61
Total	109	97	3	7	3	100	10	49	60
Yes	52	45	**	**	**	46	**	**	**
	47%	46%	**	**	**	46%	**	**	**
No	52	47	**	**	**	49	**	**	**
	48%	48%	**	**	**	49%	**	**	**
Can't remember	5	5	**	**	**	5	**	**	**
	5%	5%	**	**	**	5%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	803	572	572	364	208	175	397	-	-	-	-
Effective Weighted Sample	719	544	544	358	207	174	387	-	-	-	-
Total	680	418	418	304	114	95	323	-	-	-	-
Yes	52 8%	14 3%	14 3%	5 2%	9 8% a	5 5%	9 3%	** **	** **	** **	** **
No	52 8%	33 8%	33 8%	17 6%	15 13% a	5 5%	27 8%	** **	** **	** **	** **
Can't remember	5 1%	2 1%	2 1%	2 1%	1 1%	- -%	2 1%	** **	** **	** **	** **
NO OVERLAP FOR FIXED BROADBAND SERVICE	571 84%	369 88%	369 88%	280 92% b	89 78%	85 89%	284 88%	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES a	WHEN MOVING b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	803	-	-	-	-	-	-	101	130	-	-	-	-	-	-
Effective Weighted Sample	719	-	-	-	-	-	-	101	130	-	-	-	-	-	-
Total	680	-	-	-	-	-	-	77	185	-	-	-	-	-	-
Yes	52	**	**	**	**	**	**	6	31	**	**	**	**	**	**
	8%	**	**	**	**	**	**	8%	17%	**	**	**	**	**	**
									a						
No	52	**	**	**	**	**	**	7	13	**	**	**	**	**	**
	8%	**	**	**	**	**	**	9%	7%	**	**	**	**	**	**
Can't remember	5	**	**	**	**	**	**	2	1	**	**	**	**	**	**
	1%	**	**	**	**	**	**	2%	1%	**	**	**	**	**	**
NO OVERLAP FOR FIXED BROADBAND SERVICE	571	**	**	**	**	**	**	62	140	**	**	**	**	**	**
	84%	**	**	**	**	**	**	81%	75%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	803	-	-	-	-	348	454	372	302	127	254	236	107	203	490	310
Effective Weighted Sample	719	-	-	-	-	312	406	330	275	115	229	210	97	182	438	278
Total	680	-	-	-	-	293	387	334	243	101	216	205	87	169	422	257
Yes	52	**	**	**	**	23	29	37	13	1	21	15	8	9	35	17
	8%	**	**	**	**	8%	7%	11%	5%	1%	10%	7%	9%	5%	8%	6%
								bc								
No	52	**	**	**	**	19	33	24	22	5	16	22	3	10	38	13
	8%	**	**	**	**	7%	9%	7%	9%	5%	7%	11%	4%	6%	9%	5%
												cf			f	
Can't remember	5	**	**	**	**	2	3	4	1	1	-	3	1	1	3	2
	1%	**	**	**	**	1%	1%	1%	*%	1%	-%	1%	1%	1%	1%	1%
NO OVERLAP FOR FIXED BROADBAND SERVICE	571	**	**	**	**	248	322	269	207	93	180	166	75	149	345	224
	84%	**	**	**	**	85%	83%	81%	85%	93%	83%	81%	86%	88%	82%	87%
										ab				be		be

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40C. Did you want these contracts to overlap for your Fixed broadband service?

Base: Those interviewed about their switching experience involving fixed broadband in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	803	672	55	53	23	710	93	282	506
Effective Weighted Sample	719	600	51	48	20	634	85	249	456
Total	680	572	45	45	18	595	85	244	425
Yes	52 8%	45 8%	**	**	**	46 8%	**	25 10%	26 6%
								b	
No	52 8%	47 8%	**	**	**	49 8%	**	22 9%	30 7%
Can't remember	5 1%	5 1%	**	**	**	5 1%	**	1 1%	4 1%
NO OVERLAP FOR FIXED BROADBAND SERVICE	571 84%	475 83%	**	**	**	495 83%	**	195 80%	365 86%
								a	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	124	73	73	28	45	20	53	-	-	-	-	-
Effective Weighted Sample	108	69	69	28	45	20	51	-	-	-	-	-
Total	109	49	49	24	25	10	39	-	-	-	-	-
To ensure I always had this service available during the switch	35 32%	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	32 29%	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	24 22%	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23 21%	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	18 16%	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17 16%	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 14%	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	14 13%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	124	73	73	28	45	20	53	-	-	-	-
Effective Weighted Sample	108	69	69	28	45	20	51	-	-	-	-
Total	109	49	49	24	25	10	39	-	-	-	-
To switch to a better service immediately	13	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Other reasons	13	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	124	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Effective Weighted Sample	108	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Total	109	-	-	-	-	-	-	14	46	-	-	-	-	-	-
To ensure I always had this service available during the switch	35 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	32 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	24 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	18 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	14 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	124	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Effective Weighted Sample	108	-	-	-	-	-	-	19	32	-	-	-	-	-	-
Total	109	-	-	-	-	-	-	14	46	-	-	-	-	-	-
To switch to a better service immediately	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	124	-	-	-	-	47	77	67	46	10	38	45	13	27	83	40
Effective Weighted Sample	108	-	-	-	-	40	68	59	40	10	33	40	11	24	72	35
Total	109	-	-	-	-	44	65	65	36	7	36	40	12	20	76	32
To ensure I always had this service available during the switch	35 32%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	32 29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	24 22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	23 21%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	18 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	17 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	16 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get faster broadband speeds as soon as possible	14 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	124	-	-	-	-	47	77	67	46	10	38	45	13	27	83	40
Effective Weighted Sample	108	-	-	-	-	40	68	59	40	10	33	40	11	24	72	35
Total	109	-	-	-	-	44	65	65	36	7	36	40	12	20	76	32
To switch to a better service immediately	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	124	110	3	8	3	116	8	52	71
Effective Weighted Sample	108	95	3	7	3	101	8	46	61
Total	109	97	3	7	3	100	10	49	60
To ensure I always had this service available during the switch	35 32%	27 28%	** **	** **	** **	31 31%	** **	** **	** **
To switch on a particular date that I wanted	32 29%	32 33%	** **	** **	** **	28 28%	** **	** **	** **
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	24 22%	23 23%	** **	** **	** **	24 24%	** **	** **	** **
The previous service wasn't cancelled correctly/ on the date requested	23 21%	21 22%	** **	** **	** **	23 24%	** **	** **	** **
Due to the available engineer appointment dates	18 16%	16 17%	** **	** **	** **	16 16%	** **	** **	** **
To sign up with my new provider before a deal ran out	17 16%	15 15%	** **	** **	** **	17 17%	** **	** **	** **
The new provider gave me a starting date that was before the end of my previous contract	16 14%	13 14%	** **	** **	** **	13 13%	** **	** **	** **
To get faster broadband speeds as soon as possible	14 13%	11 11%	** **	** **	** **	14 14%	** **	** **	** **
To switch to a better service immediately	13 12%	13 13%	** **	** **	** **	11 11%	** **	** **	** **

Columns Tested: a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Why did the contracts overlap for your Fixed broadband service?

Base: Those whose fixed broadband contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	124	110	3	8	3	116	8	52	71
Effective Weighted Sample	108	95	3	7	3	101	8	46	61
Total	109	97	3	7	3	100	10	49	60
Other reasons	13	11	**	**	**	11	**	**	**
	11%	11%	**	**	**	11%	**	**	**
Don't know	2	2	**	**	**	2	**	**	**
	2%	2%	**	**	**	2%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	
Significance Level: 95%												
Unweighted row	77	49	49	1	48	17	-	32	-	-	-	
Effective Weighted Sample	64	49	49	1	48	17	-	32	-	-	-	
Total	67	29	29	1	28	9	-	20	-	-	-	
1 day	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	**	**	**	**	**	**	**	**	**	**	**	**
A week	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**
A month	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	77	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Effective Weighted Sample	64	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Total	67	-	-	-	-	-	-	2	36	-	-	-	-	-	-
1 day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 99

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE ~a	FEMALE ~b	16-44 ~a	45-64 ~b	65+ ~c	AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 ~e	C2DE ~f
Significance Level: 95%																
Unweighted row	77	-	-	-	-	42	35	48	23	6	33	18	13	13	51	26
Effective Weighted Sample	64	-	-	-	-	35	30	41	19	6	28	15	11	11	43	22
Total	67	-	-	-	-	39	28	46	18	4	32	14	12	9	47	20
1 day	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38C. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	77	70	3	4	-	74	3	38	38
Effective Weighted Sample	64	58	3	3	-	62	3	33	32
Total	67	62	2	3	-	63	4	39	28
1 day	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
2-3 days	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
4-6 days	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A week	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
1-2 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
2-3 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
3-4 weeks	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
A month	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
More than a month	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Base for stats	**	**	**	**	**	**	**	**	**
Mean number of days	**	**	**	**	**	**	**	**	**
Standard deviation	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	77	49	49	1	48	17	-	32	-	-	-
Effective Weighted Sample	64	49	49	1	48	17	-	32	-	-	-
Total	67	29	29	1	28	9	-	20	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	77	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Effective Weighted Sample	64	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Total	67	-	-	-	-	-	-	2	36	-	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	77	-	-	-	-	42	35	48	23	6	33	18	13	13	51	26
Effective Weighted Sample	64	-	-	-	-	35	30	41	19	6	28	15	11	11	43	22
Total	67	-	-	-	-	39	28	46	18	4	32	14	12	9	47	20
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		-a	-b	-c	-d	-a	-b	-a	-b
Unweighted row	77	70	3	4	-	74	3	38	38
Effective Weighted Sample	64	58	3	3	-	62	3	33	32
Total	67	62	2	3	-	63	4	39	28
Yes	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Can't remember	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	-a	b	a	-b	c	-a	-b	-c
Unweighted row	401	325	325	64	261	175	-	150	-	-	-
Effective Weighted Sample	338	322	322	64	258	174	-	150	-	-	-
Total	292	190	190	38	152	95	-	95	-	-	-
Yes	36	16	16	**	16	5	**	11	**	**	**
	12%	8%	8%	**	10%	5%	**	12%	**	**	**
								a			
No	27	12	12	**	12	4	**	8	**	**	**
	9%	6%	6%	**	8%	4%	**	8%	**	**	**
Can't remember	4	1	1	**	1	-	**	1	**	**	**
	1%	1%	1%	**	1%	-%	**	1%	**	**	**
NO OVERLAP FOR PAY TV SERVICE	225	161	161	**	124	86	**	75	**	**	**
	77%	85%	85%	**	81%	91%	**	79%	**	**	**
						c					

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	401	-	-	-	-	-	-	10	66	-	-	-	-	-	-
Effective Weighted Sample	338	-	-	-	-	-	-	10	66	-	-	-	-	-	-
Total	292	-	-	-	-	-	-	8	94	-	-	-	-	-	-
Yes	36	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	27	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	4	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NO OVERLAP FOR PAY TV SERVICE	225	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	401	-	-	-	-	195	206	210	134	57	131	119	64	86	250	150
Effective Weighted Sample	338	-	-	-	-	163	176	174	116	55	109	101	54	74	210	127
Total	292	-	-	-	-	146	146	167	90	34	100	85	49	57	185	106
Yes	36	**	**	**	**	21	15	28	7	**	20	6	**	**	25	11
	12%	**	**	**	**	15%	10%	17%	7%	**	20%	7%	**	**	14%	10%
								b			bf					
No	27	**	**	**	**	15	11	14	10	**	11	7	**	**	18	9
	9%	**	**	**	**	11%	8%	8%	12%	**	11%	8%	**	**	10%	8%
Can't remember	4	**	**	**	**	2	2	3	1	**	2	1	**	**	3	1
	1%	**	**	**	**	1%	1%	2%	1%	**	2%	2%	**	**	2%	1%
NO OVERLAP FOR PAY TV SERVICE	225	**	**	**	**	107	118	122	72	**	68	70	**	**	138	86
	77%	**	**	**	**	73%	81%	73%	80%	**	68%	83%	**	**	75%	81%
												a				a

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40D. Did you want these contracts to overlap for your Pay TV Service?

Base: Those interviewed about their switching experience involving Pay TV in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	401	345	22	17	17	368	33	160	236
Effective Weighted Sample	338	289	20	15	15	310	28	134	200
Total	292	254	14	12	12	268	24	121	168
Yes	36 12%	32 13%	**	**	**	36 13%	**	27 22%	9 5%
								b	
No	27 9%	25 10%	**	**	**	22 8%	**	12 10%	15 9%
Can't remember	4 1%	4 2%	**	**	**	4 2%	**	- -%	4 3%
									a
NO OVERLAP FOR PAY TV SERVICE	225 77%	193 76%	**	**	**	205 77%	**	82 68%	140 83%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER	
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	
Significance Level: 95%												
Unweighted row	77	49	49	1	48	17	-	32	-	-	-	
Effective Weighted Sample	64	49	49	1	48	17	-	32	-	-	-	
Total	67	29	29	1	28	9	-	20	-	-	-	
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Unweighted row	77	49	49	1	48	17	-	32	-	-	-
Effective Weighted Sample	64	49	49	1	48	17	-	32	-	-	-
Total	67	29	29	1	28	9	-	20	-	-	-
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%															
Unweighted row	77	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Effective Weighted Sample	64	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Total	67	-	-	-	-	-	-	2	36	-	-	-	-	-	-
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	77	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Effective Weighted Sample	64	-	-	-	-	-	-	3	25	-	-	-	-	-	-
Total	67	-	-	-	-	-	-	2	36	-	-	-	-	-	-
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	77	-	-	-	-	42	35	48	23	6	33	18	13	13	51	26
Effective Weighted Sample	64	-	-	-	-	35	30	41	19	6	28	15	11	11	43	22
Total	67	-	-	-	-	39	28	46	18	4	32	14	12	9	47	20
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	77	-	-	-	-	42	35	48	23	6	33	18	13	13	51	26
Effective Weighted Sample	64	-	-	-	-	35	30	41	19	6	28	15	11	11	43	22
Total	67	-	-	-	-	39	28	46	18	4	32	14	12	9	47	20
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	77	70	3	4	-	74	3	38	38
Effective Weighted Sample	64	58	3	3	-	62	3	33	32
Total	67	62	2	3	-	63	4	39	28
To switch on a particular date that I wanted	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Why did the contracts overlap for your Pay TV Service?

Base: Those whose Pay TV contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	77	70	3	4	-	74	3	38	38
Effective Weighted Sample	64	58	3	3	-	62	3	33	32
Total	67	62	2	3	-	63	4	39	28
To get a channel in time to view a specific event	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Other reasons	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	-a	-b	~a	~b	~c	a	b	-c
Unweighted row	420	117	319	35	82	26	59	32	202	129	73
Effective Weighted Sample	386	112	307	35	81	26	57	32	199	129	73
Total	384	78	260	30	48	14	44	20	182	126	55
LANDLINE	48	31	31	**	**	**	**	**	-	-	**
	13%	40%	12%	**	**	**	**	**	-%	-%	**
		b									
FIXED BROADBAND	58	35	35	**	**	**	**	**	-	-	**
	15%	45%	13%	**	**	**	**	**	-%	-%	**
		b									
PAY TV	31	13	13	**	**	**	**	**	-	-	**
	8%	17%	5%	**	**	**	**	**	-%	-%	**
		b									
ANY OF THESE	86	46	46	**	**	**	**	**	-	-	**
	22%	59%	18%	**	**	**	**	**	-%	-%	**
		b									
NONE OF THESE	298	32	213	**	**	**	**	**	182	126	**
	78%	41%	82%	**	**	**	**	**	100%	100%	**
			a								

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	420	38	67	97	55	42	21	29	72	-	-	-	-	-	-
Effective Weighted Sample	386	37	67	96	55	42	21	29	72	-	-	-	-	-	-
Total	384	33	63	86	54	32	16	22	103	-	-	-	-	-	-
LANDLINE	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND	58	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV	31	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE	86	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	298	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	420	-	-	-	-	178	240	232	136	50	170	118	54	77	288	131
Effective Weighted Sample	386	-	-	-	-	163	221	212	127	48	156	110	50	71	265	121
Total	384	-	-	-	-	166	216	226	115	41	165	103	50	65	268	115
LANDLINE	48	**	**	**	**	15	31	24	21	**	15	20	**	**	35	13
	13%	**	**	**	**	9%	15%	11%	18%	**	9%	19%	**	**	13%	11%
									a			a				
FIXED BROADBAND	58	**	**	**	**	21	36	27	23	**	16	25	**	**	41	16
	15%	**	**	**	**	13%	17%	12%	20%	**	10%	25%	**	**	15%	14%
									a			aef				
PAY TV	31	**	**	**	**	17	14	17	11	**	13	9	**	**	21	10
	8%	**	**	**	**	10%	6%	8%	10%	**	8%	8%	**	**	8%	8%
ANY OF THESE	86	**	**	**	**	33	51	45	31	**	27	33	**	**	59	26
	22%	**	**	**	**	20%	24%	20%	27%	**	16%	32%	**	**	22%	22%
												ae				
NONE OF THESE	298	**	**	**	**	133	164	181	84	**	138	70	**	**	209	89
	78%	**	**	**	**	80%	76%	80%	73%	**	84%	68%	**	**	78%	78%
											b				b	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DID NOT WANT CONTRACTS TO OVERLAP FOR SERVICE/S WHERE PAYING OLD AND NEW PROVIDERS

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	420	361	29	20	10	383	37	204	212
Effective Weighted Sample	386	330	28	18	10	351	35	187	196
Total	384	333	25	17	9	348	36	195	186
LANDLINE	48	44	**	**	**	45	**	25	23
	13%	13%	**	**	**	13%	**	13%	12%
FIXED BROADBAND	58	52	**	**	**	54	**	24	34
	15%	16%	**	**	**	16%	**	12%	18%
PAY TV	31	30	**	**	**	27	**	12	19
	8%	9%	**	**	**	8%	**	6%	10%
ANY OF THESE	86	79	**	**	**	81	**	40	46
	22%	24%	**	**	**	23%	**	21%	25%
NONE OF THESE	298	255	**	**	**	267	**	155	140
	78%	76%	**	**	**	77%	**	79%	75%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY -a	DUAL PLAY -b	PAY TV S/A -c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	420	117	319	35	82	26	59	32	202	129	73	
Effective Weighted Sample	386	112	307	35	81	26	57	32	199	129	73	
Total	384	78	260	30	48	14	44	20	182	126	55	
To switch on a particular date that I wanted	70 18%	21 27% b	21 8%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To ensure I always had this service available during the switch	65 17%	26 34% b	26 10%	** **	** **	** **	** **	** **	- -%	- -%	** **	
The previous service wasn't cancelled correctly/ on the date requested	48 12%	12 16% b	12 5%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To sign up with my new provider before a deal ran out	46 12%	11 14% b	11 4%	** **	** **	** **	** **	** **	- -%	- -%	** **	
The new provider gave me a starting date that was before the end of my previous contract	39 10%	15 20% b	15 6%	** **	** **	** **	** **	** **	- -%	- -%	** **	
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	38 10%	10 13% b	10 4%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To switch to a better service immediately	34 9%	7 9% b	7 3%	** **	** **	** **	** **	** **	- -%	- -%	** **	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS -b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	420	117	319	35	82	26	59	32	202	129	73	
Effective Weighted Sample	386	112	307	35	81	26	57	32	199	129	73	
Total	384	78	260	30	48	14	44	20	182	126	55	
Due to the available engineer appointment dates	33 9%	13 17% b	13 5%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To get faster broadband speeds as soon as possible	13 3%	1 1%	1 *%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To get the channels I wanted as soon as possible	9 2%	5 6% b	5 2%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To get inclusive calls as soon as possible	9 2%	1 1%	1 *%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To ensure I kept my number	8 2%	1 1%	1 *%	** **	** **	** **	** **	** **	- -%	- -%	** **	
To get a channel in time to view a specific event	7 2%	1 1%	1 *%	** **	** **	** **	** **	** **	- -%	- -%	** **	
Other reasons	13 3%	5 7% b	5 2%	** **	** **	** **	** **	** **	- -%	- -%	** **	
Don't know	4 1%	1 2%	1 *%	** **	** **	** **	** **	** **	- -%	- -%	** **	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	420	38	67	97	55	42	21	29	72	-	-	-	-	-	-
Effective Weighted Sample	386	37	67	96	55	42	21	29	72	-	-	-	-	-	-
Total	384	33	63	86	54	32	16	22	103	-	-	-	-	-	-
To switch on a particular date that I wanted	70 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I always had this service available during the switch	65 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The previous service wasn't cancelled correctly/ on the date requested	48 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	46 12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	39 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	38 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	34 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Due to the available engineer appointment dates	33 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	420	38	67	97	55	42	21	29	72	-	-	-	-	-	-
Effective Weighted Sample	386	37	67	96	55	42	21	29	72	-	-	-	-	-	-
Total	384	33	63	86	54	32	16	22	103	-	-	-	-	-	-
To get faster broadband speeds as soon as possible	13 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the channels I wanted as soon as possible	9 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get inclusive calls as soon as possible	9 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To ensure I kept my number	8 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get a channel in time to view a specific event	7 2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other reasons	13 3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	4 1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES ~a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f
Significance Level: 95%																
Unweighted row	420	-	-	-	-	178	240	232	136	50	170	118	54	77	288	131
Effective Weighted Sample	386	-	-	-	-	163	221	212	127	48	156	110	50	71	265	121
Total	384	-	-	-	-	166	216	226	115	41	165	103	50	65	268	115
To switch on a particular date that I wanted	70 18%	** **	** **	** **	** **	33 20%	37 17%	51 23% b	13 11%	** **	32 19%	18 18%	** **	** **	50 19%	20 18%
To ensure I always had this service available during the switch	65 17%	** **	** **	** **	** **	27 16%	39 18%	42 18%	17 15%	** **	36 22% b	12 12%	** **	** **	48 18%	17 15%
The previous service wasn't cancelled correctly/ on the date requested	48 12%	** **	** **	** **	** **	16 10%	31 15%	39 17% b	8 7%	** **	24 14%	9 9%	** **	** **	33 12%	14 12%
To sign up with my new provider before a deal ran out	46 12%	** **	** **	** **	** **	22 13%	24 11%	38 17% b	6 6%	** **	24 15%	12 12%	** **	** **	36 14%	10 8%
The new provider gave me a starting date that was before the end of my previous contract	39 10%	** **	** **	** **	** **	15 9%	24 11%	29 13%	8 7%	** **	25 15% f	9 9%	** **	** **	34 13% f	4 4%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	38 10%	** **	** **	** **	** **	17 10%	21 10%	29 13% b	6 6%	** **	21 13%	9 9%	** **	** **	30 11%	8 7%
To switch to a better service immediately	34 9%	** **	** **	** **	** **	12 7%	22 10%	28 13% b	4 4%	** **	21 13% f	8 8%	** **	** **	30 11% f	4 4%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	420	-	-	-	-	178	240	232	136	50	170	118	54	77	288	131
Effective Weighted Sample	386	-	-	-	-	163	221	212	127	48	156	110	50	71	265	121
Total	384	-	-	-	-	166	216	226	115	41	165	103	50	65	268	115
Due to the available engineer appointment dates	33	**	**	**	**	14	19	20	12	**	18	7	**	**	25	8
	9%	**	**	**	**	8%	9%	9%	10%	**	11%	7%	**	**	9%	7%
To get faster broadband speeds as soon as possible	13	**	**	**	**	6	8	12	1	**	6	4	**	**	10	4
	3%	**	**	**	**	3%	4%	5%	1%	**	3%	4%	**	**	4%	3%
								b								
To get the channels I wanted as soon as possible	9	**	**	**	**	5	4	7	2	**	6	-	**	**	6	3
	2%	**	**	**	**	3%	2%	3%	2%	**	4%	-%	**	**	2%	3%
											b					
To get inclusive calls as soon as possible	9	**	**	**	**	2	7	8	1	**	4	2	**	**	5	4
	2%	**	**	**	**	1%	3%	4%	1%	**	2%	2%	**	**	2%	3%
To ensure I kept my number	8	**	**	**	**	1	6	8	-	**	8	-	**	**	8	-
	2%	**	**	**	**	*%	3%	4%	-%	**	5%	-%	**	**	3%	-%
							a	b			bf			f		
To get a channel in time to view a specific event	7	**	**	**	**	5	2	6	1	**	3	1	**	**	4	3
	2%	**	**	**	**	3%	1%	3%	1%	**	2%	1%	**	**	2%	2%
Other reasons	13	**	**	**	**	6	7	5	7	**	1	8	**	**	9	4
	3%	**	**	**	**	3%	3%	2%	6%	**	1%	7%	**	**	3%	3%
												a				
Don't know	4	**	**	**	**	2	2	3	1	**	2	-	**	**	2	2
	1%	**	**	**	**	1%	1%	1%	1%	**	1%	-%	**	**	1%	2%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	420	361	29	20	10	383	37	204	212
Effective Weighted Sample	386	330	28	18	10	351	35	187	196
Total	384	333	25	17	9	348	36	195	186
To switch on a particular date that I wanted	70 18%	69 21%	** **	** **	** **	64 18%	** **	47 24%	23 12%
								b	
To ensure I always had this service available during the switch	65 17%	54 16%	** **	** **	** **	62 18%	** **	35 18%	30 16%
The previous service wasn't cancelled correctly/ on the date requested	48 12%	45 13%	** **	** **	** **	48 14%	** **	34 18%	13 7%
								b	
To sign up with my new provider before a deal ran out	46 12%	42 13%	** **	** **	** **	44 13%	** **	27 14%	19 10%
The new provider gave me a starting date that was before the end of my previous contract	39 10%	35 10%	** **	** **	** **	35 10%	** **	20 10%	19 10%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	38 10%	36 11%	** **	** **	** **	38 11%	** **	27 14%	11 6%
								b	
To switch to a better service immediately	34 9%	33 10%	** **	** **	** **	32 9%	** **	24 12%	10 5%
								b	
Due to the available engineer appointment dates	33 9%	31 9%	** **	** **	** **	30 8%	** **	21 11%	13 7%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41. SUMMARY OF REASONS FOR HAVING OVERLAPPING CONTRACTS FOR SERVICE/S

Base: Those interviewed about their switching experience whose contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	420	361	29	20	10	383	37	204	212
Effective Weighted Sample	386	330	28	18	10	351	35	187	196
Total	384	333	25	17	9	348	36	195	186
To get faster broadband speeds as soon as possible	13 3%	11 3%	**	**	**	13 4%	**	8 4%	6 3%
To get the channels I wanted as soon as possible	9 2%	9 3%	**	**	**	9 3%	**	6 3%	3 2%
To get inclusive calls as soon as possible	9 2%	8 2%	**	**	**	7 2%	**	7 4%	1 1%
To ensure I kept my number	8 2%	7 2%	**	**	**	8 2%	**	8 4%	- -%
To get a channel in time to view a specific event	7 2%	7 2%	**	**	**	6 2%	**	4 2%	3 2%
Other reasons	13 3%	11 3%	**	**	**	11 3%	**	9 4%	4 2%
Don't know	4 1%	4 1%	**	**	**	4 1%	**	2 1%	2 1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	b	~a	~b	~a	~b	~c	a	b	~c
Significance Level: 95%											
Unweighted row	202	-	202	-	-	-	-	-	202	129	73
Effective Weighted Sample	199	-	199	-	-	-	-	-	199	129	73
Total	182	-	182	-	-	-	-	-	182	126	55
1 day	8 4%	** **	8 4%	** **	** **	** **	** **	** **	8 4%	7 5%	** **
2-3 days	33 18%	** **	33 18%	** **	** **	** **	** **	** **	33 18%	30 24%	** **
4-6 days	23 13%	** **	23 13%	** **	** **	** **	** **	** **	23 13%	18 14%	** **
A week	36 20%	** **	36 20%	** **	** **	** **	** **	** **	36 20%	30 24%	** **
2-3 weeks	37 20%	** **	37 20%	** **	** **	** **	** **	** **	37 20%	27 22%	** **
3-4 weeks	7 4%	** **	7 4%	** **	** **	** **	** **	** **	7 4%	2 2%	** **
A month	16 9%	** **	16 9%	** **	** **	** **	** **	** **	16 9%	6 5%	** **
More than a month	14 8%	** **	14 8%	** **	** **	** **	** **	** **	14 8%	3 2%	** **
Don't know	7 4%	** **	7 4%	** **	** **	** **	** **	** **	7 4%	3 2%	** **
ONE WEEK OR LESS	100 55%	** **	100 55%	** **	** **	** **	** **	** **	100 55%	85 67%	** **
UP TO 4 WEEKS	144 79%	** **	144 79%	** **	** **	** **	** **	** **	144 79%	114 91%	** **
MORE THAN 4 WEEKS	30 17%	** **	30 17%	** **	** **	** **	** **	** **	30 17%	9 7%	** **
Base for stats	174	**	174	**	**	**	**	**	174	123	**
Mean number of days	12.8	**	12.8	**	**	**	**	**	12.8	9.5	**
Standard deviation	10.88	**	10.88	**	**	**	**	**	10.88	8.51	**

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	-c	-d	-e	-f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	202	38	67	97	55	42	21	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	37	67	96	55	42	21	-	-	-	-	-	-	-	-
Total	182	33	63	86	54	32	16	-	-	-	-	-	-	-	-
1 day	8 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 days	33 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
4-6 days	23 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A week	36 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
2-3 weeks	37 20%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
3-4 weeks	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
A month	16 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
More than a month	14 8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7 4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONE WEEK OR LESS	100 55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
UP TO 4 WEEKS	144 79%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MORE THAN 4 WEEKS	30 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Base for stats	174	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mean number of days	12.8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Standard deviation	10.88	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	202	-	-	-	-	89	112	97	71	33	82	56	24	40	138	64
Effective Weighted Sample	199	-	-	-	-	88	110	96	70	33	81	55	24	39	136	63
Total	182	-	-	-	-	81	100	88	63	30	75	50	22	36	125	57
1 day	8	**	**	**	**	**	5	**	**	**	**	**	**	**	6	**
	4%	**	**	**	**	**	5%	**	**	**	**	**	**	**	5%	**
2-3 days	33	**	**	**	**	**	15	**	**	**	**	**	**	**	22	**
	18%	**	**	**	**	**	15%	**	**	**	**	**	**	**	17%	**
4-6 days	23	**	**	**	**	**	14	**	**	**	**	**	**	**	14	**
	13%	**	**	**	**	**	14%	**	**	**	**	**	**	**	11%	**
A week	36	**	**	**	**	**	21	**	**	**	**	**	**	**	28	**
	20%	**	**	**	**	**	21%	**	**	**	**	**	**	**	23%	**
2-3 weeks	37	**	**	**	**	**	15	**	**	**	**	**	**	**	25	**
	20%	**	**	**	**	**	15%	**	**	**	**	**	**	**	20%	**
3-4 weeks	7	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	3%	**	**	**	**	**	**	**	4%	**
A month	16	**	**	**	**	**	11	**	**	**	**	**	**	**	9	**
	9%	**	**	**	**	**	11%	**	**	**	**	**	**	**	7%	**
More than a month	14	**	**	**	**	**	12	**	**	**	**	**	**	**	10	**
	8%	**	**	**	**	**	12%	**	**	**	**	**	**	**	8%	**
Don't know	7	**	**	**	**	**	3	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	3%	**	**	**	**	**	**	**	4%	**
ONE WEEK OR LESS	100	**	**	**	**	**	55	**	**	**	**	**	**	**	70	**
	55%	**	**	**	**	**	55%	**	**	**	**	**	**	**	56%	**
UP TO 4 WEEKS	144	**	**	**	**	**	73	**	**	**	**	**	**	**	100	**
	79%	**	**	**	**	**	73%	**	**	**	**	**	**	**	80%	**
MORE THAN 4 WEEKS	30	**	**	**	**	**	23	**	**	**	**	**	**	**	20	**
	17%	**	**	**	**	**	23%	**	**	**	**	**	**	**	16%	**
Base for stats	174	**	**	**	**	**	96	**	**	**	**	**	**	**	119	**
Mean number of days	12.8	**	**	**	**	**	13.9	**	**	**	**	**	**	**	12.7	**
Standard deviation	10.88	**	**	**	**	**	11.89	**	**	**	**	**	**	**	10.78	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38D. How long did the contract overlap for – so how long were you paying both the old and new providers at the same time for your mobile phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	202	169	19	7	7	178	24	91	108
Effective Weighted Sample	199	167	19	7	7	176	24	90	107
Total	182	152	17	6	7	161	21	81	98
1 day	8 4%	8 5%	**	**	**	8 5%	**	**	4 4%
2-3 days	33 18%	25 16%	**	**	**	28 17%	**	**	19 20%
4-6 days	23 13%	19 13%	**	**	**	21 13%	**	**	14 14%
A week	36 20%	34 22%	**	**	**	33 21%	**	**	19 19%
2-3 weeks	37 20%	29 19%	**	**	**	33 20%	**	**	21 21%
3-4 weeks	7 4%	7 5%	**	**	**	7 5%	**	**	5 5%
A month	16 9%	12 8%	**	**	**	14 9%	**	**	5 5%
More than a month	14 8%	11 7%	**	**	**	11 7%	**	**	8 8%
Don't know	7 4%	7 5%	**	**	**	6 4%	**	**	4 5%
ONE WEEK OR LESS	100 55%	86 56%	**	**	**	90 56%	**	**	56 57%
UP TO 4 WEEKS	144 79%	122 80%	**	**	**	130 81%	**	**	81 82%
MORE THAN 4 WEEKS	30 17%	23 15%	**	**	**	25 15%	**	**	13 13%
Base for stats	174	145	**	**	**	155	**	**	94
Mean number of days	12.8	12.5	**	**	**	12.5	**	**	12.2
Standard deviation	10.88	10.65	**	**	**	10.59	**	**	10.54

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	202	-	202	-	-	-	-	-	202	129	73
Effective Weighted Sample	199	-	199	-	-	-	-	-	199	129	73
Total	182	-	182	-	-	-	-	-	182	126	55
Yes	61 33%	** **	61 33%	** **	** **	** **	** **	** **	61 33%	41 33%	** **
No	107 59%	** **	107 59%	** **	** **	** **	** **	** **	107 59%	72 57%	** **
Can't remember	13 7%	** **	13 7%	** **	** **	** **	** **	** **	13 7%	13 10%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	202	38	67	97	55	42	21	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	37	67	96	55	42	21	-	-	-	-	-	-	-	-
Total	182	33	63	86	54	32	16	-	-	-	-	-	-	-	-
Yes	61	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	107	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	59%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Can't remember	13	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	202	-	-	-	-	89	112	97	71	33	82	56	24	40	138	64
Effective Weighted Sample	199	-	-	-	-	88	110	96	70	33	81	55	24	39	136	63
Total	182	-	-	-	-	81	100	88	63	30	75	50	22	36	125	57
Yes	61	**	**	**	**	**	28	**	**	**	**	**	**	**	42	**
	33%	**	**	**	**	**	29%	**	**	**	**	**	**	**	34%	**
No	107	**	**	**	**	**	65	**	**	**	**	**	**	**	74	**
	59%	**	**	**	**	**	66%	**	**	**	**	**	**	**	59%	**
Can't remember	13	**	**	**	**	**	6	**	**	**	**	**	**	**	9	**
	7%	**	**	**	**	**	6%	**	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	202	169	19	7	7	178	24	91	108
Effective Weighted Sample	199	167	19	7	7	176	24	90	107
Total	182	152	17	6	7	161	21	81	98
Yes	61	50	**	**	**	54	**	**	23
	33%	33%	**	**	**	34%	**	**	23%
No	107	92	**	**	**	97	**	**	66
	59%	60%	**	**	**	61%	**	**	67%
Can't remember	13	11	**	**	**	10	**	**	10
	7%	7%	**	**	**	6%	**	**	10%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	806	-	806	-	-	-	-	-	806	506	300	
Effective Weighted Sample	795	-	795	-	-	-	-	-	795	506	300	
Total	723	-	723	-	-	-	-	-	723	495	228	
Yes	61 8%	** **	61 8%	** **	** **	** **	** **	** **	61 8%	41 8%	20 9%	
No	107 15%	** **	107 15%	** **	** **	** **	** **	** **	107 15%	72 15%	35 15%	
Can't remember	13 2%	** **	13 2%	** **	** **	** **	** **	** **	13 2%	13 3%	1 *%	
										c		
NO OVERLAP FOR MOBILE PHONE SERVICE	541 75%	** **	541 75%	** **	** **	** **	** **	** **	541 75%	369 75%	173 76%	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	-a	-b	-a	-b	-c	-d	-a	-b
Unweighted row	806	202	266	338	207	131	115	-	-	-	-	-	-	-	-
Effective Weighted Sample	795	199	264	333	207	131	115	-	-	-	-	-	-	-	-
Total	723	172	248	302	202	100	87	-	-	-	-	-	-	-	-
Yes	61	21	13	27	19	8	9	**	**	**	**	**	**	**	**
	8%	12%	5%	9%	9%	8%	10%	**	**	**	**	**	**	**	**
		b													
No	107	10	45	53	29	24	7	**	**	**	**	**	**	**	**
	15%	6%	18%	18%	14%	24%	8%	**	**	**	**	**	**	**	**
			af	af	a	adf									
Can't remember	13	2	6	6	6	-	-	**	**	**	**	**	**	**	**
	2%	1%	2%	2%	3%	-%	-%	**	**	**	**	**	**	**	**
NO OVERLAP FOR MOBILE PHONE SERVICE	541	140	185	216	149	68	71	**	**	**	**	**	**	**	**
	75%	81%	74%	72%	73%	68%	82%	**	**	**	**	**	**	**	**
		ce					ce								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	806	-	-	-	-	350	455	382	281	142	271	235	111	188	506	299
Effective Weighted Sample	795	-	-	-	-	346	449	377	277	140	268	232	109	185	500	294
Total	723	-	-	-	-	317	406	342	251	129	248	213	97	164	460	262
Yes	61	**	**	**	**	32	28	36	16	9	30	12	9	9	42	19
	8%	**	**	**	**	10%	7%	10%	6%	7%	12%	6%	9%	6%	9%	7%
											bdf					
No	107	**	**	**	**	42	65	48	42	16	40	33	10	23	74	34
	15%	**	**	**	**	13%	16%	14%	17%	12%	16%	16%	11%	14%	16%	13%
Can't remember	13	**	**	**	**	8	6	4	5	5	5	4	2	3	9	5
	2%	**	**	**	**	2%	1%	1%	2%	4%	2%	2%	2%	2%	2%	2%
NO OVERLAP FOR MOBILE PHONE SERVICE	541	**	**	**	**	235	306	254	188	99	173	163	76	129	336	205
	75%	**	**	**	**	74%	75%	74%	75%	77%	70%	77%	78%	78%	73%	78%
													a			a

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. Did you want these contracts to overlap for your Mobile Phone service?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	806	679	74	34	19	721	85	308	481
Effective Weighted Sample	795	670	73	33	19	711	84	303	475
Total	723	610	66	30	17	647	76	272	436
Yes	61 8%	50 8%	**	**	**	54 8%	**	37 14%	23 5%
								b	
No	107 15%	92 15%	**	**	**	97 15%	**	40 15%	66 15%
Can't remember	13 2%	11 2%	**	**	**	10 1%	**	4 1%	10 2%
NO OVERLAP FOR MOBILE PHONE SERVICE	541 75%	458 75%	**	**	**	486 75%	**	191 70%	338 77%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	202	-	202	-	-	-	-	-	202	129	73
Effective Weighted Sample	199	-	199	-	-	-	-	-	199	129	73
Total	182	-	182	-	-	-	-	-	182	126	55
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	52 28%	** **	52 28%	** **	** **	** **	** **	** **	52 28%	37 29%	** **
To switch to a better service immediately	43 24%	** **	43 24%	** **	** **	** **	** **	** **	43 24%	27 22%	** **
To sign up with my new provider before a deal ran out	42 23%	** **	42 23%	** **	** **	** **	** **	** **	42 23%	26 21%	** **
The new provider gave me a starting date that was before the end of my previous contract	35 19%	** **	35 19%	** **	** **	** **	** **	** **	35 19%	24 19%	** **
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	33 18%	** **	33 18%	** **	** **	** **	** **	** **	33 18%	22 18%	** **
To get the handset I wanted as soon as possible	30 17%	** **	30 17%	** **	** **	** **	** **	** **	30 17%	20 16%	** **
To switch before the switching code (PAC) ran out	26 14%	** **	26 14%	** **	** **	** **	** **	** **	26 14%	22 17%	** **
To switch on a particular date that I wanted	18 10%	** **	18 10%	** **	** **	** **	** **	** **	18 10%	12 9%	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		~a	b	~a	~b	~a	~b	~c	a	b	~c
Unweighted row	202	-	202	-	-	-	-	-	202	129	73
Effective Weighted Sample	199	-	199	-	-	-	-	-	199	129	73
Total	182	-	182	-	-	-	-	-	182	126	55
Other reasons	17	**	17	**	**	**	**	**	17	8	**
	9%	**	9%	**	**	**	**	**	9%	6%	**
Don't know	6	**	6	**	**	**	**	**	6	5	**
	4%	**	4%	**	**	**	**	**	4%	4%	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	202	38	67	97	55	42	21	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	37	67	96	55	42	21	-	-	-	-	-	-	-	-
Total	182	33	63	86	54	32	16	-	-	-	-	-	-	-	-
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	52 28%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch to a better service immediately	43 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To sign up with my new provider before a deal ran out	42 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
The new provider gave me a starting date that was before the end of my previous contract	35 19%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	33 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To get the handset I wanted as soon as possible	30 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch before the switching code (PAC) ran out	26 14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
To switch on a particular date that I wanted	18 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	~d	~a	~b
Unweighted row	202	38	67	97	55	42	21	-	-	-	-	-	-	-	-
Effective Weighted Sample	199	37	67	96	55	42	21	-	-	-	-	-	-	-	-
Total	182	33	63	86	54	32	16	-	-	-	-	-	-	-	-
Other reasons	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	202	-	-	-	-	89	112	97	71	33	82	56	24	40	138	64
Effective Weighted Sample	199	-	-	-	-	88	110	96	70	33	81	55	24	39	136	63
Total	182	-	-	-	-	81	100	88	63	30	75	50	22	36	125	57
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	52 28%	**	**	**	**	**	27 27%	**	**	**	**	**	**	**	38 30%	**
To switch to a better service immediately	43 24%	**	**	**	**	**	25 25%	**	**	**	**	**	**	**	33 26%	**
To sign up with my new provider before a deal ran out	42 23%	**	**	**	**	**	21 21%	**	**	**	**	**	**	**	32 26%	**
The new provider gave me a starting date that was before the end of my previous contract	35 19%	**	**	**	**	**	16 16%	**	**	**	**	**	**	**	22 18%	**
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	33 18%	**	**	**	**	**	20 20%	**	**	**	**	**	**	**	26 21%	**
To get the handset I wanted as soon as possible	30 17%	**	**	**	**	**	18 18%	**	**	**	**	**	**	**	18 14%	**
To switch before the switching code (PAC) ran out	26 14%	**	**	**	**	**	14 14%	**	**	**	**	**	**	**	19 15%	**
To switch on a particular date that I wanted	18 10%	**	**	**	**	**	9 9%	**	**	**	**	**	**	**	13 11%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	202	-	-	-	-	89	112	97	71	33	82	56	24	40	138	64
Effective Weighted Sample	199	-	-	-	-	88	110	96	70	33	81	55	24	39	136	63
Total	182	-	-	-	-	81	100	88	63	30	75	50	22	36	125	57
Other reasons	17	**	**	**	**	**	8	**	**	**	**	**	**	**	9	**
	9%	**	**	**	**	**	9%	**	**	**	**	**	**	**	7%	**
Don't know	6	**	**	**	**	**	5	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	5%	**	**	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	202	169	19	7	7	178	24	91	108
Effective Weighted Sample	199	167	19	7	7	176	24	90	107
Total	182	152	17	6	7	161	21	81	98
To ensure I had a continuous service/ always had access to a mobile service while the switch happened	52 28%	42 28%	** **	** **	** **	42 26%	** **	** **	29 30%
To switch to a better service immediately	43 24%	37 24%	** **	** **	** **	38 24%	** **	** **	26 26%
To sign up with my new provider before a deal ran out	42 23%	35 23%	** **	** **	** **	41 26%	** **	** **	20 20%
The new provider gave me a starting date that was before the end of my previous contract	35 19%	30 20%	** **	** **	** **	30 19%	** **	** **	16 16%
I had already signed up with my new provider and wasn't aware of the notice period with my previous provider	33 18%	28 18%	** **	** **	** **	30 18%	** **	** **	17 17%
To get the handset I wanted as soon as possible	30 17%	27 18%	** **	** **	** **	26 16%	** **	** **	12 12%
To switch before the switching code (PAC) ran out	26 14%	23 15%	** **	** **	** **	23 14%	** **	** **	15 15%
To switch on a particular date that I wanted	18 10%	13 9%	** **	** **	** **	16 10%	** **	** **	8 8%
Other reasons	17 9%	14 9%	** **	** **	** **	12 7%	** **	** **	9 9%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42. Why did the contracts overlap for your Mobile Phone service?

Base: Those whose Mobile phone contracts overlapped so they were paying for both services at the same time

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	202	169	19	7	7	178	24	91	108
Effective Weighted Sample	199	167	19	7	7	176	24	90	107
Total	182	152	17	6	7	161	21	81	98
Don't know	6	6	**	**	**	6	**	**	5
	4%	4%	**	**	**	4%	**	**	5%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS b	TRIPLE PLAY a	DUAL PLAY -b	PAY TV S/A c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	325	325	325	64	261	175	-	150	-	-	-	
Effective Weighted Sample	322	322	322	64	258	174	-	150	-	-	-	
Total	190	190	190	38	152	95	-	95	-	-	-	
Sky Sports Premier League	48 25%	48 25%	48 25%	** **	41 27%	18 19%	** **	30 32%	** **	** **	** **	** **
Sky Sports Football	47 25%	47 25%	47 25%	** **	40 26%	16 17%	** **	30 32%	** **	** **	** **	** **
Sky Sports Cricket	33 18%	33 18%	33 18%	** **	29 19%	12 13%	** **	22 23%	** **	** **	** **	** **
Sky Sports Golf	32 17%	32 17%	32 17%	** **	29 19%	10 11%	** **	22 23%	** **	** **	** **	** **
Sky Sports F1	34 18%	34 18%	34 18%	** **	27 18%	15 16%	** **	20 21%	** **	** **	** **	** **
Sky Sports Action	30 16%	30 16%	30 16%	** **	27 18%	11 11%	** **	20 21%	** **	** **	** **	** **
Sky Sports Arena	25 13%	25 13%	25 13%	** **	22 15%	10 10%	** **	15 16%	** **	** **	** **	** **
Sky Sports Main Event	31 16%	31 16%	31 16%	** **	27 17%	13 14%	** **	18 19%	** **	** **	** **	** **
Sky Sports Extra	31 16%	31 16%	31 16%	** **	28 18%	11 12%	** **	20 21%	** **	** **	** **	** **
We pay for Sky Sports channels, but not sure which ones are included	18 9%	18 9%	18 9%	** **	14 9%	7 8%	** **	11 11%	** **	** **	** **	** **
BT Sport channels	46 24%	46 24%	46 24%	** **	43 28%	21 23%	** **	25 26%	** **	** **	** **	** **
ANY SKY SPORTS CHANNELS	77 41%	77 41%	77 41%	** **	62 41%	30 31%	** **	47 50%	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS b	TRIPLE PLAY a	DUAL PLAY -b	PAY TV S/A c	TOTAL MOBILE -a	PAC SWITCHER -b	C&R SWITCHER -c	
Significance Level: 95%												
Unweighted row	325	325	325	64	261	175	-	150	-	-	-	
Effective Weighted Sample	322	322	322	64	258	174	-	150	-	-	-	
Total	190	190	190	38	152	95	-	95	-	-	-	
BT SPORT CHANNELS	46	46	46	**	43	21	**	25	**	**	**	
	24%	24%	24%	**	28%	23%	**	26%	**	**	**	
ANY SKY SPORTS OR BT SPORT CHANNELS	102	102	102	**	84	41	**	60	**	**	**	
	53%	53%	53%	**	55%	44%	**	63%	**	**	**	
								a				
ONLY SKY SPORTS CHANNELS	55	55	55	**	41	20	**	35	**	**	**	
	29%	29%	29%	**	27%	21%	**	37%	**	**	**	
								a				
ONLY BT SPORT CHANNELS	24	24	24	**	22	12	**	13	**	**	**	
	13%	13%	13%	**	14%	12%	**	13%	**	**	**	
BOTH SKY SPORTS AND BT SPORT CHANNELS	22	22	22	**	21	10	**	12	**	**	**	
	12%	12%	12%	**	14%	10%	**	13%	**	**	**	
None of these channels	79	79	79	**	61	48	**	32	**	**	**	
	42%	42%	42%	**	40%	50%	**	33%	**	**	**	
						c						
Don't know	9	9	9	**	7	6	**	3	**	**	**	
	5%	5%	5%	**	4%	6%	**	3%	**	**	**	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) -a	FIXED MARKETS -b	MOBILE -c	ALL INCL. SAPT 7-24M -d	YES -a	NO -b
Significance Level: 95%		-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unweighted row	325	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	322	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	190	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	48 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	47 25%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	33 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	32 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	34 18%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	30 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	25 13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	31 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky Sports Extra	31 16%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	18 9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT Sport channels	46 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	77 41%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT SPORT CHANNELS	46 24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	325	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	322	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	190	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ANY SKY SPORTS OR BT SPORT CHANNELS	102	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	55	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
None of these channels	79	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted row	325	-	-	-	-	155	170	155	115	55	103	98	48	75	201	123
Effective Weighted Sample	322	-	-	-	-	154	169	154	114	55	102	97	48	74	199	122
Total	190	-	-	-	-	91	99	92	67	32	61	57	28	43	118	71
Sky Sports Premier League	48	**	**	**	**	25	23	31	12	**	23	**	**	**	34	14
	25%	**	**	**	**	27%	24%	34%	17%	**	38%	**	**	**	29%	19%
								b			f					
Sky Sports Football	47	**	**	**	**	23	24	29	13	**	22	**	**	**	31	15
	25%	**	**	**	**	26%	24%	32%	19%	**	36%	**	**	**	26%	21%
								b			f					
Sky Sports Cricket	33	**	**	**	**	19	14	20	8	**	17	**	**	**	24	9
	18%	**	**	**	**	21%	15%	22%	12%	**	29%	**	**	**	20%	13%
											f					
Sky Sports Golf	32	**	**	**	**	19	13	19	9	**	17	**	**	**	22	10
	17%	**	**	**	**	21%	13%	21%	14%	**	28%	**	**	**	18%	14%
											f					
Sky Sports F1	34	**	**	**	**	17	18	19	10	**	17	**	**	**	23	11
	18%	**	**	**	**	19%	18%	21%	15%	**	28%	**	**	**	19%	16%
											f					
Sky Sports Action	30	**	**	**	**	18	12	19	8	**	17	**	**	**	20	10
	16%	**	**	**	**	20%	13%	20%	12%	**	27%	**	**	**	17%	14%
											ef					
Sky Sports Arena	25	**	**	**	**	14	11	14	8	**	12	**	**	**	15	9
	13%	**	**	**	**	15%	11%	16%	11%	**	20%	**	**	**	13%	12%
Sky Sports Main Event	31	**	**	**	**	16	16	18	10	**	15	**	**	**	20	11
	16%	**	**	**	**	17%	16%	20%	15%	**	24%	**	**	**	17%	15%
Sky Sports Extra	31	**	**	**	**	18	13	17	10	**	15	**	**	**	21	9
	16%	**	**	**	**	19%	13%	19%	15%	**	25%	**	**	**	18%	13%
											f					
We pay for Sky Sports channels, but not sure which ones are included	18	**	**	**	**	5	13	10	3	**	7	**	**	**	13	5
	9%	**	**	**	**	6%	13%	11%	5%	**	12%	**	**	**	11%	7%
							a									
BT Sport channels	46	**	**	**	**	25	21	23	16	**	18	**	**	**	31	14
	24%	**	**	**	**	28%	21%	25%	23%	**	30%	**	**	**	26%	20%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	f
Unweighted row	325	-	-	-	-	155	170	155	115	55	103	98	48	75	201	123
Effective Weighted Sample	322	-	-	-	-	154	169	154	114	55	102	97	48	74	199	122
Total	190	-	-	-	-	91	99	92	67	32	61	57	28	43	118	71
ANY SKY SPORTS CHANNELS	77	**	**	**	**	37	40	49	17	**	34	**	**	**	54	23
	41%	**	**	**	**	41%	40%	53%	26%	**	55%	**	**	**	46%	32%
								b			f				f	
BT SPORT CHANNELS	46	**	**	**	**	25	21	23	16	**	18	**	**	**	31	14
	24%	**	**	**	**	28%	21%	25%	23%	**	30%	**	**	**	26%	20%
ANY SKY SPORTS OR BT SPORT CHANNELS	102	**	**	**	**	50	51	57	28	**	41	**	**	**	69	32
	53%	**	**	**	**	56%	51%	63%	41%	**	67%	**	**	**	58%	46%
								b			f				f	
ONLY SKY SPORTS CHANNELS	55	**	**	**	**	25	30	34	12	**	23	**	**	**	37	18
	29%	**	**	**	**	28%	30%	37%	18%	**	37%	**	**	**	32%	25%
								b								
ONLY BT SPORT CHANNELS	24	**	**	**	**	13	11	8	11	**	7	**	**	**	15	10
	13%	**	**	**	**	15%	11%	9%	16%	**	12%	**	**	**	12%	14%
BOTH SKY SPORTS AND BT SPORT CHANNELS	22	**	**	**	**	12	10	15	5	**	11	**	**	**	17	5
	12%	**	**	**	**	13%	10%	16%	7%	**	18%	**	**	**	14%	7%
								b			f				f	
None of these channels	79	**	**	**	**	37	42	29	37	**	17	**	**	**	44	35
	42%	**	**	**	**	41%	42%	32%	56%	**	29%	**	**	**	37%	50%
								a							ae	ae
Don't know	9	**	**	**	**	3	6	5	2	**	3	**	**	**	6	3
	5%	**	**	**	**	3%	6%	6%	2%	**	5%	**	**	**	5%	5%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	325	275	21	15	14	297	28	124	196
Effective Weighted Sample	322	273	21	15	14	295	28	123	194
Total	190	161	12	9	8	173	17	73	114
Sky Sports Premier League	48 25%	42 26%	** **	** **	** **	48 28%	** **	15 21%	33 29%
Sky Sports Football	47 25%	42 26%	** **	** **	** **	45 26%	** **	16 22%	30 26%
Sky Sports Cricket	33 18%	30 19%	** **	** **	** **	32 18%	** **	11 15%	22 19%
Sky Sports Golf	32 17%	28 17%	** **	** **	** **	31 18%	** **	10 14%	22 19%
Sky Sports F1	34 18%	31 19%	** **	** **	** **	31 18%	** **	10 14%	23 20%
Sky Sports Action	30 16%	27 17%	** **	** **	** **	30 17%	** **	12 16%	18 16%
Sky Sports Arena	25 13%	22 14%	** **	** **	** **	24 14%	** **	7 9%	18 15%
Sky Sports Main Event	31 16%	28 17%	** **	** **	** **	30 17%	** **	10 14%	20 18%
Sky Sports Extra	31 16%	28 17%	** **	** **	** **	30 17%	** **	9 12%	22 19%
We pay for Sky Sports channels, but not sure which ones are included	18 9%	16 10%	** **	** **	** **	16 9%	** **	4 5%	14 12%
BT Sport channels	46 24%	38 24%	** **	** **	** **	40 23%	** **	15 20%	31 27%
ANY SKY SPORTS CHANNELS	77 41%	68 42%	** **	** **	** **	72 42%	** **	28 38%	49 43%
BT SPORT CHANNELS	46 24%	38 24%	** **	** **	** **	40 23%	** **	15 20%	31 27%
ANY SKY SPORTS OR BT SPORT CHANNELS	102 53%	87 54%	** **	** **	** **	91 53%	** **	36 50%	64 56%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42A. Which of these channels, if any, do you currently receive from your current Pay TV provider?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	325	275	21	15	14	297	28	124	196
Effective Weighted Sample	322	273	21	15	14	295	28	123	194
Total	190	161	12	9	8	173	17	73	114
ONLY SKY SPORTS CHANNELS	55	49	**	**	**	52	**	22	33
	29%	31%	**	**	**	30%	**	29%	29%
ONLY BT SPORT CHANNELS	24	20	**	**	**	19	**	9	16
	13%	12%	**	**	**	11%	**	12%	14%
BOTH SKY SPORTS AND BT SPORT CHANNELS	22	18	**	**	**	21	**	6	15
	12%	11%	**	**	**	12%	**	8%	13%
None of these channels	79	65	**	**	**	73	**	33	45
	42%	41%	**	**	**	42%	**	45%	40%
Don't know	9	8	**	**	**	9	**	4	5
	5%	5%	**	**	**	5%	**	5%	4%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS -a	CPS b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	171	171	171	29	142	76	-	95	-	-	-	
Effective Weighted Sample	170	170	170	29	141	76	-	95	-	-	-	
Total	102	102	102	17	84	41	-	60	-	-	-	
Very important	47 46%	47 46%	47 46%	** **	40 47%	** **	** **	** **	** **	** **	** **	** **
Fairly important	28 27%	28 27%	28 27%	** **	22 26%	** **	** **	** **	** **	** **	** **	** **
Not very important	17 17%	17 17%	17 17%	** **	15 17%	** **	** **	** **	** **	** **	** **	** **
Not at all important	10 10%	10 10%	10 10%	** **	8 10%	** **	** **	** **	** **	** **	** **	** **
TOTAL IMPORTANT	74 73%	74 73%	74 73%	** **	61 73%	** **	** **	** **	** **	** **	** **	** **
TOTAL NOT IMPORTANT	27 27%	27 27%	27 27%	** **	23 27%	** **	** **	** **	** **	** **	** **	** **

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) ~a	FIXED MARKETS ~b	MOBILE ~c	ALL INCL. SAPT 7-24M ~d	YES ~a	NO ~b
Significance Level: 95%															
Unweighted row	171	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	170	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	102	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Very important	47 46%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly important	28 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very important	17 17%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not at all important	10 10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	74 73%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	27 27%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	e	~f
Unweighted row	171	-	-	-	-	85	86	96	47	28	68	47	27	28	115	55
Effective Weighted Sample	170	-	-	-	-	84	85	95	47	28	68	47	27	28	114	55
Total	102	-	-	-	-	50	51	57	28	17	41	28	16	16	69	32
Very important	47	**	**	**	**	**	**	**	**	**	**	**	**	**	31	**
	46%	**	**	**	**	**	**	**	**	**	**	**	**	**	46%	**
Fairly important	28	**	**	**	**	**	**	**	**	**	**	**	**	**	18	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	27%	**
Not very important	17	**	**	**	**	**	**	**	**	**	**	**	**	**	12	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**	**	18%	**
Not at all important	10	**	**	**	**	**	**	**	**	**	**	**	**	**	7	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	10%	**
TOTAL IMPORTANT	74	**	**	**	**	**	**	**	**	**	**	**	**	**	50	**
	73%	**	**	**	**	**	**	**	**	**	**	**	**	**	73%	**
TOTAL NOT IMPORTANT	27	**	**	**	**	**	**	**	**	**	**	**	**	**	19	**
	27%	**	**	**	**	**	**	**	**	**	**	**	**	**	27%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q42B. How important were these sports channels in your decision to switch?

Base: Those interviewed about switching their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or switching their Pay TV service in the last six months with any sports channels

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	171	147	11	4	9	154	17	60	109
Effective Weighted Sample	170	146	11	4	9	153	17	60	108
Total	102	87	6	2	5	91	10	36	64
Very important	47 46%	41 47%	**	**	**	40 44%	**	**	31 48%
Fairly important	28 27%	24 28%	**	**	**	27 30%	**	**	17 27%
Not very important	17 17%	14 16%	**	**	**	15 17%	**	**	11 18%
Not at all important	10 10%	8 10%	**	**	**	9 10%	**	**	4 7%
TOTAL IMPORTANT	74 73%	65 74%	**	**	**	67 74%	**	**	48 76%
TOTAL NOT IMPORTANT	27 27%	22 26%	**	**	**	24 26%	**	**	16 24%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Compare what different providers were offering	1041 60%	**	**	**	**	**	**	**	**	**	**
Try to negotiate a better deal with your current provider	756 43%	**	**	**	**	**	**	**	**	**	**
Contact your current provider	747 43%	**	**	**	**	**	**	**	**	**	**
Experience your current provider trying to persuade you to stay	397 23%	**	**	**	**	**	**	**	**	**	**
Contact any potential new providers	338 19%	**	**	**	**	**	**	**	**	**	**
Find out when you need to do in order to switch	325 19%	**	**	**	**	**	**	**	**	**	**
TYPES OF CONTACT WITH CURRENT PROVIDER	1122 64%	**	**	**	**	**	**	**	**	**	**
None of these	93 5%	**	**	**	**	**	**	**	**	**	**
Can't remember	36 2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Compare what different providers were offering	1041 60%	**	**	**	**	**	**	**	**	609 64% d	379 64% d	230 64%	1041 60%	402 63%	206 67%
Try to negotiate a better deal with your current provider	756 43%	**	**	**	**	**	**	**	**	445 47% c	319 54% acd	125 35%	756 43% c	392 61% b	53 17%
Contact your current provider	747 43%	**	**	**	**	**	**	**	**	438 46% c	303 52% acd	135 37%	747 43%	367 57% b	72 23%
Experience your current provider trying to persuade you to stay	397 23%	**	**	**	**	**	**	**	**	249 26% cd	176 30% cd	73 20%	397 23%	219 34% b	30 10%
Contact any potential new providers	338 19%	**	**	**	**	**	**	**	**	193 20%	127 22%	66 18%	338 19%	145 23% b	48 16%
Find out when you need to do in order to switch	325 19%	**	**	**	**	**	**	**	**	184 19%	118 20%	66 18%	325 19%	129 20%	55 18%
TYPES OF CONTACT WITH CURRENT PROVIDER	1122 64%	**	**	**	**	**	**	**	**	645 68% cd	438 74% acd	207 57%	1122 64% c	531 83% b	114 37%
None of these	93 5%	**	**	**	**	**	**	**	**	44 5%	20 3%	24 7% b	93 5% b	15 2%	29 9% a
Can't remember	36 2%	**	**	**	**	**	**	**	**	13 1%	7 1%	6 2%	36 2%	6 1%	6 2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Compare what different providers were offering	1041	277	102	125	105	556	483	391	424	226	435	287	145	172	723	317
	60%	64%	65%	60%	69%	62%	57%	52%	65%	65%	61%	64%	53%	55%	62%	54%
						b			a	a	f	cdf			cdf	
Try to negotiate a better deal with your current provider	756	286	34	106	19	370	386	271	320	164	313	204	102	136	518	238
	43%	66%	21%	51%	13%	41%	45%	36%	49%	47%	44%	46%	38%	43%	45%	41%
		b		b					a	a						
Contact your current provider	747	258	45	108	26	366	381	304	292	151	317	193	113	123	509	236
	43%	60%	29%	52%	17%	41%	45%	41%	45%	43%	44%	43%	42%	39%	44%	40%
		b		b												
Experience your current provider trying to persuade you to stay	397	161	15	58	16	203	194	169	157	71	160	105	59	73	266	131
	23%	37%	9%	28%	10%	23%	23%	23%	24%	21%	22%	24%	22%	23%	23%	23%
		b		b												
Contact any potential new providers	338	97	30	48	18	188	150	177	99	63	160	85	50	44	245	93
	19%	22%	19%	23%	12%	21%	18%	24%	15%	18%	22%	19%	18%	14%	21%	16%
				b				b			df				df	
Find out when you need to do in order to switch	325	88	30	41	25	168	156	165	108	51	120	109	53	43	229	96
	19%	20%	19%	20%	17%	19%	18%	22%	17%	15%	17%	24%	19%	14%	20%	16%
								bc				adf			d	
TYPES OF CONTACT WITH CURRENT PROVIDER	1122	369	69	161	46	549	572	485	428	208	485	285	155	196	770	351
	64%	86%	44%	77%	30%	61%	67%	65%	66%	60%	68%	64%	57%	63%	66%	60%
		b		b			a				cf				cf	
None of these	93	6	14	8	16	38	55	30	37	27	29	27	14	23	56	37
	5%	1%	9%	4%	10%	4%	6%	4%	6%	8%	4%	6%	5%	7%	5%	6%
			a		a					a				a		
Can't remember	36	4	3	2	4	19	17	24	9	3	14	8	10	4	22	14
	2%	1%	2%	1%	2%	2%	2%	3%	1%	1%	2%	2%	4%	1%	2%	2%
								c								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q43. While considering switching your [SERVICE/S], which of these did you do?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Compare what different providers were offering	1041 60%	881 60%	78 59%	** **	** **	895 59%	146 64%	317 56%	717 62% a
Try to negotiate a better deal with your current provider	756 43%	642 44%	55 42%	** **	** **	662 43%	94 41%	243 43%	501 43%
Contact your current provider	747 43%	620 42%	65 49%	** **	** **	654 43%	92 41%	232 41%	507 44%
Experience your current provider trying to persuade you to stay	397 23%	337 23%	27 20%	** **	** **	357 23%	40 18%	143 25%	251 22%
Contact any potential new providers	338 19%	297 20%	25 19%	** **	** **	297 20%	41 18%	114 20%	223 19%
Find out when you need to do in order to switch	325 19%	272 18%	31 24%	** **	** **	288 19%	37 16%	110 19%	215 18%
TYPES OF CONTACT WITH CURRENT PROVIDER	1122 64%	946 64%	85 65%	** **	** **	982 65%	139 61%	362 64%	746 64%
None of these	93 5%	78 5%	6 4%	** **	** **	86 6%	7 3%	32 6%	56 5%
Can't remember	36 2%	32 2%	4 3%	** **	** **	34 2%	2 1%	15 3%	20 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	829 47%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	691 39%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	572 33%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	513 29%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	508 29%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	489 28%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371 21%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	304 17%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302 17%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Lack of choice	298	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	297	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	286	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	258	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	252	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	250	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225 13%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	220 13%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217 12%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	206 12%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	202 12%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	199 11%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	192 11%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	190 11%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	189	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	188	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	173	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	163	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	156	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	145	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	91	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	70 4%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	61 4%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	56 3%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 2%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	619 35%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	116 7%	**	**	**	**	**	**	**	**	**	**
Base for stats	1749	**	**	**	**	**	**	**	**	**	**
Mean number of factors	5.7	**	**	**	**	**	**	**	**	**	**
Standard deviation	5.03	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	829 47%	** **	** **	** **	** **	** **	** **	** **	** **	486 51% c	351 60% acd	136 38%	829 47% c	486 76% b	- -%
Current provider is still the best deal/ cheapest	691 39%	** **	** **	** **	** **	** **	** **	** **	** **	425 45% d	253 43%	172 48% d	691 39%	319 50% b	106 34%
Current provider has the best quality of service	572 33%	** **	** **	** **	** **	** **	** **	** **	** **	322 34%	205 35%	117 32%	572 33%	241 38% b	81 26%
Prefer to stay with a trusted/ known provider	513 29%	** **	** **	** **	** **	** **	** **	** **	** **	306 32%	179 30%	128 35% d	513 29%	219 34%	88 28%
There wasn't enough cost difference for it to be worth switching	508 29%	** **	** **	** **	** **	** **	** **	** **	** **	304 32%	188 32%	115 32%	508 29%	200 31%	104 33%
Worried that the service wouldn't be as good with a new provider	489 28%	** **	** **	** **	** **	** **	** **	** **	** **	267 28%	153 26%	114 32%	489 28%	192 30% b	75 24%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371 21%	** **	** **	** **	** **	** **	** **	** **	** **	158 17% c	158 27% acd	- -%	371 21% ac	119 19% b	39 13%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Concern about arranging for the old and new services to start and stop at the same time (P)	304 17%	**	**	**	**	**	**	**	**	144 15%	80 14%	64 18%	304 17% b	98 15%	46 15%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302 17%	**	**	**	**	**	**	**	**	159 17%	95 16%	64 18%	302 17%	120 19% b	38 12%
Lack of choice	298 17%	**	**	**	**	**	**	**	**	145 15%	96 16%	48 13%	298 17%	99 15%	46 15%
Did not want to pay disconnection charges	297 17%	**	**	**	**	**	**	**	**	148 16%	95 16%	53 15%	297 17%	112 18% b	36 12%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288 16%	**	**	**	**	**	**	**	**	159 17%	90 15%	70 19%	288 16%	116 18%	44 14%
It's too time consuming to go through the process of switching from one provider to another	286 16%	**	**	**	**	**	**	**	**	154 16%	82 14%	72 20% b	286 16%	103 16%	51 17%
I was still in a contract so couldn't leave/ would have to pay to leave	272 16%	**	**	**	**	**	**	**	**	133 14%	79 13%	54 15%	272 16%	94 15%	38 12%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	258 15%	**	**	**	**	**	**	**	**	123 13%	70 12%	53 15%	258 15%	82 13%	41 13%
Difficulty comparing what other providers were offering	252 14%	**	**	**	**	**	**	**	**	129 14%	81 14%	48 13%	252 14%	85 13%	44 14%
Worried that I might have to pay two providers at the same time (P)	250 14%	**	**	**	**	**	**	**	**	125 13%	72 12%	53 15%	250 14%	93 15%	32 10%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225 13%	**	**	**	**	**	**	**	**	73 8% c	73 12% ac	- -%	225 13% ac	61 10% b	12 4%
Difficulty cancelling my current service (P)	220 13%	**	**	**	**	**	**	**	**	106 11%	61 10%	45 12%	220 13%	71 11%	34 11%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217 12%	**	**	**	**	**	**	**	**	108 11%	56 9%	52 14% b	217 12% b	76 12%	32 10%
Bad experience when switching communication services previously	206 12%	**	**	**	**	**	**	**	**	109 11%	63 11%	46 13%	206 12%	87 14% b	22 7%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to have to get an engineer to install new equipment	202	**	**	**	**	**	**	**	**	74	74	-	202	60	15
	12%	**	**	**	**	**	**	**	**	8%	13%	-%	12%	9%	5%
										c	ac		ac	b	
Didn't want to have to learn to use a new service	199	**	**	**	**	**	**	**	**	107	50	57	199	83	24
	11%	**	**	**	**	**	**	**	**	11%	9%	16%	11%	13%	8%
										b		abd	b	b	
Not knowing what to do to switch	192	**	**	**	**	**	**	**	**	94	53	41	192	66	27
	11%	**	**	**	**	**	**	**	**	10%	9%	11%	11%	10%	9%
Worried that other devices or products I own would not work with a new service	190	**	**	**	**	**	**	**	**	101	57	43	190	79	22
	11%	**	**	**	**	**	**	**	**	11%	10%	12%	11%	12%	7%
														b	
Would take too long to research the market	189	**	**	**	**	**	**	**	**	85	50	35	189	63	23
	11%	**	**	**	**	**	**	**	**	9%	9%	10%	11%	10%	7%
Did not want to lose my phone number	188	**	**	**	**	**	**	**	**	188	80	108	188	137	51
	11%	**	**	**	**	**	**	**	**	20%	14%	30%	11%	21%	17%
										bd	d	abd			
Difficulty when contacting my current provider	173	**	**	**	**	**	**	**	**	87	50	37	173	59	28
	10%	**	**	**	**	**	**	**	**	9%	8%	10%	10%	9%	9%
Did not want to have to install new equipment myself	163	**	**	**	**	**	**	**	**	64	64	-	163	55	10
	9%	**	**	**	**	**	**	**	**	7%	11%	-%	9%	9%	3%
										c	ac		ac	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	156 9%	**	**	**	**	**	**	**	**	86 9%	54 9%	32 9%	156 9%	70 11%	16 5%
Worried about being without the Pay TV service during the switch (P)	145 8%	**	**	**	**	**	**	**	**	39 4%	39 7%	- -	145 8%	32 5%	7 2%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128 7%	**	**	**	**	**	**	**	**	39 4%	39 7%	- -	128 7%	31 5%	8 3%
Worried about being without the broadband service during the switch (P)	91 5%	**	**	**	**	**	**	**	**	91 10%	91 15%	- -	91 5%	66 10%	25 8%
Worried about being without the mobile service during the switch (P)	70 4%	**	**	**	**	**	**	**	**	70 7%	- -	70 19%	70 4%	41 6%	29 9%
Needing to unlock my handset to take it with me	61 4%	**	**	**	**	**	**	**	**	61 6%	- -	61 17%	61 4%	45 7%	17 5%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch (P)	56	**	**	**	**	**	**	**	**	56	56	-	56	45	11
	3%	**	**	**	**	**	**	**	**	6%	10%	-%	3%	7%	4%
										cd	acd		c	b	
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	**	**	**	**	**	**	**	**	35	-	35	35	26	8
	2%	**	**	**	**	**	**	**	**	4%	-%	10%	2%	4%	3%
										bd		abd	b		
ANY PROCESS FACTORS (P)	619	**	**	**	**	**	**	**	**	323	194	129	619	219	104
	35%	**	**	**	**	**	**	**	**	34%	33%	36%	35%	34%	34%
NONE OF THESE	116	**	**	**	**	**	**	**	**	42	24	18	116	9	33
	7%	**	**	**	**	**	**	**	**	4%	4%	5%	7%	1%	11%
													ab		a
Base for stats	1749	**	**	**	**	**	**	**	**	950	589	361	1749	641	309
Mean number of factors	5.7	**	**	**	**	**	**	**	**	5.6	5.7	5.6	5.7	6.3	4.3
														b	
Standard deviation	5.03	**	**	**	**	**	**	**	**	4.97	5.06	4.83	5.03	5.32	3.84
Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b															

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	829	351	-	136	-	394	436	311	335	184	331	212	118	168	543	286
	47%	81%	-%	65%	-%	44%	51%	41%	51%	53%	46%	48%	43%	54%	47%	49%
		b		b			a		a	a				ace		
Current provider is still the best deal/ cheapest	691	209	44	109	63	334	355	297	246	148	275	186	104	124	462	228
	39%	49%	28%	52%	41%	37%	42%	40%	38%	43%	38%	42%	39%	40%	40%	39%
		b														
Current provider has the best quality of service	572	162	42	78	38	282	290	236	205	131	238	157	74	101	395	175
	33%	38%	27%	37%	25%	32%	34%	31%	31%	38%	33%	35%	27%	32%	34%	30%
		b		b						a		c				
Prefer to stay with a trusted/ known provider	513	143	36	76	52	247	266	222	182	109	220	125	85	82	345	167
	29%	33%	23%	36%	34%	28%	31%	30%	28%	31%	31%	28%	31%	26%	30%	29%
		b														
There wasn't enough cost difference for it to be worth switching	508	141	47	59	57	255	253	207	203	97	231	125	63	86	357	150
	29%	33%	30%	28%	37%	29%	30%	28%	31%	28%	32%	28%	23%	28%	31%	26%
											cf				cf	
Worried that the service wouldn't be as good with a new provider	489	120	33	72	42	246	243	219	169	100	216	115	67	91	331	158
	28%	28%	21%	34%	28%	27%	28%	29%	26%	29%	30%	26%	25%	29%	28%	27%
		b														
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371	119	39	-	-	157	214	164	136	71	143	95	55	78	238	133
	21%	28%	25%	-%	-%	18%	25%	22%	21%	20%	20%	21%	20%	25%	20%	23%
							a									

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Concern about arranging for the old and new services to start and stop at the same time (P)	304	63	17	35	29	147	157	157	98	50	113	66	72	53	179	125
	17%	15%	11%	17%	19%	16%	18%	21% bc	15%	14%	16%	15%	27% abde	17%	15%	21% abe
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302	79	16	41	23	133	168	158	87	56	124	73	54	51	197	104
	17%	18% b	10%	20%	15%	15%	20% a	21% b	13%	16%	17%	16%	20%	16%	17%	18%
Lack of choice	298	70	27	29	19	161	137	155	108	35	137	79	43	39	215	82
	17%	16%	17%	14%	13%	18%	16%	21% c	16% c	10%	19% df	18%	16%	13%	19% df	14%
Did not want to pay disconnection charges	297	75	20	37	16	136	161	164	80	53	126	54	66	50	180	116
	17%	17%	13%	18%	10%	15%	19%	22% bc	12%	15%	18% b	12%	24% abde	16%	15%	20% be
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288	70	19	46	24	142	146	156	78	54	117	70	54	45	188	100
	16%	16%	12%	22%	16%	16%	17%	21% b	12%	16%	16%	16%	20%	15%	16%	17%
It's too time consuming to go through the process of switching from one provider to another	286	64	19	40	32	131	155	157	89	41	119	56	50	61	175	111
	16%	15%	12%	19%	21%	15%	18%	21% bc	14%	12%	17%	13%	18% b	20% b	15%	19% be
I was still in a contract so couldn't leave/ would have to pay to leave	272	57	21	37	17	111	161	161	70	41	96	65	55	56	161	111
	16%	13%	14%	18%	11%	12%	19% a	21% bc	11%	12%	13%	14%	20% ae	18%	14%	19% ae

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Hassle of needing to contact more than one provider to switch	258	52	18	30	23	127	131	146	73	39	117	53	45	43	169	87
	15%	12%	11%	14%	15%	14%	15%	19%	11%	11%	16%	12%	16%	14%	15%	15%
								bc			b					
Difficulty comparing what other providers were offering	252	59	22	26	22	145	107	134	64	54	108	68	31	45	176	76
	14%	14%	14%	13%	14%	16%	13%	18%	10%	16%	15%	15%	12%	14%	15%	13%
						b		b		b						
Worried that I might have to pay two providers at the same time (P)	250	58	14	35	18	111	139	146	65	39	88	63	50	50	151	99
	14%	13%	9%	17%	12%	12%	16%	19%	10%	11%	12%	14%	18%	16%	13%	17%
							a	bc					ae			ae
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	61	12	-	-	113	112	103	77	45	81	66	33	45	147	78
	13%	14%	8%	-%	-%	13%	13%	14%	12%	13%	11%	15%	12%	15%	13%	13%
		b														
Difficulty cancelling my current service (P)	220	45	16	26	18	120	101	146	57	17	98	40	39	42	139	80
	13%	10%	10%	13%	12%	13%	12%	19%	9%	5%	14%	9%	14%	13%	12%	14%
								bc	c		b		b			b
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217	45	11	31	20	120	97	132	63	22	89	50	23	53	139	76
	12%	10%	7%	15%	13%	13%	11%	18%	10%	6%	12%	11%	9%	17%	12%	13%
								bc						bce		
Bad experience when switching communication services previously	206	53	10	34	12	102	103	135	54	16	83	48	32	43	131	75
	12%	12%	7%	16%	8%	11%	12%	18%	8%	5%	12%	11%	12%	14%	11%	13%
		b		b				bc	c							

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to have to get an engineer to install new equipment	202	60	15	-	-	90	112	122	55	25	99	32	33	37	131	71
	12%	14%	9%	-%	-%	10%	13%	16%	8%	7%	14%	7%	12%	12%	11%	12%
								bc			b		b	b	b	b
Didn't want to have to learn to use a new service	199	42	8	41	16	89	110	112	62	26	79	35	39	45	114	84
	11%	10%	5%	20%	10%	10%	13%	15%	9%	7%	11%	8%	14%	14%	10%	14%
		b		b				bc					be	be		be
Not knowing what to do to switch	192	39	14	28	13	93	99	114	52	25	79	54	27	32	133	59
	11%	9%	9%	13%	9%	10%	12%	15%	8%	7%	11%	12%	10%	10%	11%	10%
								bc								
Worried that other devices or products I own would not work with a new service	190	50	7	29	14	103	87	113	45	31	84	39	34	31	124	65
	11%	12%	5%	14%	10%	12%	10%	15%	7%	9%	12%	9%	13%	10%	11%	11%
		b						bc								
Would take too long to research the market	189	38	13	25	10	87	102	137	35	17	94	36	28	30	130	58
	11%	9%	8%	12%	6%	10%	12%	18%	5%	5%	13%	8%	10%	10%	11%	10%
								bc			b					
Did not want to lose my phone number	188	70	10	67	41	105	83	72	77	40	79	43	29	37	122	66
	11%	16%	6%	32%	27%	12%	10%	10%	12%	11%	11%	10%	11%	12%	10%	11%
		b														
Difficulty when contacting my current provider	173	35	15	24	13	92	80	129	33	11	72	33	35	34	105	69
	10%	8%	9%	11%	9%	10%	9%	17%	5%	3%	10%	7%	13%	11%	9%	12%
								bc					b			b
Did not want to have to install new equipment myself	163	55	10	-	-	87	76	75	50	37	64	28	40	31	92	71
	9%	13%	6%	-%	-%	10%	9%	10%	8%	11%	9%	6%	15%	10%	8%	12%
		b											abe			be

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	156	45	9	25	7	84	72	108	24	25	74	23	37	22	98	59
	9%	10%	6%	12%	5%	9%	8%	14%	4%	7%	10%	5%	13%	7%	8%	10%
		b		b				bc		b	b		bde		b	b
Worried about being without the Pay TV service during the switch (P)	145	32	7	-	-	74	71	91	41	13	64	35	27	19	99	46
	8%	7%	4%	-%	-%	8%	8%	12%	6%	4%	9%	8%	10%	6%	8%	8%
								bc								
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	31	8	-	-	66	62	92	25	11	54	27	24	23	81	47
	7%	7%	5%	-%	-%	7%	7%	12%	4%	3%	8%	6%	9%	7%	7%	8%
								bc								
Worried about being without the broadband service during the switch (P)	91	66	25	-	-	47	44	36	38	17	37	22	10	22	59	32
	5%	15%	16%	-%	-%	5%	5%	5%	6%	5%	5%	5%	4%	7%	5%	6%
Worried about being without the mobile service during the switch (P)	70	-	-	41	29	30	40	45	20	5	30	13	14	12	43	26
	4%	-%	-%	20%	19%	3%	5%	6%	3%	1%	4%	3%	5%	4%	4%	5%
								bc								
Needing to unlock my handset to take it with me	61	-	-	45	17	25	36	46	12	4	24	11	13	12	35	25
	4%	-%	-%	21%	11%	3%	4%	6%	2%	1%	3%	2%	5%	4%	3%	4%
				b				bc								
Worried about being without the fixed line phone service during the switch (P)	56	45	11	-	-	36	20	27	19	10	25	10	7	15	35	21
	3%	11%	7%	-%	-%	4%	2%	4%	3%	3%	4%	2%	2%	5%	3%	4%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	-	-	26	8	17	18	25	7	2	14	6	10	5	20	14
	2%	-%	-%	13%	6%	2%	2%	3%	1%	1%	2%	1%	4%	2%	2%	2%
				b				bc								
ANY PROCESS FACTORS (P)	619	147	47	72	57	307	312	348	184	88	259	135	110	114	394	224
	35%	34%	30%	34%	37%	34%	37%	46%	28%	25%	36%	30%	41%	37%	34%	38%
				bc				bc			b		b			b
NONE OF THESE	116	5	19	4	14	70	46	49	46	21	35	40	26	14	75	40
	7%	1%	12%	2%	10%	8%	5%	7%	7%	6%	5%	9%	10%	5%	6%	7%
			a		a							ad	ad			
Base for stats	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Mean number of factors	5.7	6.3	4.0	6.4	4.6	5.4	5.9	6.7	4.8	4.9	5.8	5.2	6.0	5.8	5.5	5.9
		b		b				bc								b
Standard deviation	5.03	5.31	3.87	5.34	3.80	4.92	5.13	5.66	4.38	4.23	5.03	4.41	5.66	5.26	4.80	5.45

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	829 47%	691 47%	68 52%	**	**	717 47%	112 49%	263 47%	552 48%
Current provider is still the best deal/ cheapest	691 39%	585 40%	49 37%	**	**	609 40%	82 36%	224 40%	461 40%
Current provider has the best quality of service	572 33%	481 33%	40 30%	**	**	506 33%	67 29%	181 32%	382 33%
Prefer to stay with a trusted/ known provider	513 29%	429 29%	41 31%	**	**	464 31%	49 21%	169 30%	337 29%
						b			
There wasn't enough cost difference for it to be worth switching	508 29%	424 29%	41 31%	**	**	442 29%	66 29%	161 29%	338 29%
Worried that the service wouldn't be as good with a new provider	489 28%	413 28%	40 30%	**	**	429 28%	60 26%	173 31%	308 27%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371 21%	311 21%	22 17%	**	**	325 21%	46 20%	152 27%	208 18%
								b	
Concern about arranging for the old and new services to start and stop at the same time (P)	304 17%	258 18%	24 18%	**	**	265 17%	39 17%	130 23%	170 15%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302 17%	250 17%	22 16%	** **	** **	268 18%	34 15%	132 23% b	168 14%
Lack of choice	298 17%	247 17%	18 14%	** **	** **	254 17%	44 19%	115 20% b	177 15%
Did not want to pay disconnection charges	297 17%	253 17% b	12 9%	** **	** **	265 17%	32 14%	144 26% b	149 13%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288 16%	254 17%	19 15%	** **	** **	259 17%	29 13%	114 20% b	173 15%
It's too time consuming to go through the process of switching from one provider to another	286 16%	241 16%	25 19%	** **	** **	247 16%	39 17%	124 22% b	160 14%
I was still in a contract so couldn't leave/ would have to pay to leave	272 16%	237 16%	17 13%	** **	** **	243 16%	29 13%	125 22% b	143 12%
Hassle of needing to contact more than one provider to switch	258 15%	218 15%	23 18%	** **	** **	227 15%	31 14%	115 20% b	139 12%
Difficulty comparing what other providers were offering	252 14%	216 15%	15 12%	** **	** **	219 14%	33 14%	94 17%	156 13%

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried that I might have to pay two providers at the same time (P)	250	213	13	**	**	226	24	123	124
	14%	14%	10%	**	**	15%	10%	22% b	11%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	184	18	**	**	201	24	88	135
	13%	13%	14%	**	**	13%	11%	16% b	12%
Difficulty cancelling my current service (P)	220	192	18	**	**	200	20	101	116
	13%	13%	13%	**	**	13%	9%	18% b	10%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217	194	11	**	**	199	18	99	115
	12%	13%	8%	**	**	13% b	8%	17% b	10%
Bad experience when switching communication services previously	206	185	11	**	**	191	15	89	115
	12%	13%	8%	**	**	13% b	7%	16% b	10%
Did not want to have to get an engineer to install new equipment	202	165	15	**	**	179	23	97	101
	12%	11%	11%	**	**	12%	10%	17% b	9%
Didn't want to have to learn to use a new service	199	172	13	**	**	188	11	81	116
	11%	12%	10%	**	**	12% b	5%	14% b	10%

Columns Tested: a,b,c,d - a,b - a,b

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Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	192	168	11	**	**	174	18	87	104
	11%	11%	8%	**	**	11%	8%	15%	9%
								b	
Worried that other devices or products I own would not work with a new service	190	159	16	**	**	170	20	81	108
	11%	11%	12%	**	**	11%	9%	14%	9%
								b	
Would take too long to research the market	189	163	12	**	**	165	24	92	97
	11%	11%	9%	**	**	11%	10%	16%	8%
								b	
Did not want to lose my phone number	188	157	20	**	**	161	27	73	113
	11%	11%	15%	**	**	11%	12%	13%	10%
Difficulty when contacting my current provider	173	154	6	**	**	160	13	80	92
	10%	10%	5%	**	**	11%	6%	14%	8%
		b				b		b	
Did not want to have to install new equipment myself	163	135	17	**	**	147	16	65	95
	9%	9%	13%	**	**	10%	7%	11%	8%
								b	
Difficulty when contacting potential new providers	156	137	13	**	**	138	19	70	84
	9%	9%	10%	**	**	9%	8%	12%	7%
								b	
Worried about being without the Pay TV service during the switch (P)	145	123	10	**	**	131	14	56	89
	8%	8%	8%	**	**	9%	6%	10%	8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128 7%	117 8%	11 8%	**	**	116 8%	12 5%	57 10% b	69 6%
Worried about being without the broadband service during the switch (P)	91 5%	78 5%	8 6%	**	**	77 5%	14 6%	41 7% b	46 4%
Worried about being without the mobile service during the switch (P)	70 4%	58 4%	10 7%	**	**	60 4%	10 4%	30 5%	40 3%
Needing to unlock my handset to take it with me	61 4%	55 4%	2 2%	**	**	57 4%	5 2%	19 3%	42 4%
Worried about being without the fixed line phone service during the switch (P)	56 3%	44 3%	8 6%	**	**	49 3%	8 3%	23 4%	32 3%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 2%	30 2%	1 1%	**	**	31 2%	4 2%	14 3%	20 2%
ANY PROCESS FACTORS (P)	619 35%	531 36%	48 37%	**	**	549 36%	70 31%	254 45% b	359 31%
NONE OF THESE	116 7%	106 7%	6 4%	**	**	95 6%	22 10%	35 6%	78 7%
Base for stats	1749	1473	132	**	**	1522	227	564	1162
Mean number of factors	5.7	5.7	5.5	**	**	5.8 b	5.0	6.9 b	5.1

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 112

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	NATION				URBANITY		ANY DISABILITY		
	ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO	
Total	a	b	-c	-d	a	b	a	b	
Standard deviation	5.03	5.14	4.32	**	**	5.11	4.37	5.67	4.56

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	665 38%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	611 35%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	586 34%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	582 33%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	555 32%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	534 31%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	510 29%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	494 28%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	492 28%	**	**	**	**	**	**	**	**	**	**
Lack of choice	473 27%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467 27%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	446 26%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	446 25%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	445 25%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437 25%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	437 25%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	422	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	402	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	397	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	387	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	386	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	380	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	371	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	370	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	357 20%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	356 20%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351 20%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	333 19%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	220 13%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212 12%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	135 8%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	102 6%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch (P)	97 6%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77 4%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	65 4%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	1003 57%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	148 8%	**	**	**	**	**	**	**	**	**	**
Base for stats	1749	**	**	**	**	**	**	**	**	**	**
Mean number of factors	8.3	**	**	**	**	**	**	**	**	**	**
Standard deviation	6.55	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Prefer to stay with a trusted/ known provider	665	**	**	**	**	**	**	**	**	344	216	128	665	266	78
	38%	**	**	**	**	**	**	**	**	36%	37%	35%	38%	42%	25%
														b	
Worried that the service wouldn't be as good with a new provider	611	**	**	**	**	**	**	**	**	303	197	106	611	227	75
	35%	**	**	**	**	**	**	**	**	32%	33%	29%	35%	35%	24%
														b	
There wasn't enough cost difference for it to be worth switching	586	**	**	**	**	**	**	**	**	298	186	112	586	222	76
	34%	**	**	**	**	**	**	**	**	31%	32%	31%	34%	35%	25%
														b	
Current provider has the best quality of service	582	**	**	**	**	**	**	**	**	295	177	118	582	222	73
	33%	**	**	**	**	**	**	**	**	31%	30%	33%	33%	35%	23%
														b	
Concern about arranging for the old and new services to start and stop at the same time (P)	555	**	**	**	**	**	**	**	**	266	175	91	555	201	65
	32%	**	**	**	**	**	**	**	**	28%	30%	25%	32%	31%	21%
													ac	b	
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	**	**	**	**	**	**	**	**	275	171	103	540	201	74
	31%	**	**	**	**	**	**	**	**	29%	29%	29%	31%	31%	24%
														b	
It's too time consuming to go through the process of switching from one provider to another	534	**	**	**	**	**	**	**	**	241	151	90	534	177	65
	31%	**	**	**	**	**	**	**	**	25%	26%	25%	31%	28%	21%
													ab	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty comparing what other providers were offering	510 29%	**	**	**	**	**	**	**	**	240 25%	149 25%	91 25%	510 29% ab	181 28% b	59 19%
Hassle of needing to contact more than one provider to switch	494 28%	**	**	**	**	**	**	**	**	233 25%	145 25%	88 24%	494 28% a	177 28% b	56 18%
Current provider is still the best deal/cheapest	492 28%	**	**	**	**	**	**	**	**	246 26%	147 25%	99 27%	492 28%	178 28% b	68 22%
Lack of choice	473 27%	**	**	**	**	**	**	**	**	219 23%	129 22%	90 25%	473 27% ab	163 25% b	57 18%
Didn't want to pay the initial connection/start-up fees/ equipment costs	467 27%	**	**	**	**	**	**	**	**	179 19% c	179 30% ac	- -%	467 27% ac	141 22% b	38 12%
Worried that I might have to pay two providers at the same time (P)	446 26%	**	**	**	**	**	**	**	**	213 22%	132 22%	81 22%	446 26%	155 24% b	58 19%
Worried that other devices or products I own would not work with a new service	446 25%	**	**	**	**	**	**	**	**	191 20%	120 20%	71 20%	446 25% abc	139 22%	53 17%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	445 25%	**	**	**	**	**	**	**	**	189 20%	112 19%	77 21%	445 25% ab	141 22% b	48 16%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437 25%	**	**	**	**	**	**	**	**	196 21%	115 20%	81 22%	437 25% ab	142 22%	54 17%
Would take too long to research the market	437 25%	**	**	**	**	**	**	**	**	205 22%	120 20%	85 24%	437 25% ab	142 22%	63 20%
Didn't want to have to learn to use a new service	422 24%	**	**	**	**	**	**	**	**	205 22%	134 23%	71 20%	422 24%	154 24% b	51 17%
Did not want to have to get an engineer to install new equipment	402 23%	**	**	**	**	**	**	**	**	145 15% c	145 25% ac	- -%	402 23% ac	109 17% b	36 12%
Not knowing what to do to switch	397 23%	**	**	**	**	**	**	**	**	186 20%	100 17%	85 24% b	397 23% b	131 20%	55 18%
Did not want to pay disconnection charges	387 22%	**	**	**	**	**	**	**	**	169 18%	103 17%	66 18%	387 22% ab	122 19%	47 15%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty cancelling my current service (P)	386	**	**	**	**	**	**	**	**	165	102	63	386	128	37
	22%	**	**	**	**	**	**	**	**	17%	17%	17%	22%	20%	12%
													ab	b	
Did not want to have to install new equipment myself	380	**	**	**	**	**	**	**	**	135	135	-	380	102	33
	22%	**	**	**	**	**	**	**	**	14%	23%	-%	22%	16%	11%
										c	ac		ac	b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379	**	**	**	**	**	**	**	**	172	110	61	379	137	35
	22%	**	**	**	**	**	**	**	**	18%	19%	17%	22%	21%	11%
													a	b	
Difficulty when contacting my current provider	371	**	**	**	**	**	**	**	**	160	98	63	371	124	36
	21%	**	**	**	**	**	**	**	**	17%	17%	17%	21%	19%	12%
													ab	b	
Bad experience when switching communication services previously	370	**	**	**	**	**	**	**	**	162	88	73	370	124	38
	21%	**	**	**	**	**	**	**	**	17%	15%	20%	21%	19%	12%
												b	ab	b	
I was still in a contract so couldn't leave/ would have to pay to leave	357	**	**	**	**	**	**	**	**	157	93	64	357	123	34
	20%	**	**	**	**	**	**	**	**	17%	16%	18%	20%	19%	11%
													ab	b	
Worried about being without the Pay TV service during the switch (P)	356	**	**	**	**	**	**	**	**	88	88	-	356	70	18
	20%	**	**	**	**	**	**	**	**	9%	15%	-%	20%	11%	6%
										c	ac		abc	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351 20%	**	**	**	**	**	**	**	**	94 10% c	94 16% ac	- -%	351 20% abc	73 11% b	21 7%
I negotiated/ accepted a deal with my current provider	333 19%	**	**	**	**	**	**	**	**	154 16%	81 14%	73 20% b	333 19% b	154 24% b	- -%
Did not want to lose my phone number	220 13%	**	**	**	**	**	**	**	**	220 23% bd	113 19% d	107 30% abd	220 13% b	163 25% b	57 19%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212 12%	**	**	**	**	**	**	**	**	57 6% c	57 10% ac	- -%	212 12% ac	48 8% b	9 3%
Worried about being without the broadband service during the switch (P)	135 8%	**	**	**	**	**	**	**	**	135 14% cd	135 23% acd	- -%	135 8% c	107 17% b	27 9%
Worried about being without the fixed line phone service during the switch (P)	102 6%	**	**	**	**	**	**	**	**	102 11% cd	102 17% acd	- -%	102 6% c	79 12% b	23 7%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the mobile service during the switch (P)	97 6%	** **	** **	** **	** **	** **	** **	** **	** **	97 10% bd	- -%	97 27% abd	97 6% b	63 10%	35 11%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77 4%	** **	** **	** **	** **	** **	** **	** **	** **	77 8% bd	- -%	77 21% abd	77 4% b	52 8%	25 8%
Needing to unlock my handset to take it with me	65 4%	** **	** **	** **	** **	** **	** **	** **	** **	65 7% bd	- -%	65 18% abd	65 4% b	43 7%	22 7%
ANY PROCESS FACTORS (P)	1003 57%	** **	** **	** **	** **	** **	** **	** **	** **	514 54%	327 55%	188 52%	1003 57%	374 58% b	141 46%
NONE OF THESE	148 8%	** **	** **	** **	** **	** **	** **	** **	** **	91 10%	64 11%	28 8%	148 8%	46 7%	46 15% a
Base for stats	1749	**	**	**	**	**	**	**	**	950	589	361	1749	641	309
Mean number of factors	8.3	**	**	**	**	**	**	**	**	7.2	7.5	6.9	8.3	8.1	5.5
Standard deviation	6.55	**	**	**	**	**	**	**	**	5.98	6.26	5.47	6.55	6.27	4.88

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Prefer to stay with a trusted/ known provider	665	174	43	93	35	361	302	302	229	133	283	171	84	127	453	211
	38%	40%	27%	44%	23%	40%	35%	40%	35%	38%	39%	38%	31%	41%	39%	36%
		b		b		b					c			c	c	
Worried that the service wouldn't be as good with a new provider	611	155	42	72	34	321	290	295	210	106	247	157	101	104	405	205
	35%	36%	27%	34%	22%	36%	34%	39%	32%	31%	35%	35%	37%	33%	35%	35%
		b		b				bc								
There wasn't enough cost difference for it to be worth switching	586	148	39	75	37	318	269	287	172	127	244	146	93	103	390	196
	34%	34%	25%	36%	25%	36%	31%	38%	26%	37%	34%	33%	34%	33%	34%	34%
		b		b				b		b						
Current provider has the best quality of service	582	143	34	79	38	320	263	271	216	95	255	130	90	108	384	198
	33%	33%	22%	38%	25%	36%	31%	36%	33%	27%	36%	29%	33%	35%	33%	34%
		b		b		b		c			b					
Concern about arranging for the old and new services to start and stop at the same time (P)	555	134	41	67	24	291	264	282	196	77	249	133	76	96	382	171
	32%	31%	26%	32%	16%	33%	31%	38%	30%	22%	35%	30%	28%	31%	33%	29%
				b				bc	c							
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540	138	33	63	41	280	260	263	187	90	220	143	75	100	363	175
	31%	32%	21%	30%	27%	31%	30%	35%	29%	26%	31%	32%	28%	32%	31%	30%
		b						bc								
It's too time consuming to go through the process of switching from one provider to another	534	118	33	59	31	275	259	275	173	86	225	139	83	85	364	168
	31%	27%	21%	28%	21%	31%	30%	37%	27%	25%	31%	31%	31%	27%	31%	29%
								bc								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	510	122	27	59	32	287	222	245	174	91	198	124	98	90	322	188
	29%	28%	17%	28%	21%	32%	26%	33%	27%	26%	28%	28%	36%	29%	28%	32%
		b				b		bc					abe			
Hassle of needing to contact more than one provider to switch	494	119	26	58	30	263	231	246	168	80	218	121	74	80	339	154
	28%	28%	17%	28%	20%	29%	27%	33%	26%	23%	30%	27%	27%	26%	29%	26%
		b						bc								
Current provider is still the best deal/cheapest	492	115	32	63	36	256	236	250	165	77	220	115	63	94	335	157
	28%	27%	20%	30%	24%	29%	28%	33%	25%	22%	31%	26%	23%	30%	29%	27%
								bc			c					
Lack of choice	473	103	27	60	30	246	227	272	128	73	184	107	90	93	290	182
	27%	24%	17%	29%	20%	28%	27%	36%	20%	21%	26%	24%	33%	30%	25%	31%
		b						bc					abe			abe
Didn't want to pay the initial connection/start-up fees/ equipment costs	467	141	38	-	-	267	200	217	176	74	167	143	73	83	310	156
	27%	33%	24%	-%	-%	30%	23%	29%	27%	21%	23%	32%	27%	27%	27%	27%
		b				b		c				ae				
Worried that I might have to pay two providers at the same time (P)	446	103	29	52	29	240	206	260	128	58	193	113	60	79	306	138
	26%	24%	18%	25%	19%	27%	24%	35%	20%	17%	27%	25%	22%	25%	26%	24%
								bc								
Worried that other devices or products I own would not work with a new service	446	96	25	43	28	241	204	231	146	69	179	110	85	72	288	157
	25%	22%	16%	21%	18%	27%	24%	31%	22%	20%	25%	25%	31%	23%	25%	27%
		b						bc					de			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	445	87	25	54	23	231	214	245	131	68	194	117	60	72	311	132
	25%	20%	16%	26%	15%	26%	25%	33%	20%	20%	27%	26%	22%	23%	27%	23%
				b				bc								
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437	91	24	51	30	219	218	252	135	51	197	96	75	68	293	143
	25%	21%	15%	24%	20%	24%	26%	34%	21%	15%	27%	22%	28%	22%	25%	24%
								bc	c		b					
Would take too long to research the market	437	93	27	49	36	230	206	231	135	71	186	107	74	69	292	143
	25%	22%	17%	24%	24%	26%	24%	31%	21%	20%	26%	24%	27%	22%	25%	25%
								bc								
Didn't want to have to learn to use a new service	422	108	26	46	25	220	202	219	134	69	202	106	63	51	308	114
	24%	25%	17%	22%	17%	25%	24%	29%	21%	20%	28%	24%	23%	16%	27%	19%
		b						bc			df	d			df	
Did not want to have to get an engineer to install new equipment	402	109	36	-	-	223	179	199	148	55	177	101	54	69	279	123
	23%	25%	23%	-%	-%	25%	21%	27%	23%	16%	25%	23%	20%	22%	24%	21%
								c	c							
Not knowing what to do to switch	397	79	21	52	34	205	190	236	117	43	153	84	83	74	237	158
	23%	18%	13%	25%	22%	23%	22%	31%	18%	13%	21%	19%	31%	24%	20%	27%
								bc	c				abe			abe
Did not want to pay disconnection charges	387	79	24	43	23	209	178	235	105	47	146	109	65	66	255	131
	22%	18%	15%	21%	15%	23%	21%	31%	16%	13%	20%	24%	24%	21%	22%	22%
								bc								
Difficulty cancelling my current service (P)	386	82	20	46	17	195	190	232	110	44	158	92	80	56	250	136
	22%	19%	13%	22%	11%	22%	22%	31%	17%	13%	22%	21%	30%	18%	21%	23%
		b		b				bc					abde			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to have to install new equipment myself	380	102	33	-	-	208	172	197	123	60	169	101	48	61	270	109
	22%	24%	21%	-%	-%	23%	20%	26% bc	19%	17%	24% f	23%	18%	20%	23% f	19%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379	89	22	48	13	198	180	242	98	39	160	89	80	50	248	130
	22%	21% b	14%	23% b	9%	22%	21%	32% bc	15%	11%	22% d	20%	29% abdef	16%	21%	22% d
Difficulty when contacting my current provider	371	80	17	43	19	201	169	213	126	32	162	85	66	57	247	124
	21%	19% b	11%	21% b	13%	23%	20%	28% bc	19% c	9%	23%	19%	24%	18%	21%	21%
Bad experience when switching communication services previously	370	72	16	52	22	212	158	236	92	42	157	96	59	56	253	116
	21%	17% b	10%	25% b	14%	24% b	19%	31% bc	14%	12%	22%	21%	22%	18%	22%	20%
I was still in a contract so couldn't leave/ would have to pay to leave	357	77	16	46	18	178	179	209	103	46	163	77	63	52	241	114
	20%	18% b	10%	22% b	12%	20%	21%	28% bc	16%	13%	23% bd	17%	23%	17%	21%	20%
Worried about being without the Pay TV service during the switch (P)	356	70	18	-	-	186	170	187	112	57	156	83	56	60	239	116
	20%	16%	11%	-%	-%	21%	20%	25% bc	17%	16%	22%	19%	21%	19%	21%	20%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351	73	21	-	-	183	168	187	106	58	159	80	64	48	239	112
	20%	17%	13%	-%	-%	20%	20%	25% bc	16%	17%	22% d	18%	24% d	15%	21%	19%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	333	81	-	73	-	187	146	210	87	37	151	61	68	52	212	120
	19%	19%	-%	35%	-%	21%	17%	28%	13%	11%	21%	14%	25%	17%	18%	21%
		b		b				bc			b		bde		b	b
Did not want to lose my phone number	220	89	25	75	32	113	107	107	75	38	85	61	36	38	146	75
	13%	21%	16%	36%	21%	13%	13%	14%	12%	11%	12%	14%	13%	12%	13%	13%
				b												
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	48	9	-	-	125	87	144	51	17	100	51	24	38	150	61
	12%	11%	6%	-%	-%	14%	10%	19%	8%	5%	14%	11%	9%	12%	13%	11%
		b				b		bc			c					
Worried about being without the broadband service during the switch (P)	135	107	27	-	-	70	65	46	60	28	51	40	20	23	91	44
	8%	25%	17%	-%	-%	8%	8%	6%	9%	8%	7%	9%	7%	7%	8%	7%
		b							a							
Worried about being without the fixed line phone service during the switch (P)	102	79	23	-	-	51	51	38	35	29	36	30	17	19	66	36
	6%	18%	15%	-%	-%	6%	6%	5%	5%	8%	5%	7%	6%	6%	6%	6%
										a						
Worried about being without the mobile service during the switch (P)	97	-	-	63	35	47	51	54	32	11	42	20	18	16	63	34
	6%	-%	-%	30%	23%	5%	6%	7%	5%	3%	6%	5%	7%	5%	5%	6%
								c								
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77	-	-	52	25	35	42	54	17	6	31	10	22	13	41	35
	4%	-%	-%	25%	17%	4%	5%	7%	3%	2%	4%	2%	8%	4%	4%	6%
								bc					abe			be

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Needing to unlock my handset to take it with me	65 4%	- -%	- -%	43 21%	22 14%	29 3%	36 4%	43 6% bc	17 3%	5 1%	31 4%	13 3%	13 5%	7 2%	45 4%	20 4%
ANY PROCESS FACTORS (P)	1003 57%	251 58% b	76 48%	123 59% b	65 43%	521 58%	481 56%	502 67% bc	340 52%	161 46%	423 59%	238 53%	166 61%	176 56%	660 57%	342 59%
NONE OF THESE	148 8%	36 8%	28 17% a	10 5%	18 12% a	71 8%	77 9%	59 8%	53 8%	36 10%	58 8%	32 7%	28 10%	28 9%	91 8%	56 10%
Base for stats	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Mean number of factors	8.3	8.1 b	5.7	8.0 b	5.3	8.6 b	8.0	10.3 bc	7.1 c	6.3	8.6	8.0	8.7	7.8	8.4	8.2
Standard deviation	6.55	6.49	5.20	5.81	4.53	6.63	6.45	7.23	5.78	5.04	6.69	6.30	6.62	6.41	6.55	6.52

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

Any break column with 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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Prefer to stay with a trusted/ known provider	665 38%	563 38%	50 38%	** **	** **	550 36%	114 50% a	215 38%	445 38%
Worried that the service wouldn't be as good with a new provider	611 35%	522 35%	40 31%	** **	** **	526 35%	85 38%	207 37%	400 34%
There wasn't enough cost difference for it to be worth switching	586 34%	499 34%	36 28%	** **	** **	517 34%	70 31%	195 35%	386 33%
Current provider has the best quality of service	582 33%	485 33%	43 32%	** **	** **	504 33%	78 34%	181 32%	398 34%
Concern about arranging for the old and new services to start and stop at the same time (P)	555 32%	472 32%	43 32%	** **	** **	497 33% b	58 26%	178 32%	372 32%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	460 31%	31 23%	** **	** **	469 31%	71 31%	176 31%	357 31%
It's too time consuming to go through the process of switching from one provider to another	534 31%	455 31%	36 28%	** **	** **	481 32% b	53 23%	175 31%	347 30%
Difficulty comparing what other providers were offering	510 29%	426 29%	31 23%	** **	** **	444 29%	66 29%	194 34% b	310 27%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Hassle of needing to contact more than one provider to switch	494	425	27	**	**	451	43	159	329
	28%	29%	20%	**	**	30%	19%	28%	28%
		b				b			
Current provider is still the best deal/ cheapest	492	404	38	**	**	426	66	175	310
	28%	27%	29%	**	**	28%	29%	31%	27%
Lack of choice	473	399	31	**	**	408	66	167	303
	27%	27%	24%	**	**	27%	29%	30%	26%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467	391	31	**	**	404	62	162	301
	27%	27%	24%	**	**	27%	27%	29%	26%
Worried that I might have to pay two providers at the same time (P)	446	372	36	**	**	393	53	157	283
	26%	25%	28%	**	**	26%	23%	28%	24%
Worried that other devices or products I own would not work with a new service	446	381	26	**	**	392	53	145	294
	25%	26%	20%	**	**	26%	23%	26%	25%
Difficulty when contacting potential new providers	445	376	27	**	**	398	47	167	273
	25%	26%	20%	**	**	26%	21%	30%	23%
								b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437	374	25	**	**	388	50	143	289
	25%	25%	19%	**	**	25%	22%	25%	25%
Would take too long to research the market	437	366	29	**	**	380	57	150	283
	25%	25%	22%	**	**	25%	25%	27%	24%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	-c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Didn't want to have to learn to use a new service	422 24%	360 24%	25 19%	** **	** **	359 24%	63 28%	148 26%	268 23%
Did not want to have to get an engineer to install new equipment	402 23%	331 22%	23 18%	** **	** **	347 23%	56 24%	130 23%	268 23%
Not knowing what to do to switch	397 23%	327 22%	39 30%	** **	** **	355 23%	42 19%	154 27% b	238 21%
Did not want to pay disconnection charges	387 22%	336 23%	23 18%	** **	** **	348 23%	38 17%	128 23%	256 22%
Difficulty cancelling my current service (P)	386 22%	324 22%	25 19%	** **	** **	345 23%	41 18%	132 23%	252 22%
Did not want to have to install new equipment myself	380 22%	311 21%	22 17%	** **	** **	329 22%	50 22%	146 26% b	230 20%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379 22%	326 22%	24 18%	** **	** **	345 23% b	33 15%	137 24%	239 21%
Difficulty when contacting my current provider	371 21%	301 20%	27 20%	** **	** **	315 21%	55 24%	123 22%	245 21%
Bad experience when switching communication services previously	370 21%	313 21%	21 16%	** **	** **	330 22%	40 18%	138 24% b	230 20%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	357 20%	309 21%	19 15%	** **	** **	310 20%	47 21%	122 22%	234 20%
Worried about being without the Pay TV service during the switch (P)	356 20%	296 20%	18 13%	** **	** **	308 20%	47 21%	124 22%	229 20%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351 20%	304 21%	18 14%	** **	** **	308 20%	44 19%	119 21%	231 20%
I negotiated/ accepted a deal with my current provider	333 19%	274 19%	21 16%	** **	** **	302 20% b	31 14%	129 23% b	202 17%
Did not want to lose my phone number	220 13%	193 13%	20 15%	** **	** **	194 13%	27 12%	71 13%	145 12%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212 12%	177 12%	9 7%	** **	** **	196 13% b	16 7%	92 16% b	119 10%
Worried about being without the broadband service during the switch (P)	135 8%	112 8%	10 7%	** **	** **	113 7%	21 9%	41 7%	92 8%
Worried about being without the fixed line phone service during the switch (P)	102 6%	82 6%	10 8%	** **	** **	83 5%	19 8%	38 7%	62 5%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 113

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the mobile service during the switch (P)	97 6%	90 6%	5 4%	** **	** **	88 6%	10 4%	34 6%	64 5%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77 4%	66 4%	7 5%	** **	** **	70 5%	7 3%	24 4%	53 5%
Needing to unlock my handset to take it with me	65 4%	58 4%	7 5%	** **	** **	60 4%	5 2%	23 4%	42 4%
ANY PROCESS FACTORS (P)	1003 57%	846 57%	70 53%	** **	** **	876 58%	127 56%	351 62%	641 55%
NONE OF THESE	148 8%	130 9%	9 7%	** **	** **	128 8%	20 9%	37 7%	108 9%
Base for stats	1749	1473	132	**	**	1522	227	564	1162
Mean number of factors	8.3	8.3	7.2	**	**	8.4	7.9	8.9	8.1
Standard deviation	6.55	6.54	5.77	**	**	6.63	5.96	6.34	6.64
Columns Tested: a,b,c,d - a,b - a,b								b	

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	1183 68%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	1178 67%	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	1163 66%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	1155 66%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	1100 63%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	1094 63%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	859 49%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837 48%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827 47%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	820 47%	**	**	**	**	**	**	**	**	**	**
Lack of choice	771 44%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	762 44%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	752 43%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739 42%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	696 40%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	684 39%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	636 36%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	629 36%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	626 36%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	621 36%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	606 35%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	604 35%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	601 34%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596 34%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	588 34%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576 33%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	576 33%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	544	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	542	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	500	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	408	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	226	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	167	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	158	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	126	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTORS (P)	1148	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	36	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Base for stats	1749	**	**	**	**	**	**	**	**	**	**
Mean number of factors	14.0	**	**	**	**	**	**	**	**	**	**
Standard deviation	9.04	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

Any break column with 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

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/ cheapest	1183 68%	**	**	**	**	**	**	**	**	671 71%	401 68%	271 75% bd	1183 68%	497 78% b	175 56%
Prefer to stay with a trusted/ known provider	1178 67%	**	**	**	**	**	**	**	**	650 68%	395 67%	255 71%	1178 67%	485 76% b	165 53%
I negotiated/ accepted a deal with my current provider	1163 66%	**	**	**	**	**	**	**	**	641 67% c	431 73% acd	209 58%	1163 66% c	641 100% b	- -%
Current provider has the best quality of service	1155 66%	**	**	**	**	**	**	**	**	616 65%	382 65%	235 65%	1155 66%	463 72% b	154 50%
Worried that the service wouldn't be as good with a new provider	1100 63%	**	**	**	**	**	**	**	**	570 60%	350 59%	220 61%	1100 63%	420 65% b	150 49%
There wasn't enough cost difference for it to be worth switching	1094 63%	**	**	**	**	**	**	**	**	602 63%	375 64%	227 63%	1094 63%	423 66% b	180 58%
Concern about arranging for the old and new services to start and stop at the same time (P)	859 49%	**	**	**	**	**	**	**	**	410 43%	255 43%	155 43%	859 49% ab	299 47% b	111 36%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837 48%	** **	** **	** **	** **	** **	** **	** **	** **	337 36% c	337 57% acd	- -%	837 48% ac	260 41% b	78 25%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827 47%	** **	** **	** **	** **	** **	** **	** **	** **	434 46%	261 44%	173 48%	827 47%	317 49% b	118 38%
It's too time consuming to go through the process of switching from one provider to another	820 47%	** **	** **	** **	** **	** **	** **	** **	** **	396 42%	233 40%	162 45%	820 47% ab	280 44% b	116 37%
Lack of choice	771 44%	** **	** **	** **	** **	** **	** **	** **	** **	364 38%	225 38%	138 38%	771 44% ab	261 41% b	102 33%
Difficulty comparing what other providers were offering	762 44%	** **	** **	** **	** **	** **	** **	** **	** **	370 39%	230 39%	140 39%	762 44% ab	266 42% b	103 33%
Hassle of needing to contact more than one provider to switch	752 43%	** **	** **	** **	** **	** **	** **	** **	** **	356 37%	215 37%	141 39%	752 43% ab	259 40% b	97 31%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739 42%	** **	** **	** **	** **	** **	** **	** **	** **	354 37%	210 36%	144 40%	739 42% ab	262 41% b	92 30%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that I might have to pay two providers at the same time (P)	696 40%	**	**	**	**	**	**	**	**	338 36%	204 35%	134 37%	696 40%	248 39%	90 29%
		**	**	**	**	**	**	**	**				ab	b	
Did not want to pay disconnection charges	684 39%	**	**	**	**	**	**	**	**	317 33%	198 34%	119 33%	684 39%	235 37%	82 27%
		**	**	**	**	**	**	**	**				abc	b	
Worried that other devices or products I own would not work with a new service	636 36%	**	**	**	**	**	**	**	**	292 31%	178 30%	114 32%	636 36%	218 34%	74 24%
		**	**	**	**	**	**	**	**				ab	b	
I was still in a contract so couldn't leave/ would have to pay to leave	629 36%	**	**	**	**	**	**	**	**	290 31%	172 29%	118 33%	629 36%	217 34%	73 24%
		**	**	**	**	**	**	**	**				ab	b	
Would take too long to research the market	626 36%	**	**	**	**	**	**	**	**	291 31%	170 29%	120 33%	626 36%	205 32%	86 28%
		**	**	**	**	**	**	**	**				ab		
Didn't want to have to learn to use a new service	621 36%	**	**	**	**	**	**	**	**	312 33%	184 31%	128 35%	621 36%	237 37%	75 24%
		**	**	**	**	**	**	**	**				b	b	
Difficulty cancelling my current service (P)	606 35%	**	**	**	**	**	**	**	**	271 28%	163 28%	107 30%	606 35%	199 31%	71 23%
		**	**	**	**	**	**	**	**				ab	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to have to get an engineer to install new equipment	604	**	**	**	**	**	**	**	**	220	220	-	604	169	51
	35%	**	**	**	**	**	**	**	**	23%	37%	-%	35%	26%	16%
										c	ac		ac	b	
Difficulty when contacting potential new providers	601	**	**	**	**	**	**	**	**	275	165	109	601	211	64
	34%	**	**	**	**	**	**	**	**	29%	28%	30%	34%	33%	21%
													ab	b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596	**	**	**	**	**	**	**	**	279	166	113	596	213	66
	34%	**	**	**	**	**	**	**	**	29%	28%	31%	34%	33%	22%
													ab	b	
Not knowing what to do to switch	588	**	**	**	**	**	**	**	**	279	153	126	588	197	82
	34%	**	**	**	**	**	**	**	**	29%	26%	35%	34%	31%	27%
												b	ab		
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576	**	**	**	**	**	**	**	**	168	168	-	576	135	33
	33%	**	**	**	**	**	**	**	**	18%	28%	-%	33%	21%	11%
										c	ac		abc	b	
Bad experience when switching communication services previously	576	**	**	**	**	**	**	**	**	271	152	119	576	210	60
	33%	**	**	**	**	**	**	**	**	29%	26%	33%	33%	33%	20%
												b	ab	b	
Difficulty when contacting my current provider	544	**	**	**	**	**	**	**	**	247	147	100	544	183	64
	31%	**	**	**	**	**	**	**	**	26%	25%	28%	31%	29%	21%
													ab	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to have to install new equipment myself	542	**	**	**	**	**	**	**	**	199	199	-	542	156	43
	31%	**	**	**	**	**	**	**	**	21%	34%	-%	31%	24%	14%
										c	ac		ac	b	
Worried about being without the Pay TV service during the switch (P)	500	**	**	**	**	**	**	**	**	127	127	-	500	102	25
	29%	**	**	**	**	**	**	**	**	13%	22%	-%	29%	16%	8%
										c	ac		abc	b	
Did not want to lose my phone number	408	**	**	**	**	**	**	**	**	408	193	215	408	300	108
	23%	**	**	**	**	**	**	**	**	43%	33%	60%	23%	47%	35%
										bd	d	abd		b	
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	**	**	**	**	**	**	**	**	97	97	-	340	79	17
	19%	**	**	**	**	**	**	**	**	10%	16%	-%	19%	12%	6%
										c	ac		ac	b	
Worried about being without the broadband service during the switch (P)	226	**	**	**	**	**	**	**	**	226	226	-	226	173	53
	13%	**	**	**	**	**	**	**	**	24%	38%	-%	13%	27%	17%
										cd	acd		c	b	
Worried about being without the mobile service during the switch (P)	167	**	**	**	**	**	**	**	**	167	-	167	167	103	64
	10%	**	**	**	**	**	**	**	**	18%	-%	46%	10%	16%	21%
										bd		abd	b		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch (P)	158 9%	**	**	**	**	**	**	**	**	158 17% cd	158 27% acd	- -% c	158 9% c	124 19% b	34 11%
Needing to unlock my handset to take it with me	126 7%	**	**	**	**	**	**	**	**	126 13% bd	- -% bd	126 35% abd	126 7% b	88 14%	38 12%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112 6%	**	**	**	**	**	**	**	**	112 12% bd	- -% bd	112 31% abd	112 6% b	78 12%	34 11%
ANY PROCESS FACTORS (P)	1148 66%	**	**	**	**	**	**	**	**	595 63%	371 63%	224 62%	1148 66%	422 66% b	172 56%
NONE OF THESE	36 2%	**	**	**	**	**	**	**	**	19 2%	12 2%	7 2%	36 2%	- -%	19 6% a
Base for stats	1749	**	**	**	**	**	**	**	**	950	589	361	1749	641	309
Mean number of factors	14.0	**	**	**	**	**	**	**	**	12.9	13.1	12.5	14.0 abc	14.4 b	9.8
Standard deviation	9.04	**	**	**	**	**	**	**	**	8.72	8.99	8.26	9.04	8.97	7.29

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider is still the best deal/ cheapest	1183	325	76	172	99	591	591	547	411	225	496	301	167	218	797	385
	68%	75%	48%	82%	65%	66%	69%	73%	63%	65%	69%	67%	62%	70%	69%	66%
		b		b				bc			c				c	
Prefer to stay with a trusted/ known provider	1178	316	79	168	87	608	568	524	412	242	503	296	169	209	798	378
	67%	73%	50%	80%	57%	68%	67%	70%	63%	70%	70%	66%	62%	67%	69%	65%
		b		b				b		b	c					
I negotiated/ accepted a deal with my current provider	1163	431	-	209	-	581	582	521	422	220	482	274	186	220	756	406
	66%	100%	-%	100%	-%	65%	68%	69%	65%	64%	67%	61%	69%	71%	65%	70%
		b		b							b			b		b
Current provider has the best quality of service	1155	305	77	158	77	602	553	507	421	227	492	287	164	209	779	373
	66%	71%	49%	75%	51%	67%	65%	68%	65%	65%	69%	64%	61%	67%	67%	64%
		b		b							c					
Worried that the service wouldn't be as good with a new provider	1100	275	75	144	76	567	533	514	379	206	463	273	168	194	736	362
	63%	64%	47%	69%	50%	63%	62%	69%	58%	59%	65%	61%	62%	62%	63%	62%
		b		b				bc								
There wasn't enough cost difference for it to be worth switching	1094	289	86	134	94	573	521	494	376	224	475	271	157	189	746	346
	63%	67%	54%	64%	62%	64%	61%	66%	58%	65%	66%	61%	58%	61%	64%	59%
		b						b		b	cf					
Concern about arranging for the old and new services to start and stop at the same time (P)	859	197	58	102	53	438	421	439	294	127	362	199	148	148	561	296
	49%	46%	37%	49%	35%	49%	49%	59%	45%	37%	51%	45%	54%	47%	48%	51%
		b		b				bc	c				b			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837	260	78	-	-	423	414	381	312	145	309	239	128	161	548	289
	48%	60%	49%	-%	-%	47%	49%	51%	48%	42%	43%	53%	47%	52%	47%	50%
		b						c				ae		a		a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827	209	53	108	65	421	406	418	265	144	337	214	129	146	551	275
	47%	48%	33%	52%	43%	47%	48%	56%	41%	42%	47%	48%	48%	47%	47%	47%
		b						bc								
It's too time consuming to go through the process of switching from one provider to another	820	181	52	99	64	406	414	432	262	126	344	195	133	146	539	279
	47%	42%	33%	47%	42%	45%	48%	58%	40%	36%	48%	44%	49%	47%	46%	48%
		b						bc								
Lack of choice	771	172	53	89	49	407	364	427	236	108	320	185	132	132	505	264
	44%	40%	34%	43%	33%	45%	43%	57%	36%	31%	45%	41%	49%	42%	43%	45%
								bc								
Difficulty comparing what other providers were offering	762	181	49	85	54	432	330	379	238	145	306	191	129	134	498	264
	44%	42%	31%	41%	36%	48%	39%	51%	36%	42%	43%	43%	48%	43%	43%	45%
		b				b		bc								
Hassle of needing to contact more than one provider to switch	752	171	44	88	53	390	361	391	241	119	335	174	119	123	508	242
	43%	40%	28%	42%	35%	44%	42%	52%	37%	34%	47%	39%	44%	39%	44%	41%
		b						bc			bd					
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739	170	39	91	53	352	387	410	222	107	320	170	129	118	490	247
	42%	40%	25%	44%	35%	39%	45%	55%	34%	31%	45%	38%	47%	38%	42%	42%
		b					a	bc			b		bd			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that I might have to pay two providers at the same time (P)	696	161	43	87	47	352	345	406	193	97	281	176	109	128	457	238
	40%	37%	27%	41%	31%	39%	40%	54%	30%	28%	39%	39%	40%	41%	39%	41%
		b						bc								
Did not want to pay disconnection charges	684	154	44	81	38	345	339	399	186	99	272	162	131	116	435	248
	39%	36%	28%	39%	25%	39%	40%	53%	28%	29%	38%	36%	48%	37%	37%	42%
		b		b				bc					abde			
Worried that other devices or products I own would not work with a new service	636	145	32	72	42	344	291	344	191	100	263	149	119	103	412	222
	36%	34%	20%	34%	28%	39%	34%	46%	29%	29%	37%	33%	44%	33%	35%	38%
		b						bc					bde			
I was still in a contract so couldn't leave/ would have to pay to leave	629	134	38	83	35	289	340	369	173	87	259	142	118	108	401	226
	36%	31%	24%	40%	23%	32%	40%	49%	26%	25%	36%	32%	44%	34%	35%	39%
		b		b			a	bc					bde			b
Would take too long to research the market	626	130	40	75	46	317	308	368	170	88	280	143	103	99	422	201
	36%	30%	25%	36%	30%	35%	36%	49%	26%	25%	39%	32%	38%	32%	36%	35%
								bc			bd					
Didn't want to have to learn to use a new service	621	150	34	87	41	309	312	331	196	94	281	141	102	96	422	198
	36%	35%	22%	41%	27%	35%	37%	44%	30%	27%	39%	32%	38%	31%	36%	34%
		b		b				bc			bd					
Difficulty cancelling my current service (P)	606	127	36	72	35	314	291	378	167	61	256	132	119	98	388	216
	35%	29%	23%	34%	23%	35%	34%	50%	26%	18%	36%	30%	44%	31%	33%	37%
				b				bc	c		b		abde			b
Did not want to have to get an engineer to install new equipment	604	169	51	-	-	313	291	321	203	80	277	133	87	107	410	194
	35%	39%	32%	-%	-%	35%	34%	43%	31%	23%	39%	30%	32%	34%	35%	33%
								bc	c		b					

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	601	131	34	79	30	315	286	353	155	93	268	141	96	94	409	191
	34%	30%	22%	38%	20%	35%	34%	47%	24%	27%	37%	32%	36%	30%	35%	33%
		b		b				bc			d					
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596	133	33	79	34	318	278	374	161	60	249	139	103	103	388	206
	34%	31%	21%	38%	22%	36%	33%	50%	25%	17%	35%	31%	38%	33%	33%	35%
		b		b				bc	c							
Not knowing what to do to switch	588	118	35	79	47	298	289	350	170	69	232	138	110	106	370	216
	34%	27%	22%	38%	31%	33%	34%	47%	26%	20%	32%	31%	41%	34%	32%	37%
								bc	c				abe			e
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576	135	33	-	-	296	281	289	183	104	240	147	96	93	386	190
	33%	31%	21%	-%	-%	33%	33%	39%	28%	30%	33%	33%	36%	30%	33%	33%
		b						bc								
Bad experience when switching communication services previously	576	125	27	85	34	314	261	371	146	58	240	143	91	99	383	191
	33%	29%	17%	41%	22%	35%	31%	50%	22%	17%	34%	32%	34%	32%	33%	33%
		b		b				bc	c							
Difficulty when contacting my current provider	544	115	32	67	32	294	249	342	159	44	233	118	101	91	351	192
	31%	27%	20%	32%	21%	33%	29%	46%	24%	13%	33%	26%	37%	29%	30%	33%
				b				bc	c		b		be			b
Did not want to have to install new equipment myself	542	156	43	-	-	295	248	272	173	97	233	129	88	92	362	180
	31%	36%	27%	-%	-%	33%	29%	36%	27%	28%	33%	29%	32%	29%	31%	31%
		b						bc								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the Pay TV service during the switch (P)	500	102	25	-	-	260	240	278	153	70	220	118	83	79	337	163
	29%	24%	16%	-%	-%	29%	28%	37%	23%	20%	31%	26%	31%	25%	29%	28%
		b						bc								
Did not want to lose my phone number	408	158	35	142	73	219	190	178	152	78	164	104	66	75	268	141
	23%	37%	22%	68%	48%	24%	22%	24%	23%	23%	23%	23%	24%	24%	23%	24%
		b		b												
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	79	17	-	-	191	149	237	76	27	154	77	48	61	231	108
	19%	18%	11%	-%	-%	21%	17%	32%	12%	8%	21%	17%	18%	19%	20%	19%
		b						bc								
Worried about being without the broadband service during the switch (P)	226	173	53	-	-	117	109	82	98	46	87	63	31	45	150	76
	13%	40%	34%	-%	-%	13%	13%	11%	15%	13%	12%	14%	11%	14%	13%	13%
									a							
Worried about being without the mobile service during the switch (P)	167	-	-	103	64	77	90	99	53	16	72	34	32	28	106	60
	10%	-%	-%	49%	42%	9%	11%	13%	8%	5%	10%	8%	12%	9%	9%	10%
								bc	c							
Worried about being without the fixed line phone service during the switch (P)	158	124	34	-	-	87	71	64	55	39	61	39	24	34	101	57
	9%	29%	22%	-%	-%	10%	8%	9%	8%	11%	9%	9%	9%	11%	9%	10%
		b														
Needing to unlock my handset to take it with me	126	-	-	88	38	54	72	89	29	8	55	24	26	19	79	46
	7%	-%	-%	42%	25%	6%	8%	12%	4%	2%	8%	5%	10%	6%	7%	8%
				b				bc					b			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112	-	-	78	34	52	60	79	24	8	46	16	31	18	61	49
	6%	-%	-%	37%	22%	6%	7%	11%	4%	2%	6%	4%	12%	6%	5%	8%
				b				bc			b		abde			be
ANY PROCESS FACTORS (P)	1148	283	88	140	84	585	562	572	392	185	473	279	189	206	752	395
	66%	66%	56%	67%	56%	65%	66%	76%	60%	53%	66%	62%	70%	66%	65%	68%
		b						bc	c							
NONE OF THESE	36	-	12	-	7	20	16	14	13	9	14	7	7	6	21	13
	2%	-%	7%	-%	5%	2%	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%
			a		a											
Base for stats	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Mean number of factors	14.0	14.4	9.8	14.4	9.8	14.0	13.9	17.0	11.9	11.2	14.3	13.2	14.7	13.6	13.9	14.1
		b		b				bc			b		b			
Standard deviation	9.04	9.14	7.61	8.62	6.97	9.14	8.95	9.67	8.09	7.18	9.26	8.61	9.44	8.67	9.03	9.04

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Current provider is still the best deal/ cheapest	1183 68%	988 67%	87 66%	** **	** **	1035 68%	148 65%	399 71%	771 66%
Prefer to stay with a trusted/ known provider	1178 67%	993 67%	91 69%	** **	** **	1015 67%	163 72%	383 68%	782 67%
I negotiated/ accepted a deal with my current provider	1163 66%	966 66%	89 68%	** **	** **	1019 67%	144 63%	392 69%	755 65%
Current provider has the best quality of service	1155 66%	966 66%	82 62%	** **	** **	1010 66%	145 64%	362 64%	779 67%
Worried that the service wouldn't be as good with a new provider	1100 63%	934 63%	80 61%	** **	** **	955 63%	145 64%	380 67% b	709 61%
There wasn't enough cost difference for it to be worth switching	1094 63%	924 63%	77 59%	** **	** **	959 63%	135 60%	356 63%	725 62%
Concern about arranging for the old and new services to start and stop at the same time (P)	859 49%	730 50%	67 51%	** **	** **	762 50% b	96 42%	309 55% b	542 47%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837 48%	702 48%	53 41%	** **	** **	730 48%	108 48%	314 56% b	509 44%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827 47%	714 49% b	50 38%	** **	** **	727 48%	100 44%	290 51% b	529 46%
It's too time consuming to go through the process of switching from one provider to another	820 47%	696 47%	61 47%	** **	** **	727 48%	93 41%	299 53% b	507 44%
Lack of choice	771 44%	646 44%	49 37%	** **	** **	661 43%	110 48%	283 50% b	480 41%
Difficulty comparing what other providers were offering	762 44%	642 44%	46 35%	** **	** **	663 44%	99 43%	288 51% b	466 40%
Hassle of needing to contact more than one provider to switch	752 43%	642 44%	50 38%	** **	** **	678 45% b	74 32%	274 49% b	468 40%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739 42%	624 42%	47 36%	** **	** **	656 43%	83 37%	275 49% b	457 39%
Worried that I might have to pay two providers at the same time (P)	696 40%	586 40%	50 38%	** **	** **	619 41%	77 34%	280 50% b	407 35%
Did not want to pay disconnection charges	684 39%	589 40% b	35 27%	** **	** **	614 40% b	70 31%	273 48% b	404 35%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	636 36%	540 37%	42 32%	**	**	563 37%	73 32%	226 40%	402 35%
								b	
I was still in a contract so couldn't leave/ would have to pay to leave	629 36%	546 37%	36 27%	**	**	553 36%	76 33%	247 44%	376 32%
		b						b	
Would take too long to research the market	626 36%	529 36%	41 31%	**	**	544 36%	81 36%	242 43%	380 33%
								b	
Didn't want to have to learn to use a new service	621 36%	532 36%	38 29%	**	**	547 36%	74 33%	229 41%	384 33%
								b	
Difficulty cancelling my current service (P)	606 35%	516 35%	42 32%	**	**	546 36%	61 27%	234 41%	368 32%
						b		b	
Did not want to have to get an engineer to install new equipment	604 35%	496 34%	38 29%	**	**	525 35%	79 35%	227 40%	370 32%
								b	
Difficulty when contacting potential new providers	601 34%	513 35%	40 30%	**	**	536 35%	66 29%	237 42%	357 31%
								b	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596 34%	520 35%	35 27%	**	**	544 36%	51 23%	236 42%	354 30%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	588 34%	494 34%	50 38%	** **	** **	528 35% b	60 27%	242 43% b	342 29%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576 33%	488 33%	36 28%	** **	** **	509 33%	68 30%	207 37% b	366 31%
Bad experience when switching communication services previously	576 33%	498 34% b	32 24%	** **	** **	521 34% b	55 24%	227 40% b	344 30%
Difficulty when contacting my current provider	544 31%	455 31%	33 25%	** **	** **	476 31%	68 30%	203 36% b	336 29%
Did not want to have to install new equipment myself	542 31%	446 30%	40 30%	** **	** **	476 31%	66 29%	210 37% b	325 28%
Worried about being without the Pay TV service during the switch (P)	500 29%	419 28%	28 21%	** **	** **	439 29%	61 27%	180 32%	318 27%
Did not want to lose my phone number	408 23%	350 24%	40 30%	** **	** **	355 23%	54 24%	144 25%	258 22%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340 19%	293 20%	20 15%	** **	** **	313 21% b	27 12%	149 26% b	188 16%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 114

Any break column with 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

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the broadband service during the switch (P)	226 13%	191 13%	18 13%	** **	** **	190 13%	35 16%	82 15%	138 12%
Worried about being without the mobile service during the switch (P)	167 10%	148 10%	14 11%	** **	** **	148 10%	19 8%	64 11%	103 9%
Worried about being without the fixed line phone service during the switch (P)	158 9%	126 9%	18 14% a	** **	** **	132 9%	26 12%	61 11%	94 8%
Needing to unlock my handset to take it with me	126 7%	113 8%	10 7%	** **	** **	117 8%	10 4%	42 7%	84 7%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112 6%	96 7%	8 6%	** **	** **	101 7%	11 5%	38 7%	73 6%
ANY PROCESS FACTORS (P)	1148 66%	968 66%	86 65%	** **	** **	1003 66%	145 64%	416 74% b	720 62%
NONE OF THESE	36 2%	34 2%	2 1%	** **	** **	29 2%	7 3%	8 1%	28 2%
Base for stats	1749	1473	132	**	**	1522	227	564	1162
Mean number of factors	14.0	14.0	12.7	**	**	14.1	12.8	15.7 b	13.1
Standard deviation	9.04	9.13	8.10	**	**	9.14	8.28	9.04	8.92

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	1205	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	1173	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	1161	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	1148	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
Difficulty cancelling my current service (P)	1143	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	1128	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	1123	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	1120	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	1113 64%	**	**	**	**	**	**	**	**	**	**
Did not want to pay disconnection charges	1065 61%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	1053 60%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048 60%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010 58%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	997 57%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	987 56%	**	**	**	**	**	**	**	**	**	**
Lack of choice	978 56%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	929 53%	**	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922 53%	**	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	890 51%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	846 48%	**	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	784 45%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	655 37%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	649 37%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	641 37%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	594 34%	**	**	**	**	**	**	**	**	**	**	**
I negotiated/ accepted a deal with my current provider	586 34%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	571 33%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	566 32%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565 32%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551 31%	**	**	**	**	**	**	**	**	**	**	**
Did not want to lose my phone number	408 23%	**	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	298 17%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Needing to unlock my handset to take it with me	235	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	230	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	194	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
NONE OF THESE	91	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting my current provider	1205	**	**	**	**	**	**	**	**	703	442	261	1205	458	245
	69%	**	**	**	**	**	**	**	**	74%	75%	72%	69%	71%	79%
										d	d				a
Bad experience when switching communication services previously	1173	**	**	**	**	**	**	**	**	679	437	242	1173	430	249
	67%	**	**	**	**	**	**	**	**	71%	74%	67%	67%	67%	80%
										d	cd				a
Not knowing what to do to switch	1161	**	**	**	**	**	**	**	**	671	436	235	1161	443	227
	66%	**	**	**	**	**	**	**	**	71%	74%	65%	66%	69%	73%
										d	cd				
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153	**	**	**	**	**	**	**	**	671	423	248	1153	428	243
	66%	**	**	**	**	**	**	**	**	71%	72%	69%	66%	67%	78%
										d	d				a
Difficulty when contacting potential new providers	1148	**	**	**	**	**	**	**	**	675	424	251	1148	430	245
	66%	**	**	**	**	**	**	**	**	71%	72%	70%	66%	67%	79%
										d	d				a
Difficulty cancelling my current service (P)	1143	**	**	**	**	**	**	**	**	679	425	254	1143	441	238
	65%	**	**	**	**	**	**	**	**	72%	72%	70%	65%	69%	77%
										d	d				a
Didn't want to have to learn to use a new service	1128	**	**	**	**	**	**	**	**	638	404	233	1128	404	234
	64%	**	**	**	**	**	**	**	**	67%	69%	65%	64%	63%	76%
											d				a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Would take too long to research the market	1123	**	**	**	**	**	**	**	**	659	418	241	1123	436	223
	64%	**	**	**	**	**	**	**	**	69%	71%	67%	64%	68%	72%
										d	d				
I was still in a contract so couldn't leave/ would have to pay to leave	1120	**	**	**	**	**	**	**	**	660	417	243	1120	424	236
	64%	**	**	**	**	**	**	**	**	69%	71%	67%	64%	66%	76%
										d	d				a
Worried that other devices or products I own would not work with a new service	1113	**	**	**	**	**	**	**	**	658	411	247	1113	423	235
	64%	**	**	**	**	**	**	**	**	69%	70%	68%	64%	66%	76%
										d	d				a
Did not want to pay disconnection charges	1065	**	**	**	**	**	**	**	**	633	391	242	1065	406	227
	61%	**	**	**	**	**	**	**	**	67%	66%	67%	61%	63%	73%
										d	d	d			a
Worried that I might have to pay two providers at the same time (P)	1053	**	**	**	**	**	**	**	**	612	384	227	1053	393	219
	60%	**	**	**	**	**	**	**	**	64%	65%	63%	60%	61%	71%
										d	d				a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	**	**	**	**	**	**	**	**	492	492	-	1048	352	140
	60%	**	**	**	**	**	**	**	**	52%	84%	-%	60%	55%	45%
										c	acd		ac	b	
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	**	**	**	**	**	**	**	**	596	379	217	1010	379	217
	58%	**	**	**	**	**	**	**	**	63%	64%	60%	58%	59%	70%
										d	d				a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	997	**	**	**	**	**	**	**	**	594	374	220	997	382	212
	57%	**	**	**	**	**	**	**	**	63% d	63% d	61%	57%	60%	69% a
Difficulty comparing what other providers were offering	987	**	**	**	**	**	**	**	**	580	359	221	987	374	206
	56%	**	**	**	**	**	**	**	**	61% d	61% d	61%	56%	58%	67% a
Lack of choice	978	**	**	**	**	**	**	**	**	586	363	223	978	379	207
	56%	**	**	**	**	**	**	**	**	62% d	62% d	62%	56%	59%	67% a
It's too time consuming to go through the process of switching from one provider to another	929	**	**	**	**	**	**	**	**	554	355	198	929	361	193
	53%	**	**	**	**	**	**	**	**	58% d	60% d	55%	53%	56%	63% a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922	**	**	**	**	**	**	**	**	515	328	188	922	324	192
	53%	**	**	**	**	**	**	**	**	54%	56%	52%	53%	51%	62% a
Concern about arranging for the old and new services to start and stop at the same time (P)	890	**	**	**	**	**	**	**	**	540	334	206	890	341	198
	51%	**	**	**	**	**	**	**	**	57% d	57% d	57%	51%	53%	64% a
Did not want to have to install new equipment myself	846	**	**	**	**	**	**	**	**	390	390	-	846	275	115
	48%	**	**	**	**	**	**	**	**	41% c	66% acd	-	48% ac	43%	37%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to have to get an engineer to install new equipment	784	**	**	**	**	**	**	**	**	369	369	-	784	263	107
	45%	**	**	**	**	**	**	**	**	39%	63%	-%	45%	41%	34%
										c	acd		ac	b	
There wasn't enough cost difference for it to be worth switching	655	**	**	**	**	**	**	**	**	348	214	134	655	218	130
	37%	**	**	**	**	**	**	**	**	37%	36%	37%	37%	34%	42%
														a	
Worried that the service wouldn't be as good with a new provider	649	**	**	**	**	**	**	**	**	380	239	141	649	221	159
	37%	**	**	**	**	**	**	**	**	40%	41%	39%	37%	35%	51%
														a	
Worried about being without the Pay TV service during the switch (P)	641	**	**	**	**	**	**	**	**	215	215	-	641	159	56
	37%	**	**	**	**	**	**	**	**	23%	37%	-%	37%	25%	18%
										c	ac		ac	b	
Current provider has the best quality of service	594	**	**	**	**	**	**	**	**	334	207	126	594	178	155
	34%	**	**	**	**	**	**	**	**	35%	35%	35%	34%	28%	50%
														a	
I negotiated/ accepted a deal with my current provider	586	**	**	**	**	**	**	**	**	309	157	152	586	-	309
	34%	**	**	**	**	**	**	**	**	33%	27%	42%	34%	-%	100%
										b		abd	b	a	
Prefer to stay with a trusted/ known provider	571	**	**	**	**	**	**	**	**	300	194	106	571	156	144
	33%	**	**	**	**	**	**	**	**	32%	33%	29%	33%	24%	47%
														a	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/cheapest	566 32%	**	**	**	**	**	**	**	**	278 29%	188 32% c	90 25%	566 32% c	144 22%	134 44% a
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565 32%	**	**	**	**	**	**	**	**	174 18% c	174 30% ac	- -%	565 32% ac	126 20%	48 16%
Didn't want to pay the initial connection/start-up fees/ equipment costs	551 31%	**	**	**	**	**	**	**	**	252 26% c	252 43% acd	- -%	551 31% ac	172 27%	80 26%
Did not want to lose my phone number	408 23%	**	**	**	**	**	**	**	**	408 43% d	263 45% d	146 40% d	408 23%	242 38%	166 54% a
Worried about being without the fixed line phone service during the switch (P)	298 17%	**	**	**	**	**	**	**	**	298 31% cd	298 51% acd	- -%	298 17% c	209 33%	89 29%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249 14%	**	**	**	**	**	**	**	**	249 26% bd	- -%	249 69% abd	249 14% b	131 20%	118 38% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Needing to unlock my handset to take it with me	235	**	**	**	**	**	**	**	**	235	-	235	235	122	113
	13%	**	**	**	**	**	**	**	**	25%	-%	65%	13%	19%	37%
										bd		abd	b		a
Worried about being without the broadband service during the switch (P)	230	**	**	**	**	**	**	**	**	230	230	-	230	160	70
	13%	**	**	**	**	**	**	**	**	24%	39%	-%	13%	25%	23%
										cd	acd		c		
Worried about being without the mobile service during the switch (P)	194	**	**	**	**	**	**	**	**	194	-	194	194	106	88
	11%	**	**	**	**	**	**	**	**	20%	-%	54%	11%	17%	28%
										bd		abd	b		a
NONE OF THESE	91	**	**	**	**	**	**	**	**	39	25	14	91	39	-
	5%	**	**	**	**	**	**	**	**	4%	4%	4%	5%	6%	-%
															b

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	1205	316	126	142	119	600	604	408	494	303	482	329	170	221	811	391
	69%	73%	80%	68%	79%	67%	71%	54%	76%	87%	67%	74%	63%	71%	70%	67%
					a				a	ab		acf			c	
Bad experience when switching communication services previously	1173	306	131	124	118	580	592	378	506	289	476	303	180	213	779	393
	67%	71%	83%	59%	78%	65%	69%	50%	78%	83%	66%	68%	66%	68%	67%	67%
			a		a				a	ab						
Not knowing what to do to switch	1161	313	122	130	105	596	564	399	483	278	484	308	161	206	792	367
	66%	73%	78%	62%	69%	67%	66%	53%	74%	80%	68%	69%	59%	66%	68%	63%
									a	ab	c	c			cf	
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153	298	125	130	118	576	576	375	491	287	467	308	168	209	775	377
	66%	69%	79%	62%	78%	64%	67%	50%	75%	83%	65%	69%	62%	67%	67%	65%
			a		a				a	ab						
Difficulty when contacting potential new providers	1148	300	123	130	122	579	568	397	497	254	447	306	175	218	753	393
	66%	70%	78%	62%	80%	65%	66%	53%	76%	73%	63%	68%	64%	70%	65%	67%
			a		a				a	a				a		
Difficulty cancelling my current service (P)	1143	304	121	137	117	580	563	372	485	286	459	315	152	215	774	367
	65%	71%	77%	66%	77%	65%	66%	50%	74%	82%	64%	70%	56%	69%	67%	63%
					a				a	ab	c	acf		c	c	
Didn't want to have to learn to use a new service	1128	281	123	123	111	585	541	418	457	253	435	306	169	217	741	386
	64%	65%	78%	59%	73%	65%	63%	56%	70%	73%	61%	68%	62%	69%	64%	66%
			a		a				a	a		a		a		
Would take too long to research the market	1123	301	117	135	106	577	546	381	483	259	436	304	169	213	740	382
	64%	70%	75%	64%	70%	65%	64%	51%	74%	75%	61%	68%	62%	68%	64%	65%
									a	a		a		a		

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	1120	297	120	126	117	605	514	380	480	260	456	305	153	205	761	358
	64%	69%	76%	60%	77%	68%	60%	51%	74%	75%	64%	68%	56%	66%	65%	61%
			a		a	b			a	a		cf		c	c	
Worried that other devices or products I own would not work with a new service	1113	286	125	137	109	550	562	405	461	247	453	298	152	209	751	361
	64%	66%	80%	66%	72%	61%	66%	54%	71%	71%	63%	67%	56%	67%	65%	62%
			a						a	a		c		c	c	
Did not want to pay disconnection charges	1065	277	114	129	113	549	515	350	467	247	443	284	140	196	728	336
	61%	64%	72%	61%	75%	61%	60%	47%	72%	71%	62%	64%	52%	63%	63%	58%
			a		a				a	a	c	c		c	c	
Worried that I might have to pay two providers at the same time (P)	1053	270	115	123	105	542	509	344	460	250	435	271	162	184	706	346
	60%	63%	73%	59%	69%	61%	60%	46%	70%	72%	61%	61%	60%	59%	61%	59%
			a						a	a						
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	352	140	-	-	519	529	318	465	265	404	285	164	193	689	357
	60%	82%	89%	-%	-%	58%	62%	42%	71%	76%	56%	64%	61%	62%	59%	61%
			a						a	a		a				
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	261	118	118	99	542	467	339	430	240	395	277	142	194	672	336
	58%	60%	75%	56%	65%	61%	55%	45%	66%	69%	55%	62%	53%	62%	58%	58%
			a			b			a	a		ac		c		
Hassle of needing to contact more than one provider to switch	997	260	113	122	99	504	492	358	411	228	381	273	153	189	654	342
	57%	60%	72%	58%	65%	56%	58%	48%	63%	66%	53%	61%	56%	61%	56%	59%
			a						a	a		a		a		

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	987	250	108	124	97	462	524	371	415	202	409	256	142	178	665	320
	56%	58%	69%	59%	64%	52%	61%	49%	64%	58%	57%	57%	52%	57%	57%	55%
			a				a		a	a						
Lack of choice	978	259	104	120	102	487	489	322	417	239	395	261	139	181	657	320
	56%	60%	66%	57%	67%	55%	57%	43%	64%	69%	55%	59%	51%	58%	57%	55%
									a	a						
It's too time consuming to go through the process of switching from one provider to another	929	250	105	111	88	488	440	317	391	221	372	252	138	166	623	304
	53%	58%	67%	53%	58%	55%	52%	42%	60%	64%	52%	56%	51%	53%	54%	52%
			a						a	a						
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922	223	105	101	87	473	447	331	388	203	378	233	142	167	611	309
	53%	52%	67%	48%	57%	53%	52%	44%	59%	58%	53%	52%	52%	53%	53%	53%
			a						a	a						
Concern about arranging for the old and new services to start and stop at the same time (P)	890	234	100	107	99	457	432	311	359	220	354	247	124	164	601	288
	51%	54%	63%	51%	65%	51%	51%	41%	55%	63%	49%	55%	46%	53%	52%	49%
			a		a				a	ab		c				
Did not want to have to install new equipment myself	846	275	115	-	-	415	430	282	368	196	325	234	124	162	558	286
	48%	64%	73%	-%	-%	46%	50%	38%	56%	56%	45%	52%	46%	52%	48%	49%
			a						a	a		a				
Did not want to have to get an engineer to install new equipment	784	263	107	-	-	397	387	234	337	213	281	229	125	147	511	272
	45%	61%	68%	-%	-%	44%	45%	31%	52%	61%	39%	51%	46%	47%	44%	47%
									a	ab		ae		a		a

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
There wasn't enough cost difference for it to be worth switching	655	142	72	76	58	322	332	256	277	123	240	176	115	123	416	238
	37%	33%	46%	36%	38%	36%	39%	34%	42%	35%	34%	39%	42%	39%	36%	41%
			a						ac				a			a
Worried that the service wouldn't be as good with a new provider	649	156	83	65	76	327	321	235	273	141	253	174	103	118	427	221
	37%	36%	53%	31%	50%	37%	38%	31%	42%	41%	35%	39%	38%	38%	37%	38%
			a		a				a	a						
Worried about being without the Pay TV service during the switch (P)	641	159	56	-	-	324	316	203	280	157	244	177	100	117	422	218
	37%	37%	36%	-%	-%	36%	37%	27%	43%	45%	34%	40%	37%	38%	36%	37%
									a	a						
Current provider has the best quality of service	594	126	81	52	75	292	301	243	232	120	223	160	107	103	383	210
	34%	29%	51%	25%	49%	33%	35%	32%	35%	35%	31%	36%	39%	33%	33%	36%
			a		a								a			
I negotiated/ accepted a deal with my current provider	586	-	157	-	152	313	272	229	231	127	233	173	85	92	407	177
	34%	-%	100%	-%	100%	35%	32%	31%	35%	36%	33%	39%	31%	29%	35%	30%
			a		a							adf				
Prefer to stay with a trusted/ known provider	571	115	79	41	65	286	285	225	241	105	213	151	102	104	364	206
	33%	27%	50%	20%	43%	32%	33%	30%	37%	30%	30%	34%	38%	33%	31%	35%
			a		a				ac				a			
Current provider is still the best deal/ cheapest	566	107	82	37	53	303	262	203	242	122	220	146	104	95	366	199
	32%	25%	52%	18%	35%	34%	31%	27%	37%	35%	31%	33%	38%	30%	31%	34%
			a		a				a	a			ae			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565	126	48	-	-	289	276	192	250	123	225	149	87	103	373	190
	32%	29%	30%	-%	-%	32%	32%	26%	38%	36%	31%	33%	32%	33%	32%	33%
									a	a						
Didn't want to pay the initial connection/start-up fees/ equipment costs	551	172	80	-	-	287	264	174	229	148	249	124	84	92	373	177
	31%	40%	51%	-%	-%	32%	31%	23%	35%	43%	35%	28%	31%	30%	32%	30%
			a						a	ab	b					
Did not want to lose my phone number	408	175	88	67	78	200	207	163	158	87	164	109	55	79	274	134
	23%	40%	56%	32%	52%	22%	24%	22%	24%	25%	23%	24%	20%	25%	24%	23%
			a		a											
Worried about being without the fixed line phone service during the switch (P)	298	209	89	-	-	147	151	82	144	72	110	89	38	61	199	99
	17%	48%	56%	-%	-%	16%	18%	11%	22%	21%	15%	20%	14%	20%	17%	17%
			a						a	a						
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	-	-	131	118	132	115	115	88	46	112	69	28	41	180	69
	14%	-%	-%	63%	78%	15%	14%	15%	13%	13%	16%	15%	10%	13%	16%	12%
					a						c				c	
Needing to unlock my handset to take it with me	235	-	-	122	113	130	103	106	83	46	102	60	32	40	162	72
	13%	-%	-%	58%	75%	15%	12%	14%	13%	13%	14%	13%	12%	13%	14%	12%
					a											

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the broadband service during the switch (P)	230	160	70	-	-	117	113	65	100	65	84	66	31	50	150	81
	13%	37%	45%	-%	-%	13%	13%	9%	15%	19%	12%	15%	11%	16%	13%	14%
			a						a	a						
Worried about being without the mobile service during the switch (P)	194	-	-	106	88	107	85	96	59	38	85	51	26	31	136	58
	11%	-%	-%	51%	58%	12%	10%	13%	9%	11%	12%	11%	10%	10%	12%	10%
								b								
NONE OF THESE	91	25	-	14	-	45	46	78	13	-	37	16	20	17	53	37
	5%	6%	-%	7%	-%	5%	5%	10%	2%	-%	5%	4%	8%	5%	5%	6%
		b		b				bc	c				b			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting my current provider	1205 69%	1018 69%	99 75%	** **	** **	1046 69%	159 70%	362 64%	825 71% a
Bad experience when switching communication services previously	1173 67%	975 66%	100 76% a	** **	** **	1001 66%	172 76% a	338 60%	817 70% a
Not knowing what to do to switch	1161 66%	979 66%	81 62%	** **	** **	994 65%	167 73% a	323 57%	820 71% a
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153 66%	953 65%	96 73%	** **	** **	978 64%	176 77% a	329 58%	808 70% a
Difficulty when contacting potential new providers	1148 66%	960 65%	91 70%	** **	** **	986 65%	161 71%	327 58%	805 69% a
Difficulty cancelling my current service (P)	1143 65%	957 65%	89 68%	** **	** **	976 64%	166 73% a	331 59%	794 68% a
Didn't want to have to learn to use a new service	1128 64%	941 64%	94 71%	** **	** **	975 64%	153 67%	335 59%	778 67% a
Would take too long to research the market	1123 64%	943 64%	91 69%	** **	** **	977 64%	146 64%	322 57%	782 67% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	1120	927	96	**	**	969	151	317	785
	64%	63%	73% a	**	**	64%	67%	56%	68% a
Worried that other devices or products I own would not work with a new service	1113	932	89	**	**	959	154	338	760
	64%	63%	68%	**	**	63%	68%	60%	65% a
Did not want to pay disconnection charges	1065	884	97	**	**	908	157	292	757
	61%	60%	73% a	**	**	60%	69% a	52%	65% a
Worried that I might have to pay two providers at the same time (P)	1053	887	82	**	**	903	150	284	755
	60%	60%	62%	**	**	59%	66%	50%	65% a
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	873	75	**	**	900	148	307	722
	60%	59%	57%	**	**	59%	65%	54%	62% a
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	849	85	**	**	866	144	290	705
	58%	58%	64%	**	**	57%	63%	51%	61% a
Hassle of needing to contact more than one provider to switch	997	830	81	**	**	844	153	290	694
	57%	56%	62%	**	**	55%	68% a	51%	60% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Difficulty comparing what other providers were offering	987 56%	831 56%	86 65%	** **	** **	859 56%	128 57%	276 49%	696 60% a
Lack of choice	978 56%	827 56%	82 63%	** **	** **	860 57%	117 52%	282 50%	682 59% a
It's too time consuming to go through the process of switching from one provider to another	929 53%	777 53%	70 53%	** **	** **	795 52%	134 59%	266 47%	655 56% a
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922 53%	758 51%	82 62% a	** **	** **	795 52%	127 56%	274 49%	632 54% a
Concern about arranging for the old and new services to start and stop at the same time (P)	890 51%	743 50%	65 49%	** **	** **	759 50%	131 58% a	256 45%	620 53% a
Did not want to have to install new equipment myself	846 48%	720 49%	56 43%	** **	** **	737 48%	109 48%	246 44%	585 50% a
Did not want to have to get an engineer to install new equipment	784 45%	670 45%	57 44%	** **	** **	687 45%	97 43%	229 41%	540 47% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
There wasn't enough cost difference for it to be worth switching	655 37%	549 37%	54 41%	** **	** **	563 37%	92 40%	208 37%	437 38%
Worried that the service wouldn't be as good with a new provider	649 37%	539 37%	52 39%	** **	** **	567 37%	82 36%	184 33%	453 39% a
Worried about being without the Pay TV service during the switch (P)	641 37%	543 37%	47 36%	** **	** **	571 38%	70 31%	193 34%	437 38%
Current provider has the best quality of service	594 34%	507 34%	49 38%	** **	** **	512 34%	82 36%	202 36%	382 33%
I negotiated/ accepted a deal with my current provider	586 34%	507 34%	43 32%	** **	** **	503 33%	83 37%	172 31%	407 35%
Prefer to stay with a trusted/ known provider	571 33%	480 33%	41 31%	** **	** **	507 33%	64 28%	181 32%	380 33%
Current provider is still the best deal/ cheapest	566 32%	485 33%	45 34%	** **	** **	487 32%	79 35%	165 29%	391 34%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565 32%	474 32%	39 29%	** **	** **	502 33%	63 28%	165 29%	389 33%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551 31%	464 32%	42 32%	** **	** **	483 32%	67 30%	142 25%	401 34% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 115

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	-c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Did not want to lose my phone number	408	342	32	**	**	351	57	121	281
	23%	23%	24%	**	**	23%	25%	21%	24%
Worried about being without the fixed line phone service during the switch (P)	298	260	18	**	**	265	33	96	194
	17%	18%	13%	**	**	17%	14%	17%	17%
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	211	28	**	**	208	41	70	178
	14%	14%	21%	**	**	14%	18%	12%	15%
			a						
Needing to unlock my handset to take it with me	235	194	26	**	**	192	42	66	167
	13%	13%	20%	**	**	13%	19%	12%	14%
			a				a		
Worried about being without the broadband service during the switch (P)	230	194	18	**	**	206	24	75	150
	13%	13%	14%	**	**	14%	10%	13%	13%
Worried about being without the mobile service during the switch (P)	194	159	22	**	**	161	32	45	148
	11%	11%	16%	**	**	11%	14%	8%	13%
									a
NONE OF THESE	91	87	1	**	**	86	5	44	46
	5%	6%	1%	**	**	6%	2%	8%	4%
		b				b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

Any break column with 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 (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-
Lack of choice	298	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	192	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	508	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	691	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	572	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	829	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

Any break column with 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 (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	189	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	252	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	489	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch	70	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch	56	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch	91	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch	145	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time	250	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
Base	817	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	188	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	61	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	199	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	190	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time	304	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	163	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1388	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	202	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	286	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	173	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	156	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	513	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288 16%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	206 12%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217 12%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	258 15%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service	220 13%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	297 17%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Lack of choice	298	**	**	**	**	**	**	**	**	145	96	48	298	99	46
	17%	**	**	**	**	**	**	**	**	15%	16%	13%	17%	15%	15%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	**	**	**	**	**	**	**	**	39	39	**	128	31	8
	9%	**	**	**	**	**	**	**	**	7%	7%	**	9%	7%	5%
												ab			
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Not knowing what to do to switch	192	**	**	**	**	**	**	**	**	94	53	41	192	66	27
	11%	**	**	**	**	**	**	**	**	10%	9%	11%	11%	10%	9%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
There wasn't enough cost difference for it to be worth switching	508	**	**	**	**	**	**	**	**	304	188	115	508	200	104
	29%	**	**	**	**	**	**	**	**	32%	32%	32%	29%	31%	33%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/cheapest	691	**	**	**	**	**	**	**	**	425	253	172	691	319	106
	39%	**	**	**	**	**	**	**	**	45%	43%	48%	39%	50%	34%
										d		d		b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider has the best quality of service	572	**	**	**	**	**	**	**	**	322	205	117	572	241	81
	33%	**	**	**	**	**	**	**	**	34%	35%	32%	33%	38%	26%
														b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	829	**	**	**	**	**	**	**	**	486	351	136	829	486	-
	47%	**	**	**	**	**	**	**	**	51%	60%	38%	47%	76%	-%
										c	acd	c	b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Would take too long to research the market	189	**	**	**	**	**	**	**	**	85	50	35	189	63	23
	11%	**	**	**	**	**	**	**	**	9%	9%	10%	11%	10%	7%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty comparing what other providers were offering	252	**	**	**	**	**	**	**	**	129	81	48	252	85	44
	14%	**	**	**	**	**	**	**	**	14%	14%	13%	14%	13%	14%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that the service wouldn't be as good with a new provider	489	**	**	**	**	**	**	**	**	267	153	114	489	192	75
	28%	**	**	**	**	**	**	**	**	28%	26%	32%	28%	30%	24%
													b		
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Worried about being without the mobile service during the switch	70	**	**	**	**	**	**	**	**	70	**	70	70	41	29
	19%	**	**	**	**	**	**	**	**	19%	**	19%	19%	20%	19%
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch	56	**	**	**	**	**	**	**	**	56	56	-	56	45	11
	12%	**	**	**	**	**	**	**	**	12%	12%	-%	12%	14%	9%
										c	c		c	b	
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Worried about being without the broadband service during the switch	91	**	**	**	**	**	**	**	**	91	91	**	91	66	25
	20%	**	**	**	**	**	**	**	**	20%	20%	**	20%	20%	21%
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Worried about being without the Pay TV service during the switch	145	**	**	**	**	**	**	**	**	39	39	**	145	32	7
	13%	**	**	**	**	**	**	**	**	11%	11%	**	13%	12%	8%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that I might have to pay two providers at the same time	250	**	**	**	**	**	**	**	**	125	72	53	250	93	32
	14%	**	**	**	**	**	**	**	**	13%	12%	15%	14%	15%	10%
Base	817	-	-	-	-	-	-	-	-	817	456	361	817	542	275
Did not want to lose my phone number	188	**	**	**	**	**	**	**	**	188	80	108	188	137	51
	23%	**	**	**	**	**	**	**	**	23%	17%	30%	23%	25%	19%
										b		abd	b	b	
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371	**	**	**	**	**	**	**	**	158	158	**	371	119	39
	27%	**	**	**	**	**	**	**	**	27%	27%	**	27%	28%	25%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	**	**	**	**	**	**	**	**	35	**	35	35	26	8
	10%	**	**	**	**	**	**	**	**	10%	**	10%	10%	13%	6%
														b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to unlock my handset to take it with me	61	**	**	**	**	**	**	**	**	61	**	61	61	45	17
	17%	**	**	**	**	**	**	**	**	17%	**	17%	17%	21%	11%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to have to learn to use a new service	199	**	**	**	**	**	**	**	**	107	50	57	199	83	24
	11%	**	**	**	**	**	**	**	**	11%	9%	16%	11%	13%	8%
										b		abd	b	b	
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	**	**	**	**	**	**	**	**	73	73	**	225	61	12
	20%	**	**	**	**	**	**	**	**	21%	21%	**	20%	24%	15%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302	**	**	**	**	**	**	**	**	159	95	64	302	120	38
	17%	**	**	**	**	**	**	**	**	17%	16%	18%	17%	19%	12%
														b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that other devices or products I own would not work with a new service	190	**	**	**	**	**	**	**	**	101	57	43	190	79	22
	11%	**	**	**	**	**	**	**	**	11%	10%	12%	11%	12%	7%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Concern about arranging for the old and new services to start and stop at the same time	304	**	**	**	**	**	**	**	**	144	80	64	304	98	46
	17%	**	**	**	**	**	**	**	**	15%	14%	18%	17%	15%	15%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to install new equipment myself	163	**	**	**	**	**	**	**	**	64	64	**	163	55	10
	12%	**	**	**	**	**	**	**	**	11%	11%	**	12%	13%	6%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to get an engineer to install new equipment	202	**	**	**	**	**	**	**	**	74	74	**	202	60	15
	15%	**	**	**	**	**	**	**	**	13%	13%	**	15%	14%	9%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
It's too time consuming to go through the process of switching from one provider to another	286	**	**	**	**	**	**	**	**	154	82	72	286	103	51
	16%	**	**	**	**	**	**	**	**	16%	14%	20%	16%	16%	17%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I was still in a contract so couldn't leave/ would have to pay to leave	272	**	**	**	**	**	**	**	**	133	79	54	272	94	38
	16%	**	**	**	**	**	**	**	**	14%	13%	15%	16%	15%	12%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting my current provider	173	**	**	**	**	**	**	**	**	87	50	37	173	59	28
	10%	**	**	**	**	**	**	**	**	9%	8%	10%	10%	9%	9%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	156	**	**	**	**	**	**	**	**	86	54	32	156	70	16
	9%	**	**	**	**	**	**	**	**	9%	9%	9%	9%	11%	5%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Prefer to stay with a trusted/ known provider	513	**	**	**	**	**	**	**	**	306	179	128	513	219	88
	29%	**	**	**	**	**	**	**	**	32%	30%	35%	29%	34%	28%
												d			
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288	**	**	**	**	**	**	**	**	159	90	70	288	116	44
	16%	**	**	**	**	**	**	**	**	17%	15%	19%	16%	18%	14%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

Any break column with 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 (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching communication services previously	206	**	**	**	**	**	**	**	**	109	63	46	206	87	22
	12%	**	**	**	**	**	**	**	**	11%	11%	13%	12%	14%	7%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217	**	**	**	**	**	**	**	**	108	56	52	217	76	32
	12%	**	**	**	**	**	**	**	**	11%	9%	14%	12%	12%	10%
												b	b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	258	**	**	**	**	**	**	**	**	123	70	53	258	82	41
	15%	**	**	**	**	**	**	**	**	13%	12%	15%	15%	13%	13%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty cancelling my current service	220	**	**	**	**	**	**	**	**	106	61	45	220	71	34
	13%	**	**	**	**	**	**	**	**	11%	10%	12%	13%	11%	11%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to pay disconnection charges	297	**	**	**	**	**	**	**	**	148	95	53	297	112	36
	17%	**	**	**	**	**	**	**	**	16%	16%	15%	17%	18%	12%
														b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Lack of choice	298	70	27	29	19	161	137	155	108	35	137	79	43	39	215	82
	17%	16%	17%	14%	13%	18%	16%	21%	16%	10%	19%	18%	16%	13%	19%	14%
								c	c		df				df	
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	31	8	**	**	66	62	92	25	11	54	27	24	23	81	47
	9%	7%	5%	**	**	9%	9%	17%	5%	4%	10%	7%	11%	9%	9%	10%
								bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Not knowing what to do to switch	192	39	14	28	13	93	99	114	52	25	79	54	27	32	133	59
	11%	9%	9%	13%	9%	10%	12%	15%	8%	7%	11%	12%	10%	10%	11%	10%
								bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
There wasn't enough cost difference for it to be worth switching	508	141	47	59	57	255	253	207	203	97	231	125	63	86	357	150
	29%	33%	30%	28%	37%	29%	30%	28%	31%	28%	32%	28%	23%	28%	31%	26%
											cf				cf	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider is still the best deal/ cheapest	691	209	44	109	63	334	355	297	246	148	275	186	104	124	462	228
	39%	49%	28%	52%	41%	37%	42%	40%	38%	43%	38%	42%	39%	40%	40%	39%
		b														
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider has the best quality of service	572	162	42	78	38	282	290	236	205	131	238	157	74	101	395	175
	33%	38%	27%	37%	25%	32%	34%	31%	31%	38%	33%	35%	27%	32%	34%	30%
		b		b						a		c				

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	829	351	-	136	-	394	436	311	335	184	331	212	118	168	543	286
	47%	81%	-%	65%	-%	44%	51%	41%	51%	53%	46%	48%	43%	54%	47%	49%
		b		b			a		a	a				ace		
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Would take too long to research the market	189	38	13	25	10	87	102	137	35	17	94	36	28	30	130	58
	11%	9%	8%	12%	6%	10%	12%	18%	5%	5%	13%	8%	10%	10%	11%	10%
								bc			b					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	252	59	22	26	22	145	107	134	64	54	108	68	31	45	176	76
	14%	14%	14%	13%	14%	16%	13%	18%	10%	16%	15%	15%	12%	14%	15%	13%
						b		b		b						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that the service wouldn't be as good with a new provider	489	120	33	72	42	246	243	219	169	100	216	115	67	91	331	158
	28%	28%	21%	34%	28%	27%	28%	29%	26%	29%	30%	26%	25%	29%	28%	27%
		b														
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Worried about being without the mobile service during the switch	70	**	**	41	29	30	40	45	**	**	30	**	**	**	43	**
	19%	**	**	20%	19%	16%	23%	23%	**	**	19%	**	**	**	18%	**
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the fixed line phone service during the switch	56 12%	45 14%	11 9%	- -%	- -%	36 16% b	20 9%	27 18% bc	19 10%	10 9%	25 15% b	10 8%	7 11%	15 16% b	35 12% b	21 14% b
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156
Worried about being without the broadband service during the switch	91 20%	66 20%	25 21%	** **	** **	47 20%	44 20%	36 24% c	38 19%	17 16%	37 21%	22 17%	** **	22 23%	59 20%	32 21%
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Worried about being without the Pay TV service during the switch	145 13%	32 12%	7 8%	** **	** **	74 13%	71 13%	91 19% bc	41 9%	13 6%	64 14%	35 12%	27 15%	19 10%	99 13%	46 12%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that I might have to pay two providers at the same time	250 14%	58 13%	14 9%	35 17%	18 12%	111 12%	139 16% a	146 19% bc	65 10%	39 11%	88 12%	63 14%	50 18% ae	50 16%	151 13%	99 17% ae
Base	817	333	123	209	152	418	397	341	311	165	328	213	120	154	541	274
Did not want to lose my phone number	188 23%	70 21% b	10 8%	67 32%	41 27%	105 25%	83 21%	72 21%	77 25%	40 24%	79 24%	43 20%	29 24%	37 24%	122 23%	66 24%
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371	119	39	-	-	157	214	164	136	71	143	95	55	78	238	133
	27%	28%	25%	-%	-%	22%	32%	30%	25%	24%	26%	26%	26%	31%	26%	29%
							a									
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35	**	**	26	8	17	18	25	**	**	14	**	**	**	20	**
	10%	**	**	13%	6%	9%	10%	13%	**	**	9%	**	**	**	8%	**
				b												
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to unlock my handset to take it with me	61	**	**	45	17	25	36	46	**	**	24	**	**	**	35	**
	17%	**	**	21%	11%	14%	21%	23%	**	**	15%	**	**	**	14%	**
				b												
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to have to learn to use a new service	199	42	8	41	16	89	110	112	62	26	79	35	39	45	114	84
	11%	10%	5%	20%	10%	10%	13%	15%	9%	7%	11%	8%	14%	14%	10%	14%
		b		b				bc					be	be		be
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	61	12	**	**	113	112	103	77	45	81	66	33	45	147	78
	20%	24%	15%	**	**	19%	20%	21%	18%	20%	17%	23%	18%	23%	19%	21%
		b														
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302	79	16	41	23	133	168	158	87	56	124	73	54	51	197	104
	17%	18%	10%	20%	15%	15%	20%	21%	13%	16%	17%	16%	20%	16%	17%	18%
		b					a	b								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that other devices or products I own would not work with a new service	190	50	7	29	14	103	87	113	45	31	84	39	34	31	124	65
	11%	12%	5%	14%	10%	12%	10%	15%	7%	9%	12%	9%	13%	10%	11%	11%
		b						bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Concern about arranging for the old and new services to start and stop at the same time	304	63	17	35	29	147	157	157	98	50	113	66	72	53	179	125
	17%	15%	11%	17%	19%	16%	18%	21%	15%	14%	16%	15%	27%	17%	15%	21%
								bc					abde			abe
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to install new equipment myself	163	55	10	**	**	87	76	75	50	37	64	28	40	31	92	71
	12%	13%	6%	**	**	12%	11%	13%	9%	13%	12%	8%	19%	12%	10%	15%
		b						b					abe			be
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to get an engineer to install new equipment	202	60	15	**	**	90	112	122	55	25	99	32	33	37	131	71
	15%	14%	9%	**	**	13%	16%	22%	10%	8%	18%	9%	16%	15%	14%	15%
								bc			b		b	b	b	b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
It's too time consuming to go through the process of switching from one provider to another	286	64	19	40	32	131	155	157	89	41	119	56	50	61	175	111
	16%	15%	12%	19%	21%	15%	18%	21%	14%	12%	17%	13%	18%	20%	15%	19%
								bc					b	b		be
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	272	57	21	37	17	111	161	161	70	41	96	65	55	56	161	111
	16%	13%	14%	18%	11%	12%	19%	21%	11%	12%	13%	14%	20%	18%	14%	19%
							a	bc					ae			ae
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	173	35	15	24	13	92	80	129	33	11	72	33	35	34	105	69
	10%	8%	9%	11%	9%	10%	9%	17%	5%	3%	10%	7%	13%	11%	9%	12%
								bc					b			b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	156	45	9	25	7	84	72	108	24	25	74	23	37	22	98	59
	9%	10%	6%	12%	5%	9%	8%	14%	4%	7%	10%	5%	13%	7%	8%	10%
		b		b				bc		b	b		bde		b	b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Prefer to stay with a trusted/ known provider	513	143	36	76	52	247	266	222	182	109	220	125	85	82	345	167
	29%	33%	23%	36%	34%	28%	31%	30%	28%	31%	31%	28%	31%	26%	30%	29%
		b														
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

Any break column with 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 (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288 16%	70 16%	19 12%	46 22%	24 16%	142 16%	146 17%	156 21% b	78 12%	54 16%	117 16%	70 16%	54 20%	45 15%	188 16%	100 17%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching communication services previously	206 12%	53 12% b	10 7%	34 16% b	12 8%	102 11%	103 12%	135 18% bc	54 8% c	16 5%	83 12%	48 11%	32 12%	43 14%	131 11%	75 13%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217 12%	45 10%	11 7%	31 15%	20 13%	120 13%	97 11%	132 18% bc	63 10%	22 6%	89 12%	50 11%	23 9%	53 17% bce	139 12%	76 13%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Hassle of needing to contact more than one provider to switch	258 15%	52 12%	18 11%	30 14%	23 15%	127 14%	131 15%	146 19% bc	73 11%	39 11%	117 16% b	53 12%	45 16%	43 14%	169 15%	87 15%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty cancelling my current service	220 13%	45 10%	16 10%	26 13%	18 12%	120 13%	101 12%	146 19% bc	57 9% c	17 5%	98 14% b	40 9% b	39 14% b	42 13%	139 12%	80 14% b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to pay disconnection charges	297 17%	75 17%	20 13%	37 18%	16 10%	136 15%	161 19%	164 22% bc	80 12%	53 15%	126 18% b	54 12%	66 24% abde	50 16%	180 15%	116 20% be

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Lack of choice	298	247	18	**	**	254	44	115	177
	17%	17%	14%	**	**	17%	19%	20%	15%
								b	
Base	1388	1166	95	88	38	1213	175	456	910
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	128	117	**	**	**	116	12	57	69
	9%	10%	**	**	**	10%	7%	13%	8%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	192	168	11	**	**	174	18	87	104
	11%	11%	8%	**	**	11%	8%	15%	9%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
There wasn't enough cost difference for it to be worth switching	508	424	41	**	**	442	66	161	338
	29%	29%	31%	**	**	29%	29%	29%	29%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider is still the best deal/ cheapest	691	585	49	**	**	609	82	224	461
	39%	40%	37%	**	**	40%	36%	40%	40%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider has the best quality of service	572	481	40	**	**	506	67	181	382
	33%	33%	30%	**	**	33%	29%	32%	33%
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	829	691	68	**	**	717	112	263	552
	47%	47%	52%	**	**	47%	49%	47%	48%
Base	1749	1473	132	102	43	1522	227	564	1162
Would take too long to research the market	189	163	12	**	**	165	24	92	97
	11%	11%	9%	**	**	11%	10%	16%	8%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty comparing what other providers were offering	252	216	15	**	**	219	33	94	156
	14%	15%	12%	**	**	14%	14%	17%	13%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that the service wouldn't be as good with a new provider	489	413	40	**	**	429	60	173	308
	28%	28%	30%	**	**	28%	26%	31%	27%
Base	361	307	36	13	5	309	52	108	251
Worried about being without the mobile service during the switch	70	58	**	**	**	60	**	**	40
	19%	19%	**	**	**	19%	**	**	16%
Base	456	385	36	24	10	397	59	157	287
Worried about being without the fixed line phone service during the switch	56	44	**	**	**	49	**	23	32
	12%	11%	**	**	**	12%	**	15%	11%
Base	456	385	36	24	10	397	59	157	287

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the broadband service during the switch	91 20%	78 20%	8 22%	**	**	77 19%	14 24%	41 26%	46 16%
Base	1141	962	75	70	34	1010	131	372	755
Worried about being without the Pay TV service during the switch	145 13%	123 13%	**	**	**	131 13%	14 10%	56 15%	89 12%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that I might have to pay two providers at the same time	250 14%	213 14%	13 10%	**	**	226 15%	24 10%	123 22%	124 11%
Base	817	692	72	38	15	706	111	265	539
Did not want to lose my phone number	188 23%	157 23%	**	**	**	161 23%	27 24%	73 27%	113 21%
Base	1388	1166	95	88	38	1213	175	456	910
Didn't want to pay the initial connection/ start-up fees/ equipment costs	371 27%	311 27%	**	**	**	325 27%	46 26%	152 33%	208 23%
Base	361	307	36	13	5	309	52	108	251
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	35 10%	30 10%	**	**	**	31 10%	**	**	20 8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 116

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	361	307	36	13	5	309	52	108	251
Needing to unlock my handset to take it with me	61	55	**	**	**	57	**	**	42
	17%	18%	**	**	**	18%	**	**	17%
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to have to learn to use a new service	199	172	13	**	**	188	11	81	116
	11%	12%	10%	**	**	12%	5%	14%	10%
						b		b	
Base	1141	962	75	70	34	1010	131	372	755
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	225	184	**	**	**	201	24	88	135
	20%	19%	**	**	**	20%	18%	24%	18%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to lose content (programmes, apps, photos, data) stored on my device	302	250	22	**	**	268	34	132	168
	17%	17%	16%	**	**	18%	15%	23%	14%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	190	159	16	**	**	170	20	81	108
	11%	11%	12%	**	**	11%	9%	14%	9%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Concern about arranging for the old and new services to start and stop at the same time	304	258	24	**	**	265	39	130	170
	17%	18%	18%	**	**	17%	17%	23%	15%
								b	
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to install new equipment myself	163	135	**	**	**	147	16	65	95
	12%	12%	**	**	**	12%	9%	14%	10%
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to get an engineer to install new equipment	202	165	**	**	**	179	23	97	101
	15%	14%	**	**	**	15%	13%	21%	11%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
It's too time consuming to go through the process of switching from one provider to another	286	241	25	**	**	247	39	124	160
	16%	16%	19%	**	**	16%	17%	22%	14%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	272	237	17	**	**	243	29	125	143
	16%	16%	13%	**	**	16%	13%	22%	12%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting my current provider	173	154	6	**	**	160	13	80	92
	10%	10%	5%	**	**	11%	6%	14%	8%
		b				b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting potential new providers	156	137	13	**	**	138	19	70	84
	9%	9%	10%	**	**	9%	8%	12%	7%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Prefer to stay with a trusted/ known provider	513	429	41	**	**	464	49	169	337
	29%	29%	31%	**	**	31%	21%	30%	29%
						b			
Base	1749	1473	132	102	43	1522	227	564	1162
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	288	254	19	**	**	259	29	114	173
	16%	17%	15%	**	**	17%	13%	20%	15%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching communication services previously	206	185	11	**	**	191	15	89	115
	12%	13%	8%	**	**	13%	7%	16%	10%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	217	194	11	**	**	199	18	99	115
	12%	13%	8%	**	**	13%	8%	17%	10%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Hassle of needing to contact more than one provider to switch	258	218	23	**	**	227	31	115	139
	15%	15%	18%	**	**	15%	14%	20%	12%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty cancelling my current service	220	192	18	**	**	200	20	101	116
	13%	13%	13%	**	**	13%	9%	18%	10%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Did not want to pay disconnection charges	297	253	12	**	**	265	32	144	149
	17%	17%	9%	**	**	17%	14%	26%	13%
		b						b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-
Lack of choice	473	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	397	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	586	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	492	**	**	**	**	**	**	**	**	**	**
	28%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	582	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	333	**	**	**	**	**	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	437	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	510	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	611	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch	97	**	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch	102	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch	135	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch	356 31%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time	446 26%	**	**	**	**	**	**	**	**	**	**
Base	817	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	220 27%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467 34%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77 21%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	65 18%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	422	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	446	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time	555	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	380	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1388	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	402	**	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	534	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	357	**	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	371	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	445	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	665	**	**	**	**	**	**	**	**	**	**	**
	38%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	370 21%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379 22%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	494 28%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service	386 22%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	387 22%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Lack of choice	473	**	**	**	**	**	**	**	**	219	129	90	473	163	57
	27%	**	**	**	**	**	**	**	**	23%	22%	25%	27%	25%	18%
												ab	b		
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	**	**	**	**	**	**	**	**	57	57	**	212	48	9
	15%	**	**	**	**	**	**	**	**	10%	10%	**	15%	11%	6%
												ab	b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Not knowing what to do to switch	397	**	**	**	**	**	**	**	**	186	100	85	397	131	55
	23%	**	**	**	**	**	**	**	**	20%	17%	24%	23%	20%	18%
												b	b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
There wasn't enough cost difference for it to be worth switching	586	**	**	**	**	**	**	**	**	298	186	112	586	222	76
	34%	**	**	**	**	**	**	**	**	31%	32%	31%	34%	35%	25%
													b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/cheapest	492	**	**	**	**	**	**	**	**	246	147	99	492	178	68
	28%	**	**	**	**	**	**	**	**	26%	25%	27%	28%	28%	22%
													b		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider has the best quality of service	582	**	**	**	**	**	**	**	**	295	177	118	582	222	73
	33%	**	**	**	**	**	**	**	**	31%	30%	33%	33%	35%	23%
													b		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	333	**	**	**	**	**	**	**	**	154	81	73	333	154	-
	19%	**	**	**	**	**	**	**	**	16%	14%	20%	19%	24%	-%
												b	b	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Would take too long to research the market	437	**	**	**	**	**	**	**	**	205	120	85	437	142	63
	25%	**	**	**	**	**	**	**	**	22%	20%	24%	25%	22%	20%
													ab		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty comparing what other providers were offering	510	**	**	**	**	**	**	**	**	240	149	91	510	181	59
	29%	**	**	**	**	**	**	**	**	25%	25%	25%	29%	28%	19%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that the service wouldn't be as good with a new provider	611	**	**	**	**	**	**	**	**	303	197	106	611	227	75
	35%	**	**	**	**	**	**	**	**	32%	33%	29%	35%	35%	24%
														b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Worried about being without the mobile service during the switch	97	**	**	**	**	**	**	**	**	97	**	97	97	63	35
	27%	**	**	**	**	**	**	**	**	27%	**	27%	27%	30%	23%
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch	102	**	**	**	**	**	**	**	**	102	102	-	102	79	23
	22%	**	**	**	**	**	**	**	**	22%	22%	-%	22%	24%	19%
										c	c		c		
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Worried about being without the broadband service during the switch	135	**	**	**	**	**	**	**	**	135	135	**	135	107	27
	30%	**	**	**	**	**	**	**	**	30%	30%	**	30%	32%	22%
													b		
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Worried about being without the Pay TV service during the switch	356	**	**	**	**	**	**	**	**	88	88	**	356	70	18
	31%	**	**	**	**	**	**	**	**	26%	26%	**	31%	27%	22%
													ab		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that I might have to pay two providers at the same time	446	**	**	**	**	**	**	**	**	213	132	81	446	155	58
	26%	**	**	**	**	**	**	**	**	22%	22%	22%	26%	24%	19%
													b		
Base	817	-	-	-	-	-	-	-	-	817	456	361	817	542	275
Did not want to lose my phone number	220	**	**	**	**	**	**	**	**	220	113	107	220	163	57
	27%	**	**	**	**	**	**	**	**	27%	25%	30%	27%	30%	21%
													b		
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467	**	**	**	**	**	**	**	**	179	179	-	467	141	38
	34%	**	**	**	**	**	**	**	**	30%	30%	-%	34%	33%	24%
										c	c		c	b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77	**	**	**	**	**	**	**	**	77	**	77	77	52	25
	21%	**	**	**	**	**	**	**	**	21%	**	21%	21%	25%	17%
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to unlock my handset to take it with me	65	**	**	**	**	**	**	**	**	65	**	65	65	43	22
	18%	**	**	**	**	**	**	**	**	18%	**	18%	18%	21%	14%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to have to learn to use a new service	422	**	**	**	**	**	**	**	**	205	134	71	422	154	51
	24%	**	**	**	**	**	**	**	**	22%	23%	20%	24%	24%	17%
														b	
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351	**	**	**	**	**	**	**	**	94	94	**	351	73	21
	31%	**	**	**	**	**	**	**	**	28%	28%	**	31%	28%	26%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437 25%	**	**	**	**	**	**	**	**	196 21%	115 20%	81 22%	437 25%	142 22%	54 17%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that other devices or products I own would not work with a new service	446 25%	**	**	**	**	**	**	**	**	191 20%	120 20%	71 20%	446 25%	139 22%	53 17%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Concern about arranging for the old and new services to start and stop at the same time	555 32%	**	**	**	**	**	**	**	**	266 28%	175 30%	91 25%	555 32%	201 31%	65 21%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to install new equipment myself	380 27%	**	**	**	**	**	**	**	**	135 23%	135 23%	**	380 27%	102 24%	33 21%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to get an engineer to install new equipment	402 29%	**	**	**	**	**	**	**	**	145 25%	145 25%	**	402 29%	109 25%	36 23%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
It's too time consuming to go through the process of switching from one provider to another	534 31%	**	**	**	**	**	**	**	**	241 25%	151 26%	90 25%	534 31% ab	177 28% b	65 21%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I was still in a contract so couldn't leave/ would have to pay to leave	357 20%	**	**	**	**	**	**	**	**	157 17%	93 16%	64 18%	357 20% ab	123 19% b	34 11%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting my current provider	371 21%	**	**	**	**	**	**	**	**	160 17%	98 17%	63 17%	371 21% ab	124 19% b	36 12%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	445 25%	**	**	**	**	**	**	**	**	189 20%	112 19%	77 21%	445 25% ab	141 22% b	48 16%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Prefer to stay with a trusted/ known provider	665 38%	**	**	**	**	**	**	**	**	344 36%	216 37%	128 35%	665 38% b	266 42% b	78 25%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	**	**	**	**	**	**	**	**	275 29%	171 29%	103 29%	540 31%	201 31%	74 24%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching communication services previously	370 21%	**	**	**	**	**	**	**	**	162 17%	88 15%	73 20%	370 21%	124 19%	38 12%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379 22%	**	**	**	**	**	**	**	**	172 18%	110 19%	61 17%	379 22%	137 21%	35 11%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	494 28%	**	**	**	**	**	**	**	**	233 25%	145 25%	88 24%	494 28%	177 28%	56 18%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty cancelling my current service	386 22%	**	**	**	**	**	**	**	**	165 17%	102 17%	63 17%	386 22%	128 20%	37 12%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to pay disconnection charges	387	**	**	**	**	**	**	**	**	169	103	66	387	122	47
	22%	**	**	**	**	**	**	**	**	18%	17%	18%	22% ab	19%	15%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Lack of choice	473	103	27	60	30	246	227	272	128	73	184	107	90	93	290	182
	27%	24%	17%	29%	20%	28%	27%	36%	20%	21%	26%	24%	33%	30%	25%	31%
		b						bc					abe			abe
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	48	9	**	**	125	87	144	51	17	100	51	24	38	150	61
	15%	11%	6%	**	**	18%	13%	26%	9%	6%	18%	14%	11%	15%	16%	13%
		b				b		bc			c					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Not knowing what to do to switch	397	79	21	52	34	205	190	236	117	43	153	84	83	74	237	158
	23%	18%	13%	25%	22%	23%	22%	31%	18%	13%	21%	19%	31%	24%	20%	27%
								bc	c				abe			abe
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
There wasn't enough cost difference for it to be worth switching	586	148	39	75	37	318	269	287	172	127	244	146	93	103	390	196
	34%	34%	25%	36%	25%	36%	31%	38%	26%	37%	34%	33%	34%	33%	34%	34%
		b		b				b		b						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider is still the best deal/ cheapest	492	115	32	63	36	256	236	250	165	77	220	115	63	94	335	157
	28%	27%	20%	30%	24%	29%	28%	33%	25%	22%	31%	26%	23%	30%	29%	27%
								bc			c					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider has the best quality of service	582	143	34	79	38	320	263	271	216	95	255	130	90	108	384	198
	33%	33%	22%	38%	25%	36%	31%	36%	33%	27%	36%	29%	33%	35%	33%	34%
		b		b		b		c			b					

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	333	81	-	73	-	187	146	210	87	37	151	61	68	52	212	120
	19%	19%	-%	35%	-%	21%	17%	28%	13%	11%	21%	14%	25%	17%	18%	21%
		b		b				bc			b		bde		b	b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Would take too long to research the market	437	93	27	49	36	230	206	231	135	71	186	107	74	69	292	143
	25%	22%	17%	24%	24%	26%	24%	31%	21%	20%	26%	24%	27%	22%	25%	25%
								bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	510	122	27	59	32	287	222	245	174	91	198	124	98	90	322	188
	29%	28%	17%	28%	21%	32%	26%	33%	27%	26%	28%	28%	36%	29%	28%	32%
		b				b		bc					abe			
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that the service wouldn't be as good with a new provider	611	155	42	72	34	321	290	295	210	106	247	157	101	104	405	205
	35%	36%	27%	34%	22%	36%	34%	39%	32%	31%	35%	35%	37%	33%	35%	35%
		b		b				bc								
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Worried about being without the mobile service during the switch	97	**	**	63	35	47	51	54	**	**	42	**	**	**	63	**
	27%	**	**	30%	23%	25%	29%	28%	**	**	27%	**	**	**	26%	**
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the fixed line phone service during the switch	102	79	23	-	-	51	51	38	35	29	36	30	17	19	66	36
	22%	24%	19%	-%	-%	22%	23%	26%	18%	26%	21%	23%	28%	20%	22%	23%
								b		b			ade			
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156
Worried about being without the broadband service during the switch	135	107	27	**	**	70	65	46	60	28	51	40	**	23	91	44
	30%	32%	22%	**	**	30%	29%	31%	30%	26%	30%	31%	**	25%	30%	28%
		b														
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Worried about being without the Pay TV service during the switch	356	70	18	**	**	186	170	187	112	57	156	83	56	60	239	116
	31%	27%	22%	**	**	32%	31%	39%	26%	25%	34%	28%	31%	30%	31%	31%
								bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that I might have to pay two providers at the same time	446	103	29	52	29	240	206	260	128	58	193	113	60	79	306	138
	26%	24%	18%	25%	19%	27%	24%	35%	20%	17%	27%	25%	22%	25%	26%	24%
								bc								
Base	817	333	123	209	152	418	397	341	311	165	328	213	120	154	541	274
Did not want to lose my phone number	220	89	25	75	32	113	107	107	75	38	85	61	36	38	146	75
	27%	27%	20%	36%	21%	27%	27%	31%	24%	23%	26%	28%	30%	25%	27%	27%
				b				bc								
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467	141	38	-	-	267	200	217	176	74	167	143	73	83	310	156
	34%	33%	24%	-%	-%	38%	29%	39%	33%	25%	30%	40%	34%	33%	34%	34%
		b				b		bc	c		ae					
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77	**	**	52	25	35	42	54	**	**	31	**	**	**	41	**
	21%	**	**	25%	17%	19%	24%	28%	**	**	20%	**	**	**	17%	**
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to unlock my handset to take it with me	65	**	**	43	22	29	36	43	**	**	31	**	**	**	45	**
	18%	**	**	21%	14%	16%	21%	22%	**	**	20%	**	**	**	18%	**
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to have to learn to use a new service	422	108	26	46	25	220	202	219	134	69	202	106	63	51	308	114
	24%	25%	17%	22%	17%	25%	24%	29%	21%	20%	28%	24%	23%	16%	27%	19%
		b						bc			df	d			df	
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351	73	21	**	**	183	168	187	106	58	159	80	64	48	239	112
	31%	28%	26%	**	**	31%	30%	39%	25%	26%	34%	27%	35%	24%	31%	29%
								bc			d					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437	91	24	51	30	219	218	252	135	51	197	96	75	68	293	143
	25%	21%	15%	24%	20%	24%	26%	34% bc	21% c	15%	27% b	22%	28%	22%	25%	24%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that other devices or products I own would not work with a new service	446	96	25	43	28	241	204	231	146	69	179	110	85	72	288	157
	25%	22% b	16%	21%	18%	27%	24%	31% bc	22%	20%	25%	25%	31% de	23%	25%	27%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Concern about arranging for the old and new services to start and stop at the same time	555	134	41	67	24	291	264	282	196	77	249	133	76	96	382	171
	32%	31%	26%	32% b	16%	33%	31%	38% bc	30% c	22%	35%	30%	28%	31%	33%	29%
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to install new equipment myself	380	102	33	**	**	208	172	197	123	60	169	101	48	61	270	109
	27%	24%	21%	**	**	29%	25%	36% bc	23%	20%	30% cf	28%	22%	24%	29% f	23%
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to get an engineer to install new equipment	402	109	36	**	**	223	179	199	148	55	177	101	54	69	279	123
	29%	25%	23%	**	**	31%	26%	36% bc	27% c	19%	32%	28%	25%	27%	30%	26%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
It's too time consuming to go through the process of switching from one provider to another	534	118	33	59	31	275	259	275	173	86	225	139	83	85	364	168
	31%	27%	21%	28%	21%	31%	30%	37%	27%	25%	31%	31%	31%	27%	31%	29%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	357	77	16	46	18	178	179	209	103	46	163	77	63	52	241	114
	20%	18%	10%	22%	12%	20%	21%	28%	16%	13%	23%	17%	23%	17%	21%	20%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	371	80	17	43	19	201	169	213	126	32	162	85	66	57	247	124
	21%	19%	11%	21%	13%	23%	20%	28%	19%	9%	23%	19%	24%	18%	21%	21%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	445	87	25	54	23	231	214	245	131	68	194	117	60	72	311	132
	25%	20%	16%	26%	15%	26%	25%	33%	20%	20%	27%	26%	22%	23%	27%	23%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Prefer to stay with a trusted/ known provider	665	174	43	93	35	361	302	302	229	133	283	171	84	127	453	211
	38%	40%	27%	44%	23%	40%	35%	40%	35%	38%	39%	38%	31%	41%	39%	36%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	138 32% b	33 21%	63 30%	41 27%	280 31%	260 30%	263 35% bc	187 29%	90 26%	220 31%	143 32%	75 28%	100 32%	363 31%	175 30%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching communication services previously	370 21%	72 17% b	16 10%	52 25% b	22 14%	212 24% b	158 19%	236 31% bc	92 14%	42 12%	157 22%	96 21%	59 22%	56 18%	253 22%	116 20%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379 22%	89 21% b	22 14%	48 23% b	13 9%	198 22%	180 21%	242 32% bc	98 15%	39 11%	160 22% d	89 20%	80 29% abdef	50 16%	248 21%	130 22% d
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Hassle of needing to contact more than one provider to switch	494 28%	119 28% b	26 17%	58 28%	30 20%	263 29%	231 27%	246 33% bc	168 26%	80 23%	218 30%	121 27%	74 27%	80 26%	339 29%	154 26%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty cancelling my current service	386 22%	82 19% b	20 13%	46 22% b	17 11%	195 22%	190 22%	232 31% bc	110 17%	44 13%	158 22%	92 21%	80 30% abde	56 18%	250 21%	136 23%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to pay disconnection charges	387 22%	79 18%	24 15%	43 21%	23 15%	209 23%	178 21%	235 31% bc	105 16%	47 13%	146 20%	109 24%	65 24%	66 21%	255 22%	131 22%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 117

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Lack of choice	473	399	31	**	**	408	66	167	303
	27%	27%	24%	**	**	27%	29%	30%	26%
Base	1388	1166	95	88	38	1213	175	456	910
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	212	177	**	**	**	196	16	92	119
	15%	15%	**	**	**	16%	9%	20%	13%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	397	327	39	**	**	355	42	154	238
	23%	22%	30%	**	**	23%	19%	27%	21%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
There wasn't enough cost difference for it to be worth switching	586	499	36	**	**	517	70	195	386
	34%	34%	28%	**	**	34%	31%	35%	33%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider is still the best deal/ cheapest	492	404	38	**	**	426	66	175	310
	28%	27%	29%	**	**	28%	29%	31%	27%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider has the best quality of service	582	485	43	**	**	504	78	181	398
	33%	33%	32%	**	**	33%	34%	32%	34%
Base	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	333	274	21	**	**	302	31	129	202
	19%	19%	16%	**	**	20%	14%	23%	17%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Would take too long to research the market	437	366	29	**	**	380	57	150	283
	25%	25%	22%	**	**	25%	25%	27%	24%
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty comparing what other providers were offering	510	426	31	**	**	444	66	194	310
	29%	29%	23%	**	**	29%	29%	34%	27%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that the service wouldn't be as good with a new provider	611	522	40	**	**	526	85	207	400
	35%	35%	31%	**	**	35%	38%	37%	34%
Base	361	307	36	13	5	309	52	108	251
Worried about being without the mobile service during the switch	97	90	**	**	**	88	**	**	64
	27%	29%	**	**	**	28%	**	**	25%
Base	456	385	36	24	10	397	59	157	287
Worried about being without the fixed line phone service during the switch	102	82	**	**	**	83	**	38	62
	22%	21%	**	**	**	21%	**	24%	22%
Base	456	385	36	24	10	397	59	157	287
Worried about being without the broadband service during the switch	135	112	**	**	**	113	**	41	92
	30%	29%	**	**	**	29%	**	26%	32%
Base	1141	962	75	70	34	1010	131	372	755

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the Pay TV service during the switch	356	296	18	**	**	308	47	124	229
	31%	31%	23%	**	**	31%	36%	33%	30%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that I might have to pay two providers at the same time	446	372	36	**	**	393	53	157	283
	26%	25%	28%	**	**	26%	23%	28%	24%
Base	817	692	72	38	15	706	111	265	539
Did not want to lose my phone number	220	193	**	**	**	194	27	71	145
	27%	28%	**	**	**	27%	24%	27%	27%
Base	1388	1166	95	88	38	1213	175	456	910
Didn't want to pay the initial connection/ start-up fees/ equipment costs	467	391	**	**	**	404	62	162	301
	34%	34%	**	**	**	33%	36%	36%	33%
Base	361	307	36	13	5	309	52	108	251
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	77	66	**	**	**	70	**	**	53
	21%	22%	**	**	**	23%	**	**	21%
Base	361	307	36	13	5	309	52	108	251
Needing to unlock my handset to take it with me	65	58	**	**	**	60	**	**	42
	18%	19%	**	**	**	19%	**	**	17%
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Didn't want to have to learn to use a new service	422	360	25	**	**	359	63	148	268
	24%	24%	19%	**	**	24%	28%	26%	23%
Base	1141	962	75	70	34	1010	131	372	755
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	351	304	**	**	**	308	44	119	231
	31%	32%	**	**	**	30%	33%	32%	31%
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to lose content (programmes, apps, photos, data) stored on my device	437	374	25	**	**	388	50	143	289
	25%	25%	19%	**	**	25%	22%	25%	25%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	446	381	26	**	**	392	53	145	294
	25%	26%	20%	**	**	26%	23%	26%	25%
Base	1749	1473	132	102	43	1522	227	564	1162
Concern about arranging for the old and new services to start and stop at the same time	555	472	43	**	**	497	58	178	372
	32%	32%	32%	**	**	33%	26%	32%	32%
						b			
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to install new equipment myself	380	311	**	**	**	329	50	146	230
	27%	27%	**	**	**	27%	29%	32%	25%
								b	

Columns Tested: a,b,c,d - a,b - a,b

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	-c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to get an engineer to install new equipment	402	331	**	**	**	347	56	130	268
	29%	28%	**	**	**	29%	32%	28%	29%
Base	1749	1473	132	102	43	1522	227	564	1162
It's too time consuming to go through the process of switching from one provider to another	534	455	36	**	**	481	53	175	347
	31%	31%	28%	**	**	32%	23%	31%	30%
						b			
Base	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	357	309	19	**	**	310	47	122	234
	20%	21%	15%	**	**	20%	21%	22%	20%
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting my current provider	371	301	27	**	**	315	55	123	245
	21%	20%	20%	**	**	21%	24%	22%	21%
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting potential new providers	445	376	27	**	**	398	47	167	273
	25%	26%	20%	**	**	26%	21%	30%	23%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Prefer to stay with a trusted/ known provider	665	563	50	**	**	550	114	215	445
	38%	38%	38%	**	**	36%	50%	38%	38%
							a		

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	540 31%	460 31%	31 23%	** **	** **	469 31%	71 31%	176 31%	357 31%
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching communication services previously	370 21%	313 21%	21 16%	** **	** **	330 22%	40 18%	138 24% b	230 20%
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	379 22%	326 22%	24 18%	** **	** **	345 23% b	33 15%	137 24%	239 21%
Base	1749	1473	132	102	43	1522	227	564	1162
Hassle of needing to contact more than one provider to switch	494 28%	425 29% b	27 20%	** **	** **	451 30% b	43 19%	159 28%	329 28%
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty cancelling my current service	386 22%	324 22%	25 19%	** **	** **	345 23%	41 18%	132 23%	252 22%
Base	1749	1473	132	102	43	1522	227	564	1162
Did not want to pay disconnection charges	387 22%	336 23%	23 18%	** **	** **	348 23%	38 17%	128 23%	256 22%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Lack of choice	771	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	**	**	**	**	**	**	**	**	**	**	**
	25%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	588	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	1094	**	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	1183	**	**	**	**	**	**	**	**	**	**	**
	68%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	1155	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	1163	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	626	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	762	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	1100	**	**	**	**	**	**	**	**	**	**
	63%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch	167	**	**	**	**	**	**	**	**	**	**
	46%	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch	158	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch	226	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch	500	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time	696	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	817	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	408	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	126	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	621	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739	**	**	**	**	**	**	**	**	**	**
	42%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	636	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time	859	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	542	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1388	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	604	**	**	**	**	**	**	**	**	**	**	**
	44%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	820	**	**	**	**	**	**	**	**	**	**	**
	47%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	629	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	544	**	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	601	**	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	1178	**	**	**	**	**	**	**	**	**	**	**
	67%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827 47%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	576 33%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596 34%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	752 43%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service	606 35%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	684 39%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Lack of choice	771	**	**	**	**	**	**	**	**	364	225	138	771	261	102
	44%	**	**	**	**	**	**	**	**	38%	38%	38%	44%	41%	33%
													ab	b	
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	**	**	**	**	**	**	**	**	97	97	**	340	79	17
	25%	**	**	**	**	**	**	**	**	16%	16%	**	25%	18%	11%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Not knowing what to do to switch	588	**	**	**	**	**	**	**	**	279	153	126	588	197	82
	34%	**	**	**	**	**	**	**	**	29%	26%	35%	34%	31%	27%
													b	ab	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
There wasn't enough cost difference for it to be worth switching	1094	**	**	**	**	**	**	**	**	602	375	227	1094	423	180
	63%	**	**	**	**	**	**	**	**	63%	64%	63%	63%	66%	58%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/cheapest	1183	**	**	**	**	**	**	**	**	671	401	271	1183	497	175
	68%	**	**	**	**	**	**	**	**	71%	68%	75%	68%	78%	56%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider has the best quality of service	1155	**	**	**	**	**	**	**	**	616	382	235	1155	463	154
	66%	**	**	**	**	**	**	**	**	65%	65%	65%	66%	72%	50%
														b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	1163	**	**	**	**	**	**	**	**	641	431	209	1163	641	-
	66%	**	**	**	**	**	**	**	**	67%	73%	58%	66%	100%	-%
										c	acd		c	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Would take too long to research the market	626	**	**	**	**	**	**	**	**	291	170	120	626	205	86
	36%	**	**	**	**	**	**	**	**	31%	29%	33%	36%	32%	28%
													ab		
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty comparing what other providers were offering	762	**	**	**	**	**	**	**	**	370	230	140	762	266	103
	44%	**	**	**	**	**	**	**	**	39%	39%	39%	44%	42%	33%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that the service wouldn't be as good with a new provider	1100	**	**	**	**	**	**	**	**	570	350	220	1100	420	150
	63%	**	**	**	**	**	**	**	**	60%	59%	61%	63%	65%	49%
														b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Worried about being without the mobile service during the switch	167	**	**	**	**	**	**	**	**	167	**	167	167	103	64
	46%	**	**	**	**	**	**	**	**	46%	**	46%	46%	49%	42%
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch	158 35%	**	**	**	**	**	**	**	**	158 35%	158 35%	- -%	158 35%	124 37%	34 28%
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Worried about being without the broadband service during the switch	226 50%	**	**	**	**	**	**	**	**	226 50%	226 50%	**	226 50%	173 52%	53 43%
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Worried about being without the Pay TV service during the switch	500 44%	**	**	**	**	**	**	**	**	127 37%	127 37%	**	500 44%	102 39%	25 30%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that I might have to pay two providers at the same time	696 40%	**	**	**	**	**	**	**	**	338 36%	204 35%	134 37%	696 40%	248 39%	90 29%
Base	817	-	-	-	-	-	-	-	-	817	456	361	817	542	275
Did not want to lose my phone number	408 50%	**	**	**	**	**	**	**	**	408 50%	193 42%	215 60%	408 50%	300 55%	108 39%
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837 60%	**	**	**	**	**	**	**	**	337 57%	337 57%	- -	837 60%	260 60%	78 49%
										c	c		c	b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112 31%	**	**	**	**	**	**	**	**	112 31%	**	112 31%	112 31%	78 37%	34 22%
														b	
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to unlock my handset to take it with me	126 35%	**	**	**	**	**	**	**	**	126 35%	**	126 35%	126 35%	88 42%	38 25%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to have to learn to use a new service	621 36%	**	**	**	**	**	**	**	**	312 33%	184 31%	128 35%	621 36%	237 37%	75 24%
													b	b	
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576 51%	**	**	**	**	**	**	**	**	168 49%	168 49%	**	576 51%	135 52%	33 41%
														b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739	**	**	**	**	**	**	**	**	354	210	144	739	262	92
	42%	**	**	**	**	**	**	**	**	37%	36%	40%	42%	41%	30%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that other devices or products I own would not work with a new service	636	**	**	**	**	**	**	**	**	292	178	114	636	218	74
	36%	**	**	**	**	**	**	**	**	31%	30%	32%	36%	34%	24%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Concern about arranging for the old and new services to start and stop at the same time	859	**	**	**	**	**	**	**	**	410	255	155	859	299	111
	49%	**	**	**	**	**	**	**	**	43%	43%	43%	49%	47%	36%
													ab	b	
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to install new equipment myself	542	**	**	**	**	**	**	**	**	199	199	**	542	156	43
	39%	**	**	**	**	**	**	**	**	34%	34%	**	39%	36%	27%
													ab	b	
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to get an engineer to install new equipment	604	**	**	**	**	**	**	**	**	220	220	**	604	169	51
	44%	**	**	**	**	**	**	**	**	37%	37%	**	44%	39%	32%
													ab		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
It's too time consuming to go through the process of switching from one provider to another	820 47%	**	**	**	**	**	**	**	**	396 42%	233 40%	162 45%	820 47%	280 44%	116 37%
		**	**	**	**	**	**	**	**				ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I was still in a contract so couldn't leave/ would have to pay to leave	629 36%	**	**	**	**	**	**	**	**	290 31%	172 29%	118 33%	629 36%	217 34%	73 24%
		**	**	**	**	**	**	**	**				ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting my current provider	544 31%	**	**	**	**	**	**	**	**	247 26%	147 25%	100 28%	544 31%	183 29%	64 21%
		**	**	**	**	**	**	**	**				ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	601 34%	**	**	**	**	**	**	**	**	275 29%	165 28%	109 30%	601 34%	211 33%	64 21%
		**	**	**	**	**	**	**	**				ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Prefer to stay with a trusted/ known provider	1178 67%	**	**	**	**	**	**	**	**	650 68%	395 67%	255 71%	1178 67%	485 76%	165 53%
		**	**	**	**	**	**	**	**					b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827 47%	**	**	**	**	**	**	**	**	434 46%	261 44%	173 48%	827 47%	317 49%	118 38%
														b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching communication services previously	576 33%	**	**	**	**	**	**	**	**	271 29%	152 26%	119 33%	576 33%	210 33%	60 20%
												b	ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596 34%	**	**	**	**	**	**	**	**	279 29%	166 28%	113 31%	596 34%	213 33%	66 22%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	752 43%	**	**	**	**	**	**	**	**	356 37%	215 37%	141 39%	752 43%	259 40%	97 31%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty cancelling my current service	606 35%	**	**	**	**	**	**	**	**	271 28%	163 28%	107 30%	606 35%	199 31%	71 23%
													ab	b	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
	Total	PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Did not want to pay disconnection charges	684	**	**	**	**	**	**	**	**	317	198	119	684	235	82
	39%	**	**	**	**	**	**	**	**	33%	34%	33%	39%	37%	27%
													abc	b	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Lack of choice	771	172	53	89	49	407	364	427	236	108	320	185	132	132	505	264
	44%	40%	34%	43%	33%	45%	43%	57%	36%	31%	45%	41%	49%	42%	43%	45%
								bc								
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	79	17	**	**	191	149	237	76	27	154	77	48	61	231	108
	25%	18%	11%	**	**	27%	22%	43%	14%	9%	28%	21%	23%	24%	25%	23%
		b				b		bc			b					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Not knowing what to do to switch	588	118	35	79	47	298	289	350	170	69	232	138	110	106	370	216
	34%	27%	22%	38%	31%	33%	34%	47%	26%	20%	32%	31%	41%	34%	32%	37%
								bc	c				abe			e
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
There wasn't enough cost difference for it to be worth switching	1094	289	86	134	94	573	521	494	376	224	475	271	157	189	746	346
	63%	67%	54%	64%	62%	64%	61%	66%	58%	65%	66%	61%	58%	61%	64%	59%
		b						b		b	cf					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider is still the best deal/ cheapest	1183	325	76	172	99	591	591	547	411	225	496	301	167	218	797	385
	68%	75%	48%	82%	65%	66%	69%	73%	63%	65%	69%	67%	62%	70%	69%	66%
		b		b				bc			c				c	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider has the best quality of service	1155	305	77	158	77	602	553	507	421	227	492	287	164	209	779	373
	66%	71%	49%	75%	51%	67%	65%	68%	65%	65%	69%	64%	61%	67%	67%	64%
		b		b							c					

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	1163	431	-	209	-	581	582	521	422	220	482	274	186	220	756	406
	66%	100%	-%	100%	-%	65%	68%	69%	65%	64%	67%	61%	69%	71%	65%	70%
		b		b							b		b		b	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Would take too long to research the market	626	130	40	75	46	317	308	368	170	88	280	143	103	99	422	201
	36%	30%	25%	36%	30%	35%	36%	49%	26%	25%	39%	32%	38%	32%	36%	35%
								bc			bd					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	762	181	49	85	54	432	330	379	238	145	306	191	129	134	498	264
	44%	42%	31%	41%	36%	48%	39%	51%	36%	42%	43%	43%	48%	43%	43%	45%
		b		b		b		bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that the service wouldn't be as good with a new provider	1100	275	75	144	76	567	533	514	379	206	463	273	168	194	736	362
	63%	64%	47%	69%	50%	63%	62%	69%	58%	59%	65%	61%	62%	62%	63%	62%
		b		b				bc								
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Worried about being without the mobile service during the switch	167	**	**	103	64	77	90	99	**	**	72	**	**	**	106	**
	46%	**	**	49%	42%	42%	51%	51%	**	**	46%	**	**	**	44%	**
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the fixed line phone service during the switch	158	124	34	-	-	87	71	64	55	39	61	39	24	34	101	57
	35%	37%	28%	-%	-%	37%	32%	44%	27%	35%	36%	31%	39%	35%	34%	37%
		b				b		bc		b			b			
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156
Worried about being without the broadband service during the switch	226	173	53	**	**	117	109	82	98	46	87	63	**	45	150	76
	50%	52%	43%	**	**	50%	49%	56%	49%	41%	51%	49%	**	48%	50%	48%
								c								
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Worried about being without the Pay TV service during the switch	500	102	25	**	**	260	240	278	153	70	220	118	83	79	337	163
	44%	39%	30%	**	**	45%	43%	58%	35%	31%	47%	40%	45%	40%	44%	43%
								bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that I might have to pay two providers at the same time	696	161	43	87	47	352	345	406	193	97	281	176	109	128	457	238
	40%	37%	27%	41%	31%	39%	40%	54%	30%	28%	39%	39%	40%	41%	39%	41%
		b						bc								
Base	817	333	123	209	152	418	397	341	311	165	328	213	120	154	541	274
Did not want to lose my phone number	408	158	35	142	73	219	190	178	152	78	164	104	66	75	268	141
	50%	48%	28%	68%	48%	52%	48%	52%	49%	47%	50%	49%	54%	49%	49%	51%
		b		b												
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837	260	78	-	-	423	414	381	312	145	309	239	128	161	548	289
	60%	60%	49%	-%	-%	60%	61%	69%	58%	50%	55%	66%	60%	64%	60%	62%
		b						bc	c		ae		a		a	
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112	**	**	78	34	52	60	79	**	**	46	**	**	**	61	**
	31%	**	**	37%	22%	28%	34%	41%	**	**	29%	**	**	**	25%	**
				b												
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to unlock my handset to take it with me	126	**	**	88	38	54	72	89	**	**	55	**	**	**	79	**
	35%	**	**	42%	25%	29%	41%	46%	**	**	35%	**	**	**	33%	**
				b			a									
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to have to learn to use a new service	621	150	34	87	41	309	312	331	196	94	281	141	102	96	422	198
	36%	35%	22%	41%	27%	35%	37%	44%	30%	27%	39%	32%	38%	31%	36%	34%
		b		b				bc			bd					
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576	135	33	**	**	296	281	289	183	104	240	147	96	93	386	190
	51%	52%	41%	**	**	51%	50%	60%	42%	46%	52%	50%	53%	47%	51%	50%
		b						bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739	170	39	91	53	352	387	410	222	107	320	170	129	118	490	247
	42%	40%	25%	44%	35%	39%	45%	55%	34%	31%	45%	38%	47%	38%	42%	42%
		b					a	bc			b		bd			
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that other devices or products I own would not work with a new service	636	145	32	72	42	344	291	344	191	100	263	149	119	103	412	222
	36%	34%	20%	34%	28%	39%	34%	46%	29%	29%	37%	33%	44%	33%	35%	38%
		b						bc					bde			
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Concern about arranging for the old and new services to start and stop at the same time	859	197	58	102	53	438	421	439	294	127	362	199	148	148	561	296
	49%	46%	37%	49%	35%	49%	49%	59%	45%	37%	51%	45%	54%	47%	48%	51%
		b		b				bc	c				b			
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to install new equipment myself	542	156	43	**	**	295	248	272	173	97	233	129	88	92	362	180
	39%	36%	27%	**	**	42%	37%	49%	32%	33%	42%	36%	41%	36%	39%	39%
		b						bc								
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to get an engineer to install new equipment	604	169	51	**	**	313	291	321	203	80	277	133	87	107	410	194
	44%	39%	32%	**	**	44%	43%	58%	38%	27%	50%	37%	41%	42%	45%	42%
								bc	c		bf				b	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
It's too time consuming to go through the process of switching from one provider to another	820	181	52	99	64	406	414	432	262	126	344	195	133	146	539	279
	47%	42%	33%	47%	42%	45%	48%	58%	40%	36%	48%	44%	49%	47%	46%	48%
		b						bc								
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	629	134	38	83	35	289	340	369	173	87	259	142	118	108	401	226
	36%	31%	24%	40%	23%	32%	40%	49%	26%	25%	36%	32%	44%	34%	35%	39%
		b		b			a	bc					bde			b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	544	115	32	67	32	294	249	342	159	44	233	118	101	91	351	192
	31%	27%	20%	32%	21%	33%	29%	46%	24%	13%	33%	26%	37%	29%	30%	33%
				b				bc	c		b		be			b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	601	131	34	79	30	315	286	353	155	93	268	141	96	94	409	191
	34%	30%	22%	38%	20%	35%	34%	47%	24%	27%	37%	32%	36%	30%	35%	33%
		b		b				bc			d					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Prefer to stay with a trusted/ known provider	1178	316	79	168	87	608	568	524	412	242	503	296	169	209	798	378
	67%	73%	50%	80%	57%	68%	67%	70%	63%	70%	70%	66%	62%	67%	69%	65%
		b		b				b		b	c					
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827	209	53	108	65	421	406	418	265	144	337	214	129	146	551	275
	47%	48% b	33%	52%	43%	47%	48%	56% bc	41%	42%	47%	48%	48%	47%	47%	47%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching communication services previously	576	125	27	85	34	314	261	371	146	58	240	143	91	99	383	191
	33%	29% b	17%	41% b	22%	35%	31%	50% bc	22% c	17%	34%	32%	34%	32%	33%	33%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596	133	33	79	34	318	278	374	161	60	249	139	103	103	388	206
	34%	31% b	21%	38% b	22%	36%	33%	50% bc	25% c	17%	35%	31%	38%	33%	33%	35%
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Hassle of needing to contact more than one provider to switch	752	171	44	88	53	390	361	391	241	119	335	174	119	123	508	242
	43%	40% b	28%	42% bc	35%	44%	42%	52% bc	37% bd	34%	47% bd	39% bd	44% bd	39% bd	44% bd	41% bd
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty cancelling my current service	606	127	36	72	35	314	291	378	167	61	256	132	119	98	388	216
	35%	29% b	23%	34% b	23%	35%	34%	50% bc	26% c	18%	36% b	30% abde	44% abde	31% abde	33% abde	37% b
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to pay disconnection charges	684	154	44	81	38	345	339	399	186	99	272	162	131	116	435	248
	39%	36% b	28%	39% b	25%	39%	40%	53% bc	28% bc	29%	38% bc	36% bc	48% abde	37% abde	37% abde	42% abde

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Lack of choice	771	646	49	**	**	661	110	283	480
	44%	44%	37%	**	**	43%	48%	50%	41%
								b	
Base	1388	1166	95	88	38	1213	175	456	910
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	340	293	**	**	**	313	27	149	188
	25%	25%	**	**	**	26%	16%	33%	21%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	588	494	50	**	**	528	60	242	342
	34%	34%	38%	**	**	35%	27%	43%	29%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
There wasn't enough cost difference for it to be worth switching	1094	924	77	**	**	959	135	356	725
	63%	63%	59%	**	**	63%	60%	63%	62%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider is still the best deal/ cheapest	1183	988	87	**	**	1035	148	399	771
	68%	67%	66%	**	**	68%	65%	71%	66%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider has the best quality of service	1155	966	82	**	**	1010	145	362	779
	66%	66%	62%	**	**	66%	64%	64%	67%
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	1163	966	89	**	**	1019	144	392	755
	66%	66%	68%	**	**	67%	63%	69%	65%
Base	1749	1473	132	102	43	1522	227	564	1162
Would take too long to research the market	626	529	41	**	**	544	81	242	380
	36%	36%	31%	**	**	36%	36%	43%	33%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty comparing what other providers were offering	762	642	46	**	**	663	99	288	466
	44%	44%	35%	**	**	44%	43%	51%	40%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that the service wouldn't be as good with a new provider	1100	934	80	**	**	955	145	380	709
	63%	63%	61%	**	**	63%	64%	67%	61%
								b	
Base	361	307	36	13	5	309	52	108	251
Worried about being without the mobile service during the switch	167	148	**	**	**	148	**	**	103
	46%	48%	**	**	**	48%	**	**	41%
Base	456	385	36	24	10	397	59	157	287
Worried about being without the fixed line phone service during the switch	158	126	**	**	**	132	**	61	94
	35%	33%	**	**	**	33%	**	39%	33%
Base	456	385	36	24	10	397	59	157	287

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the broadband service during the switch	226	191	18	**	**	190	35	82	138
	50%	50%	49%	**	**	48%	60%	52%	48%
Base	1141	962	75	70	34	1010	131	372	755
Worried about being without the Pay TV service during the switch	500	419	**	**	**	439	61	180	318
	44%	44%	**	**	**	43%	47%	48%	42%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that I might have to pay two providers at the same time	696	586	50	**	**	619	77	280	407
	40%	40%	38%	**	**	41%	34%	50%	35%
Base	817	692	72	38	15	706	111	265	539
Did not want to lose my phone number	408	350	**	**	**	355	54	144	258
	50%	51%	**	**	**	50%	48%	54%	48%
Base	1388	1166	95	88	38	1213	175	456	910
Didn't want to pay the initial connection/ start-up fees/ equipment costs	837	702	**	**	**	730	108	314	509
	60%	60%	**	**	**	60%	62%	69%	56%
Base	361	307	36	13	5	309	52	108	251
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	112	96	**	**	**	101	**	**	73
	31%	31%	**	**	**	33%	**	**	29%
Base	361	307	36	13	5	309	52	108	251

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 118

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Needing to unlock my handset to take it with me	126	113	10	**	**	117	10	42	84
	35%	37%	27%	**	**	38%	19%	39%	33%
		b				b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to have to learn to use a new service	621	532	38	**	**	547	74	229	384
	36%	36%	29%	**	**	36%	33%	41%	33%
								b	
Base	1141	962	75	70	34	1010	131	372	755
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	576	488	**	**	**	509	68	207	366
	51%	51%	**	**	**	50%	52%	56%	48%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to lose content (programmes, apps, photos, data) stored on my device	739	624	47	**	**	656	83	275	457
	42%	42%	36%	**	**	43%	37%	49%	39%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	636	540	42	**	**	563	73	226	402
	36%	37%	32%	**	**	37%	32%	40%	35%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Concern about arranging for the old and new services to start and stop at the same time	859	730	67	**	**	762	96	309	542
	49%	50%	51%	**	**	50%	42%	55%	47%
						b		b	
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to install new equipment myself	542	446	**	**	**	476	66	210	325
	39%	38%	**	**	**	39%	38%	46%	36%
								b	
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to get an engineer to install new equipment	604	496	**	**	**	525	79	227	370
	44%	43%	**	**	**	43%	45%	50%	41%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
It's too time consuming to go through the process of switching from one provider to another	820	696	61	**	**	727	93	299	507
	47%	47%	47%	**	**	48%	41%	53%	44%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	629	546	36	**	**	553	76	247	376
	36%	37%	27%	**	**	36%	33%	44%	32%
		b						b	
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting my current provider	544	455	33	**	**	476	68	203	336
	31%	31%	25%	**	**	31%	30%	36%	29%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting potential new providers	601	513	40	**	**	536	66	237	357
	34%	35%	30%	**	**	35%	29%	42%	31%
								b	
Base	1749	1473	132	102	43	1522	227	564	1162
Prefer to stay with a trusted/ known provider	1178	993	91	**	**	1015	163	383	782
	67%	67%	69%	**	**	67%	72%	68%	67%
Base	1749	1473	132	102	43	1522	227	564	1162
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	827	714	50	**	**	727	100	290	529
	47%	49%	38%	**	**	48%	44%	51%	46%
		b						b	
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching communication services previously	576	498	32	**	**	521	55	227	344
	33%	34%	24%	**	**	34%	24%	40%	30%
		b				b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	596	520	35	**	**	544	51	236	354
	34%	35%	27%	**	**	36%	23%	42%	30%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Hassle of needing to contact more than one provider to switch	752	642	50	**	**	678	74	274	468
	43%	44%	38%	**	**	45%	32%	49%	40%
						b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. MAJOR OR MINOR FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty cancelling my current service	606	516	42	**	**	546	61	234	368
	35%	35%	32%	**	**	36%	27%	41%	32%
						b		b	
Base	1749	1473	132	102	43	1522	227	564	1162
Did not want to pay disconnection charges	684	589	35	**	**	614	70	273	404
	39%	40%	27%	**	**	40%	31%	48%	35%
		b				b		b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-
Lack of choice	978	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Not knowing what to do to switch	1161	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
There wasn't enough cost difference for it to be worth switching	655	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider is still the best deal/ cheapest	566	**	**	**	**	**	**	**	**	**	**
	32%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Current provider has the best quality of service	594	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	586	**	**	**	**	**	**	**	**	**	**
	34%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Would take too long to research the market	1123	**	**	**	**	**	**	**	**	**	**	**
64%		**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty comparing what other providers were offering	987	**	**	**	**	**	**	**	**	**	**	**
56%		**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Worried that the service wouldn't be as good with a new provider	649	**	**	**	**	**	**	**	**	**	**	**
37%		**	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the mobile service during the switch	194	**	**	**	**	**	**	**	**	**	**	**
54%		**	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the fixed line phone service during the switch	298	**	**	**	**	**	**	**	**	**	**	**
65%		**	**	**	**	**	**	**	**	**	**	**
Base	456	-	-	-	-	-	-	-	-	-	-	-
Worried about being without the broadband service during the switch	230	**	**	**	**	**	**	**	**	**	**	**
50%		**	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Worried about being without the Pay TV service during the switch	641	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that I might have to pay two providers at the same time	1053	**	**	**	**	**	**	**	**	**	**
	60%	**	**	**	**	**	**	**	**	**	**
Base	817	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	408	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551	**	**	**	**	**	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**
Base	361	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	235	**	**	**	**	**	**	**	**	**	**
	65%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to have to learn to use a new service	1128	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
Base	1141	-	-	-	-	-	-	-	-	-	-
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565	**	**	**	**	**	**	**	**	**	**
	49%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	**	**	**	**	**	**	**	**	**	**
	58%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Worried that other devices or products I own would not work with a new service	1113	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Concern about arranging for the old and new services to start and stop at the same time	890	**	**	**	**	**	**	**	**	**	**
	51%	**	**	**	**	**	**	**	**	**	**
Base	1388	-	-	-	-	-	-	-	-	-	-
Did not want to have to install new equipment myself	846	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

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Base: Those interviewed about deciding not to switch

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		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-	-
Base	1388	-	-	-	-	-	-	-	-	-	-	-
Did not want to have to get an engineer to install new equipment	784	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
It's too time consuming to go through the process of switching from one provider to another	929	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
I was still in a contract so couldn't leave/ would have to pay to leave	1120	**	**	**	**	**	**	**	**	**	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting my current provider	1205	**	**	**	**	**	**	**	**	**	**	**
	69%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Difficulty when contacting potential new providers	1148	**	**	**	**	**	**	**	**	**	**	**
	66%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-
Prefer to stay with a trusted/ known provider	571	**	**	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-	-

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922 53%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching communication services previously	1173 67%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153 66%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Hassle of needing to contact more than one provider to switch	997 57%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service	1143 65%	**	**	**	**	**	**	**	**	**	**
Base	1749	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	1065 61%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY -a	SIM ONLY -b	FULL CONTRACT TOTAL -c	FULL CONTRACT (PAC) -d	FULL CONTRACT (C&R) -e	PREPAY (C&R) -f	OTHER SWITCHES -a	WHEN MOVING -b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Lack of choice	978	**	**	**	**	**	**	**	**	586	363	223	978	379	207
	56%	**	**	**	**	**	**	**	**	62%	62%	62%	56%	59%	67%
										d	d				a
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	**	**	**	**	**	**	**	**	492	492	**	1048	352	140
	75%	**	**	**	**	**	**	**	**	84%	84%	**	75%	82%	89%
										d	d				a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Not knowing what to do to switch	1161	**	**	**	**	**	**	**	**	671	436	235	1161	443	227
	66%	**	**	**	**	**	**	**	**	71%	74%	65%	66%	69%	73%
										d	cd				
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
There wasn't enough cost difference for it to be worth switching	655	**	**	**	**	**	**	**	**	348	214	134	655	218	130
	37%	**	**	**	**	**	**	**	**	37%	36%	37%	37%	34%	42%
															a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider is still the best deal/cheapest	566	**	**	**	**	**	**	**	**	278	188	90	566	144	134
	32%	**	**	**	**	**	**	**	**	29%	32%	25%	32%	22%	44%
											c		c		a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Current provider has the best quality of service	594	**	**	**	**	**	**	**	**	334	207	126	594	178	155
	34%	**	**	**	**	**	**	**	**	35%	35%	35%	34%	28%	50%
															a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	586	**	**	**	**	**	**	**	**	309	157	152	586	-	309
	34%	**	**	**	**	**	**	**	**	33%	27%	42%	34%	-%	100%
										b		abd	b		a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Would take too long to research the market	1123	**	**	**	**	**	**	**	**	659	418	241	1123	436	223
	64%	**	**	**	**	**	**	**	**	69%	71%	67%	64%	68%	72%
										d	d				
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty comparing what other providers were offering	987	**	**	**	**	**	**	**	**	580	359	221	987	374	206
	56%	**	**	**	**	**	**	**	**	61%	61%	61%	56%	58%	67%
										d	d				a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that the service wouldn't be as good with a new provider	649	**	**	**	**	**	**	**	**	380	239	141	649	221	159
	37%	**	**	**	**	**	**	**	**	40%	41%	39%	37%	35%	51%
															a
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Worried about being without the mobile service during the switch	194	**	**	**	**	**	**	**	**	194	**	194	194	106	88
	54%	**	**	**	**	**	**	**	**	54%	**	54%	54%	51%	58%
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the fixed line phone service during the switch	298 65%	** **	** **	** **	** **	** **	** **	** **	** **	298 65% c	298 65% c	- -%	298 65% c	209 63%	89 72% a
Base	456	-	-	-	-	-	-	-	-	456	456	-	456	333	123
Worried about being without the broadband service during the switch	230 50%	** **	** **	** **	** **	** **	** **	** **	** **	230 50%	230 50%	** **	230 50%	160 48%	70 57%
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Worried about being without the Pay TV service during the switch	641 56%	** **	** **	** **	** **	** **	** **	** **	** **	215 63% d	215 63% d	** **	641 56%	159 61%	56 70%
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that I might have to pay two providers at the same time	1053 60%	** **	** **	** **	** **	** **	** **	** **	** **	612 64% d	384 65% d	227 63%	1053 60%	393 61%	219 71% a
Base	817	-	-	-	-	-	-	-	-	817	456	361	817	542	275
Did not want to lose my phone number	408 50%	** **	** **	** **	** **	** **	** **	** **	** **	408 50% c	263 58% acd	146 40%	408 50% c	242 45%	166 61% a
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551 40%	**	**	**	**	**	**	**	**	252 43% c	252 43% c	- -%	551 40% c	172 40%	80 51% a
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249 69%	**	**	**	**	**	**	**	**	249 69%	**	249 69%	249 69%	131 63%	118 78% a
Base	361	-	-	-	-	-	-	-	-	361	-	361	361	209	152
Needing to unlock my handset to take it with me	235 65%	**	**	**	**	**	**	**	**	235 65%	**	235 65%	235 65%	122 58%	113 75% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to have to learn to use a new service	1128 64%	**	**	**	**	**	**	**	**	638 67%	404 69% d	233 65%	1128 64%	404 63%	234 76% a
Base	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565 49%	**	**	**	**	**	**	**	**	174 51%	174 51%	** **	565 49%	126 48%	48 59% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	**	**	**	**	**	**	**	**	596	379	217	1010	379	217
	58%	**	**	**	**	**	**	**	**	63%	64%	60%	58%	59%	70%
										d	d				a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried that other devices or products I own would not work with a new service	1113	**	**	**	**	**	**	**	**	658	411	247	1113	423	235
	64%	**	**	**	**	**	**	**	**	69%	70%	68%	64%	66%	76%
										d	d				a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Concern about arranging for the old and new services to start and stop at the same time	890	**	**	**	**	**	**	**	**	540	334	206	890	341	198
	51%	**	**	**	**	**	**	**	**	57%	57%	57%	51%	53%	64%
										d	d				a
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to install new equipment myself	846	**	**	**	**	**	**	**	**	390	390	**	846	275	115
	61%	**	**	**	**	**	**	**	**	66%	66%	**	61%	64%	73%
										d	d				a
Base	1388	-	-	-	-	-	-	-	-	589	589	-	1388	431	157
Did not want to have to get an engineer to install new equipment	784	**	**	**	**	**	**	**	**	369	369	**	784	263	107
	56%	**	**	**	**	**	**	**	**	63%	63%	**	56%	61%	68%
										d	d				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
It's too time consuming to go through the process of switching from one provider to another	929 53%	**	**	**	**	**	**	**	**	554 58%	355 60%	198 55%	929 53%	361 56%	193 63%
										d	d			a	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I was still in a contract so couldn't leave/ would have to pay to leave	1120 64%	**	**	**	**	**	**	**	**	660 69%	417 71%	243 67%	1120 64%	424 66%	236 76%
										d	d			a	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting my current provider	1205 69%	**	**	**	**	**	**	**	**	703 74%	442 75%	261 72%	1205 69%	458 71%	245 79%
										d	d			a	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	1148 66%	**	**	**	**	**	**	**	**	675 71%	424 72%	251 70%	1148 66%	430 67%	245 79%
										d	d			a	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Prefer to stay with a trusted/ known provider	571 33%	**	**	**	**	**	**	**	**	300 32%	194 33%	106 29%	571 33%	156 24%	144 47%
														a	
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922 53%	**	**	**	**	**	**	**	**	515 54%	328 56%	188 52%	922 53%	324 51%	192 62% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching communication services previously	1173 67%	**	**	**	**	**	**	**	**	679 71% d	437 74% cd	242 67%	1173 67%	430 67%	249 80% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153 66%	**	**	**	**	**	**	**	**	671 71% d	423 72% d	248 69%	1153 66%	428 67%	243 78% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Hassle of needing to contact more than one provider to switch	997 57%	**	**	**	**	**	**	**	**	594 63% d	374 63% d	220 61%	997 57%	382 60%	212 69% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty cancelling my current service	1143 65%	**	**	**	**	**	**	**	**	679 72% d	425 72% d	254 70%	1143 65%	441 69%	238 77% a
Base	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	1152	852	300	1502	801	351	
Effective Weighted Sample	994	-	-	-	-	-	-	-	1058	828	300	994	737	323	
Total	1749	-	-	-	-	-	-	-	950	589	361	1749	641	309	
Did not want to pay disconnection charges	1065	**	**	**	**	**	**	**	633	391	242	1065	406	227	
	61%	**	**	**	**	**	**	**	67%	66%	67%	61%	63%	73%	
									d	d	d			a	

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Lack of choice	978	259	104	120	102	487	489	322	417	239	395	261	139	181	657	320
	56%	60%	66%	57%	67%	55%	57%	43%	64%	69%	55%	59%	51%	58%	57%	55%
									a	a						
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	352	140	**	**	519	529	318	465	265	404	285	164	193	689	357
	75%	82%	89%	**	**	73%	78%	57%	86%	91%	72%	79%	77%	76%	75%	77%
			a				a		a	a		a				
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Not knowing what to do to switch	1161	313	122	130	105	596	564	399	483	278	484	308	161	206	792	367
	66%	73%	78%	62%	69%	67%	66%	53%	74%	80%	68%	69%	59%	66%	68%	63%
									a	ab	c	c			cf	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
There wasn't enough cost difference for it to be worth switching	655	142	72	76	58	322	332	256	277	123	240	176	115	123	416	238
	37%	33%	46%	36%	38%	36%	39%	34%	42%	35%	34%	39%	42%	39%	36%	41%
			a						ac				a			a
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider is still the best deal/ cheapest	566	107	82	37	53	303	262	203	242	122	220	146	104	95	366	199
	32%	25%	52%	18%	35%	34%	31%	27%	37%	35%	31%	33%	38%	30%	31%	34%
			a		a				a	a			ae			
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Current provider has the best quality of service	594	126	81	52	75	292	301	243	232	120	223	160	107	103	383	210
	34%	29%	51%	25%	49%	33%	35%	32%	35%	35%	31%	36%	39%	33%	33%	36%
			a		a								a			

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	586	-	157	-	152	313	272	229	231	127	233	173	85	92	407	177
	34%	-%	100%	-%	100%	35%	32%	31%	35%	36%	33%	39%	31%	29%	35%	30%
			a		a							adf				
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Would take too long to research the market	1123	301	117	135	106	577	546	381	483	259	436	304	169	213	740	382
	64%	70%	75%	64%	70%	65%	64%	51%	74%	75%	61%	68%	62%	68%	64%	65%
									a	a		a		a		
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty comparing what other providers were offering	987	250	108	124	97	462	524	371	415	202	409	256	142	178	665	320
	56%	58%	69%	59%	64%	52%	61%	49%	64%	58%	57%	57%	52%	57%	57%	55%
			a				a		a	a						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that the service wouldn't be as good with a new provider	649	156	83	65	76	327	321	235	273	141	253	174	103	118	427	221
	37%	36%	53%	31%	50%	37%	38%	31%	42%	41%	35%	39%	38%	38%	37%	38%
			a		a				a	a						
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Worried about being without the mobile service during the switch	194	**	**	106	88	107	85	96	**	**	85	**	**	**	136	**
	54%	**	**	51%	58%	58%	49%	49%	**	**	54%	**	**	**	56%	**
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the fixed line phone service during the switch	298	209	89	-	-	147	151	82	144	72	110	89	38	61	199	99
	65%	63%	72%	-%	-%	63%	68%	56%	73%	65%	64%	69%	61%	65%	66%	63%
			a				a		ac	a		c				
Base	456	333	123	-	-	234	222	146	199	111	171	129	61	95	299	156
Worried about being without the broadband service during the switch	230	160	70	**	**	117	113	65	100	65	84	66	**	50	150	81
	50%	48%	57%	**	**	50%	51%	44%	51%	59%	49%	51%	**	52%	50%	52%
										a						
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Worried about being without the Pay TV service during the switch	641	159	56	**	**	324	316	203	280	157	244	177	100	117	422	218
	56%	61%	70%	**	**	55%	57%	42%	65%	69%	53%	60%	55%	60%	56%	57%
									a	a						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that I might have to pay two providers at the same time	1053	270	115	123	105	542	509	344	460	250	435	271	162	184	706	346
	60%	63%	73%	59%	69%	61%	60%	46%	70%	72%	61%	61%	60%	59%	61%	59%
			a						a	a						
Base	817	333	123	209	152	418	397	341	311	165	328	213	120	154	541	274
Did not want to lose my phone number	408	175	88	67	78	200	207	163	158	87	164	109	55	79	274	134
	50%	52%	72%	32%	52%	48%	52%	48%	51%	53%	50%	51%	46%	51%	51%	49%
			a		a											
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551	172	80	-	-	287	264	174	229	148	249	124	84	92	373	177
	40%	40%	51%	-%	-%	40%	39%	31%	42%	50%	45%	34%	40%	36%	40%	38%
			a						a	ab	bdf				b	
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	**	**	131	118	132	115	115	**	**	112	**	**	**	180	**
	69%	**	**	63%	78%	72%	66%	59%	**	**	71%	**	**	**	75%	**
				a	a											
Base	361	-	-	209	152	184	176	195	112	54	158	84	59	59	242	118
Needing to unlock my handset to take it with me	235	**	**	122	113	130	103	106	**	**	102	**	**	**	162	**
	65%	**	**	58%	75%	71%	59%	54%	**	**	65%	**	**	**	67%	**
				a	a	b										
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to have to learn to use a new service	1128	281	123	123	111	585	541	418	457	253	435	306	169	217	741	386
	64%	65%	78%	59%	73%	65%	63%	56%	70%	73%	61%	68%	62%	69%	64%	66%
			a		a				a	a		a		a		
Base	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565	126	48	**	**	289	276	192	250	123	225	149	87	103	373	190
	49%	48%	59%	**	**	49%	50%	40%	58%	54%	48%	50%	47%	53%	49%	50%
			a						a	a						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	261	118	118	99	542	467	339	430	240	395	277	142	194	672	336
	58%	60%	75%	56%	65%	61%	55%	45%	66%	69%	55%	62%	53%	62%	58%	58%
			a			b			a	a		ac		c		
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried that other devices or products I own would not work with a new service	1113	286	125	137	109	550	562	405	461	247	453	298	152	209	751	361
	64%	66%	80%	66%	72%	61%	66%	54%	71%	71%	63%	67%	56%	67%	65%	62%
			a						a	a		c		c	c	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Concern about arranging for the old and new services to start and stop at the same time	890	234	100	107	99	457	432	311	359	220	354	247	124	164	601	288
	51%	54%	63%	51%	65%	51%	51%	41%	55%	63%	49%	55%	46%	53%	52%	49%
			a		a				a	ab		c				
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to install new equipment myself	846	275	115	**	**	415	430	282	368	196	325	234	124	162	558	286
	61%	64%	73%	**	**	58%	63%	51%	68%	67%	58%	64%	59%	64%	61%	61%
			a						a	a						
Base	1388	431	157	-	-	710	678	555	541	293	558	363	212	253	921	466
Did not want to have to get an engineer to install new equipment	784	263	107	**	**	397	387	234	337	213	281	229	125	147	511	272
	56%	61%	68%	**	**	56%	57%	42%	62%	73%	50%	63%	59%	58%	55%	58%
									a	ab		ae				a
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
It's too time consuming to go through the process of switching from one provider to another	929	250	105	111	88	488	440	317	391	221	372	252	138	166	623	304
	53%	58%	67%	53%	58%	55%	52%	42%	60%	64%	52%	56%	51%	53%	54%	52%
		a	a						a	a						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	1120	297	120	126	117	605	514	380	480	260	456	305	153	205	761	358
	64%	69%	76%	60%	77%	68%	60%	51%	74%	75%	64%	68%	56%	66%	65%	61%
		a	a	b	a	b	a	a	a	a	cf	cf	c	c	c	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	1205	316	126	142	119	600	604	408	494	303	482	329	170	221	811	391
	69%	73%	80%	68%	79%	67%	71%	54%	76%	87%	67%	74%	63%	71%	70%	67%
		a	a	a	a	a	a	a	a	ab	a	acf	a	a	c	c
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting potential new providers	1148	300	123	130	122	579	568	397	497	254	447	306	175	218	753	393
	66%	70%	78%	62%	80%	65%	66%	53%	76%	73%	63%	68%	64%	70%	65%	67%
		a	a	a	a	a	a	a	a	a	a	a	a	a	a	a
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Prefer to stay with a trusted/ known provider	571	115	79	41	65	286	285	225	241	105	213	151	102	104	364	206
	33%	27%	50%	20%	43%	32%	33%	30%	37%	30%	30%	34%	38%	33%	31%	35%
		a	a	a	a	a	a	a	ac	a	a	a	a	a	a	a
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922	223	105	101	87	473	447	331	388	203	378	233	142	167	611	309
	53%	52%	67%	48%	57%	53%	52%	44%	59%	58%	53%	52%	52%	53%	53%	53%
			a						a	a						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching communication services previously	1173	306	131	124	118	580	592	378	506	289	476	303	180	213	779	393
	67%	71%	83%	59%	78%	65%	69%	50%	78%	83%	66%	68%	66%	68%	67%	67%
			a		a				a	ab						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153	298	125	130	118	576	576	375	491	287	467	308	168	209	775	377
	66%	69%	79%	62%	78%	64%	67%	50%	75%	83%	65%	69%	62%	67%	67%	65%
			a		a				a	ab						
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Hassle of needing to contact more than one provider to switch	997	260	113	122	99	504	492	358	411	228	381	273	153	189	654	342
	57%	60%	72%	58%	65%	56%	58%	48%	63%	66%	53%	61%	56%	61%	56%	59%
			a						a	a		a		a		
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty cancelling my current service	1143	304	121	137	117	580	563	372	485	286	459	315	152	215	774	367
	65%	71%	77%	66%	77%	65%	66%	50%	74%	82%	64%	70%	56%	69%	67%	63%
					a				a	ab	c	acf		c	c	
Base	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Did not want to pay disconnection charges	1065	277	114	129	113	549	515	350	467	247	443	284	140	196	728	336
	61%	64%	72%	61%	75%	61%	60%	47%	72%	71%	62%	64%	52%	63%	63%	58%
			a		a				a	a	c	c		c	c	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Lack of choice	978	827	82	**	**	860	117	282	682
	56%	56%	63%	**	**	57%	52%	50%	59%
									a
Base	1388	1166	95	88	38	1213	175	456	910
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	1048	873	**	**	**	900	148	307	722
	75%	75%	**	**	**	74%	84%	67%	79%
							a		a
Base	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	1161	979	81	**	**	994	167	323	820
	66%	66%	62%	**	**	65%	73%	57%	71%
							a		a
Base	1749	1473	132	102	43	1522	227	564	1162
There wasn't enough cost difference for it to be worth switching	655	549	54	**	**	563	92	208	437
	37%	37%	41%	**	**	37%	40%	37%	38%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider is still the best deal/ cheapest	566	485	45	**	**	487	79	165	391
	32%	33%	34%	**	**	32%	35%	29%	34%
Base	1749	1473	132	102	43	1522	227	564	1162
Current provider has the best quality of service	594	507	49	**	**	512	82	202	382
	34%	34%	38%	**	**	34%	36%	36%	33%
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	586	507	43	**	**	503	83	172	407
	34%	34%	32%	**	**	33%	37%	31%	35%
Base	1749	1473	132	102	43	1522	227	564	1162
Would take too long to research the market	1123	943	91	**	**	977	146	322	782
	64%	64%	69%	**	**	64%	64%	57%	67%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty comparing what other providers were offering	987	831	86	**	**	859	128	276	696
	56%	56%	65%	**	**	56%	57%	49%	60%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that the service wouldn't be as good with a new provider	649	539	52	**	**	567	82	184	453
	37%	37%	39%	**	**	37%	36%	33%	39%
									a
Base	361	307	36	13	5	309	52	108	251
Worried about being without the mobile service during the switch	194	159	**	**	**	161	**	**	148
	54%	52%	**	**	**	52%	**	**	59%
Base	456	385	36	24	10	397	59	157	287
Worried about being without the fixed line phone service during the switch	298	260	**	**	**	265	**	96	194
	65%	67%	**	**	**	67%	**	61%	67%
Base	456	385	36	24	10	397	59	157	287

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried about being without the broadband service during the switch	230	194	18	**	**	206	24	75	150
	50%	50%	51%	**	**	52%	40%	48%	52%
						b			
Base	1141	962	75	70	34	1010	131	372	755
Worried about being without the Pay TV service during the switch	641	543	**	**	**	571	70	193	437
	56%	56%	**	**	**	57%	53%	52%	58%
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that I might have to pay two providers at the same time	1053	887	82	**	**	903	150	284	755
	60%	60%	62%	**	**	59%	66%	50%	65%
									a
Base	817	692	72	38	15	706	111	265	539
Did not want to lose my phone number	408	342	**	**	**	351	57	121	281
	50%	49%	**	**	**	50%	52%	46%	52%
Base	1388	1166	95	88	38	1213	175	456	910
Didn't want to pay the initial connection/ start-up fees/ equipment costs	551	464	**	**	**	483	67	142	401
	40%	40%	**	**	**	40%	38%	31%	44%
									a
Base	361	307	36	13	5	309	52	108	251
Needing to move content from one cloud storage to another – e.g. from O2 Cloud to iCloud	249	211	**	**	**	208	**	**	178
	69%	69%	**	**	**	67%	**	**	71%
Base	361	307	36	13	5	309	52	108	251

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Needing to unlock my handset to take it with me	235	194	26	**	**	192	42	66	167
	65%	63%	73%	**	**	62%	81%	61%	67%
			a				a		a
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to have to learn to use a new service	1128	941	94	**	**	975	153	335	778
	64%	64%	71%	**	**	64%	67%	59%	67%
									a
Base	1141	962	75	70	34	1010	131	372	755
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	565	474	**	**	**	502	63	165	389
	49%	49%	**	**	**	50%	48%	44%	52%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
Didn't want to lose content (programmes, apps, photos, data) stored on my device	1010	849	85	**	**	866	144	290	705
	58%	58%	64%	**	**	57%	63%	51%	61%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	1113	932	89	**	**	959	154	338	760
	64%	63%	68%	**	**	63%	68%	60%	65%
									a
Base	1749	1473	132	102	43	1522	227	564	1162

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Concern about arranging for the old and new services to start and stop at the same time	890	743	65	**	**	759	131	256	620
	51%	50%	49%	**	**	50%	58%	45%	53%
							a		a
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to install new equipment myself	846	720	**	**	**	737	109	246	585
	61%	62%	**	**	**	61%	62%	54%	64%
									a
Base	1388	1166	95	88	38	1213	175	456	910
Did not want to have to get an engineer to install new equipment	784	670	**	**	**	687	97	229	540
	56%	57%	**	**	**	57%	55%	50%	59%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
It's too time consuming to go through the process of switching from one provider to another	929	777	70	**	**	795	134	266	655
	53%	53%	53%	**	**	52%	59%	47%	56%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
I was still in a contract so couldn't leave/ would have to pay to leave	1120	927	96	**	**	969	151	317	785
	64%	63%	73%	**	**	64%	67%	56%	68%
			a						a
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting my current provider	1205	1018	99	**	**	1046	159	362	825
	69%	69%	75%	**	**	69%	70%	64%	71%
									a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
		a	b	-c	-d	a	b	a	b
Significance Level: 95%									
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty when contacting potential new providers	1148	960	91	**	**	986	161	327	805
	66%	65%	70%	**	**	65%	71%	58%	69%
									a
Base	1749	1473	132	102	43	1522	227	564	1162
Prefer to stay with a trusted/ known provider	571	480	41	**	**	507	64	181	380
	33%	33%	31%	**	**	33%	28%	32%	33%
Base	1749	1473	132	102	43	1522	227	564	1162
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	922	758	82	**	**	795	127	274	632
	53%	51%	62%	**	**	52%	56%	49%	54%
			a						a
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching communication services previously	1173	975	100	**	**	1001	172	338	817
	67%	66%	76%	**	**	66%	76%	60%	70%
			a				a		a
Base	1749	1473	132	102	43	1522	227	564	1162
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	1153	953	96	**	**	978	176	329	808
	66%	65%	73%	**	**	64%	77%	58%	70%
							a		a
Base	1749	1473	132	102	43	1522	227	564	1162
Hassle of needing to contact more than one provider to switch	997	830	81	**	**	844	153	290	694
	57%	56%	62%	**	**	55%	68%	51%	60%
							a		a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 119

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q44A/B/C. NOT FACTORS IN DECISION TO STAY WITH [SERVICE/S] PROVIDER (BASED ON INCLUDED SERVICE/S)

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Base	1749	1473	132	102	43	1522	227	564	1162
Difficulty cancelling my current service	1143	957	89	**	**	976	166	331	794
	65%	65%	68%	**	**	64%	73%	59%	68%
							a		a
Base	1749	1473	132	102	43	1522	227	564	1162
Did not want to pay disconnection charges	1065	884	97	**	**	908	157	292	757
	61%	60%	73%	**	**	60%	69%	52%	65%
			a				a		a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1420	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	-	-	-
Total	1633	-	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	486 30%	**	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	245 15%	**	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	131 8%	**	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	131 8%	**	**	**	**	**	**	**	**	**	**	**
Lack of choice	65 4%	**	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	54 3%	**	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	38 2%	**	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	33 2%	**	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	**	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	29 2%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	1420	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	-	-	-
Total	1633	-	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	29	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	19	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	16	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	16	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1420	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	-	-
Total	1633	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	15 1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	15 1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15 1%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	13 1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	12 1%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	11 1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	**	**	**	**	**	**	**	**	**	**

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Base: Those naming any major factors that made them decide to stay with their current provider

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	1420	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	-	-
Total	1633	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

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	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1420	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	-	-
Total	1633	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	1557	**	**	**	**	**	**	**	**	**	**
	95%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	57	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	56	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	19	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

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Base: Those naming any major factors that made them decide to stay with their current provider

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1420	-	-	-	-	-	-	-	-	1104	819	285	1420	791	313
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	1013	796	285	939	728	288
Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
I negotiated/ accepted a deal with my current provider	486	**	**	**	**	**	**	**	**	302	224	78	486	302	-
	30%	**	**	**	**	**	**	**	**	33%	40%	23%	30%	48%	-%
										c	acd		c	b	
Current provider is still the best deal/ cheapest	245	**	**	**	**	**	**	**	**	146	69	77	245	89	57
	15%	**	**	**	**	**	**	**	**	16%	12%	22%	15%	14%	21%
										b		abd		a	
Current provider has the best quality of service	131	**	**	**	**	**	**	**	**	55	34	22	131	30	25
	8%	**	**	**	**	**	**	**	**	6%	6%	6%	8%	5%	9%
															a
There wasn't enough cost difference for it to be worth switching	131	**	**	**	**	**	**	**	**	88	48	41	131	39	49
	8%	**	**	**	**	**	**	**	**	10%	8%	12%	8%	6%	18%
												d		a	
Lack of choice	65	**	**	**	**	**	**	**	**	30	26	4	65	19	11
	4%	**	**	**	**	**	**	**	**	3%	5%	1%	4%	3%	4%
										c	c		c		
Worried that the service wouldn't be as good with a new provider	54	**	**	**	**	**	**	**	**	24	18	6	54	11	13
	3%	**	**	**	**	**	**	**	**	3%	3%	2%	3%	2%	5%
														a	
Prefer to stay with a trusted/ known provider	38	**	**	**	**	**	**	**	**	24	12	12	38	13	10
	2%	**	**	**	**	**	**	**	**	3%	2%	4%	2%	2%	4%
Difficulty comparing what other providers were offering	33	**	**	**	**	**	**	**	**	14	8	6	33	7	7
	2%	**	**	**	**	**	**	**	**	2%	1%	2%	2%	1%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1420	-	-	-	-	-	-	-	-	1104	819	285	1420	791	313
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	1013	796	285	939	728	288
Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	** **	** **	** **	** **	** **	** **	** **	** **	20 2%	13 2%	7 2%	33 2%	10 2%	10 4% a
Not knowing what to do to switch	29 2%	** **	** **	** **	** **	** **	** **	** **	** **	10 1%	5 1%	5 1%	29 2%	5 1%	5 2%
Did not want to lose my phone number	29 2%	** **	** **	** **	** **	** **	** **	** **	** **	29 3% bd	6 1%	23 7% abd	29 2%	16 2%	13 5%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1%	- -%	19 1%	5 1%	2 1%
Would take too long to research the market	19 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	6 1%	- -%	19 1%	3 *%	3 1%
Worried that I might have to pay two providers at the same time (P)	18 1%	** **	** **	** **	** **	** **	** **	** **	** **	9 1%	1 *%	7 2% b	18 1% b	4 1%	4 2%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	8 1%	8 1% c	- -%	16 1%	4 1%	4 2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	1420	-	-	-	-	-	-	-	-	1104	819	285	1420	791	313
Effective Weighted Sample	939	-	-	-	-	-	-	-	-	1013	796	285	939	728	288
Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
It's too time consuming to go through the process of switching from one provider to another	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	9 1%	4 1%	5 1%	16 1%	5 1%	4 1%
Didn't want to have to learn to use a new service	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	2 *%	5 1%	16 1%	5 1%	1 *%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	6 1%	- -%	15 1%	3 *%	3 1%
Did not want to pay disconnection charges	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	1 *%	2 1%	15 1%	3 *%	1 *%
Bad experience when switching communication services previously	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	3 1%	4 1%	15 1%	4 1%	3 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	1 *%	6 2%	15 1%	4 1%	2 1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	13 1%	1 *%	2 1%

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		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1420	-	-	-	-	-	-	-	-	1104	819	285	1420	791	313
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Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
Difficulty when contacting potential new providers	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 1%	2 1%	13 1%	4 1%	2 1%
Difficulty when contacting my current provider	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	12 1% a	1 *%	1 *%
Hassle of needing to contact more than one provider to switch	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	2 *%	1 *%	11 1%	3 *%	1 *%
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 1%	2 1%	11 1%	2 *%	4 1%
Difficulty cancelling my current service (P)	9 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	9 1%	1 *%	3 1%
Did not want to have to get an engineer to install new equipment	9 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	9 1%	2 *%	2 1%
Did not want to have to install new equipment myself	8 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	3 1%	- -%	8 *%	2 *%	1 *%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 *%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 *%	4 1%	8 *%	1 *%	5 2% a

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Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
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Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
Worried about being without the broadband service during the switch (P)	7 *%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1% d	- -%	7 *%	2 *%	5 2% a
Worried about being without the Pay TV service during the switch (P)	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	5 *%	2 *%	- -%
Worried about being without the mobile service during the switch (P)	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	5 1% b	- -%	5 1% bd	5 *%	4 1%	1 *%
Worried that other devices or products I own would not work with a new service	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	2 *%	1 *%	5 *%	3 *%	- -%
Needing to unlock my handset to take it with me	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	- -%	4 1% bd	4 *%	2 *%	1 *%
Worried about being without the fixed line phone service during the switch (P)	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	2 *%	2 *%	1 *%
ANY MAIN FACTOR	1557 95%	** **	** **	** **	** **	** **	** **	** **	** **	872 96%	543 96%	328 96%	1557 95%	613 97%	259 94% b

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	Total	PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT V 7-24M d	YES a	NO b
Significance Level: 95%															
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Total	1633	-	-	-	-	-	-	-	-	908	565	343	1633	632	276
ANY PROCESS FACTOR	57	**	**	**	**	**	**	**	**	35	21	14	57	17	18
	3%	**	**	**	**	**	**	**	**	4%	4%	4%	3%	3%	6% a
None of these were a main factor	56	**	**	**	**	**	**	**	**	27	17	10	56	11	15
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	3%	2%	6% a
Can't remember	19	**	**	**	**	**	**	**	**	9	5	5	19	8	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
I negotiated/ accepted a deal with my current provider	486	224	-	78	-	241	245	143	217	126	206	131	50	100	336	149
	30%	52%	-%	38%	-%	29%	30%	20%	36%	39%	30%	32%	20%	33%	31%	28%
		b		b					a	a	c	c		c	c	c
Current provider is still the best deal/ cheapest	245	50	20	40	37	124	120	120	84	42	108	56	40	41	164	82
	15%	12%	14%	19%	27%	15%	15%	17%	14%	13%	16%	14%	16%	14%	15%	15%
Current provider has the best quality of service	131	19	14	11	11	64	67	53	49	29	63	29	23	17	92	39
	8%	5%	10%	5%	8%	8%	8%	8%	8%	9%	9%	7%	9%	6%	8%	7%
			a													
There wasn't enough cost difference for it to be worth switching	131	26	22	13	28	66	65	64	49	17	54	40	19	16	93	36
	8%	6%	16%	6%	20%	8%	8%	9%	8%	5%	8%	10%	8%	6%	9%	7%
			a		a											
Lack of choice	65	17	10	2	1	48	17	30	27	8	25	21	13	7	45	20
	4%	4%	7%	1%	1%	6%	2%	4%	5%	2%	4%	5%	5%	2%	4%	4%
						b										
Worried that the service wouldn't be as good with a new provider	54	9	10	2	4	27	27	26	21	7	29	13	6	6	42	12
	3%	2%	7%	1%	3%	3%	3%	4%	3%	2%	4%	3%	2%	2%	4%	2%
			a													
Prefer to stay with a trusted/ known provider	38	8	3	5	7	24	14	15	13	9	19	7	8	4	26	12
	2%	2%	2%	2%	5%	3%	2%	2%	2%	3%	3%	2%	3%	1%	2%	2%
Difficulty comparing what other providers were offering	33	4	3	2	4	18	15	8	12	13	14	9	3	8	23	11
	2%	1%	2%	1%	3%	2%	2%	1%	2%	4%	2%	2%	1%	3%	2%	2%
										a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	7 2%	5 4%	2 1%	5 4%	12 1%	21 3%	15 2%	14 2%	4 1%	14 2%	12 3%	4 2%	3 1%	26 2%	7 1%
Not knowing what to do to switch	29 2%	2 1%	3 2%	2 1%	2 2%	11 1%	19 2%	16 2%	6 1%	7 2%	10 2%	10 2%	7 3%	2 1%	20 2%	9 2%
Did not want to lose my phone number	29 2%	4 1%	2 2%	12 6%	11 8%	16 2%	13 2%	12 2%	11 2%	6 2%	10 1%	5 1%	7 3%	7 2%	15 1%	14 3%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	5 1%	2 2%	- -%	- -%	13 2%	6 1%	15 2% b	- -%	4 1% b	10 1%	2 1%	1 *%	6 2%	12 1%	7 1%
Would take too long to research the market	19 1%	3 1%	3 2% a	- -%	- -%	13 2%	5 1%	14 2% b	2 *%	4 1%	6 1%	2 1%	5 2%	6 2%	8 1%	11 2% e
Worried that I might have to pay two providers at the same time (P)	18 1%	1 *%	1 1%	4 2%	4 3%	10 1%	8 1%	8 1%	5 1%	5 2%	4 1%	8 2%	2 1%	4 1%	12 1%	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	4 1%	4 3% a	- -%	- -%	7 1%	9 1%	5 1%	10 2%	1 *%	6 1%	5 1%	1 *%	5 2%	10 1%	6 1%
It's too time consuming to go through the process of switching from one provider to another	16 1%	3 1%	1 1%	2 1%	2 2%	8 1%	8 1%	12 2% b	2 *%	2 1%	8 1%	2 1%	- -%	6 2% c	10 1%	6 1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
Didn't want to have to learn to use a new service	16	2	-	4	1	9	7	12	2	1	1	2	4	8	4	12
	1%	*%	-%	2%	1%	1%	1%	2%	*%	*%	*%	1%	2%	3%	*%	2%
								b					ae	abe		abe
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15	3	3	-	-	5	11	7	5	3	7	1	4	3	8	7
	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
Did not want to pay disconnection charges	15	1	-	1	1	3	13	15	-	-	2	1	6	6	3	12
	1%	*%	-%	1%	1%	*%	2%	2%	-%	-%	*%	*%	3%	2%	*%	2%
							a	bc					abe	ae		abe
Bad experience when switching communication services previously	15	1	2	2	1	7	7	5	9	1	3	5	-	6	8	6
	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	2%	1%	1%
														ac		
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15	1	-	4	2	4	11	6	5	4	5	1	1	7	6	9
	1%	*%	-%	2%	2%	*%	1%	1%	1%	1%	1%	*%	*%	2%	1%	2%
														abe		b
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	1	2	-	-	5	8	6	6	1	7	2	2	1	9	4
	1%	*%	2%	-%	-%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
			a													
Difficulty when contacting potential new providers	13	2	2	2	-	4	9	10	-	2	8	2	1	2	10	3
	1%	*%	1%	1%	-%	*%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%
								b		b						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
Difficulty when contacting my current provider	12	1	1	-	-	6	5	9	2	-	4	6	1	1	9	2
	1%	*%	1%	-%	-%	1%	1%	1%	*%	-%	1%	1%	1%	*%	1%	*%
								c								
Hassle of needing to contact more than one provider to switch	11	2	1	1	-	8	3	4	6	1	5	2	3	2	7	5
	1%	*%	1%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	11	2	1	-	2	7	3	2	7	1	5	4	1	-	9	1
	1%	*%	1%	-%	2%	1%	*%	*%	1%	*%	1%	1%	*%	-%	1%	*%
Difficulty cancelling my current service (P)	9	1	3	-	-	3	6	4	3	2	3	4	1	2	6	3
	1%	*%	2%	-%	-%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%	1%
			a													
Did not want to have to get an engineer to install new equipment	9	2	2	-	-	6	3	2	2	4	3	1	4	1	5	4
	1%	*%	1%	-%	-%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%
Did not want to have to install new equipment myself	8	2	1	-	-	7	1	4	3	1	3	-	5	1	3	5
	*%	*%	1%	-%	-%	1%	*%	1%	*%	*%	*%	-%	2%	*%	*%	1%
													abe			
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8	-	3	1	2	4	4	1	4	3	2	2	3	1	3	4
	*%	-%	2%	1%	2%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%
			a							a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
Worried about being without the broadband service during the switch (P)	7 *%	2 1%	5 3% a	- -%	- -%	4 *%	3 *%	3 *%	3 *%	1 *%	4 1%	2 *%	1 *%	1 *%	5 *%	2 *%
Worried about being without the Pay TV service during the switch (P)	5 *%	2 1%	- -%	- -%	- -%	4 *%	2 *%	3 *%	2 *%	- -%	1 *%	- -%	1 1%	3 1% e	1 *%	4 1% e
Worried about being without the mobile service during the switch (P)	5 *%	- -%	- -%	4 2%	1 1%	1 *%	4 *%	4 1%	1 *%	- -%	- -%	1 *%	1 *%	2 1% a	1 *%	4 1% a
Worried that other devices or products I own would not work with a new service	5 *%	2 *%	- -%	1 1%	- -%	3 *%	1 *%	5 1%	- -%	- -%	2 *%	1 *%	2 1%	- -%	2 *%	2 *%
Needing to unlock my handset to take it with me	4 *%	- -%	- -%	2 1%	1 1%	1 *%	2 *%	4 1%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%
Worried about being without the fixed line phone service during the switch (P)	2 *%	2 *%	1 1%	- -%	- -%	2 *%	1 *%	2 *%	1 *%	- -%	2 *%	1 *%	- -%	- -%	2 *%	- -%
ANY MAIN FACTOR	1557 95%	413 97% b	130 94%	200 97%	129 94%	792 96%	764 95%	665 95%	582 96%	310 95%	651 96%	388 95%	231 94%	286 96%	1039 95%	517 95%
ANY PROCESS FACTOR	57 3%	10 2%	10 8% a	7 4%	7 5%	30 4%	27 3%	25 4%	23 4%	9 3%	19 3%	19 5%	8 3%	12 4%	38 3%	19 4%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1420	620	199	171	114	710	709	577	547	296	580	373	214	251	953	465
Effective Weighted Sample	939	603	193	171	114	466	472	384	365	192	379	248	143	168	626	311
Total	1633	426	139	206	137	824	807	700	607	326	681	407	245	298	1088	543
None of these were a main factor	56	9	8	2	7	24	32	18	23	15	18	16	12	9	34	22
	3%	2%	6%	1%	5%	3%	4%	3%	4%	5%	3%	4%	5%	3%	3%	4%
Can't remember	19	4	1	4	1	8	11	17	2	-	12	3	2	2	15	4
	1%	1%	*%	2%	1%	1%	1%	2%	*%	-%	2%	1%	1%	1%	1%	1%
																bc

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1420	1192	118	77	33	1235	185	466	929
Effective Weighted Sample	939	788	85	49	21	817	123	309	614
Total	1633	1367	126	97	43	1427	205	530	1084
I negotiated/ accepted a deal with my current provider	486 30%	398 29%	42 33%	** **	** **	409 29%	77 37% a	134 25%	343 32% a
Current provider is still the best deal/ cheapest	245 15%	204 15%	18 14%	** **	** **	224 16%	21 10%	80 15%	163 15%
Current provider has the best quality of service	131 8%	121 9% b	3 3%	** **	** **	120 8%	11 5%	46 9%	85 8%
There wasn't enough cost difference for it to be worth switching	131 8%	115 8%	10 8%	** **	** **	117 8%	13 7%	35 7%	95 9%
Lack of choice	65 4%	58 4% b	- -%	** **	** **	53 4%	12 6%	20 4%	45 4%
Worried that the service wouldn't be as good with a new provider	54 3%	43 3%	3 2%	** **	** **	42 3%	12 6%	18 3%	35 3%
Prefer to stay with a trusted/ known provider	38 2%	23 2%	5 4%	** **	** **	34 2%	4 2%	15 3%	22 2%
Difficulty comparing what other providers were offering	33 2%	27 2%	5 4%	** **	** **	30 2%	3 2%	9 2%	24 2%
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	27 2%	3 2%	** **	** **	27 2%	7 3%	13 3%	18 2%
Not knowing what to do to switch	29 2%	26 2%	1 1%	** **	** **	25 2%	4 2%	7 1%	22 2%

Columns Tested: a,b,c,d - a,b - a,b

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Base: Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1420	1192	118	77	33	1235	185	466	929
Effective Weighted Sample	939	788	85	49	21	817	123	309	614
Total	1633	1367	126	97	43	1427	205	530	1084
Did not want to lose my phone number	29 2%	26 2%	2 2%	** **	** **	26 2%	3 2%	5 1%	24 2%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	12 1%	6 5% a	** **	** **	13 1%	6 3% a	9 2%	10 1%
Would take too long to research the market	19 1%	14 1%	- -%	** **	** **	14 1%	4 2%	11 2% b	8 1%
Worried that I might have to pay two providers at the same time (P)	18 1%	15 1%	3 2%	** **	** **	16 1%	1 1%	12 2% b	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	14 1%	- -%	** **	** **	16 1%	- -%	11 2% b	5 *%
It's too time consuming to go through the process of switching from one provider to another	16 1%	11 1%	1 1%	** **	** **	13 1%	3 2%	5 1%	11 1%
Didn't want to have to learn to use a new service	16 1%	16 1%	- -%	** **	** **	16 1%	- -%	6 1%	10 1%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15 1%	12 1%	3 2%	** **	** **	15 1%	- -%	6 1%	9 1%

Columns Tested: a,b,c,d - a,b - a,b

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Base: Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1420	1192	118	77	33	1235	185	466	929
Effective Weighted Sample	939	788	85	49	21	817	123	309	614
Total	1633	1367	126	97	43	1427	205	530	1084
Did not want to pay disconnection charges	15	13	1	**	**	13	2	5	10
	1%	1%	*%	**	**	1%	1%	1%	1%
Bad experience when switching communication services previously	15	13	1	**	**	13	1	6	8
	1%	1%	1%	**	**	1%	1%	1%	1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15	15	-	**	**	15	-	5	10
	1%	1%	-%	**	**	1%	-%	1%	1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	12	-	**	**	11	1	8	5
	1%	1%	-%	**	**	1%	1%	1%	*%
Difficulty when contacting potential new providers	13	7	4	**	**	13	-	9	4
	1%	1%	4%	**	**	1%	-%	2%	*%
			a					b	
Difficulty when contacting my current provider	12	11	-	**	**	12	-	5	6
	1%	1%	-%	**	**	1%	-%	1%	1%
Hassle of needing to contact more than one provider to switch	11	6	-	**	**	11	-	4	8
	1%	*%	-%	**	**	1%	-%	1%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	11	8	3	**	**	10	1	1	10
	1%	1%	2%	**	**	1%	*%	*%	1%
Difficulty cancelling my current service (P)	9	9	-	**	**	8	1	4	5
	1%	1%	-%	**	**	1%	*%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1420	1192	118	77	33	1235	185	466	929
Effective Weighted Sample	939	788	85	49	21	817	123	309	614
Total	1633	1367	126	97	43	1427	205	530	1084
Did not want to have to get an engineer to install new equipment	9 1%	8 1%	1 *%	** **	** **	5 *%	4 2% a	4 1%	4 *%
Did not want to have to install new equipment myself	8 *%	8 1%	- -%	** **	** **	6 *%	2 1%	5 1%	3 *%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 *%	6 *%	1 1%	** **	** **	4 *%	3 2% a	3 1%	4 *%
Worried about being without the broadband service during the switch (P)	7 *%	7 1%	- -%	** **	** **	6 *%	1 *%	5 1%	2 *%
Worried about being without the Pay TV service during the switch (P)	5 *%	5 *%	1 1%	** **	** **	5 *%	- -%	2 *%	4 *%
Worried about being without the mobile service during the switch (P)	5 *%	2 *%	2 2% a	** **	** **	5 *%	- -%	1 *%	4 *%
Worried that other devices or products I own would not work with a new service	5 *%	4 *%	1 1%	** **	** **	5 *%	- -%	2 *%	3 *%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those naming any major factors that made them decide to stay with their current provider

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1420	1192	118	77	33	1235	185	466	929
Effective Weighted Sample	939	788	85	49	21	817	123	309	614
Total	1633	1367	126	97	43	1427	205	530	1084
Needing to unlock my handset to take it with me	4	4	-	**	**	2	1	1	2
	*%	*%	-%	**	**	*%	1%	*%	*%
Worried about being without the fixed line phone service during the switch (P)	2	2	-	**	**	2	-	2	-
	*%	*%	-%	**	**	*%	-%	*%	-%
ANY MAIN FACTOR	1557	1301	120	**	**	1358	199	512	1028
	95%	95%	95%	**	**	95%	97%	97%	95%
ANY PROCESS FACTOR	57	49	9	**	**	54	4	25	31
	3%	4%	7%	**	**	4%	2%	5%	3%
None of these were a main factor	56	49	4	**	**	52	4	13	42
	3%	4%	3%	**	**	4%	2%	2%	4%
Can't remember	19	17	2	**	**	17	2	5	14
	1%	1%	2%	**	**	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
I negotiated/ accepted a deal with my current provider	486 28%	**	**	**	**	**	**	**	**	**	**
Current provider is still the best deal/ cheapest	245 14%	**	**	**	**	**	**	**	**	**	**
Current provider has the best quality of service	131 8%	**	**	**	**	**	**	**	**	**	**
There wasn't enough cost difference for it to be worth switching	131 7%	**	**	**	**	**	**	**	**	**	**
Lack of choice	65 4%	**	**	**	**	**	**	**	**	**	**
Worried that the service wouldn't be as good with a new provider	54 3%	**	**	**	**	**	**	**	**	**	**
Prefer to stay with a trusted/ known provider	38 2%	**	**	**	**	**	**	**	**	**	**
Difficulty comparing what other providers were offering	33 2%	**	**	**	**	**	**	**	**	**	**
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	**	**	**	**	**	**	**	**	**	**
Not knowing what to do to switch	29 2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Did not want to lose my phone number	29	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Would take too long to research the market	19	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Worried that I might have to pay two providers at the same time (P)	18	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
It's too time consuming to go through the process of switching from one provider to another	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to have to learn to use a new service	16	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Did not want to pay disconnection charges	15	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching communication services previously	15	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting potential new providers	13	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Difficulty when contacting my current provider	12	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Hassle of needing to contact more than one provider to switch	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Concern about arranging for the old and new services to start and stop at the same time (P)	11	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Difficulty cancelling my current service (P)	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to get an engineer to install new equipment	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Did not want to have to install new equipment myself	8	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the broadband service during the switch (P)	7	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the Pay TV service during the switch (P)	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the mobile service during the switch (P)	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried that other devices or products I own would not work with a new service	5	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Base: Those interviewed about deciding not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	1502	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	-	-
Total	1749	-	-	-	-	-	-	-	-	-	-
Needing to unlock my handset to take it with me	4	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
Worried about being without the fixed line phone service during the switch (P)	2	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**
ANY MAIN FACTOR	1557	**	**	**	**	**	**	**	**	**	**
	89%	**	**	**	**	**	**	**	**	**	**
ANY PROCESS FACTOR	57	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
None of these were a main factor	56	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
Can't remember	19	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
NO MAJOR FACTOR	116	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I negotiated/ accepted a deal with my current provider	486 28%	**	**	**	**	**	**	**	**	302 32% cd	224 38% acd	78 22%	486 28% c	302 47% b	- -%
Current provider is still the best deal/ cheapest	245 14%	**	**	**	**	**	**	**	**	146 15% b	69 12%	77 21% abd	245 14%	89 14%	57 18%
Current provider has the best quality of service	131 8%	**	**	**	**	**	**	**	**	55 6%	34 6%	22 6%	131 8%	30 5%	25 8% a
There wasn't enough cost difference for it to be worth switching	131 7%	**	**	**	**	**	**	**	**	88 9%	48 8%	41 11% d	131 7%	39 6%	49 16% a
Lack of choice	65 4%	**	**	**	**	**	**	**	**	30 3% c	26 4% c	4 1%	65 4% c	19 3%	11 4%
Worried that the service wouldn't be as good with a new provider	54 3%	**	**	**	**	**	**	**	**	24 3%	18 3%	6 2%	54 3%	11 2%	13 4% a
Prefer to stay with a trusted/ known provider	38 2%	**	**	**	**	**	**	**	**	24 2%	12 2%	12 3%	38 2%	13 2%	10 3%
Difficulty comparing what other providers were offering	33 2%	**	**	**	**	**	**	**	**	14 1%	8 1%	6 2%	33 2%	7 1%	7 2%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	**	**	**	**	**	**	**	**	20 2%	13 2%	7 2%	33 2%	10 2%	10 3%
Not knowing what to do to switch	29 2%	**	**	**	**	**	**	**	**	10 1%	5 1%	5 1%	29 2%	5 1%	5 2%
Did not want to lose my phone number	29 2%	**	**	**	**	**	**	**	**	29 3%	6 1%	23 6%	29 2%	16 2%	13 4%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	**	**	**	**	**	**	**	**	7 1%	7 1%	- -%	19 1%	5 1%	2 1%
Would take too long to research the market	19 1%	**	**	**	**	**	**	**	**	6 1%	6 1%	- -%	19 1%	3 *%	3 1%
Worried that I might have to pay two providers at the same time (P)	18 1%	**	**	**	**	**	**	**	**	9 1%	1 *%	7 2%	18 1%	4 1%	4 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	**	**	**	**	**	**	**	**	8 1%	8 1%	- -%	16 1%	4 1%	4 1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
It's too time consuming to go through the process of switching from one provider to another	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	9 1%	4 1%	5 1%	16 1%	5 1%	4 1%
Didn't want to have to learn to use a new service	16 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	2 *%	5 1%	16 1%	5 1%	1 *%
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	6 1%	- -%	15 1%	3 *%	3 1%
Did not want to pay disconnection charges	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	1 *%	2 1%	15 1%	3 *%	1 *%
Bad experience when switching communication services previously	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	3 1%	4 1%	15 1%	4 1%	3 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15 1%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	1 *%	6 2%	15 1%	4 1%	2 1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	13 1%	1 *%	2 1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Difficulty when contacting potential new providers	13 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 1%	2 1%	13 1%	4 1%	2 1%
Difficulty when contacting my current provider	12 1%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	12 1%	1 *%	1 *%
Hassle of needing to contact more than one provider to switch	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	2 *%	1 *%	11 1%	3 *%	1 *%
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 1%	2 1%	11 1%	2 *%	4 1%
Difficulty cancelling my current service (P)	9 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	9 1%	1 *%	3 1%
Did not want to have to get an engineer to install new equipment	9 1%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	4 1%	- -%	9 1%	2 *%	2 1%
Did not want to have to install new equipment myself	8 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	3 *%	- -%	8 *%	2 *%	1 *%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 *%	** **	** **	** **	** **	** **	** **	** **	** **	6 1%	3 *%	4 1%	8 *%	1 *%	5 2% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		-a	-b	-c	-d	-e	-f	-a	-b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
Worried about being without the broadband service during the switch (P)	7 *%	** **	** **	** **	** **	** **	** **	** **	** **	7 1%	7 1% d	- -%	7 *%	2 *%	5 2% a
Worried about being without the Pay TV service during the switch (P)	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	5 *%	2 *%	- -%
Worried about being without the mobile service during the switch (P)	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	5 1% b	- -%	5 1% bd	5 *%	4 1%	1 *%
Worried that other devices or products I own would not work with a new service	5 *%	** **	** **	** **	** **	** **	** **	** **	** **	3 *%	2 *%	1 *%	5 *%	3 *%	- -%
Needing to unlock my handset to take it with me	4 *%	** **	** **	** **	** **	** **	** **	** **	** **	4 *%	- -%	4 1% bd	4 *%	2 *%	1 *%
Worried about being without the fixed line phone service during the switch (P)	2 *%	** **	** **	** **	** **	** **	** **	** **	** **	2 *%	2 *%	- -%	2 *%	2 *%	1 *%
ANY MAIN FACTOR	1557 89%	** **	** **	** **	** **	** **	** **	** **	** **	872 92% d	543 92% d	328 91%	1557 89%	613 96% b	259 84%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	b
Unweighted row	1502	-	-	-	-	-	-	-	-	1152	852	300	1502	801	351
Effective Weighted Sample	994	-	-	-	-	-	-	-	-	1058	828	300	994	737	323
Total	1749	-	-	-	-	-	-	-	-	950	589	361	1749	641	309
ANY PROCESS FACTOR	57	**	**	**	**	**	**	**	**	35	21	14	57	17	18
	3%	**	**	**	**	**	**	**	**	4%	3%	4%	3%	3%	6% a
None of these were a main factor	56	**	**	**	**	**	**	**	**	27	17	10	56	11	15
	3%	**	**	**	**	**	**	**	**	3%	3%	3%	3%	2%	5% a
Can't remember	19	**	**	**	**	**	**	**	**	9	5	5	19	8	2
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	1%	1%	1%
NO MAJOR FACTOR	116	**	**	**	**	**	**	**	**	42	24	18	116	9	33
	7%	**	**	**	**	**	**	**	**	4%	4%	5%	7% ab	1%	11% a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I negotiated/ accepted a deal with my current provider	486	224	-	78	-	241	245	143	217	126	206	131	50	100	336	149
	28%	52%	-%	37%	-%	27%	29%	19%	33%	36%	29%	29%	18%	32%	29%	26%
		b		b					a	a	c	c		c	c	c
Current provider is still the best deal/ cheapest	245	50	20	40	37	124	120	120	84	42	108	56	40	41	164	82
	14%	12%	12%	19%	25%	14%	14%	16%	13%	12%	15%	13%	15%	13%	14%	14%
Current provider has the best quality of service	131	19	14	11	11	64	67	53	49	29	63	29	23	17	92	39
	8%	4%	9%	5%	7%	7%	8%	7%	8%	8%	9%	7%	8%	5%	8%	7%
			a													
There wasn't enough cost difference for it to be worth switching	131	26	22	13	28	66	65	64	49	17	54	40	19	16	93	36
	7%	6%	14%	6%	18%	7%	8%	9%	8%	5%	7%	9%	7%	5%	8%	6%
			a		a											
Lack of choice	65	17	10	2	1	48	17	30	27	8	25	21	13	7	45	20
	4%	4%	6%	1%	1%	5%	2%	4%	4%	2%	3%	5%	5%	2%	4%	3%
						b										
Worried that the service wouldn't be as good with a new provider	54	9	10	2	4	27	27	26	21	7	29	13	6	6	42	12
	3%	2%	6%	1%	2%	3%	3%	3%	3%	2%	4%	3%	2%	2%	4%	2%
			a													
Prefer to stay with a trusted/ known provider	38	8	3	5	7	24	14	15	13	9	19	7	8	4	26	12
	2%	2%	2%	2%	5%	3%	2%	2%	2%	3%	3%	1%	3%	1%	2%	2%
Difficulty comparing what other providers were offering	33	4	3	2	4	18	15	8	12	13	14	9	3	8	23	11
	2%	1%	2%	1%	2%	2%	2%	1%	2%	4%	2%	2%	1%	2%	2%	2%
										a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	7 2%	5 3%	2 1%	5 3%	12 1%	21 3%	15 2%	14 2%	4 1%	14 2%	12 3%	4 1%	3 1%	26 2%	7 1%
Not knowing what to do to switch	29 2%	2 1%	3 2%	2 1%	2 2%	11 1%	19 2%	16 2%	6 1%	7 2%	10 1%	10 2%	7 3%	2 1%	20 2%	9 2%
Did not want to lose my phone number	29 2%	4 1%	2 1%	12 6%	11 7%	16 2%	13 2%	12 2%	11 2%	6 2%	10 1%	5 1%	7 3%	7 2%	15 1%	14 2%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	5 1%	2 1%	- -%	- -%	13 1%	6 1%	15 2% b	- -%	4 1% b	10 1%	2 *%	1 *%	6 2%	12 1%	7 1%
Would take too long to research the market	19 1%	3 1%	3 2%	- -%	- -%	13 1%	5 1%	14 2% b	2 *%	4 1%	6 1%	2 1%	5 2%	6 2%	8 1%	11 2% e
Worried that I might have to pay two providers at the same time (P)	18 1%	1 *%	1 1%	4 2%	4 2%	10 1%	8 1%	8 1%	5 1%	5 1%	4 1%	8 2%	2 1%	4 1%	12 1%	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	4 1%	4 3% a	- -%	- -%	7 1%	9 1%	5 1%	10 2%	1 *%	6 1%	5 1%	1 *%	5 2%	10 1%	6 1%
It's too time consuming to go through the process of switching from one provider to another	16 1%	3 1%	1 1%	2 1%	2 2%	8 1%	8 1%	12 2% b	2 *%	2 1%	8 1%	2 1%	- -%	6 2% c	10 1%	6 1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Didn't want to have to learn to use a new service	16	2	-	4	1	9	7	12	2	1	1	2	4	8	4	12
	1%	*%	-%	2%	1%	1%	1%	2%	*%	*%	*%	1%	2%	2%	*%	2%
								b					ae	abe		abe
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15	3	3	-	-	5	11	7	5	3	7	1	4	3	8	7
	1%	1%	2%	-%	-%	1%	1%	1%	1%	1%	1%	*%	2%	1%	1%	1%
Did not want to pay disconnection charges	15	1	-	1	1	3	13	15	-	-	2	1	6	6	3	12
	1%	*%	-%	1%	1%	*%	1%	2%	-%	-%	*%	*%	2%	2%	*%	2%
							a	bc					abe	ae		abe
Bad experience when switching communication services previously	15	1	2	2	1	7	7	5	9	1	3	5	-	6	8	6
	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	*%	1%	-%	2%	1%	1%
														ac		
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15	1	-	4	2	4	11	6	5	4	5	1	1	7	6	9
	1%	*%	-%	2%	2%	*%	1%	1%	1%	1%	1%	*%	*%	2%	1%	1%
														abe		b
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13	1	2	-	-	5	8	6	6	1	7	2	2	1	9	4
	1%	*%	2%	-%	-%	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%
			a													
Difficulty when contacting potential new providers	13	2	2	2	-	4	9	10	-	2	8	2	1	2	10	3
	1%	*%	1%	1%	-%	*%	1%	1%	-%	1%	1%	*%	*%	1%	1%	1%
								b		b						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Significance Level: 95%																
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Difficulty when contacting my current provider	12	1	1	-	-	6	5	9	2	-	4	6	1	1	9	2
	1%	*%	1%	-%	-%	1%	1%	1%	*%	-%	1%	1%	1%	*%	1%	*%
								c								
Hassle of needing to contact more than one provider to switch	11	2	1	1	-	8	3	4	6	1	5	2	3	2	7	5
	1%	*%	1%	1%	-%	1%	*%	1%	1%	*%	1%	*%	1%	1%	1%	1%
Concern about arranging for the old and new services to start and stop at the same time (P)	11	2	1	-	2	7	3	2	7	1	5	4	1	-	9	1
	1%	*%	1%	-%	2%	1%	*%	*%	1%	*%	1%	1%	*%	-%	1%	*%
Difficulty cancelling my current service (P)	9	1	3	-	-	3	6	4	3	2	3	4	1	2	6	3
	1%	*%	2%	-%	-%	*%	1%	1%	1%	*%	*%	1%	*%	1%	1%	*%
			a													
Did not want to have to get an engineer to install new equipment	9	2	2	-	-	6	3	2	2	4	3	1	4	1	5	4
	1%	*%	1%	-%	-%	1%	*%	*%	*%	1%	*%	*%	1%	*%	*%	1%
Did not want to have to install new equipment myself	8	2	1	-	-	7	1	4	3	1	3	-	5	1	3	5
	*%	*%	1%	-%	-%	1%	*%	1%	*%	*%	*%	-%	2%	*%	*%	1%
												abe				
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8	-	3	1	2	4	4	1	4	3	2	2	3	1	3	4
	*%	-%	2%	1%	2%	*%	*%	*%	1%	1%	*%	*%	1%	*%	*%	1%
			a							a						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

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Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
Worried about being without the broadband service during the switch (P)	7 *%	2 1%	5 3% a	- -%	- -%	4 *%	3 *%	3 *%	3 *%	1 *%	4 1%	2 *%	1 *%	1 *%	5 *%	2 *%
Worried about being without the Pay TV service during the switch (P)	5 *%	2 1%	- -%	- -%	- -%	4 *%	2 *%	3 *%	2 *%	- -%	1 *%	- -%	1 1%	3 1% e	1 *%	4 1% e
Worried about being without the mobile service during the switch (P)	5 *%	- -%	- -%	4 2%	1 1%	1 *%	4 *%	4 *%	1 *%	- -%	- -%	1 *%	1 *%	2 1% ae	1 *%	4 1%
Worried that other devices or products I own would not work with a new service	5 *%	2 *%	- -%	1 1%	- -%	3 *%	1 *%	5 1%	- -%	- -%	2 *%	1 *%	2 1%	- -%	2 *%	2 *%
Needing to unlock my handset to take it with me	4 *%	- -%	- -%	2 1%	1 1%	1 *%	2 *%	4 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%
Worried about being without the fixed line phone service during the switch (P)	2 *%	2 *%	1 1%	- -%	- -%	2 *%	1 *%	2 *%	1 *%	- -%	2 *%	1 *%	- -%	- -%	2 *%	- -%
ANY MAIN FACTOR	1557 89%	413 96% b	130 83%	200 95% b	129 85%	792 89%	764 89%	665 89%	582 89%	310 89%	651 91% bc	388 87%	231 85% c	286 92%	1039 89%	517 89%
ANY PROCESS FACTOR	57 3%	10 2%	10 7% a	7 3%	7 5%	30 3%	27 3%	25 3%	23 4%	9 3%	19 3%	19 4%	8 3%	12 4%	38 3%	19 3%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO b	YES a	NO b	MALE a	FEMALE b	16-44 a	45-64 b	65+ c	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1502	627	225	174	126	760	741	617	576	309	610	400	227	262	1010	489
Effective Weighted Sample	994	610	218	174	126	502	491	413	382	200	403	264	149	176	666	326
Total	1749	431	157	209	152	894	854	749	653	347	716	447	271	312	1162	584
None of these were a main factor	56 3%	9 2%	8 5% a	2 1%	7 5%	24 3%	32 4%	18 2%	23 4%	15 4%	18 3%	16 4%	12 5%	9 3%	34 3%	22 4%
Can't remember	19 1%	4 1%	1 *% a	4 2%	1 1%	8 1%	11 1%	17 2% bc	2 *%	- -%	12 2%	3 1%	2 1%	2 1%	15 1%	4 1%
NO MAJOR FACTOR	116 7%	5 1%	19 12% a	4 2%	14 10% a	70 8%	46 5%	49 7%	46 7%	21 6%	35 5%	40 9% ad	26 10% ad	14 5%	75 6%	40 7%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
I negotiated/ accepted a deal with my current provider	486 28%	398 27%	42 32%	** **	** **	409 27%	77 a	134 24%	343 30%
Current provider is still the best deal/ cheapest	245 14%	204 14%	18 14%	** **	** **	224 15% b	21 9%	80 14%	163 14%
Current provider has the best quality of service	131 8%	121 8% b	3 3%	** **	** **	120 8%	11 5%	46 8%	85 7%
There wasn't enough cost difference for it to be worth switching	131 7%	115 8%	10 8%	** **	** **	117 8%	13 6%	35 6%	95 8%
Lack of choice	65 4%	58 4% b	- -%	** **	** **	53 3%	12 5%	20 4%	45 4%
Worried that the service wouldn't be as good with a new provider	54 3%	43 3%	3 2%	** **	** **	42 3%	12 5%	18 3%	35 3%
Prefer to stay with a trusted/ known provider	38 2%	23 2%	5 4%	** **	** **	34 2%	4 2%	15 3%	22 2%
Difficulty comparing what other providers were offering	33 2%	27 2%	5 3%	** **	** **	30 2%	3 1%	9 2%	24 2%
I was still in a contract so couldn't leave/ would have to pay to leave	33 2%	27 2%	3 2%	** **	** **	27 2%	7 3%	13 2%	18 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Not knowing what to do to switch	29 2%	26 2%	1 1%	** **	** **	25 2%	4 2%	7 1%	22 2%
Did not want to lose my phone number	29 2%	26 2%	2 2%	** **	** **	26 2%	3 1%	5 1%	24 2%
Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package	19 1%	12 1%	6 5% a	** **	** **	13 1%	6 3% a	9 2%	10 1%
Would take too long to research the market	19 1%	14 1%	- -%	** **	** **	14 1%	4 2%	11 2% b	8 1%
Worried that I might have to pay two providers at the same time (P)	18 1%	15 1%	3 2%	** **	** **	16 1%	1 1%	12 2% b	6 1%
Didn't want to pay the initial connection/ start-up fees/ equipment costs	16 1%	14 1%	- -%	** **	** **	16 1%	- -%	11 2% b	5 *%
It's too time consuming to go through the process of switching from one provider to another	16 1%	11 1%	1 1%	** **	** **	13 1%	3 1%	5 1%	11 1%
Didn't want to have to learn to use a new service	16 1%	16 1%	- -%	** **	** **	16 1%	- -%	6 1%	10 1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Could not get permission to install new equipment where I live (e.g. cables, satellite dish)	15 1%	12 1%	3 2%	** **	** **	15 1%	- -%	6 1%	9 1%
Did not want to pay disconnection charges	15 1%	13 1%	1 *%	** **	** **	13 1%	2 1%	5 1%	10 1%
Bad experience when switching communication services previously	15 1%	13 1%	1 1%	** **	** **	13 1%	1 1%	6 1%	8 1%
Bad experience when switching other services (e.g. gas, electric, car insurance) previously	15 1%	15 1%	- -%	** **	** **	15 1%	- -%	5 1%	10 1%
Didn't want to lose content (programmes, apps, photos, data) stored on my device	13 1%	12 1%	- -%	** **	** **	11 1%	1 1%	8 1%	5 *%
Difficulty when contacting potential new providers	13 1%	7 *%	4 3% a	** **	** **	13 1%	- -%	9 2% b	4 *%
Difficulty when contacting my current provider	12 1%	11 1%	- -%	** **	** **	12 1%	- -%	5 1%	6 1%
Hassle of needing to contact more than one provider to switch	11 1%	6 *%	- -%	** **	** **	11 1%	- -%	4 1%	8 1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Concern about arranging for the old and new services to start and stop at the same time (P)	11 1%	8 1%	3 2%	** **	** **	10 1%	1 *%	1 *%	10 1%
Difficulty cancelling my current service (P)	9 1%	9 1%	- -%	** **	** **	8 1%	1 *%	4 1%	5 *%
Did not want to have to get an engineer to install new equipment	9 1%	8 1%	1 *%	** **	** **	5 *%	4 2% a	4 1%	4 *%
Did not want to have to install new equipment myself	8 *%	8 1%	- -%	** **	** **	6 *%	2 1%	5 1%	3 *%
Problems/ issues with current provider are not sufficiently bad/ frequent to switch	8 *%	6 *%	1 1%	** **	** **	4 *%	3 1% a	3 1%	4 *%
Worried about being without the broadband service during the switch (P)	7 *%	7 *%	- -%	** **	** **	6 *%	1 *%	5 1%	2 *%
Worried about being without the Pay TV service during the switch (P)	5 *%	5 *%	1 1%	** **	** **	5 *%	- -%	2 *%	4 *%
Worried about being without the mobile service during the switch (P)	5 *%	2 *%	2 2% a	** **	** **	5 *%	- -%	1 *%	4 *%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 121

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Q46. Which, if any, of these was the main factor that made you decide to stay with your current [SERVICE/S] provider?

Base: Those interviewed about deciding not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	-c	-d	a	b	a	b
Unweighted row	1502	1267	123	79	33	1304	198	489	987
Effective Weighted Sample	994	838	90	50	21	864	130	322	656
Total	1749	1473	132	102	43	1522	227	564	1162
Worried that other devices or products I own would not work with a new service	5	4	1	**	**	5	-	2	3
	*%	*%	1%	**	**	*%	-%	*%	*%
Needing to unlock my handset to take it with me	4	4	-	**	**	2	1	1	2
	*%	*%	-%	**	**	*%	1%	*%	*%
Worried about being without the fixed line phone service during the switch (P)	2	2	-	**	**	2	-	2	-
	*%	*%	-%	**	**	*%	-%	*%	-%
ANY MAIN FACTOR	1557	1301	120	**	**	1358	199	512	1028
	89%	88%	91%	**	**	89%	88%	91%	88%
ANY PROCESS FACTOR	57	49	9	**	**	54	4	25	31
	3%	3%	7%	**	**	4%	2%	4%	3%
None of these were a main factor	56	49	4	**	**	52	4	13	42
	3%	3%	3%	**	**	3%	2%	2%	4%
Can't remember	19	17	2	**	**	17	2	5	14
	1%	1%	2%	**	**	1%	1%	1%	1%
NO MAJOR FACTOR	116	106	6	**	**	95	22	35	78
	7%	7%	4%	**	**	6%	10%	6%	7%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 122

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	766	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	494	-	-	-	-	-	-	-	-	-	-
Total	829	-	-	-	-	-	-	-	-	-	-
Reduced the cost of my service/ package	621	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	91	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**
Added a new channel package e.g. BT Sport	84	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Increase the broadband speed	67	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**
Increased cost of services/ package	61	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	43	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Added inclusive calls	42	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**
Added a mobile phone service in your package	34	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Decrease in broadband speed	9	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**
Other	52	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**
Can't remember	21	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 122

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	c	d	a	~b
Unweighted row	766	-	-	-	-	-	-	-	-	621	508	113	766	621	-
Effective Weighted Sample	494	-	-	-	-	-	-	-	-	574	494	113	494	574	-
Total	829	-	-	-	-	-	-	-	-	486	351	136	829	486	-
Reduced the cost of my service/ package	621	**	**	**	**	**	**	**	**	372	272	100	621	372	**
	75%	**	**	**	**	**	**	**	**	76%	78%	73%	75%	76%	**
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	91	**	**	**	**	**	**	**	**	30	30	-	91	30	**
	11%	**	**	**	**	**	**	**	**	6%	9%	-%	11%	6%	**
										c	c		ac		
Added a new channel package e.g. BT Sport	84	**	**	**	**	**	**	**	**	25	25	-	84	25	**
	10%	**	**	**	**	**	**	**	**	5%	7%	-%	10%	5%	**
										c	c		ac		
Increase the broadband speed	67	**	**	**	**	**	**	**	**	67	67	-	67	67	**
	8%	**	**	**	**	**	**	**	**	14%	19%	-%	8%	14%	**
										cd	acd		c		
Increased cost of services/ package	61	**	**	**	**	**	**	**	**	34	17	17	61	34	**
	7%	**	**	**	**	**	**	**	**	7%	5%	12%	7%	7%	**
												b			
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	43	**	**	**	**	**	**	**	**	12	12	-	43	12	**
	5%	**	**	**	**	**	**	**	**	2%	3%	-%	5%	2%	**
											c		ac		
Added inclusive calls	42	**	**	**	**	**	**	**	**	42	24	18	42	42	**
	5%	**	**	**	**	**	**	**	**	9%	7%	13%	5%	9%	**
										d		bd			
Added a mobile phone service in your package	34	**	**	**	**	**	**	**	**	13	13	-	34	13	**
	4%	**	**	**	**	**	**	**	**	3%	4%	-%	4%	3%	**
											c		c		

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE c	ALL INCL. SAPT 7-24M d	YES a	NO ~b
Significance Level: 95%															
Unweighted row	766	-	-	-	-	-	-	-	-	621	508	113	766	621	-
Effective Weighted Sample	494	-	-	-	-	-	-	-	-	574	494	113	494	574	-
Total	829	-	-	-	-	-	-	-	-	486	351	136	829	486	-
Decrease in broadband speed	9	**	**	**	**	**	**	**	**	9	9	-	9	9	**
	1%	**	**	**	**	**	**	**	**	2%	2%	-%	1%	2%	**
											d				
Other	52	**	**	**	**	**	**	**	**	49	24	25	52	49	**
	6%	**	**	**	**	**	**	**	**	10%	7%	19%	6%	10%	**
										bd		abd			
Can't remember	21	**	**	**	**	**	**	**	**	13	7	6	21	13	**
	2%	**	**	**	**	**	**	**	**	3%	2%	4%	2%	3%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

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Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	-b	a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	766	508	-	113	-	364	402	264	324	178	307	211	105	143	518	248
Effective Weighted Sample	494	494	-	113	-	235	259	169	213	115	200	140	66	90	339	156
Total	829	351	-	136	-	394	436	311	335	184	331	212	118	168	543	286
Reduced the cost of my service/ package	621	272	**	100	**	296	324	204	265	153	248	167	75	132	414	207
	75%	78%	**	73%	**	75%	74%	65%	79%	83%	75%	79%	64%	78%	76%	72%
									a	a	c	c	c	c	c	
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	91	30	**	-	**	43	49	38	37	16	31	17	11	33	47	44
	11%	9%	**	-%	**	11%	11%	12%	11%	9%	9%	8%	9%	20%	9%	15%
														abce		abe
Added a new channel package e.g. BT Sport	84	25	**	-	**	47	37	49	26	9	38	20	18	8	59	26
	10%	7%	**	-%	**	12%	9%	16%	8%	5%	12%	10%	15%	5%	11%	9%
								bc			d		d		d	
Increase the broadband speed	67	67	**	-	**	37	30	19	30	18	23	21	8	15	44	23
	8%	19%	**	-%	**	9%	7%	6%	9%	10%	7%	10%	6%	9%	8%	8%
Increased cost of services/ package	61	17	**	17	**	30	31	38	14	9	34	9	10	8	43	18
	7%	5%	**	12%	**	8%	7%	12%	4%	5%	10%	4%	9%	5%	8%	6%
								bc			b					
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	43	12	**	-	**	15	28	26	13	4	23	3	10	6	26	17
	5%	3%	**	-%	**	4%	6%	8%	4%	2%	7%	1%	9%	4%	5%	6%
								bc			b		b		b	b
Added inclusive calls	42	24	**	18	**	24	18	21	12	9	15	7	13	7	22	20
	5%	7%	**	13%	**	6%	4%	7%	3%	5%	4%	3%	11%	4%	4%	7%
													abde			
Added a mobile phone service in your package	34	13	**	-	**	11	23	18	9	8	11	15	4	4	27	7
	4%	4%	**	-%	**	3%	5%	6%	3%	4%	3%	7%	3%	2%	5%	3%
												df				
Decrease in broadband speed	9	9	**	-	**	7	2	3	4	1	2	3	2	2	5	4
	1%	2%	**	-%	**	2%	*%	1%	1%	1%	1%	1%	2%	1%	1%	1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	-b	a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	766	508	-	113	-	364	402	264	324	178	307	211	105	143	518	248
Effective Weighted Sample	494	494	-	113	-	235	259	169	213	115	200	140	66	90	339	156
Total	829	351	-	136	-	394	436	311	335	184	331	212	118	168	543	286
Other	52	24	**	25	**	22	30	22	18	12	23	17	6	6	40	12
	6%	7%	**	19%	**	6%	7%	7%	5%	6%	7%	8%	5%	3%	7%	4%
Can't remember	21	7	**	6	**	9	12	9	7	5	7	9	2	3	16	5
	2%	2%	**	4%	**	2%	3%	3%	2%	3%	2%	4%	2%	2%	3%	2%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 122

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	766	644	64	44	14	668	98	246	501
Effective Weighted Sample	494	417	41	28	9	435	60	162	319
Total	829	691	68	53	18	717	112	263	552
Reduced the cost of my service/ package	621 75%	519 75%	** **	** **	** **	529 74%	** **	174 66%	436 79% a
Reduced content/ channel package e.g. removed BT Sport, removed Movies or Sports channel package	91 11%	75 11%	** **	** **	** **	84 12%	** **	36 14%	54 10%
Added a new channel package e.g. BT Sport	84 10%	77 11%	** **	** **	** **	76 11%	** **	40 15% b	43 8%
Increase the broadband speed	67 8%	54 8%	** **	** **	** **	57 8%	** **	21 8%	43 8%
Increased cost of services/ package	61 7%	52 8%	** **	** **	** **	56 8%	** **	28 11% b	31 6%
Added other TV or video services e.g. Netflix, Amazon Prime Video etc.	43 5%	40 6%	** **	** **	** **	42 6%	** **	14 5%	28 5%
Added inclusive calls	42 5%	30 4%	** **	** **	** **	37 5%	** **	19 7%	22 4%
Added a mobile phone service in your package	34 4%	30 4%	** **	** **	** **	30 4%	** **	17 6% b	16 3%
Decrease in broadband speed	9 1%	8 1%	** **	** **	** **	9 1%	** **	4 2%	4 1%
Other	52 6%	47 7%	** **	** **	** **	46 6%	** **	17 7%	34 6%

Columns Tested: a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q47. You said that you negotiated or accepted a deal with your current provider. Which of these did this deal involve?

Base: Those who say that negotiating/ accepting a deal with their current provider was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	766	644	64	44	14	668	98	246	501
Effective Weighted Sample	494	417	41	28	9	435	60	162	319
Total	829	691	68	53	18	717	112	263	552
Can't remember	21	15	**	**	**	18	**	4	17
	2%	2%	**	**	**	2%	**	2%	3%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	127	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	78	-	-	-	-	-	-	-	-	-	-
Total	184	-	-	-	-	-	-	-	-	-	-
There are no other Pay TV providers available in my area	28	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	113	**	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**	**
Don't know	43	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~a	~b	~c	d	~a	~b
Unweighted row	127	-	-	-	-	-	-	-	-	59	59	-	127	42	17
Effective Weighted Sample	78	-	-	-	-	-	-	-	-	59	59	-	78	42	17
Total	184	-	-	-	-	-	-	-	-	31	31	-	184	22	9
There are no other Pay TV providers available in my area	28	**	**	**	**	**	**	**	**	**	**	**	28	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	15%	**	**
No other pay TV provider can give me anything better than I already have	113	**	**	**	**	**	**	**	**	**	**	**	113	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**	61%	**	**
Don't know	43	**	**	**	**	**	**	**	**	**	**	**	43	**	**
	23%	**	**	**	**	**	**	**	**	**	**	**	23%	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	127	42	17	-	-	66	61	59	49	19	58	36	21	11	94	32
Effective Weighted Sample	78	42	17	-	-	42	36	35	32	11	36	22	13	7	58	20
Total	184	22	9	-	-	105	79	93	68	24	87	53	27	16	141	43
There are no other Pay TV providers available in my area	28 15%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No other pay TV provider can give me anything better than I already have	113 61%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	43 23%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 123

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q48. You said 'lack of choice' was a major factor that made you stay with your current Pay TV provider. Which one of these best describes what you mean by 'lack of choice'?

Base: Those interviewed about deciding not to switch their Pay TV service in the last six months or the last 7-24 months who say that lack of choice was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	-b
Unweighted row	127	106	4	10	7	108	19	49	73
Effective Weighted Sample	78	65	3	5	5	68	10	29	46
Total	184	145	10	12	17	160	24	73	106
There are no other Pay TV providers available in my area	28	26	**	**	**	25	**	**	**
	15%	18%	**	**	**	15%	**	**	**
No other pay TV provider can give me anything better than I already have	113	84	**	**	**	105	**	**	**
	61%	58%	**	**	**	66%	**	**	**
Don't know	43	35	**	**	**	30	**	**	**
	23%	24%	**	**	**	19%	**	**	**

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	370	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	228	-	-	-	-	-	-	-	-	-	-
Total	430	-	-	-	-	-	-	-	-	-	-
Particular programmes or channels	169	**	**	**	**	**	**	**	**	**	**
	39%	**	**	**	**	**	**	**	**	**	**
Programmes stored on my device	158	**	**	**	**	**	**	**	**	**	**
	37%	**	**	**	**	**	**	**	**	**	**
Ability to record multiple programmes at the same time	126	**	**	**	**	**	**	**	**	**	**
	29%	**	**	**	**	**	**	**	**	**	**
Particular HD programmes or channels	110	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
The ability to watch different programmes on different TV sets/devices at the same time	88	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
The ability to watch programmes 'on the go' using different devices	87	**	**	**	**	**	**	**	**	**	**
	20%	**	**	**	**	**	**	**	**	**	**
Flexible subscription, that allows you to change what's included in your package	69	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Access to other TV services such as Netflix	65	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**
Other	10	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	370	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	228	-	-	-	-	-	-	-	-	-	-	-
Total	430	-	-	-	-	-	-	-	-	-	-	-
Can't remember	33	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Significance Level: 95%															
Unweighted row	370	-	-	-	-	-	-	-	-	271	218	53	370	211	60
Effective Weighted Sample	228	-	-	-	-	-	-	-	-	244	212	53	228	191	53
Total	430	-	-	-	-	-	-	-	-	201	137	64	430	153	48
Particular programmes or channels	169	**	**	**	**	**	**	**	**	60	52	**	169	51	**
	39%	**	**	**	**	**	**	**	**	30%	38%	**	39% a	34%	**
Programmes stored on my device	158	**	**	**	**	**	**	**	**	72	51	**	158	54	**
	37%	**	**	**	**	**	**	**	**	36%	37%	**	37%	35%	**
Ability to record multiple programmes at the same time	126	**	**	**	**	**	**	**	**	51	43	**	126	42	**
	29%	**	**	**	**	**	**	**	**	26%	31%	**	29%	28%	**
Particular HD programmes or channels	110	**	**	**	**	**	**	**	**	45	39	**	110	34	**
	26%	**	**	**	**	**	**	**	**	22%	28%	**	26%	22%	**
The ability to watch different programmes on different TV sets/devices at the same time	88	**	**	**	**	**	**	**	**	30	24	**	88	28	**
	20%	**	**	**	**	**	**	**	**	15%	18%	**	20%	18%	**
The ability to watch programmes 'on the go' using different devices	87	**	**	**	**	**	**	**	**	40	30	**	87	34	**
	20%	**	**	**	**	**	**	**	**	20%	22%	**	20%	22%	**
Flexible subscription, that allows you to change what's included in your package	69	**	**	**	**	**	**	**	**	29	20	**	69	22	**
	16%	**	**	**	**	**	**	**	**	14%	15%	**	16%	14%	**
Access to other TV services such as Netflix	65	**	**	**	**	**	**	**	**	27	17	**	65	23	**
	15%	**	**	**	**	**	**	**	**	13%	13%	**	15%	15%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Unweighted row	370	-	-	-	-	-	-	-	-	271	218	53	370	211	60
Effective Weighted Sample	228	-	-	-	-	-	-	-	-	244	212	53	228	191	53
Total	430	-	-	-	-	-	-	-	-	201	137	64	430	153	48
Other	10	**	**	**	**	**	**	**	**	10	5	**	10	7	**
	2%	**	**	**	**	**	**	**	**	5%	4%	**	2%	4%	**
Can't remember	33	**	**	**	**	**	**	**	**	24	12	**	33	19	**
	8%	**	**	**	**	**	**	**	**	12%	9%	**	8%	12%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f
Significance Level: 95%		a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	370	177	41	34	19	176	194	181	117	72	148	102	58	62	250	120
Effective Weighted Sample	228	172	40	34	19	110	118	115	70	43	92	61	38	39	152	76
Total	430	112	25	41	23	209	222	210	139	82	179	110	65	76	289	142
Particular programmes or channels	169	44	**	**	**	79	90	78	52	**	63	38	**	**	100	68
	39%	39%	**	**	**	38%	41%	37%	37%	**	35%	34%	**	**	35%	48%
Programmes stored on my device	158	41	**	**	**	66	92	81	37	**	73	39	**	**	112	46
	37%	37%	**	**	**	32%	41%	39%	27%	**	41%	35%	**	**	39%	33%
								b								
Ability to record multiple programmes at the same time	126	35	**	**	**	48	78	65	35	**	50	36	**	**	86	40
	29%	31%	**	**	**	23%	35%	31%	25%	**	28%	33%	**	**	30%	28%
							a									
Particular HD programmes or channels	110	29	**	**	**	66	45	62	26	**	51	30	**	**	81	29
	26%	26%	**	**	**	31%	20%	29%	19%	**	29%	27%	**	**	28%	21%
						b		b								
The ability to watch different programmes on different TV sets/devices at the same time	88	22	**	**	**	33	55	56	16	**	40	21	**	**	61	27
	20%	19%	**	**	**	16%	25%	27%	12%	**	22%	19%	**	**	21%	19%
							a	b								
The ability to watch programmes 'on the go' using different devices	87	25	**	**	**	51	36	59	11	**	37	19	**	**	56	31
	20%	22%	**	**	**	24%	16%	28%	8%	**	21%	17%	**	**	20%	22%
								b								
Flexible subscription, that allows you to change what's included in your package	69	17	**	**	**	35	34	44	12	**	35	12	**	**	48	21
	16%	15%	**	**	**	17%	15%	21%	8%	**	20%	11%	**	**	17%	15%
								b								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f
Significance Level: 95%		a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	370	177	41	34	19	176	194	181	117	72	148	102	58	62	250	120
Effective Weighted Sample	228	172	40	34	19	110	118	115	70	43	92	61	38	39	152	76
Total	430	112	25	41	23	209	222	210	139	82	179	110	65	76	289	142
Access to other TV services such as Netflix	65 15%	15 13%	**	**	**	33 16%	31 14%	47 22% b	11 8%	**	31 17%	12 11%	**	**	42 15%	23 16%
Other	10 2%	4 4%	**	**	**	1 *	9 4% a	1 * a	7 5% a	**	3 1%	2 2%	**	**	5 2%	5 4%
Can't remember	33 8%	11 9%	**	**	**	17 8%	15 7%	13 6%	11 8%	**	19 10%	3 3%	**	**	22 8%	10 7%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 124

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q49. Earlier you said that 'Didn't want to lose specific benefits, uses such as watching 'on the go' or channels that come with my current package'/ 'Didn't want to lose content (programmes, apps, photos, data) stored on my device' was/ were a major factor/s that made you stay with your current Pay TV provider. Which of these were you concerned about losing?

Base: Those who say that not wanting to lose specific benefits and/ or not wanting to lose content was a major factor in their decision not to switch

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	370	310	29	21	10	325	45	148	217
Effective Weighted Sample	228	192	18	13	7	202	26	92	134
Total	430	354	33	26	17	385	45	179	249
Particular programmes or channels	169	130	**	**	**	152	**	79	90
	39%	37%	**	**	**	39%	**	44%	36%
Programmes stored on my device	158	138	**	**	**	142	**	70	87
	37%	39%	**	**	**	37%	**	39%	35%
Ability to record multiple programmes at the same time	126	110	**	**	**	111	**	55	71
	29%	31%	**	**	**	29%	**	31%	29%
Particular HD programmes or channels	110	88	**	**	**	101	**	43	67
	26%	25%	**	**	**	26%	**	24%	27%
The ability to watch different programmes on different TV sets/devices at the same time	88	70	**	**	**	76	**	51	37
	20%	20%	**	**	**	20%	**	28%	15%
								b	
The ability to watch programmes 'on the go' using different devices	87	72	**	**	**	79	**	37	50
	20%	20%	**	**	**	21%	**	21%	20%
Flexible subscription, that allows you to change what's included in your package	69	61	**	**	**	65	**	30	38
	16%	17%	**	**	**	17%	**	17%	15%
Access to other TV services such as Netflix	65	54	**	**	**	59	**	34	31
	15%	15%	**	**	**	15%	**	19%	13%
Other	10	8	**	**	**	9	**	1	8
	2%	2%	**	**	**	2%	**	%	3%
Can't remember	33	27	**	**	**	30	**	11	21
	8%	8%	**	**	**	8%	**	6%	8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c
Significance Level: 95%											
Unweighted row	902	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	534	-	-	-	-	-	-	-	-	-	-
Total	1141	-	-	-	-	-	-	-	-	-	-
Sky Sports Premier League	375 33%	**	**	**	**	**	**	**	**	**	**
Sky Sports Football	402 35%	**	**	**	**	**	**	**	**	**	**
Sky Sports Cricket	257 23%	**	**	**	**	**	**	**	**	**	**
Sky Sports Golf	237 21%	**	**	**	**	**	**	**	**	**	**
Sky Sports F1	278 24%	**	**	**	**	**	**	**	**	**	**
Sky Sports Action	247 22%	**	**	**	**	**	**	**	**	**	**
Sky Sports Arena	217 19%	**	**	**	**	**	**	**	**	**	**
Sky Sports Main Event	239 21%	**	**	**	**	**	**	**	**	**	**
Sky Sports Extra	249 22%	**	**	**	**	**	**	**	**	**	**
We pay for Sky Sports channels, but not sure which ones are included	122 11%	**	**	**	**	**	**	**	**	**	**
BT Sport channels	395 35%	**	**	**	**	**	**	**	**	**	**
ANY SKY SPORTS CHANNELS	519 45%	**	**	**	**	**	**	**	**	**	**
BT SPORT CHANNELS	395 35%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c	
Significance Level: 95%												
Unweighted row	902	-	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	534	-	-	-	-	-	-	-	-	-	-	-
Total	1141	-	-	-	-	-	-	-	-	-	-	-
ANY SKY SPORTS OR BT SPORT CHANNELS	636	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**
ONLY SKY SPORTS CHANNELS	241	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**
ONLY BT SPORT CHANNELS	117	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**
BOTH SKY SPORTS AND BT SPORT CHANNELS	278	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**
None of these channels	471	**	**	**	**	**	**	**	**	**	**	**
	41%	**	**	**	**	**	**	**	**	**	**	**
Don't know	34	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE				NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE ~c	ALL INCL. SAPT 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	902	-	-	-	-	-	-	-	-	552	552	-	902	420	132
Effective Weighted Sample	534	-	-	-	-	-	-	-	-	543	543	-	534	413	130
Total	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
Sky Sports Premier League	375	**	**	**	**	**	**	**	**	106	106	**	375	83	23
	33%	**	**	**	**	**	**	**	**	31%	31%	**	33%	32%	28%
Sky Sports Football	402	**	**	**	**	**	**	**	**	114	114	**	402	90	24
	35%	**	**	**	**	**	**	**	**	33%	33%	**	35%	34%	30%
Sky Sports Cricket	257	**	**	**	**	**	**	**	**	79	79	**	257	67	13
	23%	**	**	**	**	**	**	**	**	23%	23%	**	23%	25%	16%
														b	
Sky Sports Golf	237	**	**	**	**	**	**	**	**	77	77	**	237	64	13
	21%	**	**	**	**	**	**	**	**	23%	23%	**	21%	25%	16%
														b	
Sky Sports F1	278	**	**	**	**	**	**	**	**	86	86	**	278	69	17
	24%	**	**	**	**	**	**	**	**	25%	25%	**	24%	26%	21%
Sky Sports Action	247	**	**	**	**	**	**	**	**	75	75	**	247	61	14
	22%	**	**	**	**	**	**	**	**	22%	22%	**	22%	23%	18%
Sky Sports Arena	217	**	**	**	**	**	**	**	**	69	69	**	217	58	12
	19%	**	**	**	**	**	**	**	**	20%	20%	**	19%	22%	14%
Sky Sports Main Event	239	**	**	**	**	**	**	**	**	82	82	**	239	68	15
	21%	**	**	**	**	**	**	**	**	24%	24%	**	21%	26%	18%
Sky Sports Extra	249	**	**	**	**	**	**	**	**	73	73	**	249	56	17
	22%	**	**	**	**	**	**	**	**	21%	21%	**	22%	22%	21%
We pay for Sky Sports channels, but not sure which ones are included	122	**	**	**	**	**	**	**	**	37	37	**	122	27	10
	11%	**	**	**	**	**	**	**	**	11%	11%	**	11%	10%	13%
BT Sport channels	395	**	**	**	**	**	**	**	**	99	99	**	395	79	20
	35%	**	**	**	**	**	**	**	**	29%	29%	**	35%	30%	25%
														ab	
ANY SKY SPORTS CHANNELS	519	**	**	**	**	**	**	**	**	159	159	**	519	123	36
	45%	**	**	**	**	**	**	**	**	46%	46%	**	45%	47%	45%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE ~c	ALL INCL. SAPTV 7-24M d	YES a	NO b
Significance Level: 95%															
Unweighted row	902	-	-	-	-	-	-	-	-	552	552	-	902	420	132
Effective Weighted Sample	534	-	-	-	-	-	-	-	-	543	543	-	534	413	130
Total	1141	-	-	-	-	-	-	-	-	342	342	-	1141	261	81
BT SPORT CHANNELS	395	**	**	**	**	**	**	**	**	99	99	**	395	79	20
	35%	**	**	**	**	**	**	**	**	29%	29%	**	35%	30%	25%
													ab		
ANY SKY SPORTS OR BT SPORT CHANNELS	636	**	**	**	**	**	**	**	**	195	195	**	636	154	41
	56%	**	**	**	**	**	**	**	**	57%	57%	**	56%	59%	51%
ONLY SKY SPORTS CHANNELS	241	**	**	**	**	**	**	**	**	96	96	**	241	75	21
	21%	**	**	**	**	**	**	**	**	28%	28%	**	21%	29%	26%
										d	d				
ONLY BT SPORT CHANNELS	117	**	**	**	**	**	**	**	**	36	36	**	117	31	5
	10%	**	**	**	**	**	**	**	**	11%	11%	**	10%	12%	6%
														b	
BOTH SKY SPORTS AND BT SPORT CHANNELS	278	**	**	**	**	**	**	**	**	63	63	**	278	48	15
	24%	**	**	**	**	**	**	**	**	18%	18%	**	24%	18%	19%
													ab		
None of these channels	471	**	**	**	**	**	**	**	**	140	140	**	471	102	39
	41%	**	**	**	**	**	**	**	**	41%	41%	**	41%	39%	48%
Don't know	34	**	**	**	**	**	**	**	**	6	6	**	34	5	1
	3%	**	**	**	**	**	**	**	**	2%	2%	**	3%	2%	1%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	902	420	132	-	-	454	448	366	352	184	365	248	143	144	613	287
Effective Weighted Sample	534	413	130	-	-	269	264	218	210	107	214	145	84	89	359	173
Total	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
Sky Sports Premier League	375	83	23	**	**	237	138	198	115	62	182	96	50	47	278	96
	33%	32%	28%	**	**	41%	25%	41%	27%	27%	39%	33%	27%	24%	37%	25%
						b		bc			cdf				cdf	
Sky Sports Football	402	90	24	**	**	250	152	219	124	60	195	105	56	46	300	102
	35%	34%	30%	**	**	43%	27%	45%	29%	26%	42%	36%	30%	24%	40%	27%
						b		bc			cdf	df			cdf	
Sky Sports Cricket	257	67	13	**	**	167	90	112	86	59	126	72	26	32	198	59
	23%	25%	16%	**	**	29%	16%	23%	20%	26%	27%	25%	14%	16%	26%	15%
		b				b					cdf	cf			cdf	
Sky Sports Golf	237	64	13	**	**	165	73	97	82	58	112	70	26	29	182	55
	21%	25%	16%	**	**	28%	13%	20%	19%	26%	24%	24%	14%	15%	24%	15%
		b				b					cdf	cdf			cdf	
Sky Sports F1	278	69	17	**	**	190	88	125	94	59	137	75	32	35	211	66
	24%	26%	21%	**	**	32%	16%	26%	22%	26%	29%	25%	17%	18%	28%	17%
						b					cdf	f			cdf	
Sky Sports Action	247	61	14	**	**	155	92	116	80	51	119	68	31	29	187	60
	22%	23%	18%	**	**	27%	17%	24%	19%	23%	26%	23%	17%	15%	25%	16%
						b					cdf	df			df	
Sky Sports Arena	217	58	12	**	**	141	75	95	73	49	104	58	28	26	162	54
	19%	22%	14%	**	**	24%	14%	20%	17%	21%	22%	20%	15%	13%	21%	14%
						b					df				df	
Sky Sports Main Event	239	68	15	**	**	163	75	106	79	54	113	65	28	32	178	60
	21%	26%	18%	**	**	28%	14%	22%	18%	24%	24%	22%	15%	16%	23%	16%
						b					cdf				cf	
Sky Sports Extra	249	56	17	**	**	170	79	118	85	47	120	69	27	33	190	60
	22%	22%	21%	**	**	29%	14%	24%	20%	21%	26%	23%	15%	17%	25%	16%
						b					cdf	cf			cdf	
We pay for Sky Sports channels, but not sure which ones are included	122	27	10	**	**	53	69	48	43	31	56	35	19	12	91	31
	11%	10%	13%	**	**	9%	12%	10%	10%	14%	12%	12%	10%	6%	12%	8%
											d				d	

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	-a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	902	420	132	-	-	454	448	366	352	184	365	248	143	144	613	287
Effective Weighted Sample	534	413	130	-	-	269	264	218	210	107	214	145	84	89	359	173
Total	1141	261	81	-	-	584	557	481	433	227	464	295	183	197	759	380
BT Sport channels	395	79	20	**	**	218	176	188	130	76	180	103	62	50	282	112
	35%	30%	25%	**	**	37%	32%	39%	30%	34%	39%	35%	34%	26%	37%	30%
								b			df				df	
ANY SKY SPORTS CHANNELS	519	123	36	**	**	303	216	283	152	84	248	132	76	62	380	139
	45%	47%	45%	**	**	52%	39%	59%	35%	37%	53%	45%	42%	32%	50%	36%
						b		bc			bcd	df			df	
BT SPORT CHANNELS	395	79	20	**	**	218	176	188	130	76	180	103	62	50	282	112
	35%	30%	25%	**	**	37%	32%	39%	30%	34%	39%	35%	34%	26%	37%	30%
								b			df				df	
ANY SKY SPORTS OR BT SPORT CHANNELS	636	154	41	**	**	361	275	315	205	115	291	168	99	77	460	176
	56%	59%	51%	**	**	62%	49%	66%	47%	51%	63%	57%	54%	39%	61%	46%
						b		bc			df	df	d		df	
ONLY SKY SPORTS CHANNELS	241	75	21	**	**	143	98	127	75	39	112	66	37	27	177	64
	21%	29%	26%	**	**	24%	18%	26%	17%	17%	24%	22%	20%	14%	23%	17%
						b		bc			df	d			df	
ONLY BT SPORT CHANNELS	117	31	5	**	**	58	59	33	53	31	43	36	23	15	79	38
	10%	12%	6%	**	**	10%	11%	7%	12%	14%	9%	12%	12%	8%	10%	10%
		b						a	a							
BOTH SKY SPORTS AND BT SPORT CHANNELS	278	48	15	**	**	160	117	155	77	46	136	67	39	36	203	75
	24%	18%	19%	**	**	27%	21%	32%	18%	20%	29%	23%	21%	18%	27%	20%
						b		bc			df				df	
None of these channels	471	102	39	**	**	208	263	147	219	104	160	117	80	114	277	194
	41%	39%	48%	**	**	36%	47%	31%	51%	46%	35%	40%	44%	58%	37%	51%
							a		a	a				abce		abe
Don't know	34	5	1	**	**	15	19	19	8	7	13	10	5	6	22	10
	3%	2%	1%	**	**	3%	3%	4%	2%	3%	3%	3%	3%	3%	3%	3%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	902	764	68	46	24	801	101	297	589
Effective Weighted Sample	534	451	42	28	14	476	58	175	350
Total	1141	962	75	70	34	1010	131	372	755
Sky Sports Premier League	375 33%	323 34%	**	**	**	331 33%	44 33%	89 24%	285 38%
									a
Sky Sports Football	402 35%	346 36%	**	**	**	362 36%	40 30%	108 29%	294 39%
									a
Sky Sports Cricket	257 23%	216 22%	**	**	**	223 22%	34 26%	71 19%	185 25%
Sky Sports Golf	237 21%	194 20%	**	**	**	206 20%	32 24%	64 17%	173 23%
Sky Sports F1	278 24%	233 24%	**	**	**	240 24%	37 29%	71 19%	206 27%
									a
Sky Sports Action	247 22%	203 21%	**	**	**	219 22%	28 21%	73 19%	174 23%
Sky Sports Arena	217 19%	176 18%	**	**	**	194 19%	22 17%	51 14%	165 22%
									a
Sky Sports Main Event	239 21%	202 21%	**	**	**	206 20%	32 25%	58 16%	180 24%
									a
Sky Sports Extra	249 22%	213 22%	**	**	**	224 22%	25 19%	55 15%	194 26%
									a
We pay for Sky Sports channels, but not sure which ones are included	122 11%	109 11%	**	**	**	108 11%	14 11%	52 14%	70 9%
								b	
BT Sport channels	395 35%	334 35%	**	**	**	357 35%	38 29%	139 37%	253 34%
ANY SKY SPORTS CHANNELS	519 45%	443 46%	**	**	**	463 46%	56 43%	158 42%	359 48%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q50. Which of these channels, if any, do you currently receive from your Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	b	a	b
Unweighted row	902	764	68	46	24	801	101	297	589
Effective Weighted Sample	534	451	42	28	14	476	58	175	350
Total	1141	962	75	70	34	1010	131	372	755
BT SPORT CHANNELS	395	334	**	**	**	357	38	139	253
	35%	35%	**	**	**	35%	29%	37%	34%
ANY SKY SPORTS OR BT SPORT CHANNELS	636	539	**	**	**	565	70	203	430
	56%	56%	**	**	**	56%	54%	54%	57%
ONLY SKY SPORTS CHANNELS	241	205	**	**	**	209	32	64	177
	21%	21%	**	**	**	21%	25%	17%	23%
									a
ONLY BT SPORT CHANNELS	117	95	**	**	**	102	15	45	70
	10%	10%	**	**	**	10%	11%	12%	9%
BOTH SKY SPORTS AND BT SPORT CHANNELS	278	239	**	**	**	254	23	95	183
	24%	25%	**	**	**	25%	18%	25%	24%
None of these channels	471	391	**	**	**	413	58	157	304
	41%	41%	**	**	**	41%	44%	42%	40%
Don't know	34	32	**	**	**	31	3	12	21
	3%	3%	**	**	**	3%	2%	3%	3%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) ~a	ALL (INCL. MOBILE) ~b	ORS ~a	CPS ~b	TRIPLE PLAY ~a	DUAL PLAY ~b	PAY TV S/A ~c	TOTAL MOBILE ~a	PAC SWITCHER ~b	C&R SWITCHER ~c
Significance Level: 95%											
Unweighted row	514	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	-	-
Total	636	-	-	-	-	-	-	-	-	-	-
Very important	317 50%	**	**	**	**	**	**	**	**	**	**
Fairly important	228 36%	**	**	**	**	**	**	**	**	**	**
Not very important	48 8%	**	**	**	**	**	**	**	**	**	**
Not at all important	34 5%	**	**	**	**	**	**	**	**	**	**
TOTAL IMPORTANT	545 86%	**	**	**	**	**	**	**	**	**	**
TOTAL NOT IMPORTANT	82 13%	**	**	**	**	**	**	**	**	**	**
Don't know	9 1%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Unweighted row	514	-	-	-	-	-	-	-	-	320	320	-	514	251	69
Effective Weighted Sample	301	-	-	-	-	-	-	-	-	314	314	-	301	247	68
Total	636	-	-	-	-	-	-	-	-	195	195	-	636	154	41
Very important	317	**	**	**	**	**	**	**	**	99	99	**	317	76	**
	50%	**	**	**	**	**	**	**	**	51%	51%	**	50%	49%	**
Fairly important	228	**	**	**	**	**	**	**	**	65	65	**	228	57	**
	36%	**	**	**	**	**	**	**	**	34%	34%	**	36%	37%	**
Not very important	48	**	**	**	**	**	**	**	**	21	21	**	48	15	**
	8%	**	**	**	**	**	**	**	**	11%	11%	**	8%	10%	**
Not at all important	34	**	**	**	**	**	**	**	**	10	10	**	34	6	**
	5%	**	**	**	**	**	**	**	**	5%	5%	**	5%	4%	**
TOTAL IMPORTANT	545	**	**	**	**	**	**	**	**	164	164	**	545	133	**
	86%	**	**	**	**	**	**	**	**	84%	84%	**	86%	87%	**
TOTAL NOT IMPORTANT	82	**	**	**	**	**	**	**	**	31	31	**	82	21	**
	13%	**	**	**	**	**	**	**	**	16%	16%	**	13%	13%	**
Don't know	9	**	**	**	**	**	**	**	**	-	-	**	9	-	**
	1%	**	**	**	**	**	**	**	**	-%	-%	**	1%	-%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	~b	~a	~b	a	b	a	b	~c	a	b	~c	~d	e	f
Unweighted row	514	251	69	-	-	288	226	240	179	95	233	145	81	55	378	136
Effective Weighted Sample	301	247	68	-	-	169	132	142	106	55	134	85	47	36	219	82
Total	636	154	41	-	-	361	275	315	205	115	291	168	99	77	460	176
Very important	317	76	**	**	**	176	141	153	104	**	154	65	**	**	219	98
	50%	49%	**	**	**	49%	51%	48%	51%	**	53%	39%	**	**	48%	55%
											b					b
Fairly important	228	57	**	**	**	143	85	120	72	**	96	74	**	**	170	58
	36%	37%	**	**	**	40%	31%	38%	35%	**	33%	44%	**	**	37%	33%
						b					a					
Not very important	48	15	**	**	**	22	26	23	13	**	23	15	**	**	38	10
	8%	10%	**	**	**	6%	10%	7%	6%	**	8%	9%	**	**	8%	6%
Not at all important	34	6	**	**	**	13	21	16	12	**	14	15	**	**	29	5
	5%	4%	**	**	**	4%	8%	5%	6%	**	5%	9%	**	**	6%	3%
						a										
TOTAL IMPORTANT	545	133	**	**	**	319	226	273	176	**	250	139	**	**	389	156
	86%	87%	**	**	**	88%	82%	87%	86%	**	86%	83%	**	**	85%	89%
						b										
TOTAL NOT IMPORTANT	82	21	**	**	**	35	48	39	25	**	38	29	**	**	67	15
	13%	13%	**	**	**	10%	17%	12%	12%	**	13%	17%	**	**	15%	9%
						a						f				
Don't know	9	-	**	**	**	7	1	4	4	**	4	-	**	**	4	5
	1%	-%	**	**	**	2%	1%	1%	2%	**	1%	-%	**	**	1%	3%
																b

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51. How important was keeping these sports channels in your decision not to switch to another Pay TV provider?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	514	439	36	28	11	458	56	163	345
Effective Weighted Sample	301	256	22	17	7	269	32	95	203
Total	636	539	38	41	17	565	70	203	430
Very important	317 50%	266 49%	**	**	**	286 51%	**	93 46%	223 52%
Fairly important	228 36%	198 37%	**	**	**	207 37%	**	82 40%	145 34%
Not very important	48 8%	42 8%	**	**	**	35 6%	**	15 8%	33 8%
Not at all important	34 5%	25 5%	**	**	**	28 5%	**	11 5%	22 5%
TOTAL IMPORTANT	545 86%	463 86%	**	**	**	493 87%	**	175 86%	368 86%
TOTAL NOT IMPORTANT	82 13%	67 12%	**	**	**	64 11%	**	26 13%	54 13%
Don't know	9 1%	9 2%	**	**	**	9 2%	**	1 1%	7 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		-a	-b	-a	-b	-a	-b	-c	-a	-b	-c
Significance Level: 95%											
Unweighted row	284	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	166	-	-	-	-	-	-	-	-	-	-
Total	353	-	-	-	-	-	-	-	-	-	-
Football	293	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**
Tennis	109	**	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**	**
Rugby Union	96	**	**	**	**	**	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	**	**
Cricket	92	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**
Golf	85	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**
Motorsport (e.g. Formula 1, Moto GP)	80	**	**	**	**	**	**	**	**	**	**
	23%	**	**	**	**	**	**	**	**	**	**
Boxing	62	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**
Athletics	57	**	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	**
Rugby League	49	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**
American Football	47	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Darts	45	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Cycling	44	**	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**	**
Snooker/ pool/ billiards	34	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**
Horse racing	29	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		-a	-b	-a	-b	-a	-b	-c	-a	-b	-c
Significance Level: 95%											
Unweighted row	284	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	166	-	-	-	-	-	-	-	-	-	-
Total	353	-	-	-	-	-	-	-	-	-	-
UFC/ Ultimate Fighting Championship	26	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
WWE Wrestling	24	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**
Other sports	10	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**
No sports are essential as part of our TV service	13	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**
	%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH			DECIDED NOT TO SWITCH ACCEPTED DEAL			
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Significance Level: 95%															
Unweighted row	284	-	-	-	-	-	-	-	-	176	176	-	284	137	39
Effective Weighted Sample	166	-	-	-	-	-	-	-	-	173	173	-	166	135	38
Total	353	-	-	-	-	-	-	-	-	106	106	-	353	83	23
Football	293	**	**	**	**	**	**	**	**	80	80	**	293	63	**
	83%	**	**	**	**	**	**	**	**	75%	75%	**	83%	76%	**
													ab		
Tennis	109	**	**	**	**	**	**	**	**	31	31	**	109	24	**
	31%	**	**	**	**	**	**	**	**	29%	29%	**	31%	29%	**
Rugby Union	96	**	**	**	**	**	**	**	**	27	27	**	96	20	**
	27%	**	**	**	**	**	**	**	**	25%	25%	**	27%	24%	**
Cricket	92	**	**	**	**	**	**	**	**	29	29	**	92	22	**
	26%	**	**	**	**	**	**	**	**	27%	27%	**	26%	26%	**
Golf	85	**	**	**	**	**	**	**	**	27	27	**	85	22	**
	24%	**	**	**	**	**	**	**	**	25%	25%	**	24%	26%	**
Motorsport (e.g. Formula 1, Moto GP)	80	**	**	**	**	**	**	**	**	26	26	**	80	20	**
	23%	**	**	**	**	**	**	**	**	24%	24%	**	23%	24%	**
Boxing	62	**	**	**	**	**	**	**	**	22	22	**	62	18	**
	17%	**	**	**	**	**	**	**	**	21%	21%	**	17%	21%	**
Athletics	57	**	**	**	**	**	**	**	**	17	17	**	57	12	**
	16%	**	**	**	**	**	**	**	**	16%	16%	**	16%	15%	**
Rugby League	49	**	**	**	**	**	**	**	**	20	20	**	49	16	**
	14%	**	**	**	**	**	**	**	**	19%	19%	**	14%	19%	**
American Football	47	**	**	**	**	**	**	**	**	9	9	**	47	8	**
	13%	**	**	**	**	**	**	**	**	8%	8%	**	13%	9%	**
Darts	45	**	**	**	**	**	**	**	**	13	13	**	45	12	**
	13%	**	**	**	**	**	**	**	**	12%	12%	**	13%	14%	**
Cycling	44	**	**	**	**	**	**	**	**	9	9	**	44	7	**
	13%	**	**	**	**	**	**	**	**	8%	8%	**	13%	8%	**
Snooker/ pool/ billiards	34	**	**	**	**	**	**	**	**	12	12	**	34	10	**
	10%	**	**	**	**	**	**	**	**	11%	11%	**	10%	12%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT 7-24M	YES	NO
		~a	~b	~c	~d	~e	~f	~a	~b	a	b	~c	d	a	~b
Significance Level: 95%															
Unweighted row	284	-	-	-	-	-	-	-	-	176	176	-	284	137	39
Effective Weighted Sample	166	-	-	-	-	-	-	-	-	173	173	-	166	135	38
Total	353	-	-	-	-	-	-	-	-	106	106	-	353	83	23
Horse racing	29	**	**	**	**	**	**	**	**	11	11	**	29	7	**
	8%	**	**	**	**	**	**	**	**	10%	10%	**	8%	8%	**
UFC/ Ultimate Fighting Championship	26	**	**	**	**	**	**	**	**	8	8	**	26	6	**
	7%	**	**	**	**	**	**	**	**	8%	8%	**	7%	8%	**
WWE Wrestling	24	**	**	**	**	**	**	**	**	12	12	**	24	8	**
	7%	**	**	**	**	**	**	**	**	12%	12%	**	7%	9%	**
Other sports	10	**	**	**	**	**	**	**	**	2	2	**	10	2	**
	3%	**	**	**	**	**	**	**	**	2%	2%	**	3%	2%	**
No sports are essential as part of our TV service	13	**	**	**	**	**	**	**	**	5	5	**	13	4	**
	4%	**	**	**	**	**	**	**	**	5%	5%	**	4%	5%	**
Don't know	1	**	**	**	**	**	**	**	**	1	1	**	1	-	**
	*%	**	**	**	**	**	**	**	**	*%	*%	**	*%	-%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	-b	-a	-b	a	b	a	b	-c	a	-b	-c	-d	e	-f
Unweighted row	284	137	39	-	-	160	124	133	107	44	131	75	45	33	206	78
Effective Weighted Sample	166	135	38	-	-	95	71	79	60	27	75	44	25	22	118	48
Total	353	83	23	-	-	201	153	168	128	57	165	86	55	47	252	101
Football	293	63	**	**	**	172	121	146	108	**	134	**	**	**	206	**
	83%	76%	**	**	**	86%	79%	87%	85%	**	81%	**	**	**	82%	**
Tennis	109	24	**	**	**	59	50	69	24	**	63	**	**	**	78	**
	31%	29%	**	**	**	30%	33%	41%	19%	**	38%	**	**	**	31%	**
								b								
Rugby Union	96	20	**	**	**	61	35	38	40	**	49	**	**	**	73	**
	27%	24%	**	**	**	31%	23%	22%	31%	**	30%	**	**	**	29%	**
Cricket	92	22	**	**	**	61	31	30	41	**	51	**	**	**	65	**
	26%	26%	**	**	**	30%	20%	18%	32%	**	31%	**	**	**	26%	**
									a							
Golf	85	22	**	**	**	61	24	43	18	**	57	**	**	**	68	**
	24%	26%	**	**	**	30%	16%	26%	14%	**	34%	**	**	**	27%	**
						b		b								
Motorsport (e.g. Formula 1, Moto GP)	80	20	**	**	**	47	33	29	37	**	41	**	**	**	56	**
	23%	24%	**	**	**	24%	21%	17%	29%	**	25%	**	**	**	22%	**
									a							
Boxing	62	18	**	**	**	48	13	35	15	**	39	**	**	**	50	**
	17%	21%	**	**	**	24%	9%	21%	12%	**	24%	**	**	**	20%	**
						b										
Athletics	57	12	**	**	**	39	18	27	16	**	38	**	**	**	47	**
	16%	15%	**	**	**	19%	12%	16%	12%	**	23%	**	**	**	18%	**
Rugby League	49	16	**	**	**	34	15	25	15	**	25	**	**	**	36	**
	14%	19%	**	**	**	17%	10%	15%	12%	**	15%	**	**	**	14%	**
American Football	47	8	**	**	**	36	11	23	19	**	27	**	**	**	36	**
	13%	9%	**	**	**	18%	7%	14%	15%	**	16%	**	**	**	14%	**
						b										
Darts	45	12	**	**	**	35	11	28	10	**	24	**	**	**	27	**
	13%	14%	**	**	**	17%	7%	17%	8%	**	15%	**	**	**	11%	**
						b										
Cycling	44	7	**	**	**	32	13	25	15	**	29	**	**	**	37	**
	13%	8%	**	**	**	16%	8%	15%	12%	**	17%	**	**	**	15%	**

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES a	NO ~b	YES ~a	NO ~b	MALE a	FEMALE b	16-44 a	45-64 b	65+ ~c	AB a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE ~f
Significance Level: 95%		a	~b	~a	~b	a	b	a	b	~c	a	~b	~c	~d	e	~f
Unweighted row	284	137	39	-	-	160	124	133	107	44	131	75	45	33	206	78
Effective Weighted Sample	166	135	38	-	-	95	71	79	60	27	75	44	25	22	118	48
Total	353	83	23	-	-	201	153	168	128	57	165	86	55	47	252	101
Snooker/ pool/ billiards	34	10	**	**	**	18	16	16	5	**	17	**	**	**	21	**
	10%	12%	**	**	**	9%	10%	9%	4%	**	10%	**	**	**	9%	**
Horse racing	29	7	**	**	**	13	16	17	7	**	10	**	**	**	14	**
	8%	8%	**	**	**	7%	10%	10%	5%	**	6%	**	**	**	6%	**
UFC/ Ultimate Fighting Championship	26	6	**	**	**	15	11	20	6	**	7	**	**	**	16	**
	7%	8%	**	**	**	8%	7%	12%	5%	**	4%	**	**	**	6%	**
WWE Wrestling	24	8	**	**	**	20	4	21	2	**	10	**	**	**	14	**
	7%	9%	**	**	**	10%	3%	13%	2%	**	6%	**	**	**	5%	**
Other sports	10	2	**	**	**	5	5	1	2	**	5	**	**	**	10	**
	3%	2%	**	**	**	2%	3%	1%	2%	**	3%	**	**	**	4%	**
No sports are essential as part of our TV service	13	4	**	**	**	6	7	4	6	**	3	**	**	**	10	**
	4%	5%	**	**	**	3%	5%	2%	4%	**	2%	**	**	**	4%	**
Don't know	1	-	**	**	**	1	-	1	-	**	-	**	**	**	1	**
	*%	-%	**	**	**	*%	-%	*%	-%	**	-%	**	**	**	*%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	284	242	21	15	6	254	30	100	178
Effective Weighted Sample	166	141	13	9	4	148	18	58	105
Total	353	295	24	23	11	317	36	119	230
Football	293 83%	246 83%	**	**	**	274 86%	**	88 74%	203 88%
Tennis	109 31%	95 32%	**	**	**	98 31%	**	47 39%	62 27%
Rugby Union	96 27%	77 26%	**	**	**	86 27%	**	33 27%	62 27%
Cricket	92 26%	82 28%	**	**	**	80 25%	**	29 24%	62 27%
Golf	85 24%	66 22%	**	**	**	75 24%	**	34 29%	50 22%
Motorsport (e.g. Formula 1, Moto GP)	80 23%	61 21%	**	**	**	69 22%	**	25 21%	55 24%
Boxing	62 17%	52 18%	**	**	**	61 19%	**	21 18%	40 18%
Athletics	57 16%	49 17%	**	**	**	54 17%	**	23 19%	34 15%
Rugby League	49 14%	44 15%	**	**	**	45 14%	**	17 15%	32 14%
American Football	47 13%	41 14%	**	**	**	40 13%	**	12 10%	35 15%
Darts	45 13%	38 13%	**	**	**	39 12%	**	22 19%	23 10%
Cycling	44 13%	37 13%	**	**	**	40 13%	**	20 17%	24 11%
Snooker/ pool/ billiards	34 10%	31 10%	**	**	**	29 9%	**	15 12%	19 8%
Horse racing	29 8%	25 8%	**	**	**	27 9%	**	10 9%	18 8%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51A. Which of these sports, if any, does your household consider to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels (ADDED AT WAVE 2)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	a	b
Unweighted row	284	242	21	15	6	254	30	100	178
Effective Weighted Sample	166	141	13	9	4	148	18	58	105
Total	353	295	24	23	11	317	36	119	230
UFC/ Ultimate Fighting Championship	26	25	**	**	**	25	**	6	20
	7%	8%	**	**	**	8%	**	5%	9%
WWE Wrestling	24	23	**	**	**	22	**	12	12
	7%	8%	**	**	**	7%	**	10%	5%
Other sports	10	5	**	**	**	7	**	3	6
	3%	2%	**	**	**	2%	**	3%	3%
No sports are essential as part of our TV service	13	8	**	**	**	8	**	6	6
	4%	3%	**	**	**	3%	**	5%	3%
Don't know	1	1	**	**	**	1	**	1	-
	*%	*%	**	**	**	*%	**	*%	-%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51B. Are there particular Football Leagues or Football competitions which your household considers to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels who consider Football to be essential (ADDED AT WAVE 2)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		-a	-b	-a	-b	-a	-b	-c	-a	-b	-c
Significance Level: 95%											
Unweighted row	225	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	133	-	-	-	-	-	-	-	-	-	-
Total	293	-	-	-	-	-	-	-	-	-	-
English Premier League	240	**	**	**	**	**	**	**	**	**	**
82%		**	**	**	**	**	**	**	**	**	**
FA Cup	185	**	**	**	**	**	**	**	**	**	**
63%		**	**	**	**	**	**	**	**	**	**
UEFA Champions League	173	**	**	**	**	**	**	**	**	**	**
59%		**	**	**	**	**	**	**	**	**	**
English Football League	164	**	**	**	**	**	**	**	**	**	**
56%		**	**	**	**	**	**	**	**	**	**
Europa League	120	**	**	**	**	**	**	**	**	**	**
41%		**	**	**	**	**	**	**	**	**	**
Spanish La Liga	55	**	**	**	**	**	**	**	**	**	**
19%		**	**	**	**	**	**	**	**	**	**
Italian Serie A	42	**	**	**	**	**	**	**	**	**	**
14%		**	**	**	**	**	**	**	**	**	**
German Bundesliga	39	**	**	**	**	**	**	**	**	**	**
13%		**	**	**	**	**	**	**	**	**	**
Scottish Football	33	**	**	**	**	**	**	**	**	**	**
11%		**	**	**	**	**	**	**	**	**	**
French Ligue 1	27	**	**	**	**	**	**	**	**	**	**
9%		**	**	**	**	**	**	**	**	**	**
Other football leagues/competitions	6	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**
None in particular	5	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**
2%		**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51B. Are there particular Football Leagues or Football competitions which your household considers to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels who consider Football to be essential (ADDED AT WAVE 2)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY ~a	SIM ONLY ~b	FULL CONTRACT TOTAL ~c	FULL CONTRACT (PAC) ~d	FULL CONTRACT (C&R) ~e	PREPAY (C&R) ~f	OTHER SWITCHES ~a	WHEN MOVING ~b	ALL SERVICES (L6M) a	FIXED MARKETS b	MOBILE ~c	ALL INCL. SAPTV 7-24M d	YES a	NO ~b
Significance Level: 95%															
Unweighted row	225	-	-	-	-	-	-	-	-	133	133	-	225	104	29
Effective Weighted Sample	133	-	-	-	-	-	-	-	-	131	131	-	133	102	29
Total	293	-	-	-	-	-	-	-	-	80	80	-	293	63	17
English Premier League	240 82%	**	**	**	**	**	**	**	**	69 86%	69 86%	**	240 82%	55 86%	**
FA Cup	185 63%	**	**	**	**	**	**	**	**	49 62%	49 62%	**	185 63%	39 61%	**
UEFA Champions League	173 59%	**	**	**	**	**	**	**	**	45 56%	45 56%	**	173 59%	35 56%	**
English Football League	164 56%	**	**	**	**	**	**	**	**	45 56%	45 56%	**	164 56%	36 57%	**
Europa League	120 41%	**	**	**	**	**	**	**	**	32 40%	32 40%	**	120 41%	24 38%	**
Spanish La Liga	55 19%	**	**	**	**	**	**	**	**	14 18%	14 18%	**	55 19%	10 16%	**
Italian Serie A	42 14%	**	**	**	**	**	**	**	**	7 9%	7 9%	**	42 14%	5 8%	**
German Bundesliga	39 13%	**	**	**	**	**	**	**	**	6 8%	6 8%	**	39 13%	5 7%	**
Scottish Football	33 11%	**	**	**	**	**	**	**	**	13 16%	13 16%	**	33 11%	10 16%	**
French Ligue 1	27 9%	**	**	**	**	**	**	**	**	4 5%	4 5%	**	27 9%	2 3%	**
Other football leagues/competitions	6 2%	**	**	**	**	**	**	**	**	3 4%	3 4%	**	6 2%	1 1%	**
None in particular	5 2%	**	**	**	**	**	**	**	**	2 2%	2 2%	**	5 2%	1 2%	**
Don't know	5 2%	**	**	**	**	**	**	**	**	2 2%	2 2%	**	5 2%	1 1%	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51B. Are there particular Football Leagues or Football competitions which your household considers to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels who consider Football to be essential (ADDED AT WAVE 2)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
		a	-b	-a	-b	a	-b	a	-b	-c	-a	-b	-c	-d	e	-f
Significance Level: 95%																
Unweighted row	225	104	29	-	-	130	95	111	84	30	99	60	36	30	159	66
Effective Weighted Sample	133	102	29	-	-	78	54	67	48	18	58	35	20	20	93	40
Total	293	63	17	-	-	172	121	146	108	39	134	72	44	44	206	88
English Premier League	240	55	**	**	**	152	**	118	**	**	**	**	**	**	174	**
	82%	86%	**	**	**	88%	**	81%	**	**	**	**	**	**	85%	**
FA Cup	185	39	**	**	**	127	**	86	**	**	**	**	**	**	130	**
	63%	61%	**	**	**	74%	**	59%	**	**	**	**	**	**	63%	**
UEFA Champions League	173	35	**	**	**	110	**	86	**	**	**	**	**	**	123	**
	59%	56%	**	**	**	64%	**	59%	**	**	**	**	**	**	60%	**
English Football League	164	36	**	**	**	104	**	86	**	**	**	**	**	**	105	**
	56%	57%	**	**	**	60%	**	59%	**	**	**	**	**	**	51%	**
Europa League	120	24	**	**	**	83	**	63	**	**	**	**	**	**	88	**
	41%	38%	**	**	**	48%	**	43%	**	**	**	**	**	**	43%	**
Spanish La Liga	55	10	**	**	**	33	**	32	**	**	**	**	**	**	42	**
	19%	16%	**	**	**	19%	**	22%	**	**	**	**	**	**	20%	**
Italian Serie A	42	5	**	**	**	26	**	30	**	**	**	**	**	**	31	**
	14%	8%	**	**	**	15%	**	21%	**	**	**	**	**	**	15%	**
German Bundesliga	39	5	**	**	**	22	**	24	**	**	**	**	**	**	28	**
	13%	7%	**	**	**	13%	**	17%	**	**	**	**	**	**	13%	**
Scottish Football	33	10	**	**	**	19	**	20	**	**	**	**	**	**	26	**
	11%	16%	**	**	**	11%	**	14%	**	**	**	**	**	**	13%	**
French Ligue 1	27	2	**	**	**	15	**	14	**	**	**	**	**	**	20	**
	9%	3%	**	**	**	9%	**	10%	**	**	**	**	**	**	10%	**
Other football leagues/competitions	6	1	**	**	**	5	**	1	**	**	**	**	**	**	6	**
	2%	1%	**	**	**	3%	**	1%	**	**	**	**	**	**	3%	**
None in particular	5	1	**	**	**	1	**	4	**	**	**	**	**	**	4	**
	2%	2%	**	**	**	0%	**	2%	**	**	**	**	**	**	2%	**
Don't know	5	1	**	**	**	-	**	3	**	**	**	**	**	**	2	**
	2%	1%	**	**	**	-0%	**	2%	**	**	**	**	**	**	1%	**

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q51B. Are there particular Football Leagues or Football competitions which your household considers to be essential as part of your TV service from (PROVIDER)?

Base: Those interviewed about deciding not to switch their Triple Play (Fixed line and Fixed broadband and Pay TV) service in the last six months or deciding not to switch their Pay TV service in the last six months or the last 7-24 months with any sports channels who consider Football to be essential (ADDED AT WAVE 2)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	-b	-c	-d	a	-b	-a	b
Unweighted row	225	191	19	10	5	205	20	76	145
Effective Weighted Sample	133	113	12	6	3	121	13	44	88
Total	293	246	22	16	10	274	20	88	203
English Premier League	240	203	**	**	**	222	**	**	173
	82%	83%	**	**	**	81%	**	**	85%
FA Cup	185	154	**	**	**	174	**	**	141
	63%	62%	**	**	**	64%	**	**	70%
UEFA Champions League	173	148	**	**	**	159	**	**	122
	59%	60%	**	**	**	58%	**	**	60%
English Football League	164	142	**	**	**	149	**	**	109
	56%	58%	**	**	**	55%	**	**	54%
Europa League	120	99	**	**	**	113	**	**	91
	41%	40%	**	**	**	41%	**	**	45%
Spanish La Liga	55	44	**	**	**	52	**	**	44
	19%	18%	**	**	**	19%	**	**	22%
Italian Serie A	42	36	**	**	**	40	**	**	32
	14%	15%	**	**	**	15%	**	**	16%
German Bundesliga	39	33	**	**	**	38	**	**	32
	13%	14%	**	**	**	14%	**	**	16%
Scottish Football	33	17	**	**	**	31	**	**	18
	11%	7%	**	**	**	11%	**	**	9%
French Ligue 1	27	21	**	**	**	26	**	**	25
	9%	9%	**	**	**	10%	**	**	12%
Other football leagues/competitions	6	2	**	**	**	6	**	**	5
	2%	1%	**	**	**	2%	**	**	3%
None in particular	5	2	**	**	**	5	**	**	5
	2%	1%	**	**	**	2%	**	**	2%
Don't know	5	5	**	**	**	5	**	**	3
	2%	2%	**	**	**	2%	**	**	1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	1878	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	1745	690	1471	358	355	174	387	150	795	506	300
Total	1635	513	1236	304	209	95	323	95	723	495	228
Very easy	659 40%	234 46%	526 43%	147 48%	87 42%	45 48%	146 45%	43 45%	292 40%	187 38%	105 46% b
Fairly easy	761 47%	230 45%	569 46%	130 43%	99 48%	43 45%	145 45%	41 43%	340 47%	242 49%	98 43%
Fairly difficult	127 8%	29 6%	82 7%	16 5%	14 6%	5 5%	19 6%	6 6%	53 7%	39 8%	14 6%
Very difficult	50 3%	12 2%	36 3%	8 3%	4 2%	1 1%	11 3%	1 1%	24 3%	19 4%	5 2%
TOTAL EASY	1420 87%	464 90%	1095 89%	277 91%	187 89%	88 93%	291 90%	84 89%	631 87%	428 87%	203 89%
TOTAL DIFFICULT	177 11%	42 8%	118 10%	24 8%	18 8%	6 6%	29 9%	6 7%	77 11%	58 12%	19 8%
Don't know	37 2%	8 1%	23 2%	3 1%	4 2%	1 1%	3 1%	4 5% ab	15 2%	9 2%	6 3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	-a	-b	-c	-d	-a	-b
Unweighted row	1878	202	266	338	207	131	115	150	200	-	-	-	-	-	-
Effective Weighted Sample	1745	199	264	333	207	131	115	150	200	-	-	-	-	-	-
Total	1635	172	248	302	202	100	87	114	285	-	-	-	-	-	-
Very easy	659	69	104	118	74	44	41	35	98	**	**	**	**	**	**
	40%	40%	42%	39%	37%	44%	47%	31%	35%	**	**	**	**	**	**
Fairly easy	761	81	121	138	98	40	39	52	140	**	**	**	**	**	**
	47%	47%	49%	46%	48%	40%	44%	46%	49%	**	**	**	**	**	**
Fairly difficult	127	15	12	26	19	8	5	15	30	**	**	**	**	**	**
	8%	9%	5%	9%	9%	8%	6%	13%	11%	**	**	**	**	**	**
					b										
Very difficult	50	5	9	11	7	4	1	5	9	**	**	**	**	**	**
	3%	3%	3%	4%	3%	4%	1%	5%	3%	**	**	**	**	**	**
TOTAL EASY	1420	150	225	256	172	84	80	87	238	**	**	**	**	**	**
	87%	87%	90%	85%	85%	85%	91%	77%	84%	**	**	**	**	**	**
			c												
TOTAL DIFFICULT	177	20	20	37	25	11	6	21	38	**	**	**	**	**	**
	11%	11%	8%	12%	13%	11%	7%	18%	14%	**	**	**	**	**	**
Don't know	37	2	4	9	5	4	2	6	9	**	**	**	**	**	**
	2%	1%	1%	3%	2%	4%	2%	5%	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		~a	~b	~a	~b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	1878	-	-	-	-	823	1052	920	658	296	636	548	258	431	1184	689
Effective Weighted Sample	1745	-	-	-	-	765	978	846	620	280	591	508	240	401	1100	642
Total	1635	-	-	-	-	717	915	831	552	248	564	481	219	366	1045	586
Very easy	659 40%	** **	** **	** **	** **	295 41%	364 40%	277 33%	258 47% a	123 49% a	215 38%	175 36%	95 43%	173 47% abe	390 37%	268 46% abe
Fairly easy	761 47%	** **	** **	** **	** **	323 45%	436 48%	443 53% bc	219 40%	98 39%	276 49% df	243 51% df	100 46%	140 38%	519 50% df	240 41%
Fairly difficult	127 8%	** **	** **	** **	** **	58 8%	69 8%	72 9% c	43 8%	12 5%	47 8%	39 8%	15 7%	27 7%	85 8%	42 7%
Very difficult	50 3%	** **	** **	** **	** **	23 3%	27 3%	16 2% a	24 4%	10 4%	18 3%	13 3%	6 3%	12 3%	31 3%	18 3%
TOTAL EASY	1420 87%	** **	** **	** **	** **	618 86%	800 87%	720 87%	476 86%	220 89%	490 87%	419 87%	195 89%	313 86%	909 87%	508 87%
TOTAL DIFFICULT	177 11%	** **	** **	** **	** **	81 11%	97 11%	89 11%	67 12%	21 9%	65 12%	52 11%	21 9%	39 11%	117 11%	60 10%
Don't know	37 2%	** **	** **	** **	** **	18 3%	19 2%	22 3%	8 1%	7 3%	9 2%	11 2%	4 2%	14 4% ae	20 2%	17 3%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	1878	1579	150	101	48	1676	202	708	1135
Effective Weighted Sample	1745	1465	142	94	44	1556	190	652	1060
Total	1635	1380	127	87	41	1454	181	625	982
Very easy	659 40%	554 40%	48 38%	37 42%	** **	580 40%	79 44%	247 39%	404 41%
Fairly easy	761 47%	646 47%	60 48%	38 43%	** **	680 47%	81 45%	279 45%	468 48%
Fairly difficult	127 8%	108 8%	10 8%	9 10%	** **	121 8% b	6 4%	59 10% b	67 7%
Very difficult	50 3%	41 3%	4 3%	4 5%	** **	41 3%	9 5%	28 4% b	21 2%
TOTAL EASY	1420 87%	1200 87%	109 86%	75 86%	** **	1260 87%	160 88%	525 84%	872 89% a
TOTAL DIFFICULT	177 11%	150 11%	14 11%	13 14%	** **	162 11%	15 8%	87 14% b	88 9%
Don't know	37 2%	31 2%	4 3%	- -%	** **	32 2%	6 3%	13 2%	22 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about their switching experience in the last six months - including movers and other switchers

	Total	DIFFICULTIES EXPERIENCED				NEITHER MAJOR NOR	
		ANY MAJOR	ANY MAJOR PROCESS	ANY MAJOR OR MINOR	ANY PROCESS	MINOR	NO PROCESS
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	1878	640	383	1168	864	710	1014
Effective Weighted Sample	1745	587	350	1080	796	666	954
Total	1635	581	359	1030	782	605	853
Very easy	659 40%	138 24%	71 20%	263 26%	152 19%	396 65%	507 59%
		d		bd		abcdf	abcd
Fairly easy	761 47%	283 49%	166 46%	580 56%	455 58%	182 30%	307 36%
		ef	ef	abef	abef		e
Fairly difficult	127 8%	99 17%	73 20%	121 12%	113 14%	6 1%	14 2%
		cef	cdef	ef	ef		
Very difficult	50 3%	49 9%	42 12%	49 5%	49 6%	1 *%	1 *%
		cef	cdef	ef	ef		
TOTAL EASY	1420 87%	421 72%	237 66%	843 82%	606 78%	578 95%	814 95%
		b		abd	ab	abcd	abcd
TOTAL DIFFICULT	177 11%	148 25%	114 32%	171 17%	162 21%	7 1%	15 2%
		cdef	acdef	ef	cef		
Don't know	37 2%	12 2%	7 2%	17 2%	13 2%	21 3%	24 3%
						cd	

Columns Tested: a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about switching their fixed (Dual Play, Triple Play or Pay TV) service in the last six months

	Total	DIFFICULTIES EXPERIENCED				NEITHER MAJOR NOR	
		ANY MAJOR	ANY MAJOR PROCESS	ANY MAJOR OR MINOR	ANY PROCESS	MINOR	NO PROCESS
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	722	226	104	432	275	290	447
Effective Weighted Sample	690	216	100	413	263	278	427
Total	513	157	71	303	189	210	324
Very easy	234 46%	49 31%	18 26%	96 32%	42 22%	138 66%	192 59%
		d		d		abcd	abcd
Fairly easy	230 45%	73 47%	26 37%	165 54%	109 58%	64 31%	120 37%
		ef		bef	abef		
Fairly difficult	29 6%	21 13%	15 21%	26 9%	24 13%	3 1%	5 2%
		ef	cdef	ef	ef		
Very difficult	12 2%	12 8%	11 15%	12 4%	12 7%	- -%	- -%
		cef	acdef	ef	ef		
TOTAL EASY	464 90%	122 78%	44 63%	261 86%	151 80%	203 97%	313 97%
		b		abd	b	abcd	abcd
TOTAL DIFFICULT	42 8%	34 21%	26 37%	39 13%	36 19%	3 1%	5 2%
		cef	acdef	ef	cef		
Don't know	8 1%	1 1%	1 1%	3 1%	2 1%	4 2%	6 2%

Columns Tested: a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q52. How would you rate your overall switching experience – from the point you decided you wanted to switch to the point you were using your new provider's services?

Base: Those interviewed about switching their mobile phone service in the last six months

	Total	DIFFICULTIES EXPERIENCED				NEITHER MAJOR NOR	
		ANY MAJOR	ANY MAJOR PROCESS	ANY MAJOR OR MINOR	ANY PROCESS	MINOR	NO PROCESS
Significance Level: 95%		a	b	c	d	e	f
Unweighted row	806	247	154	485	369	321	437
Effective Weighted Sample	795	244	152	479	365	316	431
Total	723	225	139	439	336	283	387
Very easy	292 40%	43 19%	20 14%	99 23% bd	55 16%	192 68%	237 61% abcd
Fairly easy	340 47%	112 50% ef	66 47% ef	258 59% abef	205 61% abef	81 29%	135 35%
Fairly difficult	53 7%	42 19% cef	32 23% cdef	52 12% ef	48 14% ef	1 *%	4 1%
Very difficult	24 3%	24 11% cef	19 14% cdef	24 5% ef	24 7% ef	- -%	- -%
TOTAL EASY	631 87%	155 69%	85 61%	358 81% ab	260 77% ab	274 97% abcd	372 96% abcd
TOTAL DIFFICULT	77 11%	66 29% cdef	51 36% cdef	76 17% ef	72 22% ef	1 *%	4 1%
Don't know	15 2%	4 2%	3 2%	6 1%	4 1%	9 3%	11 3%

Columns Tested: a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Very satisfied	1394 41%	289 56%	718 58%	175 57%	114 54%	58 61%	178 55%	53 55%	429 59%	280 57%	150 66% b
Fairly satisfied	1531 45%	184 36%	410 33%	101 33%	83 40%	32 34%	115 36%	37 39%	226 31%	166 34% c	60 26%
Fairly dissatisfied	269 8%	23 5%	61 5%	17 6%	7 3%	3 3%	18 6%	3 3%	37 5%	31 6% c	6 3%
Very dissatisfied	122 4%	11 2%	29 2%	8 3%	3 2%	2 2%	8 3%	1 1%	18 2%	11 2%	7 3%
TOTAL SATISFIED	2925 86%	473 92%	1128 91%	276 91%	197 94%	90 95%	293 91%	89 94%	656 91%	446 90%	210 92%
TOTAL DISSATISFIED	391 12%	34 7%	89 7%	25 8%	10 5%	5 5%	26 8% c	3 3%	55 8%	42 8%	13 6%
Don't know	67 2%	6 1%	18 1%	4 1%	3 1%	- -%	4 1%	3 3% a	12 2%	7 1%	5 2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Very satisfied	1394	94	163	172	104	68	52	52	125	327	186	141	498	245	83
	41%	55%	66%	57%	51%	69%	60%	46%	44%	34%	32%	39%	28%	38%	27%
			acd			acd				d		bd		b	
Fairly satisfied	1531	59	69	98	76	22	27	40	118	492	310	182	963	328	164
	45%	34%	28%	33%	38%	22%	31%	35%	42%	52%	53%	50%	55%	51%	53%
		e		e	be										
Fairly dissatisfied	269	12	8	18	15	3	3	12	24	78	57	22	172	45	33
	8%	7%	3%	6%	7%	3%	3%	11%	9%	8%	10%	6%	10%	7%	11%
				b	b								c		a
Very dissatisfied	122	5	4	9	6	3	3	5	13	40	27	13	75	18	22
	4%	3%	1%	3%	3%	3%	3%	5%	5%	4%	5%	4%	4%	3%	7%
				a											a
TOTAL SATISFIED	2925	153	232	270	180	90	80	92	244	819	497	322	1461	573	246
	86%	89%	93%	90%	89%	91%	91%	81%	86%	86%	84%	89%	84%	89%	80%
												bd		b	
TOTAL DISSATISFIED	391	17	12	27	21	6	6	17	37	118	83	35	247	63	55
	12%	10%	5%	9%	10%	6%	7%	15%	13%	12%	14%	10%	14%	10%	18%
		b		b	b						c		c		a
Don't know	67	2	5	5	2	3	2	5	4	12	9	4	40	5	8
	2%	1%	2%	2%	1%	3%	2%	4%	2%	1%	2%	1%	2%	1%	2%
															a

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Very satisfied	1394	153	33	91	49	623	771	626	499	267	502	392	200	298	894	498
	41%	35%	21%	44%	33%	39%	44%	40%	41%	45%	39%	42%	41%	44%	40%	43%
		b		a			a			a			a			
Fairly satisfied	1531	228	82	100	82	736	793	746	528	256	611	404	213	302	1015	515
	45%	53%	52%	48%	54%	46%	45%	47%	44%	43%	48%	44%	43%	45%	46%	44%
Fairly dissatisfied	269	33	24	12	10	137	130	128	102	38	97	84	47	39	181	86
	8%	8%	15%	6%	6%	8%	7%	8%	8%	6%	8%	9%	10%	6%	8%	7%
			a									d	d		d	
Very dissatisfied	122	13	13	5	8	74	49	44	52	26	44	24	23	31	68	54
	4%	3%	9%	2%	6%	5%	3%	3%	4%	4%	3%	3%	5%	5%	3%	5%
			a			b			a			b	b	b		be
TOTAL SATISFIED	2925	381	115	191	131	1359	1564	1372	1027	523	1112	797	413	600	1909	1013
	86%	88%	73%	91%	87%	84%	88%	87%	85%	88%	87%	86%	84%	88%	86%	87%
		b					a						c			
TOTAL DISSATISFIED	391	46	37	17	18	210	179	172	154	64	142	108	70	69	249	140
	12%	11%	23%	8%	12%	13%	10%	11%	13%	11%	11%	12%	14%	10%	11%	12%
			a			b						d				
Don't know	67	4	5	1	2	41	26	37	22	8	26	23	8	9	49	17
	2%	1%	3%	1%	2%	3%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%
			a			b										

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q53. Overall, how satisfied are you with your decision to switch/ to stay with your provider?

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Very satisfied	1394 41%	1183 41%	103 40%	80 42%	** **	1216 41%	178 44%	493 41%	888 41%
Fairly satisfied	1531 45%	1302 46%	116 45%	73 38%	** **	1363 46%	169 41%	506 43%	1000 47% a
Fairly dissatisfied	269 8%	218 8%	20 8%	24 13% a	** **	235 8%	34 8%	120 10% b	141 7%
Very dissatisfied	122 4%	103 4%	11 4%	7 4%	** **	99 3%	23 6% a	51 4%	69 3%
TOTAL SATISFIED	2925 86%	2485 87% c	219 85%	153 81%	** **	2579 87%	346 85%	999 84%	1888 88% a
TOTAL DISSATISFIED	391 12%	320 11%	31 12%	32 17% a	** **	334 11%	57 14%	171 14% b	210 10%
Don't know	67 2%	48 2%	9 3%	5 2%	** **	63 2%	5 1%	20 2%	45 2%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Breathlessness or chest pains	294 9%	48 9%	105 9%	26 9%	22 10%	13 14% b	23 7%	12 13% b	57 8%	32 7%	25 11% b
Poor vision, partial sight or blindness	243 7%	29 6%	81 7%	14 5%	15 7%	4 5%	16 5%	8 9%	52 7%	36 7%	16 7%
Difficulty in speaking or communicating	165 5%	20 4%	48 4%	10 3%	10 5%	2 2%	12 4%	6 6%	29 4%	20 4%	9 4%
Poor hearing, partial hearing or deafness	219 6%	34 7%	78 6%	16 5%	18 9%	7 8%	14 4%	12 13% b	44 6%	26 5%	17 8%
Cannot walk at all/ use a wheelchair	111 3%	10 2%	36 3%	4 1%	6 3%	1 1%	5 1%	4 5% ab	27 4% c	23 5% c	3 1%
Cannot walk very far or manage stairs or can only do so with difficulty	374 11%	65 13%	151 12%	43 14%	21 10%	14 15%	42 13%	8 9%	86 12%	55 11%	31 14%
Limited ability to reach	153 5%	27 5%	63 5%	19 6%	8 4%	7 7%	17 5%	3 3%	36 5%	23 5%	13 6%
Mental health problems or difficulties	323 10%	58 11%	136 11%	30 10%	28 13%	15 15%	34 10%	9 10%	78 11%	41 8%	37 16% ab
Dyslexia	75 2%	14 3%	24 2%	6 2%	7 3%	4 4% b	5 2%	4 5% b	10 1%	4 1%	6 3% b
Learning difficulties	46 1%	5 1%	17 1%	1 *% a	4 2%	- -%	1 *% a	4 4% ab	11 2%	7 1%	5 2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Difficulty using a telephone handset, television remote control, computer keyboard etc.	26 1%	5 1%	11 1%	1 *%	3 2%	2 2%	2 1%	1 1%	6 1%	3 1%	3 1%
Other illnesses/ health problems which limit your daily activities/ work you can do	357 11%	64 13%	141 11%	43 14%	21 10%	15 15%	41 13%	8 9%	76 11%	50 10%	27 12%
None	2143 63%	332 65%	768 62%	200 66%	132 63%	56 59%	218 67%	58 61%	436 60%	317 64%	119 52%
Prefer not to say	51 2%	10 2%	25 2%	7 2%	3 1%	2 2%	7 2%	1 1%	15 2%	9 2%	6 3%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Breathlessness or chest pains	294	18	18	22	9	13	10	9	47	74	50	24	133	54	20
	9%	10%	7%	7%	4%	13%	11%	8%	17%	8%	8%	7%	8%	8%	7%
		d				cd	d		a						
Poor vision, partial sight or blindness	243	18	10	25	16	9	6	8	43	53	29	24	111	37	16
	7%	10%	4%	8%	8%	9%	7%	7%	15%	6%	5%	7%	6%	6%	5%
		b		b		b			a						
Difficulty in speaking or communicating	165	7	4	17	12	5	2	8	37	30	23	7	72	21	9
	5%	4%	2%	6%	6%	5%	3%	7%	13%	3%	4%	2%	4%	3%	3%
				b	b										
Poor hearing, partial hearing or deafness	219	13	16	15	8	7	8	8	30	68	43	25	103	52	16
	6%	8%	6%	5%	4%	7%	10%	7%	11%	7%	7%	7%	6%	8%	5%
							d								
Cannot walk at all/ use a wheelchair	111	7	4	15	14	2	2	5	21	18	11	7	48	15	3
	3%	4%	2%	5%	7%	2%	2%	5%	8%	2%	2%	2%	3%	2%	1%
				b	bef										
Cannot walk very far or manage stairs or can only do so with difficulty	374	18	27	40	27	13	11	8	38	91	66	25	177	65	26
	11%	11%	11%	13%	14%	13%	13%	7%	14%	10%	11%	7%	10%	10%	8%
											c				
Limited ability to reach	153	8	11	17	12	5	5	5	20	33	24	8	65	26	6
	5%	5%	4%	6%	6%	5%	6%	5%	7%	3%	4%	2%	4%	4%	2%
Mental health problems or difficulties	323	20	25	33	19	14	15	13	38	88	49	38	136	65	23
	10%	12%	10%	11%	9%	15%	17%	11%	14%	9%	8%	11%	8%	10%	7%
							bd								
Dyslexia	75	4	1	5	3	2	4	5	4	26	16	10	43	20	5
	2%	2%	*%	2%	1%	2%	4%	4%	2%	3%	3%	3%	2%	3%	2%
							b								

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Learning difficulties	46	5	-	7	6	1	4	3	7	14	9	5	19	9	5
	1%	3%	-%	2%	3%	1%	4%	3%	3%	1%	2%	1%	1%	1%	2%
		b		b	b		b								
Difficulty using a telephone handset, television remote control, computer keyboard etc.	26	1	3	2	-	2	-	1	6	6	2	4	8	4	1
	1%	1%	1%	1%	-%	2%	-%	1%	2%	1%	*%	1%	*%	1%	*%
						d									
Other illnesses/ health problems which limit your daily activities/ work you can do	357	12	28	36	22	14	8	9	27	98	67	31	180	73	25
	11%	7%	11%	12%	11%	15%	10%	8%	10%	10%	11%	9%	10%	11%	8%
						a									
None	2143	95	171	170	119	51	43	68	145	626	374	251	1162	411	215
	63%	55%	69%	56%	59%	51%	49%	60%	51%	66%	64%	70%	66%	64%	70%
			acdef												
Prefer not to say	51	6	2	7	5	2	4	3	-	16	15	1	23	14	2
	2%	3%	1%	2%	2%	2%	4%	3%	-%	2%	3%	*%	1%	2%	1%
		b					b	b			cd				

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Breathlessness or chest pains	294 9%	37 9%	13 8%	17 8%	7 5%	131 8%	162 9%	125 8%	106 9%	63 11%	89 7%	67 7%	52 11% abe	85 13% abe	156 7%	137 12% abe
Poor vision, partial sight or blindness	243 7%	21 5%	8 5%	16 7%	8 6%	101 6%	142 8%	146 9% bc	60 5%	37 6%	97 8% b	49 5%	36 7%	61 9% be	147 7%	97 8% b
Difficulty in speaking or communicating	165 5%	18 4%	5 3%	4 2%	4 2%	79 5%	86 5%	124 8% bc	38 3% c	3 *%	74 6% b	31 3%	31 6% b	28 4%	105 5%	59 5%
Poor hearing, partial hearing or deafness	219 6%	32 7%	11 7%	20 10% b	5 3%	125 8% b	93 5%	87 6%	61 5%	71 12% ab	72 6%	52 6%	42 8% abe	53 8% e	124 6%	94 8% abe
Cannot walk at all/ use a wheelchair	111 3%	9 2%	2 1%	6 3%	1 1%	46 3%	65 4%	83 5% bc	22 2%	5 1%	58 5% bd	16 2%	22 5% bd	15 2%	74 3% b	37 3% b
Cannot walk very far or manage stairs or can only do so with difficulty	374 11%	46 11%	20 12%	19 9%	6 4%	166 10%	208 12%	109 7%	162 13% a	102 17% ab	99 8%	92 10%	54 11% a	128 19% abce	191 9%	182 16% abce
Limited ability to reach	153 5%	18 4%	6 4%	8 4% b	- -%	58 4%	94 5% a	64 4%	64 5%	25 4%	46 4%	22 2%	30 6% abe	54 8% abe	68 3%	84 7% abe
Mental health problems or difficulties	323 10%	37 9%	12 8%	28 13%	11 7%	112 7%	210 12% a	206 13% bc	107 9% c	11 2%	85 7%	68 7%	50 10% ae	121 18% abce	153 7%	170 15% abce
Dyslexia	75 2%	13 3%	3 2%	7 3%	2 2%	41 3%	34 2%	60 4% bc	12 1%	4 1%	32 3% b	11 1%	14 3% b	19 3% b	43 2%	32 3% b

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Learning difficulties	46	6	3	2	2	23	23	37	9	-	12	9	11	13	21	24
	1%	1%	2%	1%	2%	1%	1%	2%	1%	-%	1%	1%	2%	2%	1%	2%
								bc	c				ae	e		ae
Difficulty using a telephone handset, television remote control, computer keyboard etc.	26	1	1	4	-	12	14	14	9	2	5	7	9	6	11	15
	1%	*%	1%	2%	-%	1%	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%
													ae			ae
Other illnesses/ health problems which limit your daily activities/ work you can do	357	49	18	24	7	133	223	103	187	67	71	103	57	125	173	182
	11%	11%	11%	11%	5%	8%	13%	7%	16%	11%	6%	11%	12%	18%	8%	16%
				b			a		ac	a		ae	ae	abce	a	abce
None	2143	275	100	136	115	1078	1065	973	790	377	881	622	292	347	1502	640
	63%	64%	63%	65%	76%	67%	60%	62%	66%	63%	69%	67%	60%	51%	68%	55%
				a	a	b			a		cdf	cdf	d		cdf	
Prefer not to say	51	13	2	1	-	17	34	22	24	5	19	13	7	8	33	15
	2%	3%	2%	1%	-%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	1%
							a		c							

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Breathlessness or chest pains	294 9%	233 8%	29 11%	23 12%	** **	269 9%	25 6%	294 25% b	- -%
Poor vision, partial sight or blindness	243 7%	202 7%	15 6%	20 11%	** **	221 7%	22 5%	243 20% b	- -%
Difficulty in speaking or communicating	165 5%	134 5%	15 6%	14 7%	** **	152 5%	13 3%	165 14% b	- -%
Poor hearing, partial hearing or deafness	219 6%	179 6%	16 6%	19 10% a	** **	198 7%	21 5%	219 18% b	- -%
Cannot walk at all/ use a wheelchair	111 3%	94 3%	7 3%	2 1%	** **	102 3%	10 2%	111 9% b	- -%
Cannot walk very far or manage stairs or can only do so with difficulty	374 11%	306 11%	30 12%	24 12%	** **	329 11%	45 11%	374 31% b	- -%
Limited ability to reach	153 5%	124 4%	9 3%	10 6%	** **	142 5%	12 3%	153 13% b	- -%
Mental health problems or difficulties	323 10%	275 10%	27 10%	13 7%	** **	299 10% b	24 6%	323 27% b	- -%
Dyslexia	75 2%	60 2%	3 1%	5 3%	** **	59 2%	16 4% a	75 6% b	- -%
Learning difficulties	46 1%	35 1%	3 1%	6 3% a	** **	43 1%	2 1%	46 4% b	- -%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. Which of these, if any, limit your daily activities or the work you can do? (MULTI CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Difficulty using a telephone handset, television remote control, computer keyboard etc.	26	20	2	3	**	22	4	26	-
	1%	1%	1%	1%	**	1%	1%	2% b	-%
Other illnesses/ health problems which limit your daily activities/ work you can do	357	288	27	28	**	320	36	357	-
	11%	10%	10%	15% a	**	11%	9%	30% b	-%
None	2143	1834	165	101	**	1865	279	-	2143
	63%	64% c	64% c	53%	**	63%	68% a	-%	100% a
Prefer not to say	51	41	6	2	**	45	6	-	-
	2%	1%	2%	1%	**	2%	1%	-%	-%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
		a	b	a	b	a	b	c	a	b	c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
WHITE											
British	1684	253	591	149	104	52	156	44	338	224	114
	50%	49%	48%	49%	50%	55%	48%	47%	47%	45%	50%
English	989	147	356	87	60	27	91	29	208	148	61
	29%	29%	29%	29%	29%	28%	28%	31%	29%	30%	27%
Scottish	173	27	74	17	9	4	19	4	48	33	14
	5%	5%	6%	6%	4%	4%	6%	4%	7%	7%	6%
Welsh	92	23	38	14	9	3	17	4	15	9	6
	3%	5%	3%	5%	4%	3%	5%	4%	2%	2%	3%
Irish	41	11	21	7	4	3	5	3	10	7	3
	1%	2%	2%	2%	2%	3%	2%	3%	1%	1%	1%
Gypsy, Traveller or Irish Traveller	2	-	1	-	-	-	-	-	1	1	-
	*%	-%	*%	-%	-%	-%	-%	-%	*%	*%	-%
Any other white background	87	11	32	8	3	2	9	1	21	14	7
	3%	2%	3%	3%	2%	2%	3%	1%	3%	3%	3%
MIXED/ MULTIPLE ETHNIC GROUPS											
White and Black Caribbean	11	1	5	-	1	1	-	-	4	2	2
	*%	*%	*%	-%	*%	1%	-%	-%	1%	*%	1%
White and Black African	7	2	5	2	-	1	2	-	3	2	1
	*%	*%	*%	1%	-%	1%	1%	-%	*%	*%	*%
White and Asian	17	3	7	2	1	1	2	1	4	3	2
	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	5	1	2	-	1	-	1	1	1	1	-
	*%	*%	*%	-%	1%	-%	*%	1%	*%	*%	-%
ASIAN AND BRITISH ASIAN											
Indian	64	6	20	2	5	1	4	2	14	12	2
	2%	1%	2%	1%	2%	1%	1%	2%	2%	2%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
Pakistani	46 1%	7 1%	19 2%	3 1%	4 2%	1 1%	3 1%	3 3%	12 2%	8 2%	5 2%
Bangladeshi	6 *%	- -%	3 *%	- -%	- -%	- -%	- -%	- -%	3 *%	2 *%	1 *%
Any other Asian background	19 1%	1 *%	7 1%	1 *%	1 *%	- -%	1 *%	- -%	5 1%	4 1%	2 1%
BLACK AND BLACK BRITISH											
Caribbean	24 1%	2 *%	6 *%	2 1%	1 *%	- -%	2 1%	1 1%	4 1%	3 1%	1 *%
African	49 1%	4 1%	17 1%	2 1%	2 1%	- -%	2 1%	2 2%	13 2%	10 2%	3 1%
Any other Black/ African/ Caribbean background	1 *%	1 *%	1 *%	- -%	1 1%	- -%	1 *%	1 1%	- -%	- -%	- -%
OTHER ETHNIC GROUP											
Other ethnic group	22 1%	6 1%	12 1%	4 1%	2 1%	1 1%	5 1%	1 1%	6 1%	5 1%	1 *%
Prefer not to say	43 1%	5 1%	18 1%	4 1%	1 1%	1 1%	4 1%	- -%	13 2%	9 2%	5 2%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
WHITE															
British	1684	73	120	144	89	55	37	57	164	447	266	182	873	304	143
	50%	43%	48%	48%	44%	56% adf	43%	50%	58%	47%	45%	50%	50% b	47%	46%
English	989	50	83	75	55	21	27	27	61	304	204	100	545	209	95
	29%	29%	34% ce	25%	27%	21%	31%	23%	22%	32%	35% c	28%	31%	33%	31%
Scottish	173	8	15	25	16	9	4	8	3	59	40	19	88	38	21
	5%	4%	6%	8%	8%	9%	4%	7% b	1%	6%	7%	5%	5%	6%	7%
Welsh	92	4	5	5	2	3	2	4	7	22	16	6	43	16	6
	3%	3%	2%	2%	1%	3%	2%	3%	3%	2%	3%	2%	2%	2%	2%
Irish	41	2	1	6	5	2	2	1	3	10	6	4	17	3	6
	1%	1%	*%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2% a
Gypsy, Traveller or Irish Traveller	2	-	-	1	1	-	-	-	-	1	-	1	1	-	1
	*%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%	*%	-%	*%
Any other white background	87	7	9	5	4	1	4	3	11	29	16	13	41	18	11
	3%	4%	4%	2%	2%	1%	4%	3%	4%	3%	3%	4%	2%	3%	4%
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	11	2	-	2	1	2	1	2	-	3	1	2	5	3	-
	*%	1%	-%	1%	*%	2% b	1%	1%	-%	*%	*%	1%	*%	1%	-%
White and Black African	7	1	-	2	1	1	-	1	-	1	-	1	1	1	-
	*%	1%	-%	1%	*%	1%	-%	1%	-%	*%	-%	*%	*%	*%	-%
White and Asian	17	3	1	1	-	1	1	-	4	3	1	1	5	2	1
	1%	2%	*%	*%	-%	1%	1%	-%	2%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS			DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO	
		a	b	c	d	e	f	a	b	a	b	c	d	a	b	
Significance Level: 95%																
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351	
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323	
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309	
Any other mixed/ multiple ethnic background	5	-	-	1	1	-	-	-	1	2	2	-	2	2	-	
	%	-%	-%	%	%	-%	-%	-%	1%	%	%	-%	%	%	-%	
ASIAN AND BRITISH ASIAN																
Indian	64	2	1	12	11	1	2	2	13	14	8	6	29	12	3	
	2%	1%	%	4%	5%	1%	2%	2%	5%	1%	1%	2%	2%	2%	1%	
				ab	abe											
Pakistani	46	5	3	4	3	2	3	4	6	9	4	5	17	3	6	
	1%	3%	1%	1%	1%	2%	3%	3%	2%	1%	1%	1%	1%	1%	2%	
															a	
Bangladeshi	6	1	-	2	1	1	-	2	-	2	2	-	2	1	1	
	%	1%	-%	1%	%	1%	-%	1%	-%	%	%	-%	%	%	%	
Any other Asian background	19	2	-	4	3	1	1	-	1	4	3	1	11	3	2	
	1%	1%	-%	1%	1%	1%	1%	-%	1%	%	1%	%	1%	%	1%	
					b											
BLACK AND BLACK BRITISH																
Caribbean	24	-	2	2	2	-	-	2	6	8	3	5	11	6	1	
	1%	-%	1%	1%	1%	-%	-%	1%	2%	1%	%	1%	1%	1%	%	
African	49	3	6	4	3	2	1	-	3	9	3	6	29	7	2	
	1%	2%	2%	1%	1%	2%	1%	-%	1%	1%	1%	2%	2%	1%	1%	
												b				
Any other Black/ African/ Caribbean background	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	
OTHER ETHNIC GROUP																
Other ethnic group	22	2	1	3	3	-	1	1	-	9	7	1	10	6	3	
	1%	1%	%	1%	1%	-%	1%	1%	-%	1%	1%	%	1%	1%	1%	
Prefer not to say	43	9	1	4	3	1	4	3	1	14	7	7	20	8	6	
	1%	5%	%	1%	1%	1%	4%	3%	1%	1%	1%	2%	1%	1%	2%	
		bcde					bc									

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
WHITE																
British	1684 50%	190 44%	76 48%	114 55%	67 44%	782 49%	901 51%	828 52% c	596 50% c	259 44%	663 52%	446 48%	249 51%	324 48%	1110 50%	573 49%
English	989 29%	153 36%	51 32%	55 26%	45 29%	523 32% b	465 26%	301 19%	427 35% a	259 44% ab	323 25%	283 30% a	153 31% a	229 34% ae	606 27%	382 33% ae
Scottish	173 5%	32 7%	8 5%	6 3%	13 9% a	80 5%	92 5%	68 4%	66 5%	40 7% a	69 5%	46 5%	27 5%	30 4%	116 5%	57 5%
Welsh	92 3%	12 3%	4 2%	4 2%	2 2%	46 3%	45 3%	35 2%	33 3%	24 4% a	27 2%	24 3%	14 3%	26 4% ae	51 2%	40 3% a
Irish	41 1%	3 1%	3 2%	- -%	4 2% a	19 1%	22 1%	23 1%	15 1%	3 1%	19 2%	13 1%	3 1%	6 1%	32 1%	9 1%
Gypsy, Traveller or Irish Traveller	2 *%	- -%	- -%	- -%	1 1%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	1 *%	1 *%	- -%	1 *%	1 *%
Any other white background	87 3%	12 3%	4 2%	6 3%	7 5%	26 2%	61 3% a	65 4% bc	17 1%	6 1%	37 3% df	32 3% df	11 2%	8 1%	69 3% df	19 2%
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	11 *%	1 *%	- -%	2 1%	- -%	4 *%	6 *%	9 1%	2 *%	- -%	5 *%	2 *%	2 *%	3 *%	6 *%	4 *%
White and Black African	7 *%	- -%	- -%	1 1%	- -%	2 *%	5 *%	5 *%	2 *%	- -%	2 *%	1 *%	1 *%	3 *%	3 *%	4 *%
White and Asian	17 1%	1 *%	1 *%	1 1%	- -%	7 *%	9 *%	11 1% c	6 *%	- -%	9 1%	2 *%	1 *%	5 1%	11 1%	6 1%

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
WHITE									
British	1684	1472	86	68	**	1477	207	588	1070
	50%	52%	33%	36%	**	50%	51%	49%	50%
		bc							
English	989	940	11	34	**	853	136	349	627
	29%	33%	4%	18%	**	29%	33%	29%	29%
		bc		b					
Scottish	173	26	142	4	**	146	27	66	105
	5%	1%	55%	2%	**	5%	7%	6%	5%
			ac						
Welsh	92	20	1	71	**	78	14	42	48
	3%	1%	1%	37%	**	3%	3%	4%	2%
				ab				b	
Irish	41	21	1	2	**	35	6	18	21
	1%	1%	1%	1%	**	1%	2%	2%	1%
Gypsy, Traveller or Irish Traveller	2	1	-	1	**	2	-	2	-
	*%	*%	-%	1%	**	*%	-%	*%	-%
				a				b	
Any other white background	87	77	6	3	**	80	7	25	62
	3%	3%	2%	1%	**	3%	2%	2%	3%
MIXED/ MULTIPLE ETHNIC GROUPS									
White and Black Caribbean	11	9	-	1	**	11	-	4	7
	*%	*%	-%	1%	**	*%	-%	*%	*%
White and Black African	7	6	1	-	**	7	-	4	3
	*%	*%	*%	-%	**	*%	-%	*%	*%
White and Asian	17	17	-	1	**	16	1	5	12
	1%	1%	-%	*%	**	1%	*%	*%	1%
Any other mixed/ multiple ethnic background	5	4	1	-	**	4	1	1	4
	*%	*%	*%	-%	**	*%	*%	*%	*%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Which one of these groups best describes your ethnic group or background? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
ASIAN AND BRITISH ASIAN									
Indian	64	59	2	1	**	62	2	31	33
	2%	2%	1%	1%	**	2%	*%	3%	2%
						b		b	
Pakistani	46	43	1	2	**	44	2	14	31
	1%	1%	*%	1%	**	1%	1%	1%	1%
Bangladeshi	6	6	-	-	**	6	-	3	3
	*%	*%	-%	-%	**	*%	-%	*%	*%
Any other Asian background	19	18	1	-	**	19	-	1	18
	1%	1%	*%	-%	**	1%	-%	*%	1%
									a
BLACK AND BLACK BRITISH									
Caribbean	24	24	-	-	**	24	-	6	18
	1%	1%	-%	-%	**	1%	-%	1%	1%
African	49	47	2	-	**	48	1	16	32
	1%	2%	1%	-%	**	2%	*%	1%	2%
						b			
Any other Black/ African/ Caribbean background	1	1	-	-	**	1	-	-	1
	*%	*%	-%	-%	**	*%	-%	-%	*%
OTHER ETHNIC GROUP									
Other ethnic group	22	22	-	-	**	20	2	5	18
	1%	1%	-%	-%	**	1%	1%	*%	1%
Prefer not to say	43	39	3	1	**	41	2	9	30
	1%	1%	1%	1%	**	1%	1%	1%	1%

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
In full time employment	1486	202	487	120	82	36	126	41	286	210	75
	44%	39%	39%	40%	39%	38%	39%	43%	39%	42%	33%
In part time employment	551	92	205	53	40	12	61	19	112	78	34
	16%	18%	17%	17%	19%	13%	19%	20%	16%	16%	15%
Unemployed	164	31	81	22	8	7	21	3	50	28	22
	5%	6%	7%	7%	4%	7%	6%	3%	7%	6%	10%
A student	154	21	63	7	14	5	7	8	42	24	17
	5%	4%	5%	2%	7%	6%	2%	9%	6%	5%	8%
Full- time responsibility for home/ family	229	46	98	25	21	8	30	9	52	30	21
	7%	9%	8%	8%	10%	8%	9%	9%	7%	6%	9%
Retired	693	101	257	62	39	22	66	13	156	111	46
	20%	20%	21%	20%	19%	23%	20%	13%	22%	22%	20%
Other	94	16	41	11	5	4	10	3	24	13	11
	3%	3%	3%	4%	3%	4%	3%	3%	3%	3%	5%
Prefer not to say	13	3	4	3	1	1	3	-	1	-	1
	*%	1%	*%	1%	*%	1%	1%	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
In full time employment	1486	56	91	139	98	41	21	57	162	407	235	172	779	271	136
	44%	32%	37%	46%	48%	41%	23%	50%	57%	43%	40%	48%	45%	42%	44%
			f	abf	abf	f						b	b		
In part time employment	551	25	40	47	33	14	14	21	41	148	98	51	284	107	41
	16%	15%	16%	16%	16%	14%	16%	19%	15%	16%	17%	14%	16%	17%	13%
Unemployed	164	19	15	17	11	6	13	2	16	37	19	18	65	17	20
	5%	11%	6%	6%	5%	6%	15%	2%	6%	4%	3%	5%	4%	3%	6%
		cd					bcde								a
A student	154	13	10	19	10	9	8	7	23	33	14	19	62	16	18
	5%	8%	4%	6%	5%	9%	9%	6%	8%	4%	2%	5%	4%	2%	6%
						b						b			a
Full- time responsibility for home/ family	229	14	14	23	15	8	8	10	11	66	35	31	110	49	17
	7%	8%	6%	8%	7%	8%	9%	9%	4%	7%	6%	9%	6%	8%	6%
Retired	693	39	71	46	31	15	19	11	27	222	166	57	398	156	66
	20%	22%	29%	15%	15%	15%	22%	9%	10%	23%	28%	16%	23%	24%	21%
		c	cde							c	acd		c		
Other	94	5	8	11	5	6	5	4	4	34	21	13	45	23	11
	3%	3%	3%	4%	2%	6%	6%	3%	2%	4%	4%	4%	3%	4%	4%
Prefer not to say	13	1	-	-	-	-	1	2	-	2	2	-	7	2	-
	*%	*%	-%	-%	-%	-%	1%	2%	-%	*%	*%	-%	*%	*%	-%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
In full time employment	1486	173	62	97	75	842	643	932	517	37	682	432	235	137	1114	372
	44%	40%	39%	47%	49%	52%	36%	59%	43%	6%	53%	46%	48%	20%	50%	32%
						b		bc	c		bcdf	df	df		bdf	d
In part time employment	551	74	24	34	17	176	375	241	246	62	178	169	90	112	347	203
	16%	17%	15%	16%	11%	11%	21%	15%	20%	10%	14%	18%	18%	17%	16%	17%
							a	c	ac			a	a			a
Unemployed	164	12	6	5	13	75	88	100	64	-	15	18	13	116	33	129
	5%	3%	4%	2%	9%	5%	5%	6%	5%	-%	1%	2%	3%	17%	1%	11%
					a			c	c				a	abcef		abce
A student	154	7	7	8	11	39	114	150	4	-	43	79	13	20	122	32
	5%	2%	4%	4%	7%	2%	6%	9%	*%	-%	3%	9%	3%	3%	6%	3%
			a				a	bc				acdef			acdf	
Full- time responsibility for home/ family	229	26	9	23	8	29	200	126	102	1	45	48	52	83	94	136
	7%	6%	6%	11%	6%	2%	11%	8%	8%	*%	4%	5%	11%	12%	4%	12%
							a	c	c				abe	abe		abe
Retired	693	121	45	35	22	415	278	3	196	493	297	166	73	157	463	230
	20%	28%	28%	17%	14%	26%	16%	*%	16%	83%	23%	18%	15%	23%	21%	20%
						b			a	ab	bcd			bc	bc	c
Other	94	16	5	7	6	30	63	22	70	1	18	14	12	49	32	61
	3%	4%	3%	3%	4%	2%	4%	1%	6%	*%	1%	2%	2%	7%	1%	5%
							a	c	ac					abce		abce
Prefer not to say	13	2	-	-	-	5	8	7	5	1	2	1	2	5	3	8
	*%	*%	-%	-%	-%	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	1%
													abe			ae

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which of the following best describes you? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
In full time employment	1486	1262	114	69	**	1338	147	416	1053
	44%	44%	44%	36%	**	45%	36%	35%	49%
		c				b			a
In part time employment	551	482	33	21	**	488	63	174	364
	16%	17%	13%	11%	**	16%	15%	15%	17%
		c							
Unemployed	164	133	16	14	**	146	18	99	60
	5%	5%	6%	7%	**	5%	4%	8%	3%
								b	
A student	154	134	8	8	**	137	18	79	73
	5%	5%	3%	4%	**	5%	4%	7%	3%
								b	
Full- time responsibility for home/ family	229	183	19	17	**	206	23	90	137
	7%	6%	7%	9%	**	7%	6%	8%	6%
Retired	693	571	61	51	**	563	130	251	432
	20%	20%	24%	27%	**	19%	32%	21%	20%
			a				a		
Other	94	79	8	6	**	88	6	74	20
	3%	3%	3%	3%	**	3%	1%	6%	1%
								b	
Prefer not to say	13	10	-	4	**	9	4	7	4
	*%	*%	-%	2%	**	*%	1%	1%	*%
				ab			a		

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
1	555 16%	102 20%	226 18%	72 24% b	30 14%	18 19% c	75 23% c	9 9%	124 17%	91 18%	33 15%
2	1302 38%	188 37%	458 37%	115 38%	73 35%	37 39%	121 37%	30 32%	270 37%	180 36%	90 39%
3-4	1150 34%	171 33%	412 33%	91 30%	80 38% a	27 29%	102 31%	42 44% ab	241 33%	166 34%	74 33%
5-6	252 7%	37 7%	83 7%	17 6%	20 10%	9 10%	18 6%	10 11% b	46 6%	29 6%	17 7%
7 or more	24 1%	3 1%	7 1%	1 *% a	2 1%	1 1%	2 1%	1 1%	4 1%	2 *% a	2 1%
Refused	100 3%	12 2%	50 4%	7 2%	4 2%	3 3%	6 2%	3 3%	38 5%	26 5%	11 5%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
1	555	31	59	34	24	10	16	18	51	177	112	65	260	119	58
	16%	18%	24%	11%	12%	10%	18%	16%	18%	19%	19%	18%	15%	19%	19%
		ce	cde							d	d				
2	1302	69	105	96	66	30	39	33	90	402	275	128	721	266	137
	38%	40%	42%	32%	32%	31%	44%	29%	32%	42%	47%	35%	41%	41%	44%
			cde				cde			c	cd				
3-4	1150	46	67	128	81	46	20	42	108	290	160	130	589	210	80
	34%	27%	27%	42%	40%	47%	23%	37%	38%	31%	27%	36%	34%	33%	26%
				abf	abf	abf						b	b	b	
5-6	252	13	8	25	17	8	6	10	19	55	30	25	141	34	21
	7%	7%	3%	8%	8%	8%	7%	9%	7%	6%	5%	7%	8%	5%	7%
		b		b	b	b							ab		
7 or more	24	2	-	2	1	1	2	3	1	6	2	4	12	2	3
	1%	1%	-%	1%	*%	1%	2%	3%	1%	1%	*%	1%	1%	*%	1%
		b					b								
Refused	100	11	9	17	14	4	5	8	16	19	10	10	27	10	10
	3%	6%	4%	6%	7%	4%	6%	7%	6%	2%	2%	3%	2%	1%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
1	555	83	29	36	29	286	270	183	232	141	148	175	48	183	323	231
	16%	19%	19%	17%	19%	18%	15%	12%	19%	24%	12%	19%	10%	27%	15%	20%
						b			a	ab		ace		abcef	ac	ace
2	1302	198	76	67	60	651	650	370	542	389	519	376	184	222	895	407
	38%	46%	49%	32%	40%	40%	37%	23%	45%	65%	41%	41%	38%	33%	41%	35%
						b			a	ab	df	df			df	
3-4	1150	122	38	88	42	512	637	719	375	55	473	281	196	201	754	397
	34%	28%	24%	42%	28%	32%	36%	45%	31%	9%	37%	30%	40%	30%	34%	34%
				b			a	bc	c		bd		bdef		bd	
5-6	252	21	9	13	12	113	140	204	41	6	104	62	39	47	166	86
	7%	5%	6%	6%	8%	7%	8%	13%	3%	1%	8%	7%	8%	7%	8%	7%
								bc	c							
7 or more	24	1	1	1	2	9	15	20	3	1	5	8	7	3	13	11
	1%	*%	*%	1%	2%	1%	1%	1%	*%	*%	*%	1%	2%	*%	1%	1%
								bc					ae			
Refused	100	6	4	4	6	41	58	84	11	4	30	26	16	23	57	38
	3%	1%	2%	2%	4%	3%	3%	5%	1%	1%	2%	3%	3%	3%	3%	3%
								bc								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C7. What is the total number of people in the household (including yourself and any children)? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
1	555 16%	459 16%	53 20%	36 19%	** **	497 17%	58 14%	232 19%	312 15%
								b	
2	1302 38%	1073 38%	113 44%	82 43%	** **	1087 37%	215 53%	440 37%	844 39%
			a				a		
3-4	1150 34%	996 35%	70 27%	59 31%	** **	1038 35%	113 28%	371 31%	770 36%
			b			b			a
5-6	252 7%	223 8%	14 5%	4 2%	** **	237 8%	16 4%	98 8%	154 7%
			c			b			
7 or more	24 1%	21 1%	2 1%	1 1%	** **	23 1%	1 *%	7 1%	15 1%
Refused	100 3%	83 3%	6 2%	6 3%	** **	94 3%	6 1%	42 4%	49 2%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c
Significance Level: 95%											
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300
Total	3384	513	1236	304	209	95	323	95	723	495	228
NONE	2196	323	803	199	124	60	213	50	480	327	154
	65%	63%	65%	65%	59%	63%	66%	53%	66%	66%	67%
1	479	77	173	42	35	14	40	22	96	66	30
	14%	15%	14%	14%	17%	15%	13%	23%	13%	13%	13%
2	454	75	164	39	36	15	43	16	89	65	24
	13%	15%	13%	13%	17%	16%	13%	17%	12%	13%	11%
3-4	149	22	50	15	7	3	17	3	28	17	11
	4%	4%	4%	5%	4%	3%	5%	3%	4%	3%	5%
5-6	10	2	2	1	1	-	1	1	-	-	-
	*%	*%	*%	*%	1%	-%	*%	1%	-%	-%	-%
7 or more	1	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Refused	94	14	44	9	6	2	9	3	30	22	8
	3%	3%	4%	3%	3%	2%	3%	3%	4%	4%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE						NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL	
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPT V 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
NONE	2196	114	189	177	118	59	63	62	150	681	444	237	1182	458	223
	65%	66%	76%	59%	58%	59%	72%	54%	53%	72%	75%	66%	68%	71%	72%
			acde				cde			cd	cd				
1	479	24	23	48	32	16	11	21	60	119	65	54	225	79	39
	14%	14%	9%	16%	16%	16%	12%	19%	21%	12%	11%	15%	13%	12%	13%
				b	b										
2	454	17	23	49	34	15	6	17	50	97	54	43	223	71	26
	13%	10%	9%	16%	17%	15%	7%	15%	18%	10%	9%	12%	13%	11%	8%
				abf	abf	f							ab		
3-4	149	8	5	16	9	7	4	5	11	30	16	14	83	20	10
	4%	4%	2%	5%	4%	7%	4%	4%	4%	3%	3%	4%	5%	3%	3%
				b		b							ab		
5-6	10	-	-	-	-	-	-	1	1	1	1	-	6	-	1
	*%	-%	-%	-%	-%	-%	-%	1%	1%	*%	*%	-%	*%	-%	*%
7 or more	1	-	-	-	-	-	-	-	-	1	1	-	1	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	*%	*%	-%	*%	*%	-%
Refused	94	10	8	12	9	3	4	8	13	21	9	12	29	12	10
	3%	6%	3%	4%	4%	3%	4%	7%	5%	2%	2%	3%	2%	2%	3%

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
NONE	2196	326	119	132	105	1096	1099	702	913	579	779	648	302	467	1427	769
	65%	75%	75%	63%	69%	68%	62%	44%	76%	97%	61%	70%	62%	69%	65%	66%
						b			a	ab		acef		ace	a	a
1	479	47	18	32	22	201	276	322	145	11	178	123	84	95	300	179
	14%	11%	11%	16%	14%	12%	16%	20%	12%	2%	14%	13%	17%	14%	14%	15%
							a	bc	c				e			
2	454	40	14	31	12	214	240	338	115	1	223	97	64	69	320	133
	13%	9%	9%	15%	8%	13%	14%	21%	10%	*%	17%	10%	13%	10%	15%	11%
								bc	c		bcdef				bdf	
3-4	149	13	3	7	7	54	96	130	18	1	65	29	23	33	94	56
	4%	3%	2%	3%	5%	3%	5%	8%	2%	*%	5%	3%	5%	5%	4%	5%
							a	bc	c		b					
5-6	10	-	1	-	-	1	9	9	1	-	2	1	6	1	3	7
	*%	-%	*%	-%	-%	*%	1%	1%	*%	-%	*%	*%	1%	*%	*%	1%
							a	b					abde			ae
7 or more	1	1	-	-	-	-	1	1	-	-	-	-	1	-	-	1
	*%	*%	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%	-%	-%	*%
Refused	94	6	4	6	6	46	49	78	12	3	34	30	12	14	64	26
	3%	1%	2%	3%	4%	3%	3%	5%	1%	*%	3%	3%	2%	2%	3%	2%
								bc								

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C8. And what is the total number of children aged under 18 in the household? (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
NONE	2196	1820	188	134	**	1885	312	762	1398
	65%	64%	73%	71%	**	63%	76%	64%	65%
			a	a			a		
1	479	415	30	24	**	440	39	182	296
	14%	15%	12%	13%	**	15%	10%	15%	14%
						b			
2	454	400	27	21	**	414	41	147	304
	13%	14%	10%	11%	**	14%	10%	12%	14%
						b			
3-4	149	128	9	5	**	141	9	56	92
	4%	4%	4%	3%	**	5%	2%	5%	4%
						b			
5-6	10	9	-	1	**	10	-	1	9
	*%	*%	-%	*%	**	*%	-%	*%	*%
7 or more	1	1	-	-	**	1	-	1	-
	*%	*%	-%	-%	**	*%	-%	*%	-%
Refused	94	81	5	5	**	86	8	41	45
	3%	3%	2%	2%	**	3%	2%	3%	2%
								b	

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS			
		ALL (EXCL. MOBILE) a	ALL (INCL. MOBILE) b	ORS a	CPS b	TRIPLE PLAY a	DUAL PLAY b	PAY TV S/A c	TOTAL MOBILE a	PAC SWITCHER b	C&R SWITCHER c	
Significance Level: 95%												
Unweighted row	3380	722	1528	364	358	175	397	150	806	506	300	
Effective Weighted Sample	2485	690	1471	358	355	174	387	150	795	506	300	
Total	3384	513	1236	304	209	95	323	95	723	495	228	
Up to £10,399	285 8%	60 12%	138 11%	46 15% b	14 7%	10 11% c	46 14% c	4 5%	77 11%	47 9%	30 13%	
From £10,400 to £15,599	289 9%	47 9%	124 10%	25 8%	22 11%	10 11%	28 9%	9 9%	77 11%	51 10%	26 11%	
From £15,600 to £25,999	604 18%	94 18%	231 19%	57 19%	37 18%	23 25% bc	56 17%	15 15%	137 19%	83 17%	54 24% b	
From £26,000 to £36,399	631 19%	87 17%	215 17%	52 17%	35 17%	13 14%	57 18%	16 17%	129 18%	97 20% c	32 14%	
From £36,400 to £51,999	661 20%	98 19%	213 17%	56 18%	41 20%	16 17%	60 19%	22 23%	116 16%	90 18% c	26 11%	
£52,000 and above	551 16%	66 13%	163 13%	31 10%	35 17% a	12 12%	38 12%	16 17%	96 13%	70 14%	26 11%	
Don't know	91 3%	11 2%	35 3%	6 2%	5 2%	2 2%	5 2%	4 4%	24 3%	12 2%	12 5% b	
Prefer not to say	274 8%	50 10%	118 10%	30 10%	20 10%	8 8%	34 10%	9 9%	67 9%	45 9%	22 10%	

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
		a	b	c	d	e	f	a	b	a	b	c	d	a	b
Significance Level: 95%															
Unweighted row	3380	202	266	338	207	131	115	150	200	1152	852	300	1502	801	351
Effective Weighted Sample	2485	199	264	333	207	131	115	150	200	1058	828	300	994	737	323
Total	3384	172	248	302	202	100	87	114	285	950	589	361	1749	641	309
Up to £10,399	285	24	29	25	19	6	18	4	36	68	39	29	108	43	25
	8%	14%	12%	8%	9%	6%	21%	3%	13%	7%	7%	8%	6%	7%	8%
		ce					bcde		a						
From £10,400 to £15,599	289	24	25	27	18	10	12	15	29	71	55	17	121	46	26
	9%	14%	10%	9%	9%	10%	14%	13%	10%	8%	9%	5%	7%	7%	8%
											cd				
From £15,600 to £25,999	604	41	45	50	28	22	23	21	56	174	117	57	296	118	56
	18%	24%	18%	17%	14%	22%	26%	18%	20%	18%	20%	16%	17%	18%	18%
		cd					cd								
From £26,000 to £36,399	631	24	54	51	34	17	10	16	40	180	108	72	359	127	53
	19%	14%	22%	17%	17%	17%	11%	14%	14%	19%	18%	20%	21%	20%	17%
			af												
From £36,400 to £51,999	661	21	42	52	37	15	5	17	57	176	110	66	374	126	50
	20%	12%	17%	17%	18%	15%	6%	15%	20%	19%	19%	18%	21%	20%	16%
			f	f	f	f									
£52,000 and above	551	15	32	50	36	14	6	19	48	170	92	78	321	110	61
	16%	9%	13%	17%	18%	14%	7%	17%	17%	18%	16%	22%	18%	17%	20%
				af	af							b			
Don't know	91	5	2	18	11	7	4	10	7	27	14	13	39	16	11
	3%	3%	1%	6%	5%	7%	4%	9%	3%	3%	2%	4%	2%	3%	4%
				b	b	b	b	b							
Prefer not to say	274	19	19	29	20	9	9	13	13	82	54	29	130	55	28
	8%	11%	8%	9%	10%	9%	10%	11%	5%	9%	9%	8%	7%	9%	9%
								b							

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3380	627	225	174	126	1583	1793	1537	1234	605	1246	948	485	693	2194	1178
Effective Weighted Sample	2485	610	218	174	126	1146	1337	1148	904	430	905	711	347	519	1613	865
Total	3384	431	157	209	152	1611	1769	1580	1204	595	1280	928	491	679	2208	1169
Up to £10,399	285	31	9	12	17	115	170	116	127	42	23	59	24	178	82	203
	8%	7%	5%	6%	11%	7%	10%	7%	11%	7%	2%	6%	5%	26%	4%	17%
							a		ac			ae	a	abcef	a	abce
From £10,400 to £15,599	289	36	18	10	7	116	173	117	107	63	42	58	32	155	100	187
	9%	8%	12%	5%	5%	7%	10%	7%	9%	11%	3%	6%	6%	23%	5%	16%
							a		a			ae	a	abcef		abce
From £15,600 to £25,999	604	87	30	31	25	286	316	297	182	124	120	220	112	150	340	262
	18%	20%	19%	15%	17%	18%	18%	19%	15%	21%	9%	24%	23%	22%	15%	22%
								b	b	b		ae	ae	ae	a	ae
From £26,000 to £36,399	631	83	25	45	28	298	332	312	205	113	210	197	151	72	407	223
	19%	19%	16%	21%	18%	18%	19%	20%	17%	19%	16%	21%	31%	11%	18%	19%
											d	ad	abdef		d	d
From £36,400 to £51,999	661	83	27	43	23	334	326	294	257	110	354	198	74	35	552	109
	20%	19%	17%	21%	15%	21%	18%	19%	21%	18%	28%	21%	15%	5%	25%	9%
											bcd	cd	df		bcd	d
£52,000 and above	551	61	31	48	30	318	233	274	210	66	408	102	29	11	510	40
	16%	14%	19%	23%	20%	20%	13%	17%	17%	11%	32%	11%	6%	2%	23%	3%
						b		c	c		bcd	cd	df		bcd	d
Don't know	91	11	3	5	8	32	58	60	20	11	21	25	26	19	46	45
	3%	3%	2%	2%	6%	2%	3%	4%	2%	2%	2%	3%	5%	3%	2%	4%
							a	bc					abde			ae
Prefer not to say	274	39	14	16	13	112	161	111	97	66	101	69	42	57	170	99
	8%	9%	9%	7%	9%	7%	9%	7%	8%	11%	8%	7%	9%	8%	8%	9%
							a			ab						

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C10. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. (SINGLE CODE)

Base: All eligible respondents (switched or decided not to switch)

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3380	2846	273	180	81	2980	400	1197	2122
Effective Weighted Sample	2485	2093	218	124	55	2192	293	891	1548
Total	3384	2853	258	189	83	2976	408	1190	2143
Up to £10,399	285 8%	235 8%	24 9%	22 12%	** **	262 9% b	23 6%	162 14% b	122 6%
From £10,400 to £15,599	289 9%	240 8%	18 7%	20 11%	** **	254 9%	35 9%	155 13% b	132 6%
From £15,600 to £25,999	604 18%	511 18%	44 17%	37 19%	** **	533 18%	70 17%	247 21% b	345 16%
From £26,000 to £36,399	631 19%	529 19%	41 16%	46 24% b	** **	560 19%	70 17%	203 17%	421 20%
From £36,400 to £51,999	661 20%	546 19%	62 24% ac	31 16%	** **	570 19%	92 22%	189 16%	471 22% a
£52,000 and above	551 16%	477 17% c	39 15%	20 11%	** **	482 16%	69 17%	120 10%	428 20% a
Don't know	91 3%	81 3%	6 2%	2 1%	** **	77 3%	14 3%	38 3%	47 2%
Prefer not to say	274 8%	234 8%	24 9%	11 6%	** **	238 8%	35 9%	76 6%	180 8% a

Columns Tested: a,b,c,d - a,b - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

	Total	ALL KEY SWITCHERS (EXCL. MOVERS)		FIXED MARKETS - PROCESS		FIXED MARKETS - SERVICE			MOBILE MARKET - PROCESS		
		ALL (EXCL. MOBILE)	ALL (INCL. MOBILE)	ORS	CPS	TRIPLE PLAY	DUAL PLAY	PAY TV S/A	TOTAL MOBILE	PAC SWITCHER	C&R SWITCHER
Significance Level: 95%		a	b	a	b	a	b	c	a	b	c
Unweighted row	3003	495	1025	245	250	114	271	110	530	350	180
Effective Weighted Sample	1696	473	986	241	248	113	264	110	523	350	180
Total	2374	352	831	206	146	62	221	70	479	342	137
Most Financially Vulnerable	532	98	227	66	33	18	69	11	129	80	49
	22%	28%	27%	32%	22%	29%	31%	16%	27%	23%	36%
				b		c	c				ab
Potentially Financially Vulnerable	880	132	304	75	58	25	77	30	172	127	45
	37%	38%	37%	36%	39%	41%	35%	44%	36%	37%	33%
Least Financially Vulnerable	962	121	300	65	56	19	75	28	178	135	43
	41%	34%	36%	32%	38%	30%	34%	40%	37%	39%	32%

Columns Tested: a,b - a,b - a,b,c - a,b,c

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

	Total	MOBILE MARKET - CURRENT CONTRACT TYPE					NON-KEY SWITCHERS		DECIDED NOT TO SWITCH				DECIDED NOT TO SWITCH ACCEPTED DEAL		
		PREPAY	SIM ONLY	FULL CONTRACT TOTAL	FULL CONTRACT (PAC)	FULL CONTRACT (C&R)	PREPAY (C&R)	OTHER SWITCHES	WHEN MOVING	ALL SERVICES (L6M)	FIXED MARKETS	MOBILE	ALL INCL. SAPTV 7-24M	YES	NO
Significance Level: 95%		a	b	c	d	-e	-f	-a	b	a	b	c	d	a	b
Unweighted row	3003	125	182	223	146	77	65	90	160	793	579	214	1050	553	240
Effective Weighted Sample	1696	123	180	220	146	77	65	90	160	727	563	214	692	509	220
Total	2374	108	170	201	143	59	49	68	228	655	398	257	1246	443	212
Most Financially Vulnerable	532	43	39	47	32	**	**	**	57	122	70	52	235	75	47
	22%	40%	23%	23%	23%	**	**	**	25%	19%	18%	20%	19%	17%	22%
		bcd													
Potentially Financially Vulnerable	880	34	64	74	51	**	**	**	100	249	162	88	450	183	66
	37%	31%	38%	37%	36%	**	**	**	44%	38%	41%	34%	36%	41%	31%
														b	
Least Financially Vulnerable	962	31	67	80	60	**	**	**	71	284	166	118	562	186	98
	41%	29%	40%	40%	42%	**	**	**	31%	43%	42%	46%	45%	42%	46%
			a	a	a										

Columns Tested: a,b,c,d,e,f - a,b - a,b,c,d - a,b

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

	Total	FIXED MARKETS - DECIDED NOT TO SWITCH ACCEPTED DEAL		MOBILE MARKET - DECIDED NOT TO SWITCH ACCEPTED DEAL		GENDER		AGE			SEG					
		YES	NO	YES	NO	MALE	FEMALE	16-44	45-64	65+	AB	C1	C2	DE	ABC1	C2DE
Significance Level: 95%		a	b	a	-b	a	b	a	b	c	a	b	c	d	e	f
Unweighted row	3003	430	149	123	91	1450	1553	1453	1212	336	1188	859	409	546	2047	955
Effective Weighted Sample	1696	418	145	123	91	825	872	882	637	177	678	484	224	310	1161	534
Total	2374	295	102	148	109	1179	1195	1219	890	262	976	660	314	423	1636	737
Most Financially Vulnerable	532	52	18	23	**	199	333	306	178	47	63	106	82	280	169	361
	22%	17%	18%	15%	**	17%	28%	25%	20%	18%	7%	16%	26%	66%	10%	49%
							a	bc				ae	abe	abcef	a	abce
Potentially Financially Vulnerable	880	129	33	54	**	428	451	516	327	36	286	321	168	105	607	273
	37%	44%	32%	37%	**	36%	38%	42%	37%	14%	29%	49%	54%	25%	37%	37%
		b						bc	c		d	adef	adef		ad	ad
Least Financially Vulnerable	962	115	51	71	**	552	410	397	385	179	626	234	64	38	860	103
	41%	39%	50%	48%	**	47%	34%	33%	43%	68%	64%	35%	20%	9%	53%	14%
			a			b			a	ab	bcdef	cdf	df		bcdf	d

Columns Tested: a,b - a,b - a,b - a,b,c - a,b,c,d,e,f

SWITCHING EXPERIENCE TRACKER 2018 - WAVE 1 (FEBRUARY TO MARCH 2018) AND WAVE 2 (JULY TO SEPTEMBER 2018)

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

	Total	NATION				URBANITY		ANY DISABILITY	
		ENGLAND	SCOTLAND	WALES	N IRELAND	URBAN	RURAL	YES	NO
Significance Level: 95%		a	b	c	-d	a	b	a	b
Unweighted row	3003	2540	254	145	64	2677	326	909	2060
Effective Weighted Sample	1696	1434	152	79	36	1510	186	579	1100
Total	2374	1994	193	125	62	2108	266	781	1570
Most Financially Vulnerable	532 22%	449 23%	38 20%	34 27%	** **	494 23% b	38 14%	265 34% b	264 17%
Potentially Financially Vulnerable	880 37%	740 37%	76 39%	44 35%	** **	795 38% b	85 32%	281 36%	584 37%
Least Financially Vulnerable	962 41%	804 40%	80 41%	48 38%	** **	819 39%	143 54% a	235 30%	722 46% a

Columns Tested: a,b,c,d - a,b - a,b