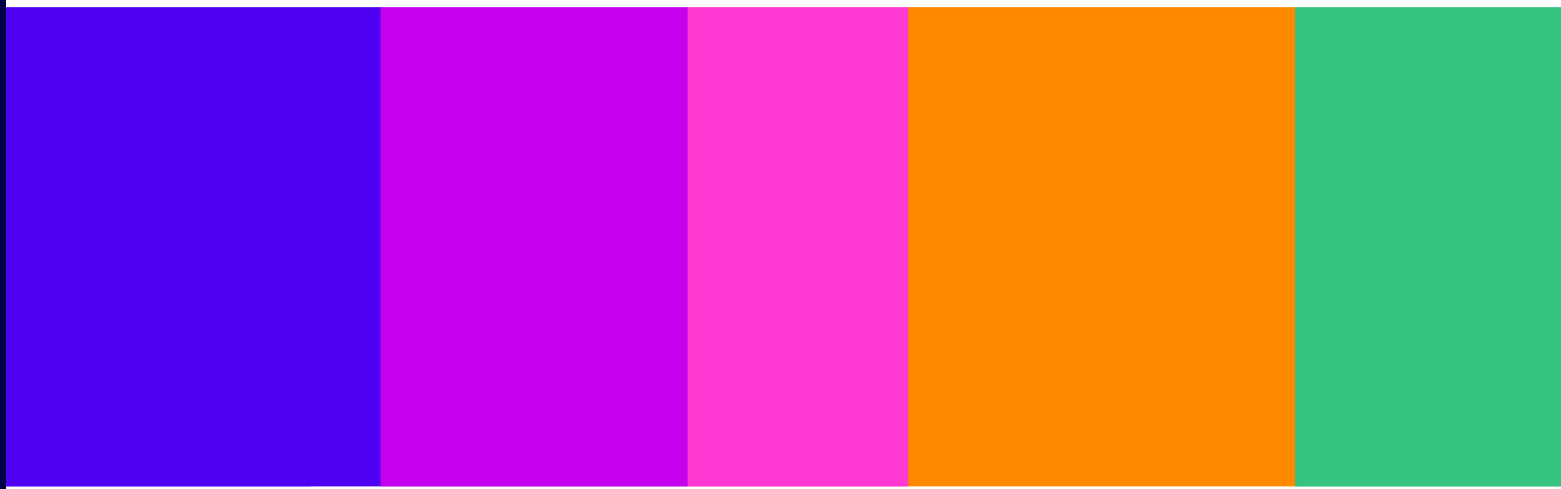




Ofcom Switching Tracker

Confirmation of changes for 2023

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Overview

This document confirms the change to the frequency of Ofcom's Switching Tracker, which will now be conducted biennially and will next run in 2025.

The Switching Tracker is Ofcom's key data source on switching levels, attitudes, and experiences across the communications markets (fixed landline, mobile, fixed broadband and multi-channel/pay TV). Since 2010 Ofcom has run this tracking study annually among UK adults to measure participation levels, switching rates and the ease of switching in each market.

In 2020, due to the Covid-19 pandemic and resulting lockdown, we moved from face-to-face interviewing to interviewing online, and via post-to-web and post-to-phone, with quotas topped up via an online panel. Due to the change in methodology, we were not able to look at trend data from the years before 2020 and 2020 onwards. We continued to use the online/telephone/postal methodology in 2021 and 2022 and now have three years' worth of comparable data that we can use to track switching and engagement levels over time. We are therefore proposing to continue to use the methodology adopted in 2020.

Examination of the data from the past three years shows that there has been very little movement in the incidence of switching services. In response to this trend, we are reducing the frequency of the Switching Tracker to every other year. Doing this will also ensure that Ofcom's market research budget continues to be allocated as effectively as possible across the organisation and delivers public value for money. The Switching Tracker will be run on a biennial basis in years, alternating with the Switching Experience tracker, which is already run on a biennial basis.

Confirmed changes – in brief

Moving the frequency of the Switching Tracker to every other year, running in alternate years to the Switching Experience tracker, which is already run on a biennial basis and was last run in 2022.

We will run the Switching Tracker in 2023 before moving to biennial, next running in 2025.

If you have any queries, please email market.research@ofcom.org.uk.