OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

S1. NATION 1
Base: All respondents

REGION/ NATION 7
Base: All respondents

S4. AGE OF RESPONDENT 14
Base: All respondents

S5. GENDER 20
Base: All respondents

S6. SOCIO-ECONOMIC GROUP 26
Base: All respondents

S7. EMPLOYMENT STATUS OF RESPONDENT 32
Base: All respondents

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have? 38
Base: All respondents

Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection. 44
Base: Those in a household with a landline service

Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall. This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection. 50
Base: Those responsible for the household's landline service

Q2A. Which of the following best describes the reason you have a landline service delivered over the internet? 56
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service) 63
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

Q2CA. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - The installation process went smoothly 69
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

Q2CB. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understand the technology that is being used to make and receive calls 75
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

Q2CC. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My new service has been problem-free 81
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

Q2CD. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - My provider kept me fully informed about what would happen and when 87
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

Q2CE. AGREEMENT WITH STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER - I fully understood what I needed to do in order to move to the new system 93
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

SUMMARY OF RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER 99
Base: Those in a household with a landline service connected to a broadband router who were moved or upgraded by their existing provider or who switched to a new FTTP or FTTC broadband service provider

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use? 105
Base: All respondents

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Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service. 111
Base: Those responsible for the household's TV service

Q4B. Which one of these is the main type of TV service watched on the household's main TV set 123
Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

Q5. Does your household pay to subscribe to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device? 135
Base: All respondents

Q6A. Which provider do you use for your Landline phone service? 147
Base: Those responsible for the household's landline service

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you? 159
Base: Those responsible for the household's landline service

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you? 165
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you? 171
Base: Those responsible for the household's landline service responding they are out of contract

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 177
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services? 183
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - LANDLINE 189
Base: Those responsible for the household's landline service

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE 195
Base: Those responsible for the household's landline service

Q6B. Which provider do you use for your Mobile Phone service? 201
Base: Those responsible for a mobile phone

Q6C. Which provider do you use for your Fixed Broadband service? 213
Base: Those responsible for the household's fixed broadband service

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you? 225
Base: Those responsible for the household's fixed broadband service

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you? 231
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you? 237
Base: Those responsible for the household's fixed broadband service responding they are out of contract

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 243
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services? 249
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND 255
Base: Those responsible for the household's fixed broadband service

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND 262
Base: Those responsible for the household's fixed broadband service

Q6D. MAIN BROADCAST TV SERVICE PROVIDER 268
Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you? 274
Base: Those responsible for the household's Pay TV service

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you? 280
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you? 286
Base: Those responsible for the household's Pay TV service responding they are out of contract

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them? 292
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services? 298
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - PAY TV 304
Base: Those responsible for the household's Pay TV service

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV 310
Base: Those responsible for the household's Pay TV service

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY 316
Base: Those responsible for the household's Triple Play package (SIMPLE)

SUMMARY OF CONTRACT STATUS - DUAL PLAY 322
Base: Those responsible for the household's Dual Play package (SIMPLE)

Q6E. STREAMING SERVICE PROVIDERS 328
Base: Those with any paid streaming services for TV programmes or films/ OTT services

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 334
Base: All respondents

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 346
Base: Those using the same provider for 2-4 services - Bundle 1

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 358
Base: All respondents

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 364
Base: Those using the same provider for an additional 2 services - Bundle 2

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 370
Base: All respondents

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 382
Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES 394
Base: All respondents

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Q8A. Thinking about these services, do you regard them as a package of services or as individual services? 400
Base: Those using the same provider for 2-4 services - Bundle 1

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)? 406
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

Q8C. Thinking about these services, do you regard them as a package of services or as individual services? 412
Base: Those using the same provider for an additional 2 services - Bundle 2

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1 418
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

BUNDLE 1 PROVIDER 430
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2 442
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

BUNDLE 2 PROVIDER 448
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE 454
Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE 466
Base: All respondents

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES 478
Base: All respondents

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? 484
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? 496
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

SERVICES COVERED WITH RESPONDENT 502
Base: All respondents

Q12. In a typical week, how often is your landline used to make or receive calls? 508
Base: Those responsible for the household's landline service

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket. 513
Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 518
Base: Those responsible for the household's landline service

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services? 523
Base: Those responsible for the household's landline service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 533
Base: Those responsible for the household's landline service

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Q24. Did you contact your provider to receive a discount or did they contact you? 542
Base: Those who have received a discount from their landline service provider in the last twelve months

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)? 547
Base: Those who have received a discount from their landline service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 552
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 557
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 562
Base: Those responsible for the household's landline service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 572
Base: Those responsible for the household's landline service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 581
Base: Those responsible for the household's landline service

Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service? 586
Base: Those responsible for the household's landline service

Q28A. Which provider did you previously use for your landline service? 591
Base: Those who have changed supplier in the last twelve months

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch? 596
Base: Those who have changed supplier in the last twelve months

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently. 601
Base: Those who have ever changed supplier

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to? 606
Base: Those who have not changed supplier in the last year

Q29B. How long has (PROVIDER) been providing your landline service? 611
Base: Those responsible for the household's landline service

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies? 616
Base: Those in contract who have been with their supplier for more than 18 months

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 621
Base: Those responsible for landline service

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time? 626
Base: Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 631
Base: Those responsible for the household's landline service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 636
Base: Those responsible for the household's landline service

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 641
Base: Those responsible for the household's landline service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 646
Base: Those responsible for the household's landline service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 651
Base: Those responsible for the household's landline service

ENGAGEMENT INDEX FOR Landline 656
Base: Those responsible for the household's landline service

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)? 661
Base: Those responsible for a mobile phone

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service. 666
Base: Those with a monthly contract/ SIM only deal for their mobile phone

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service? 671
Base: Those with a monthly contract/ SIM only deal for their mobile phone

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? 681
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

Q13A. How long have you had the (main) mobile phone handset that you currently use? 686
Base: Those responsible for a mobile phone

Q17. Is this mobile phone a smartphone? 692
Base: Those responsible for a mobile phone

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider? 697
Base: Those with a monthly contract for their mobile phone including a new handset

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 702
Base: Those responsible for the household's mobile service

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services? 707
Base: Those responsible for the household's mobile service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 717
Base: Those responsible for the household's mobile service

Q24. Did you contact your provider to receive a discount or did they contact you? 725
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)? 730
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 735
Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 740
Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 745
Base: Those responsible for the household's mobile service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 755
Base: Those responsible for the household's mobile service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 765
Base: Those responsible for the household's mobile service

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service? 770
Base: Those responsible for the household's mobile service

Q28B. Which provider did you previously use for your mobile phone service? 775
Base: Those who have changed supplier in the last twelve months

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to? 785
Base: Those who have not changed supplier in the last year

Q29B. How long has (PROVIDER) been providing your mobile phone service? 790
Base: Those responsible for the household's mobile service

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies? 795
Base: Those in contract who have been with their supplier for more than 18 months

Q32A. When you switched your mobile provider, did you...? 800
Base: Those who have changed supplier in the last twelve months

Q32B. And did you REQUEST a code from your previous provider? 805
Base: Those who changed their mobile number

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request? 810
Base: Those who changed their mobile number but requested a code

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider? 815
Base: Those who changed their mobile number but requested a STAC code

Q32E. How did you request the Service Termination Code (STAC)? 820
Base: Those who changed their mobile number but requested a STAC code

Q32F. How did you request the Port Authorisation Code (PAC)? 825
Base: Those who kept their mobile number or requested a PAC code

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 830
Base: Those responsible for mobile phone network

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time? 835
Base: Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 840
Base: Those responsible for the household's mobile service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 845
Base: Those responsible for the household's mobile service

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 850
Base: Those responsible for the household's mobile service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 855
Base: Those responsible for the household's mobile service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 860
Base: Those responsible for the household's mobile service

ENGAGEMENT INDEX FOR Mobile 865
Base: Those responsible for the household's mobile service

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)? 870
Base: Those responsible for the household's fixed broadband service

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 875
Base: Those responsible for the household's broadband service

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services? 880
Base: Those responsible for the household's broadband service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 890
Base: Those responsible for the household's broadband service

Q24. Did you contact your provider to receive a discount or did they contact you? 899
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)? 904
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 909
Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 914
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 919
Base: Those responsible for the household's broadband service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 929
Base: Those responsible for the household's broadband service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 939
Base: Those responsible for the household's broadband service

Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service? 944
Base: Those responsible for the household's broadband service

Q28C. Which provider did you previously use for your fixed broadband service? 949
Base: Those who have changed supplier in the last twelve months

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch? 959
Base: Those who have changed supplier in the last twelve months

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Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently. 964
Base: Those who have ever changed supplier

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to? 969
Base: Those who have not changed supplier in the last year

Q29B. How long has (PROVIDER) been providing your fixed broadband service? 974
Base: Those responsible for the household's broadband service

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies? 979
Base: Those in contract who have been with their supplier for more than 18 months

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 984
Base: Those responsible for fixed broadband service

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time? 989
Base: Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 994
Base: Those responsible for the household's broadband service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 999
Base: Those responsible for the household's broadband service

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 1004
Base: Those responsible for the household's broadband service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 1009
Base: Those responsible for the household's broadband service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 1014
Base: Those responsible for the household's broadband service

ENGAGEMENT INDEX FOR Broadband 1019
Base: Those responsible for the household's broadband service

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 1024
Base: Those responsible for the household's television service

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services? 1029
Base: Those responsible for the household's television service

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you... 1039
Base: Those responsible for the household's Pay television service

Q24. Did you contact your provider to receive a discount or did they contact you? 1045
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)? 1050
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

Q25. Did you contact your provider to add extra or improved services or did they contact you? 1055
Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

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Q26. Did you contact your provider to reduce or downgrade services or did they contact you? 1060
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1065
Base: Those responsible for the household's television service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1075
Base: Those responsible for the household's television service

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you... 1085
Base: Those responsible for the household's television service

Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service? 1090
Base: Those responsible for the household's television service

Q28D. Which provider did you previously use for your TV service? 1095
Base: Those who have changed supplier in the last twelve months

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently. 1100
Base: Those who have ever changed supplier

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to? 1105
Base: Those who have not changed supplier in the last year

Q29B. How long has (PROVIDER) been providing your TV service? 1110
Base: Those responsible for the household's television service

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies? 1115
Base: Those in contract who have been with their supplier for more than 18 months

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere. 1120
Base: Those responsible for Pay TV service

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time? 1125
Base: Those who have received notification

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal" 1130
Base: Those responsible for the household's Pay television service

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 1135
Base: Those responsible for the household's Pay television service

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal" 1140
Base: Those responsible for the household's Pay television service

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals" 1145
Base: Those responsible for the household's Pay television service

Q34CON. How confident are you that the current deal you have for your (SERVICE), is the best deal for you? 1150
Base: Those responsible for the household's Pay television service

ENGAGEMENT INDEX FOR TV 1155
Base: Those responsible for the household's television service

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LANDLINE - SUMMARY OF BEHAVIOUR 1160
Base: Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1166
Base: Those responsible for the household's landline service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1172
Base: Those responsible for the household's landline service

ENGAGEMENT INDEX FOR Landline 1178
Base: Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR 1184
Base: Those responsible for the household's standalone landline service (SIMPLE)

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1190
Base: Those responsible for the household's standalone landline service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1196
Base: Those responsible for the household's standalone landline service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1202
Base: Those responsible for the household's standalone landline service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1209
Base: Those responsible for the household's standalone landline service (SIMPLE)

MOBILE PHONE - SUMMARY OF BEHAVIOUR 1215
Base: Those responsible for a mobile phone

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1221
Base: Those responsible for a mobile phone

FIXED BROADBAND - SUMMARY OF BEHAVIOUR 1227
Base: Those responsible for the household's fixed broadband service

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1233
Base: Those responsible for the household's fixed broadband service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1239
Base: Those responsible for the household's fixed broadband service

ENGAGEMENT INDEX FOR Broadband 1245
Base: Those responsible for the household's fixed broadband service

PAY TV - SUMMARY OF BEHAVIOUR 1251
Base: Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1257
Base: Those responsible for the household's Pay TV service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1263
Base: Those responsible for the household's Pay TV service

ENGAGEMENT INDEX FOR TV 1269
Base: Those responsible for the household's Pay TV service

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FREE TV - SUMMARY OF BEHAVIOUR 1275
Base: Those responsible for the household's Free TV service

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1281
Base: Those responsible for the household's Free TV service

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1287
Base: Those responsible for the household's Dual Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1293
Base: Those responsible for the household's Dual Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1299
Base: Those responsible for the household's Dual Play package (SIMPLE)

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1305
Base: Those responsible for the household's Dual Play package (REGARD)

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1311
Base: Those responsible for the household's Triple Play package (SIMPLE)

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1317
Base: Those responsible for the household's Triple Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1323
Base: Those responsible for the household's Triple Play package (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1333
Base: Those responsible for the household's Triple Play package (SIMPLE)

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1339
Base: Those responsible for the household's Triple Play package (REGARD)

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services? 1345
Base: All respondents

Q34AB. Which provider did you use for your Landline service? 1351
Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

Q34AC. Which provider did you use for your Mobile Phone service? 1363
Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

Q34AD. Which provider did you use for your Fixed Broadband service? 1371
Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

Q34AE. Which provider did you use for your TV service? 1383
Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers? 1389
Base: Those responsible for the household's TV service who do not have a Pay TV service

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV? 1395
Base: All respondents

Q35. Do you tend to look at deals from your own provider, from other providers or both? 1401
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

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Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market? 1407
Base: All respondents

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals? 1413
Base: All respondents

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers? 1419
Base: All respondents

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market? 1425
Base: All respondents

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services? 1431
Base: Those responsible for the household's fixed broadband service

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available 1437
Base: All respondents

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to 1443
Base: All respondents

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost 1449
Base: All respondents

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal 1455
Base: All respondents

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change 1461
Base: All respondents

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider 1467
Base: All respondents

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal 1473
Base: All respondents

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal 1479
Base: All respondents

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal 1485
Base: All respondents

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere 1491
Base: All respondents

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media 1497
Base: All respondents

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers 1503
Base: All respondents

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers 1509
Base: All respondents

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to. 1515
Base: Those responsible for the household's landline service

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Q37AB. You said earlier that you are the primary or joint decision maker for the mobile phone service. From the list below, please select the option that best describes you and the mobile phone service account. By 'account holder' we mean the person whose name is shown on the mobile phone service account and who all communications would go to. 1521
Base: Those responsible for a mobile phone

Q37AC. You said earlier that you are the primary or joint decision maker for the fixed broadband internet service. From the list below, please select the option that best describes you and the fixed broadband internet service account. By 'account holder' we mean the person whose name is shown on the fixed broadband internet service account and who all communications would go to. 1527
Base: Those responsible for the household's fixed broadband service

Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to. 1533
Base: Those responsible for the household's TV service

Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use? 1539
Base: All respondents

Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier? 1545
Base: Those who are the decision maker for the household's gas service

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier? 1551
Base: Those who are the decision maker for the household's electricity service

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider? 1557
Base: Those responsible for a bank current account

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business? 1563
Base: Those who have changed their household's gas service supplier in the last 12 months

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business? 1569
Base: Those who have changed their household's electricity service supplier in the last 12 months

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently. 1575
Base: Those who have changed their household's gas service supplier in the last 12 months

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently. 1581
Base: Those who have changed their household's electricity service supplier in the last 12 months

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently. 1587
Base: Those who have changed their main bank account provider in the last 12 months

C1. Which of these - if any - impact or limit your daily activities or the work you can do? 1593
Base: All respondents (giving their consent to answer this question)

C2. Which one of these groups best describes your ethnic group or background? 1607
Base: All respondents (giving their consent to answer this question)

C3. What is the total number of people in the household (including yourself and any children)? 1619
Base: All respondents

C4. And what is the total number of children aged under 18 in the household? 1625
Base: All respondents

How long have you lived in your current home? 1631
Base: All respondents

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have? 1637
Base: All respondents

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C6. Which one of these bands describes your total household income before tax or any other deductions are made? 1651
Base: All respondents

C6I. How well would you say your household is managing financially at the moment? Would you say you are...? 1659
Base: All respondents

FINANCIAL VULNERABILITY 1665
Base: Those where it is possible to calculate the Financial Vulnerability Index

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION

Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
England	2293	151	695	231	615	463	384	84	**	1650	322	1765	206	1233	739	316
	83%	84%	80%	81%	81%	82%	80%	75%	**	84%	80%	84%	78%	84%	81%	84%
Scotland	252	14	91	28	77	54	51	15	**	172	45	188	29	137	81	42
	9%	8%	11%	10%	10%	9%	11%	13%	**	9%	11%	9%	11%	9%	9%	11%
Wales	140	7	53	16	43	31	29	7	**	91	26	97	20	68	48	10
	5%	4%	6%	6%	6%	5%	6%	7%	**	5%	6%	5%	7%	5%	5%	3%
Northern Ireland	81	8	27	11	25	19	16	6	**	61	10	63	8	29	41	7
	3%	5%	3%	4%	3%	3%	3%	5%	**	3%	2%	3%	3%	2%	5%	2%
															a	

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
England	2293	741	979	897	823	1041	680	304	205	271	497	354	413
	83%	85%	81%	84%	81%	82%	84%	82%	81%	83%	81%	84%	80%
Scotland	252	69	126	92	104	126	69	38	30	27	60	34	54
	9%	8%	10%	9%	10%	10%	9%	10%	12%	8%	10%	8%	10%
Wales	140	46	68	59	56	73	42	17	12	15	34	22	26
	5%	5%	6%	5%	5%	6%	5%	5%	5%	5%	6%	5%	5%
Northern Ireland	81	21	37	26	31	35	23	10	8	12	23	13	22
	3%	2%	3%	2%	3%	3%	3%	3%	3%	4%	4%	3%	4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
England	2293	355	413	99	**	126	312	**	**	768	438	1852	442
	83%	80%	83%	82%	**	81%	86%	**	**	82%	85%	83%	83%
Scotland	252	49	38	12	**	17	20	**	**	88	37	205	48
	9%	11%	8%	10%	**	11%	5%	**	**	9%	7%	9%	9%
Wales	140	20	28	7	**	8	20	**	**	49	28	114	26
	5%	5%	6%	6%	**	5%	6%	**	**	5%	5%	5%	5%
Northern Ireland	81	17	18	3	**	4	11	**	**	35	15	65	17
	3%	4%	4%	3%	**	3%	3%	**	**	4%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
England	2293	344	207	**	434	1267	496	770	**	292	863	754	1909	382	151
	83%	83%	79%	**	81%	84%	80%	83%	**	88% e	82%	83%	83%	81%	81%
Scotland	252	42	26	**	53	123	73	76	**	20	107	81	208	43	14
	9%	10%	10%	**	10%	8%	12%	8%	**	6%	10%	9%	9%	9%	8%
Wales	140	22	13	**	32	69	31	55	**	10	49	55	114	26	11
	5%	5%	5%	**	6%	5%	5%	6%	**	3%	5%	6%	5%	6%	6%
Northern Ireland	81	9	15	**	16	41	20	31	**	9	32	20	61	20	9
	3%	2%	6%	**	3%	3%	3%	3%	**	3%	3%	2%	3%	4%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MAN**	**WOMAN**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
England	2293	697	860	734	1179	1088	648	628	471	509	2293	-	-	**
	83%	84%	83%	81%	82%	84%	85%	83%	82%	80%	100% bc	-%	-%	**
Scotland	252	74	89	87	152	100	56	66	67	59	-	252	-	**
	9%	9%	9%	10%	11% b	8%	7%	9%	12%	9%	-%	100% ac	-%	**
Wales	140	33	52	56	74	65	32	38	23	46	-	-	140	**
	5%	4%	5%	6%	5%	5%	4%	5%	4%	7%	-%	-%	100% ab	**
Northern Ireland	81	23	30	29	34	47	22	20	16	19	-	-	-	**
	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%	-%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S1. NATION
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
England	2293	203	717	856	689	1217	151	69	**	**	1347	339	356	786	430
	83%	79%	82%	85%	81%	84%	84%	80%	**	**	84%	80%	83%	83%	81%
Scotland	252	26	92	78	89	117	14	8	**	**	135	49	37	89	54
	9%	10%	11%	8%	10%	8%	8%	9%	**	**	8%	12%	9%	9%	10%
Wales	140	20	39	49	47	74	7	4	**	**	67	26	24	53	26
	5%	8%	4%	5%	6%	5%	4%	5%	**	**	4%	6%	5%	6%	5%
Northern Ireland	81	9	26	27	26	43	8	5	**	**	52	11	13	21	21
	3%	4%	3%	3%	3%	3%	5%	6%	**	**	3%	3%	3%	2%	4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
North East	123	10	33	17	25	23	19	8	**	87	20	89	19	54	53	9
	4%	6%	4%	6%	3%	4%	4%	7%	**	4%	5%	4%	7%	4%	6% c	2%
Yorkshire and Humberside	229	17	58	18	56	38	36	7	**	161	37	173	24	120	77	30
	8%	9%	7%	6%	7%	7%	8%	6%	**	8%	9%	8%	9%	8%	8%	8%
North West	315	11	89	19	80	53	46	9	**	216	52	235	33	170	98	42
	11%	6%	10%	7%	11%	9%	10%	8%	**	11%	13%	11%	12%	12%	11%	11%
West Midlands	229	10	69	17	62	45	34	7	**	166	29	174	20	124	71	34
	8%	5%	8%	6%	8%	8%	7%	6%	**	8%	7%	8%	8%	8%	8%	9%
East Midlands	189	15	56	23	47	37	33	10	**	132	23	143	12	97	58	19
	7%	8%	6%	8%	6%	7%	7%	9%	**	7%	6%	7%	5%	7%	6%	5%
South West	259	14	99	26	87	70	43	10	**	193	41	209	25	147	86	29
	9%	8%	11%	9%	11%	12%	9%	9%	**	10%	10%	10%	10%	10%	10%	8%
East of England	265	15	84	24	75	50	49	10	**	190	37	203	25	145	82	34
	10%	8%	10%	8%	10%	9%	10%	9%	**	10%	9%	10%	9%	10%	9%	9%
South East	351	33	130	50	113	88	75	12	**	266	41	286	21	207	101	54
	13%	18%	15%	17%	15%	16%	16%	11%	**	13%	10%	14%	8%	14%	11%	14%
Greater London	333	27	78	36	69	58	48	11	**	240	42	254	28	170	112	65
	12%	15%	9%	13%	9%	10%	10%	10%	**	12%	10%	12%	11%	12%	12%	17% a
Scotland	252	14	91	28	77	54	51	15	**	172	45	188	29	137	81	42
	9%	8%	11%	10%	10%	9%	11%	13%	**	9%	11%	9%	11%	9%	9%	11%
Wales	140	7	53	16	43	31	29	7	**	91	26	97	20	68	48	10
	5%	4%	6%	6%	6%	5%	6%	7%	**	5%	6%	5%	7%	5%	5%	3%
Northern Ireland	81	8	27	11	25	19	16	6	**	61	10	63	8	29	41	7
	3%	5%	3%	4%	3%	3%	3%	5%	**	3%	2%	3%	3%	2%	5% a	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
North East	123	40	53	49	44	52	41	18	13	13	29	18	24
	4%	5%	4%	5%	4%	4%	5%	5%	5%	4%	5%	4%	5%
Yorkshire and Humberside	229	82	99	97	84	107	74	26	21	22	63	34	52
	8%	9%	8%	9%	8%	8%	9%	7%	8%	7%	10%	8%	10%
North West	315	104	137	126	115	146	95	43	26	36	73	45	64
	11%	12%	11%	12%	11%	11%	12%	12%	10%	11%	12%	11%	12%
West Midlands	229	81	83	93	70	105	58	33	25	20	42	27	36
	8%	9%	7%	9%	7%	8%	7%	9%	10%	6%	7%	6%	7%
East Midlands	189	63	82	76	69	84	61	33	20	25	41	30	37
	7%	7%	7%	7%	7%	7%	8%	9%	8%	8%	7%	7%	7%
South West	259	77	127	97	107	134	70	36	25	36	51	43	43
	9%	9%	10%	9%	11%	11%	9%	10%	10%	11%	8%	10%	8%
East of England	265	85	115	104	96	120	80	41	25	30	52	37	45
	10%	10%	10%	10%	10%	9%	10%	11%	10%	9%	9%	9%	9%
South East	351	110	170	136	144	164	116	37	33	32	87	51	68
	13%	13%	14%	13%	14%	13%	14%	10%	13%	10%	14%	12%	13%
Greater London	333	99	113	119	93	128	84	37	16	57	57	70	45
	12%	11%	9%	11%	9%	10%	10%	10%	6%	18%	9%	16%	9%
										b		b	
Scotland	252	69	126	92	104	126	69	38	30	27	60	34	54
	9%	8%	10%	9%	10%	10%	9%	10%	12%	8%	10%	8%	10%
Wales	140	46	68	59	56	73	42	17	12	15	34	22	26
	5%	5%	6%	5%	5%	6%	5%	5%	5%	5%	6%	5%	5%
Northern Ireland	81	21	37	26	31	35	23	10	8	12	23	13	22
	3%	2%	3%	2%	3%	3%	3%	3%	3%	4%	4%	3%	4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
North East	123	22	20	6	**	7	18	**	**	42	26	99	24
	4%	5%	4%	5%	**	5%	5%	**	**	4%	5%	4%	5%
Yorkshire and Humberside	229	31	54	10	**	13	29	**	**	85	42	189	40
	8%	7%	11%	8%	**	8%	8%	**	**	9%	8%	8%	8%
North West	315	47	61	15	**	14	42	**	**	109	56	254	62
	11%	11%	12%	13%	**	9%	12%	**	**	12%	11%	11%	12%
West Midlands	229	37	25	9	**	13	38	**	**	62	51	184	45
	8%	8%	5%	7%	**	9%	10%	**	**	7%	10%	8%	9%
East Midlands	189	26	41	6	**	9	19	**	**	67	27	155	34
	7%	6%	8%	5%	**	6%	5%	**	**	7%	5%	7%	6%
South West	259	49	38	9	**	14	45	**	**	87	60	205	54
	9%	11%	8%	7%	**	9%	13%	**	**	9%	12%	9%	10%
East of England	265	38	44	11	**	22	35	**	**	82	57	211	54
	10%	9%	9%	9%	**	14%	10%	**	**	9%	11%	9%	10%
South East	351	45	74	13	**	18	56	**	**	119	74	262	89
	13%	10%	15%	10%	**	12%	15%	**	**	13%	14%	12%	17% a
Greater London	333	58	56	21	**	15	29	**	**	115	44	294	39
	12%	13%	11%	17%	**	10%	8%	**	**	12%	9%	13% b	7%
Scotland	252	49	38	12	**	17	20	**	**	88	37	205	48
	9%	11%	8%	10%	**	11%	5%	**	**	9%	7%	9%	9%
Wales	140	20	28	7	**	8	20	**	**	49	28	114	26
	5%	5%	6%	6%	**	5%	6%	**	**	5%	5%	5%	5%
Northern Ireland	81	17	18	3	**	4	11	**	**	35	15	65	17
	3%	4%	4%	3%	**	3%	3%	**	**	4%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
North East	123	17	6	**	26	67	29	47	**	11	54	34	99	24	10
	4%	4%	2%	**	5%	4%	5%	5%	**	3%	5%	4%	4%	5%	5%
Yorkshire and Humberside	229	25	24	**	50	126	46	81	**	29	88	74	192	37	10
	8%	6%	9%	**	9%	8%	7%	9%	**	9%	8%	8%	8%	8%	5%
North West	315	41	29	**	63	174	48	106	**	46	128	99	274	41	14
	11%	10%	11%	**	12%	12%	8%	11%	**	14%	12%	11%	12%	9%	8%
West Midlands	229	30	19	**	34	138	42	82	**	33	88	70	191	38	16
	8%	7%	7%	**	6%	9%	7%	9%	**	10%	8%	8%	8%	8%	9%
East Midlands	189	30	19	**	37	104	45	65	**	24	76	55	154	35	14
	7%	7%	7%	**	7%	7%	7%	7%	**	7%	7%	6%	7%	7%	8%
South West	259	57	23	**	48	127	63	88	**	24	87	92	203	55	24
	9%	14%	9%	**	9%	8%	10%	9%	**	7%	8%	10%	9%	12%	13%
		e													
East of England	265	43	21	**	54	144	48	102	**	32	91	95	218	48	23
	10%	10%	8%	**	10%	10%	8%	11%	**	10%	9%	10%	9%	10%	13%
South East	351	65	43	**	62	175	91	108	**	30	103	137	270	80	31
	13%	16%	17%	**	12%	12%	15%	12%	**	9%	10%	15%	12%	17%	17%
												ab		abd	b
Greater London	333	36	24	**	61	210	84	93	**	63	148	97	308	25	9
	12%	9%	9%	**	11%	14%	13%	10%	**	19%	14%	11%	13%	5%	5%
						a				cdef	ef	e	ef		
Scotland	252	42	26	**	53	123	73	76	**	20	107	81	208	43	14
	9%	10%	10%	**	10%	8%	12%	8%	**	6%	10%	9%	9%	9%	8%
Wales	140	22	13	**	32	69	31	55	**	10	49	55	114	26	11
	5%	5%	5%	**	6%	5%	5%	6%	**	3%	5%	6%	5%	6%	6%
Northern Ireland	81	9	15	**	16	41	20	31	**	9	32	20	61	20	9
	3%	2%	6%	**	3%	3%	3%	3%	**	3%	3%	2%	3%	4%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
North East	123	34	51	38	54	67	31	33	21	38	123	-	-	**
	4%	4%	5%	4%	4%	5%	4%	4%	4%	6%	5% bc	-%	-%	**
Yorkshire and Humberside	229	67	85	76	117	110	54	72	48	48	229	-	-	**
	8%	8%	8%	8%	8%	8%	7%	10%	8%	8%	10% bc	-%	-%	**
North West	315	115	113	87	177	136	76	99	48	84	315	-	-	**
	11%	14% c	11%	10%	12%	10%	10%	13% c	8%	13% c	14% bc	-%	-%	**
West Midlands	229	70	88	71	123	101	63	47	64	49	229	-	-	**
	8%	8%	9%	8%	9%	8%	8%	6%	11% b	8%	10% bc	-%	-%	**
East Midlands	189	56	75	59	97	91	58	60	36	32	189	-	-	**
	7%	7%	7%	6%	7%	7%	8%	8%	6%	5%	8% bc	-%	-%	**
South West	259	65	95	98	119	134	66	59	61	69	259	-	-	**
	9%	8%	9%	11%	8%	10%	9%	8%	11%	11%	11% bc	-%	-%	**
East of England	265	71	101	93	131	133	61	77	57	66	265	-	-	**
	10%	9%	10%	10%	9%	10%	8%	10%	10%	10%	12% bc	-%	-%	**
South East	351	71	132	148	166	181	105	102	63	76	351	-	-	**
	13%	9%	13% a	16% a	12%	14%	14%	14%	11%	12%	15% bc	-%	-%	**
Greater London	333	149	120	64	195	135	133	80	72	46	333	-	-	**
	12%	18% bc	12% c	7%	14%	10%	18% bd	11%	12% d	7%	15% bc	-%	-%	**
Scotland	252	74	89	87	152	100	56	66	67	59	-	252	-	**
	9%	9%	9%	10%	11% b	8%	7%	9%	12%	9%	-%	100% ac	-%	**
Wales	140	33	52	56	74	65	32	38	23	46	-	-	140	**
	5%	4%	5%	6%	5%	5%	4%	5%	4%	7%	-%	-%	100% ab	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION

Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MAN**	**WOMAN**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Northern Ireland	81	23	30	29	34	47	22	20	16	19	-	-	-	**
	3%	3%	3%	3%	2%	4%	3%	3%	3%	3%	-%	-%	-%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

REGION/ NATION
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
North East	123	17	48	33	37	68	10	6	**	**	70	23	22	41	20
	4%	7%	6%	3%	4%	5%	6%	8%	**	**	4%	5%	5%	4%	4%
Yorkshire and Humberside	229	20	62	81	66	126	17	6	**	**	135	33	28	90	51
	8%	8%	7%	8%	8%	9%	9%	7%	**	**	8%	8%	7%	9%	10%
North West	315	34	93	115	99	164	11	4	**	**	174	46	49	105	65
	11%	13%	11%	11%	12%	11%	6%	4%	**	**	11%	11%	11%	11%	12%
West Midlands	229	15	82	71	78	103	10	4	**	**	130	35	35	70	46
	8%	6%	9%	7%	9%	7%	5%	5%	**	**	8%	8%	8%	7%	9%
East Midlands	189	16	59	68	68	86	15	8	**	**	112	24	26	67	40
	7%	6%	7%	7%	8%	6%	8%	10%	**	**	7%	6%	6%	7%	8%
South West	259	19	96	88	85	128	14	7	**	**	154	42	46	96	42
	9%	8%	11%	9%	10%	9%	8%	9%	**	**	10%	10%	11%	10%	8%
East of England	265	31	78	99	78	145	15	7	**	**	153	41	41	92	43
	10%	12%	9%	10%	9%	10%	8%	8%	**	**	10%	10%	10%	10%	8%
South East	351	15	117	138	97	200	33	11	**	**	234	33	64	119	72
	13%	6%	13%	14%	11%	14%	18%	12%	**	**	15%	8%	15%	13%	14%
			a	a							b				
Greater London	333	35	82	163	81	199	27	15	**	**	185	61	45	107	50
	12%	14%	9%	16%	10%	14%	15%	17%	**	**	12%	14%	10%	11%	10%
				b		a									
Scotland	252	26	92	78	89	117	14	8	**	**	135	49	37	89	54
	9%	10%	11%	8%	10%	8%	8%	9%	**	**	8%	12%	9%	9%	10%
Wales	140	20	39	49	47	74	7	4	**	**	67	26	24	53	26
	5%	8%	4%	5%	6%	5%	4%	5%	**	**	4%	6%	5%	6%	5%
Northern Ireland	81	9	26	27	26	43	8	5	**	**	52	11	13	21	21
	3%	4%	3%	3%	3%	3%	5%	6%	**	**	3%	3%	3%	2%	4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

S4. AGE OF RESPONDENT
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
16 - 24 years	332	19	22	21	20	29	12	11	**	246	32	254	24	193	86	77
	12%	10%	3%	8%	3%	5%	3%	10%	**	12%	8%	12%	9%	13%	9%	21%
		b		b				b		b				b		ab
25-34 years	495	32	92	42	82	78	46	22	**	332	86	350	69	257	162	94
	18%	18%	11%	15%	11%	14%	10%	19%	**	17%	21%	17%	26%	18%	18%	25%
		b						b					a			ab
35-44 years	557	32	137	52	117	88	81	11	**	399	91	436	53	305	185	78
	20%	18%	16%	18%	15%	15%	17%	9%	**	20%	23%	21%	20%	21%	20%	21%
45-54 years	474	26	189	46	170	125	90	25	**	352	70	383	39	260	162	48
	17%	15%	22%	16%	22%	22%	19%	23%	**	18%	17%	18%	15%	18%	18%	13%
55-64 years	435	18	191	35	174	108	101	17	**	332	52	349	34	231	153	42
	16%	10%	22%	12%	23%	19%	21%	15%	**	17%	13%	17%	13%	16%	17%	11%
			a		a										c	
65-74 years	286	22	130	45	108	74	78	13	**	189	44	209	24	142	92	20
	10%	12%	15%	16%	14%	13%	16%	11%	**	10%	11%	10%	9%	10%	10%	5%
														c	c	
75 years or over	185	30	103	44	89	63	70	14	**	121	27	128	20	78	70	15
	7%	16%	12%	15%	12%	11%	15%	12%	**	6%	7%	6%	7%	5%	8%	4%
Prefer not to say	4	1	1	1	1	2	-	-	**	2	1	3	-	2	1	1
	*%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%	*%	-%	*%	*%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S4. AGE OF RESPONDENT
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
16 - 24 years	332	92	49	102	39	87	54	36	16	36	38	43	31
	12%	11% b	4%	10% b	4%	7%	7%	10%	6%	11% b	6%	10%	6%
25-34 years	495	183	163	211	136	221	126	95	45	80	85	94	71
	18%	21% b	13%	20% b	13%	17%	15%	26% ab	18%	24% b	14%	22% b	14%
35-44 years	557	205	233	253	185	282	156	75	51	82	144	116	110
	20%	23%	19%	24% b	18%	22%	19%	20%	20%	25%	24%	27%	21%
45-54 years	474	140	252	177	215	246	146	63	51	42	129	57	113
	17%	16%	21% a	16%	21% a	19%	18%	17%	20%	13%	21% a	13%	22% a
55-64 years	435	134	240	162	212	223	151	50	44	42	107	55	94
	16%	15%	20% a	15%	21% a	17%	19%	14%	17%	13%	17%	13%	18%
65-74 years	286	92	157	122	127	136	112	30	28	33	69	45	57
	10%	10%	13%	11%	13%	11%	14% c	8%	11%	10%	11%	11%	11%
75 years or over	185	30	114	46	98	77	67	19	19	10	42	14	39
	7%	3%	9% a	4%	10% a	6%	8%	5%	8%	3%	7%	3%	7% a
Prefer not to say	4	1	2	2	1	2	1	1	1	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S4. AGE OF RESPONDENT
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
16 - 24 years	332	48	27	18	**	8	11	**	**	75	19	304	28
	12%	11%	5%	15%	**	5%	3%	**	**	8%	4%	14%	5%
		b		b						b		b	
25-34 years	495	86	78	33	**	15	33	**	**	164	48	460	35
	18%	20%	16%	27%	**	9%	9%	**	**	17%	9%	21%	6%
				b						b		b	
35-44 years	557	114	112	24	**	26	60	**	**	227	86	495	62
	20%	26%	23%	20%	**	17%	17%	**	**	24%	17%	22%	12%
										b		b	
45-54 years	474	73	98	18	**	30	65	**	**	170	95	399	75
	17%	16%	20%	15%	**	20%	18%	**	**	18%	18%	18%	14%
55-64 years	435	61	88	14	**	47	76	**	**	149	123	323	113
	16%	14%	18%	11%	**	30%	21%	**	**	16%	24%	14%	21%
											a		a
65-74 years	286	37	65	9	**	17	60	**	**	102	78	172	113
	10%	8%	13%	8%	**	11%	17%	**	**	11%	15%	8%	21%
													a
75 years or over	185	22	30	5	**	11	56	**	**	52	67	82	103
	7%	5%	6%	4%	**	7%	15%	**	**	6%	13%	4%	19%
											a		a
Prefer not to say	4	1	-	1	**	-	1	**	**	1	1	2	3
	*%	*%	-%	1%	**	-%	*%	**	**	*%	*%	*%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S4. AGE OF RESPONDENT
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
16 - 24 years	332	9	7	**	41	271	52	68	**	332	-	-	332	-	-
	12%	2%	3%	**	8%	18%	8%	7%	**	100%	-%	-%	14%	-%	-%
					ab	abd				bcdef			bcef		
25-34 years	495	35	21	**	115	316	100	147	**	-	495	-	495	-	-
	18%	8%	8%	**	21%	21%	16%	16%	**	-%	47%	-%	22%	-%	-%
					ab	ab					acdef		acef		
35-44 years	557	55	46	**	131	310	92	206	**	-	557	-	557	-	-
	20%	13%	18%	**	25%	21%	15%	22%	**	-%	53%	-%	24%	-%	-%
					a	a		a			acdef		acef		
45-54 years	474	87	70	**	88	218	110	167	**	-	-	474	474	-	-
	17%	21%	27%	**	16%	15%	18%	18%	**	-%	-%	52%	21%	-%	-%
		e	de									abdef	abef		
55-64 years	435	106	54	**	80	189	97	166	**	-	-	435	435	-	-
	16%	26%	21%	**	15%	13%	16%	18%	**	-%	-%	48%	19%	-%	-%
		de	e									abdef	abef		
65-74 years	286	67	39	**	48	125	96	101	**	-	-	-	-	286	-
	10%	16%	15%	**	9%	8%	16%	11%	**	-%	-%	-%	-%	61%	-%
		de	e				b							abcdf	
75 years or over	185	56	24	**	32	68	72	78	**	-	-	-	-	185	185
	7%	13%	9%	**	6%	5%	12%	8%	**	-%	-%	-%	-%	39%	100%
		de	e											abcd	abcde
Prefer not to say	4	1	-	**	1	2	2	1	**	-	-	-	-	-	-
	*%	*%	-%	**	*%	*%	*%	*%	**	-%	-%	-%	-%	-%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S4. AGE OF RESPONDENT
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
16 - 24 years	332	332	-	-	168	153	65	104	82	73	292	20	10	**
	12%	40%	-%	-%	12%	12%	9%	14%	14%	12%	13%	8%	7%	**
		bc						a	a					
25-34 years	495	495	-	-	249	237	166	156	105	64	405	54	22	**
	18%	60%	-%	-%	17%	18%	22%	21%	18%	10%	18%	21%	16%	**
		bc					d	d	d					
35-44 years	557	-	557	-	276	280	154	140	134	122	459	53	27	**
	20%	-%	54%	-%	19%	22%	20%	19%	23%	19%	20%	21%	19%	**
			ac											
45-54 years	474	-	474	-	239	232	106	133	105	119	401	37	25	**
	17%	-%	46%	-%	17%	18%	14%	18%	18%	19%	17%	15%	18%	**
			ac											
55-64 years	435	-	-	435	223	208	104	109	98	114	353	44	30	**
	16%	-%	-%	48%	16%	16%	14%	15%	17%	18%	15%	18%	21%	**
				ab										
65-74 years	286	-	-	286	181	105	100	64	37	84	231	28	15	**
	10%	-%	-%	32%	13%	8%	13%	8%	6%	13%	10%	11%	11%	**
				ab	b		bc			bc				
75 years or over	185	-	-	185	100	84	64	45	18	55	151	14	11	**
	7%	-%	-%	20%	7%	6%	8%	6%	3%	9%	7%	6%	8%	**
				ab			c			c				
Prefer not to say	4	-	-	-	2	1	-	3	-	1	3	1	-	**
	*%	-%	-%	-%	*%	*%	-%	*%	-%	*%	*%	1%	-%	**

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

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

S4. AGE OF RESPONDENT
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
16 - 24 years	332	39	106	88	116	143	19	12	**	**	182	68	42	64	29
	12%	15% c	12%	9%	14% b	10%	10%	14%	**	**	11%	16% a	10%	7%	5%
25-34 years	495	45	108	254	150	263	32	13	**	**	256	97	68	171	93
	18%	17%	12%	25% ab	18%	18%	18%	16%	**	**	16%	23% a	16%	18%	17%
35-44 years	557	77	163	220	141	313	32	12	**	**	324	94	78	206	127
	20%	30% bc	19%	22%	17%	22% a	18%	13%	**	**	20%	22%	18%	22%	24%
45-54 years	474	44	169	177	140	262	26	13	**	**	284	72	61	188	114
	17%	17%	19%	18%	16%	18%	15%	15%	**	**	18%	17%	14%	20%	21% a
55-64 years	435	36	160	140	127	248	18	6	**	**	287	48	74	166	88
	16%	14%	18% c	14%	15%	17%	10%	6%	**	**	18% b	11%	17%	18%	17%
65-74 years	286	11	101	88	86	157	22	11	**	**	169	22	51	106	58
	10%	4%	12% a	9%	10%	11%	12%	13%	**	**	11% b	5%	12%	11%	11%
75 years or over	185	6	67	41	89	63	30	19	**	**	98	23	54	46	22
	7%	2%	8% ac	4%	11% b	4%	16%	22%	**	**	6%	5%	13% bc	5%	4%
Prefer not to say	4	1	-	1	1	1	1	1	**	**	1	1	1	1	1
	*%	1%	-%	*%	*%	*%	*%	1%	**	**	*%	*%	*%	*%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S5. GENDER
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Man	1439	95	444	148	391	309	230	64	**	1030	193	1102	122	807	417	217
	52%	53%	51%	52%	51%	55%	48%	58%	**	52%	48%	52%	46%	55% b	46%	58% b
Woman	1299	83	417	135	365	253	248	46	**	923	207	989	141	647	482	155
	47%	46%	48%	47%	48%	45%	52%	41%	**	47%	51%	47%	54%	44%	53% ac	41%
Non-binary	15	-	1	-	1	1	-	1	**	9	1	11	-	8	2	1
	1%	-%	*%	-%	*%	*%	-%	1%	**	*%	*%	*%	-%	1%	*%	*%
Prefer to use my own term	2	1	-	1	-	1	-	-	**	1	-	1	-	-	1	-
	*%	*%	-%	*%	-%	*%	-%	-%	**	*%	-%	*%	-%	-%	*%	-%
Prefer not to say	12	1	4	2	3	3	2	-	**	9	1	10	-	4	7	1
	*%	*%	*%	1%	*%	1%	*%	-%	**	*%	*%	*%	-%	*%	1%	*%

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

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

S5. GENDER
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Man	1439	474	621	563	532	682	413	203	135	175	308	219	264
	52%	54%	51%	52%	53%	54%	51%	55%	53%	54%	50%	52%	51%
Woman	1299	394	581	499	476	579	396	161	117	149	303	204	249
	47%	45%	48%	46%	47%	45%	49%	44%	46%	46%	49%	48%	48%
Non-binary	15	5	3	7	2	6	3	2	1	1	1	1	1
	1%	1%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	*%
Prefer to use my own term	2	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Prefer not to say	12	4	4	6	3	7	2	2	2	-	2	-	2
	*%	1%	*%	1%	*%	1%	*%	1%	1%	-%	*%	-%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S5. GENDER
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Man	1439	239	244	75	**	75	189	**	**	483	264	1162	277
	52%	54%	49%	62% b	**	49%	52%	**	**	51%	51%	52%	52%
Woman	1299	200	252	46	**	80	171	**	**	453	251	1051	248
	47%	45%	51% c	38%	**	51%	47%	**	**	48%	48%	47%	47%
Non-binary	15	1	1	-	**	-	2	**	**	2	2	12	3
	1%	*%	*%	-%	**	-%	1%	**	**	*%	*%	1%	1%
Prefer to use my own term	2	-	-	-	**	-	-	**	**	-	-	2	-
	*%	-%	-%	-%	**	-%	-%	**	**	-%	-%	*%	-%
Prefer not to say	12	1	1	-	**	-	-	**	**	2	-	9	3
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	1%

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

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

S5. GENDER
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Man	1439	223	135	**	264	790	360	482	**	168	525	462	1155	281	100
	52%	54%	52%	**	49%	53%	58%	52%	**	51%	50%	51%	50%	60% bcd	54%
Woman	1299	191	124	**	267	689	255	446	**	153	517	440	1110	189	84
	47%	46%	47%	**	50%	46%	41%	48%	**	46%	49% e	48% e	48% e	40%	46%
Non-binary	15	1	-	**	2	12	3	2	**	9	4	2	15	-	-
	1%	*%	-%	**	*%	1%	*%	*%	**	3% bcde	*%	*%	1%	-%	-%
Prefer to use my own term	2	-	-	**	-	2	-	1	**	1	1	-	2	-	-
	*%	-%	-%	**	-%	*%	-%	*%	**	*%	*%	-%	*%	-%	-%
Prefer not to say	12	1	2	**	1	8	3	1	**	1	5	4	10	-	-
	*%	*%	1%	**	*%	1%	*%	*%	**	*%	*%	*%	*%	-%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S5. GENDER
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	**16-34**	**35-54**	**55+**	**MAN**	**WOMAN**	**AB**	**C1**	**C2**	**DE**	**ENGLAND**	**SCOT-LAND**	**WALES**	**N IRE-LAND**
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Man	1439	417	515	505	1439	-	460	368	319	276	1179	152	74	**
	52%	50%	50%	56%	100%	-%	61%	49%	55%	44%	51%	60%	53%	**
					b		bd		d			a		
Woman	1299	390	512	397	-	1299	291	374	253	353	1088	100	65	**
	47%	47%	50%	44%	-%	100%	38%	50%	44%	56%	47%	40%	46%	**
						a		a		ac				
Non-binary	15	12	3	-	-	-	4	3	4	3	14	-	1	**
	1%	1%	*%	-%	-%	-%	1%	*%	1%	1%	1%	-%	1%	**
		bc												
Prefer to use my own term	2	2	-	-	-	-	2	-	-	-	2	-	-	**
	*%	*%	-%	-%	-%	-%	*%	-%	-%	-%	*%	-%	-%	**
Prefer not to say	12	6	1	4	-	-	2	8	1	1	11	1	-	**
	*%	1%	*%	*%	-%	-%	*%	1%	*%	*%	*%	*%	-%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

S5. GENDER
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Man	1439	124	442	597	393	786	95	43	**	**	819	245	206	507	334
	52%	48%	51%	59% ab	46%	54% a	53%	50%	**	**	51%	58%	48%	53%	63% ab
Woman	1299	130	426	408	442	659	83	42	**	**	769	173	223	434	189
	47%	50% c	49% c	40%	52% b	45%	46%	48%	**	**	48% b	41%	52% c	46% c	36%
Non-binary	15	2	5	2	14	-	-	-	**	**	6	3	1	4	2
	1%	1%	1%	*%	2% b	-%	-%	-%	**	**	*%	1%	*%	*%	*%
Prefer to use my own term	2	-	-	1	2	-	1	1	**	**	1	-	-	-	-
	*%	-%	-%	*%	*%	-%	*%	1%	**	**	*%	-%	-%	-%	-%
Prefer not to say	12	2	1	1	-	5	1	1	**	**	6	4	-	4	5
	*%	1%	*%	*%	-%	*%	*%	1%	**	**	*%	1%	-%	*%	1%

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

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

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
AB	759	67	284	104	247	187	164	49	**	526	129	569	86	382	273	101
	27%	37%	33%	36%	33%	33%	34%	44%	**	27%	32%	27%	33%	26%	30%	27%
C1	753	35	228	58	205	158	105	25	**	540	106	579	67	449	198	112
	27%	20%	26%	20%	27%	28%	22%	22%	**	27%	26%	27%	25%	31% b	22%	30% b
C2	577	38	151	56	133	108	81	17	**	394	89	424	59	309	175	94
	21%	21%	17%	20%	17%	19%	17%	15%	**	20%	22%	20%	23%	21%	19%	25%
DE	633	38	195	63	170	107	125	21	**	473	76	500	49	309	240	64
	23%	21%	23%	22%	22%	19%	26% a	19%	**	24%	19%	24%	19%	21%	26% ac	17%
Don't know	45	2	8	5	5	6	4	-	**	40	3	40	2	18	24	4
	2%	1%	1%	2%	1%	1%	1%	-%	**	2%	1%	2%	1%	1%	3% a	1%
SUMMARY																
ABC1	1512	102	511	161	452	346	268	74	**	1066	235	1148	152	831	470	212
	55%	57%	59%	56%	60%	61%	56%	66%	**	54%	58%	54%	58%	57%	52%	57%
C2DE	1210	76	347	119	303	215	207	38	**	867	165	924	108	618	415	158
	44%	42%	40%	42%	40%	38%	43%	34%	**	44%	41%	44%	41%	42%	46%	42%

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

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

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
AB	759	226	381	287	320	376	232	112	74	130	186	160	156
	27%	26%	32% a	27%	32%	29%	28%	31%	29%	40% b	30%	38%	30%
C1	753	275	318	328	264	381	211	101	69	75	162	94	142
	27%	31%	26%	31%	26%	30%	26%	27%	27%	23%	26%	22%	28%
C2	577	181	231	218	194	267	145	82	57	67	126	92	102
	21%	21%	19%	20%	19%	21%	18%	22%	22%	21%	21%	22%	20%
DE	633	186	266	226	226	237	216	70	53	51	133	74	110
	23%	21%	22%	21%	22%	19%	27% ac	19%	21%	16%	22%	17%	21%
Don't know	45	10	13	14	9	14	10	3	2	2	7	3	6
	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
SUMMARY													
ABC1	1512	501	699	615	585	757	443	213	142	206	347	255	298
	55%	57%	58%	57%	58%	59%	54%	58%	56%	63%	57%	60%	58%
C2DE	1210	367	498	445	420	504	361	152	110	118	259	166	212
	44%	42%	41%	41%	41%	40%	44%	41%	43%	36%	42%	39%	41%

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

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

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
AB	759	152	165	47	**	43	112	**	**	316	155	654	105
	27%	34%	33%	39%	**	28%	31%	**	**	34%	30%	29% b	20%
C1	753	103	134	23	**	48	105	**	**	237	153	618	134
	27%	23%	27%	19%	**	31%	29%	**	**	25%	30%	28%	25%
C2	577	97	97	21	**	38	48	**	**	193	85	491	87
	21%	22%	19%	18%	**	24% b	13%	**	**	21%	17%	22% b	16%
DE	633	85	99	29	**	27	91	**	**	184	118	441	192
	23%	19%	20%	24%	**	17%	25%	**	**	20%	23%	20%	36% a
Don't know	45	5	4	2	**	-	6	**	**	9	6	31	13
	2%	1%	1%	1%	**	-%	2%	**	**	1%	1%	1%	3%
SUMMARY													
ABC1	1512	255	298	70	**	90	217	**	**	553	307	1272	240
	55%	58%	60%	57%	**	58%	60%	**	**	59%	59%	57% b	45%
C2DE	1210	182	196	50	**	64	139	**	**	377	204	932	278
	44%	41%	39%	41%	**	42%	38%	**	**	40%	39%	42%	52% a

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
AB	759	144	78	**	163	354	229	276	**	65	320	210	595	164	64
	27%	35%	30%	**	31%	24%	37%	30%	**	20%	30%	23%	26%	35%	35%
		e			e		b				acd			acd	acd
C1	753	98	77	**	142	421	138	253	**	104	295	242	641	108	45
	27%	24%	30%	**	26%	28%	22%	27%	**	31%	28%	27%	28%	23%	24%
										e					
C2	577	65	49	**	123	332	122	191	**	82	238	202	523	55	18
	21%	16%	19%	**	23%	22%	20%	21%	**	25%	23%	22%	23%	12%	10%
					a	a				ef	ef	ef	ef		
DE	633	105	54	**	102	361	127	203	**	73	186	233	492	140	55
	23%	25%	21%	**	19%	24%	20%	22%	**	22%	18%	26%	21%	30%	30%
												b		bd	bd
Don't know	45	5	3	**	5	32	5	10	**	8	12	21	41	4	3
	2%	1%	1%	**	1%	2%	1%	1%	**	2%	1%	2%	2%	1%	1%
SUMMARY															
ABC1	1512	242	155	**	305	775	366	529	**	169	616	452	1237	272	109
	55%	58%	59%	**	57%	52%	59%	57%	**	51%	59%	50%	54%	58%	59%
											c			c	
C2DE	1210	170	103	**	225	693	249	394	**	155	424	435	1014	194	73
	44%	41%	39%	**	42%	46%	40%	42%	**	47%	40%	48%	44%	41%	40%
												b			

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

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
AB	759	232	260	268	460	291	759	-	-	-	648	56	32	**
	27%	28%	25%	30%	32%	22%	100%	-%	-%	-%	28%	22%	23%	**
					b		bcd							
C1	753	260	273	218	368	374	-	753	-	-	628	66	38	**
	27%	31%	26%	24%	26%	29%	-%	100%	-%	-%	27%	26%	27%	**
		c						acd						
C2	577	187	238	152	319	253	-	-	577	-	471	67	23	**
	21%	23%	23%	17%	22%	19%	-%	-%	100%	-%	21%	26%	17%	**
		c	c						abd					
DE	633	137	241	254	276	353	-	-	-	633	509	59	46	**
	23%	17%	23%	28%	19%	27%	-%	-%	-%	100%	22%	24%	33%	**
			a	a		a				abc			a	
Don't know	45	12	19	14	17	28	-	-	-	-	38	4	-	**
	2%	1%	2%	2%	1%	2%	-%	-%	-%	-%	2%	1%	-%	**
SUMMARY														
ABC1	1512	491	533	485	828	665	759	753	-	-	1276	122	71	**
	55%	59%	52%	54%	58%	51%	100%	100%	-%	-%	56%	49%	50%	**
		b			b		cd	cd						
C2DE	1210	323	479	407	595	607	-	-	577	633	979	126	69	**
	44%	39%	46%	45%	41%	47%	-%	-%	100%	100%	43%	50%	50%	**
			a			a			ab	ab				

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

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

S6. SOCIO-ECONOMIC GROUP
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
AB	759	23	125	464	180	458	67	27	**	**	442	109	115	285	169
	27%	9%	14%	46% ab	21%	32% a	37%	31%	**	**	28%	26%	27%	30%	32%
C1	753	48	217	339	203	433	35	15	**	**	470	80	124	269	157
	27%	18%	25%	34% ab	24%	30% a	20%	17%	**	**	29% b	19%	29%	28%	30%
C2	577	75	238	142	183	305	38	21	**	**	315	92	88	193	97
	21%	29% c	27% c	14%	21%	21%	21%	24%	**	**	20%	22%	20%	20%	18%
DE	633	108	282	59	271	246	38	23	**	**	345	133	93	195	102
	23%	42% bc	32% c	6%	32% b	17%	21%	27%	**	**	22%	31% a	22%	21%	19%
Don't know	45	4	12	5	14	8	2	1	**	**	29	11	9	6	4
	2%	2%	1%	1%	2%	1%	1%	1%	**	**	2%	2%	2%	1%	1%
SUMMARY															
ABC1	1512	71	342	804	383	891	102	42	**	**	912	189	239	553	327
	55%	27%	39% a	80% ab	45%	61% a	57%	48%	**	**	57% b	44%	56%	58%	62%
C2DE	1210	183	520	201	454	551	76	44	**	**	660	226	181	389	200
	44%	71% bc	59% c	20%	53% b	38%	42%	51%	**	**	41%	53% a	42%	41%	38%

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
In full time employment	1337	88	359	131	316	250	197	62	**	951	214	1026	139	753	412	220
	48%	49%	41%	46%	42%	44%	41%	55%	**	48%	53%	49%	53%	51%	45%	59%
								b						b		ab
In part time employment	417	16	123	25	114	80	60	13	**	303	52	323	31	210	145	60
	15%	9%	14%	9%	15%	14%	12%	12%	**	15%	13%	15%	12%	14%	16%	16%
					a											
Unemployed	172	3	45	11	37	26	22	2	**	133	20	140	13	85	68	16
	6%	2%	5%	4%	5%	5%	5%	2%	**	7%	5%	7%	5%	6%	8%	4%
A student	97	7	3	7	3	7	3	1	**	70	7	71	6	53	24	14
	4%	4%	*%	2%	*%	1%	1%	1%	**	4%	2%	3%	2%	4%	3%	4%
		b		b												
Full-time responsibility for home/ family	138	9	44	13	39	26	27	1	**	99	17	102	14	67	49	11
	5%	5%	5%	5%	5%	5%	6%	1%	**	5%	4%	5%	5%	5%	5%	3%
Retired	499	50	260	89	221	154	156	30	**	335	82	365	52	246	171	37
	18%	28%	30%	31%	29%	27%	33%	27%	**	17%	20%	17%	20%	17%	19%	10%
														c	c	
Other	81	7	28	9	26	21	14	3	**	61	11	65	7	44	28	12
	3%	4%	3%	3%	3%	4%	3%	2%	**	3%	3%	3%	3%	3%	3%	3%
Prefer not to say	25	1	4	1	4	4	2	-	**	21	1	21	1	9	13	2
	1%	1%	1%	*%	1%	1%	*%	-%	**	1%	*%	1%	*%	1%	1%	1%
SUMMARY																
TOTAL EMPLOYED	1755	104	482	156	430	330	256	75	**	1253	266	1349	170	963	557	280
	63%	58%	56%	54%	57%	58%	53%	67%	**	64%	66%	64%	65%	66%	61%	75%
								b								ab

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

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S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
In full time employment	1337	471	561	571	462	661	371	207	130	206	318	258	266
	48%	54% b	46%	53% b	46%	52% b	46%	56% b	51%	63% b	52%	61% b	52%
In part time employment	417	132	171	159	144	193	110	63	44	40	90	58	72
	15%	15%	14%	15%	14%	15%	14%	17%	17%	12%	15%	14%	14%
Unemployed	172	47	65	57	55	54	58	16	12	12	32	18	27
	6%	5%	5%	5%	5%	4%	7% a	4%	5%	4%	5%	4%	5%
A student	97	29	8	30	7	21	15	4	2	8	7	8	7
	4%	3% b	1%	3% b	1%	2%	2%	1%	1%	3%	1%	2%	1%
Full-time responsibility for home/ family	138	47	59	56	50	63	43	10	8	12	31	16	27
	5%	5%	5%	5%	5%	5%	5%	3%	3%	4%	5%	4%	5%
Retired	499	116	302	163	255	237	181	51	47	37	117	54	100
	18%	13%	25% a	15%	25% a	19%	22% c	14%	19%	11%	19% a	13%	19% a
Other	81	25	39	28	36	37	27	12	9	8	17	11	15
	3%	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	3%
Prefer not to say	25	10	5	10	5	8	7	4	2	1	2	1	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	*%	*%	*%
SUMMARY													
TOTAL EMPLOYED	1755	603	733	730	606	854	481	270	174	246	408	316	338
	63%	69% b	61%	68% b	60%	67% b	59%	73% b	68% b	76% b	66%	75% b	66%

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
In full time employment	1337	258	266	74	**	60	129	**	**	525	189	1219	118
	48%	58%	54%	61%	**	39%	36%	**	**	56% b	37%	55% b	22%
In part time employment	417	55	75	17	**	29	54	**	**	130	83	343	74
	15%	12%	15%	14%	**	19%	15%	**	**	14%	16%	15%	14%
Unemployed	172	24	21	9	**	13	19	**	**	45	31	120	51
	6%	5%	4%	7%	**	8%	5%	**	**	5%	6%	5%	10% a
A student	97	9	6	1	**	5	1	**	**	15	6	84	13
	4%	2%	1%	1%	**	3%	*%	**	**	2%	1%	4%	2%
Full-time responsibility for home/ family	138	20	23	3	**	6	23	**	**	43	29	112	26
	5%	4%	5%	2%	**	4%	6%	**	**	5%	6%	5%	5%
Retired	499	61	94	16	**	37	123	**	**	154	160	280	219
	18%	14%	19%	13%	**	24%	34%	**	**	16%	31% a	13%	41% a
Other	81	15	11	2	**	5	11	**	**	26	16	58	23
	3%	3%	2%	2%	**	3%	3%	**	**	3%	3%	3%	4%
Prefer not to say	25	1	2	-	**	-	3	**	**	3	3	18	7
	1%	*%	*%	-%	**	-%	1%	**	**	*%	1%	1%	1%
SUMMARY													
TOTAL EMPLOYED	1755	313	341	90	**	89	183	**	**	654	271	1563	192
	63%	71%	69%	75%	**	57%	50%	**	**	70% b	52%	70% b	36%

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
In full time employment	1337	153	122	**	300	740	286	455	**	133	730	446	1309	28	1
	48%	37%	47%	**	56% ae	49% a	46%	49%	**	40% ef	69% acdef	49% aef	57% acef	6% f	1%
In part time employment	417	55	40	**	78	237	78	139	**	71	131	188	390	27	4
	15%	13%	15%	**	15%	16%	13%	15%	**	21% bef	12% ef	21% bef	17% bef	6%	2%
Unemployed	172	23	13	**	28	105	21	50	**	27	76	66	169	3	-
	6%	6%	5%	**	5%	7%	3%	5%	**	8% ef	7% ef	7% ef	7% ef	1%	-%
A student	97	-	3	**	7	87	16	12	**	84	11	2	97	-	-
	4%	-%	1%	**	1%	6% abd	3%	1%	**	25% bcdef	1%	*%	4% bcef	-%	-%
Full-time responsibility for home/ family	138	25	11	**	22	78	23	48	**	6	73	57	137	1	1
	5%	6%	4%	**	4%	5%	4%	5%	**	2%	7% aef	6% aef	6% aef	*%	1%
Retired	499	142	64	**	86	191	173	194	**	1	1	88	90	407	178
	18%	34% de	25% de	**	16%	13%	28% b	21%	**	*%	*%	10% abd	4% ab	86% abcd	96% abcde
Other	81	15	7	**	14	42	20	27	**	4	21	51	76	5	1
	3%	4%	3%	**	3%	3%	3%	3%	**	1%	2%	6% abdef	3% e	1%	*%
Prefer not to say	25	3	1	**	1	20	2	6	**	7	9	10	25	-	-
	1%	1%	*%	**	*%	1%	*%	1%	**	2% e	1%	1%	1%	-%	-%
SUMMARY															
TOTAL EMPLOYED	1755	208	162	**	378	977	364	594	**	204	861	634	1699	55	5
	63%	50%	62% a	**	71% a	65% a	59%	64%	**	61% ef	82% acdef	70% aef	74% aef	12% f	3%

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

S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
In full time employment	1337	498	643	196	812	515	447	451	308	124	1121	125	55	**
	48%	60% c	62% c	22%	56% b	40%	59% d	60% d	53% d	20%	49%	50%	39%	**
In part time employment	417	131	163	123	139	273	68	98	117	124	348	36	21	**
	15%	16%	16%	14%	10%	21% a	9%	13% a	20% ab	20% ab	15%	14%	15%	**
Unemployed	172	52	82	37	78	93	12	11	24	118	137	15	14	**
	6%	6%	8% c	4%	5%	7%	2%	1%	4% ab	19% abc	6%	6%	10%	**
A student	97	93	4	-	52	39	18	51	17	11	86	6	1	**
	4%	11% bc	*%	-%	4%	3%	2%	7% acd	3%	2%	4%	2%	1%	**
Full-time responsibility for home/ family	138	31	79	29	23	112	17	15	39	64	110	13	12	**
	5%	4%	8% ac	3%	2%	9% a	2%	2%	7% ab	10% ab	5%	5%	8%	**
Retired	499	2	7	488	292	208	184	116	52	141	404	43	32	**
	18%	*%	1%	54% ab	20% b	16%	24% bc	15% c	9%	22% bc	18%	17%	23%	**
Other	81	11	41	29	34	46	12	8	17	39	67	10	4	**
	3%	1%	4% a	3% a	2%	4%	2%	1%	3%	6% abc	3%	4%	3%	**
Prefer not to say	25	9	12	5	10	15	2	3	2	12	19	4	1	**
	1%	1%	1%	1%	1%	1%	*%	*%	*%	2% ab	1%	1%	1%	**
SUMMARY														
TOTAL EMPLOYED	1755	630	806	318	951	787	515	549	425	247	1469	162	76	**
	63%	76% c	78% c	35%	66% b	61%	68% d	73% d	74% d	39%	64%	64%	54%	**

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
In full time employment	1337	67	359	724	305	824	88	35	**	**	777	216	181	486	310
	48%	26%	41% a	72% ab	36%	57% a	49%	40%	**	**	49%	51%	42%	51% a	58% ab
In part time employment	417	64	166	88	124	228	16	9	**	**	252	52	53	160	58
	15%	25% c	19% c	9%	15%	16%	9%	10%	**	**	16%	12%	12%	17% c	11%
Unemployed	172	43	61	16	94	48	3	2	**	**	86	51	27	48	23
	6%	17% bc	7% c	2%	11% b	3%	2%	2%	**	**	5%	12% a	6%	5%	4%
A student	97	16	28	14	33	42	7	4	**	**	55	16	13	16	7
	4%	6% c	3% c	1%	4%	3%	4%	5%	**	**	3%	4%	3%	2%	1%
Full-time responsibility for home/ family	138	31	50	20	56	50	9	5	**	**	76	23	20	42	33
	5%	12% bc	6% c	2%	7% b	3%	5%	6%	**	**	5%	5%	5%	4%	6%
Retired	499	21	180	133	189	232	50	29	**	**	289	49	117	163	85
	18%	8%	21% ac	13%	22% b	16%	28%	34%	**	**	18% b	12%	27% bc	17%	16%
Other	81	14	29	14	45	25	7	3	**	**	49	13	14	30	9
	3%	6% c	3% c	1%	5% b	2%	4%	3%	**	**	3%	3%	3%	3%	2%
Prefer not to say	25	1	2	-	5	3	1	-	**	**	17	4	5	3	5
	1%	*%	*%	-%	1%	*%	1%	-%	**	**	1%	1%	1%	*%	1%
SUMMARY															
TOTAL EMPLOYED	1755	131	524	812	429	1051	104	44	**	**	1029	269	234	646	368
	63%	51%	60% a	80% ab	50%	73% a	58%	50%	**	**	64%	63%	54%	68% a	69% a

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Mobile phone	2629	150	853	255	748	543	460	105	**	1973	403	2113	263	1466	909	375
	95%	83%	99% a	89%	98% a	96%	96%	94%	**	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	136	858	241	753	544	450	104	**	1663	392	1801	254	1272	784	295
	87%	76%	99% a	84%	99% a	96%	94%	93%	**	84%	97% a	85%	97% a	87% c	86% c	79%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	121	754	218	657	466	409	89	**	1359	329	1479	208	1036	652	228
	69%	67%	87% a	76%	86% a	82%	85%	80%	**	69%	82% a	70%	79% a	71% c	72% c	61%
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	180	866	286	760	567	479	112	**	1086	292	1174	205	838	541	193
	60%	100%	100%	100%	100%	100%	100%	100%	**	55%	73% a	56%	78% a	57%	59% c	51%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Mobile phone	2629	788	1195	984	999	1207	776	339	240	317	605	414	508
	95%	90%	99% a	92%	99% a	95%	95%	92%	94%	98%	99%	98%	99%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	877	1210	1074	1014	1274	813	368	255	293	601	389	505
	87%	100%	100%	100%	100%	100%	100%	100%	100%	90%	98% a	92%	98% a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	523	1057	695	885	964	616	271	193	325	614	424	516
	69%	60%	87% a	65%	87% a	76%	76%	74%	76%	100%	100%	100%	100%
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	380	1019	512	886	833	566	214	133	218	477	287	408
	60%	43%	84% a	48%	87% a	65% cd	70% cd	58%	52%	67%	78% a	68%	79% a

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Mobile phone	2629	432	490	118	**	154	355	**	**	923	510	2130	499
	95%	98%	99%	98%	**	100%	98%	**	**	98%	99%	95%	94%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	413	481	108	**	145	330	**	**	894	475	1958	449
	87%	94%	97% c	89%	**	94%	91%	**	**	95%	92%	88%	84%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	442	498	121	**	155	362	**	**	939	517	1578	330
	69%	100%	100%	100%	**	100%	100%	**	**	100%	100%	71% b	62%
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	320	375	77	**	87	239	**	**	695	326	1332	329
	60%	73%	75% c	63%	**	56%	66%	**	**	74% b	63%	60%	62%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Mobile phone	2629	408	258	**	529	1379	589	870	**	311	1000	873	2184	442	170
	95%	98%	99%	**	99%	92%	95%	93%	**	94%	95%	96%	95%	94%	92%
		e	e		e										
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	416	261	**	520	1155	581	904	**	232	914	823	1969	435	164
	87%	100%	100%	**	97%	77%	94%	97%	**	70%	87%	91%	86%	93%	89%
		de	de		e			a			a	ad	a	abd	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	329	261	**	461	802	512	694	**	171	689	664	1524	382	152
	69%	79%	100%	**	86%	53%	83%	74%	**	51%	66%	73%	67%	81%	82%
		e	ade		ae		b				a	abd	a	abcd	abd
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	416	261	**	326	602	621	933	**	131	574	584	1289	368	160
	60%	100%	100%	**	61%	40%	100%	100%	**	39%	55%	64%	56%	78%	87%
		de	de		e						a	abd	a	abcd	abcd

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Mobile phone	2629	777	994	855	1362	1240	722	718	542	603	2177	241	134	**
	95%	94%	96%	94%	95%	95%	95%	95%	94%	95%	95%	96%	96%	**
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	651	919	835	1241	1142	685	679	487	524	1996	221	123	**
	87%	79%	89%	92%	86%	88%	90%	90%	84%	83%	87%	88%	88%	**
			a	a			cd	cd						
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	471	724	711	976	917	595	517	369	408	1579	168	99	**
	69%	57%	70%	79%	68%	71%	78%	69%	64%	64%	69%	67%	71%	**
			a	ab			bcd							
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	387	613	658	875	775	535	419	330	360	1361	158	89	**
	60%	47%	60%	73%	61%	60%	70%	56%	57%	57%	59%	63%	63%	**
			a	ab			bcd							

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q1. Which of these services that are paid for by you or someone else in your household do you or does your household have?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Mobile phone	2629	244	830	969	805	1392	150	61	**	**	1601	425	405	896	512
	95%	94%	95%	96%	95%	96%	83% b	70%	**	**	100%	100%	94%	95%	97%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	2407	202	755	920	723	1299	136	42	**	**	1388	326	429	948	530
	87%	78%	86% a	91% ab	85%	90% a	76% b	49%	**	**	87% b	77%	100%	100%	100%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1908	134	616	750	579	1058	121	48	**	**	1126	273	319	737	383
	69%	52%	70% a	74% a	68%	73%	67%	55%	**	**	70%	64%	74%	78%	72%
Landline phone service which you can use to make and receive voice calls (even if you don't actually use it for calls)	1660	129	541	620	517	892	180	86	**	**	875	253	318	646	315
	60%	50%	62% a	61% a	61%	61%	100%	100%	**	**	55%	60%	74% c	68% c	59%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.

Base: Those in a household with a landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1528	206	793	302	697	567	432	152	79	964	272	1043	193	766	470	196
Effective Weighted Sample	1409	170	742	259	653	500	411	118	78	907	246	981	172	704	449	168
Total	1660	180	866	286	760	567	479	112	84	1086	292	1174	205	838	541	193
Yes - landline service delivered over the internet	621	86	399	125	360	290	195	68	**	393	106	423	77	321	179	69
	37%	48%	46%	44%	47%	51% b	41%	61% b	**	36%	36%	36%	38%	38%	33%	36%
No - not delivered over the internet	933	80	398	140	339	236	243	40	**	620	164	669	115	471	313	120
	56%	45%	46%	49%	45%	42%	51% ac	36%	**	57%	56%	57%	56%	56%	58%	62%
Don't know	107	13	69	21	61	41	41	4	**	73	22	82	13	46	49	4
	6%	7%	8%	7%	8%	7%	9%	4%	**	7%	8%	7%	6%	5%	9% c	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 8

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This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.
Base: Those in a household with a landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1528	339	920	457	802	763	496	221	122	209	459	273	395
Effective Weighted Sample	1409	316	865	427	754	708	474	201	120	190	429	248	371
Total	1660	380	1019	512	886	833	566	214	133	218	477	287	408
Yes - landline service delivered over the internet	621	94	409	132	371	304	198	80	48	94	183	115	162
	37%	25%	40% a	26%	42% a	37%	35%	38%	36%	43%	38%	40%	40%
No - not delivered over the internet	933	278	533	363	448	485	325	129	84	117	261	160	218
	56%	73% b	52%	71% b	51%	58%	58%	61%	63%	54%	55%	56%	53%
Don't know	107	8	76	18	66	43	42	4	2	7	33	12	29
	6%	2%	8% a	4%	8% a	5%	7% c	2%	1%	3%	7%	4%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 8

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Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.
Base: Those in a household with a landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1528	319	349	93	42	74	199	19	13	668	273	1235	293
Effective Weighted Sample	1409	287	332	81	41	71	194	17	12	619	264	1126	283
Total	1660	320	375	77	41	87	239	21	15	695	326	1332	329
Yes - landline service delivered over the internet	621	130	147	**	**	**	89	**	**	277	118	493	128
	37%	41%	39%	**	**	**	37%	**	**	40%	36%	37%	39%
No - not delivered over the internet	933	177	201	**	**	**	128	**	**	378	182	762	171
	56%	55%	54%	**	**	**	53%	**	**	54%	56%	57%	52%
Don't know	107	13	28	**	**	**	22	**	**	40	27	77	30
	6%	4%	7%	**	**	**	9%	**	**	6%	8%	6%	9%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.
Base: Those in a household with a landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	1528	361	249	65	298	562	613	822	93	119	526	534	1179	346	152
Effective Weighted Sample	1409	344	235	59	273	505	547	774	89	101	463	507	1068	340	149
Total	1660	416	261	63	326	602	621	933	107	131	574	584	1289	368	160
Yes - landline service delivered over the internet	621	188	117	**	93	195	621	-	**	52	192	207	450	168	72
	37%	45%	45%	**	28%	32%	100%	-%	**	39%	33%	35%	35%	46%	45%
		de	de				b							bcd	b
No - not delivered over the internet	933	197	122	**	215	379	-	933	**	68	353	332	754	178	78
	56%	47%	47%	**	66%	63%	-%	100%	**	52%	62%	57%	58%	48%	48%
					ab	ab		a			ef		e		
Don't know	107	31	22	**	18	28	-	-	**	11	28	45	85	21	11
	6%	8%	8%	**	6%	5%	-%	-%	**	9%	5%	8%	7%	6%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
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Base: Those in a household with a landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1528	364	550	611	792	726	546	382	267	318	1255	140	82	51
Effective Weighted Sample	1409	310	507	593	727	673	500	361	243	299	1158	128	76	46
Total	1660	387	613	658	875	775	535	419	330	360	1361	158	89	52
Yes - landline service delivered over the internet	621	151	202	265	360	255	229	138	122	127	496	73	**	**
	37%	39%	33%	40% b	41% b	33%	43% b	33%	37%	35%	36%	46%	**	**
No - not delivered over the internet	933	215	372	344	482	446	276	253	191	203	770	76	**	**
	56%	56%	61% c	52%	55%	58%	52%	60% a	58%	56%	57%	48%	**	**
Don't know	107	20	39	48	32	73	31	28	16	30	94	9	**	**
	6%	5%	6%	7%	4%	9% a	6%	7%	5%	8%	7%	5%	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 8

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Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
This is a service known as VoIP (Voice over Internet Protocol), digital voice, internet telephony or broadband phone. Over the next few years, broadband and phone companies are moving from their old telephone networks towards delivering voice calls using a broadband connection.
Base: Those in a household with a landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	1528	117	483	590	492	805	206	111	95	64	772	238	293	578	279
Effective Weighted Sample	1409	103	447	540	446	747	170	89	82	55	736	207	270	541	264
Total	1660	129	541	620	517	892	180	86	94	55	875	253	318	646	315
Yes - landline service delivered over the internet	621	44	208	232	185	336	86	48	**	**	302	105	107	232	129
	37%	34%	38%	37%	36%	38%	48%	56%	**	**	35%	41%	34%	36%	41%
No - not delivered over the internet	933	73	307	356	299	506	80	32	**	**	506	142	193	381	170
	56%	57%	57%	57%	58%	57%	45%	37%	**	**	58%	56%	61%	59%	54%
Don't know	107	11	26	32	32	50	13	6	**	**	67	6	18	34	16
	6%	9%	5%	5%	6%	6%	7%	7%	**	**	8%	2%	6%	5%	5%
											b				

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 9

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Q2AA. Thinking about your landline phone service, is it delivered over the internet - so your phone handset (or base station, if you have more than one handset) is plugged into a broadband router or takes a signal from the Wi-Fi service, not into a phone socket in the wall.
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Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
Yes - landline service delivered over the internet	485	86	399	125	360	290	195	68	**	326	100	355	71	266	159	56
	46%	48%	46%	44%	47%	51% b	41%	61% b	**	44%	49%	45%	50%	48%	42%	49%
No - not delivered over the internet	479	80	398	140	339	236	243	40	**	353	83	378	59	251	185	57
	46%	45%	46%	49%	45%	42%	51% ac	36%	**	48%	41%	47%	42%	45%	48%	49%
Don't know	82	13	69	21	61	41	41	4	**	56	19	63	12	37	38	3
	8%	7%	8%	7%	8%	7%	9%	4%	**	8%	9%	8%	8%	7%	10% c	2%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
Yes - landline service delivered over the internet	485	**	395	71	357	254	174	55	**	76	172	97	151
	46%	**	46%	40%	47%	48%	42%	52%	**	57%	46%	52%	47%
No - not delivered over the internet	479	**	399	97	343	233	207	47	**	52	173	82	143
	46%	**	46%	54%	45%	44%	50%	44%	**	39%	46%	43%	45%
Don't know	82	**	72	11	63	40	34	4	**	5	31	10	27
	8%	**	8%	6%	8%	8%	8%	4%	**	4%	8%	5%	8%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
Yes - landline service delivered over the internet	485	111	137	**	**	**	88	**	**	248	110	374	112
	46%	52%	46%	**	**	**	44%	**	**	49%	43%	47%	44%
No - not delivered over the internet	479	91	134	**	**	**	93	**	**	225	125	358	121
	46%	43%	45%	**	**	**	47%	**	**	44%	49%	45%	47%
Don't know	82	11	25	**	**	**	19	**	**	36	22	58	24
	8%	5%	9%	**	**	**	10%	**	**	7%	8%	7%	9%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
Yes - landline service delivered over the internet	485	188	117	**	78	74	485	-	**	**	130	180	338	145	63
	46%	45%	45%	**	47%	50%	100% b	-%	**	**	44%	42%	45%	51%	47%
No - not delivered over the internet	479	197	122	**	76	64	-	479	**	**	140	206	357	121	60
	46%	47%	47%	**	45%	44%	-%	100% a	**	**	48%	49%	47%	42%	45%
Don't know	82	31	22	**	13	8	-	-	**	**	24	38	63	20	11
	8%	8%	8%	**	8%	6%	-%	-%	**	**	8%	9%	8%	7%	8%

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

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Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Yes - landline service delivered over the internet	485	94	158	231	274	208	185	110	81	103	391	**	**	**
	46%	57% b	41%	47%	51% b	42%	53% b	42%	43%	44%	46%	**	**	**
No - not delivered over the internet	479	63	194	222	241	235	144	130	93	108	385	**	**	**
	46%	38%	51% a	45%	45%	47%	41%	49%	49%	46%	46%	**	**	**
Don't know	82	9	32	42	24	57	22	23	15	22	70	**	**	**
	8%	5%	8%	8%	4%	11% a	6%	9%	8%	10%	8%	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
Yes - landline service delivered over the internet	485	**	159	193	141	265	86	48	**	**	253	84	91	190	116
	46%	**	46%	49%	44%	47%	48%	56%	**	**	43%	51%	42%	46%	54%
No - not delivered over the internet	479	**	164	180	157	266	80	32	**	**	291	75	114	194	85
	46%	**	47%	45%	48%	47%	45%	37%	**	**	49%	45%	52%	47%	40%
Don't know	82	**	22	24	25	34	13	6	**	**	50	6	13	30	13
	8%	**	6%	6%	8%	6%	7%	7%	**	**	8%	4%	6%	7%	6%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	613	115	376	153	338	314	177	102	49	363	110	392	81	314	159	82
Effective Weighted Sample	547	90	347	124	312	267	168	77	48	336	96	362	70	280	152	65
Total	621	86	399	125	360	290	195	68	51	393	106	423	77	321	179	69
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	30	157	46	141	106	80	18	**	145	44	155	**	125	64	**
	37%	34%	39%	36%	39%	37%	41%	27%	**	37%	41%	37%	**	39%	36%	**
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	24	105	35	95	72	58	17	**	102	38	112	**	88	52	**
	27%	28%	26%	28%	26%	25%	30%	26%	**	26%	35%	26%	**	27%	29%	**
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	16	75	21	70	69	22	23	**	80	14	85	**	60	34	**
	19%	18%	19%	17%	19%	24% b	11%	33% b	**	20%	13%	20%	**	19%	19%	**
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	3	16	5	14	12	7	7	**	11	6	14	**	9	9	**
	4%	3%	4%	4%	4%	4%	4%	11% a	**	3%	6%	3%	**	3%	5%	**
Something else	31	6	25	8	23	14	17	-	**	28	-	28	**	20	8	**
	5%	7%	6%	6%	6%	5%	8% c	-%	**	7% b	-%	7%	**	6%	5%	**
Don't know	44	8	20	12	17	17	11	2	**	27	5	29	**	20	11	**
	7%	10%	5%	9%	5%	6%	6%	3%	**	7%	4%	7%	**	6%	6%	**

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

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Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	613	94	381	130	345	298	177	93	45	97	184	117	164
Effective Weighted Sample	547	83	355	116	321	270	168	80	44	86	167	103	150
Total	621	94	409	132	371	304	198	80	48	94	183	115	162
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	**	157	49	139	115	72	**	**	**	69	50	61
	37%	**	38%	37%	37%	38%	36%	**	**	**	38%	43%	38%
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	**	111	36	102	62	76	**	**	**	59	30	54
	27%	**	27%	27%	28%	20%	38% a	**	**	**	32%	26%	33%
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	**	78	31	72	84	19	**	**	**	32	17	29
	19%	**	19%	23%	19%	27% b	10%	**	**	**	17%	14%	18%
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	**	17	5	15	14	6	**	**	**	9	7	5
	4%	**	4%	4%	4%	4%	3%	**	**	**	5%	6%	3%
Something else	31	**	26	3	25	13	15	**	**	**	5	7	5
	5%	**	6%	2%	7%	4%	8%	**	**	**	3%	6%	3%
Don't know	44	**	21	8	18	17	10	**	**	**	9	5	8
	7%	**	5%	6%	5%	5%	5%	**	**	**	5%	4%	5%

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

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Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted row	613	140	141	42	19	25	75	7	5	281	100	499	114
Effective Weighted Sample	547	121	132	33	18	24	74	6	5	253	97	437	110
Total	621	130	147	30	19	28	89	8	6	277	118	493	128
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	54	57	**	**	**	**	**	**	111	40	190	43
	37%	42%	39%	**	**	**	**	**	**	40%	34%	38%	33%
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	40	44	**	**	**	**	**	**	84	22	137	32
	27%	31%	30%	**	**	**	**	**	**	30%	18%	28%	25%
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	29	17	**	**	**	**	**	**	46	31	97	23
	19%	22%	12%	**	**	**	**	**	**	16%	26%	20%	18%
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	3	9	**	**	**	**	**	**	12	3	23	2
	4%	2%	6%	**	**	**	**	**	**	4%	3%	5%	2%
Something else	31	1	10	**	**	**	**	**	**	11	14	16	15
	5%	1%	7% a	**	**	**	**	**	**	4%	12% a	3%	12% a
Don't know	44	3	9	**	**	**	**	**	**	12	9	31	13
	7%	2%	6%	**	**	**	**	**	**	4%	7%	6%	11%

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

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Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	613	165	113	35	95	209	613	-	-	54	203	197	454	157	67
Effective Weighted Sample	547	157	104	30	85	175	547	-	-	42	165	184	390	155	66
Total	621	188	117	33	93	195	621	-	-	52	192	207	450	168	72
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	73	39	**	**	67	232	**	**	**	88	72	176	55	**
	37%	39%	34%	**	**	34%	37%	**	**	**	46%	35%	39%	33%	**
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	39	38	**	**	53	169	**	**	**	51	46	119	49	**
	27%	21%	33%	**	**	27%	27%	**	**	**	26%	22%	26%	29%	**
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	40	23	**	**	39	120	**	**	**	26	53	88	32	**
	19%	21%	20%	**	**	20%	19%	**	**	**	14%	25% b	20%	19%	**
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	6	5	**	**	8	25	**	**	**	8	11	21	4	**
	4%	3%	4%	**	**	4%	4%	**	**	**	4%	5%	5%	2%	**
Something else	31	21	5	**	**	5	31	**	**	**	3	14	18	13	**
	5%	11% e	4%	**	**	2%	5%	**	**	**	2%	7%	4%	8% b	**
Don't know	44	9	7	**	**	23	44	**	**	**	16	10	29	15	**
	7%	5%	6%	**	**	12%	7%	**	**	**	8%	5%	6%	9%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	613	162	203	246	348	260	251	135	103	119	492	69	31	21
Effective Weighted Sample	547	128	178	239	310	232	222	124	91	110	439	62	28	19
Total	621	151	202	265	360	255	229	138	122	127	496	73	31	20
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	63	73	95	148	82	90	52	47	41	191	**	**	**
	37%	42%	36%	36%	41%	32%	39%	38%	39%	32%	39%	**	**	**
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	45	45	77	104	63	63	38	33	34	133	**	**	**
	27%	30%	22%	29%	29%	25%	28%	27%	27%	27%	27%	**	**	**
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	21	51	47	70	50	43	28	19	29	89	**	**	**
	19%	14%	25% a	18%	19%	20%	19%	20%	16%	22%	18%	**	**	**
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	7	11	7	14	11	12	3	6	3	20	**	**	**
	4%	4%	5%	3%	4%	4%	5%	2%	5%	3%	4%	**	**	**
Something else	31	-	11	20	12	19	14	4	4	8	29	**	**	**
	5%	-%	5% a	8% a	3%	7%	6%	3%	3%	6%	6%	**	**	**
Don't know	44	14	11	18	12	31	6	13	12	13	34	**	**	**
	7%	9%	6%	7%	3%	12% a	3%	10% a	10% a	10% a	7%	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 10

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Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	613	49	196	239	195	321	115	70	45	36	272	110	105	215	121
Effective Weighted Sample	547	39	177	210	167	290	90	53	37	29	258	91	93	198	114
Total	621	44	208	232	185	336	86	48	38	28	302	105	107	232	129
I upgraded my broadband service with my existing provider to a full fibre/ Fibre to the premises/ FTTP service and now my landline is delivered over the internet	232	**	75	89	69	130	30	**	**	**	104	47	27	104	50
	37%	**	36%	38%	37%	39%	34%	**	**	**	35%	45%	25%	45% a	39%
My provider sent me an adapter to plug into my existing router and my broadband service remained unchanged	169	**	67	65	44	96	24	**	**	**	76	32	45	58	27
	27%	**	32%	28%	24%	29%	28%	**	**	**	25%	31%	42% bc	25%	21%
I switched my broadband service to a **full** fibre/ Fibre to the premises/ FTTP service with a new provider and now my landline is delivered over the internet	120	**	38	48	31	65	16	**	**	**	68	13	15	37	38
	19%	**	18%	21%	17%	19%	18%	**	**	**	22%	12%	14%	16%	30% ab
I switched my broadband service to a **part**-fibre/ Fibre to the cabinet/ FTTC service with a new provider and now my landline is delivered over the internet	25	**	4	14	11	10	3	**	**	**	8	4	6	13	1
	4%	**	2%	6%	6%	3%	3%	**	**	**	2%	3%	5%	6%	1%
Something else	31	**	12	9	17	12	6	**	**	**	23	5	8	11	6
	5%	**	6%	4%	9% b	4%	7%	**	**	**	8%	5%	7%	5%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q2A. Which of the following best describes the reason you have a landline service delivered over the internet?
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	613	49	196	239	195	321	115	70	45	36	272	110	105	215	121
Effective Weighted Sample	547	39	177	210	167	290	90	53	37	29	258	91	93	198	114
Total	621	44	208	232	185	336	86	48	38	28	302	105	107	232	129
Don't know	44	**	12	7	12	23	8	**	**	**	23	4	6	10	7
	7%	**	6%	3%	6%	7%	10%	**	**	**	7%	4%	6%	4%	6%

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

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

Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	613	115	376	153	338	314	177	102	49	363	110	392	81	314	159	82
Effective Weighted Sample	547	90	347	124	312	267	168	77	48	336	96	362	70	280	152	65
Total	621	86	399	125	360	290	195	68	51	393	106	423	77	321	179	69
An engineer installed a new broadband router inside my house	233	42	128	59	111	103	67	29	**	141	43	154	**	117	68	**
	38%	49% b	32%	47% b	31%	35%	35%	43%	**	36%	41%	37%	**	36%	38%	**
A hole was drilled through a wall in my house and new equipment was installed	229	41	142	60	123	124	59	39	**	141	38	155	**	118	61	**
	37%	47%	36%	48% b	34%	43% b	30%	57% b	**	36%	36%	37%	**	37%	34%	**
I was sent a new broadband router, which I installed myself	175	22	119	29	112	92	48	22	**	117	30	122	**	98	48	**
	28%	25%	30%	23%	31%	32%	25%	32%	**	30%	28%	29%	**	31%	27%	**
My landline provider gave me an adapter to plug my existing handset into my existing router	109	17	71	29	58	50	37	15	**	74	16	81	**	64	26	**
	18%	19%	18%	23%	16%	17%	19%	23%	**	19%	15%	19%	**	20%	15%	**
My landline provider gave me a free handset that is compatible with my router	58	13	28	15	26	30	11	6	**	32	13	34	**	32	13	**
	9%	15% b	7%	12%	7%	10%	6%	9%	**	8%	12%	8%	**	10%	7%	**
I had to purchase a new handset that is compatible with my router	51	14	24	16	22	30	9	11	**	31	10	32	**	33	7	**
	8%	16% b	6%	13%	6%	10%	4%	17% b	**	8%	9%	7%	**	10%	4%	**
None of these	23	6	17	8	14	10	12	2	**	21	-	21	**	12	9	**
	4%	7%	4%	6%	4%	3%	6%	3%	**	5%	-%	5%	**	4%	5%	**
Don't know	27	3	15	3	15	8	10	-	**	21	2	21	**	17	7	**
	4%	3%	4%	2%	4%	3%	5%	-%	**	5%	2%	5%	**	5%	4%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 11

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Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	613	94	381	130	345	298	177	93	45	97	184	117	164
Effective Weighted Sample	547	83	355	116	321	270	168	80	44	86	167	103	150
Total	621	94	409	132	371	304	198	80	48	94	183	115	162
An engineer installed a new broadband router inside my house	233	**	134	63	117	111	69	**	**	**	65	57	56
	38%	**	33%	48% b	32%	36%	35%	**	**	**	36%	50%	35%
A hole was drilled through a wall in my house and new equipment was installed	229	**	150	55	130	127	58	**	**	**	59	53	50
	37%	**	37%	42%	35%	42% b	29%	**	**	**	32%	46% b	31%
I was sent a new broadband router, which I installed myself	175	**	118	34	111	96	49	**	**	**	41	30	36
	28%	**	29%	26%	30%	32%	25%	**	**	**	22%	26%	22%
My landline provider gave me an adapter to plug my existing handset into my existing router	109	**	75	30	62	58	35	**	**	**	38	29	32
	18%	**	18%	23%	17%	19%	17%	**	**	**	21%	25%	20%
My landline provider gave me a free handset that is compatible with my router	58	**	29	16	26	24	18	**	**	**	16	17	13
	9%	**	7%	12%	7%	8%	9%	**	**	**	9%	15%	8%
I had to purchase a new handset that is compatible with my router	51	**	24	16	21	29	9	**	**	**	14	10	11
	8%	**	6%	13%	6%	10%	4%	**	**	**	8%	9%	7%
None of these	23	**	17	6	14	10	10	**	**	**	7	5	7
	4%	**	4%	5%	4%	3%	5%	**	**	**	4%	4%	4%
Don't know	27	**	15	4	15	7	12	**	**	**	11	2	11
	4%	**	4%	3%	4%	2%	6%	**	**	**	6%	2%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted row	613	140	141	42	19	25	75	7	5	281	100	499	114
Effective Weighted Sample	547	121	132	33	18	24	74	6	5	253	97	437	110
Total	621	130	147	30	19	28	89	8	6	277	118	493	128
An engineer installed a new broadband router inside my house	233	63	50	**	**	**	**	**	**	113	35	191	42
	38%	49%	34%	**	**	**	**	**	**	41%	29%	39%	33%
A hole was drilled through a wall in my house and new equipment was installed	229	54	49	**	**	**	**	**	**	103	41	179	50
	37%	41%	33%	**	**	**	**	**	**	37%	35%	36%	39%
I was sent a new broadband router, which I installed myself	175	30	36	**	**	**	**	**	**	66	40	140	35
	28%	23%	24%	**	**	**	**	**	**	24%	34%	28%	28%
My landline provider gave me an adapter to plug my existing handset into my existing router	109	24	36	**	**	**	**	**	**	60	21	93	17
	18%	19%	25%	**	**	**	**	**	**	22%	18%	19%	13%
My landline provider gave me a free handset that is compatible with my router	58	19	11	**	**	**	**	**	**	30	8	53	5
	9%	15%	7%	**	**	**	**	**	**	11%	7%	11%	4%
I had to purchase a new handset that is compatible with my router	51	16	5	**	**	**	**	**	**	21	7	46	4
	8%	12%	4%	**	**	**	**	**	**	8%	6%	9%	3%
		b											
None of these	23	5	6	**	**	**	**	**	**	11	6	16	7
	4%	4%	4%	**	**	**	**	**	**	4%	5%	3%	6%
Don't know	27	5	9	**	**	**	**	**	**	13	1	19	8
	4%	4%	6%	**	**	**	**	**	**	5%	1%	4%	6%

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

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Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	613	165	113	35	95	209	613	-	-	54	203	197	454	157	67
Effective Weighted Sample	547	157	104	30	85	175	547	-	-	42	165	184	390	155	66
Total	621	188	117	33	93	195	621	-	-	52	192	207	450	168	72
An engineer installed a new broadband router inside my house	233	59	33	**	**	91	233	**	**	**	101	66	186	47	**
	38%	32%	29%	**	**	47%	38%	**	**	**	53%	32%	41%	28%	**
						ab					cde		e		
A hole was drilled through a wall in my house and new equipment was installed	229	75	33	**	**	72	229	**	**	**	76	66	157	69	**
	37%	40%	28%	**	**	37%	37%	**	**	**	40%	32%	35%	41%	**
I was sent a new broadband router, which I installed myself	175	61	28	**	**	53	175	**	**	**	51	58	125	50	**
	28%	33%	24%	**	**	27%	28%	**	**	**	27%	28%	28%	30%	**
My landline provider gave me an adapter to plug my existing handset into my existing router	109	33	24	**	**	33	109	**	**	**	37	39	84	25	**
	18%	18%	20%	**	**	17%	18%	**	**	**	19%	19%	19%	15%	**
My landline provider gave me a free handset that is compatible with my router	58	13	4	**	**	24	58	**	**	**	34	6	49	9	**
	9%	7%	3%	**	**	13%	9%	**	**	**	18%	3%	11%	5%	**
						b					ce		c		
I had to purchase a new handset that is compatible with my router	51	9	7	**	**	23	51	**	**	**	23	8	41	10	**
	8%	5%	6%	**	**	12%	8%	**	**	**	12%	4%	9%	6%	**
											c				
None of these	23	9	7	**	**	6	23	**	**	**	3	14	20	3	**
	4%	5%	6%	**	**	3%	4%	**	**	**	2%	7%	4%	2%	**
Don't know	27	2	10	**	**	11	27	**	**	**	10	7	21	6	**
	4%	1%	9%	**	**	5%	4%	**	**	**	5%	4%	5%	3%	**
			a												

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	613	162	203	246	348	260	251	135	103	119	492	69	31	21
Effective Weighted Sample	547	128	178	239	310	232	222	124	91	110	439	62	28	19
Total	621	151	202	265	360	255	229	138	122	127	496	73	31	20
An engineer installed a new broadband router inside my house	233	80	75	79	138	94	102	44	43	43	180	**	**	**
	38%	53% bc	37%	30%	38%	37%	44%	32%	36%	34%	36%	**	**	**
A hole was drilled through a wall in my house and new equipment was installed	229	52	70	104	139	86	75	54	51	47	176	**	**	**
	37%	35%	35%	39%	39%	34%	33%	39%	42%	37%	36%	**	**	**
I was sent a new broadband router, which I installed myself	175	42	62	71	111	63	74	39	33	28	145	**	**	**
	28%	28%	31%	27%	31%	25%	33%	28%	27%	22%	29%	**	**	**
My landline provider gave me an adapter to plug my existing handset into my existing router	109	33	33	44	65	42	45	22	22	19	88	**	**	**
	18%	22%	16%	17%	18%	16%	20%	16%	18%	15%	18%	**	**	**
My landline provider gave me a free handset that is compatible with my router	58	28	17	13	37	21	27	11	8	12	44	**	**	**
	9%	19% bc	8%	5%	10%	8%	12%	8%	7%	10%	9%	**	**	**
I had to purchase a new handset that is compatible with my router	51	22	15	13	33	18	28	10	4	8	40	**	**	**
	8%	15% c	7%	5%	9%	7%	12% c	7%	3%	7%	8%	**	**	**
None of these	23	3	8	12	10	13	8	4	2	8	18	**	**	**
	4%	2%	4%	4%	3%	5%	3%	3%	2%	7%	4%	**	**	**
Don't know	27	8	9	9	10	15	6	7	6	7	22	**	**	**
	4%	6%	5%	3%	3%	6%	3%	5%	5%	6%	4%	**	**	**

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

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Q2B. Which of the following did getting your new landline service involve? (This may have been part of the process of getting a new broadband service)
Base: Those in a household with a landline service connected to a broadband router or taking signal from the Wi-Fi service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	613	49	196	239	195	321	115	70	45	36	272	110	105	215	121
Effective Weighted Sample	547	39	177	210	167	290	90	53	37	29	258	91	93	198	114
Total	621	44	208	232	185	336	86	48	38	28	302	105	107	232	129
An engineer installed a new broadband router inside my house	233	**	74	97	80	126	42	**	**	**	108	44	41	80	49
	38%	**	36%	42%	43%	37%	49%	**	**	**	36%	42%	38%	35%	38%
A hole was drilled through a wall in my house and new equipment was installed	229	**	72	88	68	122	41	**	**	**	110	35	39	75	55
	37%	**	35%	38%	37%	36%	47%	**	**	**	36%	34%	36%	32%	43%
I was sent a new broadband router, which I installed myself	175	**	62	70	54	94	22	**	**	**	79	41	32	73	30
	28%	**	30%	30%	29%	28%	25%	**	**	**	26%	39%	30%	31%	23%
My landline provider gave me an adapter to plug my existing handset into my existing router	109	**	32	49	37	61	17	**	**	**	47	29	21	40	29
	18%	**	15%	21%	20%	18%	19%	**	**	**	15%	28% a	19%	17%	23%
My landline provider gave me a free handset that is compatible with my router	58	**	14	29	19	33	13	**	**	**	21	19	13	17	9
	9%	**	7%	13%	10%	10%	15%	**	**	**	7%	18% a	12%	7%	7%
I had to purchase a new handset that is compatible with my router	51	**	16	25	16	26	14	**	**	**	21	17	14	15	8
	8%	**	7%	11%	9%	8%	16%	**	**	**	7%	16% a	13%	6%	6%
None of these	23	**	9	7	5	12	6	**	**	**	18	3	2	12	4
	4%	**	4%	3%	3%	3%	7%	**	**	**	6%	3%	2%	5%	3%
Don't know	27	**	5	7	4	13	3	**	**	**	16	5	4	4	8
	4%	**	2%	3%	2%	4%	3%	**	**	**	5%	4%	4%	2%	6%

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
Agree strongly	322	39	221	56	204	154	106	38	**	197	64	209	**	167	94	**
	59%	54%	63%	53%	64%	60%	64%	58%	**	58%	63%	57%	**	59%	59%	**
Agree slightly	147	20	88	29	79	64	44	13	**	89	27	98	**	71	45	**
	27%	27%	25%	27%	25%	25%	26%	20%	**	26%	27%	27%	**	25%	28%	**
Disagree slightly	34	5	16	7	13	14	6	4	**	20	5	23	**	17	8	**
	6%	7%	4%	7%	4%	6%	4%	6%	**	6%	5%	6%	**	6%	5%	**
Disagree strongly	30	7	20	11	16	21	6	8	**	23	4	26	**	20	7	**
	6%	9%	6%	10%	5%	8%	3%	12% b	**	7%	4%	7%	**	7%	5%	**
Don't know	13	2	8	2	8	5	5	2	**	10	1	10	**	6	5	**
	2%	3%	2%	2%	2%	2%	3%	3%	**	3%	1%	3%	**	2%	3%	**
TOTAL AGREE	469	59	310	85	283	218	150	51	**	286	92	307	**	238	139	**
	86%	81%	88%	81%	89%	84%	90% c	78%	**	84%	90%	84%	**	85%	88%	**
TOTAL DISAGREE	64	11	36	18	29	36	12	12	**	43	9	49	**	37	15	**
	12%	16%	10%	17%	9%	14%	7%	19% b	**	13%	9%	13%	**	13%	10%	**

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
Agree strongly	322	**	226	71	210	166	115	**	**	**	110	68	99
	59%	**	62%	59%	64%	60%	67%	**	**	**	65%	66%	66%
Agree slightly	147	**	91	28	81	68	42	**	**	**	45	25	39
	27%	**	25%	24%	25%	25%	24%	**	**	**	27%	24%	26%
Disagree slightly	34	**	15	9	13	13	9	**	**	**	4	4	4
	6%	**	4%	8%	4%	5%	5%	**	**	**	2%	4%	2%
Disagree strongly	30	**	21	11	16	22	5	**	**	**	6	5	4
	6%	**	6%	9%	5%	8%	3%	**	**	**	3%	5%	3%
Don't know	13	**	8	-	8	5	2	**	**	**	4	2	4
	2%	**	2%	-%	2%	2%	1%	**	**	**	3%	2%	3%
TOTAL AGREE	469	**	317	100	291	234	157	**	**	**	155	94	138
	86%	**	88%	83%	89%	85%	91%	**	**	**	92%	90%	92%
TOTAL DISAGREE	64	**	37	20	29	35	14	**	**	**	9	8	7
	12%	**	10%	17%	9%	13%	8%	**	**	**	6%	8%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
Agree strongly	322	81	87	**	**	**	**	**	**	167	**	268	**
	59%	64%	68%	**	**	**	**	**	**	66%	**	60%	**
Agree slightly	147	33	31	**	**	**	**	**	**	64	**	120	**
	27%	26%	25%	**	**	**	**	**	**	25%	**	27%	**
Disagree slightly	34	4	3	**	**	**	**	**	**	7	**	31	**
	6%	3%	2%	**	**	**	**	**	**	3%	**	7%	**
Disagree strongly	30	6	3	**	**	**	**	**	**	9	**	20	**
	6%	5%	2%	**	**	**	**	**	**	3%	**	5%	**
Don't know	13	3	3	**	**	**	**	**	**	6	**	7	**
	2%	2%	3%	**	**	**	**	**	**	2%	**	2%	**
TOTAL AGREE	469	114	118	**	**	**	**	**	**	231	**	388	**
	86%	90%	93%	**	**	**	**	**	**	91%	**	87%	**
TOTAL DISAGREE	64	10	6	**	**	**	**	**	**	16	**	51	**
	12%	8%	5%	**	**	**	**	**	**	6%	**	12%	**

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
Agree strongly	322	95	66	**	**	85	322	**	**	**	109	112	246	74	**
	59%	60%	63%	**	**	51%	59%	**	**	**	63%	62%	61%	53%	**
Agree slightly	147	36	31	**	**	50	147	**	**	**	44	46	108	39	**
	27%	23%	29%	**	**	30%	27%	**	**	**	26%	25%	27%	28%	**
Disagree slightly	34	10	1	**	**	18	34	**	**	**	10	11	25	8	**
	6%	6%	1%	**	**	11% b	6%	**	**	**	6%	6%	6%	6%	**
Disagree strongly	30	14	4	**	**	9	30	**	**	**	8	9	17	13	**
	6%	9%	4%	**	**	5%	6%	**	**	**	5%	5%	4%	9%	**
Don't know	13	3	3	**	**	5	13	**	**	**	2	4	7	6	**
	2%	2%	3%	**	**	3%	2%	**	**	**	1%	2%	2%	4%	**
TOTAL AGREE	469	131	97	**	**	135	469	**	**	**	154	158	354	113	**
	86%	83%	92%	**	**	81%	86%	**	**	**	89%	87%	88%	81%	**
TOTAL DISAGREE	64	24	5	**	**	27	64	**	**	**	18	20	42	21	**
	12%	15%	5%	**	**	16% b	12%	**	**	**	10%	11%	10%	15%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 12

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
Agree strongly	322	78	112	131	199	120	129	67	**	63	253	**	**	**
	59%	57%	62%	58%	59%	58%	62%	55%	**	59%	59%	**	**	**
Agree slightly	147	43	47	56	90	55	50	40	**	27	114	**	**	**
	27%	32%	26%	25%	27%	27%	24%	33%	**	26%	26%	**	**	**
Disagree slightly	34	9	11	13	22	11	14	7	**	8	28	**	**	**
	6%	6%	6%	6%	7%	5%	6%	6%	**	7%	6%	**	**	**
Disagree strongly	30	4	9	18	17	14	12	6	**	5	26	**	**	**
	6%	3%	5%	8%	5%	7%	6%	5%	**	4%	6%	**	**	**
Don't know	13	3	1	9	7	6	3	1	**	4	13	**	**	**
	2%	2%	1%	4%	2%	3%	2%	1%	**	4%	3%	**	**	**
TOTAL AGREE	469	121	159	187	290	176	179	107	**	90	367	**	**	**
	86%	89%	88%	82%	86%	85%	86%	88%	**	84%	85%	**	**	**
TOTAL DISAGREE	64	13	20	31	39	25	26	13	**	12	53	**	**	**
	12%	9%	11%	14%	12%	12%	12%	11%	**	12%	12%	**	**	**

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
Agree strongly	322	**	113	128	91	181	39	**	**	**	147	57	**	131	86
	59%	**	61%	59%	58%	60%	54%	**	**	**	57%	59%	**	62%	74%
Agree slightly	147	**	44	59	41	79	20	**	**	**	66	30	**	54	19
	27%	**	24%	27%	26%	26%	27%	**	**	**	26%	31%	**	25%	17%
Disagree slightly	34	**	9	14	8	21	5	**	**	**	17	3	**	11	4
	6%	**	5%	7%	5%	7%	7%	**	**	**	7%	3%	**	5%	4%
Disagree strongly	30	**	12	13	10	16	7	**	**	**	19	4	**	13	5
	6%	**	7%	6%	6%	5%	9%	**	**	**	8%	4%	**	6%	5%
Don't know	13	**	7	2	6	3	2	**	**	**	7	2	**	3	1
	2%	**	4%	1%	4%	1%	3%	**	**	**	3%	2%	**	1%	1%
TOTAL AGREE	469	**	156	186	132	260	59	**	**	**	213	87	**	184	105
	86%	**	85%	86%	85%	87%	81%	**	**	**	83%	90%	**	87%	91%
TOTAL DISAGREE	64	**	21	28	18	37	11	**	**	**	36	7	**	24	10
	12%	**	12%	13%	11%	12%	16%	**	**	**	14%	7%	**	11%	8%

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
Agree strongly	240	36	163	53	145	117	82	30	**	151	46	160	**	121	77	**
	44%	50%	46%	50%	45%	45%	49%	45%	**	45%	46%	44%	**	43%	48%	**
Agree slightly	215	28	133	40	121	99	62	23	**	129	43	144	**	117	56	**
	39%	39%	38%	38%	38%	38%	37%	35%	**	38%	42%	39%	**	41%	35%	**
Disagree slightly	61	3	40	5	38	26	18	7	**	38	9	40	**	30	17	**
	11%	4%	11%	4%	12%	10%	11%	10%	**	11%	9%	11%	**	11%	11%	**
Disagree strongly	23	4	12	6	10	14	3	5	**	18	2	19	**	12	8	**
	4%	6%	4%	6%	3%	5%	2%	8%	**	5%	2%	5%	**	4%	5%	**
Don't know	8	1	4	1	4	3	2	1	**	2	1	2	**	1	2	**
	1%	2%	1%	1%	1%	1%	1%	2%	**	1%	1%	1%	**	*%	2%	**
TOTAL AGREE	454	64	296	93	267	216	144	53	**	281	89	304	**	237	133	**
	83%	89%	84%	88%	83%	84%	86%	80%	**	83%	88%	83%	**	85%	83%	**
TOTAL DISAGREE	84	7	53	11	49	39	21	12	**	55	12	59	**	43	24	**
	15%	9%	15%	11%	15%	15%	12%	18%	**	16%	11%	16%	**	15%	15%	**

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
Agree strongly	240	**	170	57	152	131	78	**	**	**	85	50	74
	44%	**	47%	47%	46%	48%	45%	**	**	**	50%	49%	49%
Agree slightly	215	**	133	42	122	92	72	**	**	**	57	38	53
	39%	**	37%	35%	37%	33%	42%	**	**	**	34%	37%	35%
Disagree slightly	61	**	41	14	39	36	17	**	**	**	16	9	14
	11%	**	11%	12%	12%	13%	10%	**	**	**	10%	9%	9%
Disagree strongly	23	**	12	6	10	13	4	**	**	**	5	5	4
	4%	**	3%	5%	3%	5%	2%	**	**	**	3%	5%	3%
Don't know	8	**	4	1	4	3	2	**	**	**	5	1	5
	1%	**	1%	1%	1%	1%	1%	**	**	**	3%	1%	4%
TOTAL AGREE	454	**	303	99	274	223	151	**	**	**	142	88	126
	83%	**	84%	82%	84%	81%	87%	**	**	**	84%	85%	84%
TOTAL DISAGREE	84	**	54	20	49	49	20	**	**	**	22	14	18
	15%	**	15%	17%	15%	18%	12%	**	**	**	13%	14%	12%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
Agree strongly	240	60	64	**	**	**	**	**	**	124	**	212	**
	44%	48%	50%	**	**	**	**	**	**	49%	**	48%	**
Agree slightly	215	48	42	**	**	**	**	**	**	91	**	169	**
	39%	38%	33%	**	**	**	**	**	**	36%	**	38%	**
Disagree slightly	61	8	15	**	**	**	**	**	**	23	**	44	**
	11%	6%	12%	**	**	**	**	**	**	9%	**	10%	**
Disagree strongly	23	7	3	**	**	**	**	**	**	10	**	17	**
	4%	5%	2%	**	**	**	**	**	**	4%	**	4%	**
Don't know	8	3	3	**	**	**	**	**	**	6	**	4	**
	1%	2%	3%	**	**	**	**	**	**	2%	**	1%	**
TOTAL AGREE	454	109	106	**	**	**	**	**	**	215	**	382	**
	83%	86%	84%	**	**	**	**	**	**	85%	**	86%	**
TOTAL DISAGREE	84	15	18	**	**	**	**	**	**	32	**	60	**
	15%	12%	14%	**	**	**	**	**	**	13%	**	14%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
Agree strongly	240	70	52	**	**	63	240	**	**	**	80	85	189	49	**
	44%	44%	50%	**	**	38%	44%	**	**	**	46%	47%	47%	35%	**
Agree slightly	215	60	35	**	**	72	215	**	**	**	77	66	156	58	**
	39%	38%	33%	**	**	43%	39%	**	**	**	44%	36%	39%	41%	**
Disagree slightly	61	21	12	**	**	19	61	**	**	**	11	21	37	24	**
	11%	14%	11%	**	**	12%	11%	**	**	**	6%	12%	9%	17% b	**
Disagree strongly	23	6	4	**	**	10	23	**	**	**	5	7	18	5	**
	4%	4%	4%	**	**	6%	4%	**	**	**	3%	4%	4%	4%	**
Don't know	8	-	2	**	**	2	8	**	**	**	1	3	4	4	**
	1%	-%	2%	**	**	1%	1%	**	**	**	*%	2%	1%	3%	**
TOTAL AGREE	454	131	87	**	**	135	454	**	**	**	156	151	345	107	**
	83%	83%	83%	**	**	81%	83%	**	**	**	90% e	83%	86%	76%	**
TOTAL DISAGREE	84	28	16	**	**	30	84	**	**	**	16	28	54	29	**
	15%	17%	15%	**	**	18%	15%	**	**	**	9%	15%	13%	21% b	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
Agree strongly	240	68	81	90	150	88	98	42	**	48	197	**	**	**
	44%	49%	45%	40%	45%	43%	47%	35%	**	46%	46%	**	**	**
Agree slightly	215	54	74	86	140	73	78	61	**	34	160	**	**	**
	39%	39%	41%	38%	42%	35%	37%	50% d	**	32%	37%	**	**	**
Disagree slightly	61	9	17	35	35	26	24	13	**	14	48	**	**	**
	11%	6%	10%	15% a	10%	13%	11%	11%	**	13%	11%	**	**	**
Disagree strongly	23	7	6	9	9	13	6	3	**	9	22	**	**	**
	4%	5%	4%	4%	3%	7%	3%	3%	**	9%	5%	**	**	**
Don't know	8	-	2	6	2	5	3	1	**	1	7	**	**	**
	1%	-%	1%	3%	1%	3%	1%	1%	**	1%	2%	**	**	**
TOTAL AGREE	454	121	155	176	289	161	176	102	**	83	357	**	**	**
	83%	89% c	86%	78%	86%	78%	84%	85%	**	78%	82%	**	**	**
TOTAL DISAGREE	84	16	24	44	44	40	29	17	**	23	69	**	**	**
	15%	11%	13%	20%	13%	19%	14%	14%	**	22%	16%	**	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
Agree strongly	240	**	71	106	71	127	36	**	**	**	110	49	**	99	61
	44%	**	38%	49%	45%	42%	50%	**	**	**	43%	51%	**	47%	53%
Agree slightly	215	**	76	80	54	129	28	**	**	**	103	33	**	75	42
	39%	**	41%	37%	35%	43%	39%	**	**	**	40%	34%	**	36%	36%
Disagree slightly	61	**	24	27	22	32	3	**	**	**	30	8	**	25	10
	11%	**	13%	12%	14%	11%	4%	**	**	**	12%	8%	**	12%	9%
Disagree strongly	23	**	13	3	8	10	4	**	**	**	11	7	**	10	2
	4%	**	7%	1%	5%	3%	6%	**	**	**	4%	7%	**	5%	2%
			c												
Don't know	8	**	1	1	2	3	1	**	**	**	2	-	**	2	1
	1%	**	1%	1%	1%	1%	2%	**	**	**	1%	-%	**	1%	1%
TOTAL AGREE	454	**	147	185	125	256	64	**	**	**	213	81	**	174	103
	83%	**	79%	86%	80%	85%	89%	**	**	**	83%	85%	**	82%	89%
TOTAL DISAGREE	84	**	37	30	29	42	7	**	**	**	41	15	**	35	12
	15%	**	20%	14%	19%	14%	9%	**	**	**	16%	15%	**	17%	10%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
Agree strongly	270	33	186	50	169	135	84	33	**	167	56	177	**	143	80	**
	50%	46%	53%	47%	53%	52%	50%	51%	**	49%	55%	48%	**	51%	50%	**
Agree slightly	175	26	105	36	95	72	59	16	**	104	36	116	**	87	54	**
	32%	36%	30%	34%	30%	28%	35%	25%	**	31%	36%	32%	**	31%	34%	**
Disagree slightly	61	6	36	10	32	32	10	8	**	37	8	43	**	31	14	**
	11%	9%	10%	10%	10%	12%	6%	12%	**	11%	8%	12%	**	11%	8%	**
Disagree strongly	27	3	20	6	17	15	8	6	**	22	1	22	**	14	10	**
	5%	5%	6%	5%	5%	6%	5%	9%	**	7%	1%	6%	**	5%	6%	**
Don't know	12	3	7	3	7	4	6	2	**	8	-	8	**	5	3	**
	2%	5%	2%	3%	2%	2%	3%	4%	**	2%	-%	2%	**	2%	2%	**
TOTAL AGREE	446	59	291	87	264	207	143	50	**	271	92	293	**	230	134	**
	82%	82%	82%	82%	83%	80%	86%	75%	**	80%	91%	80%	**	82%	84%	**
TOTAL DISAGREE	88	10	55	16	49	47	18	14	**	59	9	65	**	45	23	**
	16%	13%	16%	15%	15%	18%	11%	21%	**	18%	9%	18%	**	16%	15%	**

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
Agree strongly	270	**	192	55	175	136	95	**	**	**	93	57	82
	50%	**	53%	46%	53%	49%	55%	**	**	**	55%	55%	55%
Agree slightly	175	**	110	39	99	83	55	**	**	**	47	34	42
	32%	**	30%	33%	30%	30%	32%	**	**	**	28%	33%	28%
Disagree slightly	61	**	32	18	28	33	14	**	**	**	14	9	12
	11%	**	9%	15%	9%	12%	8%	**	**	**	8%	8%	8%
Disagree strongly	27	**	20	7	17	18	7	**	**	**	10	5	9
	5%	**	5%	6%	5%	6%	4%	**	**	**	6%	4%	6%
Don't know	12	**	8	-	8	5	2	**	**	**	4	-	4
	2%	**	2%	-%	2%	2%	1%	**	**	**	2%	-%	3%
TOTAL AGREE	446	**	302	95	275	219	150	**	**	**	140	91	125
	82%	**	84%	79%	84%	80%	87%	**	**	**	83%	87%	83%
TOTAL DISAGREE	88	**	52	26	46	50	21	**	**	**	24	13	21
	16%	**	14%	21%	14%	18%	12%	**	**	**	14%	13%	14%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
Agree strongly	270	66	72	**	**	**	**	**	**	139	**	223	**
	50%	53%	57%	**	**	**	**	**	**	55%	**	50%	**
Agree slightly	175	36	40	**	**	**	**	**	**	76	**	150	**
	32%	29%	32%	**	**	**	**	**	**	30%	**	34%	**
Disagree slightly	61	14	6	**	**	**	**	**	**	20	**	44	**
	11%	11%	5%	**	**	**	**	**	**	8%	**	10%	**
Disagree strongly	27	7	6	**	**	**	**	**	**	13	**	21	**
	5%	6%	5%	**	**	**	**	**	**	5%	**	5%	**
Don't know	12	2	2	**	**	**	**	**	**	4	**	7	**
	2%	2%	2%	**	**	**	**	**	**	2%	**	2%	**
TOTAL AGREE	446	103	112	**	**	**	**	**	**	215	**	373	**
	82%	81%	88%	**	**	**	**	**	**	85%	**	84%	**
TOTAL DISAGREE	88	22	12	**	**	**	**	**	**	34	**	66	**
	16%	17%	10%	**	**	**	**	**	**	13%	**	15%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
Agree strongly	270	78	57	**	**	70	270	**	**	**	88	98	204	65	**
	50%	49%	54%	**	**	42%	50%	**	**	**	51%	54%	51%	47%	**
Agree slightly	175	53	25	**	**	59	175	**	**	**	60	47	130	45	**
	32%	33%	24%	**	**	36%	32%	**	**	**	35%	26%	32%	32%	**
Disagree slightly	61	16	10	**	**	25	61	**	**	**	17	20	45	16	**
	11%	10%	9%	**	**	15%	11%	**	**	**	10%	11%	11%	11%	**
Disagree strongly	27	8	10	**	**	8	27	**	**	**	6	12	18	10	**
	5%	5%	10%	**	**	5%	5%	**	**	**	3%	6%	4%	7%	**
Don't know	12	3	3	**	**	4	12	**	**	**	2	5	8	4	**
	2%	2%	3%	**	**	3%	2%	**	**	**	1%	3%	2%	3%	**
TOTAL AGREE	446	131	83	**	**	130	446	**	**	**	148	145	333	110	**
	82%	83%	78%	**	**	78%	82%	**	**	**	86%	80%	83%	79%	**
TOTAL DISAGREE	88	24	20	**	**	33	88	**	**	**	23	32	62	26	**
	16%	15%	19%	**	**	20%	16%	**	**	**	13%	18%	15%	18%	**

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
Agree strongly	270	65	92	112	161	108	103	56	**	48	215	**	**	**
	50%	48%	51%	49%	48%	52%	49%	46%	**	45%	50%	**	**	**
Agree slightly	175	52	55	68	116	58	67	45	**	33	140	**	**	**
	32%	38%	31%	30%	35%	28%	32%	37%	**	31%	32%	**	**	**
Disagree slightly	61	13	21	27	38	22	19	15	**	15	49	**	**	**
	11%	10%	11%	12%	11%	10%	9%	13%	**	14%	11%	**	**	**
Disagree strongly	27	5	9	13	15	13	15	5	**	5	20	**	**	**
	5%	4%	5%	6%	4%	6%	7%	4%	**	4%	5%	**	**	**
Don't know	12	1	3	8	6	6	4	-	**	5	10	**	**	**
	2%	1%	2%	3%	2%	3%	2%	-%	**	5%	2%	**	**	**
TOTAL AGREE	446	117	147	179	277	165	170	101	**	81	355	**	**	**
	82%	85%	82%	79%	83%	80%	82%	84%	**	76%	82%	**	**	**
TOTAL DISAGREE	88	19	30	39	53	34	34	20	**	20	69	**	**	**
	16%	14%	17%	17%	16%	17%	16%	16%	**	19%	16%	**	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
Agree strongly	270	**	99	110	66	169	33	**	**	**	123	52	**	112	65
	50%	**	53%	51%	42%	56% a	46%	**	**	**	48%	54%	**	53%	56%
Agree slightly	175	**	57	74	45	93	26	**	**	**	81	30	**	71	38
	32%	**	31%	34%	29%	31%	36%	**	**	**	32%	32%	**	34%	33%
Disagree slightly	61	**	17	18	26	27	6	**	**	**	30	7	**	17	7
	11%	**	9%	9%	16%	9%	9%	**	**	**	12%	8%	**	8%	6%
Disagree strongly	27	**	9	10	15	9	3	**	**	**	19	4	**	9	4
	5%	**	5%	4%	10% b	3%	5%	**	**	**	7%	4%	**	4%	3%
Don't know	12	**	3	4	4	4	3	**	**	**	5	3	**	3	2
	2%	**	2%	2%	2%	1%	5%	**	**	**	2%	3%	**	1%	2%
TOTAL AGREE	446	**	155	184	111	261	59	**	**	**	203	82	**	183	103
	82%	**	84%	85%	71%	87% a	82%	**	**	**	79%	85%	**	87%	89%
TOTAL DISAGREE	88	**	26	28	41	36	10	**	**	**	48	11	**	25	11
	16%	**	14%	13%	26% b	12%	13%	**	**	**	19%	11%	**	12%	10%

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

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
Agree strongly	279	42	182	60	165	141	84	35	**	172	58	183	**	150	80	**
	51%	58%	52%	56%	52%	54%	50%	53%	**	51%	57%	50%	**	53%	50%	**
Agree slightly	193	20	132	30	122	92	60	21	**	117	37	131	**	97	58	**
	35%	28%	37%	29%	38%	36%	36%	33%	**	35%	36%	36%	**	34%	36%	**
Disagree slightly	41	4	18	8	14	15	7	7	**	23	4	23	**	17	10	**
	7%	6%	5%	7%	4%	6%	4%	11%	**	7%	4%	6%	**	6%	6%	**
Disagree strongly	20	2	14	5	11	10	6	2	**	16	3	18	**	13	6	**
	4%	3%	4%	5%	3%	4%	4%	3%	**	5%	3%	5%	**	5%	4%	**
Don't know	13	3	8	3	8	1	10	-	**	10	-	10	**	5	5	**
	2%	4%	2%	3%	2%	*%	6%	-%	**	3%	-%	3%	**	2%	3%	**
							a									
TOTAL AGREE	472	63	314	90	287	233	144	56	**	290	95	314	**	246	138	**
	86%	87%	89%	85%	90%	90%	86%	85%	**	86%	93%	86%	**	88%	87%	**
TOTAL DISAGREE	61	7	31	13	25	25	13	10	**	39	7	41	**	29	16	**
	11%	9%	9%	12%	8%	10%	8%	15%	**	12%	7%	11%	**	10%	10%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
Agree strongly	279	**	192	60	175	146	89	**	**	**	82	61	74
	51%	**	53%	50%	53%	53%	51%	**	**	**	49%	59%	49%
Agree slightly	193	**	127	37	118	94	62	**	**	**	62	34	55
	35%	**	35%	31%	36%	34%	36%	**	**	**	37%	33%	37%
Disagree slightly	41	**	19	17	16	22	11	**	**	**	10	5	9
	7%	**	5%	14% b	5%	8%	6%	**	**	**	6%	5%	6%
Disagree strongly	20	**	15	6	11	10	6	**	**	**	8	3	6
	4%	**	4%	5%	3%	4%	4%	**	**	**	5%	3%	4%
Don't know	13	**	9	-	9	3	6	**	**	**	6	-	6
	2%	**	2%	-%	3%	1%	3%	**	**	**	4%	-%	4%
TOTAL AGREE	472	**	319	97	293	240	150	**	**	**	145	95	129
	86%	**	88%	81%	89%	87%	87%	**	**	**	86%	92%	86%
TOTAL DISAGREE	61	**	34	23	27	33	17	**	**	**	18	8	14
	11%	**	9%	19% b	8%	12%	10%	**	**	**	11%	8%	10%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
Agree strongly	279	63	72	**	**	**	**	**	**	135	**	233	**
	51%	50%	57%	**	**	**	**	**	**	53%	**	52%	**
Agree slightly	193	51	38	**	**	**	**	**	**	89	**	161	**
	35%	40%	30%	**	**	**	**	**	**	35%	**	36%	**
Disagree slightly	41	8	6	**	**	**	**	**	**	14	**	31	**
	7%	6%	5%	**	**	**	**	**	**	5%	**	7%	**
Disagree strongly	20	4	5	**	**	**	**	**	**	9	**	14	**
	4%	3%	4%	**	**	**	**	**	**	4%	**	3%	**
Don't know	13	1	5	**	**	**	**	**	**	6	**	8	**
	2%	1%	4%	**	**	**	**	**	**	2%	**	2%	**
TOTAL AGREE	472	114	111	**	**	**	**	**	**	224	**	394	**
	86%	90%	87%	**	**	**	**	**	**	89%	**	88%	**
TOTAL DISAGREE	61	12	11	**	**	**	**	**	**	23	**	44	**
	11%	9%	9%	**	**	**	**	**	**	9%	**	10%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
Agree strongly	279	82	48	**	**	83	279	**	**	**	93	99	215	63	**
	51%	52%	46%	**	**	50%	51%	**	**	**	54%	54%	53%	45%	**
Agree slightly	193	59	39	**	**	53	193	**	**	**	59	62	140	53	**
	35%	37%	37%	**	**	32%	35%	**	**	**	34%	34%	35%	38%	**
Disagree slightly	41	9	6	**	**	21	41	**	**	**	10	14	29	11	**
	7%	5%	6%	**	**	13%	7%	**	**	**	6%	8%	7%	8%	**
Disagree strongly	20	7	6	**	**	5	20	**	**	**	8	4	12	8	**
	4%	4%	6%	**	**	3%	4%	**	**	**	5%	2%	3%	6%	**
Don't know	13	2	5	**	**	4	13	**	**	**	3	3	8	5	**
	2%	1%	5%	**	**	3%	2%	**	**	**	2%	2%	2%	4%	**
TOTAL AGREE	472	141	88	**	**	136	472	**	**	**	152	160	355	116	**
	86%	89%	83%	**	**	82%	86%	**	**	**	88%	88%	88%	82%	**
TOTAL DISAGREE	61	15	13	**	**	27	61	**	**	**	18	18	41	19	**
	11%	10%	12%	**	**	16%	11%	**	**	**	11%	10%	10%	14%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
Agree strongly	279	78	92	107	171	106	114	53	**	54	223	**	**	**
	51%	57%	51%	47%	51%	51%	55%	44%	**	50%	52%	**	**	**
Agree slightly	193	43	65	84	122	70	62	52	**	36	146	**	**	**
	35%	32%	36%	37%	36%	34%	30%	43%	**	34%	34%	**	**	**
Disagree slightly	41	8	13	19	28	12	16	11	**	7	33	**	**	**
	7%	6%	7%	8%	8%	6%	8%	10%	**	7%	8%	**	**	**
Disagree strongly	20	5	6	9	8	12	11	2	**	6	19	**	**	**
	4%	4%	3%	4%	2%	6%	5%	2%	**	6%	4%	**	**	**
Don't know	13	2	4	7	7	5	5	2	**	3	12	**	**	**
	2%	1%	2%	3%	2%	3%	2%	2%	**	3%	3%	**	**	**
TOTAL AGREE	472	122	157	192	292	176	176	105	**	90	370	**	**	**
	86%	89%	87%	85%	87%	86%	84%	87%	**	85%	85%	**	**	**
TOTAL DISAGREE	61	13	19	28	36	24	27	14	**	13	52	**	**	**
	11%	10%	10%	13%	11%	12%	13%	11%	**	13%	12%	**	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
Agree strongly	279	**	91	120	85	153	42	**	**	**	124	55	**	103	69
	51%	**	49%	55%	54%	51%	58%	**	**	**	48%	57%	**	49%	60%
Agree slightly	193	**	67	72	46	113	20	**	**	**	91	33	**	83	35
	35%	**	36%	33%	29%	38%	28%	**	**	**	36%	35%	**	39%	30%
Disagree slightly	41	**	15	14	13	20	4	**	**	**	19	5	**	18	3
	7%	**	8%	7%	8%	7%	6%	**	**	**	7%	5%	**	9%	2%
Disagree strongly	20	**	10	5	10	8	2	**	**	**	15	1	**	5	4
	4%	**	5%	2%	6%	3%	3%	**	**	**	6%	1%	**	3%	3%
Don't know	13	**	2	5	3	6	3	**	**	**	8	2	**	2	5
	2%	**	1%	2%	2%	2%	4%	**	**	**	3%	2%	**	1%	5%
TOTAL AGREE	472	**	158	192	130	266	63	**	**	**	215	88	**	186	104
	86%	**	86%	89%	84%	88%	87%	**	**	**	84%	92%	**	88%	90%
TOTAL DISAGREE	61	**	25	19	22	29	7	**	**	**	34	6	**	23	7
	11%	**	13%	9%	14%	10%	9%	**	**	**	13%	6%	**	11%	6%

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

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
Agree strongly	269	38	181	53	166	130	89	27	**	165	56	176	**	141	80	**
	49%	52%	51%	50%	52%	50%	54%	42%	**	49%	55%	48%	**	50%	50%	**
Agree slightly	208	25	132	36	121	92	65	25	**	128	39	138	**	105	62	**
	38%	35%	37%	34%	38%	36%	39%	38%	**	38%	38%	38%	**	37%	39%	**
Disagree slightly	43	4	26	7	23	24	6	6	**	27	6	32	**	24	9	**
	8%	5%	7%	7%	7%	9%	3%	9%	**	8%	6%	9%	**	9%	6%	**
Disagree strongly	19	4	11	8	7	10	5	7	**	15	1	16	**	9	7	**
	4%	6%	3%	8% b	2%	4%	3%	11% a	**	4%	1%	4%	**	3%	5%	**
Don't know	7	1	4	1	4	2	2	*	**	4	-	4	**	2	1	**
	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	-%	1%	**	1%	1%	**
TOTAL AGREE	476	63	313	89	287	222	154	52	**	292	95	314	**	245	142	**
	87%	87%	89%	84%	90%	86%	92% c	79%	**	86%	93%	86%	**	87%	89%	**
TOTAL DISAGREE	62	8	36	15	29	34	11	13	**	42	7	48	**	33	16	**
	11%	11%	10%	15%	9%	13%	6%	20% b	**	13%	7%	13%	**	12%	10%	**

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

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
Agree strongly	269	**	189	60	174	142	92	**	**	**	87	52	80
	49%	**	52%	50%	53%	52%	53%	**	**	**	52%	50%	53%
Agree slightly	208	**	131	40	121	93	69	**	**	**	66	40	56
	38%	**	36%	34%	37%	34%	40%	**	**	**	39%	38%	38%
Disagree slightly	43	**	27	9	23	27	5	**	**	**	8	6	7
	8%	**	7%	8%	7%	10% b	3%	**	**	**	5%	6%	4%
Disagree strongly	19	**	11	9	7	10	6	**	**	**	3	6	2
	4%	**	3%	8% b	2%	4%	3%	**	**	**	2%	5%	1%
Don't know	7	**	4	1	4	3	3	**	**	**	5	-	5
	1%	**	1%	1%	1%	1%	1%	**	**	**	3%	-%	3%
TOTAL AGREE	476	**	320	100	295	235	160	**	**	**	153	92	136
	87%	**	89%	83%	90%	85%	93%	**	**	**	91%	89%	91%
TOTAL DISAGREE	62	**	38	19	29	37	10	**	**	**	11	12	9
	11%	**	10%	15%	9%	14%	6%	**	**	**	6%	11%	6%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
Agree strongly	269	63	69	**	**	**	**	**	**	132	**	226	**
	49%	50%	54%	**	**	**	**	**	**	52%	**	51%	**
Agree slightly	208	49	47	**	**	**	**	**	**	96	**	169	**
	38%	39%	37%	**	**	**	**	**	**	38%	**	38%	**
Disagree slightly	43	9	4	**	**	**	**	**	**	13	**	34	**
	8%	7%	4%	**	**	**	**	**	**	5%	**	8%	**
Disagree strongly	19	4	4	**	**	**	**	**	**	8	**	14	**
	4%	3%	3%	**	**	**	**	**	**	3%	**	3%	**
Don't know	7	2	3	**	**	**	**	**	**	5	**	3	**
	1%	2%	2%	**	**	**	**	**	**	2%	**	1%	**
TOTAL AGREE	476	112	116	**	**	**	**	**	**	228	**	395	**
	87%	88%	91%	**	**	**	**	**	**	90%	**	89%	**
TOTAL DISAGREE	62	12	8	**	**	**	**	**	**	21	**	48	**
	11%	10%	7%	**	**	**	**	**	**	8%	**	11%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
Agree strongly	269	78	54	**	**	74	269	**	**	**	75	98	196	71	**
	49%	50%	51%	**	**	44%	49%	**	**	**	44%	54%	49%	51%	**
Agree slightly	208	57	41	**	**	66	208	**	**	**	80	63	160	47	**
	38%	36%	39%	**	**	40%	38%	**	**	**	46%	34%	40%	34%	**
Disagree slightly	43	16	7	**	**	16	43	**	**	**	13	13	30	13	**
	8%	10%	6%	**	**	10%	8%	**	**	**	7%	7%	7%	9%	**
Disagree strongly	19	8	2	**	**	9	19	**	**	**	5	6	14	5	**
	4%	5%	2%	**	**	5%	4%	**	**	**	3%	3%	3%	4%	**
Don't know	7	-	3	**	**	2	7	**	**	**	-	2	4	3	**
	1%	-%	2%	**	**	1%	1%	**	**	**	-%	1%	1%	2%	**
TOTAL AGREE	476	135	94	**	**	140	476	**	**	**	156	161	356	119	**
	87%	85%	89%	**	**	84%	87%	**	**	**	90%	88%	88%	85%	**
TOTAL DISAGREE	62	23	9	**	**	25	62	**	**	**	17	19	44	19	**
	11%	15%	8%	**	**	15%	11%	**	**	**	10%	10%	11%	13%	**

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
Agree strongly	269	63	90	115	174	93	99	56	**	56	209	**	**	**
	49%	46%	50%	51%	52%	45%	47%	46%	**	53%	48%	**	**	**
Agree slightly	208	57	71	79	126	80	79	52	**	41	167	**	**	**
	38%	42%	39%	35%	37%	39%	38%	43%	**	39%	38%	**	**	**
Disagree slightly	43	11	15	17	25	18	18	10	**	4	36	**	**	**
	8%	8%	8%	8%	7%	9%	9%	9%	**	4%	8%	**	**	**
Disagree strongly	19	5	5	10	9	11	12	1	**	3	17	**	**	**
	4%	3%	3%	4%	3%	5%	6%	1%	**	3%	4%	**	**	**
Don't know	7	2	-	5	3	4	-	1	**	2	5	**	**	**
	1%	1%	-%	2%	1%	2%	-%	1%	**	2%	1%	**	**	**
TOTAL AGREE	476	120	160	194	299	173	178	108	**	97	376	**	**	**
	87%	88%	89%	86%	89%	84%	85%	90%	**	91%	87%	**	**	**
TOTAL DISAGREE	62	15	20	27	34	29	30	12	**	7	53	**	**	**
	11%	11%	11%	12%	10%	14%	15%	10%	**	7%	12%	**	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
Agree strongly	269	**	89	111	78	153	38	**	**	**	124	48	**	111	64
	49%	**	48%	52%	50%	51%	52%	**	**	**	49%	50%	**	52%	55%
Agree slightly	208	**	70	84	54	118	25	**	**	**	96	38	**	78	42
	38%	**	38%	39%	35%	39%	35%	**	**	**	37%	39%	**	37%	36%
Disagree slightly	43	**	16	16	13	20	4	**	**	**	21	6	**	17	5
	8%	**	9%	7%	8%	7%	5%	**	**	**	8%	6%	**	8%	4%
Disagree strongly	19	**	7	5	9	7	4	**	**	**	13	2	**	4	5
	4%	**	4%	2%	6%	2%	6%	**	**	**	5%	2%	**	2%	4%
Don't know	7	**	2	-	1	2	1	**	**	**	1	2	**	1	-
	1%	**	1%	-%	1%	1%	2%	**	**	**	1%	2%	**	*%	-%
TOTAL AGREE	476	**	159	195	133	271	63	**	**	**	220	86	**	189	106
	87%	**	86%	90%	85%	90%	87%	**	**	**	86%	90%	**	90%	92%
TOTAL DISAGREE	62	**	23	21	22	27	8	**	**	**	35	8	**	21	10
	11%	**	13%	10%	14%	9%	11%	**	**	**	14%	8%	**	10%	8%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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 RESPONSES TO STATEMENTS ABOUT NEW LANDLINE SERVICE VIA BROADBAND ROUTER

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	~b	a	b	~c
Unweighted row	546	101	335	134	302	285	151	100	47	314	106	341	79	279	141	80
Effective Weighted Sample	483	77	307	106	277	238	143	75	46	288	92	312	68	246	134	63
Total	546	72	353	106	320	259	167	66	49	339	102	366	75	281	159	67
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	46	238	66	218	163	121	35	**	213	76	229	**	178	111	**
	63%	63%	67%	62%	68%	63%	73% c	53%	**	63%	75%	63%	**	63%	70%	**
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	26	115	40	102	96	46	31	**	126	26	137	**	103	48	**
	37%	37%	33%	38%	32%	37%	27%	47% b	**	37%	25%	37%	**	37%	30%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	~a	b	a	b
Unweighted row	546	89	338	121	306	272	155	92	44	88	170	106	152
Effective Weighted Sample	483	79	313	108	283	244	147	79	43	77	153	92	138
Total	546	87	362	120	328	275	173	79	47	85	169	104	150
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	**	246	67	226	173	121	**	**	**	116	75	103
	63%	**	68%	56%	69%	63%	70%	**	**	**	69%	72%	69%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	**	116	53	102	102	52	**	**	**	53	29	47
	37%	**	32%	44%	31%	37%	30%	**	**	**	31%	28%	31%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	546	136	122	42	19	18	63	6	4	258	81	459	87
Effective Weighted Sample	483	117	114	33	18	17	62	5	4	230	79	398	85
Total	546	126	127	30	19	20	75	7	5	253	95	446	99
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	87	90	**	**	**	**	**	**	178	**	297	**
	63%	69%	71%	**	**	**	**	**	**	70%	**	66%	**
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	39	37	**	**	**	**	**	**	76	**	150	**
	37%	31%	29%	**	**	**	**	**	**	30%	**	34%	**

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	e	a	~b	~c	~a	b	c	d	e	~f
Unweighted row	546	139	102	34	90	185	546	-	-	52	187	174	413	131	58
Effective Weighted Sample	483	132	94	29	80	153	483	-	-	40	150	162	352	130	57
Total	546	158	106	32	87	167	546	-	-	49	173	182	404	140	62
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	102	70	**	**	87	345	**	**	**	122	114	266	77	**
	63%	65%	66%	**	**	52%	63%	**	**	**	70% e	63%	66%	55%	**
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	56	36	**	**	80	201	**	**	**	51	68	137	63	**
	37%	35%	34%	**	**	48%	37%	**	**	**	30%	37%	34%	45% b	**

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	546	151	183	210	326	216	231	118	91	102	435	63	29	19
Effective Weighted Sample	483	117	159	204	289	190	202	108	80	93	384	56	26	17
Total	546	137	180	227	336	206	208	121	106	106	433	66	29	18
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	95	119	130	219	124	136	74	**	61	274	**	**	**
	63%	69%	66%	57%	65%	60%	65%	62%	**	57%	63%	**	**	**
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	42	62	97	117	82	72	46	**	45	159	**	**	**
	37%	31%	34%	43%	35%	40%	35%	38%	**	43%	37%	**	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	~a	b	c
Unweighted row	546	45	175	223	170	289	101	59	42	26	231	102	93	197	109
Effective Weighted Sample	483	36	157	195	143	260	77	43	34	19	218	83	82	181	102
Total	546	39	185	216	156	301	72	37	35	18	256	96	93	211	116
AGREE WITH ALL STATEMENTS - ONLY POSITIVE EXPERIENCE	345	**	110	147	85	201	46	**	**	**	158	68	**	134	87
	63%	**	60%	68%	54%	67% a	63%	**	**	**	62%	71%	**	64%	75%
DISAGREE WITH ANY STATEMENTS - ANY NEGATIVE EXPERIENCE	201	**	75	69	72	100	26	**	**	**	98	28	**	77	29
	37%	**	40%	32%	46% b	33%	37%	**	**	**	38%	29%	**	36%	25%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Mobile phone	2376	113	824	217	720	506	431	92	**	1973	403	2113	263	1466	909	375
	86%	63%	95% a	76%	95% a	89%	90%	82%	**	100%	100%	100%	100%	100%	100%	100%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	94	849	199	744	513	429	92	**	1405	378	1542	242	1098	686	247
	75%	52%	98% a	69%	98% a	91% c	90%	82%	**	71%	94% a	73%	92% a	75% c	75% c	66%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	91	728	184	635	429	389	78	**	1165	316	1282	198	911	570	197
	58%	51%	84% a	64%	84% a	76%	81% c	70%	**	59%	78% a	61%	75% a	62% c	63% c	53%
Landline phone service	1046	180	866	286	760	567	479	112	**	735	202	796	141	555	383	116
	38%	100%	100%	100%	100%	100%	100%	100%	**	37%	50% a	38%	54% a	38%	42% c	31%

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

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

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Mobile phone	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
	86%	72%	95%	77%	95%	86%	85%	81%	86%	85%	94%	88%	94%
			a		a						a		a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
	75%	100%	100%	100%	100%	100%	100%	100%	100%	75%	96%	80%	96%
											a		a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	393	1021	559	855	865	549	231	172	325	614	424	516
	58%	45%	84%	52%	84%	68%	67%	63%	68%	100%	100%	100%	100%
			a		a								
Landline phone service	1046	76	866	179	763	528	415	105	77	133	376	189	320
	38%	9%	72%	17%	75%	41%	51%	29%	30%	41%	61%	45%	62%
			a		a	cd	acd				a		a

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Mobile phone	2376	389	468	109	**	147	346	**	**	857	493	1925	451
	86%	88%	94% a	90%	**	95%	96%	**	**	91%	95% a	86%	85%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	371	465	100	**	133	317	**	**	836	450	1680	407
	75%	84%	93% ac	83%	**	86%	88%	**	**	89%	87%	75%	77%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	442	498	121	**	155	362	**	**	939	517	1312	285
	58%	100%	100%	100%	**	100%	100%	**	**	100%	100%	59%	54%
Landline phone service	1046	213	296	41	**	56	201	**	**	509	256	790	256
	38%	48% c	60% ac	34%	**	36%	55% a	**	**	54%	50%	35%	48% a

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

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

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Mobile phone	2376	390	251	**	511	1169	500	784	**	278	908	805	1992	381	148
	86%	94%	96%	**	96%	78%	81%	84%	**	84%	86%	89%	87%	81%	80%
		e	e		e						e	ef	ef		
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	416	261	**	503	852	503	811	**	141	784	766	1692	393	144
	75%	100%	100%	**	94%	57%	81%	87%	**	43%	75%	84%	74%	84%	78%
		de	de		e			a			a	abd	a	abd	a
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	305	261	**	447	528	416	606	**	100	591	587	1278	316	127
	58%	73%	100%	**	84%	35%	67%	65%	**	30%	56%	65%	56%	67%	68%
		e	ade		ae						a	abd	a	abd	abd
Landline phone service	1046	416	261	**	167	147	485	479	**	41	293	424	758	286	133
	38%	100%	100%	**	31%	10%	78%	51%	**	12%	28%	47%	33%	61%	72%
		de	de		e		b				a	abd	ab	abcd	abcde

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Mobile phone	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	**
	86%	84%	88% a	84%	85%	87%	86%	86%	84%	87%	86%	86%	83%	**
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	**
	75%	59%	81% a	85% a	76%	75%	80% cd	79% cd	71%	72%	75%	77%	82%	**
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	350	637	607	812	771	507	438	302	332	1318	140	84	**
	58%	42%	62% a	67% a	56%	59%	67% bcd	58%	52%	52%	57%	56%	60%	**
Landline phone service	1046	165	384	495	539	500	351	263	189	233	846	105	59	**
	38%	20%	37% a	55% ab	37%	39%	46% bcd	35%	33%	37%	37%	42%	42%	**

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

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Q3. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Mobile phone	2376	219	742	886	723	1262	113	32	**	**	1601	425	358	795	476
	86%	85%	85%	88%	85%	87%	63% b	37%	**	**	100%	100%	83%	84%	90% ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	2088	174	656	828	631	1134	94	-	**	**	1171	279	429	948	530
	75%	67%	75%	82% ab	74%	78%	52% b	-%	**	**	73% b	66%	100%	100%	100%
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	1596	113	514	654	491	893	91	24	**	**	975	228	278	650	355
	58%	44%	59% a	65% ab	58%	62%	51% b	28%	**	**	61% b	54%	65%	69%	67%
Landline phone service	1046	68	345	396	323	565	180	86	**	**	594	165	218	415	215
	38%	26%	39% a	39% a	38%	39%	100%	100%	**	**	37%	39%	51% c	44%	41%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**

Base: Those responsible for the household's TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1580	91	673	175	589	413	351	95	60	1142	319	1257	204	911	550	214
Effective Weighted Sample	1473	81	633	159	555	377	336	79	59	1074	291	1181	184	845	520	189
Total	1596	91	728	184	635	429	389	78	64	1165	316	1282	198	911	570	197
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	**	261	75	225	149	152	**	**	347	153	401	98	291	209	65
	35%	**	36%	41%	35%	35%	39%	**	**	30%	49% a	31%	50% a	32%	37%	33%
Freeview (through a set-top box or television set)	545	**	257	72	224	157	139	**	**	444	75	472	47	331	189	58
	34%	**	35%	39%	35%	36%	36%	**	**	38% b	24%	37% b	24%	36%	33%	29%
Virgin TV (cable TV)	242	**	135	21	129	71	78	**	**	207	15	207	15	129	93	28
	15%	**	19%	11%	20% a	17%	20%	**	**	18% b	5%	16% b	7%	14%	16%	14%
NOW	166	**	57	22	49	44	27	**	**	114	39	124	30	99	54	21
	10%	**	8%	12%	8%	10%	7%	**	**	10%	12%	10%	15%	11%	10%	11%
Freesat (satellite TV, no monthly subscription)	135	**	63	20	56	52	23	**	**	96	34	110	20	95	35	21
	8%	**	9%	11%	9%	12% b	6%	**	**	8%	11%	9%	10%	10% b	6%	11%
EE TV (billed by BT)	129	**	61	19	55	47	26	**	**	76	39	80	34	70	45	23
	8%	**	8%	10%	9%	11%	7%	**	**	6%	12% a	6%	17% a	8%	8%	12%
EE TV (billed by EE)	112	**	32	19	28	30	17	**	**	39	67	57	49	76	30	30
	7%	**	4%	10% b	4%	7%	4%	**	**	3%	21% a	4%	25% a	8%	5%	15% ab
TalkTalk TV	68	**	31	17	25	27	15	**	**	47	17	50	14	44	20	21
	4%	**	4%	9% b	4%	6%	4%	**	**	4%	5%	4%	7%	5%	3%	11% ab
Freely (through a Freely TV set using Wi-Fi)	59	**	21	6	19	16	9	**	**	44	9	47	5	32	20	9
	4%	**	3%	3%	3%	4%	2%	**	**	4%	3%	4%	3%	4%	4%	4%
YouView (no monthly subscription)	57	**	35	13	28	24	17	**	**	36	17	38	16	38	15	9
	4%	**	5%	7%	4%	6%	4%	**	**	3%	5%	3%	8% a	4%	3%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**

Base: Those responsible for the household's TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1580	91	673	175	589	413	351	95	60	1142	319	1257	204	911	550	214
Effective Weighted Sample	1473	81	633	159	555	377	336	79	59	1074	291	1181	184	845	520	189
Total	1596	91	728	184	635	429	389	78	64	1165	316	1282	198	911	570	197
Plusnet TV	18	**	6	5	6	9	2	**	**	11	5	11	5	10	6	6
	1%	**	1%	3%	1%	2%	1%	**	**	1%	2%	1%	3%	1%	1%	3%
Other satellite TV	15	**	5	2	5	4	3	**	**	12	2	12	2	4	9	-
	1%	**	1%	1%	1%	1%	1%	**	**	1%	1%	1%	1%	*%	2%	-%
None of these	140	**	45	15	38	36	17	**	**	105	26	123	8	85	46	19
	9%	**	6%	8%	6%	8%	4%	**	**	9%	8%	10% b	4%	9%	8%	10%
SUMMARY																
ANY PAY TV SERVICES	1026	**	493	114	438	278	275	**	**	703	235	775	163	568	370	135
	64%	**	68%	62%	69%	65%	71%	**	**	60%	75% a	60%	82% a	62%	65%	68%
ANY FREE TV SERVICES	694	**	326	91	283	202	172	**	**	546	111	588	69	420	237	81
	43%	**	45%	49%	45%	47%	44%	**	**	47% b	35%	46% b	35%	46%	42%	41%
ONLY FREE TV SERVICES	430	**	190	54	159	115	98	**	**	357	55	384	28	258	154	43
	27%	**	26%	30%	25%	27%	25%	**	**	31% b	17%	30% b	14%	28%	27%	22%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**

Base: Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1580	400	981	560	821	857	524	256	180	341	626	442	525
Effective Weighted Sample	1473	377	918	525	769	798	496	238	175	309	582	401	490
Total	1596	393	1021	559	855	865	549	231	172	325	614	424	516
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	97	394	162	330	301	190	76	50	219	314	287	247
	35%	25%	39% a	29%	39% a	35%	35%	33%	29%	67% b	51%	68% b	48%
Freeview (through a set-top box or television set)	545	180	302	225	257	297	185	75	64	48	89	60	76
	34%	46% b	30%	40% b	30%	34%	34%	32%	37%	15%	14%	14%	15%
Virgin TV (cable TV)	242	18	201	28	191	97	122	24	15	37	194	49	182
	15%	5%	20% a	5%	22% a	11%	22% acd	11%	9%	11%	32% a	12%	35% a
NOW	166	61	86	73	74	98	49	26	16	78	38	82	33
	10%	15% b	8%	13%	9%	11%	9%	11%	9%	24% b	6%	19% b	6%
Freesat (satellite TV, no monthly subscription)	135	37	80	51	66	89	29	24	15	15	21	17	18
	8%	9%	8%	9%	8%	10% b	5%	10% b	9%	5%	3%	4%	4%
EE TV (billed by BT)	129	22	81	34	68	65	37	23	7	50	69	60	59
	8%	6%	8%	6%	8%	8%	7%	10%	4%	15%	11%	14%	11%
EE TV (billed by EE)	112	14	79	30	63	70	23	31	22	35	66	43	58
	7%	4%	8% a	5%	7%	8% b	4%	14% ab	12% b	11%	11%	10%	11%
TalkTalk TV	68	11	49	23	37	33	26	14	5	22	39	31	30
	4%	3%	5%	4%	4%	4%	5%	6%	3%	7%	6%	7%	6%
Freely (through a Freely TV set using Wi-Fi)	59	25	22	30	18	28	20	10	5	9	10	9	9
	4%	6% b	2%	5% b	2%	3%	4%	4%	3%	3%	2%	2%	2%
YouView (no monthly subscription)	57	17	38	24	31	30	25	8	4	11	18	14	15
	4%	4%	4%	4%	4%	4%	5%	3%	3%	3%	3%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**
Base: Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1580	400	981	560	821	857	524	256	180	341	626	442	525
Effective Weighted Sample	1473	377	918	525	769	798	496	238	175	309	582	401	490
Total	1596	393	1021	559	855	865	549	231	172	325	614	424	516
Plusnet TV	18	6	8	6	8	7	7	4	-	8	7	8	7
	1%	1%	1%	1%	1%	1%	1%	2%	-%	2%	1%	2%	1%
Other satellite TV	15	4	8	4	8	8	4	1	1	10	3	10	3
	1%	1%	1%	1%	1%	1%	1%	*%	1%	3% b	*%	2%	1%
None of these	140	67	61	87	42	85	44	28	21	-	-	-	-
	9%	17% b	6%	15% b	5%	10%	8%	12%	12%	-%	-%	-%	-%
SUMMARY													
ANY PAY TV SERVICES	1026	166	746	267	645	543	369	142	99	325	614	424	516
	64%	42%	73% a	48%	75% a	63%	67%	62%	57%	100%	100%	100%	100%
ANY FREE TV SERVICES	694	227	386	293	320	384	229	101	80	63	114	80	98
	43%	58% b	38%	52% b	37%	44%	42%	44%	46%	19%	19%	19%	19%
ONLY FREE TV SERVICES	430	160	214	206	168	238	136	61	52	-	-	-	-
	27%	41% b	21%	37% b	20%	27%	25%	26%	30%	-%	-%	-%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 19

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Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**
Base: Those responsible for the household's TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1580	466	501	152	79	145	334	35	25	967	479	1304	276
Effective Weighted Sample	1473	422	469	137	77	138	318	33	24	891	456	1209	264
Total	1596	442	498	121	70	155	362	35	26	939	517	1312	285
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	221	312	58	**	9	9	**	**	533	19	501	50
	35%	50%	63%	48%	**	6%	3%	**	**	57%	4%	38%	18%
			ac							b		b	
Freeview (through a set-top box or television set)	545	53	84	14	**	105	303	**	**	137	408	386	159
	34%	12%	17%	12%	**	68%	84%	**	**	15%	79%	29%	56%
							a				a		a
Virgin TV (cable TV)	242	107	124	24	**	9	2	**	**	231	10	204	38
	15%	24%	25%	20%	**	6%	*%	**	**	25%	2%	16%	13%
						b				b			
NOW	166	70	45	22	**	19	32	**	**	115	51	163	3
	10%	16%	9%	18%	**	12%	9%	**	**	12%	10%	12%	1%
		b		b								b	
Freesat (satellite TV, no monthly subscription)	135	19	16	6	**	51	48	**	**	35	100	112	23
	8%	4%	3%	5%	**	33%	13%	**	**	4%	19%	9%	8%
						b					a		
EE TV (billed by BT)	129	81	38	32	**	4	6	**	**	119	10	118	11
	8%	18%	8%	26%	**	3%	2%	**	**	13%	2%	9%	4%
		b		b						b		b	
EE TV (billed by EE)	112	75	26	35	**	4	7	**	**	101	11	102	10
	7%	17%	5%	29%	**	2%	2%	**	**	11%	2%	8%	3%
		b		ab						b			
TalkTalk TV	68	39	22	18	**	4	4	**	**	61	7	62	6
	4%	9%	4%	15%	**	3%	1%	**	**	6%	1%	5%	2%
		b		b						b			
Freely (through a Freely TV set using Wi-Fi)	59	13	5	7	**	16	25	**	**	18	41	53	5
	4%	3%	1%	6%	**	10%	7%	**	**	2%	8%	4%	2%
				b							a		

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1580	466	501	152	79	145	334	35	25	967	479	1304	276
Effective Weighted Sample	1473	422	469	137	77	138	318	33	24	891	456	1209	264
Total	1596	442	498	121	70	155	362	35	26	939	517	1312	285
YouView (no monthly subscription)	57	19	9	3	**	6	22	**	**	29	28	53	4
	4%	4%	2%	3%	**	4%	6%	**	**	3%	6%	4%	2%
Plusnet TV	18	8	7	4	**	3	-	**	**	15	3	17	1
	1%	2%	1%	3%	**	2% b	-%	**	**	2%	1%	1%	*%
Other satellite TV	15	6	7	-	**	1	1	**	**	13	2	15	-
	1%	1%	1%	-%	**	1%	*%	**	**	1%	*%	1%	-%
None of these	140	-	-	-	**	-	-	**	**	-	-	121	20
	9%	-%	-%	-%	**	-%	-%	**	**	-%	-%	9%	7%
SUMMARY													
ANY PAY TV SERVICES	1026	442	498	121	**	37	50	**	**	939	87	914	113
	64%	100%	100%	100%	**	24% b	14%	**	**	100% b	17%	70% b	40%
ANY FREE TV SERVICES	694	75	102	23	**	155	362	**	**	177	517	515	179
	43%	17%	20%	19%	**	100%	100%	**	**	19%	100% a	39%	63% a
ONLY FREE TV SERVICES	430	-	-	-	**	118	312	**	**	-	430	277	152
	27%	-%	-%	-%	**	76%	86% a	**	**	-%	83% a	21%	54% a

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

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Base: Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1580	267	249	65	462	544	399	539	64	99	576	590	1265	313	124
Effective Weighted Sample	1473	256	235	59	426	508	367	512	62	87	526	556	1167	305	121
Total	1596	305	261	63	447	528	416	606	72	100	591	587	1278	316	127
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	77	105	**	202	128	153	230	**	**	244	182	469	82	22
	35%	25%	40%	**	45%	24%	37%	38%	**	**	41%	31%	37%	26%	18%
			ae		ae						cef	f	ef		
Freeview (through a set-top box or television set)	545	164	47	**	88	239	147	195	**	**	145	219	387	157	72
	34%	54%	18%	**	20%	45%	35%	32%	**	**	24%	37%	30%	50%	57%
		bd				bd						bd		bcd	bcd
Virgin TV (cable TV)	242	7	118	**	79	34	87	95	**	**	93	93	204	38	13
	15%	2%	45%	**	18%	6%	21%	16%	**	**	16%	16%	16%	12%	10%
			ade		ae										
NOW	166	28	9	**	47	76	49	56	**	**	90	54	159	8	2
	10%	9%	4%	**	10%	14%	12%	9%	**	**	15%	9%	12%	2%	2%
					b	b					cef	ef	ef		
Freesat (satellite TV, no monthly subscription)	135	36	9	**	35	53	50	43	**	**	44	42	94	41	13
	8%	12%	4%	**	8%	10%	12%	7%	**	**	7%	7%	7%	13%	10%
		b				b								bcd	
EE TV (billed by BT)	129	7	26	**	60	31	54	44	**	**	78	26	115	14	10
	8%	2%	10%	**	13%	6%	13%	7%	**	**	13%	4%	9%	4%	8%
			a		ae		b				cde		ce		
EE TV (billed by EE)	112	3	6	**	67	24	38	43	**	**	55	22	96	16	10
	7%	1%	2%	**	15%	4%	9%	7%	**	**	9%	4%	7%	5%	8%
					abe	a					c		c		
TalkTalk TV	68	8	16	**	23	17	25	34	**	**	39	13	58	10	5
	4%	3%	6%	**	5%	3%	6%	6%	**	**	7%	2%	5%	3%	4%
											c				
Freely (through a Freely TV set using Wi-Fi)	59	10	2	**	8	35	20	17	**	**	27	22	53	5	3
	4%	3%	1%	**	2%	7%	5%	3%	**	**	5%	4%	4%	2%	3%
						bd									
YouView (no monthly subscription)	57	14	7	**	17	16	27	18	**	**	27	16	47	10	3
	4%	5%	3%	**	4%	3%	7%	3%	**	**	5%	3%	4%	3%	3%

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

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Base: Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1580	267	249	65	462	544	399	539	64	99	576	590	1265	313	124
Effective Weighted Sample	1473	256	235	59	426	508	367	512	62	87	526	556	1167	305	121
Total	1596	305	261	63	447	528	416	606	72	100	591	587	1278	316	127
Plusnet TV	18	2	1	**	4	8	11	4	**	**	13	3	17	1	1
	1%	1%	*%	**	1%	2%	3%	1%	**	**	2%	1%	1%	*%	1%
Other satellite TV	15	3	1	**	4	8	2	6	**	**	2	8	13	2	-
	1%	1%	*%	**	1%	1%	*%	1%	**	**	*%	1%	1%	1%	-%
None of these	140	36	-	**	26	79	21	46	**	**	66	50	123	17	7
	9%	12%	-%	**	6%	15%	5%	8%	**	**	11%	9%	10%	5%	6%
		bd			b	bd					e				
SUMMARY															
ANY PAY TV SERVICES	1026	111	261	**	367	233	299	410	**	**	420	364	866	160	58
	64%	36%	100%	**	82%	44%	72%	68%	**	**	71%	62%	68%	51%	46%
			ade		ae						cef	ef	ef		
ANY FREE TV SERVICES	694	201	57	**	127	299	188	250	**	**	206	268	504	189	81
	43%	66%	22%	**	28%	57%	45%	41%	**	**	35%	46%	39%	60%	64%
		bd				bd						b		bcd	bcd
ONLY FREE TV SERVICES	430	159	-	**	55	216	96	150	**	**	105	172	290	139	61
	27%	52%	-%	**	12%	41%	23%	25%	**	**	18%	29%	23%	44%	48%
		bde			b	bd						bd		bcd	bcd

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1580	347	630	601	786	782	548	435	254	325	1315	133	79	53
Effective Weighted Sample	1473	311	582	579	732	730	512	413	238	304	1226	123	76	50
Total	1596	350	637	607	812	771	507	438	302	332	1318	140	84	54
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	149	238	164	303	247	201	138	104	104	453	48	**	**
	35%	43%	37%	27%	37%	32%	40%	31%	34%	31%	34%	34%	**	**
		c	c				b							
Freeview (through a set-top box or television set)	545	67	195	282	288	256	184	148	92	115	460	43	**	**
	34%	19%	31%	46%	35%	33%	36%	34%	30%	35%	35%	31%	**	**
			a	ab										
Virgin TV (cable TV)	242	57	103	82	125	116	96	49	50	45	200	19	**	**
	15%	16%	16%	13%	15%	15%	19%	11%	17%	14%	15%	14%	**	**
							b							
NOW	166	61	75	31	82	82	75	39	25	26	141	12	**	**
	10%	17%	12%	5%	10%	11%	15%	9%	8%	8%	11%	8%	**	**
		c	c				bcd							
Freesat (satellite TV, no monthly subscription)	135	24	48	63	77	56	45	40	16	33	114	10	**	**
	8%	7%	7%	10%	9%	7%	9%	9%	5%	10%	9%	7%	**	**
EE TV (billed by BT)	129	55	46	28	72	56	58	28	22	20	102	12	**	**
	8%	16%	7%	5%	9%	7%	12%	6%	7%	6%	8%	9%	**	**
		bc					bd							
EE TV (billed by EE)	112	48	40	25	62	50	54	25	19	13	92	19	**	**
	7%	14%	6%	4%	8%	6%	11%	6%	6%	4%	7%	13%	**	**
		bc					bd					a		
TalkTalk TV	68	29	20	19	33	36	28	14	11	15	59	5	**	**
	4%	8%	3%	3%	4%	5%	6%	3%	4%	5%	4%	4%	**	**
		bc												
Freely (through a Freely TV set using Wi-Fi)	59	22	20	16	31	27	20	20	9	11	47	4	**	**
	4%	6%	3%	3%	4%	4%	4%	5%	3%	3%	4%	3%	**	**
		c												
YouView (no monthly subscription)	57	13	24	20	33	24	27	14	7	10	46	4	**	**
	4%	4%	4%	3%	4%	3%	5%	3%	2%	3%	4%	3%	**	**

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

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Base: Those responsible for the household's TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1580	347	630	601	786	782	548	435	254	325	1315	133	79	53
Effective Weighted Sample	1473	311	582	579	732	730	512	413	238	304	1226	123	76	50
Total	1596	350	637	607	812	771	507	438	302	332	1318	140	84	54
Plusnet TV	18	8	9	1	10	8	11	1	2	3	17	*	**	**
	1%	2%	1%	*%	1%	1%	2%	*%	1%	1%	1%	*%	**	**
		c												
Other satellite TV	15	3	5	7	7	8	5	7	1	1	13	1	**	**
	1%	1%	1%	1%	1%	1%	1%	2%	*%	*%	1%	1%	**	**
None of these	140	44	59	37	65	68	36	49	23	30	112	16	**	**
	9%	13%	9%	6%	8%	9%	7%	11%	8%	9%	9%	11%	**	**
		c												
SUMMARY														
ANY PAY TV SERVICES	1026	255	438	333	533	488	344	263	208	201	841	97	**	**
	64%	73%	69%	55%	66%	63%	68%	60%	69%	60%	64%	69%	**	**
		c	c											
ANY FREE TV SERVICES	694	104	250	339	371	320	227	205	111	145	584	51	**	**
	43%	30%	39%	56%	46%	42%	45%	47%	37%	44%	44%	36%	**	**
			a	ab										
ONLY FREE TV SERVICES	430	51	140	237	214	215	127	127	71	102	365	27	**	**
	27%	15%	22%	39%	26%	28%	25%	29%	23%	31%	28%	19%	**	**
			a	ab										

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

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Base: Those responsible for the household's TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1580	107	495	665	495	872	91	25	66	19	952	234	265	636	353
Effective Weighted Sample	1473	99	461	617	459	814	81	23	58	17	905	204	246	592	334
Total	1596	113	514	654	491	893	91	24	67	18	975	228	278	650	355
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	552	41	182	241	151	329	**	**	**	**	276	87	79	255	127
	35%	36%	35%	37%	31%	37%	**	**	**	**	28%	38% a	29%	39% a	36%
Freeview (through a set-top box or television set)	545	30	188	205	179	300	**	**	**	**	368	82	120	202	115
	34%	27%	37%	31%	36%	34%	**	**	**	**	38%	36%	43% bc	31%	32%
Virgin TV (cable TV)	242	14	73	114	74	134	**	**	**	**	175	38	39	75	83
	15%	13%	14%	17%	15%	15%	**	**	**	**	18%	17%	14%	12%	23% ab
NOW	166	13	38	82	46	101	**	**	**	**	86	38	33	75	33
	10%	11%	7%	13% b	9%	11%	**	**	**	**	9%	17% a	12%	12%	9%
Freesat (satellite TV, no monthly subscription)	135	10	42	61	50	67	**	**	**	**	77	27	29	43	38
	8%	9%	8%	9%	10%	8%	**	**	**	**	8%	12%	10%	7%	11%
EE TV (billed by BT)	129	5	36	69	39	78	**	**	**	**	54	37	32	50	13
	8%	5%	7%	10%	8%	9%	**	**	**	**	6%	16% a	12% c	8%	4%
EE TV (billed by EE)	112	5	24	67	33	70	**	**	**	**	27	24	27	40	14
	7%	4%	5%	10% b	7%	8%	**	**	**	**	3%	11% a	10% c	6%	4%
TalkTalk TV	68	5	20	33	20	39	**	**	**	**	34	20	26	24	7
	4%	4%	4%	5%	4%	4%	**	**	**	**	3%	9% a	9% bc	4%	2%
Freely (through a Freely TV set using Wi-Fi)	59	4	17	28	24	28	**	**	**	**	29	16	11	23	9
	4%	3%	3%	4%	5%	3%	**	**	**	**	3%	7% a	4%	3%	3%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 19

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Q4A. Which of these types of TV service does your household use at all to watch broadcast TV channels like BBC and ITV**? Please note: BT TV has been rebranded to EE TV, and EE TV is now provided by both BT and EE. If you have EE TV, please select the provider that bills you for the service.**

Base: Those responsible for the household's TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1580	107	495	665	495	872	91	25	66	19	952	234	265	636	353
Effective Weighted Sample	1473	99	461	617	459	814	81	23	58	17	905	204	246	592	334
Total	1596	113	514	654	491	893	91	24	67	18	975	228	278	650	355
YouView (no monthly subscription)	57	5	10	36	18	31	**	**	**	**	24	18	18	19	18
	4%	4%	2%	6% b	4%	3%	**	**	**	**	2%	8% a	7% b	3%	5%
Plusnet TV	18	1	4	12	6	10	**	**	**	**	7	7	8	5	1
	1%	1%	1%	2%	1%	1%	**	**	**	**	1%	3% a	3%	1%	*%
Other satellite TV	15	1	4	6	3	11	**	**	**	**	10	2	1	5	3
	1%	1%	1%	1%	1%	1%	**	**	**	**	1%	1%	*%	1%	1%
None of these	140	17	28	64	35	75	**	**	**	**	96	11	19	60	36
	9%	15% b	6%	10% b	7%	8%	**	**	**	**	10%	5%	7%	9%	10%
SUMMARY															
ANY PAY TV SERVICES	1026	69	326	445	306	590	**	**	**	**	580	155	161	436	238
	64%	61%	64%	68%	62%	66%	**	**	**	**	59%	68%	58%	67% a	67%
ANY FREE TV SERVICES	694	43	237	268	231	376	**	**	**	**	447	112	154	255	150
	43%	38%	46%	41%	47%	42%	**	**	**	**	46%	49%	55% bc	39%	42%
ONLY FREE TV SERVICES	430	28	159	145	150	228	**	**	**	**	299	61	98	153	81
	27%	24%	31% c	22%	31%	26%	**	**	**	**	31%	27%	35% bc	24%	23%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1446	84	634	162	556	382	336	85	51	1041	296	1140	197	830	507	196
Effective Weighted Sample	1344	74	595	147	522	347	322	70	50	976	269	1068	177	767	478	172
Total	1456	83	683	168	597	393	373	67	53	1060	290	1159	191	826	524	178
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490	**	237	62	205	130	136	**	**	306	136	356	86	258	184	53
	34%	**	35%	37%	34%	33%	36%	**	**	29%	47% a	31%	45% a	31%	35%	30%
Freeview (through a set-top box or television set)	390	**	172	52	145	103	95	**	**	329	45	349	25	235	138	39
	27%	**	25%	31%	24%	26%	25%	**	**	31% b	15%	30% b	13%	28%	26%	22%
Virgin TV (cable TV)	195	**	119	8	113	55	67	**	**	180	3	180	3	104	78	18
	13%	**	17%	5%	19% a	14%	18%	**	**	17% b	1%	16% b	1%	13%	15%	10%
EE TV (billed by BT)	87	**	44	12	40	31	21	**	**	54	22	56	20	46	30	15
	6%	**	6%	7%	7%	8%	6%	**	**	5%	7%	5%	11% a	6%	6%	9%
Freesat (satellite TV, no monthly subscription)	85	**	40	10	34	29	14	**	**	61	20	72	9	58	23	12
	6%	**	6%	6%	6%	7%	4%	**	**	6%	7%	6%	4%	7%	4%	7%
EE TV (billed by EE)	72	**	21	6	19	16	10	**	**	25	44	33	36	51	17	22
	5%	**	3%	4%	3%	4%	3%	**	**	2%	15% a	3%	19% a	6%	3%	12% ab
NOW	50	**	16	5	13	7	12	**	**	36	10	39	7	27	19	5
	3%	**	2%	3%	2%	2%	3%	**	**	3%	4%	3%	3%	3%	4%	3%
TalkTalk TV	34	**	17	6	14	13	7	**	**	28	5	30	3	24	10	9
	2%	**	3%	4%	2%	3%	2%	**	**	3%	2%	3%	2%	3%	2%	5%
Freely (through a Freely TV set using Wi-Fi)	31	**	9	3	6	4	5	**	**	24	4	26	1	14	14	2
	2%	**	1%	2%	1%	1%	1%	**	**	2%	1%	2%	1%	2%	3%	1%
YouView (no monthly subscription)	12	**	5	2	3	2	3	**	**	10	1	10	1	6	5	1
	1%	**	1%	1%	1%	1%	1%	**	**	1%	*%	1%	1%	1%	1%	1%
Other satellite TV	8	**	2	1	2	1	2	**	**	6	1	6	1	2	5	-
	1%	**	*%	1%	*%	*%	1%	**	**	1%	*%	1%	*%	*%	1%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1446	84	634	162	556	382	336	85	51	1041	296	1140	197	830	507	196
Effective Weighted Sample	1344	74	595	147	522	347	322	70	50	976	269	1068	177	767	478	172
Total	1456	83	683	168	597	393	373	67	53	1060	290	1159	191	826	524	178
Plusnet TV	3	**	1	1	1	1	1	**	**	2	-	2	-	2	-	1
	*%	**	*%	*%	*%	*%	*%	**	**	*%	-%	*%	-%	*%	-%	*%
SUMMARY																
ANY PAY TV SERVICES	939	**	457	101	408	254	255	**	**	637	220	702	155	513	344	122
	65%	**	67%	60%	68%	65%	68%	**	**	60%	76% a	61%	81% a	62%	66%	69%
ANY FREE TV SERVICES	517	**	226	67	189	139	118	**	**	423	69	457	36	313	180	55
	35%	**	33%	40%	32%	35%	32%	**	**	40% b	24%	39% b	19%	38%	34%	31%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1446	332	927	475	784	778	481	230	160	341	626	442	525
Effective Weighted Sample	1344	311	866	444	733	722	455	213	155	309	582	401	490
Total	1456	326	960	472	813	781	505	203	151	325	614	424	516
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490 34%	84 26%	358 37% a	140 30%	302 37% a	271 35%	171 34%	65 32%	48 32%	200 62% b	290 47%	262 62% b	228 44%
Freeview (through a set-top box or television set)	390 27%	150 46% b	190 20%	187 40% b	153 19%	213 27%	127 25%	54 27%	47 31%	- -%	- -%	- -%	- -%
Virgin TV (cable TV)	195 13%	3 1%	180 19% a	12 3%	171 21% a	76 10%	108 21% acd	13 6%	10 7%	16 5%	179 29% a	26 6%	169 33% a
EE TV (billed by BT)	87 6%	10 3%	59 6%	18 4%	52 6%	43 5%	27 5%	15 7%	5 3%	29 9%	58 9%	39 9%	48 9%
Freesat (satellite TV, no monthly subscription)	85 6%	25 8%	49 5%	37 8%	37 5%	59 8% b	15 3%	14 7%	9 6%	- -%	- -%	- -%	- -%
EE TV (billed by EE)	72 5%	8 2%	52 5%	13 3%	47 6%	48 6% b	12 2%	22 11% b	18 12% b	15 5%	57 9%	22 5%	50 10% a
NOW	50 3%	19 6% b	23 2%	24 5% b	18 2%	27 3%	15 3%	8 4%	5 4%	45 14% b	4 1%	48 11% b	2 *%
TalkTalk TV	34 2%	2 1%	29 3% a	11 2%	20 2%	17 2%	13 3%	4 2%	2 1%	9 3%	25 4%	17 4%	17 3%
Freely (through a Freely TV set using Wi-Fi)	31 2%	14 4% b	10 1%	18 4% b	6 1%	14 2%	10 2%	3 2%	3 2%	- -%	- -%	- -%	- -%
YouView (no monthly subscription)	12 1%	7 2% b	5 *%	8 2%	3 *%	9 1%	3 1%	5 2%	4 2%	- -%	- -%	- -%	- -%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 20

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Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1446	332	927	475	784	778	481	230	160	341	626	442	525
Effective Weighted Sample	1344	311	866	444	733	722	455	213	155	309	582	401	490
Total	1456	326	960	472	813	781	505	203	151	325	614	424	516
Other satellite TV	8	3	3	3	3	4	2	-	-	8	-	8	-
	1%	1%	*%	1%	*%	*%	*%	-%	-%	2%	-%	2%	-%
										b		b	
Plusnet TV	3	*	1	1	1	1	1	*	-	2	1	2	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
SUMMARY													
ANY PAY TV SERVICES	939	130	706	222	614	486	350	127	88	325	614	424	516
	65%	40%	74%	47%	75%	62%	69%	63%	58%	100%	100%	100%	100%
			a		a								
ANY FREE TV SERVICES	517	196	254	251	199	294	156	76	63	-	-	-	-
	35%	60%	26%	53%	25%	38%	31%	37%	42%	-%	-%	-%	-%
		b		b									

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1446	466	501	152	79	145	334	35	25	967	479	1189	257
Effective Weighted Sample	1344	422	469	137	77	138	318	33	24	891	456	1099	246
Total	1456	442	498	121	70	155	362	35	26	939	517	1191	265
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490 34%	194 44%	297 60% ac	47 39%	** **	- -%	- -%	** **	** **	490 52% b	- -%	441 37% b	50 19%
Freeview (through a set-top box or television set)	390 27%	- -%	- -%	- -%	** **	94 61%	296 82% a	** **	** **	- -%	390 75% a	252 21%	137 52% a
Virgin TV (cable TV)	195 13%	83 19%	112 22% c	13 11%	** **	- -%	- -%	** **	** **	195 21% b	- -%	157 13%	38 14%
EE TV (billed by BT)	87 6%	57 13% b	30 6%	24 20% b	** **	- -%	- -%	** **	** **	87 9% b	- -%	80 7%	7 3%
Freesat (satellite TV, no monthly subscription)	85 6%	- -%	- -%	- -%	** **	46 30% b	39 11%	** **	** **	- -%	85 16% a	71 6%	14 5%
EE TV (billed by EE)	72 5%	56 13% b	16 3%	27 23% ab	** **	- -%	- -%	** **	** **	72 8% b	- -%	66 6%	7 3%
NOW	50 3%	27 6%	22 4%	5 4%	** **	- -%	- -%	** **	** **	50 5% b	- -%	49 4% b	1 *%
TalkTalk TV	34 2%	19 4%	15 3%	4 4%	** **	- -%	- -%	** **	** **	34 4% b	- -%	29 2%	5 2%
Freely (through a Freely TV set using Wi-Fi)	31 2%	- -%	- -%	- -%	** **	12 8%	18 5%	** **	** **	- -%	31 6% a	25 2%	5 2%
YouView (no monthly subscription)	12 1%	- -%	- -%	- -%	** **	3 2%	9 3%	** **	** **	- -%	12 2% a	12 1%	- -%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 20

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Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1446	466	501	152	79	145	334	35	25	967	479	1189	257
Effective Weighted Sample	1344	422	469	137	77	138	318	33	24	891	456	1099	246
Total	1456	442	498	121	70	155	362	35	26	939	517	1191	265
Other satellite TV	8	4	4	-	**	-	-	**	**	8	-	8	-
	1%	1%	1%	-%	**	-%	-%	**	**	1%	-%	1%	-%
Plusnet TV	3	1	2	*	**	-	-	**	**	3	-	2	1
	*%	*%	*%	*%	**	-%	-%	**	**	*%	-%	*%	*%
SUMMARY													
ANY PAY TV SERVICES	939	442	498	121	**	-	-	**	**	939	-	831	108
	65%	100%	100%	100%	**	-%	-%	**	**	100%	-%	70%	41%
										b		b	
ANY FREE TV SERVICES	517	-	-	-	**	155	362	**	**	-	517	360	157
	35%	-%	-%	-%	**	100%	100%	**	**	-%	100%	30%	59%
											a		a

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

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

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1446	236	249	65	439	464	381	500	60	93	513	542	1148	296	117
Effective Weighted Sample	1344	225	235	59	404	431	349	474	58	81	465	510	1055	288	114
Total	1456	270	261	63	421	449	395	559	67	94	525	537	1155	299	119
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490	69	97	**	178	108	129	206	**	**	205	171	412	78	20
	34%	26%	37%	**	42%	24%	33%	37%	**	**	39%	32%	36%	26%	17%
			ae		ae						ef	f	ef		
Freeview (through a set-top box or television set)	390	145	-	**	45	200	86	137	**	**	97	165	277	112	55
	27%	54%	-%	**	11%	44%	22%	25%	**	**	18%	31%	24%	37%	46%
		bd			b	bd						bd		bd	bcd
Virgin TV (cable TV)	195	1	116	**	65	13	62	82	**	**	59	88	157	38	13
	13%	*%	45%	**	15%	3%	16%	15%	**	**	11%	16%	14%	13%	11%
			ade		ae										
EE TV (billed by BT)	87	1	25	**	43	16	38	28	**	**	52	20	78	9	5
	6%	*%	9%	**	10%	4%	10%	5%	**	**	10%	4%	7%	3%	5%
			ae		ae	a	b				ce				
Freesat (satellite TV, no monthly subscription)	85	29	-	**	20	36	23	29	**	**	22	30	56	29	10
	6%	11%	-%	**	5%	8%	6%	5%	**	**	4%	6%	5%	10%	8%
		bd			b	b								bd	
EE TV (billed by EE)	72	*	5	**	42	12	23	26	**	**	34	13	59	13	7
	5%	*%	2%	**	10%	3%	6%	5%	**	**	6%	2%	5%	4%	6%
					abe						c		c		
NOW	50	9	3	**	11	26	14	13	**	**	26	15	46	4	1
	3%	4%	1%	**	3%	6%	3%	2%	**	**	5%	3%	4%	1%	1%
						b					e				
TalkTalk TV	34	2	14	**	12	5	11	18	**	**	14	8	25	9	4
	2%	1%	5%	**	3%	1%	3%	3%	**	**	3%	2%	2%	3%	3%
			ae												
Freely (through a Freely TV set using Wi-Fi)	31	7	-	**	4	20	6	12	**	**	13	15	27	3	2
	2%	2%	-%	**	1%	4%	2%	2%	**	**	2%	3%	2%	1%	2%
						bd									
YouView (no monthly subscription)	12	4	-	**	1	7	2	3	**	**	3	8	11	1	-
	1%	1%	-%	**	*%	2%	1%	1%	**	**	1%	1%	1%	*%	-%

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

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1446	236	249	65	439	464	381	500	60	93	513	542	1148	296	117
Effective Weighted Sample	1344	225	235	59	404	431	349	474	58	81	465	510	1055	288	114
Total	1456	270	261	63	421	449	395	559	67	94	525	537	1155	299	119
Other satellite TV	8	2	-	**	1	5	1	2	**	**	1	3	6	2	-
	1%	1%	-%	**	*%	1%	*%	*%	**	**	*%	1%	1%	1%	-%
Plusnet TV	3	*	1	**	-	1	1	2	**	**	*	1	2	1	1
	*%	*%	*%	**	-%	*%	*%	*%	**	**	*%	*%	*%	*%	1%
SUMMARY															
ANY PAY TV SERVICES	939	85	261	**	352	187	277	378	**	**	391	319	785	154	52
	65%	31%	100%	**	84%	42%	70%	68%	**	**	74%	59%	68%	52%	44%
			ade		ae	a					cdef	f	cef		
ANY FREE TV SERVICES	517	185	-	**	69	263	118	182	**	**	134	218	371	145	67
	35%	69%	-%	**	16%	58%	30%	32%	**	**	26%	41%	32%	48%	56%
		bde			b	bd						bd	b	bd	bcd

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1446	304	573	567	725	715	511	390	234	295	1208	118	71	49
Effective Weighted Sample	1344	270	528	546	674	666	475	369	219	276	1123	108	68	46
Total	1456	306	578	570	747	703	471	389	279	302	1205	124	76	50
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490	117	216	156	264	224	160	131	100	95	403	44	**	**
	34%	38%	37%	27%	35%	32%	34%	34%	36%	31%	33%	35%	**	**
		c	c											
Freeview (through a set-top box or television set)	390	44	141	204	196	193	125	106	70	83	332	27	**	**
	27%	14%	24%	36%	26%	27%	27%	27%	25%	27%	28%	22%	**	**
			a	ab										
Virgin TV (cable TV)	195	27	89	79	101	93	61	46	44	41	160	17	**	**
	13%	9%	15%	14%	14%	13%	13%	12%	16%	14%	13%	14%	**	**
			a											
EE TV (billed by BT)	87	34	33	20	45	42	36	19	15	16	69	7	**	**
	6%	11%	6%	4%	6%	6%	8%	5%	5%	5%	6%	5%	**	**
		bc												
Freesat (satellite TV, no monthly subscription)	85	11	28	46	47	37	20	29	11	25	70	7	**	**
	6%	4%	5%	8%	6%	5%	4%	7%	4%	8%	6%	6%	**	**
EE TV (billed by EE)	72	31	24	18	39	34	35	15	14	8	58	13	**	**
	5%	10%	4%	3%	5%	5%	7%	4%	5%	3%	5%	11%	**	**
		bc					d					a		
NOW	50	18	21	11	19	29	14	12	11	12	42	3	**	**
	3%	6%	4%	2%	3%	4%	3%	3%	4%	4%	3%	3%	**	**
		c												
TalkTalk TV	34	10	10	14	10	24	6	10	8	11	28	2	**	**
	2%	3%	2%	3%	1%	3%	1%	3%	3%	4%	2%	2%	**	**
Freely (through a Freely TV set using Wi-Fi)	31	10	9	11	14	17	6	14	4	7	24	1	**	**
	2%	3%	2%	2%	2%	2%	1%	4%	1%	2%	2%	1%	**	**
YouView (no monthly subscription)	12	2	4	6	8	4	4	4	-	4	11	1	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	**	**
Other satellite TV	8	2	2	4	4	4	3	4	1	-	7	1	**	**
	1%	1%	*%	1%	1%	1%	1%	1%	*%	-%	1%	1%	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1446	304	573	567	725	715	511	390	234	295	1208	118	71	49
Effective Weighted Sample	1344	270	528	546	674	666	475	369	219	276	1123	108	68	46
Total	1456	306	578	570	747	703	471	389	279	302	1205	124	76	50
Plusnet TV	3	-	2	1	-	3	1	*	-	1	2	*	**	**
	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	**	**
SUMMARY														
ANY PAY TV SERVICES	939	239	397	303	483	453	316	237	193	184	768	88	**	**
	65%	78%	69%	53%	65%	64%	67%	61%	69%	61%	64%	71%	**	**
		bc	c											
ANY FREE TV SERVICES	517	67	181	267	264	251	155	153	85	118	438	37	**	**
	35%	22%	31%	47%	35%	36%	33%	39%	31%	39%	36%	29%	**	**
			a	ab										

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

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

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1446	90	467	606	460	801	84	23	61	17	860	224	248	578	319
Effective Weighted Sample	1344	83	434	560	425	746	74	21	54	16	816	195	230	536	301
Total	1456	96	485	590	457	818	83	23	60	16	879	217	259	590	319
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	490	**	169	202	139	289	**	**	**	**	252	67	62	239	112
	34%	**	35%	34%	30%	35%	**	**	**	**	29%	31%	24%	40% a	35% a
Freeview (through a set-top box or television set)	390	**	133	133	128	212	**	**	**	**	270	60	88	147	64
	27%	**	27%	23%	28%	26%	**	**	**	**	31%	28%	34% bc	25%	20%
Virgin TV (cable TV)	195	**	66	85	64	104	**	**	**	**	158	25	25	59	77
	13%	**	14%	14%	14%	13%	**	**	**	**	18%	11%	10%	10%	24% ab
EE TV (billed by BT)	87	**	27	43	24	55	**	**	**	**	42	22	20	34	11
	6%	**	6%	7%	5%	7%	**	**	**	**	5%	10% a	8%	6%	4%
Freesat (satellite TV, no monthly subscription)	85	**	27	35	35	39	**	**	**	**	52	10	15	30	24
	6%	**	6%	6%	8%	5%	**	**	**	**	6%	4%	6%	5%	7%
EE TV (billed by EE)	72	**	16	40	26	40	**	**	**	**	17	13	16	29	9
	5%	**	3%	7%	6%	5%	**	**	**	**	2%	6% a	6%	5%	3%
NOW	50	**	14	20	13	34	**	**	**	**	31	5	8	20	11
	3%	**	3%	3%	3%	4%	**	**	**	**	4%	2%	3%	3%	3%
TalkTalk TV	34	**	12	11	10	19	**	**	**	**	23	6	15	12	2
	2%	**	3%	2%	2%	2%	**	**	**	**	3%	3%	6% bc	2%	1%
Freely (through a Freely TV set using Wi-Fi)	31	**	13	9	11	14	**	**	**	**	18	6	5	13	4
	2%	**	3%	2%	2%	2%	**	**	**	**	2%	3%	2%	2%	1%

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

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

Q4B. Which one of these is the main type of TV service watched on the household's main TV set

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1446	90	467	606	460	801	84	23	61	17	860	224	248	578	319
Effective Weighted Sample	1344	83	434	560	425	746	74	21	54	16	816	195	230	536	301
Total	1456	96	485	590	457	818	83	23	60	16	879	217	259	590	319
YouView (no monthly subscription)	12	**	4	7	3	6	**	**	**	**	8	3	3	5	4
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	1%
Other satellite TV	8	**	2	4	1	7	**	**	**	**	6	-	-	2	2
	1%	**	*%	1%	*%	1%	**	**	**	**	1%	-%	-%	*%	*%
Plusnet TV	3	**	2	1	2	-	**	**	**	**	1	*	1	*	-
	*%	**	*%	*%	*%	-%	**	**	**	**	*%	*%	*%	*%	-%
SUMMARY															
ANY PAY TV SERVICES	939	**	308	406	280	547	**	**	**	**	531	138	148	394	224
	65%	**	63%	69%	61%	67%	**	**	**	**	60%	64%	57%	67% a	70% a
ANY FREE TV SERVICES	517	**	178	184	177	271	**	**	**	**	348	79	111	195	96
	35%	**	37%	31%	39%	33%	**	**	**	**	40%	36%	43% bc	33%	30%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Netflix	1813	116	529	172	472	355	289	71	**	1284	284	1371	198	978	591	269
	66%	64%	61%	60%	62%	63%	60%	64%	**	65%	71%	65%	75% a	67%	65%	72%
Amazon Prime Video	1525	106	454	157	403	314	246	65	**	1073	257	1159	171	851	478	237
	55%	59%	52%	55%	53%	55%	51%	58%	**	54%	64% a	55%	65% a	58% b	53%	63% b
Disney+	993	59	268	92	235	189	139	39	**	683	178	737	124	554	308	154
	36%	33%	31%	32%	31%	33%	29%	35%	**	35%	44% a	35%	47% a	38%	34%	41%
Paramount+	425	36	130	52	114	98	68	21	**	270	96	301	66	230	137	64
	15%	20%	15%	18%	15%	17%	14%	19%	**	14%	24% a	14%	25% a	16%	15%	17%
Apple TV+	417	44	128	57	115	105	67	29	**	276	90	302	64	243	123	79
	15%	24% b	15%	20%	15%	18%	14%	26% b	**	14%	22% a	14%	25% a	17%	14%	21% b
YouTube Premium	349	33	81	36	78	71	43	20	**	224	77	238	64	202	99	67
	13%	18% b	9%	13%	10%	12%	9%	18% b	**	11%	19% a	11%	24% a	14%	11%	18% b
NOW	282	25	81	33	73	66	40	18	**	186	58	200	43	151	92	32
	10%	14%	9%	12%	10%	12%	8%	16% b	**	9%	14% a	9%	17% a	10%	10%	9%
Discovery+	281	29	77	39	68	67	40	19	**	157	71	179	49	154	75	52
	10%	16% b	9%	14%	9%	12%	8%	17% b	**	8%	18% a	8%	19% a	10%	8%	14% b
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	24	50	33	41	48	26	14	**	105	38	111	32	90	53	24
	6%	13% b	6%	12% b	5%	9%	5%	13% b	**	5%	9% a	5%	12% a	6%	6%	6%
Channel4+ (premium service with no adverts)	131	23	31	26	29	37	17	12	**	78	28	81	25	71	35	27
	5%	13% b	4%	9% b	4%	7%	4%	11% b	**	4%	7%	4%	10% a	5%	4%	7%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Any other paid-for streaming services	55	4	17	5	16	9	12	2	**	37	7	42	3	33	11	5
	2%	2%	2%	2%	2%	2%	3%	2%	**	2%	2%	2%	1%	2%	1%	1%
No, none	531	38	218	72	184	130	126	26	**	395	56	420	31	254	197	45
	19%	21%	25%	25%	24%	23%	26%	24%	**	20%	14%	20%	12%	17%	22%	12%
										b		b		c	c	
SUMMARY																
ANY OTT SERVICES	2236	142	648	214	576	437	353	85	**	1577	347	1693	232	1212	713	330
	81%	79%	75%	75%	76%	77%	74%	76%	**	80%	86%	80%	88%	83%	78%	88%
											a		a			ab

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

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Netflix	1813	605	781	727	659	881	504	264	169	273	446	344	375
	66%	69%	64%	68%	65%	69% b	62%	72% b	66%	84% b	73%	81% b	73%
Amazon Prime Video	1525	506	680	615	570	756	430	223	153	227	380	298	310
	55%	58%	56%	57%	56%	59% b	53%	61%	60%	70%	62%	70% b	60%
Disney+	993	323	440	398	366	495	269	143	83	179	263	232	211
	36%	37%	36%	37%	36%	39% b	33%	39%	33%	55% b	43%	55% b	41%
Paramount+	425	131	208	164	176	221	119	64	27	88	144	119	113
	15%	15%	17%	15%	17%	17% d	15%	17%	11%	27%	23%	28%	22%
Apple TV+	417	108	193	136	165	196	105	60	31	81	122	99	104
	15%	12%	16%	13%	16%	15%	13%	16%	12%	25%	20%	23%	20%
YouTube Premium	349	119	129	135	114	172	77	68	33	81	75	90	66
	13%	14%	11%	13%	11%	13% b	9%	19% b	13%	25% b	12%	21% b	13%
NOW	282	114	118	134	98	149	83	40	22	61	60	71	50
	10%	13%	10%	12%	10%	12%	10%	11%	9%	19% b	10%	17% b	10%
Discovery+	281	78	132	100	109	144	65	42	23	56	87	77	66
	10%	9%	11%	9%	11%	11%	8%	11%	9%	17%	14%	18%	13%
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	42	78	55	65	73	46	21	13	36	56	48	44
	6%	5%	6%	5%	6%	6%	6%	6%	5%	11%	9%	11%	9%
Channel4+ (premium service with no adverts)	131	36	51	40	46	56	31	16	4	22	41	28	35
	5%	4%	4%	4%	5%	4%	4%	4%	2%	7%	7%	7%	7%
Any other paid-for streaming services	55	25	19	27	17	27	17	8	8	4	7	5	6
	2%	3%	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
No, none	531	155	253	197	210	209	198	50	44	17	91	29	79
	19%	18%	21%	18%	21%	16%	24%	14%	17%	5%	15%	7%	15%
							ac				a		a
SUMMARY													
ANY OTT SERVICES	2236	723	958	877	804	1065	615	318	211	308	523	395	436
	81%	82%	79%	82%	79%	84%	76%	86%	83%	95%	85%	93%	85%
						b		b		b		b	

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Netflix	1813	353	366	97	**	105	171	**	**	719	276	1813	-
	66%	80%	74%	80%	**	68% b	47%	**	**	77% b	53%	81% b	-%
Amazon Prime Video	1525	300	308	77	**	90	164	**	**	608	254	1525	-
	55%	68%	62%	63%	**	58% b	45%	**	**	65% b	49%	68% b	-%
Disney+	993	227	216	59	**	51	86	**	**	442	137	993	-
	36%	51%	43%	49%	**	33%	24%	**	**	47% b	27%	44% b	-%
Paramount+	425	112	119	29	**	20	21	**	**	231	40	425	-
	15%	25%	24%	24%	**	13% b	6%	**	**	25% b	8%	19% b	-%
Apple TV+	417	106	97	34	**	16	28	**	**	203	44	417	-
	15%	24%	19%	28%	**	10%	8%	**	**	22% b	9%	19% b	-%
YouTube Premium	349	97	58	31	**	13	13	**	**	156	26	349	-
	13%	22% b	12%	26% b	**	8%	4%	**	**	17% b	5%	16% b	-%
NOW	282	66	54	19	**	19	40	**	**	121	59	282	-
	10%	15%	11%	16%	**	12%	11%	**	**	13%	11%	13% b	-%
Discovery+	281	72	71	23	**	16	14	**	**	143	30	281	-
	10%	16%	14%	19%	**	11% b	4%	**	**	15% b	6%	13% b	-%
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	56	36	15	**	12	8	**	**	93	20	166	-
	6%	13% b	7%	12%	**	8% b	2%	**	**	10% b	4%	7% b	-%
Channel4+ (premium service with no adverts)	131	36	27	13	**	9	5	**	**	63	14	131	-
	5%	8%	5%	11%	**	6% b	1%	**	**	7% b	3%	6% b	-%

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

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Any other paid-for streaming services	55	5	6	1	**	2	8	**	**	12	10	55	-
	2%	1%	1%	1%	**	1%	2%	**	**	1%	2%	2% b	-%
No, none	531	39	69	12	**	30	127	**	**	108	157	-	531
	19%	9%	14%	10%	**	19%	35% a	**	**	12%	30% a	-%	100% a
SUMMARY													
ANY OTT SERVICES	2236	402	429	110	**	125	235	**	**	831	360	2236	-
	81%	91%	86%	90%	**	81% b	65%	**	**	88% b	70%	100% b	-%

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

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Netflix	1813	227	177	**	380	988	407	616	**	252	828	551	1631	182	57
	66%	54%	68%	**	71%	66%	66%	66%	**	76%	79%	61%	71%	39%	31%
			a		a	a				cef	cdef	ef	cef		
Amazon Prime Video	1525	192	153	**	340	809	336	513	**	186	672	493	1351	172	57
	55%	46%	58%	**	64%	54%	54%	55%	**	56%	64%	54%	59%	37%	31%
			a		ae	a				ef	acdef	ef	ef		
Disney+	993	106	96	**	247	525	217	337	**	158	556	239	953	40	10
	36%	25%	37%	**	46%	35%	35%	36%	**	48%	53%	26%	42%	8%	6%
			a		ae	a				cef	cdef	ef	cef		
Paramount+	425	43	46	**	124	200	122	162	**	45	216	132	393	32	3
	15%	10%	17%	**	23%	13%	20%	17%	**	14%	21%	14%	17%	7%	2%
					ae					ef	acef	ef	ef		
Apple TV+	417	46	45	**	110	207	133	139	**	61	225	91	378	39	10
	15%	11%	17%	**	21%	14%	22%	15%	**	19%	21%	10%	16%	8%	5%
					ae		b			cef	cdef		cef		
YouTube Premium	349	28	19	**	89	202	95	113	**	71	221	51	342	7	-
	13%	7%	7%	**	17%	13%	15%	12%	**	21%	21%	6%	15%	1%	-%
					ab	ab				cdef	cdef	ef	cef		
NOW	282	30	18	**	65	157	85	82	**	41	140	85	266	17	9
	10%	7%	7%	**	12%	10%	14%	9%	**	12%	13%	9%	12%	4%	5%
							b			ef	cef	e	ef		
Discovery+	281	29	25	**	84	138	85	97	**	29	137	82	247	34	6
	10%	7%	10%	**	16%	9%	14%	10%	**	9%	13%	9%	11%	7%	3%
					ae						cef	f	f		
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	11	19	**	46	82	63	53	**	35	70	47	152	14	7
	6%	3%	7%	**	9%	5%	10%	6%	**	10%	7%	5%	7%	3%	4%
			a		a		b			cef	e		e		
Channel4+ (premium service with no adverts)	131	5	12	**	39	73	50	45	**	26	74	28	129	2	1
	5%	1%	4%	**	7%	5%	8%	5%	**	8%	7%	3%	6%	*%	1%
			a		a	a				cef	cef	e	cef		
Any other paid-for streaming services	55	8	3	**	9	35	15	20	**	5	17	17	40	15	5
	2%	2%	1%	**	2%	2%	2%	2%	**	2%	2%	2%	2%	3%	3%

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
No, none	531	124	61	**	67	274	128	171	**	28	97	188	312	217	103
	19%	30%	23%	**	12%	18%	21%	18%	**	8%	9%	21%	14%	46%	56%
		de	d			d						abd	ab	abcd	abcd
SUMMARY															
ANY OTT SERVICES	2236	293	201	**	468	1227	493	762	**	304	955	721	1980	254	82
	81%	70%	77%	**	88%	82%	79%	82%	**	92%	91%	79%	86%	54%	44%
					abe	a				cdef	cdef	ef	cef		

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Netflix	1813	652	749	411	915	881	550	499	404	336	1511	165	81	**
	66%	79%	73%	45%	64%	68%	72%	66%	70%	53%	66%	65%	58%	**
		bc	c				bd	d	d					
Amazon Prime Video	1525	506	637	380	804	712	482	406	341	277	1252	147	81	**
	55%	61%	62%	42%	56%	55%	63%	54%	59%	44%	55%	58%	58%	**
		c	c				bd	d	d					
Disney+	993	438	449	106	494	490	303	270	243	159	817	94	49	**
	36%	53%	44%	12%	34%	38%	40%	36%	42%	25%	36%	37%	35%	**
		bc	c				d	d	d					
Paramount+	425	153	194	78	247	175	141	99	108	73	351	41	22	**
	15%	18%	19%	9%	17%	13%	19%	13%	19%	12%	15%	16%	15%	**
		c	c		b		bd		bd					
Apple TV+	417	190	154	73	247	165	188	86	92	47	346	42	16	**
	15%	23%	15%	8%	17%	13%	25%	11%	16%	7%	15%	17%	12%	**
		bc	c		b		bcd		d					
YouTube Premium	349	204	126	19	221	126	125	80	87	53	289	36	12	**
	13%	25%	12%	2%	15%	10%	17%	11%	15%	8%	13%	14%	9%	**
		bc	c		b		bd		d					
NOW	282	108	126	48	147	132	100	70	65	40	224	31	14	**
	10%	13%	12%	5%	10%	10%	13%	9%	11%	6%	10%	12%	10%	**
		c	c				d		d					
Discovery+	281	103	118	61	171	106	96	56	82	44	229	30	15	**
	10%	12%	11%	7%	12%	8%	13%	7%	14%	7%	10%	12%	11%	**
		c	c		b		bd		bd					
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	74	62	31	100	66	63	35	37	29	140	13	6	**
	6%	9%	6%	3%	7%	5%	8%	5%	6%	5%	6%	5%	4%	**
		c	c				bd							
Channel4+ (premium service with no adverts)	131	65	55	10	83	46	61	20	31	18	106	17	4	**
	5%	8%	5%	1%	6%	4%	8%	3%	5%	3%	5%	7%	3%	**
		c	c		b		bd		b					

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

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

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Any other paid-for streaming services	55	15	13	28	29	25	15	19	14	8	43	9	3	**
	2%	2%	1%	3%	2%	2%	2%	3%	2%	1%	2%	3%	2%	**
				b										
No, none	531	63	137	329	277	248	105	134	87	192	442	48	26	**
	19%	8%	13%	36%	19%	19%	14%	18%	15%	30%	19%	19%	18%	**
			a	ab						abc				
SUMMARY														
ANY OTT SERVICES	2236	764	893	577	1162	1051	654	618	491	441	1852	205	114	**
	81%	92%	87%	64%	81%	81%	86%	82%	85%	70%	81%	81%	82%	**
		bc	c				d	d	d					

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Netflix	1813	166	553	742	537	982	116	47	**	**	1070	259	247	673	385
	66%	64%	63%	73% ab	63%	68%	64%	54%	**	**	67%	61%	58%	71% a	73% a
Amazon Prime Video	1525	138	444	668	483	828	106	35	**	**	914	199	203	551	361
	55%	53%	51%	66% ab	57%	57%	59% b	41%	**	**	57% b	47%	47%	58% a	68% ab
Disney+	993	98	290	429	306	543	59	23	**	**	559	154	138	367	224
	36%	38%	33%	42% b	36%	37%	33%	27%	**	**	35%	36%	32%	39%	42% a
Paramount+	425	43	120	200	135	234	36	14	**	**	221	67	57	167	97
	15%	17%	14%	20% b	16%	16%	20%	16%	**	**	14%	16%	13%	18%	18%
Apple TV+	417	25	100	228	117	239	44	14	**	**	212	85	55	136	99
	15%	10%	11%	23% ab	14%	16%	24%	16%	**	**	13%	20% a	13%	14%	19%
YouTube Premium	349	40	91	171	91	205	33	10	**	**	158	92	59	111	75
	13%	16%	10%	17% b	11%	14%	18%	12%	**	**	10%	22% a	14%	12%	14%
NOW	282	22	73	138	90	149	25	7	**	**	151	48	49	120	56
	10%	9%	8%	14% b	11%	10%	14%	8%	**	**	9%	11%	11%	13%	11%
Discovery+	281	26	71	138	90	156	29	12	**	**	121	56	50	97	56
	10%	10%	8%	14% b	11%	11%	16%	14%	**	**	8%	13% a	12%	10%	11%
ITVX Premium/ STV Player VIP (premium service with no adverts)	166	19	47	75	55	88	24	10	**	**	73	41	22	59	35
	6%	7%	5%	7%	6%	6%	13%	11%	**	**	5%	10% a	5%	6%	7%
Channel4+ (premium service with no adverts)	131	17	35	60	45	69	23	8	**	**	48	39	18	41	25
	5%	6%	4%	6%	5%	5%	13%	10%	**	**	3%	9% a	4%	4%	5%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q5. Does your household pay to subscribe **to any of these streaming services to watch TV programmes or films - using a TV set or any other type of device?**
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Any other paid-for streaming services	55	3	19	20	18	32	4	3	**	**	29	8	3	27	10
	2%	1%	2%	2%	2%	2%	2%	3%	**	**	2%	2%	1%	3% a	2%
No, none	531	54	181	118	167	251	38	28	**	**	304	95	123	142	69
	19%	21% c	21% c	12%	20%	17%	21%	32%	**	**	19%	22%	29% bc	15%	13%
SUMMARY															
ANY OTT SERVICES	2236	205	693	892	684	1199	142	59	**	**	1296	330	306	806	461
	81%	79%	79%	88% ab	80%	83%	79%	68%	**	**	81%	78%	71%	85% a	87% a

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
BT	236	61	176	93	143	80	156	15	**	184	23	194	13	106	101	16
	23%	34% b	20%	32% b	19%	14%	33% ac	13%	**	25% b	11%	24% b	9%	19%	26% c	14%
Sky	218	14	205	43	176	118	101	21	**	140	60	158	42	120	80	21
	21%	8%	24% a	15%	23% a	21%	21%	19%	**	19%	30% a	20%	30% a	22%	21%	18%
Virgin Media	175	14	160	25	150	86	89	10	**	158	1	158	1	96	63	21
	17%	8%	19% a	9%	20% a	15%	19% c	9%	**	21% b	1%	20% b	1%	17%	17%	19%
EE	115	18	97	29	86	71	44	23	**	33	70	49	53	55	47	18
	11%	10%	11%	10%	11%	13%	9%	21% ab	**	4%	35% a	6%	38% a	10%	12%	16%
Vodafone	92	8	83	15	77	70	22	14	**	45	36	56	25	50	30	11
	9%	5%	10%	5%	10%	12% b	5%	12% b	**	6%	18% a	7%	18% a	9%	8%	10%
TalkTalk	81	10	71	17	64	45	36	9	**	68	6	72	3	45	29	12
	8%	6%	8%	6%	8%	8%	7%	8%	**	9% b	3%	9% b	2%	8%	7%	10%
Plusnet	36	5	31	8	29	25	11	3	**	33	2	35	-	24	11	4
	3%	3%	4%	3%	4%	4%	2%	3%	**	4%	1%	4%	-%	4%	3%	4%
Utility Warehouse	15	1	14	1	14	9	6	1	**	14	-	14	-	8	6	-
	1%	1%	2%	*%	2%	2%	1%	1%	**	2%	-%	2%	-%	1%	2%	-%
NOW/ NOW Broadband	9	3	6	6	4	6	3	1	**	6	-	6	-	3	3	1
	1%	2%	1%	2%	*%	1%	1%	1%	**	1%	-%	1%	-%	1%	1%	1%
Zen	9	-	9	4	5	7	1	1	**	9	-	9	-	5	4	-
	1%	-%	1%	1%	1%	1%	*%	1%	**	1%	-%	1%	-%	1%	1%	-%
Hyperoptic	6	2	4	2	4	5	1	1	**	4	-	4	-	4	1	-
	1%	1%	*%	1%	*%	1%	*%	1%	**	1%	-%	1%	-%	1%	*%	-%
Gigaclear	6	3	2	4	1	5	1	3	**	3	1	3	1	3	1	-
	1%	2% b	*%	2% b	*%	1%	*%	3% b	**	*%	1%	*%	1%	1%	*%	-%
Community Fibre	5	3	2	3	2	5	-	1	**	4	-	4	-	4	-	*
	1%	2%	*%	1%	*%	1%	-%	1%	**	1%	-%	1%	-%	1%	-%	*%

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Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
Your Co-op	4	1	4	1	4	4	-	*	**	3	-	3	-	3	-	-
	*%	*%	*%	*%	*%	1%	-%	*%	**	*%	-%	*%	-%	1%	-%	-%
KCOM	3	1	2	1	2	1	2	1	**	3	-	3	-	2	1	*
	*%	*%	*%	*%	*%	*%	*%	1%	**	*%	-%	*%	-%	*%	*%	*%
POP Telecom	*	*	-	*	-	*	-	-	**	-	-	-	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	-%	**	-%	-%	-%	-%	-%	-%	-%
Other supplier	35	35	-	35	-	28	7	7	**	28	4	29	2	26	5	10
	3%	20%	-%	12%	-%	5%	1%	6%	**	4%	2%	4%	2%	5%	1%	8%
		b		b		b		b						b		b

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
BT	236	**	184	48	148	84	113	13	**	47	49	59	37
	23%	**	21%	27%	19%	16%	27% ac	13%	**	35% b	13%	31% b	11%
Sky	218	**	195	32	170	107	94	18	**	2	153	29	126
	21%	**	23%	18%	22%	20%	23%	17%	**	2%	41% a	16%	39% a
Virgin Media	175	**	160	12	152	70	94	8	**	11	118	16	114
	17%	**	19%	7%	20% a	13%	23% ac	8%	**	9%	32% a	8%	36% a
EE	115	**	95	19	84	75	28	23	**	31	26	32	25
	11%	**	11%	10%	11%	14% b	7%	21% b	**	23% b	7%	17% b	8%
Vodafone	92	**	82	8	76	72	12	15	**	16	3	17	2
	9%	**	10%	5%	10%	14% b	3%	15% b	**	12% b	1%	9% b	1%
TalkTalk	81	**	72	11	65	29	47	8	**	8	18	11	14
	8%	**	8%	6%	9%	6%	11% a	7%	**	6%	5%	6%	4%
Plusnet	36	**	31	4	29	23	10	4	**	-	2	2	1
	3%	**	4%	2%	4%	4%	2%	3%	**	-%	1%	1%	*%
Utility Warehouse	15	**	14	1	14	10	5	2	**	2	-	2	-
	1%	**	2%	1%	2%	2%	1%	2%	**	2%	-%	1%	-%
NOW/ NOW Broadband	9	**	6	4	4	5	2	1	**	1	3	3	1
	1%	**	1%	2%	*%	1%	1%	1%	**	1%	1%	2%	*%
Zen	9	**	9	4	5	7	1	1	**	-	-	-	-
	1%	**	1%	2%	1%	1%	*%	1%	**	-%	-%	-%	-%
Hyperoptic	6	**	4	2	4	5	1	1	**	1	-	1	-
	1%	**	*%	1%	*%	1%	*%	1%	**	1%	-%	*%	-%
Gigaclear	6	**	3	2	2	4	-	1	**	-	-	-	-
	1%	**	*%	1%	*%	1%	-%	1%	**	-%	-%	-%	-%
Community Fibre	5	**	2	1	2	3	-	-	**	3	-	3	-
	1%	**	*%	1%	*%	1%	-%	-%	**	2% b	-%	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.

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
Your Co-op	4	**	4	-	4	2	1	-	**	-	-	-	-
	*%	**	*%	-%	*%	*%	*%	-%	**	-%	-%	-%	-%
KCOM	3	**	2	-	2	-	2	-	**	1	-	1	-
	*%	**	*%	-%	*%	-%	1%	-%	**	1%	-%	1%	-%
POP Telecom	*	**	-	-	-	-	-	-	**	-	-	-	-
	*%	**	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
Other supplier	35	**	2	32	2	29	5	10	**	10	1	11	-
	3%	**	*%	18%	*%	6%	1%	10%	**	7%	*%	6%	-%
				b		b		b		b		b	

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
BT	236	38	58	**	**	**	64	**	**	96	71	160	76
	23%	18%	20%	**	**	**	32%	**	**	19%	28% a	20%	30% a
Sky	218	63	93	**	**	**	11	**	**	156	20	183	35
	21%	30%	31%	**	**	**	6%	**	**	31% b	8%	23% b	14%
Virgin Media	175	50	80	**	**	**	11	**	**	130	17	134	41
	17%	24%	27%	**	**	**	5%	**	**	25% b	7%	17%	16%
EE	115	33	25	**	**	**	23	**	**	57	29	92	23
	11%	15%	8%	**	**	**	12%	**	**	11%	11%	12%	9%
Vodafone	92	10	10	**	**	**	29	**	**	19	36	65	27
	9%	5%	3%	**	**	**	14%	**	**	4%	14% a	8%	11%
TalkTalk	81	10	16	**	**	**	25	**	**	26	32	57	24
	8%	5%	5%	**	**	**	12%	**	**	5%	12% a	7%	9%
Plusnet	36	-	2	**	**	**	12	**	**	2	18	22	14
	3%	-%	1%	**	**	**	6%	**	**	*%	7% a	3%	6%
Utility Warehouse	15	-	2	**	**	**	3	**	**	2	6	10	5
	1%	-%	1%	**	**	**	2%	**	**	*%	2%	1%	2%
NOW/ NOW Broadband	9	3	1	**	**	**	1	**	**	4	1	7	2
	1%	2%	*%	**	**	**	1%	**	**	1%	1%	1%	1%
Zen	9	-	-	**	**	**	6	**	**	-	6	7	1
	1%	-%	-%	**	**	**	3%	**	**	-%	2% a	1%	*%
Hyperoptic	6	1	-	**	**	**	1	**	**	1	1	5	1
	1%	*%	-%	**	**	**	1%	**	**	*%	*%	1%	*%
Gigaclear	6	-	-	**	**	**	1	**	**	-	1	6	-
	1%	-%	-%	**	**	**	1%	**	**	-%	1%	1%	-%
Community Fibre	5	2	1	**	**	**	1	**	**	3	1	5	-
	1%	1%	*%	**	**	**	1%	**	**	1%	*%	1%	-%

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Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
Your Co-op	4	-	-	**	**	**	1	**	**	-	2	2	2
	*%	-%	-%	**	**	**	1%	**	**	-%	1%	*%	1%
KCOM	3	-	1	**	**	**	1	**	**	1	1	3	-
	*%	-%	*%	**	**	**	1%	**	**	*%	*%	*%	-%
POP Telecom	*	-	-	**	**	**	-	**	**	-	-	*	-
	*%	-%	-%	**	**	**	-%	**	**	-%	-%	*%	-%
Other supplier	35	3	8	**	**	**	9	**	**	11	13	31	4
	3%	2%	3%	**	**	**	5%	**	**	2%	5%	4%	1%

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
BT	236	131	25	**	37	45	122	95	**	**	59	85	152	84	44
	23%	31%	9%	**	22%	30%	25%	20%	**	**	20%	20%	20%	29%	33%
		b			b	b								cd	bcd
Sky	218	42	97	**	19	14	84	113	**	**	65	96	173	46	18
	21%	10%	37%	**	11%	9%	17%	24%	**	**	22%	23%	23%	16%	14%
			ade												
Virgin Media	175	43	116	**	2	14	83	80	**	**	45	82	134	41	15
	17%	10%	45%	**	1%	9%	17%	17%	**	**	15%	19%	18%	14%	12%
		d	ade			d									
EE	115	26	5	**	60	12	68	40	**	**	43	31	79	36	19
	11%	6%	2%	**	36%	8%	14%	8%	**	**	15%	7%	10%	13%	14%
					abe	b	b				c				
Vodafone	92	49	-	**	37	6	52	30	**	**	31	42	74	16	7
	9%	12%	-%	**	22%	4%	11%	6%	**	**	10%	10%	10%	6%	5%
		be			abe	b									
TalkTalk	81	54	14	**	5	7	30	47	**	**	19	29	51	30	15
	8%	13%	5%	**	3%	5%	6%	10%	**	**	6%	7%	7%	10%	11%
		bde													
Plusnet	36	30	1	**	2	5	3	29	**	**	9	16	25	10	7
	3%	7%	*%	**	1%	3%	1%	6%	**	**	3%	4%	3%	4%	5%
		bd						a							
Utility Warehouse	15	14	-	**	-	1	-	13	**	**	2	9	12	3	-
	1%	3%	-%	**	-%	1%	-%	3%	**	**	1%	2%	2%	1%	-%
		b						a							
NOW/ NOW Broadband	9	3	3	**	-	3	3	6	**	**	3	4	8	1	-
	1%	1%	1%	**	-%	2%	1%	1%	**	**	1%	1%	1%	*%	-%
Zen	9	9	-	**	-	-	5	4	**	**	1	1	3	6	1
	1%	2%	-%	**	-%	-%	1%	1%	**	**	*%	*%	*%	2%	1%
														d	
Hyperoptic	6	4	-	**	-	2	4	2	**	**	2	2	4	2	1
	1%	1%	-%	**	-%	1%	1%	*%	**	**	1%	*%	1%	1%	1%
Gigaclear	6	2	-	**	1	2	3	1	**	**	1	3	5	1	1
	1%	1%	-%	**	1%	2%	1%	*%	**	**	*%	1%	1%	*%	1%

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
Community Fibre	5	2	-	**	-	3	5	*	**	**	3	1	5	-	-
	1%	1%	-%	**	-%	2%	1%	*%	**	**	1%	*%	1%	-%	-%
Your Co-op	4	4	-	**	-	1	3	2	**	**	*	3	3	1	1
	*%	1%	-%	**	-%	1%	1%	*%	**	**	*%	1%	*%	*%	1%
KCOM	3	2	-	**	-	1	2	-	**	**	1	2	3	-	-
	*%	1%	-%	**	-%	*%	*%	-%	**	**	*%	*%	*%	-%	-%
POP Telecom	*	-	-	**	-	*	*	-	**	**	-	-	*	-	-
	*%	-%	-%	**	-%	*%	*%	-%	**	**	-%	-%	*%	-%	-%
Other supplier	35	-	-	**	4	31	18	17	**	**	8	18	27	8	3
	3%	-%	-%	**	2%	21%	4%	4%	**	**	3%	4%	4%	3%	3%
					a	abd									

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
BT	236	35	72	130	116	119	79	53	37	64	185	**	**	**
	23%	21%	19%	26%	22%	24%	23%	20%	20%	27%	22%	**	**	**
Sky	218	35	98	85	101	115	63	66	40	47	176	**	**	**
	21%	21%	26% c	17%	19%	23%	18%	25%	21%	20%	21%	**	**	**
Virgin Media	175	21	73	81	100	74	68	37	34	36	147	**	**	**
	17%	13%	19%	16%	19%	15%	19%	14%	18%	15%	17%	**	**	**
EE	115	24	41	49	60	55	47	25	25	18	81	**	**	**
	11%	15%	11%	10%	11%	11%	13%	10%	13%	8%	10%	**	**	**
Vodafone	92	22	31	37	43	48	33	27	16	15	77	**	**	**
	9%	13%	8%	7%	8%	10%	9%	10%	8%	6%	9%	**	**	**
TalkTalk	81	12	23	47	43	38	16	26	14	25	64	**	**	**
	8%	7%	6%	9%	8%	8%	5%	10%	7%	11% a	8%	**	**	**
Plusnet	36	2	11	23	15	20	8	8	9	12	31	**	**	**
	3%	1%	3%	5%	3%	4%	2%	3%	5%	5%	4%	**	**	**
Utility Warehouse	15	-	8	7	9	6	6	7	1	1	12	**	**	**
	1%	-%	2%	1%	2%	1%	2%	3%	1%	*%	1%	**	**	**
NOW/ NOW Broadband	9	2	5	2	6	2	3	1	3	2	9	**	**	**
	1%	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	**	**	**
Zen	9	1	1	6	6	1	3	-	-	5	6	**	**	**
	1%	1%	*%	1%	1%	*%	1%	-%	-%	2%	1%	**	**	**
Hyperoptic	6	2	2	2	3	3	3	3	-	-	6	**	**	**
	1%	1%	1%	*%	1%	1%	1%	1%	-%	-%	1%	**	**	**
Gigaclear	6	1	-	5	4	1	4	-	2	*	5	**	**	**
	1%	1%	-%	1%	1%	*%	1%	-%	1%	*%	1%	**	**	**
Community Fibre	5	3	1	1	5	1	4	1	-	1	5	**	**	**
	1%	2%	*%	*%	1%	*%	1%	*%	-%	*%	1%	**	**	**
Your Co-op	4	-	2	3	3	2	1	2	1	-	4	**	**	**
	*%	-%	*%	1%	1%	*%	*%	1%	1%	-%	1%	**	**	**

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
KCOM	3	*	2	*	1	2	*	-	2	1	3	**	**	**
	*%	*%	1%	*%	*%	*%	*%	-%	1%	*%	*%	**	**	**
POP Telecom	*	*	-	-	-	*	-	-	-	*	*	**	**	**
	*%	*%	-%	-%	-%	*%	-%	-%	-%	*%	*%	**	**	**
Other supplier	35	5	13	17	22	13	14	8	7	6	34	**	**	**
	3%	3%	3%	4%	4%	3%	4%	3%	4%	3%	4%	**	**	**

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
BT	236	**	83	83	69	130	61	35	**	**	137	48	43	100	29
	23%	**	24%	21%	21%	23%	34%	41%	**	**	23%	29%	20%	24% c	14%
Sky	218	**	78	75	69	117	14	9	**	**	117	29	41	96	47
	21%	**	23%	19%	21%	21%	8%	11%	**	**	20%	18%	19%	23%	22%
Virgin Media	175	**	53	77	53	91	14	10	**	**	133	25	20	50	77
	17%	**	15%	19%	17%	16%	8%	11%	**	**	22%	15%	9%	12%	36% ab
EE	115	**	37	49	32	72	18	9	**	**	24	20	29	39	19
	11%	**	11%	12%	10%	13%	10%	10%	**	**	4%	12% a	13%	9%	9%
Vodafone	92	**	28	44	21	58	8	6	**	**	41	6	15	49	14
	9%	**	8%	11%	6%	10%	5%	7%	**	**	7%	4%	7%	12%	7%
TalkTalk	81	**	29	17	37	32	10	5	**	**	54	16	30	37	1
	8%	**	8%	4%	12% b	6%	6%	6%	**	**	9%	9%	14% c	9% c	1%
Plusnet	36	**	13	12	14	17	5	3	**	**	26	7	19	10	2
	3%	**	4%	3%	4%	3%	3%	4%	**	**	4%	5%	9% bc	3%	1%
Utility Warehouse	15	**	2	12	2	12	1	-	**	**	13	1	7	4	1
	1%	**	1%	3%	1%	2%	1%	-%	**	**	2%	1%	3%	1%	1%
NOW/ NOW Broadband	9	**	3	3	4	2	3	2	**	**	3	3	4	4	-
	1%	**	1%	1%	1%	*%	2%	2%	**	**	*%	2%	2%	1%	-%
Zen	9	**	3	3	4	4	-	-	**	**	7	1	-	5	2
	1%	**	1%	1%	1%	1%	-%	-%	**	**	1%	1%	-%	1%	1%
Hyperoptic	6	**	-	5	2	4	2	*	**	**	3	2	-	3	2
	1%	**	-%	1%	1%	1%	1%	1%	**	**	*%	1%	-%	1%	1%
Gigaclear	6	**	3	1	*	2	3	1	**	**	3	-	2	1	1
	1%	**	1%	*%	*%	*%	2%	2%	**	**	1%	-%	1%	*%	1%

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

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

Q6A. Which provider do you use for your Landline phone service?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
Community Fibre	5	**	3	*	1	3	3	2	**	**	4	1	1	1	1
	1%	**	1%	*%	*%	1%	2%	3%	**	**	1%	1%	*%	*%	1%
Your Co-op	4	**	1	-	3	1	1	1	**	**	3	-	2	1	-
	*%	**	*%	-%	1%	*%	*%	1%	**	**	*%	-%	1%	*%	-%
KCOM	3	**	2	1	3	*	1	1	**	**	3	-	-	1	1
	*%	**	*%	*%	1%	*%	*%	1%	**	**	*%	-%	-%	*%	1%
POP Telecom	*	**	*	-	-	*	*	*	**	**	-	-	-	-	-
	*%	**	*%	-%	-%	*%	*%	*%	**	**	-%	-%	-%	-%	-%
Other supplier	35	**	7	15	9	20	35	1	**	**	24	3	5	12	16
	3%	**	2%	4%	3%	3%	20%	1%	**	**	4%	2%	2%	3%	7%
							b								

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

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
I am currently within my minimum contract period	729	112	618	175	554	403	326	97	**	496	156	537	115	384	268	92
	70%	62%	71% a	61%	73% a	71%	68%	87% ab	**	67%	77%	68%	81% a	69%	70%	80%
My minimum contract period has ended, I am out of contract	167	36	131	50	117	97	70	7	**	128	26	138	15	103	51	14
	16%	20%	15%	18%	15%	17% c	15% c	6%	**	17%	13%	17%	11%	19%	13%	12%
I don't know whether I am within my minimum contract period or whether it has ended	106	22	84	39	67	52	54	7	**	76	17	84	9	50	44	6
	10%	12%	10%	14% b	9%	9%	11% ac	6%	**	10%	9%	11%	7%	9%	11%	5%
I'm not sure/ Don't know if I ever had a contract	44	11	33	21	22	15	29	-	**	35	3	36	2	18	20	3
	4%	6%	4%	7% b	3%	3%	6% ac	-%	**	5%	2%	5%	1%	3%	5%	3%

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

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
I am currently within my minimum contract period	729	**	616	104	556	365	295	88	**	91	283	127	247
	70%	**	71%	58%	73% a	69%	71%	84% ab	**	68%	75%	67%	77%
My minimum contract period has ended, I am out of contract	167	**	133	36	119	96	58	8	**	22	46	32	36
	16%	**	15%	20%	16%	18% c	14%	8%	**	16%	12%	17%	11%
I don't know whether I am within my minimum contract period or whether it has ended	106	**	83	25	67	49	42	6	**	18	37	26	28
	10%	**	10%	14%	9%	9%	10%	5%	**	13%	10%	14%	9%
I'm not sure/ Don't know if I ever had a contract	44	**	34	14	22	18	19	3	**	3	10	4	9
	4%	**	4%	8% b	3%	3%	5%	3%	**	3%	3%	2%	3%

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

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
I am currently within my minimum contract period	729	162	212	**	**	**	132	**	**	374	166	568	161
	70%	76%	72%	**	**	**	66%	**	**	73%	65%	72% b	63%
My minimum contract period has ended, I am out of contract	167	23	45	**	**	**	42	**	**	67	55	123	44
	16%	11%	15%	**	**	**	21%	**	**	13%	21% a	16%	17%
I don't know whether I am within my minimum contract period or whether it has ended	106	22	33	**	**	**	17	**	**	55	21	77	29
	10%	10%	11%	**	**	**	8%	**	**	11%	8%	10%	11%
I'm not sure/ Don't know if I ever had a contract	44	7	7	**	**	**	9	**	**	14	16	22	22
	4%	3%	2%	**	**	**	5%	**	**	3%	6%	3%	9% a

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

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
I am currently within my minimum contract period	729	269	202	**	133	88	362	319	**	**	219	282	529	200	98
	70%	65%	77%	**	80%	60%	75%	67%	**	**	75%	66%	70%	70%	74%
			ae		ae		b								
My minimum contract period has ended, I am out of contract	167	81	29	**	18	30	70	82	**	**	37	86	130	35	11
	16%	19%	11%	**	11%	20%	14%	17%	**	**	13%	20%	17%	12%	8%
		b										bef			
I don't know whether I am within my minimum contract period or whether it has ended	106	43	24	**	12	21	43	52	**	**	29	40	71	34	14
	10%	10%	9%	**	7%	14%	9%	11%	**	**	10%	9%	9%	12%	11%
I'm not sure/ Don't know if I ever had a contract	44	24	6	**	4	9	10	26	**	**	8	16	27	16	10
	4%	6%	2%	**	2%	6%	2%	5%	**	**	3%	4%	4%	6%	7%
								a							

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
I am currently within my minimum contract period	729	121	273	335	389	338	248	170	148	155	590	**	**	**
	70%	73%	71%	68%	72%	68%	71%	65%	78% b	67%	70%	**	**	**
My minimum contract period has ended, I am out of contract	167	24	64	77	81	84	54	49	28	35	138	**	**	**
	16%	14%	17%	16%	15%	17%	15%	19%	15%	15%	16%	**	**	**
I don't know whether I am within my minimum contract period or whether it has ended	106	14	33	59	46	57	34	30	9	32	84	**	**	**
	10%	8%	9%	12%	9%	11%	10%	11%	5%	14% c	10%	**	**	**
I'm not sure/ Don't know if I ever had a contract	44	6	14	23	22	21	14	14	4	11	35	**	**	**
	4%	4%	4%	5%	4%	4%	4%	5%	2%	5%	4%	**	**	**

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

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

Q6J. Thinking about your Landline phone service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
I am currently within my minimum contract period	729	**	246	279	216	407	112	56	**	**	399	117	136	303	164
	70%	**	71%	71%	67%	72%	62%	65%	**	**	67%	71%	62%	73% a	76% a
My minimum contract period has ended, I am out of contract	167	**	56	66	55	86	36	11	**	**	106	25	51	63	32
	16%	**	16%	17%	17%	15%	20%	13%	**	**	18%	15%	23%	15%	15%
I don't know whether I am within my minimum contract period or whether it has ended	106	**	30	39	37	56	22	14	**	**	66	11	23	37	12
	10%	**	9%	10%	12%	10%	12%	16%	**	**	11%	7%	11%	9%	6%
I'm not sure/ Don't know if I ever had a contract	44	**	12	12	15	16	11	5	**	**	24	11	8	12	6
	4%	**	4%	3%	5%	3%	6%	6%	**	**	4%	7%	4%	3%	3%

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

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	701	130	571	188	513	407	294	129	70	452	154	492	114	373	233	103
Effective Weighted Sample	635	105	531	158	477	355	280	102	69	423	136	460	100	337	223	85
Total	729	112	618	175	554	403	326	97	74	496	156	537	115	384	268	92
Very certain	503	75	429	116	388	279	224	69	**	357	96	383	71	264	190	60
	69%	67%	69%	66%	70%	69%	69%	71%	**	72%	62%	71%	62%	69%	71%	65%
Fairly certain	182	28	154	46	136	102	80	20	**	109	50	123	37	93	67	23
	25%	25%	25%	26%	25%	25%	25%	21%	**	22%	32%	23%	32%	24%	25%	25%
Not very certain	34	8	25	11	22	18	16	6	**	20	9	22	7	19	10	7
	5%	7%	4%	6%	4%	4%	5%	6%	**	4%	6%	4%	6%	5%	4%	7%
Don't know	11	1	10	2	9	5	6	2	**	10	-	10	-	8	1	3
	1%	1%	2%	1%	2%	1%	2%	2%	**	2%	-%	2%	-%	2%	1%	4%

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

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	~a	b	a	b
Unweighted row	701	46	564	101	509	348	262	103	60	91	277	125	243
Effective Weighted Sample	635	39	527	90	475	314	251	88	59	80	257	110	226
Total	729	44	616	104	556	365	295	88	64	91	283	127	247
Very certain	503	**	433	72	390	251	210	60	**	**	182	82	164
	69%	**	70%	69%	70%	69%	71%	68%	**	**	64%	65%	66%
Fairly certain	182	**	146	25	132	90	67	18	**	**	81	40	65
	25%	**	24%	24%	24%	25%	23%	21%	**	**	28%	32%	26%
Not very certain	34	**	27	7	24	19	13	8	**	**	17	4	15
	5%	**	4%	6%	4%	5%	4%	9%	**	**	6%	3%	6%
Don't know	11	**	10	1	9	5	5	2	**	**	3	-	3
	1%	**	2%	1%	2%	1%	2%	3%	**	**	1%	-%	1%

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

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	701	169	199	51	24	30	111	4	3	368	141	555	146
Effective Weighted Sample	635	147	190	42	23	29	108	4	3	336	136	494	141
Total	729	162	212	37	23	33	132	4	4	374	166	568	161
Very certain	503	106	140	**	**	**	102	**	**	246	123	387	116
	69%	66%	66%	**	**	**	77%	**	**	66%	74%	68%	72%
Fairly certain	182	47	58	**	**	**	24	**	**	105	35	147	34
	25%	29%	27%	**	**	**	18%	**	**	28%	21%	26%	21%
Not very certain	34	8	11	**	**	**	4	**	**	19	5	27	7
	5%	5%	5%	**	**	**	3%	**	**	5%	3%	5%	4%
Don't know	11	1	2	**	**	**	3	**	**	3	3	7	3
	1%	1%	1%	**	**	**	2%	**	**	1%	2%	1%	2%

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

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	701	233	193	47	126	106	368	291	42	33	220	260	513	188	92
Effective Weighted Sample	635	221	182	42	112	84	324	272	40	25	180	246	451	185	91
Total	729	269	202	43	133	88	362	319	48	29	219	282	529	200	98
Very certain	503	204	136	**	86	57	251	221	**	**	145	194	355	149	**
	69%	76%	67%	**	64%	65%	69%	69%	**	**	66%	69%	67%	74%	**
Fairly certain	182	54	50	**	41	24	96	78	**	**	61	71	144	38	**
	25%	20%	25%	**	30%	27%	26%	24%	**	**	28%	25%	27%	19%	**
Not very certain	34	5	13	**	7	6	11	17	**	**	8	12	20	14	**
	5%	2%	6%	**	5%	6%	3%	5%	**	**	4%	4%	4%	7%	**
Don't know	11	7	3	**	-	1	5	4	**	**	5	6	11	-	**
	1%	2%	2%	**	-%	1%	1%	1%	**	**	2%	2%	2%	-%	**

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	701	134	254	313	370	329	269	162	123	140	566	72	39	24
Effective Weighted Sample	635	103	229	304	335	298	241	150	111	132	515	64	36	21
Total	729	121	273	335	389	338	248	170	148	155	590	76	41	23
Very certain	503	80	178	245	271	230	175	122	94	106	426	**	**	**
	69%	66%	65%	73%	70%	68%	71%	72%	64%	68%	72%	**	**	**
Fairly certain	182	36	80	66	100	82	56	40	47	37	134	**	**	**
	25%	29%	29% c	20%	26%	24%	22%	23%	32%	24%	23%	**	**	**
Not very certain	34	3	11	20	15	19	15	7	3	9	24	**	**	**
	5%	2%	4%	6%	4%	6%	6%	4%	2%	6%	4%	**	**	**
Don't know	11	3	5	3	4	7	2	1	4	4	6	**	**	**
	1%	2%	2%	1%	1%	2%	1%	1%	3%	2%	1%	**	**	**

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

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

Q6M. You say you are in contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are currently within their minimum contract period

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	701	40	222	283	216	381	130	72	58	43	360	118	130	278	149
Effective Weighted Sample	635	33	203	252	192	347	105	57	49	36	343	99	116	258	141
Total	729	39	246	279	216	407	112	56	56	37	399	117	136	303	164
Very certain	503	**	156	207	143	292	75	**	**	**	291	77	98	211	120
	69%	**	63%	74% b	66%	72%	67%	**	**	**	73%	66%	72%	70%	73%
Fairly certain	182	**	79	56	55	97	28	**	**	**	87	32	30	76	33
	25%	**	32% c	20%	25%	24%	25%	**	**	**	22%	27%	22%	25%	20%
Not very certain	34	**	9	14	15	12	8	**	**	**	15	4	7	11	9
	5%	**	4%	5%	7%	3%	7%	**	**	**	4%	4%	5%	4%	5%
Don't know	11	**	2	2	3	5	1	**	**	**	6	4	1	5	1
	1%	**	1%	1%	1%	1%	1%	**	**	**	2%	3%	1%	2%	1%

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

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted row	160	43	117	55	105	97	63	15	3	117	23	126	14	95	45	17
Effective Weighted Sample	145	35	111	46	99	86	60	11	3	109	21	118	12	88	42	14
Total	167	36	131	50	117	97	70	7	3	128	26	138	15	103	51	14
Very certain	88	**	70	**	64	**	**	**	**	73	**	78	**	**	**	**
	53%	**	54%	**	55%	**	**	**	**	57%	**	56%	**	**	**	**
Fairly certain	59	**	44	**	39	**	**	**	**	40	**	43	**	**	**	**
	35%	**	34%	**	34%	**	**	**	**	31%	**	31%	**	**	**	**
Not very certain	17	**	15	**	14	**	**	**	**	14	**	15	**	**	**	**
	10%	**	12%	**	12%	**	**	**	**	11%	**	11%	**	**	**	**
Don't know	3	**	1	**	-	**	**	**	**	2	**	2	**	**	**	**
	2%	**	1%	**	-%	**	**	**	**	2%	**	1%	**	**	**	**

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

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	160	23	118	35	106	90	51	12	3	24	44	33	35
Effective Weighted Sample	145	20	112	31	101	84	48	9	3	21	41	30	32
Total	167	21	133	36	119	96	58	8	3	22	46	32	36
Very certain	88	**	72	**	65	**	**	**	**	**	**	**	**
	53%	**	54%	**	55%	**	**	**	**	**	**	**	**
Fairly certain	59	**	44	**	38	**	**	**	**	**	**	**	**
	35%	**	33%	**	32%	**	**	**	**	**	**	**	**
Not very certain	17	**	16	**	15	**	**	**	**	**	**	**	**
	10%	**	12%	**	12%	**	**	**	**	**	**	**	**
Don't know	3	**	1	**	-	**	**	**	**	**	**	**	**
	2%	**	1%	**	-%	**	**	**	**	**	**	**	**

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

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	160	25	43	6	2	11	35	2	1	68	46	123	37
Effective Weighted Sample	145	21	40	4	2	10	34	2	1	62	44	109	36
Total	167	23	45	3	2	13	42	1	*	67	55	123	44
Very certain	88	**	**	**	**	**	**	**	**	**	**	65	**
	53%	**	**	**	**	**	**	**	**	**	**	53%	**
Fairly certain	59	**	**	**	**	**	**	**	**	**	**	47	**
	35%	**	**	**	**	**	**	**	**	**	**	38%	**
Not very certain	17	**	**	**	**	**	**	**	**	**	**	9	**
	10%	**	**	**	**	**	**	**	**	**	**	7%	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**

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

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	160	70	29	9	16	37	73	73	14	10	35	82	127	31	10
Effective Weighted Sample	145	67	27	9	14	30	63	69	14	7	29	76	113	31	10
Total	167	81	29	10	18	30	70	82	15	7	37	86	130	35	11
Very certain	88	**	**	**	**	**	**	**	**	**	**	**	67	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	52%	**	**
Fairly certain	59	**	**	**	**	**	**	**	**	**	**	**	49	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	37%	**	**
Not very certain	17	**	**	**	**	**	**	**	**	**	**	**	13	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	10%	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	160	27	61	70	78	79	57	44	24	34	133	11	10	6
Effective Weighted Sample	145	21	54	68	70	73	52	42	21	30	120	10	9	5
Total	167	24	64	77	81	84	54	49	28	35	138	13	9	7
Very certain	88	**	**	**	**	**	**	**	**	**	71	**	**	**
	53%	**	**	**	**	**	**	**	**	**	52%	**	**	**
Fairly certain	59	**	**	**	**	**	**	**	**	**	47	**	**	**
	35%	**	**	**	**	**	**	**	**	**	34%	**	**	**
Not very certain	17	**	**	**	**	**	**	**	**	**	17	**	**	**
	10%	**	**	**	**	**	**	**	**	**	12%	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	**	**

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

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

Q6M. You say you are out of contract with your Landline phone or line rental service supplier. How certain of this are you?
Base: Those responsible for the household's landline service responding they are out of contract

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	160	14	53	64	58	77	43	18	25	7	96	24	47	59	27
Effective Weighted Sample	145	11	49	58	49	73	35	14	22	6	91	21	44	54	25
Total	167	14	56	66	55	86	36	11	25	5	106	25	51	63	32
Very certain	88	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly certain	59	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very certain	17	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	434	102	332	155	279	240	194	55	28	278	87	305	60	221	144	49
Effective Weighted Sample	398	86	314	136	263	213	186	42	28	264	79	289	54	204	138	41
Total	455	88	367	146	309	234	221	39	30	305	94	335	63	234	165	46
Within the last 2 years	222	39	183	61	161	124	98	**	**	142	**	157	**	119	75	**
	49%	45%	50%	42%	52%	53%	44%	**	**	47%	**	47%	**	51%	45%	**
Longer than 2 years ago	179	33	145	63	115	78	101	**	**	128	**	141	**	92	69	**
	39%	38%	40%	43%	37%	33%	46% a	**	**	42%	**	42%	**	39%	42%	**
Don't know	54	15	38	21	33	32	21	**	**	35	**	37	**	23	21	**
	12%	18%	10%	15%	11%	14%	10%	**	**	11%	**	11%	**	10%	13%	**

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

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	434	37	325	86	276	210	152	48	27	56	160	84	132
Effective Weighted Sample	398	33	308	80	261	194	147	41	27	50	152	76	126
Total	455	36	361	89	308	223	174	42	30	56	169	87	139
Within the last 2 years	222	**	177	**	159	112	86	**	**	**	91	**	77
	49%	**	49%	**	52%	50%	50%	**	**	**	53%	**	55%
Longer than 2 years ago	179	**	146	**	116	81	72	**	**	**	62	**	46
	39%	**	40%	**	38%	36%	42%	**	**	**	36%	**	33%
Don't know	54	**	39	**	33	30	15	**	**	**	17	**	16
	12%	**	11%	**	11%	13%	9%	**	**	**	10%	**	12%

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

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	434	98	118	21	12	24	66	6	4	216	90	328	106
Effective Weighted Sample	398	90	113	17	12	22	64	5	4	202	86	296	102
Total	455	96	130	16	12	27	77	5	4	226	104	337	117
Within the last 2 years	222	**	61	**	**	**	**	**	**	114	**	170	52
	49%	**	47%	**	**	**	**	**	**	51%	**	50%	44%
Longer than 2 years ago	179	**	53	**	**	**	**	**	**	89	**	132	46
	39%	**	41%	**	**	**	**	**	**	39%	**	39%	40%
Don't know	54	**	16	**	**	**	**	**	**	22	**	35	19
	12%	**	12%	**	**	**	**	**	**	10%	**	10%	16%

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

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	434	147	101	34	68	88	201	194	39	27	129	165	321	112	54
Effective Weighted Sample	398	139	97	32	61	74	182	178	38	21	111	157	288	110	53
Total	455	168	109	36	72	75	203	208	43	23	133	180	336	117	56
Within the last 2 years	222	73	60	**	**	**	113	99	**	**	67	82	160	61	**
	49%	43%	55%	**	**	**	56%	48%	**	**	50%	46%	48%	52%	**
Longer than 2 years ago	179	74	39	**	**	**	67	85	**	**	54	75	136	43	**
	39%	44%	36%	**	**	**	33%	41%	**	**	40%	42%	40%	37%	**
Don't know	54	21	10	**	**	**	23	25	**	**	12	23	40	14	**
	12%	12%	9%	**	**	**	11%	12%	**	**	9%	13%	12%	12%	**

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	434	85	155	193	213	216	158	108	67	98	337	49	29	19
Effective Weighted Sample	398	67	144	188	192	202	144	102	59	93	309	46	27	17
Total	455	77	171	205	222	228	149	115	78	109	349	56	31	19
Within the last 2 years	222	**	81	105	119	102	78	53	**	**	167	**	**	**
	49%	**	48%	51%	54%	45%	53%	46%	**	**	48%	**	**	**
Longer than 2 years ago	179	**	78	72	76	101	54	53	**	**	136	**	**	**
	39%	**	45%	35%	34%	44%	36%	46%	**	**	39%	**	**	**
Don't know	54	**	12	28	27	25	17	9	**	**	46	**	**	**
	12%	**	7%	14%	12%	11%	11%	8%	**	**	13%	**	**	**

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

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

Q6P. When did you sign up to your CURRENT Landline phone service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	434	36	145	150	149	215	102	60	42	33	222	69	82	158	67
Effective Weighted Sample	398	30	135	136	134	199	86	49	37	30	213	61	76	146	64
Total	455	34	157	154	149	230	88	48	40	31	244	73	89	172	75
Within the last 2 years	222	**	82	71	72	113	39	**	**	**	115	**	**	86	**
	49%	**	53%	46%	48%	49%	45%	**	**	**	47%	**	**	50%	**
Longer than 2 years ago	179	**	64	67	60	93	33	**	**	**	102	**	**	67	**
	39%	**	41%	44%	40%	40%	38%	**	**	**	42%	**	**	39%	**
Don't know	54	**	10	17	17	24	15	**	**	**	27	**	**	19	**
	12%	**	7%	11%	12%	10%	18%	**	**	**	11%	**	**	11%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	434	102	332	155	279	240	194	55	28	278	87	305	60	221	144	49
Effective Weighted Sample	398	86	314	136	263	213	186	42	28	264	79	289	54	204	138	41
Total	455	88	367	146	309	234	221	39	30	305	94	335	63	234	165	46
Yes	96	24	72	32	64	64	33	**	**	54	**	60	**	46	31	**
	21%	28%	20%	22%	21%	27% b	15%	**	**	18%	**	18%	**	20%	19%	**
No	331	57	275	103	228	157	174	**	**	233	**	256	**	172	126	**
	73%	65%	75%	71%	74%	67%	79% a	**	**	76%	**	76%	**	74%	77%	**
Don't know	27	7	20	10	16	13	13	**	**	19	**	20	**	15	7	**
	6%	7%	5%	7%	5%	6%	6%	**	**	6%	**	6%	**	7%	4%	**

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

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	434	37	325	86	276	210	152	48	27	56	160	84	132
Effective Weighted Sample	398	33	308	80	261	194	147	41	27	50	152	76	126
Total	455	36	361	89	308	223	174	42	30	56	169	87	139
Yes	96	**	67	**	61	50	26	**	**	**	33	**	31
	21%	**	19%	**	20%	22%	15%	**	**	**	20%	**	22%
No	331	**	275	**	230	160	139	**	**	**	128	**	102
	73%	**	76%	**	75%	72%	80%	**	**	**	76%	**	73%
Don't know	27	**	20	**	16	13	9	**	**	**	8	**	6
	6%	**	5%	**	5%	6%	5%	**	**	**	5%	**	4%

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

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	434	98	118	21	12	24	66	6	4	216	90	328	106
Effective Weighted Sample	398	90	113	17	12	22	64	5	4	202	86	296	102
Total	455	96	130	16	12	27	77	5	4	226	104	337	117
Yes	96	**	21	**	**	**	**	**	**	46	**	79	18
	21%	**	16%	**	**	**	**	**	**	20%	**	23%	15%
No	331	**	103	**	**	**	**	**	**	168	**	240	92
	73%	**	79%	**	**	**	**	**	**	74%	**	71%	78%
Don't know	27	**	6	**	**	**	**	**	**	12	**	19	7
	6%	**	5%	**	**	**	**	**	**	5%	**	6%	6%

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

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	434	147	101	34	68	88	201	194	39	27	129	165	321	112	54
Effective Weighted Sample	398	139	97	32	61	74	182	178	38	21	111	157	288	110	53
Total	455	168	109	36	72	75	203	208	43	23	133	180	336	117	56
Yes	96	25	23	**	**	**	50	41	**	**	34	28	73	23	**
	21%	15%	21%	**	**	**	25%	20%	**	**	26%	16%	22%	20%	**
No	331	133	80	**	**	**	144	157	**	**	92	142	245	86	**
	73%	79%	73%	**	**	**	71%	75%	**	**	69%	79%	73%	73%	**
Don't know	27	10	6	**	**	**	9	11	**	**	7	9	18	8	**
	6%	6%	6%	**	**	**	4%	5%	**	**	5%	5%	5%	7%	**

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	434	85	155	193	213	216	158	108	67	98	337	49	29	19
Effective Weighted Sample	398	67	144	188	192	202	144	102	59	93	309	46	27	17
Total	455	77	171	205	222	228	149	115	78	109	349	56	31	19
Yes	96	**	33	36	47	49	37	28	**	**	70	**	**	**
	21%	**	19%	18%	21%	22%	25%	24%	**	**	20%	**	**	**
No	331	**	132	154	164	164	102	80	**	**	255	**	**	**
	73%	**	77%	75%	74%	72%	68%	69%	**	**	73%	**	**	**
Don't know	27	**	7	15	11	15	10	8	**	**	24	**	**	**
	6%	**	4%	7%	5%	6%	7%	7%	**	**	7%	**	**	**

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

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

Q6S. Have you made any changes to your Landline phone service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's landline service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	434	36	145	150	149	215	102	60	42	33	222	69	82	158	67
Effective Weighted Sample	398	30	135	136	134	199	86	49	37	30	213	61	76	146	64
Total	455	34	157	154	149	230	88	48	40	31	244	73	89	172	75
Yes	96	**	33	35	38	43	24	**	**	**	45	**	**	23	**
	21%	**	21%	23%	26%	19%	28%	**	**	**	18%	**	**	14%	**
No	331	**	119	108	103	178	57	**	**	**	181	**	**	141	**
	73%	**	76%	70%	69%	77%	65%	**	**	**	74%	**	**	82%	**
Don't know	27	**	5	11	8	9	7	**	**	**	18	**	**	7	**
	6%	**	3%	7%	5%	4%	7%	**	**	**	7%	**	**	4%	**

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
VERY CERTAIN IN CONTRACT	503	75	429	116	388	279	224	69	**	357	96	383	71	264	190	60
	48%	41%	49%	40%	51% a	49%	47%	62% ab	**	49%	48%	48%	51%	48%	50%	52%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	60	244	87	217	174	130	38	**	185	74	206	52	158	101	39
	29%	33%	28%	30%	29%	31%	27%	34%	**	25%	36% a	26%	37% a	28%	26%	34%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	20	82	46	57	40	63	1	**	82	11	90	4	47	46	5
	10%	11%	10%	16% b	7%	7% c	13% ac	1%	**	11%	5%	11% b	3%	9%	12%	4%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	8	40	13	35	21	27	-	**	37	9	40	7	29	18	2
	5%	4%	5%	5%	5%	4%	6% c	-%	**	5%	5%	5%	5%	5%	5%	2%
VERY CERTAIN OUT OF CONTRACT	88	18	70	24	64	54	35	3	**	73	12	78	6	57	28	10
	8%	10%	8%	8%	8%	9% c	7%	3%	**	10%	6%	10%	5%	10%	7%	9%
SUMMARY																
IN CONTRACT	807	134	673	202	605	453	354	107	**	542	170	589	124	422	291	99
	77%	75%	78%	71%	80% a	80%	74%	96% ab	**	74%	84% a	74%	88% a	76%	76%	85%
OUT OF CONTRACT	136	25	111	37	99	74	62	3	**	110	21	118	14	85	46	12
	13%	14%	13%	13%	13%	13% c	13% c	3%	**	15%	10%	15%	10%	15%	12%	10%

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
VERY CERTAIN IN CONTRACT	503	**	433	72	390	251	210	60	**	65	182	82	164
	48%	**	50%	40%	51% a	48%	51%	57%	**	48%	48%	44%	51%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	**	236	47	215	157	106	36	**	36	122	55	103
	29%	**	27%	26%	28%	30%	26%	34%	**	27%	32%	29%	32%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	**	82	32	56	42	46	5	**	14	33	23	25
	10%	**	10%	18% b	7%	8%	11%	4%	**	11%	9%	12%	8%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	**	42	10	36	24	22	2	**	6	14	9	11
	5%	**	5%	6%	5%	5%	5%	2%	**	5%	4%	5%	4%
VERY CERTAIN OUT OF CONTRACT	88	**	72	19	65	54	31	3	**	13	25	20	18
	8%	**	8%	10%	9%	10%	7%	3%	**	9%	7%	11%	5%
SUMMARY													
IN CONTRACT	807	**	669	119	606	408	316	95	**	100	303	137	267
	77%	**	77%	66%	79% a	77%	76%	90% ab	**	75%	81%	73%	83% a
OUT OF CONTRACT	136	**	114	29	101	78	53	6	**	19	39	29	29
	13%	**	13%	16%	13%	15% c	13%	5%	**	14%	10%	15%	9%

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
VERY CERTAIN IN CONTRACT	503	106	140	**	**	**	102	**	**	246	123	387	116
	48%	50%	47%	**	**	**	51%	**	**	48%	48%	49%	45%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	73	85	**	**	**	39	**	**	157	57	239	65
	29%	34%	29%	**	**	**	19%	**	**	31%	22%	30%	25%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	16	31	**	**	**	22	**	**	48	31	63	39
	10%	8%	11%	**	**	**	11%	**	**	9%	12%	8%	15% a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	7	14	**	**	**	15	**	**	21	15	35	13
	5%	3%	5%	**	**	**	8%	**	**	4%	6%	4%	5%
VERY CERTAIN OUT OF CONTRACT	88	11	27	**	**	**	22	**	**	37	30	65	23
	8%	5%	9%	**	**	**	11%	**	**	7%	12%	8%	9%
SUMMARY													
IN CONTRACT	807	179	225	**	**	**	141	**	**	404	180	626	181
	77%	84%	76%	**	**	**	70%	**	**	79% b	70%	79% b	71%
OUT OF CONTRACT	136	18	40	**	**	**	38	**	**	58	45	100	36
	13%	8%	14%	**	**	**	19%	**	**	11%	18%	13%	14%

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
VERY CERTAIN IN CONTRACT	503	204	136	**	86	57	251	221	**	**	145	194	355	149	72
	48%	49%	52%	**	51%	39%	52%	46%	**	**	49%	46%	47%	52%	54%
			e												
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	93	79	**	60	52	149	134	**	**	98	118	233	70	35
	29%	22%	30%	**	36%	36%	31%	28%	**	**	33%	28%	31%	24%	27%
					a	a									
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	49	22	**	7	18	32	55	**	**	24	37	64	39	19
	10%	12%	8%	**	4%	12%	7%	12%	**	**	8%	9%	8%	14%	14%
		d				d		a							
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	26	8	**	6	4	22	19	**	**	11	25	39	9	2
	5%	6%	3%	**	3%	3%	4%	4%	**	**	4%	6%	5%	3%	2%
VERY CERTAIN OUT OF CONTRACT	88	45	16	**	9	15	32	50	**	**	15	50	67	20	4
	8%	11%	6%	**	5%	10%	7%	10%	**	**	5%	12%	9%	7%	3%
												bf			
SUMMARY															
IN CONTRACT	807	297	215	**	145	109	399	355	**	**	243	312	588	218	108
	77%	71%	82%	**	87%	74%	82%	74%	**	**	83%	74%	78%	76%	81%
			a		ae		b				c				
OUT OF CONTRACT	136	70	24	**	15	19	53	68	**	**	26	76	107	28	7
	13%	17%	9%	**	9%	13%	11%	14%	**	**	9%	18%	14%	10%	5%
		b										bef	f		

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
VERY CERTAIN IN CONTRACT	503	80	178	245	271	230	175	122	94	106	426	**	**	**
	48%	49%	46%	50%	50%	46%	50%	46%	50%	45%	50%	**	**	**
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	54	123	126	158	145	100	74	62	66	229	**	**	**
	29%	33%	32%	26%	29%	29%	29%	28%	33%	28%	27%	**	**	**
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	13	32	58	44	57	32	26	8	36	78	**	**	**
	10%	8%	8%	12%	8%	11%	9%	10%	4%	16% c	9%	**	**	**
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	11	17	21	20	26	17	16	8	7	43	**	**	**
	5%	6%	4%	4%	4%	5%	5%	6%	4%	3%	5%	**	**	**
VERY CERTAIN OUT OF CONTRACT	88	7	35	44	46	42	27	25	17	18	71	**	**	**
	8%	4%	9%	9%	9%	8%	8%	10%	9%	8%	8%	**	**	**
SUMMARY														
IN CONTRACT	807	134	300	372	428	375	275	196	156	172	654	**	**	**
	77%	81%	78%	75%	80%	75%	79%	75%	82%	74%	77%	**	**	**
OUT OF CONTRACT	136	18	52	65	66	68	44	41	25	25	114	**	**	**
	13%	11%	13%	13%	12%	14%	12%	16%	13%	11%	13%	**	**	**

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
VERY CERTAIN IN CONTRACT	503	**	156	207	143	292	75	35	**	**	291	77	98	211	120
	48%	**	45%	52%	44%	52%	41%	40%	**	**	49%	47%	45%	51%	56%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	304	**	113	100	97	160	60	33	**	**	151	45	56	118	53
	29%	**	33%	25%	30%	28%	33%	38%	**	**	25%	28%	26%	28%	25%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	103	**	30	34	40	44	20	13	**	**	62	20	23	31	13
	10%	**	9%	9%	12%	8%	11%	15%	**	**	10%	12%	11%	8%	6%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	48	**	14	20	12	26	8	2	**	**	31	8	10	23	9
	5%	**	4%	5%	4%	5%	4%	2%	**	**	5%	5%	5%	5%	4%
VERY CERTAIN OUT OF CONTRACT	88	**	32	35	31	43	18	4	**	**	59	14	31	32	19
	8%	**	9%	9%	10%	8%	10%	5%	**	**	10%	9%	14%	8%	9%
SUMMARY															
IN CONTRACT	807	**	269	307	240	452	134	68	**	**	442	123	154	329	173
	77%	**	78%	78%	74%	80%	75%	79%	**	**	74%	75%	71%	79%	81%
OUT OF CONTRACT	136	**	45	55	43	69	25	6	**	**	90	22	41	54	28
	13%	**	13%	14%	13%	12%	14%	6%	**	**	15%	13%	19%	13%	13%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
TOTAL IN CONTRACT	729	112	618	175	554	403	326	97	**	496	156	537	115	384	268	92
	70%	62%	71% a	61%	73% a	71%	68%	87% ab	**	67%	77%	68%	81% a	69%	70%	80%
VERY CERTAIN	503	75	429	116	388	279	224	69	**	357	96	383	71	264	190	60
	48%	41%	49%	40%	51% a	49%	47%	62% ab	**	49%	48%	48%	51%	48%	50%	52%
NOT 'VERY CERTAIN'	226	37	189	59	167	124	102	28	**	139	59	155	43	120	78	33
	22%	21%	22%	21%	22%	22%	21%	25%	**	19%	29% a	19%	31% a	22%	20%	28%
TOTAL OUT OF CONTRACT	167	36	131	50	117	97	70	7	**	128	26	138	15	103	51	14
	16%	20%	15%	18%	15%	17% c	15% c	6%	**	17%	13%	17%	11%	19%	13%	12%
VERY CERTAIN	88	18	70	24	64	54	35	3	**	73	12	78	6	57	28	10
	8%	10%	8%	8%	8%	9% c	7%	3%	**	10%	6%	10%	5%	10%	7%	9%
NOT 'VERY CERTAIN'	79	18	61	26	53	43	36	4	**	55	14	60	9	46	23	5
	8%	10%	7%	9%	7%	8%	7%	4%	**	8%	7%	8%	6%	8%	6%	4%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	22	84	39	67	52	54	7	**	76	17	84	9	50	44	6
	10%	12%	10%	14%	9%	9%	11%	6%	**	10%	9%	11%	7%	9%	11%	5%
NOT SURE IF EVER HAD A CONTRACT	44	11	33	21	22	15	29	-	**	35	3	36	2	18	20	3
	4%	6%	4%	7% b	3%	3%	6% ac	-%	**	5%	2%	5%	1%	3%	5%	3%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
TOTAL IN CONTRACT	729	**	616	104	556	365	295	88	**	91	283	127	247
	70%	**	71%	58%	73% a	69%	71%	84% ab	**	68%	75%	67%	77%
VERY CERTAIN	503	**	433	72	390	251	210	60	**	65	182	82	164
	48%	**	50%	40%	51% a	48%	51%	57%	**	48%	48%	44%	51%
NOT 'VERY CERTAIN'	226	**	183	33	165	114	85	28	**	26	101	44	83
	22%	**	21%	18%	22%	22%	20%	27%	**	20%	27%	23%	26%
TOTAL OUT OF CONTRACT	167	**	133	36	119	96	58	8	**	22	46	32	36
	16%	**	15%	20%	16%	18% c	14%	8%	**	16%	12%	17%	11%
VERY CERTAIN	88	**	72	19	65	54	31	3	**	13	25	20	18
	8%	**	8%	10%	9%	10%	7%	3%	**	9%	7%	11%	5%
NOT 'VERY CERTAIN'	79	**	61	17	53	43	28	5	**	9	21	12	18
	8%	**	7%	10%	7%	8%	7%	5%	**	7%	6%	6%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	**	83	25	67	49	42	6	**	18	37	26	28
	10%	**	10%	14%	9%	9%	10%	5%	**	13%	10%	14%	9%
NOT SURE IF EVER HAD A CONTRACT	44	**	34	14	22	18	19	3	**	3	10	4	9
	4%	**	4%	8% b	3%	3%	5%	3%	**	3%	3%	2%	3%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
TOTAL IN CONTRACT	729	162	212	**	**	**	132	**	**	374	166	568	161
	70%	76%	72%	**	**	**	66%	**	**	73%	65%	72% b	63%
VERY CERTAIN	503	106	140	**	**	**	102	**	**	246	123	387	116
	48%	50%	47%	**	**	**	51%	**	**	48%	48%	49%	45%
NOT 'VERY CERTAIN'	226	56	72	**	**	**	31	**	**	128	43	181	45
	22%	26%	24%	**	**	**	15%	**	**	25%	17%	23%	17%
TOTAL OUT OF CONTRACT	167	23	45	**	**	**	42	**	**	67	55	123	44
	16%	11%	15%	**	**	**	21%	**	**	13%	21% a	16%	17%
VERY CERTAIN	88	11	27	**	**	**	22	**	**	37	30	65	23
	8%	5%	9%	**	**	**	11%	**	**	7%	12%	8%	9%
NOT 'VERY CERTAIN'	79	12	18	**	**	**	20	**	**	30	25	58	21
	8%	6%	6%	**	**	**	10%	**	**	6%	10%	7%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	22	33	**	**	**	17	**	**	55	21	77	29
	10%	10%	11%	**	**	**	8%	**	**	11%	8%	10%	11%
NOT SURE IF EVER HAD A CONTRACT	44	7	7	**	**	**	9	**	**	14	16	22	22
	4%	3%	2%	**	**	**	5%	**	**	3%	6%	3%	9% a

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
TOTAL IN CONTRACT	729	269	202	**	133	88	362	319	**	**	219	282	529	200	98
	70%	65%	77%	**	80%	60%	75%	67%	**	**	75%	66%	70%	70%	74%
			ae		ae		b								
VERY CERTAIN	503	204	136	**	86	57	251	221	**	**	145	194	355	149	72
	48%	49%	52%	**	51%	39%	52%	46%	**	**	49%	46%	47%	52%	54%
			e												
NOT 'VERY CERTAIN'	226	65	66	**	48	31	112	99	**	**	74	88	175	52	26
	22%	16%	25%	**	29%	21%	23%	21%	**	**	25%	21%	23%	18%	19%
			a		a										
TOTAL OUT OF CONTRACT	167	81	29	**	18	30	70	82	**	**	37	86	130	35	11
	16%	19%	11%	**	11%	20%	14%	17%	**	**	13%	20%	17%	12%	8%
		b										bef			
VERY CERTAIN	88	45	16	**	9	15	32	50	**	**	15	50	67	20	4
	8%	11%	6%	**	5%	10%	7%	10%	**	**	5%	12%	9%	7%	3%
												bf			
NOT 'VERY CERTAIN'	79	36	13	**	9	15	38	33	**	**	22	36	63	15	6
	8%	9%	5%	**	5%	10%	8%	7%	**	**	8%	8%	8%	5%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	43	24	**	12	21	43	52	**	**	29	40	71	34	14
	10%	10%	9%	**	7%	14%	9%	11%	**	**	10%	9%	9%	12%	11%
NOT SURE IF EVER HAD A CONTRACT	44	24	6	**	4	9	10	26	**	**	8	16	27	16	10
	4%	6%	2%	**	2%	6%	2%	5%	**	**	3%	4%	4%	6%	7%
								a							

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
TOTAL IN CONTRACT	729	121	273	335	389	338	248	170	148	155	590	**	**	**
	70%	73%	71%	68%	72%	68%	71%	65%	78% b	67%	70%	**	**	**
VERY CERTAIN	503	80	178	245	271	230	175	122	94	106	426	**	**	**
	48%	49%	46%	50%	50%	46%	50%	46%	50%	45%	50%	**	**	**
NOT 'VERY CERTAIN'	226	41	96	90	119	108	73	48	54	50	164	**	**	**
	22%	25%	25%	18%	22%	22%	21%	18%	28%	21%	19%	**	**	**
TOTAL OUT OF CONTRACT	167	24	64	77	81	84	54	49	28	35	138	**	**	**
	16%	14%	17%	16%	15%	17%	15%	19%	15%	15%	16%	**	**	**
VERY CERTAIN	88	7	35	44	46	42	27	25	17	18	71	**	**	**
	8%	4%	9%	9%	9%	8%	8%	10%	9%	8%	8%	**	**	**
NOT 'VERY CERTAIN'	79	16	29	33	35	42	28	23	11	17	67	**	**	**
	8%	10%	7%	7%	6%	8%	8%	9%	6%	7%	8%	**	**	**
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	14	33	59	46	57	34	30	9	32	84	**	**	**
	10%	8%	9%	12%	9%	11%	10%	11%	5%	14% c	10%	**	**	**
NOT SURE IF EVER HAD A CONTRACT	44	6	14	23	22	21	14	14	4	11	35	**	**	**
	4%	4%	4%	5%	4%	4%	4%	5%	2%	5%	4%	**	**	**

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - LANDLINE

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
TOTAL IN CONTRACT	729	**	246	279	216	407	112	56	**	**	399	117	136	303	164
	70%	**	71%	71%	67%	72%	62%	65%	**	**	67%	71%	62%	73% a	76% a
VERY CERTAIN	503	**	156	207	143	292	75	35	**	**	291	77	98	211	120
	48%	**	45%	52%	44%	52%	41%	40%	**	**	49%	47%	45%	51%	56%
NOT 'VERY CERTAIN'	226	**	90	72	73	115	37	21	**	**	108	40	38	92	44
	22%	**	26%	18%	23%	20%	21%	25%	**	**	18%	24%	17%	22%	20%
TOTAL OUT OF CONTRACT	167	**	56	66	55	86	36	11	**	**	106	25	51	63	32
	16%	**	16%	17%	17%	15%	20%	13%	**	**	18%	15%	23%	15%	15%
VERY CERTAIN	88	**	32	35	31	43	18	4	**	**	59	14	31	32	19
	8%	**	9%	9%	10%	8%	10%	5%	**	**	10%	9%	14%	8%	9%
NOT 'VERY CERTAIN'	79	**	24	31	24	43	18	7	**	**	47	11	20	31	13
	8%	**	7%	8%	7%	8%	10%	8%	**	**	8%	7%	9%	7%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	106	**	30	39	37	56	22	14	**	**	66	11	23	37	12
	10%	**	9%	10%	12%	10%	12%	16%	**	**	11%	7%	11%	9%	6%
NOT SURE IF EVER HAD A CONTRACT	44	**	12	12	15	16	11	5	**	**	24	11	8	12	6
	4%	**	4%	3%	5%	3%	6%	6%	**	**	4%	7%	4%	3%	3%

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

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

Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2345	113	750	207	656	479	384	113	68	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2172	99	703	187	615	436	367	93	67	1810	362	1938	234	1349	823	356
Total	2376	113	824	217	720	506	431	92	73	1973	403	2113	263	1466	909	375
EE	529	19	186	43	162	110	95	24	**	367	162	421	108	303	225	77
	22%	17%	23%	20%	22%	22%	22%	26%	**	19%	40% a	20%	41% a	21%	25%	20%
O2 (including Virgin Mobile)	429	28	168	41	156	100	97	10	**	429	-	429	-	229	200	51
	18%	25%	20%	19%	22%	20%	22% c	11%	**	22% b	-%	20% b	-%	16%	22% ac	14%
Vodafone	282	15	104	27	92	59	61	9	**	222	60	241	42	121	162	24
	12%	14%	13%	12%	13%	12%	14%	10%	**	11%	15%	11%	16%	8%	18% ac	6%
'3'/ Three	195	10	40	16	35	27	23	6	**	180	15	189	6	118	77	32
	8%	9%	5%	7%	5%	5%	5%	6%	**	9% b	4%	9% b	2%	8%	9%	8%
Sky	189	7	75	22	59	40	42	7	**	63	127	112	77	133	56	31
	8%	6%	9%	10%	8%	8%	10%	7%	**	3%	31% a	5%	29% a	9%	6%	8%
Tesco Mobile	168	7	74	15	67	43	39	9	**	168	-	168	-	108	60	20
	7%	7%	9%	7%	9%	9%	9%	10%	**	9% b	-%	8% b	-%	7%	7%	5%
GiffGaff	162	4	51	12	43	36	20	6	**	162	-	162	-	114	48	15
	7%	4%	6%	6%	6%	7%	5%	7%	**	8% b	-%	8% b	-%	8%	5%	4%
Lebara	103	8	40	14	34	31	18	5	**	103	-	103	-	85	18	29
	4%	7%	5%	7%	5%	6%	4%	5%	**	5% b	-%	5% b	-%	6% b	2%	8% b
iD Mobile	97	1	27	1	27	24	5	6	**	97	-	97	-	80	17	29
	4%	1%	3%	1%	4%	5% b	1%	6% b	**	5% b	-%	5% b	-%	5% b	2%	8% b
BT	53	2	18	7	12	8	11	4	**	22	31	29	24	40	12	20
	2%	1%	2%	3%	2%	2%	3%	4%	**	1%	8% a	1%	9% a	3%	1%	5% ab
Smarty	39	2	12	6	9	10	4	2	**	39	-	39	-	32	7	7
	2%	2%	1%	3%	1%	2%	1%	2%	**	2% b	-%	2%	-%	2% b	1%	2%

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2345	113	750	207	656	479	384	113	68	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2172	99	703	187	615	436	367	93	67	1810	362	1938	234	1349	823	356
Total	2376	113	824	217	720	506	431	92	73	1973	403	2113	263	1466	909	375
VOXI	27	2	6	2	6	5	2	1	**	27	-	27	-	22	5	4
	1%	2%	1%	1%	1%	1%	1%	1%	**	1%	-%	1%	-%	2%	1%	1%
Talkmobile	22	-	8	-	8	4	3	-	**	22	-	22	-	19	3	6
	1%	-%	1%	-%	1%	1%	1%	-%	**	1%	-%	1%	-%	1%	*%	2%
Lycamobile	19	1	5	3	4	3	4	-	**	19	-	19	-	16	3	11
	1%	1%	1%	1%	1%	1%	1%	-%	**	1%	-%	1%	-%	1%	*%	3%
																ab
Asda Mobile	18	1	4	1	4	1	4	1	**	18	-	18	-	12	6	4
	1%	1%	*%	*%	1%	*%	1%	1%	**	1%	-%	1%	-%	1%	1%	1%
TalkTalk	17	*	4	2	2	3	1	2	**	13	4	15	2	12	5	5
	1%	*%	*%	1%	*%	1%	*%	2%	**	1%	1%	1%	1%	1%	1%	1%
Utility Warehouse	8	2	-	2	-	1	1	1	**	3	5	4	4	7	1	3
	*%	2%	-%	1%	-%	*%	*%	1%	**	*%	1%	*%	1%	*%	*%	1%
		b		b							a		a			
POP Telecom	2	-	-	-	-	-	-	-	**	2	-	2	-	2	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	**	*%	-%	*%	-%	*%	-%	*%
Other supplier	18	1	2	1	2	1	2	-	**	18	-	18	-	13	4	4
	1%	1%	*%	*%	*%	*%	1%	-%	**	1%	-%	1%	-%	1%	*%	1%

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2345	625	1084	809	900	1062	647	322	225	292	589	387	494
Effective Weighted Sample	2172	591	1013	763	841	991	612	300	218	266	547	352	460
Total	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
EE	529 22%	109 17%	298 26% a	172 21%	236 25%	260 24%	148 21%	80 27%	57 26%	73 26%	122 21%	88 24%	106 22%
O2 (including Virgin Mobile)	429 18%	136 22%	206 18%	155 19%	188 20%	195 18%	148 21%	44 15%	31 14%	54 19%	126 22%	67 18%	113 23%
Vodafone	282 12%	67 11%	152 13%	93 11%	126 13%	122 11%	97 14%	35 12%	25 11%	50 18% b	54 9%	58 16% b	46 9%
'3'/ Three	195 8%	55 9%	70 6%	73 9% b	52 5%	74 7%	51 7%	27 9%	20 9%	25 9%	34 6%	33 9%	26 5%
Sky	189 8%	23 4%	118 10% a	51 6%	89 9%	83 8%	57 8%	17 6%	13 6%	5 2%	109 19% a	39 11%	74 15%
Tesco Mobile	168 7%	43 7%	86 7%	51 6%	78 8%	78 7%	51 7%	20 7%	16 7%	17 6%	41 7%	20 5%	38 8%
GiffGaff	162 7%	61 10% b	59 5%	68 8%	52 5%	72 7%	48 7%	17 6%	13 6%	11 4%	22 4%	12 3%	21 4%
Lebara	103 4%	33 5%	47 4%	40 5%	41 4%	63 6% b	18 3%	16 5%	14 6% b	12 4%	17 3%	13 4%	15 3%
iD Mobile	97 4%	39 6% b	34 3%	40 5%	33 3%	51 5%	22 3%	15 5%	11 5%	8 3%	18 3%	10 3%	16 3%
BT	53 2%	5 1%	28 2%	13 2%	20 2%	18 2%	15 2%	5 2%	1 1%	10 4%	9 2%	11 3%	8 2%
Smarty	39 2%	11 2%	18 2%	14 2%	14 1%	21 2%	7 1%	7 2%	7 3%	4 1%	10 2%	4 1%	10 2%
VOXI	27 1%	12 2%	8 1%	12 1%	8 1%	12 1%	8 1%	1 *%	1 *%	1 *%	6 1%	1 *%	6 1%

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2345	625	1084	809	900	1062	647	322	225	292	589	387	494
Effective Weighted Sample	2172	591	1013	763	841	991	612	300	218	266	547	352	460
Total	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
Talkmobile	22	9	9	9	9	13	5	4	4	1	3	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%
Lycamobile	19	3	6	6	4	4	5	2	2	-	4	2	1
	1%	1%	1%	1%	*%	*%	1%	1%	1%	-%	1%	1%	*%
Asda Mobile	18	6	4	6	4	8	2	1	1	3	*	3	*
	1%	1%	*%	1%	*%	1%	*%	*%	*%	1%	*%	1%	*%
TalkTalk	17	4	4	5	3	5	3	4	1	3	3	4	2
	1%	1%	*%	1%	*%	*%	*%	1%	1%	1%	1%	1%	*%
Utility Warehouse	8	-	5	1	4	4	1	2	2	1	-	1	-
	*%	-%	*%	*%	*%	*%	*%	1%	1%	*%	-%	*%	-%
POP Telecom	2	-	-	-	-	-	-	-	-	1	-	1	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	1%	-%	*%	-%
Other supplier	18	12	2	12	2	10	5	2	1	1	1	1	1
	1%	2%	*%	2%	*%	1%	1%	1%	1%	*%	*%	*%	*%
		b		b									

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

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

Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2345	412	469	136	74	138	318	30	21	881	456	1908	437
Effective Weighted Sample	2172	372	440	123	72	131	303	28	20	812	434	1755	417
Total	2376	389	468	109	66	147	346	30	22	857	493	1925	451
EE	529	106	89	33	**	32	74	**	**	194	106	440	89
	22%	27%	19%	30%	**	22%	21%	**	**	23%	22%	23%	20%
		b		b									
O2 (including Virgin Mobile)	429	68	112	10	**	26	69	**	**	180	94	348	81
	18%	17%	24%	9%	**	17%	20%	**	**	21%	19%	18%	18%
			c										
Vodafone	282	45	59	13	**	18	46	**	**	104	64	233	50
	12%	11%	13%	12%	**	12%	13%	**	**	12%	13%	12%	11%
'3'/ Three	195	27	32	6	**	5	25	**	**	59	30	167	29
	8%	7%	7%	6%	**	3%	7%	**	**	7%	6%	9%	6%
Sky	189	44	70	11	**	7	3	**	**	114	10	175	15
	8%	11%	15%	10%	**	4%	1%	**	**	13%	2%	9%	3%
										b		b	
Tesco Mobile	168	27	31	8	**	13	36	**	**	58	48	110	58
	7%	7%	7%	7%	**	9%	10%	**	**	7%	10%	6%	13%
													a
GiffGaff	162	18	15	3	**	16	27	**	**	33	43	124	38
	7%	5%	3%	3%	**	11%	8%	**	**	4%	9%	6%	8%
											a		
Lebara	103	10	19	3	**	9	20	**	**	29	29	73	31
	4%	2%	4%	3%	**	6%	6%	**	**	3%	6%	4%	7%
													a
iD Mobile	97	13	13	5	**	8	11	**	**	26	19	77	20
	4%	3%	3%	4%	**	6%	3%	**	**	3%	4%	4%	4%
BT	53	14	5	9	**	3	8	**	**	19	12	47	6
	2%	4%	1%	8%	**	2%	2%	**	**	2%	2%	2%	1%
				b									
Smarty	39	7	6	3	**	2	9	**	**	13	12	28	11
	2%	2%	1%	3%	**	1%	3%	**	**	2%	2%	1%	2%
VOXI	27	2	5	-	**	1	1	**	**	7	3	25	2
	1%	*%	1%	-%	**	1%	*%	**	**	1%	1%	1%	*%

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

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

Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2345	412	469	136	74	138	318	30	21	881	456	1908	437
Effective Weighted Sample	2172	372	440	123	72	131	303	28	20	812	434	1755	417
Total	2376	389	468	109	66	147	346	30	22	857	493	1925	451
Talkmobile	22	3	1	1	**	2	9	**	**	4	10	17	6
	1%	1%	*%	1%	**	1%	2%	**	**	*%	2% a	1%	1%
Lycamobile	19	2	2	-	**	-	1	**	**	4	1	16	2
	1%	*%	*%	-%	**	-%	*%	**	**	*%	*%	1%	1%
Asda Mobile	18	1	2	1	**	1	3	**	**	3	4	14	4
	1%	*%	*%	1%	**	1%	1%	**	**	*%	1%	1%	1%
TalkTalk	17	3	3	3	**	2	-	**	**	6	2	16	1
	1%	1%	1%	2%	**	1%	-%	**	**	1%	*%	1%	*%
Utility Warehouse	8	-	1	-	**	-	-	**	**	1	-	5	3
	*%	-%	*%	-%	**	-%	-%	**	**	*%	-%	*%	1%
POP Telecom	2	1	-	-	**	-	-	**	**	1	-	2	-
	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%	*%	-%
Other supplier	18	-	2	-	**	2	5	**	**	2	7	11	6
	1%	-%	*%	-%	**	1%	1%	**	**	*%	1%	1%	1%

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

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

Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2345	334	238	65	516	1199	473	681	82	270	893	805	1968	374	143
Effective Weighted Sample	2172	320	225	59	472	1109	432	643	78	241	810	756	1805	364	139
Total	2376	390	251	63	511	1169	500	784	95	278	908	805	1992	381	148
EE	529	72	47	**	182	216	110	180	**	55	206	183	444	83	42
	22%	18%	19%	**	36% abe	18%	22%	23%	**	20%	23%	23%	22%	22%	28%
O2 (including Virgin Mobile)	429	82	84	**	42	220	95	153	**	36	158	161	355	74	24
	18%	21% d	33% ade	**	8%	19% d	19%	20%	**	13%	17%	20% a	18%	19%	17%
Vodafone	282	44	25	**	88	126	62	99	**	22	129	93	244	38	12
	12%	11%	10%	**	17% be	11%	12%	13%	**	8%	14% a	12%	12%	10%	8%
'3'/ Three	195	23	15	**	31	125	26	51	**	34	89	60	183	12	5
	8%	6%	6%	**	6%	11% ad	5%	7%	**	12% ef	10% ef	7% e	9% e	3%	3%
Sky	189	14	3	**	84	50	43	74	**	28	78	63	170	19	9
	8%	4%	1%	**	17% abe	4%	9%	9%	**	10% e	9%	8%	9%	5%	6%
Tesco Mobile	168	46	28	**	14	81	41	54	**	9	39	63	111	57	24
	7%	12% de	11% d	**	3%	7% d	8%	7%	**	3%	4%	8% ab	6%	15% abcd	16% abcd
GiffGaff	162	38	13	**	10	102	30	44	**	24	53	65	143	18	9
	7%	10% d	5%	**	2%	9% d	6%	6%	**	9%	6%	8%	7%	5%	6%
Lebara	103	30	9	**	8	56	21	42	**	15	27	39	81	22	6
	4%	8% d	4%	**	1%	5% d	4%	5%	**	5%	3%	5%	4%	6%	4%
iD Mobile	97	16	11	**	7	63	18	25	**	15	41	30	85	11	2
	4%	4%	4%	**	1%	5% d	4%	3%	**	5%	4%	4%	4%	3%	1%
BT	53	2	1	**	29	19	19	18	**	8	29	3	41	12	4
	2%	1%	*%	**	6% abe	2%	4%	2%	**	3% c	3% c	*%	2% c	3% c	2% c
Smarty	39	8	4	**	5	21	8	8	**	6	14	12	32	7	1
	2%	2%	2%	**	1%	2%	2%	1%	**	2%	2%	1%	2%	2%	1%
VOXI	27	1	4	**	2	19	6	6	**	9	12	5	26	1	-
	1%	*%	2%	**	*%	2%	1%	1%	**	3% ce	1%	1%	1%	*%	-%

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2345	334	238	65	516	1199	473	681	82	270	893	805	1968	374	143
Effective Weighted Sample	2172	320	225	59	472	1109	432	643	78	241	810	756	1805	364	139
Total	2376	390	251	63	511	1169	500	784	95	278	908	805	1992	381	148
Talkmobile	22	6	2	**	1	13	6	6	**	1	6	8	16	6	2
	1%	1%	1%	**	*%	1%	1%	1%	**	*%	1%	1%	1%	2%	2%
Lycamobile	19	3	3	**	1	13	4	4	**	4	7	4	15	4	2
	1%	1%	1%	**	*%	1%	1%	1%	**	2%	1%	1%	1%	1%	2%
Asda Mobile	18	4	*	**	-	14	3	5	**	2	6	6	14	4	1
	1%	1%	*%	**	-%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%
TalkTalk	17	1	-	**	2	12	5	4	**	1	9	2	13	4	1
	1%	*%	-%	**	*%	1%	1%	1%	**	*%	1%	*%	1%	1%	1%
Utility Warehouse	8	-	-	**	5	3	1	2	**	3	-	3	7	1	1
	*%	-%	-%	**	1%	*%	*%	*%	**	1%	-%	*%	*%	*%	1%
										b					b
POP Telecom	2	-	-	**	-	2	1	1	**	1	1	-	2	-	-
	*%	-%	-%	**	-%	*%	*%	*%	**	1%	*%	-%	*%	-%	-%
Other supplier	18	1	1	**	-	15	1	7	**	2	5	4	11	7	3
	1%	*%	*%	**	-%	1%	*%	1%	**	1%	1%	1%	1%	2%	2%
						d									

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

Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2345	693	896	753	1184	1139	700	642	418	540	1954	208	112	71
Effective Weighted Sample	2172	622	825	723	1094	1058	649	605	384	504	1811	190	106	65
Total	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	71
EE	529	151	209	168	278	246	149	142	127	105	435	56	28	**
	22%	22%	23%	22%	23%	22%	23%	22%	26%	19%	22%	26%	24%	**
O2 (including Virgin Mobile)	429	98	176	155	220	205	132	122	80	88	353	40	9	**
	18%	14%	19% a	20% a	18%	18%	20%	19%	17%	16%	18% c	18%	8%	**
Vodafone	282	87	114	82	145	133	90	62	56	67	232	26	17	**
	12%	12%	13%	11%	12%	12%	14%	10%	12%	12%	12%	12%	15%	**
'3'/ Three	195	77	87	31	103	92	47	53	41	48	163	18	9	**
	8%	11% c	10% c	4%	8%	8%	7%	8%	8%	9%	8%	8%	8%	**
Sky	189	55	86	47	89	101	50	45	47	45	158	18	12	**
	8%	8%	9%	6%	7%	9%	8%	7%	10%	8%	8%	8%	10%	**
Tesco Mobile	168	21	53	93	74	93	38	42	33	52	134	17	10	**
	7%	3%	6% a	12% ab	6%	8%	6%	7%	7%	9%	7%	8%	8%	**
GiffGaff	162	53	62	47	84	76	28	43	27	59	132	13	15	**
	7%	8%	7%	6%	7%	7%	4%	7%	5%	11% ac	7%	6%	13%	**
Lebara	103	26	33	44	61	41	26	34	13	28	90	9	3	**
	4%	4%	4%	6%	5%	4%	4%	5%	3%	5%	5%	4%	2%	**
iD Mobile	97	37	32	27	50	44	24	37	12	23	82	4	7	**
	4%	5%	4%	4%	4%	4%	4%	6%	3%	4%	4%	2%	6%	**
BT	53	30	7	16	33	19	27	14	7	3	45	5	-	**
	2%	4% b	1%	2%	3%	2%	4% d	2%	2%	1%	2%	2%	-%	**
Smarty	39	13	9	17	21	17	9	16	5	9	32	3	3	**
	2%	2%	1%	2%	2%	1%	1%	2%	1%	2%	2%	1%	3%	**
VOXI	27	20	4	3	11	15	5	10	7	5	25	1	-	**
	1%	3% bc	*%	*%	1%	1%	1%	2%	1%	1%	1%	1%	-%	**
Talkmobile	22	3	8	11	9	13	5	9	6	3	19	2	1	**
	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	**

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2345	693	896	753	1184	1139	700	642	418	540	1954	208	112	71
Effective Weighted Sample	2172	622	825	723	1094	1058	649	605	384	504	1811	190	106	65
Total	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	71
Lycamobile	19	8	6	4	12	5	4	4	8	2	16	2	-	**
	1%	1%	1%	1%	1%	*%	1%	1%	2%	*%	1%	1%	-%	**
Asda Mobile	18	4	6	8	10	7	6	2	6	3	15	2	1	**
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**
TalkTalk	17	5	8	4	8	9	7	2	3	3	17	-	-	**
	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	-%	**
Utility Warehouse	8	3	2	2	5	3	1	4	-	3	8	-	-	**
	*%	*%	*%	*%	*%	*%	*%	1%	-%	1%	*%	-%	-%	**
POP Telecom	2	2	-	-	2	-	2	-	-	-	1	1	-	**
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	*%	-%	**
Other supplier	18	3	7	7	7	10	4	5	5	3	16	1	1	**
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2345	218	713	891	726	1231	113	35	78	16	1567	436	340	759	461
Effective Weighted Sample	2172	196	658	826	665	1141	99	30	69	15	1475	381	316	709	435
Total	2376	219	742	886	723	1262	113	32	81	17	1601	425	358	795	476
EE	529	43	164	218	164	284	19	**	**	**	305	87	88	183	99
	22%	20%	22%	25%	23%	23%	17%	**	**	**	19%	20%	25%	23%	21%
O2 (including Virgin Mobile)	429	33	137	155	136	225	28	**	**	**	372	57	53	148	105
	18%	15%	18%	17%	19%	18%	25%	**	**	**	23% b	13%	15%	19%	22% a
Vodafone	282	29	90	111	76	165	15	**	**	**	171	59	43	104	60
	12%	13%	12%	13%	11%	13%	14%	**	**	**	11%	14%	12%	13%	13%
'3'/ Three	195	27	51	73	61	91	10	**	**	**	157	26	28	54	33
	8%	13% b	7%	8%	8%	7%	9%	**	**	**	10%	6%	8%	7%	7%
Sky	189	20	58	72	60	104	7	**	**	**	54	21	21	75	36
	8%	9%	8%	8%	8%	8%	6%	**	**	**	3%	5%	6%	9%	8%
Tesco Mobile	168	13	68	40	51	90	7	**	**	**	137	31	34	50	22
	7%	6%	9% c	4%	7%	7%	7%	**	**	**	9%	7%	10% c	6%	5%
GiffGaff	162	21	50	47	51	82	4	**	**	**	90	72	22	48	40
	7%	9%	7%	5%	7%	6%	4%	**	**	**	6%	17% a	6%	6%	8%
Lebara	103	8	29	43	30	51	8	**	**	**	90	13	16	38	23
	4%	4%	4%	5%	4%	4%	7%	**	**	**	6%	3%	4%	5%	5%
iD Mobile	97	9	28	40	26	51	1	**	**	**	93	4	8	37	20
	4%	4%	4%	5%	4%	4%	1%	**	**	**	6% b	1%	2%	5%	4%
BT	53	2	15	28	11	34	2	**	**	**	10	18	14	16	3
	2%	1%	2%	3%	2%	3%	1%	**	**	**	1%	4% a	4% c	2%	1%
Smarty	39	4	10	13	15	18	2	**	**	**	34	5	7	9	10
	2%	2%	1%	1%	2%	1%	2%	**	**	**	2%	1%	2%	1%	2%

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

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Q6B. Which provider do you use for your Mobile Phone service?
Base: Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2345	218	713	891	726	1231	113	35	78	16	1567	436	340	759	461
Effective Weighted Sample	2172	196	658	826	665	1141	99	30	69	15	1475	381	316	709	435
Total	2376	219	742	886	723	1262	113	32	81	17	1601	425	358	795	476
VOXI	27	2	8	11	10	12	2	**	**	**	23	4	3	6	9
	1%	1%	1%	1%	1%	1%	2%	**	**	**	1%	1%	1%	1%	2%
Talkmobile	22	1	7	7	4	13	-	**	**	**	21	1	5	4	8
	1%	*%	1%	1%	1%	1%	-%	**	**	**	1%	*%	1%	1%	2%
Lycamobile	19	3	5	4	5	10	1	**	**	**	13	6	3	5	1
	1%	1%	1%	*%	1%	1%	1%	**	**	**	1%	1%	1%	1%	*%
Asda Mobile	18	2	6	5	9	7	1	**	**	**	7	11	6	2	-
	1%	1%	1%	1%	1%	1%	1%	**	**	**	*%	3% a	2% c	*%	-%
TalkTalk	17	-	4	9	1	14	*	**	**	**	8	4	3	5	-
	1%	-%	*%	1%	*%	1%	*%	**	**	**	1%	1%	1%	1%	-%
Utility Warehouse	8	1	4	1	2	6	2	**	**	**	3	-	1	3	1
	*%	*%	*%	*%	*%	*%	2%	**	**	**	*%	-%	*%	*%	*%
POP Telecom	2	1	-	1	1	1	-	**	**	**	-	2	-	-	-
	*%	*%	-%	*%	*%	*%	-%	**	**	**	-%	*% a	-%	-%	-%
Other supplier	18	1	8	6	9	7	1	**	**	**	13	4	3	7	5
	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	1%	1%	1%	1%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
Sky	405	**	195	41	167	111	98	18	**	257	99	292	64	213	142	50
	19%	**	23%	21%	22%	22%	23%	20%	**	18%	26% a	19%	26% a	19%	21%	20%
Virgin Media	401	**	160	18	149	80	87	8	**	335	3	335	3	195	143	38
	19%	**	19%	9%	20% a	16%	20% c	9%	**	24% b	1%	22% b	1%	18%	21%	15%
BT	332	**	168	41	137	61	117	12	**	250	33	261	21	163	119	26
	16%	**	20%	21%	18%	12%	27% ac	14%	**	18% b	9%	17% b	9%	15%	17% c	10%
EE	257	**	92	19	83	65	37	19	**	74	151	127	98	136	89	41
	12%	**	11%	9%	11%	13%	9%	21% b	**	5%	40% a	8%	41% a	12%	13%	17%
Vodafone	179	**	87	10	79	64	24	11	**	94	62	115	41	103	53	24
	9%	**	10%	5%	11%	13% b	6%	12%	**	7%	16% a	7%	17% a	9%	8%	10%
TalkTalk	141	**	71	10	65	42	33	7	**	109	4	111	2	72	41	20
	7%	**	8%	5%	9%	8%	8%	8%	**	8% b	1%	7% b	1%	7%	6%	8%
Plusnet	78	**	31	4	29	22	11	3	**	66	2	68	-	46	22	8
	4%	**	4%	2%	4%	4%	3%	3%	**	5% b	*%	4% b	-%	4%	3%	3%
'3'/ Three	34	**	2	5	-	3	2	-	**	12	15	21	6	17	10	5
	2%	**	*%	2% b	-%	1%	1%	-%	**	1%	4% a	1%	3%	2%	1%	2%
Utility Warehouse	30	**	14	3	14	11	6	2	**	22	5	23	4	16	11	2
	1%	**	2%	2%	2%	2%	1%	3%	**	2%	1%	2%	2%	1%	2%	1%
Hyperoptic	28	**	4	2	4	4	2	*	**	21	-	21	-	14	8	1
	1%	**	*%	1%	*%	1%	*%	*%	**	2%	-%	1%	-%	1%	1%	*%
Community Fibre	21	**	2	*	2	3	-	*	**	17	*	17	*	17	-	7
	1%	**	*%	*%	*%	*%	-%	*%	**	1%	*%	1%	*%	2% b	-%	3% b
Zen	19	**	9	5	5	7	3	1	**	19	-	19	-	11	8	1
	1%	**	1%	3%	1%	1%	1%	1%	**	1%	-%	1%	-%	1%	1%	*%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
NOW/ NOW Broadband	16	**	6	5	4	5	4	*	**	13	-	13	-	7	6	2
	1%	**	1%	3% b	*%	1%	1%	*%	**	1%	-%	1%	-%	1%	1%	1%
Gigaclear	11	**	3	5	2	5	1	2	**	7	2	8	2	6	3	1
	1%	**	*%	2% b	*%	1%	*%	3%	**	*%	1%	*%	1%	1%	*%	*%
KCOM	10	**	2	2	2	2	2	-	**	6	1	7	-	5	2	2
	*%	**	*%	1%	*%	*%	1%	-%	**	*%	*%	*%	-%	*%	*%	1%
Your Co-op	4	**	4	-	4	4	-	-	**	2	-	2	-	2	-	-
	*%	**	*%	-%	*%	1%	-%	-%	**	*%	-%	*%	-%	*%	-%	-%
POP Telecom	1	**	-	1	-	*	1	*	**	*	-	*	-	*	-	-
	*%	**	-%	1%	-%	*%	*%	*%	**	*%	-%	*%	-%	*%	-%	-%
Other supplier	121	**	-	27	-	26	1	6	**	100	3	101	1	73	30	20
	6%	**	-%	14% b	-%	5% b	*%	6% b	**	7% b	1%	7% b	1%	7%	4%	8%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
Sky	405 19%	84 10%	320 26% a	137 13%	268 26% a	242 19%	162 20%	67 18%	39 15%	7 3%	255 43% a	53 16%	210 42% a
Virgin Media	401 19%	179 20%	222 18%	193 18%	208 21%	195 15%	206 25% acd	48 13%	33 13%	28 12%	181 31% a	38 11%	171 34% a
BT	332 16%	132 15%	199 16%	171 16%	161 16%	163 13%	169 21% acd	36 10%	19 7%	59 24% b	55 9%	73 21% b	41 8%
EE	257 12%	69 8%	189 16% a	115 11%	142 14%	192 15% b	65 8%	70 19% b	50 19% b	52 21% b	54 9%	58 17% b	49 10%
Vodafone	179 9%	73 8%	106 9%	88 8%	91 9%	138 11% b	41 5%	40 11% b	29 12% b	31 13% b	5 1%	34 10% b	3 1%
TalkTalk	141 7%	62 7%	79 7%	72 7%	69 7%	70 6%	71 9% acd	16 4%	9 4%	12 5%	27 5%	21 6%	18 4%
Plusnet	78 4%	47 5% b	31 3%	50 5%	29 3%	57 4%	21 3%	10 3%	9 4%	5 2%	2 *%	7 2% b	1 *%
'3'/ Three	34 2%	19 2%	15 1%	28 3% b	6 1%	23 2%	12 1%	10 3%	7 3%	2 1%	2 *%	4 1%	- -%
Utility Warehouse	30 1%	11 1%	19 2%	12 1%	18 2%	21 2%	9 1%	6 2%	6 2%	8 3% b	- -%	8 2% b	- -%
Hyperoptic	28 1%	24 3% b	4 *%	25 2% b	4 *%	13 1%	15 2%	5 1%	4 2%	5 2% b	- -%	5 2% b	- -%
Community Fibre	21 1%	19 2% b	2 *%	19 2% b	2 *%	19 1%	2 *%	6 2% b	5 2% b	3 1%	* *%	3 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.

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
Zen	19	11	9	14	5	15	4	5	3	1	-	1	-
	1%	1%	1%	1%	*%	1%	*%	1%	1%	*%	-%	*%	-%
NOW/ NOW Broadband	16	9	7	11	5	12	3	1	-	2	4	4	2
	1%	1%	1%	1%	*%	1%	*%	*%	-%	1%	1%	1%	*%
Gigaclear	11	8	2	9	1	9	1	4	4	2	2	2	2
	1%	1%	*%	1%	*%	1%	*%	1%	2% b	1%	*%	1%	*%
KCOM	10	8	2	8	2	4	6	1	-	4	1	5	-
	*%	1%	*%	1%	*%	*%	1%	*%	-%	2% b	*%	1% b	-%
Your Co-op	4	-	4	-	4	2	1	-	-	-	-	-	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	-%	-%	-%
POP Telecom	1	1	-	1	-	1	-	1	1	-	-	-	-
	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%
Other supplier	121	121	-	121	-	97	24	41	37	23	3	24	1
	6%	14% b	-%	11% b	-%	8% b	3%	11% b	14% ab	9% b	*%	7% b	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
Sky	405	111	152	27	**	14	19	**	**	262	33	351	53
	19%	30%	33%	27%	**	11%	6%	**	**	31% b	7%	21% b	13%
Virgin Media	401	86	123	15	**	16	31	**	**	209	47	325	76
	19%	23%	27% c	15%	**	12%	10%	**	**	25% b	10%	19%	19%
BT	332	52	62	15	**	24	69	**	**	114	93	249	83
	16%	14%	13%	15%	**	18%	22%	**	**	14%	21% a	15%	20% a
EE	257	66	41	30	**	17	43	**	**	106	60	214	43
	12%	18% b	9%	30% ab	**	13%	14%	**	**	13%	13%	13%	10%
Vodafone	179	15	22	4	**	17	40	**	**	36	57	136	44
	9%	4%	5%	4%	**	13%	12%	**	**	4%	13% a	8%	11%
TalkTalk	141	14	24	4	**	9	35	**	**	39	44	110	31
	7%	4%	5%	4%	**	7%	11%	**	**	5%	10% a	7%	8%
Plusnet	78	1	6	-	**	9	23	**	**	8	33	59	20
	4%	*%	1%	-%	**	7%	7%	**	**	1%	7% a	4%	5%
'3'/ Three	34	3	1	1	**	-	4	**	**	4	4	23	11
	2%	1%	*%	1%	**	-%	1%	**	**	*%	1%	1%	3%
Utility Warehouse	30	1	7	-	**	2	6	**	**	8	8	21	9
	1%	*%	2%	-%	**	2%	2%	**	**	1%	2%	1%	2%
Hyperoptic	28	3	3	1	**	1	2	**	**	5	3	23	6
	1%	1%	1%	1%	**	1%	1%	**	**	1%	1%	1%	1%
Community Fibre	21	1	2	1	**	4	3	**	**	3	7	18	3
	1%	*%	*%	1%	**	3%	1%	**	**	*%	2%	1%	1%
Zen	19	1	-	-	**	1	11	**	**	1	12	14	6
	1%	*%	-%	-%	**	1%	3%	**	**	*%	3% a	1%	1%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
NOW/ NOW Broadband	16	3	3	*	**	3	1	**	**	6	4	14	1
	1%	1%	1%	*%	**	2%	*%	**	**	1%	1%	1%	*%
Gigaclear	11	2	2	-	**	-	2	**	**	4	2	7	3
	1%	*%	1%	-%	**	-%	1%	**	**	*%	*%	*%	1%
KCOM	10	2	3	1	**	-	2	**	**	5	2	10	-
	*%	1%	1%	1%	**	-%	1%	**	**	1%	*%	1%	-%
Your Co-op	4	-	-	-	**	1	1	**	**	-	2	1	2
	*%	-%	-%	-%	**	1%	*%	**	**	-%	1%	*%	1%
POP Telecom	1	-	-	-	**	-	-	**	**	-	-	1	-
	*%	-%	-%	-%	**	-%	-%	**	**	-%	-%	*%	-%
Other supplier	121	11	14	3	**	14	23	**	**	25	38	105	16
	6%	3%	3%	3%	**	11%	7%	**	**	3%	8% a	6%	4%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
Sky	405	42	97	**	135	83	94	190	**	32	167	149	348	56	19
	19%	10%	37%	**	27%	10%	19%	23%	**	23%	21%	19%	21%	14%	13%
			ade		ae						e		e		
Virgin Media	401	43	116	**	65	177	92	137	**	30	148	158	335	66	20
	19%	10%	45%	**	13%	21%	18%	17%	**	21%	19%	21%	20%	17%	14%
			ade			ad									
BT	332	131	25	**	49	128	113	128	**	18	103	132	254	77	29
	16%	31%	9%	**	10%	15%	22%	16%	**	13%	13%	17%	15%	20%	20%
		bde				d	b							b	
EE	257	26	5	**	151	64	63	96	**	16	106	73	196	61	31
	12%	6%	2%	**	30%	7%	13%	12%	**	12%	14%	10%	12%	16%	21%
					abe	b								c	cd
Vodafone	179	49	-	**	63	68	59	61	**	13	75	59	148	30	11
	9%	12%	-%	**	13%	8%	12%	8%	**	9%	10%	8%	9%	8%	7%
		b			be	b									
TalkTalk	141	54	14	**	11	60	32	75	**	5	55	44	104	37	14
	7%	13%	5%	**	2%	7%	6%	9%	**	4%	7%	6%	6%	9%	10%
		bde				d									
Plusnet	78	30	1	**	2	47	1	43	**	4	19	37	60	18	10
	4%	7%	*%	**	*%	6%	*%	5%	**	3%	2%	5%	4%	5%	7%
		bd				bd		a							b
'3'/ Three	34	-	-	**	15	19	2	11	**	4	14	11	29	5	-
	2%	-%	-%	**	3%	2%	*%	1%	**	3%	2%	1%	2%	1%	-%
					ab	a									
Utility Warehouse	30	14	-	**	5	11	1	17	**	1	7	16	24	6	1
	1%	3%	-%	**	1%	1%	*%	2%	**	1%	1%	2%	1%	2%	1%
		b						a							
Hyperoptic	28	4	-	**	-	24	6	2	**	4	15	6	25	3	1
	1%	1%	-%	**	-%	3%	1%	*%	**	3%	2%	1%	1%	1%	1%
						bd									
Community Fibre	21	2	-	**	*	19	3	4	**	4	7	11	21	-	-
	1%	1%	-%	**	*%	2%	1%	1%	**	3%	1%	1%	1%	-%	-%
						d				e					
Zen	19	9	-	**	-	11	5	5	**	1	3	5	10	9	2
	1%	2%	-%	**	-%	1%	1%	1%	**	1%	*%	1%	1%	2%	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.

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
NOW/ NOW Broadband	16	3	3	**	1	9	5	7	**	1	6	7	13	2	-
	1%	1%	1%	**	*%	1%	1%	1%	**	*%	1%	1%	1%	1%	-%
Gigaclear	11	2	-	**	2	6	4	2	**	1	3	6	10	1	-
	1%	1%	-%	**	*%	1%	1%	*%	**	1%	*%	1%	1%	*%	-%
KCOM	10	2	-	**	1	7	3	1	**	1	5	3	10	-	-
	*%	1%	-%	**	*%	1%	1%	*%	**	1%	1%	*%	1%	-%	-%
Your Co-op	4	4	-	**	-	-	2	1	**	-	-	2	2	1	1
	*%	1%	-%	**	-%	-%	*%	*%	**	-%	-%	*%	*%	*%	1%
		e													
POP Telecom	1	-	-	**	-	1	*	1	**	-	1	-	1	-	-
	*%	-%	-%	**	-%	*%	*%	*%	**	-%	*%	-%	*%	-%	-%
Other supplier	121	-	-	**	3	118	18	29	**	6	49	47	102	18	5
	6%	-%	-%	**	1%	14%	4%	4%	**	4%	6%	6%	6%	5%	3%
						abd									

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Sky	405	90	192	122	198	203	104	121	85	91	340	36	22	**
	19%	18%	23% c	16%	18%	21%	17%	20%	21%	20%	20%	18%	20%	**
Virgin Media	401	91	163	147	214	180	123	101	88	85	340	30	15	**
	19%	19%	20%	19%	20%	18%	20%	17%	21%	19%	20%	16%	13%	**
BT	332	65	112	154	169	161	108	80	60	78	263	29	23	**
	16%	13%	14%	20% ab	15%	17%	18%	14%	14%	17%	15%	15%	20%	**
EE	257	67	95	95	141	115	83	72	48	50	191	41	15	**
	12%	14%	11%	12%	13%	12%	14%	12%	12%	11%	11%	21% a	13%	**
Vodafone	179	56	65	57	89	89	56	57	34	30	146	21	9	**
	9%	12%	8%	7%	8%	9%	9%	10%	8%	7%	9%	11%	8%	**
TalkTalk	141	31	44	66	71	70	32	42	25	42	116	11	12	**
	7%	6%	5%	9% b	6%	7%	5%	7%	6%	9%	7%	5%	11%	**
Plusnet	78	9	29	41	43	36	22	22	13	20	64	10	3	**
	4%	2%	3%	5% a	4%	4%	4%	4%	3%	4%	4%	5%	3%	**
'3'/ Three	34	15	12	8	18	16	11	6	6	11	31	1	2	**
	2%	3% c	1%	1%	2%	2%	2%	1%	1%	2%	2%	*%	2%	**
Utility Warehouse	30	2	18	10	18	12	9	10	4	8	25	3	2	**
	1%	*%	2%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	**
Hyperoptic	28	13	12	4	18	11	12	13	1	3	27	1	-	**
	1%	3% c	1%	1%	2%	1%	2%	2%	*%	1%	2%	1%	-%	**
Community Fibre	21	4	12	5	12	9	4	10	5	3	21	-	-	**
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	-%	-%	**
Zen	19	4	3	12	12	6	5	4	2	7	12	6	1	**
	1%	1%	*%	2%	1%	1%	1%	1%	1%	2%	1%	3% a	1%	**

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
NOW/ NOW Broadband	16	2	8	5	8	7	*	6	7	2	13	2	1	**
	1%	1%	1%	1%	1%	1%	*%	1%	2% a	*%	1%	1%	1%	**
Gigaclear	11	3	1	6	4	6	4	3	2	1	11	-	-	**
	1%	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	-%	-%	**
KCOM	10	4	5	1	3	7	5	1	3	2	9	1	-	**
	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	1%	1%	-%	**
Your Co-op	4	-	1	2	2	1	1	1	1	-	4	-	-	**
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%	**
POP Telecom	1	-	1	-	1	-	*	1	-	-	1	*	-	**
	*%	-%	*%	-%	*%	-%	*%	*%	-%	-%	*%	*%	-%	**
Other supplier	121	30	56	34	72	48	28	44	29	20	107	3	7	**
	6%	6%	7%	4%	7%	5%	5%	7%	7%	5%	6% b	1%	6%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
Sky	405 19%	32 19%	151 23% c	141 17%	134 21%	212 19%	** **	** **	** **	** **	218 19%	49 18%	77 18%	212 22% c	86 16%
Virgin Media	401 19%	31 18%	125 19%	162 20%	118 19%	217 19%	** **	** **	** **	** **	286 24%	50 18%	49 11%	145 15%	170 32% ab
BT	332 16%	24 14%	108 16%	131 16%	91 14%	192 17%	** **	** **	** **	** **	193 16%	60 22%	80 19% c	166 18% c	50 9%
EE	257 12%	19 11%	84 13%	111 13%	86 14%	136 12%	** **	** **	** **	** **	62 5%	31 11% a	63 15%	110 12%	55 10%
Vodafone	179 9%	13 7%	53 8%	79 9%	38 6%	106 9%	** **	** **	** **	** **	81 7%	20 7%	38 9%	99 10% c	30 6%
TalkTalk	141 7%	14 8%	44 7%	47 6%	55 9%	70 6%	** **	** **	** **	** **	90 8%	20 7%	44 10% c	75 8% c	14 3%
Plusnet	78 4%	12 7%	24 4%	31 4%	24 4%	47 4%	** **	** **	** **	** **	55 5%	11 4%	26 6%	34 4%	16 3%
'3'/ Three	34 2%	6 4%	9 1%	15 2%	8 1%	16 1%	** **	** **	** **	** **	9 1%	5 2%	13 3% bc	10 1%	2 *%
Utility Warehouse	30 1%	4 2%	7 1%	15 2%	6 1%	20 2%	** **	** **	** **	** **	20 2%	2 1%	7 2%	10 1%	7 1%
Hyperoptic	28 1%	- -%	3 *%	17 2% b	6 1%	19 2%	** **	** **	** **	** **	18 2%	3 1%	1 *%	14 1%	13 2% a
Community Fibre	21 1%	1 1%	7 1%	8 1%	5 1%	12 1%	** **	** **	** **	** **	13 1%	4 2%	3 1%	6 1%	11 2%

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

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

Q6C. Which provider do you use for your Fixed Broadband service?
Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
Zen	19	2	6	7	7	8	**	**	**	**	16	3	1	11	6
	1%	1%	1%	1%	1%	1%	**	**	**	**	1%	1%	*%	1%	1%
NOW/ NOW Broadband	16	-	3	7	8	4	**	**	**	**	7	6	6	8	-
	1%	-%	1%	1%	1%	*%	**	**	**	**	1%	2%	2% c	1%	-%
Gigaclear	11	-	4	4	2	7	**	**	**	**	7	1	2	4	4
	1%	-%	1%	*%	*%	1%	**	**	**	**	1%	*%	1%	*%	1%
KCOM	10	-	4	4	8	2	**	**	**	**	5	1	3	6	2
	*%	-%	1%	*%	1% b	*%	**	**	**	**	*%	*%	1%	1%	*%
Your Co-op	4	1	1	-	2	1	**	**	**	**	2	-	2	1	-
	*%	1%	*%	-%	*%	*%	**	**	**	**	*%	-%	1%	*%	-%
POP Telecom	1	-	-	*	-	*	**	**	**	**	-	*	*	1	-
	*%	-%	-%	*%	-%	*%	**	**	**	**	-%	*%	*%	*%	-%
Other supplier	121	13	23	50	33	63	**	**	**	**	88	12	12	38	65
	6%	8%	3%	6%	5%	6%	**	**	**	**	8%	4%	3%	4%	12% ab

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

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
I am currently within my minimum contract period	1562	**	620	133	553	374	312	82	**	1038	302	1141	199	839	501	206
	75%	**	73%	67%	74%	73%	73%	89% ab	**	74%	80%	74%	82% a	76%	73%	83% b
My minimum contract period has ended, I am out of contract	283	**	134	31	119	89	61	6	**	205	43	226	22	160	88	28
	14%	**	16%	16%	16%	17% c	14%	7%	**	15%	11%	15%	9%	15%	13%	11%
I don't know whether I am within my minimum contract period or whether it has ended	181	**	69	25	55	42	38	4	**	113	30	123	20	75	68	11
	9%	**	8%	13%	7%	8%	9%	4%	**	8%	8%	8%	8%	7%	10% c	4%
I' m not sure/ Don't know if I ever had a contract	61	**	26	9	18	8	19	-	**	49	3	51	1	25	28	2
	3%	**	3%	5%	2%	2%	4%	-%	**	4% b	1%	3%	1%	2%	4%	1%

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

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
I am currently within my minimum contract period	1562	644	918	788	774	969	594	327	236	182	472	261	394
	75%	73%	76%	73%	76%	76%	73%	89% ab	92% ab	75%	80%	77%	79%
My minimum contract period has ended, I am out of contract	283	113	170	138	146	179	104	17	3	32	68	41	59
	14%	13%	14%	13%	14%	14% cd	13% cd	5%	1%	13%	12%	12%	12%
I don't know whether I am within my minimum contract period or whether it has ended	181	89	92	108	73	101	80	17	12	25	48	32	41
	9%	10%	8%	10%	7%	8%	10% c	5%	5%	10%	8%	9%	8%
I' m not sure/ Don't know if I ever had a contract	61	31	30	41	20	25	36	6	4	5	4	5	4
	3%	4%	2%	4%	2%	2%	4% a	2%	1%	2%	1%	1%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
I am currently within my minimum contract period	1562	294	361	89	**	98	230	**	**	654	328	1277	285
	75%	79%	78%	89% b	**	74%	73%	**	**	78%	73%	76%	70%
My minimum contract period has ended, I am out of contract	283	44	56	8	**	21	55	**	**	100	76	217	66
	14%	12%	12%	8%	**	16%	17%	**	**	12%	17%	13%	16%
I don't know whether I am within my minimum contract period or whether it has ended	181	30	42	2	**	4	17	**	**	72	21	151	30
	9%	8%	9% c	2%	**	3%	5%	**	**	9%	5%	9%	7%
I' m not sure/ Don't know if I ever had a contract	61	3	6	2	**	9	15	**	**	9	24	35	26
	3%	1%	1%	2%	**	7%	5%	**	**	1%	5% a	2%	6% a

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

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
I am currently within my minimum contract period	1562	282	204	**	414	624	380	611	**	96	610	555	1261	301	115
	75%	68%	78%	**	82%	73%	76%	75%	**	68%	78%	72%	75%	77%	80%
			a		ae										
My minimum contract period has ended, I am out of contract	283	80	29	**	50	111	75	119	**	15	101	125	240	42	12
	14%	19%	11%	**	10%	13%	15%	15%	**	11%	13%	16%	14%	11%	8%
		bde													
I don't know whether I am within my minimum contract period or whether it has ended	181	31	25	**	35	86	38	62	**	20	57	68	145	35	9
	9%	7%	10%	**	7%	10%	8%	8%	**	14%	7%	9%	9%	9%	6%
										b					
I' m not sure/ Don't know if I ever had a contract	61	23	3	**	4	31	10	18	**	10	17	19	46	15	8
	3%	5%	1%	**	1%	4%	2%	2%	**	7%	2%	2%	3%	4%	5%
		bd				d				bcd					

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
I am currently within my minimum contract period	1562	361	637	563	838	714	471	432	313	326	1297	145	82	**
	75%	74%	77%	73%	77%	73%	78%	73%	76%	72%	75%	74%	72%	**
My minimum contract period has ended, I am out of contract	283	55	121	107	155	127	87	82	56	58	227	27	15	**
	14%	11%	15%	14%	14%	13%	14%	14%	14%	13%	13%	14%	13%	**
I don't know whether I am within my minimum contract period or whether it has ended	181	52	59	70	74	103	39	57	33	51	146	16	17	**
	9%	11%	7%	9%	7%	11%	6%	10%	8%	11%	8%	8%	14%	**
						a				a				
I' m not sure/ Don't know if I ever had a contract	61	20	14	27	28	32	9	22	11	18	51	7	1	**
	3%	4%	2%	4%	3%	3%	2%	4%	3%	4%	3%	4%	1%	**
		b												

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

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

Q6K. Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
I am currently within my minimum contract period	1562	117	502	636	455	864	**	**	**	**	868	203	298	705	443
	75%	67%	76%	77%	72%	76%	**	**	**	**	74%	73%	69%	74%	84% ab
My minimum contract period has ended, I am out of contract	283	33	80	118	93	151	**	**	**	**	164	49	78	140	49
	14%	19%	12%	14%	15%	13%	**	**	**	**	14%	18%	18% c	15% c	9%
I don't know whether I am within my minimum contract period or whether it has ended	181	20	55	58	67	87	**	**	**	**	102	15	40	81	29
	9%	12%	8%	7%	11%	8%	**	**	**	**	9%	5%	9%	9%	6%
I' m not sure/ Don't know if I ever had a contract	61	3	20	16	16	33	**	**	**	**	37	12	13	22	9
	3%	2%	3%	2%	3%	3%	**	**	**	**	3%	4%	3%	2%	2%

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

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?

Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1516	64	564	125	503	353	275	93	63	998	293	1100	191	825	466	213
Effective Weighted Sample	1421	56	530	113	473	323	264	81	62	940	268	1035	173	768	441	193
Total	1562	65	620	133	553	374	312	82	68	1038	302	1141	199	839	501	206
Very certain	1202	**	499	100	452	311	241	**	**	819	222	896	146	647	395	152
	77%	**	80%	75%	82%	83%	77%	**	**	79%	74%	79%	73%	77%	79%	74%
Fairly certain	326	**	115	32	94	59	67	**	**	201	74	225	50	177	98	50
	21%	**	18%	24%	17%	16%	21%	**	**	19%	24%	20%	25%	21%	20%	24%
Not very certain	20	**	6	1	6	4	3	**	**	9	5	12	2	10	3	3
	1%	**	1%	1%	1%	1%	1%	**	**	1%	2%	1%	1%	1%	1%	2%
Don't know	14	**	1	-	1	-	1	**	**	8	1	8	1	5	5	1
	1%	**	*%	-%	*%	-%	*%	**	**	1%	*%	1%	1%	1%	1%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1516	643	873	785	731	957	559	353	244	185	483	267	401
Effective Weighted Sample	1421	607	815	740	682	893	528	332	237	169	449	244	375
Total	1562	644	918	788	774	969	594	327	236	182	472	261	394
Very certain	1202	476	727	585	617	756	446	254	189	137	362	191	308
	77%	74%	79%	74%	80%	78%	75%	78%	80%	75%	77%	73%	78%
Fairly certain	326	145	182	176	150	195	132	65	42	43	101	65	80
	21%	22%	20%	22%	19%	20%	22%	20%	18%	24%	21%	25%	20%
Not very certain	20	11	9	13	7	10	9	3	1	3	7	5	4
	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%
Don't know	14	13	1	13	1	7	7	5	3	-	2	-	2
	1%	2%	*%	2%	*%	1%	1%	2%	1%	-%	*%	-%	1%
		b		b									

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

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1516	307	361	105	60	92	206	22	18	668	298	1246	270
Effective Weighted Sample	1421	279	339	96	58	88	198	21	17	618	286	1161	260
Total	1562	294	361	89	54	98	230	22	18	654	328	1277	285
Very certain	1202	228	271	71	**	**	179	**	**	499	261	970	232
	77%	77%	75%	80%	**	**	78%	**	**	76%	79%	76%	81%
Fairly certain	326	63	81	17	**	**	47	**	**	144	61	279	48
	21%	21%	23%	19%	**	**	20%	**	**	22%	19%	22%	17%
Not very certain	20	2	7	1	**	**	1	**	**	9	2	18	2
	1%	1%	2%	1%	**	**	1%	**	**	1%	1%	1%	1%
Don't know	14	1	1	-	**	**	3	**	**	2	4	10	4
	1%	*%	*%	-%	**	**	1%	**	**	*%	1%	1%	1%

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

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1516	242	196	48	412	623	359	536	42	93	582	545	1220	295	110
Effective Weighted Sample	1421	231	185	42	382	589	331	510	40	83	535	515	1133	288	108
Total	1562	282	204	44	414	624	380	611	49	96	610	555	1261	301	115
Very certain	1202	231	169	**	313	464	303	471	**	**	443	442	949	253	95
	77%	82%	83%	**	76%	74%	80%	77%	**	**	73%	80% b	75%	84% bd	83%
Fairly certain	326	50	31	**	96	138	72	132	**	**	153	99	282	44	18
	21%	18%	15%	**	23%	22%	19%	22%	**	**	25% ce	18%	22% e	15%	16%
Not very certain	20	1	3	**	3	11	5	4	**	**	5	8	16	4	2
	1%	1%	1%	**	1%	2%	1%	1%	**	**	1%	1%	1%	1%	2%
Don't know	14	-	1	**	1	12	-	5	**	**	8	5	14	-	-
	1%	-%	*%	**	*%	2%	-%	1%	**	**	1%	1%	1%	-%	-%

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1516	349	616	550	799	707	495	427	260	314	1265	137	75	39
Effective Weighted Sample	1421	317	573	530	748	663	464	408	244	296	1187	127	72	36
Total	1562	361	637	563	838	714	471	432	313	326	1297	145	82	39
Very certain	1202	254	487	461	653	540	378	334	236	242	998	120	**	**
	77%	70%	76%	82% a	78%	76%	80%	77%	75%	74%	77%	82%	**	**
Fairly certain	326	100	133	94	171	154	87	86	72	74	268	25	**	**
	21%	28% c	21%	17%	20%	22%	18%	20%	23%	23%	21%	17%	**	**
Not very certain	20	5	9	6	10	10	5	8	1	6	17	1	**	**
	1%	1%	1%	1%	1%	1%	1%	2%	*%	2%	1%	1%	**	**
Don't know	14	3	9	2	4	10	2	5	4	4	13	-	**	**
	1%	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	-%	**	**

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

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

Q6N. You say you are in contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1516	108	471	639	446	830	64	-	64	-	839	194	292	681	431
Effective Weighted Sample	1421	100	438	599	416	777	56	-	56	-	797	172	270	636	407
Total	1562	117	502	636	455	864	65	-	65	-	868	203	298	705	443
Very certain	1202	83	380	503	343	676	**	**	**	**	698	142	225	529	368
	77%	71%	76%	79%	76%	78%	**	**	**	**	80% b	70%	76%	75%	83% b
Fairly certain	326	27	115	122	96	178	**	**	**	**	156	58	67	162	67
	21%	23%	23%	19%	21%	21%	**	**	**	**	18%	28% a	22%	23% c	15%
Not very certain	20	2	5	9	11	6	**	**	**	**	8	1	5	8	4
	1%	2%	1%	1%	2%	1%	**	**	**	**	1%	1%	2%	1%	1%
Don't know	14	4	2	2	5	3	**	**	**	**	6	2	1	6	4
	1%	4% bc	*%	*%	1%	*%	**	**	**	**	1%	1%	*%	1%	1%

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

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	272	19	122	32	109	86	55	13	3	192	41	211	22	151	82	32
Effective Weighted Sample	251	15	114	27	101	77	52	9	3	181	37	200	19	141	77	28
Total	283	16	134	31	119	89	61	6	3	205	43	226	22	160	88	28
Very certain	150	**	78	**	73	**	**	**	**	113	**	124	**	85	**	**
	53%	**	59%	**	61%	**	**	**	**	55%	**	55%	**	53%	**	**
Fairly certain	112	**	44	**	36	**	**	**	**	73	**	83	**	60	**	**
	39%	**	33%	**	30%	**	**	**	**	36%	**	37%	**	38%	**	**
Not very certain	20	**	11	**	10	**	**	**	**	17	**	17	**	13	**	**
	7%	**	8%	**	9%	**	**	**	**	8%	**	8%	**	8%	**	**
Don't know	2	**	1	**	-	**	**	**	**	2	**	2	**	2	**	**
	1%	**	1%	**	-%	**	**	**	**	1%	**	1%	**	1%	**	**

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

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	272	115	157	136	136	174	98	23	3	37	66	45	58
Effective Weighted Sample	251	106	145	125	126	159	92	18	3	32	61	40	53
Total	283	113	170	138	146	179	104	17	3	32	68	41	59
Very certain	150	53	96	64	86	95	**	**	**	**	**	**	**
	53%	47%	57%	47%	59%	53%	**	**	**	**	**	**	**
Fairly certain	112	52	59	64	47	68	**	**	**	**	**	**	**
	39%	46%	35%	47%	32%	38%	**	**	**	**	**	**	**
Not very certain	20	7	14	7	13	14	**	**	**	**	**	**	**
	7%	6%	8%	5%	9%	8%	**	**	**	**	**	**	**
Don't know	2	1	1	2	-	2	**	**	**	**	**	**	**
	1%	1%	1%	1%	-%	1%	**	**	**	**	**	**	**

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

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	272	47	56	13	2	20	47	3	2	103	67	215	57
Effective Weighted Sample	251	41	52	10	2	18	46	2	2	93	64	196	55
Total	283	44	56	8	2	21	55	2	2	100	76	217	66
Very certain	150	**	**	**	**	**	**	**	**	55	**	117	**
	53%	**	**	**	**	**	**	**	**	55%	**	54%	**
Fairly certain	112	**	**	**	**	**	**	**	**	38	**	84	**
	39%	**	**	**	**	**	**	**	**	38%	**	39%	**
Not very certain	20	**	**	**	**	**	**	**	**	7	**	15	**
	7%	**	**	**	**	**	**	**	**	7%	**	7%	**
Don't know	2	**	**	**	**	**	**	**	**	-	**	1	**
	1%	**	**	**	**	**	**	**	**	-%	**	1%	**

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

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	272	72	28	12	49	112	72	105	14	16	95	121	232	39	11
Effective Weighted Sample	251	68	26	12	43	104	64	98	14	13	85	114	212	38	11
Total	283	80	29	14	50	111	75	119	15	15	101	125	240	42	12
Very certain	150	**	**	**	**	52	**	66	**	**	**	81	126	**	**
	53%	**	**	**	**	47%	**	56%	**	**	**	65%	52%	**	**
Fairly certain	112	**	**	**	**	52	**	40	**	**	**	33	98	**	**
	39%	**	**	**	**	46%	**	33%	**	**	**	26%	41% c	**	**
Not very certain	20	**	**	**	**	7	**	13	**	**	**	10	16	**	**
	7%	**	**	**	**	6%	**	11%	**	**	**	8%	7%	**	**
Don't know	2	**	**	**	**	1	**	-	**	**	**	1	1	**	**
	1%	**	**	**	**	1%	**	-%	**	**	**	1%	*%	**	**

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	272	56	115	100	147	123	94	75	46	56	219	26	15	12
Effective Weighted Sample	251	47	106	96	136	113	87	72	42	52	203	22	15	11
Total	283	55	121	107	155	127	87	82	56	58	227	27	15	14
Very certain	150	**	64	68	81	67	**	**	**	**	122	**	**	**
	53%	**	53%	64%	53%	53%	**	**	**	**	54%	**	**	**
Fairly certain	112	**	48	27	60	51	**	**	**	**	88	**	**	**
	39%	**	40%	26%	38%	40%	**	**	**	**	39%	**	**	**
Not very certain	20	**	7	10	13	7	**	**	**	**	15	**	**	**
	7%	**	6%	9%	8%	6%	**	**	**	**	7%	**	**	**
Don't know	2	**	1	1	1	1	**	**	**	**	2	**	**	**
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	**	**	**

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

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

Q6N. You say you are out of contract with your Fixed Broadband service supplier. How certain of this are you?
Base: Those responsible for the household's fixed broadband service responding they are out of contract

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	272	30	76	115	94	140	19	-	19	-	155	45	74	134	48
Effective Weighted Sample	251	27	71	106	83	132	15	-	15	-	148	41	68	123	45
Total	283	33	80	118	93	151	16	-	16	-	164	49	78	140	49
Very certain	150	**	**	62	**	82	**	**	**	**	92	**	**	67	**
	53%	**	**	52%	**	54%	**	**	**	**	56%	**	**	47%	**
Fairly certain	112	**	**	47	**	63	**	**	**	**	58	**	**	63	**
	39%	**	**	40%	**	42%	**	**	**	**	35%	**	**	45%	**
Not very certain	20	**	**	9	**	6	**	**	**	**	13	**	**	10	**
	7%	**	**	7%	**	4%	**	**	**	**	8%	**	**	7%	**
Don't know	2	**	**	-	**	-	**	**	**	**	1	**	**	1	**
	1%	**	**	-%	**	-%	**	**	**	**	1%	**	**	1%	**

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

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

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted row	708	34	246	80	200	150	130	33	12	447	129	494	82	355	221	84
Effective Weighted Sample	658	28	231	71	188	134	125	24	12	422	117	465	74	329	210	74
Total	736	30	271	82	219	149	152	21	13	473	134	522	85	366	241	81
Within the last 2 years	446	**	130	**	108	80	69	**	**	282	88	312	**	236	134	**
	61%	**	48%	**	49%	54%	45%	**	**	60%	66%	60%	**	65%	56%	**
Longer than 2 years ago	241	**	122	**	95	56	74	**	**	167	33	180	**	113	88	**
	33%	**	45%	**	44%	37%	49%	**	**	35%	25%	35%	**	31%	37%	**
Don't know	49	**	19	**	16	14	9	**	**	23	12	30	**	17	19	**
	7%	**	7%	**	7%	9%	6%	**	**	5%	9%	6%	**	5%	8%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	b	a	b
Unweighted row	708	344	364	416	292	417	291	120	66	96	189	128	157
Effective Weighted Sample	658	320	338	387	272	383	275	107	64	88	175	116	147
Total	736	348	387	425	311	423	313	107	66	90	191	124	158
Within the last 2 years	446	235	211	277	169	278	168	96	**	**	118	73	98
	61%	67%	54%	65%	54%	66%	54%	90%	**	**	61%	59%	62%
		b		b		b		ab					
Longer than 2 years ago	241	92	149	118	123	122	119	10	**	**	63	45	51
	33%	26%	38%	28%	40%	29%	38%	9%	**	**	33%	36%	32%
			a		a	c	ac						
Don't know	49	22	27	30	19	24	25	*	**	**	11	6	9
	7%	6%	7%	7%	6%	6%	8%	*%	**	**	6%	5%	6%
							c						

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

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

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted row	708	130	155	35	15	36	96	10	6	285	132	576	132
Effective Weighted Sample	658	118	144	30	15	33	92	8	5	263	125	531	127
Total	736	126	156	26	14	40	106	9	5	282	146	593	143
Within the last 2 years	446	81	90	**	**	**	**	**	**	172	82	368	78
	61%	64%	58%	**	**	**	**	**	**	61%	56%	62%	55%
Longer than 2 years ago	241	37	59	**	**	**	**	**	**	96	54	187	54
	33%	29%	38%	**	**	**	**	**	**	34%	37%	32%	38%
Don't know	49	8	7	**	**	**	**	**	**	15	9	38	11
	7%	6%	4%	**	**	**	**	**	**	5%	6%	6%	8%

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

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

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	708	124	66	28	161	332	154	238	34	76	282	234	592	115	42
Effective Weighted Sample	658	117	63	25	147	309	141	222	33	67	257	221	545	113	41
Total	736	139	73	28	163	336	164	274	38	77	298	243	617	117	44
Within the last 2 years	446	55	**	**	112	225	95	160	**	**	199	139	390	55	**
	61%	40%	**	**	68% a	67% a	58%	58%	**	**	67% e	57%	63% e	47%	**
Longer than 2 years ago	241	70	**	**	39	92	59	100	**	**	83	92	194	47	**
	33%	51% de	**	**	24%	27%	36%	36%	**	**	28%	38%	31%	40%	**
Don't know	49	13	**	**	12	19	10	15	**	**	16	11	33	16	**
	7%	10%	**	**	7%	6%	6%	5%	**	**	6%	5%	5%	13% bcd	**

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

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	708	216	261	230	338	363	188	215	122	172	583	58	47	20
Effective Weighted Sample	658	194	243	221	312	340	174	204	114	161	541	53	45	19
Total	736	218	280	237	361	368	177	219	149	181	601	63	50	21
Within the last 2 years	446	141	176	128	221	220	112	129	90	109	374	**	**	**
	61%	65%	63%	54%	61%	60%	63%	59%	61%	60%	62%	**	**	**
Longer than 2 years ago	241	63	92	86	118	122	58	73	51	57	186	**	**	**
	33%	29%	33%	36%	33%	33%	33%	33%	35%	31%	31%	**	**	**
Don't know	49	14	12	24	23	26	7	17	7	15	41	**	**	**
	7%	6%	4%	10%	6%	7%	4%	8%	5%	8%	7%	**	**	**

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

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

Q6Q. When did you sign up to your CURRENT Fixed Broadband service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	708	66	223	258	238	360	34	-	34	-	361	107	154	338	122
Effective Weighted Sample	658	61	207	239	220	334	28	-	28	-	343	95	141	311	115
Total	736	73	234	263	242	376	30	-	30	-	381	114	160	353	127
Within the last 2 years	446	**	144	161	146	230	**	**	**	**	230	67	99	216	87
	61%	**	61%	61%	61%	61%	**	**	**	**	60%	59%	62%	61%	68%
Longer than 2 years ago	241	**	81	88	82	127	**	**	**	**	135	39	53	114	36
	33%	**	35%	33%	34%	34%	**	**	**	**	35%	34%	33%	32%	28%
Don't know	49	**	10	13	14	19	**	**	**	**	17	8	8	22	5
	7%	**	4%	5%	6%	5%	**	**	**	**	4%	7%	5%	6%	4%

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

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

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	~b	a	b	~c
Unweighted row	708	34	246	80	200	150	130	33	12	447	129	494	82	355	221	84
Effective Weighted Sample	658	28	231	71	188	134	125	24	12	422	117	465	74	329	210	74
Total	736	30	271	82	219	149	152	21	13	473	134	522	85	366	241	81
Yes	205	**	55	**	47	42	21	**	**	124	45	140	**	118	51	**
	28%	**	20%	**	22%	28%	14%	**	**	26%	34%	27%	**	32%	21%	**
						b								b		
No	479	**	199	**	158	97	119	**	**	317	78	346	**	228	167	**
	65%	**	73%	**	72%	65%	78%	**	**	67%	58%	66%	**	62%	69%	**
Don't know	52	**	17	**	14	11	12	**	**	32	10	36	**	20	23	**
	7%	**	6%	**	7%	7%	8%	**	**	7%	8%	7%	**	5%	9%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	b	a	b
Unweighted row	708	344	364	416	292	417	291	120	66	96	189	128	157
Effective Weighted Sample	658	320	338	387	272	383	275	107	64	88	175	116	147
Total	736	348	387	425	311	423	313	107	66	90	191	124	158
Yes	205	106	100	124	81	145	60	59	**	**	64	43	52
	28%	30%	26%	29%	26%	34%	19%	55%	**	**	34%	35%	33%
						b		ab					
No	479	216	262	268	211	251	228	43	**	**	117	71	99
	65%	62%	68%	63%	68%	59%	73%	40%	**	**	61%	57%	63%
						c	ac						
Don't know	52	26	26	32	19	27	25	5	**	**	10	11	7
	7%	8%	7%	8%	6%	6%	8%	5%	**	**	5%	9%	4%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted row	708	130	155	35	15	36	96	10	6	285	132	576	132
Effective Weighted Sample	658	118	144	30	15	33	92	8	5	263	125	531	127
Total	736	126	156	26	14	40	106	9	5	282	146	593	143
Yes	205	44	51	**	**	**	**	**	**	95	25	191	15
	28%	35%	32%	**	**	**	**	**	**	34%	17%	32%	10%
										b		b	
No	479	73	97	**	**	**	**	**	**	170	110	367	112
	65%	58%	62%	**	**	**	**	**	**	60%	75%	62%	79%
											a		a
Don't know	52	9	8	**	**	**	**	**	**	17	11	36	16
	7%	7%	5%	**	**	**	**	**	**	6%	7%	6%	11%

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

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

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	708	124	66	28	161	332	154	238	34	76	282	234	592	115	42
Effective Weighted Sample	658	117	63	25	147	309	141	222	33	67	257	221	545	113	41
Total	736	139	73	28	163	336	164	274	38	77	298	243	617	117	44
Yes	205	18	**	**	59	99	45	86	**	**	100	58	185	20	**
	28%	13%	**	**	36% a	30% a	27%	31%	**	**	34% e	24%	30% e	17%	**
No	479	110	**	**	93	212	110	179	**	**	176	170	390	88	**
	65%	79% de	**	**	57%	63%	67%	66%	**	**	59%	70%	63%	75% b	**
Don't know	52	11	**	**	11	25	10	9	**	**	22	14	43	9	**
	7%	8%	**	**	7%	7%	6%	3%	**	**	7%	6%	7%	8%	**

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

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	708	216	261	230	338	363	188	215	122	172	583	58	47	20
Effective Weighted Sample	658	194	243	221	312	340	174	204	114	161	541	53	45	19
Total	736	218	280	237	361	368	177	219	149	181	601	63	50	21
Yes	205	75	87	43	102	103	55	61	41	47	174	**	**	**
	28%	34%	31%	18%	28%	28%	31%	28%	27%	26%	29%	**	**	**
		c	c											
No	479	128	175	175	241	232	109	140	101	123	381	**	**	**
	65%	59%	63%	74%	67%	63%	62%	64%	68%	68%	63%	**	**	**
				ab										
Don't know	52	15	17	20	18	33	12	19	7	12	47	**	**	**
	7%	7%	6%	8%	5%	9%	7%	9%	5%	7%	8%	**	**	**

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

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

Q6T. Have you made any changes to your Fixed Broadband service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's fixed broadband service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	708	66	223	258	238	360	34	-	34	-	361	107	154	338	122
Effective Weighted Sample	658	61	207	239	220	334	28	-	28	-	343	95	141	311	115
Total	736	73	234	263	242	376	30	-	30	-	381	114	160	353	127
Yes	205	**	65	83	72	105	**	**	**	**	101	27	33	97	57
	28%	**	28%	32%	30%	28%	**	**	**	**	27%	24%	21%	28%	44% ab
No	479	**	163	159	157	248	**	**	**	**	251	81	116	235	68
	65%	**	70%	61%	65%	66%	**	**	**	**	66%	71%	72% c	67% c	53%
Don't know	52	**	7	20	13	23	**	**	**	**	29	5	11	21	3
	7%	**	3%	8%	5%	6%	**	**	**	**	8%	5%	7%	6%	3%

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
VERY CERTAIN IN CONTRACT	1202	**	499	100	452	311	241	69	**	819	222	896	146	647	395	152
	58%	**	59%	50%	61% a	61%	56%	76% ab	**	58%	59%	58%	60%	59%	58%	61%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	**	168	51	140	99	91	19	**	337	113	375	75	281	169	74
	26%	**	20%	25%	19%	19%	21%	21%	**	24%	30%	24%	31%	26%	25%	30%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	**	68	23	51	30	44	-	**	80	13	88	6	47	46	3
	5%	**	8%	12%	7%	6% c	10% c	-%	**	6%	4%	6%	2%	4%	7% c	1%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	**	35	8	29	20	17	2	**	56	7	59	4	38	25	4
	3%	**	4%	4%	4%	4%	4%	2%	**	4%	2%	4%	2%	3%	4%	2%
VERY CERTAIN OUT OF CONTRACT	150	**	78	17	73	52	37	2	**	113	22	124	11	85	50	15
	7%	**	9%	8%	10%	10% c	9%	2%	**	8%	6%	8%	4%	8%	7%	6%
SUMMARY																
IN CONTRACT	1756	**	667	150	592	411	332	89	**	1156	335	1270	221	927	564	225
	84%	**	79%	76%	80%	80%	77%	97% ab	**	82%	89% a	82%	91% a	84%	82%	91% ab
OUT OF CONTRACT	220	**	113	25	101	72	54	3	**	169	29	183	15	123	75	19
	11%	**	13%	13%	14%	14% c	12% c	3%	**	12%	8%	12% b	6%	11%	11%	8%

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
VERY CERTAIN IN CONTRACT	1202	476	727	585	617	756	446	254	189	137	362	191	308
	58%	54%	60% a	55%	61% a	59%	55%	69% ab	74% ab	56%	61%	56%	62%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	282	271	331	222	336	217	104	65	68	154	96	126
	26%	32% b	22%	31% b	22%	26%	27%	28%	25%	28%	26%	28%	25%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	35	77	55	56	43	69	1	1	15	28	20	23
	5%	4%	6%	5%	6%	3% cd	8% acd	*%	*%	6%	5%	6%	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	32	39	38	33	44	27	2	-	7	9	8	9
	3%	4%	3%	4%	3%	3% cd	3% cd	*%	-%	3%	2%	2%	2%
VERY CERTAIN OUT OF CONTRACT	150	53	96	64	86	95	54	7	-	17	38	24	32
	7%	6%	8%	6%	8%	7% cd	7% cd	2%	-%	7%	6%	7%	6%
SUMMARY													
IN CONTRACT	1756	758	998	917	839	1092	664	358	254	205	516	286	434
	84%	86%	82%	85%	83%	86%	82%	97% ab	100% ab	84%	87%	85%	87%
OUT OF CONTRACT	220	85	135	102	118	139	81	9	-	25	48	32	40
	11%	10%	11%	9%	12%	11% cd	10% cd	2%	-%	10%	8%	9%	8%

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

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

SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
VERY CERTAIN IN CONTRACT	1202	228	271	71	**	81	179	**	**	499	261	970	232
	58%	61%	58%	71% b	**	61%	57%	**	**	60%	58%	58%	57%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	103	119	25	**	26	66	**	**	222	92	463	90
	26%	28%	26%	25%	**	20%	21%	**	**	27%	20%	28%	22%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	14	29	1	**	9	19	**	**	43	28	79	33
	5%	4%	6%	1%	**	7%	6%	**	**	5%	6%	5%	8% a
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	9	8	1	**	5	21	**	**	17	26	51	19
	3%	2%	2%	1%	**	3%	7%	**	**	2%	6% a	3%	5%
VERY CERTAIN OUT OF CONTRACT	150	18	38	3	**	12	31	**	**	55	43	117	33
	7%	5%	8%	3%	**	9%	10%	**	**	7%	10%	7%	8%
SUMMARY													
IN CONTRACT	1756	331	390	96	**	108	245	**	**	721	353	1433	322
	84%	89%	84%	96% b	**	81%	77%	**	**	86% b	78%	85% b	79%
OUT OF CONTRACT	220	27	46	4	**	17	53	**	**	72	69	168	52
	11%	7%	10%	4%	**	12%	17%	**	**	9%	15% a	10%	13%

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
VERY CERTAIN IN CONTRACT	1202	231	169	**	313	464	303	471	**	63	443	442	949	253	95
	58%	55%	65%	**	62%	54%	60%	58%	**	45%	57%	58%	56%	64%	66%
			e		e						a	a	a	ad	a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	68	53	**	144	271	115	207	**	67	243	173	483	69	28
	26%	16%	20%	**	29%	32%	23%	26%	**	47%	31%	23%	29%	18%	20%
					a	ab				bcdef	cef		ce		
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	44	19	**	13	34	29	40	**	8	27	42	76	35	13
	5%	11%	7%	**	3%	4%	6%	5%	**	6%	3%	5%	5%	9%	9%
		de	d											bd	b
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	27	1	**	7	32	20	27	**	2	28	28	58	13	2
	3%	7%	*%	**	1%	4%	4%	3%	**	1%	4%	4%	3%	3%	2%
		bd				b									
VERY CERTAIN OUT OF CONTRACT	150	47	19	**	26	52	36	66	**	2	43	81	126	23	6
	7%	11%	7%	**	5%	6%	7%	8%	**	1%	5%	11%	7%	6%	4%
		de										abe	a		
SUMMARY															
IN CONTRACT	1756	298	222	**	457	735	418	678	**	130	686	616	1432	322	123
	84%	72%	85%	**	91%	86%	83%	84%	**	92%	88%	80%	85%	82%	85%
			a		a	a				ce	c		c		
OUT OF CONTRACT	220	74	20	**	33	84	56	93	**	4	71	109	183	36	8
	11%	18%	8%	**	7%	10%	11%	12%	**	3%	9%	14%	11%	9%	5%
		bde										abf	a		

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
VERY CERTAIN IN CONTRACT	1202	254	487	461	653	540	378	334	236	242	998	120	58	**
	58%	52%	59%	60% a	60%	55%	62% d	56%	57%	54%	58%	61%	51%	**
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	178	219	155	274	274	137	162	118	128	455	44	37	**
	26%	37% bc	26% c	20%	25%	28%	23%	27%	29%	28%	26%	23%	32%	**
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	22	34	57	52	59	23	37	15	36	86	14	10	**
	5%	4%	4%	7% b	5%	6%	4%	6%	4%	8% a	5%	7%	8%	**
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	18	27	26	35	35	16	21	16	18	60	5	3	**
	3%	4%	3%	3%	3%	4%	3%	4%	4%	4%	4%	3%	3%	**
VERY CERTAIN OUT OF CONTRACT	150	16	64	68	81	67	53	39	28	29	122	12	6	**
	7%	3%	8% a	9% a	7%	7%	9%	7%	7%	6%	7%	6%	6%	**
SUMMARY														
IN CONTRACT	1756	432	705	616	927	814	515	495	354	370	1453	164	95	**
	84%	89% c	85%	80%	85%	83%	85%	84%	86%	82%	84%	84%	83%	**
OUT OF CONTRACT	220	34	91	94	116	102	69	60	44	46	182	18	10	**
	11%	7%	11%	12% a	11%	10%	11%	10%	11%	10%	11%	9%	9%	**

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
VERY CERTAIN IN CONTRACT	1202	83	380	503	343	676	**	**	**	**	698	142	225	529	368
	58%	48%	58%	61% a	54%	60%	**	**	**	**	60%	51%	53%	56%	69% ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	553	49	184	201	181	281	**	**	**	**	273	86	115	275	106
	26%	28%	28%	24%	29%	25%	**	**	**	**	23%	31%	27%	29% c	20%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	112	13	34	31	39	55	**	**	**	**	66	14	32	36	14
	5%	7%	5%	4%	6%	5%	**	**	**	**	6%	5%	8% bc	4%	3%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	71	11	16	31	22	40	**	**	**	**	42	13	12	42	7
	3%	6%	2%	4%	3%	4%	**	**	**	**	4%	5%	3%	4% c	1%
VERY CERTAIN OUT OF CONTRACT	150	18	42	62	45	82	**	**	**	**	92	23	44	67	35
	7%	10%	6%	7%	7%	7%	**	**	**	**	8%	8%	10%	7%	7%
SUMMARY															
IN CONTRACT	1756	132	564	704	525	957	**	**	**	**	971	228	341	804	474
	84%	76%	86% a	85% a	83%	84%	**	**	**	**	83%	82%	79%	85%	89% a

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
OUT OF CONTRACT	220	29	58	93	67	122	**	**	**	**	135	37	56	108	42
	11%	17% b	9%	11%	11%	11%	**	**	**	**	11%	13%	13%	11%	8%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
TOTAL IN CONTRACT	1562	**	620	133	553	374	312	82	**	1038	302	1141	199	839	501	206
	75%	**	73%	67%	74%	73%	73%	89% ab	**	74%	80%	74%	82% a	76%	73%	83% b
VERY CERTAIN	1202	**	499	100	452	311	241	69	**	819	222	896	146	647	395	152
	58%	**	59%	50%	61% a	61%	56%	76% ab	**	58%	59%	58%	60%	59%	58%	61%
NOT 'VERY CERTAIN'	360	**	121	33	100	63	71	12	**	219	80	245	53	192	106	54
	17%	**	14%	17%	14%	12%	16%	14%	**	16%	21%	16%	22%	17%	16%	22%
TOTAL OUT OF CONTRACT	283	**	134	31	119	89	61	6	**	205	43	226	22	160	88	28
	14%	**	16%	16%	16%	17% c	14%	7%	**	15%	11%	15%	9%	15%	13%	11%
VERY CERTAIN	150	**	78	17	73	52	37	2	**	113	22	124	11	85	50	15
	7%	**	9%	8%	10%	10% c	9%	2%	**	8%	6%	8%	4%	8%	7%	6%
NOT 'VERY CERTAIN'	134	**	55	15	46	37	24	5	**	92	21	102	11	74	38	13
	6%	**	7%	7%	6%	7%	6%	5%	**	7%	6%	7%	4%	7%	6%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	**	69	25	55	42	38	4	**	113	30	123	20	75	68	11
	9%	**	8%	13%	7%	8%	9%	4%	**	8%	8%	8%	8%	7%	10% c	4%
NOT SURE IF EVER HAD A CONTRACT	61	**	26	9	18	8	19	-	**	49	3	51	1	25	28	2
	3%	**	3%	5%	2%	2%	4%	-%	**	4% b	1%	3%	1%	2%	4%	1%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
TOTAL IN CONTRACT	1562	644	918	788	774	969	594	327	236	182	472	261	394
	75%	73%	76%	73%	76%	76%	73%	89% ab	92% ab	75%	80%	77%	79%
VERY CERTAIN	1202	476	727	585	617	756	446	254	189	137	362	191	308
	58%	54%	60% a	55%	61% a	59%	55%	69% ab	74% ab	56%	61%	56%	62%
NOT 'VERY CERTAIN'	360	168	191	203	157	212	147	73	46	46	110	70	86
	17%	19%	16%	19%	16%	17%	18%	20%	18%	19%	19%	21%	17%
TOTAL OUT OF CONTRACT	283	113	170	138	146	179	104	17	3	32	68	41	59
	14%	13%	14%	13%	14%	14% cd	13% cd	5%	1%	13%	12%	12%	12%
VERY CERTAIN	150	53	96	64	86	95	54	7	-	17	38	24	32
	7%	6%	8%	6%	8%	7% cd	7% cd	2%	-%	7%	6%	7%	6%
NOT 'VERY CERTAIN'	134	60	74	74	60	84	50	10	3	15	30	18	27
	6%	7%	6%	7%	6%	7% cd	6% d	3%	1%	6%	5%	5%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	89	92	108	73	101	80	17	12	25	48	32	41
	9%	10%	8%	10%	7%	8%	10% c	5%	5%	10%	8%	9%	8%
NOT SURE IF EVER HAD A CONTRACT	61	31	30	41	20	25	36	6	4	5	4	5	4
	3%	4%	2%	4%	2%	2%	4% a	2%	1%	2%	1%	1%	1%

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
TOTAL IN CONTRACT	1562	294	361	89	**	98	230	**	**	654	328	1277	285
	75%	79%	78%	89% b	**	74%	73%	**	**	78%	73%	76%	70%
VERY CERTAIN	1202	228	271	71	**	81	179	**	**	499	261	970	232
	58%	61%	58%	71% b	**	61%	57%	**	**	60%	58%	58%	57%
NOT 'VERY CERTAIN'	360	66	90	17	**	17	51	**	**	156	68	307	53
	17%	18%	19%	17%	**	13%	16%	**	**	19%	15%	18%	13%
TOTAL OUT OF CONTRACT	283	44	56	8	**	21	55	**	**	100	76	217	66
	14%	12%	12%	8%	**	16%	17%	**	**	12%	17%	13%	16%
VERY CERTAIN	150	18	38	3	**	12	31	**	**	55	43	117	33
	7%	5%	8%	3%	**	9%	10%	**	**	7%	10%	7%	8%
NOT 'VERY CERTAIN'	134	27	18	5	**	9	23	**	**	45	33	100	34
	6%	7%	4%	5%	**	7%	7%	**	**	5%	7%	6%	8%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	30	42	2	**	4	17	**	**	72	21	151	30
	9%	8%	9% c	2%	**	3%	5%	**	**	9%	5%	9%	7%
NOT SURE IF EVER HAD A CONTRACT	61	3	6	2	**	9	15	**	**	9	24	35	26
	3%	1%	1%	2%	**	7%	5%	**	**	1%	5% a	2%	6% a

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
TOTAL IN CONTRACT	1562	282	204	**	414	624	380	611	**	96	610	555	1261	301	115
	75%	68%	78%	**	82%	73%	76%	75%	**	68%	78%	72%	75%	77%	80%
			a		ae										
VERY CERTAIN	1202	231	169	**	313	464	303	471	**	63	443	442	949	253	95
	58%	55%	65%	**	62%	54%	60%	58%	**	45%	57%	58%	56%	64%	66%
			e		e						a	a	a	ad	a
NOT 'VERY CERTAIN'	360	51	35	**	101	161	77	140	**	33	166	113	312	48	20
	17%	12%	13%	**	20%	19%	15%	17%	**	23%	21%	15%	18%	12%	14%
					a	a				e	ce		e		
TOTAL OUT OF CONTRACT	283	80	29	**	50	111	75	119	**	15	101	125	240	42	12
	14%	19%	11%	**	10%	13%	15%	15%	**	11%	13%	16%	14%	11%	8%
		bde													
VERY CERTAIN	150	47	19	**	26	52	36	66	**	2	43	81	126	23	6
	7%	11%	7%	**	5%	6%	7%	8%	**	1%	5%	11%	7%	6%	4%
		de										abe	a		
NOT 'VERY CERTAIN'	134	33	10	**	24	59	40	53	**	14	58	44	115	19	7
	6%	8%	4%	**	5%	7%	8%	7%	**	10%	7%	6%	7%	5%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	31	25	**	35	86	38	62	**	20	57	68	145	35	9
	9%	7%	10%	**	7%	10%	8%	8%	**	14%	7%	9%	9%	9%	6%
										b					
NOT SURE IF EVER HAD A CONTRACT	61	23	3	**	4	31	10	18	**	10	17	19	46	15	8
	3%	5%	1%	**	1%	4%	2%	2%	**	7%	2%	2%	3%	4%	5%
		bd				d				bcd					

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

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SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
TOTAL IN CONTRACT	1562	361	637	563	838	714	471	432	313	326	1297	145	82	**
	75%	74%	77%	73%	77%	73%	78%	73%	76%	72%	75%	74%	72%	**
VERY CERTAIN	1202	254	487	461	653	540	378	334	236	242	998	120	58	**
	58%	52%	59%	60%	60%	55%	62%	56%	57%	54%	58%	61%	51%	**
				a			d							
NOT 'VERY CERTAIN'	360	107	151	102	186	173	93	98	77	84	299	26	24	**
	17%	22%	18%	13%	17%	18%	15%	17%	19%	19%	17%	13%	21%	**
		c	c											
TOTAL OUT OF CONTRACT	283	55	121	107	155	127	87	82	56	58	227	27	15	**
	14%	11%	15%	14%	14%	13%	14%	14%	14%	13%	13%	14%	13%	**
VERY CERTAIN	150	16	64	68	81	67	53	39	28	29	122	12	6	**
	7%	3%	8%	9%	7%	7%	9%	7%	7%	6%	7%	6%	6%	**
			a	a										
NOT 'VERY CERTAIN'	134	39	57	38	73	59	34	42	28	29	106	15	9	**
	6%	8%	7%	5%	7%	6%	6%	7%	7%	6%	6%	8%	8%	**
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	52	59	70	74	103	39	57	33	51	146	16	17	**
	9%	11%	7%	9%	7%	11%	6%	10%	8%	11%	8%	8%	14%	**
						a				a				
NOT SURE IF EVER HAD A CONTRACT	61	20	14	27	28	32	9	22	11	18	51	7	1	**
	3%	4%	2%	4%	3%	3%	2%	4%	3%	4%	3%	4%	1%	**
		b												

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - FIXED BROADBAND

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
TOTAL IN CONTRACT	1562	117	502	636	455	864	**	**	**	**	868	203	298	705	443
	75%	67%	76%	77%	72%	76%	**	**	**	**	74%	73%	69%	74%	84% ab
VERY CERTAIN	1202	83	380	503	343	676	**	**	**	**	698	142	225	529	368
	58%	48%	58%	61% a	54%	60%	**	**	**	**	60%	51%	53%	56%	69% ab
NOT 'VERY CERTAIN'	360	34	121	133	111	188	**	**	**	**	171	61	73	176	75
	17%	19%	19%	16%	18%	17%	**	**	**	**	15%	22% a	17%	19%	14%
TOTAL OUT OF CONTRACT	283	33	80	118	93	151	**	**	**	**	164	49	78	140	49
	14%	19%	12%	14%	15%	13%	**	**	**	**	14%	18%	18% c	15% c	9%
VERY CERTAIN	150	18	42	62	45	82	**	**	**	**	92	23	44	67	35
	7%	10%	6%	7%	7%	7%	**	**	**	**	8%	8%	10%	7%	7%
NOT 'VERY CERTAIN'	134	16	38	56	47	69	**	**	**	**	72	26	34	74	14
	6%	9%	6%	7%	7%	6%	**	**	**	**	6%	9%	8% c	8% c	3%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	181	20	55	58	67	87	**	**	**	**	102	15	40	81	29
	9%	12%	8%	7%	11%	8%	**	**	**	**	9%	5%	9%	9%	6%
NOT SURE IF EVER HAD A CONTRACT	61	3	20	16	16	33	**	**	**	**	37	12	13	22	9
	3%	2%	3%	2%	3%	3%	**	**	**	**	3%	4%	3%	2%	2%

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

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Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1446	84	634	162	556	382	336	85	51	1041	296	1140	197	830	507	196
Effective Weighted Sample	1344	74	595	147	522	347	322	70	50	976	269	1068	177	767	478	172
Total	1456	83	683	168	597	393	373	67	53	1060	290	1159	191	826	524	178
Sky	490	**	237	62	205	130	136	**	**	306	136	356	86	258	184	53
	34%	**	35%	37%	34%	33%	36%	**	**	29%	47% a	31%	45% a	31%	35%	30%
Freeview	390	**	172	52	145	103	95	**	**	329	45	349	25	235	138	39
	27%	**	25%	31%	24%	26%	25%	**	**	31% b	15%	30% b	13%	28%	26%	22%
Virgin Media	195	**	119	8	113	55	67	**	**	180	3	180	3	104	78	18
	13%	**	17%	5%	19% a	14%	18%	**	**	17% b	1%	16% b	1%	13%	15%	10%
EE TV (billed by BT)	87	**	44	12	40	31	21	**	**	54	22	56	20	46	30	15
	6%	**	6%	7%	7%	8%	6%	**	**	5%	7%	5%	11% a	6%	6%	9%
Freesat	85	**	40	10	34	29	14	**	**	61	20	72	9	58	23	12
	6%	**	6%	6%	6%	7%	4%	**	**	6%	7%	6%	4%	7%	4%	7%
EE TV (billed by EE)	72	**	21	6	19	16	10	**	**	25	44	33	36	51	17	22
	5%	**	3%	4%	3%	4%	3%	**	**	2%	15% a	3%	19% a	6%	3%	12% ab
NOW/ NOW Broadband	50	**	16	5	13	7	12	**	**	36	10	39	7	27	19	5
	3%	**	2%	3%	2%	2%	3%	**	**	3%	4%	3%	3%	3%	4%	3%
TalkTalk	34	**	17	6	14	13	7	**	**	28	5	30	3	24	10	9
	2%	**	3%	4%	2%	3%	2%	**	**	3%	2%	3%	2%	3%	2%	5%
Freely	31	**	9	3	6	4	5	**	**	24	4	26	1	14	14	2
	2%	**	1%	2%	1%	1%	1%	**	**	2%	1%	2%	1%	2%	3%	1%
YouView	12	**	5	2	3	2	3	**	**	10	1	10	1	6	5	1
	1%	**	1%	1%	1%	1%	1%	**	**	1%	*%	1%	1%	1%	1%	1%
Plusnet	3	**	1	1	1	1	1	**	**	2	-	2	-	2	-	1
	*%	**	*%	*%	*%	*%	*%	**	**	*%	-%	*%	-%	*%	-%	*%
Other satellite TV	8	**	2	1	2	1	2	**	**	6	1	6	1	2	5	-
	1%	**	*%	1%	*%	*%	1%	**	**	1%	*%	1%	*%	*%	1%	-%

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

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Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1446	332	927	475	784	778	481	230	160	341	626	442	525
Effective Weighted Sample	1344	311	866	444	733	722	455	213	155	309	582	401	490
Total	1456	326	960	472	813	781	505	203	151	325	614	424	516
Sky	490	84	358	140	302	271	171	65	48	200	290	262	228
	34%	26%	37% a	30%	37% a	35%	34%	32%	32%	62% b	47%	62% b	44%
Freeview	390	150	190	187	153	213	127	54	47	-	-	-	-
	27%	46% b	20%	40% b	19%	27%	25%	27%	31%	-%	-%	-%	-%
Virgin Media	195	3	180	12	171	76	108	13	10	16	179	26	169
	13%	1%	19% a	3%	21% a	10%	21% acd	6%	7%	5%	29% a	6%	33% a
EE TV (billed by BT)	87	10	59	18	52	43	27	15	5	29	58	39	48
	6%	3%	6%	4%	6%	5%	5%	7%	3%	9%	9%	9%	9%
Freesat	85	25	49	37	37	59	15	14	9	-	-	-	-
	6%	8%	5%	8%	5%	8% b	3%	7%	6%	-%	-%	-%	-%
EE TV (billed by EE)	72	8	52	13	47	48	12	22	18	15	57	22	50
	5%	2%	5%	3%	6%	6% b	2%	11% b	12% b	5%	9%	5%	10% a
NOW/ NOW Broadband	50	19	23	24	18	27	15	8	5	45	4	48	2
	3%	6% b	2%	5% b	2%	3%	3%	4%	4%	14% b	1%	11% b	*%
TalkTalk	34	2	29	11	20	17	13	4	2	9	25	17	17
	2%	1%	3% a	2%	2%	2%	3%	2%	1%	3%	4%	4%	3%
Freely	31	14	10	18	6	14	10	3	3	-	-	-	-
	2%	4% b	1%	4% b	1%	2%	2%	2%	2%	-%	-%	-%	-%
YouView	12	7	5	8	3	9	3	5	4	-	-	-	-
	1%	2% b	*%	2%	*%	1%	1%	2%	2%	-%	-%	-%	-%
Plusnet	3	*	1	1	1	1	1	*	-	2	1	2	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	*%
Other satellite TV	8	3	3	3	3	4	2	-	-	8	-	8	-
	1%	1%	*%	1%	*%	*%	*%	-%	-%	2%	-%	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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1446	466	501	152	79	145	334	35	25	967	479	1189	257
Effective Weighted Sample	1344	422	469	137	77	138	318	33	24	891	456	1099	246
Total	1456	442	498	121	70	155	362	35	26	939	517	1191	265
Sky	490 34%	194 44%	297 60% ac	47 39%	** **	- -%	- -%	** **	** **	490 52% b	- -%	441 37% b	50 19%
Freeview	390 27%	- -%	- -%	- -%	** **	94 61%	296 82% a	** **	** **	- -%	390 75% a	252 21%	137 52% a
Virgin Media	195 13%	83 19%	112 22% c	13 11%	** **	- -%	- -%	** **	** **	195 21% b	- -%	157 13%	38 14%
EE TV (billed by BT)	87 6%	57 13% b	30 6%	24 20% b	** **	- -%	- -%	** **	** **	87 9% b	- -%	80 7%	7 3%
Freesat	85 6%	- -%	- -%	- -%	** **	46 30% b	39 11%	** **	** **	- -%	85 16% a	71 6%	14 5%
EE TV (billed by EE)	72 5%	56 13% b	16 3%	27 23% ab	** **	- -%	- -%	** **	** **	72 8% b	- -%	66 6%	7 3%
NOW/ NOW Broadband	50 3%	27 6%	22 4%	5 4%	** **	- -%	- -%	** **	** **	50 5% b	- -%	49 4% b	1 *%
TalkTalk	34 2%	19 4%	15 3%	4 4%	** **	- -%	- -%	** **	** **	34 4% b	- -%	29 2%	5 2%
Freely	31 2%	- -%	- -%	- -%	** **	12 8%	18 5%	** **	** **	- -%	31 6% a	25 2%	5 2%
YouView	12 1%	- -%	- -%	- -%	** **	3 2%	9 3%	** **	** **	- -%	12 2% a	12 1%	- -%
Plusnet	3 *%	1 *%	2 *%	* *%	** **	- -%	- -%	** **	** **	3 *%	- -%	2 *%	1 *%
Other satellite TV	8 1%	4 1%	4 1%	- -%	** **	- -%	- -%	** **	** **	8 1%	- -%	8 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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1446	236	249	65	439	464	381	500	60	93	513	542	1148	296	117
Effective Weighted Sample	1344	225	235	59	404	431	349	474	58	81	465	510	1055	288	114
Total	1456	270	261	63	421	449	395	559	67	94	525	537	1155	299	119
Sky	490	69	97	**	178	108	129	206	**	**	205	171	412	78	20
	34%	26%	37%	**	42%	24%	33%	37%	**	**	39%	32%	36%	26%	17%
			ae		ae						ef	f	ef		
Freeview	390	145	-	**	45	200	86	137	**	**	97	165	277	112	55
	27%	54%	-%	**	11%	44%	22%	25%	**	**	18%	31%	24%	37%	46%
		bd			b	bd						bd		bd	bcd
Virgin Media	195	1	116	**	65	13	62	82	**	**	59	88	157	38	13
	13%	*%	45%	**	15%	3%	16%	15%	**	**	11%	16%	14%	13%	11%
			ade		ae										
EE TV (billed by BT)	87	1	25	**	43	16	38	28	**	**	52	20	78	9	5
	6%	*%	9%	**	10%	4%	10%	5%	**	**	10%	4%	7%	3%	5%
			ae		ae	a	b				ce				
Freesat	85	29	-	**	20	36	23	29	**	**	22	30	56	29	10
	6%	11%	-%	**	5%	8%	6%	5%	**	**	4%	6%	5%	10%	8%
		bd			b	b								bd	
EE TV (billed by EE)	72	*	5	**	42	12	23	26	**	**	34	13	59	13	7
	5%	*%	2%	**	10%	3%	6%	5%	**	**	6%	2%	5%	4%	6%
					abe						c		c		
NOW/ NOW Broadband	50	9	3	**	11	26	14	13	**	**	26	15	46	4	1
	3%	4%	1%	**	3%	6%	3%	2%	**	**	5%	3%	4%	1%	1%
						b					e				
TalkTalk	34	2	14	**	12	5	11	18	**	**	14	8	25	9	4
	2%	1%	5%	**	3%	1%	3%	3%	**	**	3%	2%	2%	3%	3%
			ae												
Freely	31	7	-	**	4	20	6	12	**	**	13	15	27	3	2
	2%	2%	-%	**	1%	4%	2%	2%	**	**	2%	3%	2%	1%	2%
						bd									
YouView	12	4	-	**	1	7	2	3	**	**	3	8	11	1	-
	1%	1%	-%	**	*%	2%	1%	1%	**	**	1%	1%	1%	*%	-%
Plusnet	3	*	1	**	-	1	1	2	**	**	*	1	2	1	1
	*%	*%	*%	**	-%	*%	*%	*%	**	**	*%	*%	*%	*%	1%
Other satellite TV	8	2	-	**	1	5	1	2	**	**	1	3	6	2	-
	1%	1%	-%	**	*%	1%	*%	*%	**	**	*%	1%	1%	1%	-%

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1446	304	573	567	725	715	511	390	234	295	1208	118	71	49
Effective Weighted Sample	1344	270	528	546	674	666	475	369	219	276	1123	108	68	46
Total	1456	306	578	570	747	703	471	389	279	302	1205	124	76	50
Sky	490	117	216	156	264	224	160	131	100	95	403	44	**	**
	34%	38%	37%	27%	35%	32%	34%	34%	36%	31%	33%	35%	**	**
		c	c											
Freeview	390	44	141	204	196	193	125	106	70	83	332	27	**	**
	27%	14%	24%	36%	26%	27%	27%	27%	25%	27%	28%	22%	**	**
			a	ab										
Virgin Media	195	27	89	79	101	93	61	46	44	41	160	17	**	**
	13%	9%	15%	14%	14%	13%	13%	12%	16%	14%	13%	14%	**	**
			a											
EE TV (billed by BT)	87	34	33	20	45	42	36	19	15	16	69	7	**	**
	6%	11%	6%	4%	6%	6%	8%	5%	5%	5%	6%	5%	**	**
		bc												
Freesat	85	11	28	46	47	37	20	29	11	25	70	7	**	**
	6%	4%	5%	8%	6%	5%	4%	7%	4%	8%	6%	6%	**	**
EE TV (billed by EE)	72	31	24	18	39	34	35	15	14	8	58	13	**	**
	5%	10%	4%	3%	5%	5%	7%	4%	5%	3%	5%	11%	**	**
		bc					d					a		
NOW/ NOW Broadband	50	18	21	11	19	29	14	12	11	12	42	3	**	**
	3%	6%	4%	2%	3%	4%	3%	3%	4%	4%	3%	3%	**	**
		c												
TalkTalk	34	10	10	14	10	24	6	10	8	11	28	2	**	**
	2%	3%	2%	3%	1%	3%	1%	3%	3%	4%	2%	2%	**	**
Freely	31	10	9	11	14	17	6	14	4	7	24	1	**	**
	2%	3%	2%	2%	2%	2%	1%	4%	1%	2%	2%	1%	**	**
YouView	12	2	4	6	8	4	4	4	-	4	11	1	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	-%	1%	1%	1%	**	**
Plusnet	3	-	2	1	-	3	1	*	-	1	2	*	**	**
	*%	-%	*%	*%	-%	*%	*%	*%	-%	*%	*%	*%	**	**
Other satellite TV	8	2	2	4	4	4	3	4	1	-	7	1	**	**
	1%	1%	*%	1%	1%	1%	1%	1%	*%	-%	1%	1%	**	**

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base: Those responsible for the household's TV service - excluding those not using a broadcast TV service provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1446	90	467	606	460	801	84	23	61	17	860	224	248	578	319
Effective Weighted Sample	1344	83	434	560	425	746	74	21	54	16	816	195	230	536	301
Total	1456	96	485	590	457	818	83	23	60	16	879	217	259	590	319
Sky	490	**	169	202	139	289	**	**	**	**	252	67	62	239	112
	34%	**	35%	34%	30%	35%	**	**	**	**	29%	31%	24%	40% a	35% a
Freeview	390	**	133	133	128	212	**	**	**	**	270	60	88	147	64
	27%	**	27%	23%	28%	26%	**	**	**	**	31%	28%	34% bc	25%	20%
Virgin Media	195	**	66	85	64	104	**	**	**	**	158	25	25	59	77
	13%	**	14%	14%	14%	13%	**	**	**	**	18%	11%	10%	10%	24% ab
EE TV (billed by BT)	87	**	27	43	24	55	**	**	**	**	42	22	20	34	11
	6%	**	6%	7%	5%	7%	**	**	**	**	5%	10% a	8%	6%	4%
Freesat	85	**	27	35	35	39	**	**	**	**	52	10	15	30	24
	6%	**	6%	6%	8%	5%	**	**	**	**	6%	4%	6%	5%	7%
EE TV (billed by EE)	72	**	16	40	26	40	**	**	**	**	17	13	16	29	9
	5%	**	3%	7%	6%	5%	**	**	**	**	2%	6% a	6%	5%	3%
NOW/ NOW Broadband	50	**	14	20	13	34	**	**	**	**	31	5	8	20	11
	3%	**	3%	3%	3%	4%	**	**	**	**	4%	2%	3%	3%	3%
TalkTalk	34	**	12	11	10	19	**	**	**	**	23	6	15	12	2
	2%	**	3%	2%	2%	2%	**	**	**	**	3%	3%	6% bc	2%	1%
Freely	31	**	13	9	11	14	**	**	**	**	18	6	5	13	4
	2%	**	3%	2%	2%	2%	**	**	**	**	2%	3%	2%	2%	1%
YouView	12	**	4	7	3	6	**	**	**	**	8	3	3	5	4
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	1%	1%	1%	1%
Plusnet	3	**	2	1	2	-	**	**	**	**	1	*	1	*	-
	*%	**	*%	*%	*%	-%	**	**	**	**	*%	*%	*%	*%	-%
Other satellite TV	8	**	2	4	1	7	**	**	**	**	6	-	-	2	2
	1%	**	*%	1%	*%	1%	**	**	**	**	1%	-%	-%	*%	*%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
I am currently within my minimum contract period	715	**	345	78	307	194	191	**	**	470	180	523	127	393	256	106
	76%	**	76%	77%	75%	76%	75%	**	**	74%	81%	74%	82%	77%	75%	86% b
My minimum contract period has ended, I am out of contract	116	**	60	10	56	34	31	**	**	90	22	95	17	69	44	12
	12%	**	13%	10%	14%	14%	12%	**	**	14%	10%	14%	11%	13%	13%	10%
I don't know whether I am within my minimum contract period or whether it has ended	73	**	38	10	32	23	19	**	**	50	13	57	7	36	27	3
	8%	**	8%	9%	8%	9%	7%	**	**	8%	6%	8%	4%	7%	8%	2%
I'm not sure/ Don't know if I ever had a contract	35	**	13	4	13	2	14	**	**	26	5	27	5	15	17	2
	4%	**	3%	4%	3%	1%	5% a	**	**	4%	2%	4%	3%	3%	5%	1%

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

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
I am currently within my minimum contract period	715	87	551	164	475	368	270	106	**	234	481	314	401
	76%	67%	78% a	74%	77%	76%	77%	84%	**	72%	78%	74%	78%
My minimum contract period has ended, I am out of contract	116	23	83	29	77	70	36	10	**	40	77	50	66
	12%	18%	12%	13%	12%	14%	10%	8%	**	12%	12%	12%	13%
I don't know whether I am within my minimum contract period or whether it has ended	73	11	51	19	43	34	28	6	**	30	43	36	37
	8%	9%	7%	9%	7%	7%	8%	5%	**	9%	7%	8%	7%
I'm not sure/ Don't know if I ever had a contract	35	8	21	10	20	14	16	5	**	21	14	24	11
	4%	7%	3%	5%	3%	3%	5%	4%	**	7% b	2%	6% b	2%

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

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
I am currently within my minimum contract period	715	342	373	103	**	**	**	**	**	715	**	638	77
	76%	77%	75%	85%	**	**	**	**	**	76%	**	77%	71%
My minimum contract period has ended, I am out of contract	116	59	58	11	**	**	**	**	**	116	**	104	12
	12%	13%	12%	9%	**	**	**	**	**	12%	**	13%	11%
I don't know whether I am within my minimum contract period or whether it has ended	73	29	43	3	**	**	**	**	**	73	**	61	12
	8%	7%	9%	2%	**	**	**	**	**	8%	**	7%	11%
			c										
I'm not sure/ Don't know if I ever had a contract	35	12	23	5	**	**	**	**	**	35	**	28	7
	4%	3%	5%	4%	**	**	**	**	**	4%	**	3%	6%

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

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
I am currently within my minimum contract period	715	**	199	**	280	131	218	291	**	**	306	231	594	120	**
	76%	**	76%	**	80%	70%	79%	77%	**	**	78%	73%	76%	78%	**
My minimum contract period has ended, I am out of contract	116	**	35	**	40	25	35	45	**	**	48	48	106	10	**
	12%	**	14%	**	11%	13%	12%	12%	**	**	12%	15% e	14%	7%	**
I don't know whether I am within my minimum contract period or whether it has ended	73	**	20	**	22	17	19	28	**	**	28	25	59	13	**
	8%	**	8%	**	6%	9%	7%	7%	**	**	7%	8%	8%	9%	**
I'm not sure/ Don't know if I ever had a contract	35	**	6	**	10	13	6	13	**	**	8	15	25	10	**
	4%	**	2%	**	3%	7%	2%	4%	**	**	2%	5%	3%	7% b	**

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
I am currently within my minimum contract period	715	189	301	224	378	335	249	173	151	134	592	**	**	**
	76%	79%	76%	74%	78%	74%	79%	73%	78%	73%	77%	**	**	**
My minimum contract period has ended, I am out of contract	116	25	56	36	51	64	43	31	22	21	87	**	**	**
	12%	10%	14%	12%	11%	14%	14%	13%	11%	11%	11%	**	**	**
I don't know whether I am within my minimum contract period or whether it has ended	73	20	26	26	37	35	16	25	14	17	60	**	**	**
	8%	9%	7%	9%	8%	8%	5%	11%	7%	9%	8%	**	**	**
I'm not sure/ Don't know if I ever had a contract	35	5	13	17	17	19	9	8	6	12	30	**	**	**
	4%	2%	3%	6%	3%	4%	3%	3%	3%	7%	4%	**	**	**

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

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

Q6L. Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you?
Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
I am currently within my minimum contract period	715	**	237	324	208	427	**	**	**	**	387	110	117	300	174
	76%	**	77%	80%	74%	78%	**	**	**	**	73%	80%	79%	76%	78%
My minimum contract period has ended, I am out of contract	116	**	32	49	33	66	**	**	**	**	75	19	15	52	32
	12%	**	10%	12%	12%	12%	**	**	**	**	14%	14%	10%	13%	14%
I don't know whether I am within my minimum contract period or whether it has ended	73	**	27	22	25	37	**	**	**	**	46	6	10	31	12
	8%	**	9%	5%	9%	7%	**	**	**	**	9%	4%	7%	8%	5%
I'm not sure/ Don't know if I ever had a contract	35	**	12	11	14	17	**	**	**	**	23	3	5	11	5
	4%	**	4%	3%	5%	3%	**	**	**	**	4%	2%	4%	3%	2%

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	732	42	336	78	300	204	174	55	30	474	191	531	134	415	250	119
Effective Weighted Sample	673	35	311	68	278	180	167	45	30	440	172	491	120	376	236	102
Total	715	40	345	78	307	194	191	39	30	470	180	523	127	393	256	106
Very certain	511	**	263	**	239	153	140	**	**	347	120	384	83	284	183	75
	72%	**	76%	**	78%	79%	73%	**	**	74%	67%	73%	66%	72%	72%	71%
Fairly certain	177	**	68	**	56	33	43	**	**	104	53	119	38	95	62	24
	25%	**	20%	**	18%	17%	23%	**	**	22%	29%	23%	30%	24%	24%	23%
Not very certain	19	**	9	**	8	5	6	**	**	14	4	14	4	12	6	6
	3%	**	3%	**	3%	3%	3%	**	**	3%	2%	3%	3%	3%	2%	6%
Don't know	7	**	5	**	5	3	2	**	**	5	3	6	2	3	5	1
	1%	**	1%	**	2%	1%	1%	**	**	1%	1%	1%	1%	1%	2%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	732	90	557	170	477	386	261	128	82	241	491	323	409
Effective Weighted Sample	673	82	515	155	442	352	246	117	80	217	456	291	382
Total	715	87	551	164	475	368	270	106	73	234	481	314	401
Very certain	511	**	406	117	353	269	201	78	**	167	344	220	292
	72%	**	74%	72%	74%	73%	75%	73%	**	71%	72%	70%	73%
Fairly certain	177	**	126	40	104	84	61	26	**	59	118	84	93
	25%	**	23%	25%	22%	23%	22%	25%	**	25%	25%	27%	23%
Not very certain	19	**	13	5	12	11	5	2	**	7	12	7	12
	3%	**	2%	3%	2%	3%	2%	1%	**	3%	2%	2%	3%
Don't know	7	**	6	1	5	3	3	1	**	1	6	3	5
	1%	**	1%	1%	1%	1%	1%	1%	**	*%	1%	1%	1%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	732	362	370	128	67	-	-	-	-	732	-	653	79
Effective Weighted Sample	673	326	347	116	65	-	-	-	-	673	-	597	76
Total	715	342	373	103	59	-	-	-	-	715	-	638	77
Very certain	511	237	274	73	**	**	**	**	**	511	**	450	**
	72%	69%	73%	71%	**	**	**	**	**	72%	**	71%	**
Fairly certain	177	88	89	25	**	**	**	**	**	177	**	164	**
	25%	26%	24%	24%	**	**	**	**	**	25%	**	26%	**
Not very certain	19	12	7	3	**	**	**	**	**	19	**	19	**
	3%	4%	2%	3%	**	**	**	**	**	3%	**	3%	**
Don't know	7	4	3	2	**	**	**	**	**	7	**	5	**
	1%	1%	1%	2%	**	**	**	**	**	1%	**	1%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	732	62	191	50	299	137	222	268	22	55	309	241	605	126	43
Effective Weighted Sample	673	57	180	45	275	124	198	254	21	48	275	228	549	124	42
Total	715	66	199	48	280	131	218	291	24	56	306	231	594	120	41
Very certain	511	**	153	**	191	88	162	216	**	**	213	177	418	93	**
	72%	**	77%	**	68%	67%	74%	74%	**	**	70%	77%	70%	77%	**
Fairly certain	177	**	35	**	82	37	44	69	**	**	86	46	158	19	**
	25%	**	18%	**	29%	29%	20%	24%	**	**	28%	20%	27%	16%	**
					b						e				
Not very certain	19	**	6	**	5	5	8	4	**	**	4	8	14	5	**
	3%	**	3%	**	2%	4%	4%	1%	**	**	1%	3%	2%	4%	**
Don't know	7	**	5	**	3	-	4	2	**	**	3	1	4	3	**
	1%	**	2%	**	1%	-%	2%	1%	**	**	1%	*%	1%	2%	**

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	732	191	305	235	377	353	284	178	130	131	612	62	34	24
Effective Weighted Sample	673	168	279	228	346	326	259	166	121	125	563	56	32	22
Total	715	189	301	224	378	335	249	173	151	134	592	63	36	25
Very certain	511	119	215	176	281	231	190	132	101	84	421	**	**	**
	72%	63%	71%	79% a	74%	69%	77% d	76%	67%	63%	71%	**	**	**
Fairly certain	177	65	77	35	85	90	47	36	45	45	147	**	**	**
	25%	35% c	25% c	16%	23%	27%	19%	21%	30%	34% a	25%	**	**	**
Not very certain	19	2	8	9	8	11	10	4	3	3	16	**	**	**
	3%	1%	3%	4%	2%	3%	4%	2%	2%	2%	3%	**	**	**
Don't know	7	2	2	3	4	3	2	2	2	2	6	**	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	**	**	**

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

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

Q6O. You say you are in contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	732	42	232	343	218	432	42	10	32	6	388	117	121	301	178
Effective Weighted Sample	673	38	215	311	199	397	35	8	27	5	365	100	108	278	166
Total	715	43	237	324	208	427	40	10	31	6	387	110	117	300	174
Very certain	511	**	156	245	139	320	**	**	**	**	286	78	80	217	141
	72%	**	66%	76%	67%	75%	**	**	**	**	74%	71%	69%	72%	81%
Fairly certain	177	**	71	69	60	96	**	**	**	**	85	30	34	70	29
	25%	**	30%	21%	29%	22%	**	**	**	**	22%	27%	29%	23%	16%
Not very certain	19	**	6	7	7	10	**	**	**	**	11	3	1	10	3
	3%	**	3%	2%	3%	2%	**	**	**	**	3%	2%	1%	3%	2%
Don't know	7	**	3	2	2	2	**	**	**	**	5	-	2	3	1
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	-%	2%	1%	1%

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	123	6	60	11	55	35	31	7	2	93	24	99	18	71	46	17
Effective Weighted Sample	112	5	56	9	51	31	29	5	2	86	21	91	16	65	42	14
Total	116	5	60	10	56	34	31	4	2	90	22	95	17	69	44	12
Very certain	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly certain	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	123	27	83	33	77	72	38	14	6	46	77	56	67
Effective Weighted Sample	112	25	77	30	71	66	35	12	6	43	70	52	61
Total	116	23	83	29	77	70	36	10	5	40	77	50	66
Very certain	66	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**
Fairly certain	42	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	123	60	63	15	5	-	-	-	-	123	-	111	12
Effective Weighted Sample	112	54	58	13	5	-	-	-	-	112	-	101	11
Total	116	59	58	11	4	-	-	-	-	116	-	104	12
Very certain	66	**	**	**	**	**	**	**	**	66	**	57	**
	56%	**	**	**	**	**	**	**	**	56%	**	55%	**
Fairly certain	42	**	**	**	**	**	**	**	**	42	**	39	**
	36%	**	**	**	**	**	**	**	**	36%	**	37%	**
Not very certain	7	**	**	**	**	**	**	**	**	7	**	7	**
	6%	**	**	**	**	**	**	**	**	6%	**	7%	**
Don't know	1	**	**	**	**	**	**	**	**	1	**	1	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	123	8	34	9	42	30	36	42	7	12	47	53	112	11	3
Effective Weighted Sample	112	8	32	8	38	28	33	39	7	9	43	50	101	11	3
Total	116	7	35	9	40	25	35	45	7	10	48	48	106	10	3
Very certain	66	**	**	**	**	**	**	**	**	**	**	**	60	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	57%	**	**
Fairly certain	42	**	**	**	**	**	**	**	**	**	**	**	41	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	38%	**	**
Not very certain	7	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	4%	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	**	**

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	123	28	57	38	55	67	49	33	18	23	95	14	9	5
Effective Weighted Sample	112	23	53	37	51	60	46	31	17	21	87	12	9	5
Total	116	25	56	36	51	64	43	31	22	21	87	14	9	6
Very certain	66	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly certain	42	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6O. You say you are out of contract with your Pay TV Service supplier. How certain of this are you?
Base: Those responsible for the household's Pay TV service responding they are out of contract

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	123	11	34	52	37	67	6	1	5	-	78	21	16	54	33
Effective Weighted Sample	112	10	31	48	33	62	5	1	4	-	73	17	15	49	31
Total	116	12	32	49	33	66	5	1	4	-	75	19	15	52	32
Very certain	66	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	56%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fairly certain	42	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	36%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Not very certain	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	a	b	a	~b	a	b	~c
Unweighted row	375	20	155	40	135	88	87	19	8	238	101	266	73	202	137	49
Effective Weighted Sample	344	17	144	35	126	78	84	14	8	223	90	248	64	184	129	41
Total	362	18	160	39	138	79	98	11	8	234	92	261	65	190	137	40
Within the last 2 years	197	**	75	**	69	**	**	**	**	127	50	140	**	110	68	**
	54%	**	47%	**	50%	**	**	**	**	54%	54%	54%	**	58%	49%	**
Longer than 2 years ago	124	**	64	**	54	**	**	**	**	80	32	91	**	59	53	**
	34%	**	40%	**	39%	**	**	**	**	34%	35%	35%	**	31%	39%	**
Don't know	42	**	21	**	16	**	**	**	**	27	10	30	**	21	17	**
	11%	**	13%	**	11%	**	**	**	**	12%	11%	11%	**	11%	12%	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b
Unweighted row	375	58	251	93	216	185	124	53	31	148	227	184	191
Effective Weighted Sample	344	54	233	87	200	171	117	48	30	134	211	166	178
Total	362	55	249	90	214	175	129	44	29	139	224	176	186
Within the last 2 years	197	**	138	**	121	96	68	**	**	64	132	83	113
	54%	**	55%	**	56%	55%	53%	**	**	46%	59%	47%	61%
Longer than 2 years ago	124	**	86	**	74	60	46	**	**	57	68	68	57
	34%	**	35%	**	34%	34%	36%	**	**	41%	30%	38%	30%
Don't know	42	**	25	**	20	19	15	**	**	18	24	25	17
	11%	**	10%	**	9%	11%	11%	**	**	13%	11%	14%	9%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	375	186	189	60	33	-	-	-	-	375	-	336	39
Effective Weighted Sample	344	169	176	53	32	-	-	-	-	344	-	306	38
Total	362	174	189	45	29	-	-	-	-	362	-	324	38
Within the last 2 years	197	101	95	**	**	**	**	**	**	197	**	180	**
	54%	58%	51%	**	**	**	**	**	**	54%	**	55%	**
Longer than 2 years ago	124	52	72	**	**	**	**	**	**	124	**	110	**
	34%	30%	38%	**	**	**	**	**	**	34%	**	34%	**
Don't know	42	21	21	**	**	**	**	**	**	42	**	34	**
	11%	12%	11%	**	**	**	**	**	**	11%	**	10%	**

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	d	~e	~a	b	~c	~a	b	c	d	~e	~f
Unweighted row	375	27	78	28	149	95	96	124	22	47	154	116	317	58	20
Effective Weighted Sample	344	24	74	25	137	86	87	115	22	41	139	109	288	57	20
Total	362	27	84	27	138	89	97	133	23	44	151	112	306	56	19
Within the last 2 years	197	**	**	**	87	**	**	70	**	**	91	53	172	**	**
	54%	**	**	**	63%	**	**	53%	**	**	60%	47%	56%	**	**
Longer than 2 years ago	124	**	**	**	40	**	**	47	**	**	49	43	105	**	**
	34%	**	**	**	29%	**	**	35%	**	**	32%	38%	34%	**	**
Don't know	42	**	**	**	11	**	**	16	**	**	11	16	30	**	**
	11%	**	**	**	8%	**	**	12%	**	**	7%	15%	10%	**	**

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	375	117	149	109	168	203	119	97	65	88	311	28	16	20
Effective Weighted Sample	344	101	138	106	153	188	108	91	60	83	286	25	16	19
Total	362	108	150	104	170	188	102	90	77	87	296	29	17	21
Within the last 2 years	197	66	82	49	92	103	56	**	**	**	163	**	**	**
	54%	61%	55%	47%	54%	54%	55%	**	**	**	55%	**	**	**
Longer than 2 years ago	124	36	50	38	61	62	30	**	**	**	97	**	**	**
	34%	33%	34%	37%	36%	33%	30%	**	**	**	33%	**	**	**
Don't know	42	6	18	17	17	24	16	**	**	**	37	**	**	**
	11%	6%	12%	17%	10%	13%	15%	**	**	**	12%	**	**	**

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

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

Q6R. When did you sign up to your CURRENT Pay TV service package, by which I mean when do you last recall being in touch with the provider to set up the contract initially or agree to extend your service with them?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	375	29	132	144	123	199	20	4	16	2	197	60	60	150	60
Effective Weighted Sample	344	25	123	130	114	181	17	3	14	1	185	52	54	139	56
Total	362	29	134	133	119	191	18	4	14	2	197	52	57	147	61
Within the last 2 years	197	**	71	73	70	103	**	**	**	**	106	**	**	81	**
	54%	**	53%	55%	58%	54%	**	**	**	**	54%	**	**	55%	**
Longer than 2 years ago	124	**	51	48	32	72	**	**	**	**	67	**	**	53	**
	34%	**	38%	36%	27%	38%	**	**	**	**	34%	**	**	36%	**
Don't know	42	**	12	12	18	16	**	**	**	**	24	**	**	13	**
	11%	**	9%	9%	15%	8%	**	**	**	**	12%	**	**	9%	**

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	a	b	a	~b	a	b	~c
Unweighted row	375	20	155	40	135	88	87	19	8	238	101	266	73	202	137	49
Effective Weighted Sample	344	17	144	35	126	78	84	14	8	223	90	248	64	184	129	41
Total	362	18	160	39	138	79	98	11	8	234	92	261	65	190	137	40
Yes	118	**	55	**	49	**	**	**	**	63	38	71	**	71	30	**
	33%	**	34%	**	36%	**	**	**	**	27%	41% a	27%	**	38% b	22%	**
No	214	**	92	**	78	**	**	**	**	151	46	169	**	103	95	**
	59%	**	58%	**	57%	**	**	**	**	65%	50%	64%	**	54%	70% a	**
Don't know	30	**	13	**	11	**	**	**	**	20	8	22	**	16	12	**
	8%	**	8%	**	8%	**	**	**	**	8%	8%	8%	**	8%	9%	**

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b
Unweighted row	375	58	251	93	216	185	124	53	31	148	227	184	191
Effective Weighted Sample	344	54	233	87	200	171	117	48	30	134	211	166	178
Total	362	55	249	90	214	175	129	44	29	139	224	176	186
Yes	118	**	82	**	73	61	35	**	**	42	76	54	64
	33%	**	33%	**	34%	35%	28%	**	**	30%	34%	31%	34%
No	214	**	146	**	122	95	86	**	**	87	127	107	107
	59%	**	59%	**	57%	54%	67%	**	**	62%	57%	61%	58%
Don't know	30	**	20	**	18	19	7	**	**	10	20	15	15
	8%	**	8%	**	8%	11%	6%	**	**	7%	9%	9%	8%

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	375	186	189	60	33	-	-	-	-	375	-	336	39
Effective Weighted Sample	344	169	176	53	32	-	-	-	-	344	-	306	38
Total	362	174	189	45	29	-	-	-	-	362	-	324	38
Yes	118	66	52	**	**	**	**	**	**	118	**	115	**
	33%	38%	27%	**	**	**	**	**	**	33%	**	36%	**
No	214	89	125	**	**	**	**	**	**	214	**	183	**
	59%	51%	66% a	**	**	**	**	**	**	59%	**	56%	**
Don't know	30	19	11	**	**	**	**	**	**	30	**	26	**
	8%	11%	6%	**	**	**	**	**	**	8%	**	8%	**

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	d	~e	~a	b	~c	~a	b	c	d	~e	~f
Unweighted row	375	27	78	28	149	95	96	124	22	47	154	116	317	58	20
Effective Weighted Sample	344	24	74	25	137	86	87	115	22	41	139	109	288	57	20
Total	362	27	84	27	138	89	97	133	23	44	151	112	306	56	19
Yes	118	**	**	**	44	**	**	46	**	**	49	35	105	**	**
	33%	**	**	**	32%	**	**	35%	**	**	32%	31%	34%	**	**
No	214	**	**	**	82	**	**	75	**	**	92	65	179	**	**
	59%	**	**	**	59%	**	**	56%	**	**	61%	59%	58%	**	**
Don't know	30	**	**	**	12	**	**	12	**	**	10	12	23	**	**
	8%	**	**	**	9%	**	**	9%	**	**	7%	10%	7%	**	**

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	375	117	149	109	168	203	119	97	65	88	311	28	16	20
Effective Weighted Sample	344	101	138	106	153	188	108	91	60	83	286	25	16	19
Total	362	108	150	104	170	188	102	90	77	87	296	29	17	21
Yes	118	44	47	28	60	59	34	**	**	**	96	**	**	**
	33%	40%	31%	27%	35%	31%	33%	**	**	**	32%	**	**	**
No	214	60	88	65	104	107	60	**	**	**	172	**	**	**
	59%	56%	59%	63%	61%	57%	58%	**	**	**	58%	**	**	**
Don't know	30	4	15	11	7	23	8	**	**	**	28	**	**	**
	8%	4%	10%	10%	4%	12%	8%	**	**	**	9%	**	**	**
						a								

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

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

Q6U. Have you made any changes to your Pay TV service package in the last two years - for example changed package, changed speed, added any services?
Base: Those responsible for the household's Pay TV service who are not 'very certain' of their contract status

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	375	29	132	144	123	199	20	4	16	2	197	60	60	150	60
Effective Weighted Sample	344	25	123	130	114	181	17	3	14	1	185	52	54	139	56
Total	362	29	134	133	119	191	18	4	14	2	197	52	57	147	61
Yes	118	**	41	50	43	65	**	**	**	**	56	**	**	47	**
	33%	**	30%	38%	36%	34%	**	**	**	**	29%	**	**	32%	**
No	214	**	84	75	63	116	**	**	**	**	123	**	**	91	**
	59%	**	63%	57%	53%	60%	**	**	**	**	63%	**	**	62%	**
Don't know	30	**	9	8	13	10	**	**	**	**	17	**	**	8	**
	8%	**	7%	6%	11%	5%	**	**	**	**	9%	**	**	6%	**

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
VERY CERTAIN IN CONTRACT	511	**	263	55	239	153	140	**	**	347	120	384	83	284	183	75
	54%	**	58%	54%	59%	60%	55%	**	**	55%	54%	55%	54%	55%	53%	61%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	**	117	28	100	59	68	**	**	176	80	198	58	152	104	36
	30%	**	26%	27%	25%	23%	27%	**	**	28%	36%	28%	38%	30%	30%	30%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	**	35	10	31	18	24	**	**	44	10	48	6	30	24	3
	6%	**	8%	10%	8%	7%	9%	**	**	7%	4%	7%	4%	6%	7%	2%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	**	8	1	7	2	6	**	**	14	3	15	2	7	10	1
	2%	**	2%	1%	2%	1%	2%	**	**	2%	1%	2%	1%	1%	3%	1%
VERY CERTAIN OUT OF CONTRACT	66	**	34	7	31	21	17	**	**	55	8	57	6	40	23	7
	7%	**	8%	7%	8%	8%	7%	**	**	9%	4%	8%	4%	8%	7%	6%
SUMMARY																
IN CONTRACT	797	**	380	83	339	213	208	**	**	523	200	582	141	436	287	111
	85%	**	83%	81%	83%	84%	82%	**	**	82%	91% a	83%	91% a	85%	84%	91%
OUT OF CONTRACT	83	**	42	8	38	23	23	**	**	69	11	72	8	47	33	9
	9%	**	9%	8%	9%	9%	9%	**	**	11% b	5%	10%	5%	9%	10%	7%

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
VERY CERTAIN IN CONTRACT	511	65	406	117	353	269	201	78	**	167	344	220	292
	54%	50%	57%	53%	58%	55%	58%	61%	**	51%	56%	52%	57%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	37	200	66	171	136	100	40	**	99	187	130	156
	30%	28%	28%	30%	28%	28%	29%	31%	**	30%	30%	31%	30%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	11	40	16	35	29	23	4	**	31	28	36	23
	6%	9%	6%	7%	6%	6%	6%	3%	**	10% b	5%	9% b	4%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	7	9	8	8	10	6	-	**	9	8	10	7
	2%	5% b	1%	3%	1%	2%	2%	-%	**	3%	1%	2%	1%
VERY CERTAIN OUT OF CONTRACT	66	10	52	15	47	42	19	6	**	19	46	28	38
	7%	8%	7%	7%	8%	9%	6%	4%	**	6%	8%	7%	7%
SUMMARY													
IN CONTRACT	797	101	605	183	524	405	302	118	**	266	531	350	447
	85%	78%	86%	82%	85%	83%	86%	92% a	**	82%	86%	83%	87%
OUT OF CONTRACT	83	17	61	22	56	53	25	6	**	28	55	38	45
	9%	13%	9%	10%	9%	11%	7%	4%	**	9%	9%	9%	9%

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
VERY CERTAIN IN CONTRACT	511	237	274	73	**	**	**	**	**	511	**	450	61
	54%	54%	55%	60%	**	**	**	**	**	54%	**	54%	57%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	146	140	43	**	**	**	**	**	286	**	262	24
	30%	33%	28%	35%	**	**	**	**	**	30%	**	31%	22%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	21	38	2	**	**	**	**	**	59	**	48	11
	6%	5%	8%	2%	**	**	**	**	**	6%	**	6%	11%
			c										
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	7	10	1	**	**	**	**	**	17	**	14	3
	2%	2%	2%	1%	**	**	**	**	**	2%	**	2%	2%
VERY CERTAIN OUT OF CONTRACT	66	31	35	3	**	**	**	**	**	66	**	57	9
	7%	7%	7%	2%	**	**	**	**	**	7%	**	7%	8%
SUMMARY													
IN CONTRACT	797	383	414	116	**	**	**	**	**	797	**	712	86
	85%	87%	83%	95%	**	**	**	**	**	85%	**	86%	79%
				ab									
OUT OF CONTRACT	83	38	45	4	**	**	**	**	**	83	**	71	11
	9%	9%	9%	3%	**	**	**	**	**	9%	**	9%	10%

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
VERY CERTAIN IN CONTRACT	511	**	153	**	191	88	162	216	**	**	213	177	418	93	**
	54%	**	59%	**	54%	47%	59%	57%	**	**	55%	56%	53%	60%	**
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	**	63	**	123	65	77	104	**	**	125	79	246	39	**
	30%	**	24%	**	35% b	35%	28%	27%	**	**	32%	25%	31%	26%	**
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	**	16	**	13	16	16	24	**	**	17	24	44	16	**
	6%	**	6%	**	4%	9%	6%	6%	**	**	4%	8%	6%	10%	**
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	**	5	**	2	8	4	5	**	**	8	8	16	1	**
	2%	**	2%	**	*%	4% d	1%	1%	**	**	2%	2%	2%	1%	**
VERY CERTAIN OUT OF CONTRACT	66	**	24	**	23	10	18	29	**	**	27	30	60	5	**
	7%	**	9%	**	7%	5%	6%	8%	**	**	7%	9%	8%	4%	**
SUMMARY															
IN CONTRACT	797	**	216	**	314	153	240	319	**	**	339	257	664	132	**
	85%	**	83%	**	89%	82%	87%	85%	**	**	87%	80%	85%	86%	**
OUT OF CONTRACT	83	**	29	**	25	18	22	34	**	**	35	38	76	6	**
	9%	**	11%	**	7%	10%	8%	9%	**	**	9%	12% e	10%	4%	**

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
VERY CERTAIN IN CONTRACT	511	119	215	176	281	231	190	132	101	84	421	**	**	**
	54%	50%	54%	58%	58%	51%	60% d	56%	52%	46%	55%	**	**	**
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	93	123	70	137	147	82	65	68	68	234	**	**	**
	30%	39% c	31%	23%	28%	33%	26%	27%	35%	37% a	30%	**	**	**
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	13	17	29	30	29	15	18	10	16	51	**	**	**
	6%	5%	4%	10% b	6%	6%	5%	8%	5%	9%	7%	**	**	**
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	2	10	5	4	12	6	8	-	3	12	**	**	**
	2%	1%	3%	2%	1%	3%	2%	3%	-%	2%	2%	**	**	**
VERY CERTAIN OUT OF CONTRACT	66	12	32	22	32	34	24	15	15	12	50	**	**	**
	7%	5%	8%	7%	7%	7%	7%	6%	8%	7%	7%	**	**	**
SUMMARY														
IN CONTRACT	797	212	338	246	417	378	272	196	169	152	655	**	**	**
	85%	89%	85%	81%	86%	83%	86%	83%	87%	83%	85%	**	**	**
OUT OF CONTRACT	83	13	42	27	36	46	30	22	15	16	62	**	**	**
	9%	6%	11%	9%	7%	10%	9%	9%	8%	9%	8%	**	**	**

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
VERY CERTAIN IN CONTRACT	511	**	156	245	139	320	**	**	**	**	286	78	80	217	141
	54%	**	51%	60% b	50%	58%	**	**	**	**	54%	56%	55%	55%	63%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	286	**	109	108	94	155	**	**	**	**	146	43	46	122	45
	30%	**	35%	27%	34%	28%	**	**	**	**	27%	31%	31%	31% c	20%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	59	**	22	17	22	27	**	**	**	**	39	7	10	18	12
	6%	**	7%	4%	8%	5%	**	**	**	**	7%	5%	7%	4%	5%
POSSIBLY OUT OF CONTRACT (INCLUDING OUT OF CONTRACT BUT NOT VERY CERTAIN AND EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	17	**	4	7	3	9	**	**	**	**	12	2	1	8	4
	2%	**	1%	2%	1%	2%	**	**	**	**	2%	2%	1%	2%	2%
VERY CERTAIN OUT OF CONTRACT	66	**	18	28	21	36	**	**	**	**	48	8	10	30	21
	7%	**	6%	7%	8%	7%	**	**	**	**	9%	6%	7%	8%	9%
SUMMARY															
IN CONTRACT	797	**	265	353	233	474	**	**	**	**	432	121	126	339	187
	85%	**	86%	87%	83%	87%	**	**	**	**	81%	88%	86%	86%	83%
OUT OF CONTRACT	83	**	21	36	24	46	**	**	**	**	61	10	11	38	25
	9%	**	7%	9%	9%	8%	**	**	**	**	11%	7%	7%	10%	11%

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
TOTAL IN CONTRACT	715	**	345	78	307	194	191	**	**	470	180	523	127	393	256	106
	76%	**	76%	77%	75%	76%	75%	**	**	74%	81%	74%	82%	77%	75%	86% b
VERY CERTAIN	511	**	263	55	239	153	140	**	**	347	120	384	83	284	183	75
	54%	**	58%	54%	59%	60%	55%	**	**	55%	54%	55%	54%	55%	53%	61%
NOT 'VERY CERTAIN'	204	**	82	23	69	41	51	**	**	123	60	139	44	110	73	31
	22%	**	18%	23%	17%	16%	20%	**	**	19%	27%	20%	28%	21%	21%	25%
TOTAL OUT OF CONTRACT	116	**	60	10	56	34	31	**	**	90	22	95	17	69	44	12
	12%	**	13%	10%	14%	14%	12%	**	**	14%	10%	14%	11%	13%	13%	10%
VERY CERTAIN	66	**	34	7	31	21	17	**	**	55	8	57	6	40	23	7
	7%	**	8%	7%	8%	8%	7%	**	**	9%	4%	8%	4%	8%	7%	6%
NOT 'VERY CERTAIN'	51	**	26	3	25	13	14	**	**	35	14	39	11	29	21	5
	5%	**	6%	3%	6%	5%	6%	**	**	6%	6%	5%	7%	6%	6%	4%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	**	38	10	32	23	19	**	**	50	13	57	7	36	27	3
	8%	**	8%	9%	8%	9%	7%	**	**	8%	6%	8%	4%	7%	8%	2%
NOT SURE IF EVER HAD A CONTRACT	35	**	13	4	13	2	14	**	**	26	5	27	5	15	17	2
	4%	**	3%	4%	3%	1%	5% a	**	**	4%	2%	4%	3%	3%	5%	1%

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
TOTAL IN CONTRACT	715	87	551	164	475	368	270	106	**	234	481	314	401
	76%	67%	78% a	74%	77%	76%	77%	84%	**	72%	78%	74%	78%
VERY CERTAIN	511	65	406	117	353	269	201	78	**	167	344	220	292
	54%	50%	57%	53%	58%	55%	58%	61%	**	51%	56%	52%	57%
NOT 'VERY CERTAIN'	204	22	145	46	121	99	69	28	**	67	137	94	110
	22%	17%	21%	21%	20%	20%	20%	22%	**	21%	22%	22%	21%
TOTAL OUT OF CONTRACT	116	23	83	29	77	70	36	10	**	40	77	50	66
	12%	18%	12%	13%	12%	14%	10%	8%	**	12%	12%	12%	13%
VERY CERTAIN	66	10	52	15	47	42	19	6	**	19	46	28	38
	7%	8%	7%	7%	8%	9%	6%	4%	**	6%	8%	7%	7%
NOT 'VERY CERTAIN'	51	13	31	14	30	27	16	4	**	21	30	22	29
	5%	10%	4%	6%	5%	6%	5%	3%	**	6%	5%	5%	6%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	11	51	19	43	34	28	6	**	30	43	36	37
	8%	9%	7%	9%	7%	7%	8%	5%	**	9%	7%	8%	7%
NOT SURE IF EVER HAD A CONTRACT	35	8	21	10	20	14	16	5	**	21	14	24	11
	4%	7%	3%	5%	3%	3%	5%	4%	**	7% b	2%	6% b	2%

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
TOTAL IN CONTRACT	715	342	373	103	**	**	**	**	**	715	**	638	77
	76%	77%	75%	85%	**	**	**	**	**	76%	**	77%	71%
VERY CERTAIN	511	237	274	73	**	**	**	**	**	511	**	450	61
	54%	54%	55%	60%	**	**	**	**	**	54%	**	54%	57%
NOT 'VERY CERTAIN'	204	105	99	29	**	**	**	**	**	204	**	188	16
	22%	24%	20%	24%	**	**	**	**	**	22%	**	23%	15%
TOTAL OUT OF CONTRACT	116	59	58	11	**	**	**	**	**	116	**	104	12
	12%	13%	12%	9%	**	**	**	**	**	12%	**	13%	11%
VERY CERTAIN	66	31	35	3	**	**	**	**	**	66	**	57	9
	7%	7%	7%	2%	**	**	**	**	**	7%	**	7%	8%
NOT 'VERY CERTAIN'	51	28	23	8	**	**	**	**	**	51	**	47	4
	5%	6%	5%	7%	**	**	**	**	**	5%	**	6%	3%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	29	43	3	**	**	**	**	**	73	**	61	12
	8%	7%	9%	2%	**	**	**	**	**	8%	**	7%	11%
			c										
NOT SURE IF EVER HAD A CONTRACT	35	12	23	5	**	**	**	**	**	35	**	28	7
	4%	3%	5%	4%	**	**	**	**	**	4%	**	3%	6%

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
TOTAL IN CONTRACT	715	**	199	**	280	131	218	291	**	**	306	231	594	120	**
	76%	**	76%	**	80%	70%	79%	77%	**	**	78%	73%	76%	78%	**
VERY CERTAIN	511	**	153	**	191	88	162	216	**	**	213	177	418	93	**
	54%	**	59%	**	54%	47%	59%	57%	**	**	55%	56%	53%	60%	**
NOT 'VERY CERTAIN'	204	**	46	**	89	43	56	76	**	**	93	54	176	28	**
	22%	**	18%	**	25%	23%	20%	20%	**	**	24%	17%	22%	18%	**
TOTAL OUT OF CONTRACT	116	**	35	**	40	25	35	45	**	**	48	48	106	10	**
	12%	**	14%	**	11%	13%	12%	12%	**	**	12%	15% e	14%	7%	**
VERY CERTAIN	66	**	24	**	23	10	18	29	**	**	27	30	60	5	**
	7%	**	9%	**	7%	5%	6%	8%	**	**	7%	9%	8%	4%	**
NOT 'VERY CERTAIN'	51	**	11	**	17	15	17	16	**	**	21	18	46	5	**
	5%	**	4%	**	5%	8%	6%	4%	**	**	5%	6%	6%	3%	**
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	**	20	**	22	17	19	28	**	**	28	25	59	13	**
	8%	**	8%	**	6%	9%	7%	7%	**	**	7%	8%	8%	9%	**
NOT SURE IF EVER HAD A CONTRACT	35	**	6	**	10	13	6	13	**	**	8	15	25	10	**
	4%	**	2%	**	3%	7%	2%	4%	**	**	2%	5%	3%	7% b	**

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
TOTAL IN CONTRACT	715	189	301	224	378	335	249	173	151	134	592	**	**	**
	76%	79%	76%	74%	78%	74%	79%	73%	78%	73%	77%	**	**	**
VERY CERTAIN	511	119	215	176	281	231	190	132	101	84	421	**	**	**
	54%	50%	54%	58%	58%	51%	60% d	56%	52%	46%	55%	**	**	**
NOT 'VERY CERTAIN'	204	70	86	48	98	104	58	42	50	50	170	**	**	**
	22%	29% c	22%	16%	20%	23%	18%	18%	26%	27%	22%	**	**	**
TOTAL OUT OF CONTRACT	116	25	56	36	51	64	43	31	22	21	87	**	**	**
	12%	10%	14%	12%	11%	14%	14%	13%	11%	11%	11%	**	**	**
VERY CERTAIN	66	12	32	22	32	34	24	15	15	12	50	**	**	**
	7%	5%	8%	7%	7%	7%	7%	6%	8%	7%	7%	**	**	**
NOT 'VERY CERTAIN'	51	13	24	14	19	31	19	16	7	8	37	**	**	**
	5%	5%	6%	4%	4%	7%	6%	7%	4%	5%	5%	**	**	**
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	20	26	26	37	35	16	25	14	17	60	**	**	**
	8%	9%	7%	9%	8%	8%	5%	11%	7%	9%	8%	**	**	**
NOT SURE IF EVER HAD A CONTRACT	35	5	13	17	17	19	9	8	6	12	30	**	**	**
	4%	2%	3%	6%	3%	4%	3%	3%	3%	7%	4%	**	**	**

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

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

SUMMARY OF CONTRACT STATUS (EXCLUDING RECENT EXPERIENCE OF SET UP/ EXTENSION/ CHANGES TO SERVICE) - PAY TV

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
TOTAL IN CONTRACT	715	**	237	324	208	427	**	**	**	**	387	110	117	300	174
	76%	**	77%	80%	74%	78%	**	**	**	**	73%	80%	79%	76%	78%
VERY CERTAIN	511	**	156	245	139	320	**	**	**	**	286	78	80	217	141
	54%	**	51%	60% b	50%	58%	**	**	**	**	54%	56%	55%	55%	63%
NOT 'VERY CERTAIN'	204	**	81	79	69	108	**	**	**	**	101	32	37	83	33
	22%	**	26%	19%	25%	20%	**	**	**	**	19%	23%	25%	21%	15%
TOTAL OUT OF CONTRACT	116	**	32	49	33	66	**	**	**	**	75	19	15	52	32
	12%	**	10%	12%	12%	12%	**	**	**	**	14%	14%	10%	13%	14%
VERY CERTAIN	66	**	18	28	21	36	**	**	**	**	48	8	10	30	21
	7%	**	6%	7%	8%	7%	**	**	**	**	9%	6%	7%	8%	9%
NOT 'VERY CERTAIN'	51	**	14	21	12	30	**	**	**	**	27	11	5	22	11
	5%	**	5%	5%	4%	5%	**	**	**	**	5%	8%	4%	6%	5%
DON'T KNOW WHETHER IN OR OUT OF CONTRACT	73	**	27	22	25	37	**	**	**	**	46	6	10	31	12
	8%	**	9%	5%	9%	7%	**	**	**	**	9%	4%	7%	8%	5%
NOT SURE IF EVER HAD A CONTRACT	35	**	12	11	14	17	**	**	**	**	23	3	5	11	5
	4%	**	4%	3%	5%	3%	**	**	**	**	4%	2%	4%	3%	2%

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
ALL SERVICES IN CONTRACT	200	**	200	**	189	103	97	**	**	190	**	190	**	112	78	**
	76%	**	76%	**	78%	79%	74%	**	**	76%	**	76%	**	81%	70%	**
ALL SERVICES OUT OF CONTRACT	16	**	16	**	15	6	10	**	**	16	**	16	**	6	10	**
	6%	**	6%	**	6%	5%	8%	**	**	6%	**	6%	**	4%	9%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	26	**	26	**	23	11	16	**	**	25	**	25	**	12	14	**
	10%	**	10%	**	9%	8%	12%	**	**	10%	**	10%	**	8%	12%	**
MIX OF SERVICES IN & OUT OF CONTRACT	19	**	19	**	15	11	8	**	**	19	**	19	**	10	10	**
	7%	**	7%	**	6%	9%	6%	**	**	8%	**	8%	**	7%	9%	**

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
ALL SERVICES IN CONTRACT	200	**	200	**	193	97	103	**	**	**	200	**	187
	76%	**	76%	**	79%	79%	74%	**	**	**	76%	**	80%
ALL SERVICES OUT OF CONTRACT	16	**	16	**	15	5	11	**	**	**	16	**	12
	6%	**	6%	**	6%	4%	8%	**	**	**	6%	**	5%
ANY SERVICES UNSURE OF CONTRACT STATUS	26	**	26	**	22	10	16	**	**	**	26	**	20
	10%	**	10%	**	9%	9%	11%	**	**	**	10%	**	9%
MIX OF SERVICES IN & OUT OF CONTRACT	19	**	19	**	15	11	9	**	**	**	19	**	14
	7%	**	7%	**	6%	9%	6%	**	**	**	7%	**	6%

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
ALL SERVICES IN CONTRACT	200	88	112	**	**	**	**	**	**	200	**	153	**
	76%	78%	75%	**	**	**	**	**	**	76%	**	76%	**
ALL SERVICES OUT OF CONTRACT	16	5	11	**	**	**	**	**	**	16	**	12	**
	6%	4%	7%	**	**	**	**	**	**	6%	**	6%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	26	9	17	**	**	**	**	**	**	26	**	17	**
	10%	8%	12%	**	**	**	**	**	**	10%	**	8%	**
MIX OF SERVICES IN & OUT OF CONTRACT	19	11	9	**	**	**	**	**	**	19	**	18	**
	7%	9%	6%	**	**	**	**	**	**	7%	**	9%	**

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	249	-	249	-	-	-	113	115	21	6	59	120	185	64	25
Effective Weighted Sample	235	-	235	-	-	-	104	110	20	5	54	115	172	64	25
Total	261	-	261	-	-	-	117	122	22	7	67	124	198	63	24
ALL SERVICES IN CONTRACT	200	**	200	**	**	**	93	93	**	**	**	87	145	**	**
	76%	**	76%	**	**	**	80%	76%	**	**	**	70%	73%	**	**
ALL SERVICES OUT OF CONTRACT	16	**	16	**	**	**	5	10	**	**	**	12	15	**	**
	6%	**	6%	**	**	**	4%	8%	**	**	**	10%	8%	**	**
ANY SERVICES UNSURE OF CONTRACT STATUS	26	**	26	**	**	**	8	13	**	**	**	13	18	**	**
	10%	**	10%	**	**	**	7%	11%	**	**	**	11%	9%	**	**
MIX OF SERVICES IN & OUT OF CONTRACT	19	**	19	**	**	**	10	6	**	**	**	12	19	**	**
	7%	**	7%	**	**	**	9%	5%	**	**	**	9%	10%	**	**

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	249	23	111	115	126	121	82	74	38	52	199	23	13	14
Effective Weighted Sample	235	21	103	113	119	115	80	71	36	49	188	22	13	13
Total	261	28	116	117	135	124	78	77	49	54	207	26	13	15
ALL SERVICES IN CONTRACT	200	**	84	93	109	91	**	**	**	**	160	**	**	**
	76%	**	72%	80%	80%	73%	**	**	**	**	77%	**	**	**
ALL SERVICES OUT OF CONTRACT	16	**	8	7	6	9	**	**	**	**	12	**	**	**
	6%	**	7%	6%	4%	7%	**	**	**	**	6%	**	**	**
ANY SERVICES UNSURE OF CONTRACT STATUS	26	**	10	12	10	15	**	**	**	**	23	**	**	**
	10%	**	9%	10%	8%	12%	**	**	**	**	11%	**	**	**
MIX OF SERVICES IN & OUT OF CONTRACT	19	**	13	4	10	9	**	**	**	**	13	**	**	**
	7%	**	11%	4%	8%	7%	**	**	**	**	6%	**	**	**

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
ALL SERVICES IN CONTRACT	200	**	**	80	**	110	**	**	**	**	164	**	**	79	**
	76%	**	**	77%	**	80%	**	**	**	**	76%	**	**	75%	**
ALL SERVICES OUT OF CONTRACT	16	**	**	6	**	7	**	**	**	**	12	**	**	7	**
	6%	**	**	6%	**	5%	**	**	**	**	5%	**	**	6%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	26	**	**	8	**	11	**	**	**	**	22	**	**	8	**
	10%	**	**	8%	**	8%	**	**	**	**	10%	**	**	7%	**
MIX OF SERVICES IN & OUT OF CONTRACT	19	**	**	10	**	10	**	**	**	**	17	**	**	12	**
	7%	**	**	9%	**	7%	**	**	**	**	8%	**	**	11%	**

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	361	-	361	49	312	199	162	42	33	327	7	332	2	208	126	41
Effective Weighted Sample	344	-	344	47	297	188	156	38	33	313	7	318	2	197	123	37
Total	416	-	416	56	360	227	189	41	36	382	8	388	2	240	150	42
BOTH SERVICES IN CONTRACT	288	**	288	**	258	161	127	**	**	259	**	264	**	159	106	**
	69%	**	69%	**	72%	71%	67%	**	**	68%	**	68%	**	66%	71%	**
BOTH SERVICES OUT OF CONTRACT	68	**	68	**	62	41	28	**	**	65	**	66	**	49	17	**
	16%	**	16%	**	17%	18%	15%	**	**	17%	**	17%	**	20%	12%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	54	**	54	**	36	21	33	**	**	52	**	52	**	29	25	**
	13%	**	13%	**	10%	9%	18%	**	**	14%	**	14%	**	12%	16%	**
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	6	**	5	5	1	**	**	5	**	5	**	3	2	**
	1%	**	1%	**	1%	2%	1%	**	**	1%	**	1%	**	1%	1%	**

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	361	-	361	49	312	211	150	42	30	74	7	79	2
Effective Weighted Sample	344	-	344	47	297	199	145	38	30	68	7	73	2
Total	416	-	416	56	360	239	178	41	33	77	8	83	2
BOTH SERVICES IN CONTRACT	288	**	288	**	258	164	124	**	**	**	**	**	**
	69%	**	69%	**	72%	69%	70%	**	**	**	**	**	**
BOTH SERVICES OUT OF CONTRACT	68	**	68	**	62	46	23	**	**	**	**	**	**
	16%	**	16%	**	17%	19%	13%	**	**	**	**	**	**
ANY SERVICES UNSURE OF CONTRACT STATUS	54	**	54	**	36	25	30	**	**	**	**	**	**
	13%	**	13%	**	10%	10%	17%	**	**	**	**	**	**
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	6	**	5	5	1	**	**	**	**	**	**
	1%	**	1%	**	1%	2%	1%	**	**	**	**	**	**

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	b	~c	~d	~a	b	a	b
Unweighted row	361	26	55	7	4	32	123	4	3	81	155	257	104
Effective Weighted Sample	344	22	53	6	4	31	120	4	3	75	151	242	102
Total	416	24	61	5	4	38	147	4	3	85	185	293	124
BOTH SERVICES IN CONTRACT	288	**	**	**	**	**	100	**	**	**	123	206	82
	69%	**	**	**	**	**	68%	**	**	**	67%	70%	66%
BOTH SERVICES OUT OF CONTRACT	68	**	**	**	**	**	30	**	**	**	34	45	23
	16%	**	**	**	**	**	20%	**	**	**	18%	15%	19%
ANY SERVICES UNSURE OF CONTRACT STATUS	54	**	**	**	**	**	17	**	**	**	25	37	17
	13%	**	**	**	**	**	12%	**	**	**	14%	13%	14%
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	**	**	**	**	-	**	**	**	2	5	1
	1%	**	**	**	**	**	-%	**	**	**	1%	2%	1%

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	a	b	~c	~a	~b	c	d	e	~f
Unweighted row	361	361	-	-	7	-	165	169	27	10	74	167	251	109	49
Effective Weighted Sample	344	344	-	-	7	-	157	161	26	7	68	161	236	108	49
Total	416	416	-	-	8	-	188	197	31	9	90	194	292	123	56
BOTH SERVICES IN CONTRACT	288	288	**	**	**	**	142	127	**	**	**	125	204	84	**
	69%	69%	**	**	**	**	75%	65%	**	**	**	65%	70%	69%	**
BOTH SERVICES OUT OF CONTRACT	68	68	**	**	**	**	26	35	**	**	**	44	50	17	**
	16%	16%	**	**	**	**	14%	18%	**	**	**	23%	17%	14%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	54	54	**	**	**	**	19	32	**	**	**	23	35	19	**
	13%	13%	**	**	**	**	10%	16%	**	**	**	12%	12%	16%	**
MIX OF SERVICES IN & OUT OF CONTRACT	6	6	**	**	**	**	1	3	**	**	**	2	4	2	**
	1%	1%	**	**	**	**	1%	2%	**	**	**	1%	1%	2%	**

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	361	40	119	201	189	170	137	84	50	86	297	38	18	8
Effective Weighted Sample	344	34	113	197	180	162	132	81	47	83	284	35	17	8
Total	416	44	142	229	223	191	144	98	65	105	344	42	22	9
BOTH SERVICES IN CONTRACT	288	**	100	153	158	128	106	**	**	**	242	**	**	**
	69%	**	71%	67%	71%	67%	73%	**	**	**	70%	**	**	**
BOTH SERVICES OUT OF CONTRACT	68	**	24	40	37	31	19	**	**	**	60	**	**	**
	16%	**	17%	17%	17%	16%	13%	**	**	**	17%	**	**	**
ANY SERVICES UNSURE OF CONTRACT STATUS	54	**	15	33	26	27	17	**	**	**	38	**	**	**
	13%	**	11%	14%	12%	14%	11%	**	**	**	11%	**	**	**
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	2	3	1	5	2	**	**	**	5	**	**	**
	1%	**	2%	1%	1%	2%	2%	**	**	**	1%	**	**	**

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	361	26	116	134	106	194	-	-	-	-	258	69	97	162	66
Effective Weighted Sample	344	24	111	127	102	185	-	-	-	-	250	64	93	154	62
Total	416	29	141	149	124	225	-	-	-	-	299	83	111	188	76
BOTH SERVICES IN CONTRACT	288	**	101	98	84	157	**	**	**	**	205	**	**	139	**
	69%	**	72%	65%	68%	70%	**	**	**	**	69%	**	**	74%	**
BOTH SERVICES OUT OF CONTRACT	68	**	24	29	21	36	**	**	**	**	53	**	**	30	**
	16%	**	17%	19%	17%	16%	**	**	**	**	18%	**	**	16%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	54	**	13	20	18	28	**	**	**	**	39	**	**	18	**
	13%	**	10%	14%	14%	13%	**	**	**	**	13%	**	**	10%	**
MIX OF SERVICES IN & OUT OF CONTRACT	6	**	2	3	1	3	**	**	**	**	2	**	**	1	**
	1%	**	1%	2%	1%	2%	**	**	**	**	1%	**	**	*%	**

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2247	167	601	233	535	452	316	128	56	1560	348	1674	234	1225	683	359
Effective Weighted Sample	2054	133	556	193	495	388	300	96	55	1442	313	1548	207	1114	641	313
Total	2236	142	648	214	576	437	353	85	59	1577	347	1693	232	1212	713	330
Netflix	1813	116	529	172	472	355	289	71	**	1284	284	1371	198	978	591	269
	81%	81%	82%	80%	82%	81%	82%	83%	**	81%	82%	81%	85%	81%	83%	81%
Amazon Prime Video	1525	106	454	157	403	314	246	65	**	1073	257	1159	171	851	478	237
	68%	74%	70%	73%	70%	72%	70%	76%	**	68%	74%	68%	74%	70%	67%	72%
Disney+	993	59	268	92	235	189	139	39	**	683	178	737	124	554	308	154
	44%	42%	41%	43%	41%	43%	39%	46%	**	43%	51% a	44%	54% a	46%	43%	47%
Paramount+	425	36	130	52	114	98	68	21	**	270	96	301	66	230	137	64
	19%	25%	20%	24%	20%	22%	19%	25%	**	17%	28% a	18%	28% a	19%	19%	19%
Apple TV+	417	44	128	57	115	105	67	29	**	276	90	302	64	243	123	79
	19%	31% b	20%	27%	20%	24%	19%	34% b	**	17%	26% a	18%	28% a	20%	17%	24%
YouTube Premium	349	33	81	36	78	71	43	20	**	224	77	238	64	202	99	67
	16%	23% b	12%	17%	14%	16%	12%	24% b	**	14%	22% a	14%	28% a	17%	14%	20% b
NOW	282	25	81	33	73	66	40	18	**	186	58	200	43	151	92	32
	13%	18%	13%	15%	13%	15%	11%	22% b	**	12%	17%	12%	19% a	12%	13%	10%
Discovery+	281	29	77	39	68	67	40	19	**	157	71	179	49	154	75	52
	13%	21% b	12%	18%	12%	15%	11%	22% b	**	10%	21% a	11%	21% a	13%	11%	16%
ITVX Premum/ STV Player VIP	166	24	50	33	41	48	26	14	**	105	38	111	32	90	53	24
	7%	17% b	8%	15% b	7%	11%	7%	16% b	**	7%	11% a	7%	14% a	7%	7%	7%
Channel4+ (premium service with no adverts)	131	23	31	26	29	37	17	12	**	78	28	81	25	71	35	27
	6%	16% b	5%	12% b	5%	8%	5%	14% b	**	5%	8%	5%	11% a	6%	5%	8%
Other supplier	55	4	17	5	16	9	12	2	**	37	7	42	3	33	11	5
	2%	3%	3%	2%	3%	2%	3%	3%	**	2%	2%	2%	1%	3%	2%	2%

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

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Q6E. STREAMING SERVICE PROVIDERS

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2247	724	916	874	766	1057	583	348	217	324	533	412	445
Effective Weighted Sample	2054	678	848	816	710	978	548	322	210	292	492	372	412
Total	2236	723	958	877	804	1065	615	318	211	308	523	395	436
Netflix	1813	605	781	727	659	881	504	264	169	273	446	344	375
	81%	84%	82%	83%	82%	83%	82%	83%	80%	88%	85%	87%	86%
Amazon Prime Video	1525	506	680	615	570	756	430	223	153	227	380	298	310
	68%	70%	71%	70%	71%	71%	70%	70%	72%	74%	73%	76%	71%
Disney+	993	323	440	398	366	495	269	143	83	179	263	232	211
	44%	45%	46%	45%	45%	46%	44%	45%	39%	58%	50%	59% b	48%
Paramount+	425	131	208	164	176	221	119	64	27	88	144	119	113
	19%	18%	22%	19%	22%	21% d	19%	20%	13%	28%	28%	30%	26%
Apple TV+	417	108	193	136	165	196	105	60	31	81	122	99	104
	19%	15%	20% a	16%	21% a	18%	17%	19%	15%	26%	23%	25%	24%
YouTube Premium	349	119	129	135	114	172	77	68	33	81	75	90	66
	16%	17%	14%	15%	14%	16%	12%	22% b	16%	26% b	14%	23% b	15%
NOW	282	114	118	134	98	149	83	40	22	61	60	71	50
	13%	16%	12%	15%	12%	14%	14%	12%	10%	20% b	11%	18% b	11%
Discovery+	281	78	132	100	109	144	65	42	23	56	87	77	66
	13%	11%	14%	11%	14%	14%	11%	13%	11%	18%	17%	19%	15%
ITVX Premum/ STV Player VIP	166	42	78	55	65	73	46	21	13	36	56	48	44
	7%	6%	8%	6%	8%	7%	8%	7%	6%	12%	11%	12%	10%
Channel4+ (premium service with no adverts)	131	36	51	40	46	56	31	16	4	22	41	28	35
	6%	5%	5%	5%	6%	5%	5%	5%	2%	7%	8%	7%	8%
Other supplier	55	25	19	27	17	27	17	8	8	4	7	5	6
	2%	4%	2%	3%	2%	3%	3%	3%	4%	1%	1%	1%	1%

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

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

Q6E. STREAMING SERVICE PROVIDERS

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	~b
Unweighted row	2247	425	432	139	66	118	214	33	24	857	332	2247	-
Effective Weighted Sample	2054	382	402	125	64	112	204	31	23	784	315	2054	-
Total	2236	402	429	110	58	125	235	33	25	831	360	2236	-
Netflix	1813	353	366	97	**	105	171	**	**	719	276	1813	**
	81%	88%	85%	88%	**	83%	73%	**	**	87% b	77%	81%	**
Amazon Prime Video	1525	300	308	77	**	90	164	**	**	608	254	1525	**
	68%	74%	72%	70%	**	72%	70%	**	**	73%	70%	68%	**
Disney+	993	227	216	59	**	51	86	**	**	442	137	993	**
	44%	56%	50%	54%	**	41%	37%	**	**	53% b	38%	44%	**
Paramount+	425	112	119	29	**	20	21	**	**	231	40	425	**
	19%	28%	28%	26%	**	16%	9%	**	**	28% b	11%	19%	**
Apple TV+	417	106	97	34	**	16	28	**	**	203	44	417	**
	19%	26%	23%	31%	**	13%	12%	**	**	24% b	12%	19%	**
YouTube Premium	349	97	58	31	**	13	13	**	**	156	26	349	**
	16%	24% b	14%	29% b	**	10%	6%	**	**	19% b	7%	16%	**
NOW	282	66	54	19	**	19	40	**	**	121	59	282	**
	13%	16%	13%	18%	**	15%	17%	**	**	15%	16%	13%	**
Discovery+	281	72	71	23	**	16	14	**	**	143	30	281	**
	13%	18%	17%	21%	**	13%	6%	**	**	17% b	8%	13%	**
ITVX Premum/ STV Player VIP	166	56	36	15	**	12	8	**	**	93	20	166	**
	7%	14%	8%	14%	**	10%	3%	**	**	11% b	6%	7%	**
Channel4+ (premium service with no adverts)	131	36	27	13	**	9	5	**	**	63	14	131	**
	6%	9%	6%	12%	**	7%	2%	**	**	8%	4%	6%	**
Other supplier	55	5	6	1	**	2	8	**	**	12	10	55	**
	2%	1%	2%	1%	**	1%	3%	**	**	1%	3%	2%	**

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

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Q6E. STREAMING SERVICE PROVIDERS

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	~f
Unweighted row	2247	257	191	58	477	1271	499	670	66	303	957	735	1995	250	80
Effective Weighted Sample	2054	242	179	52	435	1157	437	628	63	266	858	688	1810	243	78
Total	2236	293	201	56	468	1227	493	762	77	304	955	721	1980	254	82
Netflix	1813	227	177	**	380	988	407	616	**	252	828	551	1631	182	**
	81%	77%	88%	**	81%	81%	83%	81%	**	83%	87%	76%	82%	72%	**
			ae							e	cde		ce		
Amazon Prime Video	1525	192	153	**	340	809	336	513	**	186	672	493	1351	172	**
	68%	66%	76%	**	73%	66%	68%	67%	**	61%	70%	68%	68%	68%	**
			e		e						a				
Disney+	993	106	96	**	247	525	217	337	**	158	556	239	953	40	**
	44%	36%	48%	**	53%	43%	44%	44%	**	52%	58%	33%	48%	16%	**
					ae					ce	cde	e	ce		
Paramount+	425	43	46	**	124	200	122	162	**	45	216	132	393	32	**
	19%	15%	23%	**	27%	16%	25%	21%	**	15%	23%	18%	20%	13%	**
					ae						ae		e		
Apple TV+	417	46	45	**	110	207	133	139	**	61	225	91	378	39	**
	19%	16%	23%	**	23%	17%	27%	18%	**	20%	24%	13%	19%	15%	**
					e		b			c	cde		c		
YouTube Premium	349	28	19	**	89	202	95	113	**	71	221	51	342	7	**
	16%	10%	9%	**	19%	16%	19%	15%	**	23%	23%	7%	17%	3%	**
					ab	a				ce	cde		ce		
NOW	282	30	18	**	65	157	85	82	**	41	140	85	266	17	**
	13%	10%	9%	**	14%	13%	17%	11%	**	13%	15%	12%	13%	7%	**
							b			e	e		e		
Discovery+	281	29	25	**	84	138	85	97	**	29	137	82	247	34	**
	13%	10%	13%	**	18%	11%	17%	13%	**	9%	14%	11%	12%	13%	**
					ae										
ITVX Premum/ STV Player VIP	166	11	19	**	46	82	63	53	**	35	70	47	152	14	**
	7%	4%	9%	**	10%	7%	13%	7%	**	11%	7%	7%	8%	6%	**
					a		b			c					
Channel4+ (premium service with no adverts)	131	5	12	**	39	73	50	45	**	26	74	28	129	2	**
	6%	2%	6%	**	8%	6%	10%	6%	**	9%	8%	4%	6%	1%	**
					a	a	b			ce	ce		ce		
Other supplier	55	8	3	**	9	35	15	20	**	5	17	17	40	15	**
	2%	3%	2%	**	2%	3%	3%	3%	**	2%	2%	2%	2%	6%	**
														abcd	

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

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Q6E. STREAMING SERVICE PROVIDERS

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2247	778	891	576	1149	1076	717	622	431	443	1866	200	114	67
Effective Weighted Sample	2054	685	817	552	1046	989	653	583	391	409	1710	180	105	60
Total	2236	764	893	577	1162	1051	654	618	491	441	1852	205	114	65
Netflix	1813	652	749	411	915	881	550	499	404	336	1511	165	81	**
	81%	85%	84%	71%	79%	84%	84%	81%	82%	76%	82%	81%	71%	**
		c	c			a	d				c			
Amazon Prime Video	1525	506	637	380	804	712	482	406	341	277	1252	147	81	**
	68%	66%	71%	66%	69%	68%	74%	66%	70%	63%	68%	72%	71%	**
							bd							
Disney+	993	438	449	106	494	490	303	270	243	159	817	94	49	**
	44%	57%	50%	18%	43%	47%	46%	44%	50%	36%	44%	46%	43%	**
		bc	c				d		d					
Paramount+	425	153	194	78	247	175	141	99	108	73	351	41	22	**
	19%	20%	22%	14%	21%	17%	21%	16%	22%	17%	19%	20%	19%	**
		c	c		b									
Apple TV+	417	190	154	73	247	165	188	86	92	47	346	42	16	**
	19%	25%	17%	13%	21%	16%	29%	14%	19%	11%	19%	20%	14%	**
		bc			b		bcd		d					
YouTube Premium	349	204	126	19	221	126	125	80	87	53	289	36	12	**
	16%	27%	14%	3%	19%	12%	19%	13%	18%	12%	16%	18%	11%	**
		bc	c		b		bd							
NOW	282	108	126	48	147	132	100	70	65	40	224	31	14	**
	13%	14%	14%	8%	13%	13%	15%	11%	13%	9%	12%	15%	12%	**
		c	c				d							
Discovery+	281	103	118	61	171	106	96	56	82	44	229	30	15	**
	13%	13%	13%	10%	15%	10%	15%	9%	17%	10%	12%	14%	13%	**
					b		b		bd					
ITVX Premum/ STV Player VIP	166	74	62	31	100	66	63	35	37	29	140	13	6	**
	7%	10%	7%	5%	9%	6%	10%	6%	8%	7%	8%	6%	5%	**
		c					b							
Channel4+ (premium service with no adverts)	131	65	55	10	83	46	61	20	31	18	106	17	4	**
	6%	9%	6%	2%	7%	4%	9%	3%	6%	4%	6%	8%	3%	**
		c	c		b		bd							
Other supplier	55	15	13	28	29	25	15	19	14	8	43	9	3	**
	2%	2%	1%	5%	2%	2%	2%	3%	3%	2%	2%	4%	2%	**
				ab										

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

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Q6E. STREAMING SERVICE PROVIDERS

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2247	208	680	912	705	1189	167	82	85	37	1270	344	303	782	450
Effective Weighted Sample	2054	182	621	836	633	1092	133	61	73	29	1190	295	275	724	424
Total	2236	205	693	892	684	1199	142	59	84	29	1296	330	306	806	461
Netflix	1813	166	553	742	537	982	116	**	**	**	1070	259	247	673	385
	81%	81%	80%	83%	78%	82%	81%	**	**	**	83%	78%	81%	83%	83%
Amazon Prime Video	1525	138	444	668	483	828	106	**	**	**	914	199	203	551	361
	68%	67%	64%	75% b	71%	69%	74%	**	**	**	71% b	60%	66%	68%	78% ab
Disney+	993	98	290	429	306	543	59	**	**	**	559	154	138	367	224
	44%	48%	42%	48%	45%	45%	42%	**	**	**	43%	47%	45%	46%	49%
Paramount+	425	43	120	200	135	234	36	**	**	**	221	67	57	167	97
	19%	21%	17%	22%	20%	20%	25%	**	**	**	17%	20%	19%	21%	21%
Apple TV+	417	25	100	228	117	239	44	**	**	**	212	85	55	136	99
	19%	12%	14%	26% ab	17%	20%	31%	**	**	**	16%	26% a	18%	17%	21%
YouTube Premium	349	40	91	171	91	205	33	**	**	**	158	92	59	111	75
	16%	20%	13%	19% b	13%	17%	23%	**	**	**	12%	28% a	19%	14%	16%
NOW	282	22	73	138	90	149	25	**	**	**	151	48	49	120	56
	13%	11%	11%	16% b	13%	12%	18%	**	**	**	12%	14%	16%	15%	12%
Discovery+	281	26	71	138	90	156	29	**	**	**	121	56	50	97	56
	13%	13%	10%	15% b	13%	13%	21%	**	**	**	9%	17% a	16%	12%	12%
ITVX Premum/ STV Player VIP	166	19	47	75	55	88	24	**	**	**	73	41	22	59	35
	7%	9%	7%	8%	8%	7%	17%	**	**	**	6%	13% a	7%	7%	8%
Channel4+ (premium service with no adverts)	131	17	35	60	45	69	23	**	**	**	48	39	18	41	25
	6%	8%	5%	7%	7%	6%	16%	**	**	**	4%	12% a	6%	5%	5%
Other supplier	55	3	19	20	18	32	4	**	**	**	29	8	3	27	10
	2%	2%	3%	2%	3%	3%	3%	**	**	**	2%	3%	1%	3%	2%

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	30	827	130	727	463	393	78	**	796	348	918	226	690	454	146
	43%	16%	95%	45%	96%	82%	82%	70%	**	40%	86%	43%	86%	47%	50%	39%
			a		a	c	c				a		a	c	c	
Landline phone service	853	-	853	102	751	458	395	79	**	640	172	688	124	482	330	94
	31%	-%	99%	36%	99%	81%	82%	71%	**	32%	43%	33%	47%	33%	36%	25%
			a		a	c	c				a		a	c	c	
Pay TV service	608	22	347	57	313	187	183	30	**	422	152	471	103	340	233	75
	22%	12%	40%	20%	41%	33%	38%	27%	**	21%	38%	22%	39%	23%	26%	20%
			a		a						a		a			
Mobile Phone	403	17	185	50	152	110	92	24	**	-	403	140	263	256	147	68
	15%	10%	21%	17%	20%	19%	19%	22%	**	-%	100%	7%	100%	17%	16%	18%
			a								a		a			
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	-	408	54	354	226	182	40	**	382	-	382	-	237	145	42
	15%	-%	47%	19%	47%	40%	38%	36%	**	19%	-%	18%	-%	16%	16%	11%
			a		a					b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	19	242	131	130	17	**	251	-	251	-	140	111	28
	9%	-%	30%	7%	32%	23%	27%	15%	**	13%	-%	12%	-%	10%	12%	7%
			a		a		c			b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	63	11	52	33	30	8	**	-	63	18	45	50	14	12
	2%	-%	7%	4%	7%	6%	6%	7%	**	-%	16%	1%	17%	3%	1%	3%
			a								a		a	b		
FIXED BROADBAND AND PAY TV	183	16	-	16	-	8	8	1	**	164	-	164	-	89	75	15
	7%	9%	-%	6%	-%	1%	2%	1%	**	8%	-%	8%	-%	6%	8%	4%
		b		b						b		b			c	

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
MOBILE PHONE AND FIXED BROADBAND	145	11	5	13	2	10	6	2	**	-	145	62	83	96	49	26
	5%	6% b	1%	5% b	*%	2%	1%	1%	**	-%	36% a	3%	31% a	7%	5%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	90	14	76	53	37	10	**	-	90	27	63	44	46	9
	3%	-%	10% a	5%	10% a	9%	8%	9%	**	-%	22% a	1%	24% a	3%	5%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	3	-	3	-	3	-	1	**	-	50	15	36	35	16	14
	2%	1% b	-%	1%	-%	*%	-%	1%	**	-%	13% a	1%	14% a	2%	2%	4%
MOBILE PHONE AND PAY TV	36	4	8	6	6	4	8	1	**	-	36	15	21	23	13	5
	1%	2%	1%	2%	1%	1%	2%	1%	**	-%	9% a	1%	8% a	2%	1%	1%
LANDLINE AND MOBILE PHONE	16	-	16	2	14	7	9	2	**	-	16	2	14	7	10	3
	1%	-%	2%	1%	2%	1%	2%	2%	**	-%	4% a	*%	6% a	*%	1%	1%
LANDLINE AND PAY TV	12	-	12	1	11	8	4	2	**	7	-	7	-	3	4	*
	*%	-%	1%	*%	1%	1%	1%	2%	**	*%	-%	*%	-%	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	3	1	1	*	2	*	**	-	3	1	1	2	1	-
	*%	-%	*%	*%	*%	*%	*%	*%	**	-%	1% a	*%	1%	*%	*%	-%
NONE	1500	147	-	147	-	84	63	27	**	1169	-	1169	-	742	428	220
	54%	81% b	-%	51% b	-%	15%	13%	24% ab	**	59% b	-%	55% b	-%	51%	47%	59% ab

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	-	1200	195	1006	697	503	161	117	134	562	216	481
	43%	-%	99% a	18%	99% a	55% cd	62% acd	44%	46%	41%	92% a	51%	93% a
Landline phone service	853	12	824	105	731	457	379	80	60	104	340	145	299
	31%	1%	68% a	10%	72% a	36% cd	47% acd	22%	23%	32%	55% a	34%	58% a
Pay TV service	608	20	566	88	498	318	267	79	56	-	608	96	512
	22%	2%	47% a	8%	49% a	25%	33% acd	21%	22%	-%	99% a	23%	99% a
Mobile Phone	403	20	358	119	260	256	122	74	50	62	158	105	116
	15%	2%	30% a	11%	26% a	20% b	15%	20%	20%	19%	26%	25%	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	-	408	54	354	233	175	40	32	77	-	77	-
	15%	-%	34% a	5%	35% a	18% c	22% cd	11%	13%	24% b	-%	18% b	-%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	17	244	123	138	19	13	-	261	28	233
	9%	-%	22% a	2%	24% a	10% c	17% acd	5%	5%	-%	43% a	7%	45% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	63	10	53	34	29	6	4	-	63	11	52
	2%	-%	5% a	1%	5% a	3%	4%	2%	2%	-%	10% a	3%	10% a
FIXED BROADBAND AND PAY TV	183	-	183	27	155	108	74	36	26	-	183	27	155
	7%	-%	15% a	3%	15% a	9%	9%	10%	10%	-%	30% a	6%	30% a

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
MOBILE PHONE AND FIXED BROADBAND	145	-	145	62	83	104	41	36	24	35	5	37	2
	5%	-%	12% a	6%	8%	8% b	5%	10% b	9%	11% b	1%	9% b	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	90	12	77	61	29	13	9	22	-	22	-
	3%	-%	7% a	1%	8% a	5%	4%	3%	4%	7% b	-%	5% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	50	12	38	34	17	12	9	-	50	13	38
	2%	-%	4% a	1%	4% a	3%	2%	3%	4%	-%	8% a	3%	7% a
MOBILE PHONE AND PAY TV	36	13	8	15	6	17	4	4	3	-	36	15	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	6% a	4%	4%
LANDLINE AND MOBILE PHONE	16	5	2	5	2	4	3	1	-	5	2	5	2
	1%	1%	*%	1%	*%	*%	*%	*%	-%	1%	*%	1%	*%
LANDLINE AND PAY TV	12	5	-	5	-	1	4	-	-	-	12	1	11
	*%	1% b	-%	*%	-%	*%	1%	-%	-%	-%	2% a	*%	2% a
LANDLINE, MOBILE PHONE AND PAY TV	3	2	-	2	-	2	-	1	1	-	3	1	1
	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%
NONE	1500	852	-	852	-	554	299	200	134	187	-	187	-
	54%	97% b	-%	79% b	-%	43% b	37%	54% ab	52% ab	57% b	-%	44% b	-%

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	309	387	80	**	60	194	**	**	696	254	948	253
	43%	70%	78% ac	66%	**	39%	54% a	**	**	74% b	49%	42%	48%
Landline phone service	853	183	261	35	**	50	176	**	**	444	226	635	218
	31%	41% c	52% ac	29%	**	32%	49% a	**	**	47%	44%	28%	41% a
Pay TV service	608	279	329	74	**	-	-	**	**	608	-	517	91
	22%	63%	66%	61%	**	-%	-%	**	**	65% b	-%	23% b	17%
Mobile Phone	403	110	111	42	**	23	47	**	**	220	69	347	56
	15%	25%	22%	34% b	**	15%	13%	**	**	23% b	13%	16% b	10%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	23	53	5	**	38	147	**	**	77	185	284	124
	15%	5%	11% a	4%	**	24%	41% a	**	**	8%	36% a	13%	23% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	112	149	17	**	-	-	**	**	261	-	201	61
	9%	25% c	30% c	14%	**	-%	-%	**	**	28% b	-%	9%	11%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	28	35	7	**	-	-	**	**	63	-	56	7
	2%	6%	7%	6%	**	-%	-%	**	**	7% b	-%	3%	1%
FIXED BROADBAND AND PAY TV	183	87	96	25	**	-	-	**	**	183	-	168	15
	7%	20%	19%	20%	**	-%	-%	**	**	19% b	-%	8% b	3%

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
MOBILE PHONE AND FIXED BROADBAND	145	24	16	10	**	11	18	**	**	40	29	126	19
	5%	5%	3%	8%	**	7%	5%	**	**	4%	6%	6%	4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	9	14	3	**	11	29	**	**	22	40	66	24
	3%	2%	3%	2%	**	7%	8%	**	**	2%	8% a	3%	4%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	26	24	14	**	-	-	**	**	50	-	47	3
	2%	6%	5%	11% b	**	-%	-%	**	**	5% b	-%	2%	1%
MOBILE PHONE AND PAY TV	36	18	18	8	**	-	-	**	**	36	-	34	2
	1%	4%	4%	7%	**	-%	-%	**	**	4% b	-%	2%	*%
LANDLINE AND MOBILE PHONE	16	3	3	*	**	1	-	**	**	6	1	16	-
	1%	1%	1%	*%	**	*%	-%	**	**	1%	*%	1%	-%
LANDLINE AND PAY TV	12	6	6	3	**	-	-	**	**	12	-	9	3
	*%	1%	1%	3%	**	-%	-%	**	**	1%	-%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	-	**	-	-	**	**	3	-	3	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1500	104	83	30	**	94	168	**	**	187	263	1227	274
	54%	24% b	17%	24%	**	61% b	46%	**	**	20%	51% a	55%	51%

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	408	261	**	468	-	404	529	**	49	393	488	930	269	114
	43%	98%	100%	**	88%	-%	65%	57%	**	15%	37%	54%	41%	57%	62%
		de	de		e		b				a	abd	a	abd	abd
Landline phone service	853	408	261	**	121	-	392	392	**	22	222	376	620	231	103
	31%	98%	100%	**	23%	-%	63%	42%	**	7%	21%	41%	27%	49%	56%
		de	de		e		b				a	abd	ab	abcd	abcd
Pay TV service	608	8	261	**	284	-	180	258	**	38	225	233	496	111	42
	22%	2%	100%	**	53%	-%	29%	28%	**	11%	21%	26%	22%	24%	23%
		e	ade		ae						a	a	a	a	a
Mobile Phone	403	8	-	**	340	-	106	164	**	32	177	122	331	72	27
	15%	2%	-%	**	64%	-%	17%	18%	**	10%	17%	13%	14%	15%	15%
		e			abe						a				
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	408	-	**	-	-	184	193	**	9	87	191	286	120	56
	15%	98%	-%	**	-%	-%	30%	21%	**	3%	8%	21%	12%	26%	30%
		bde					b				a	abd	ab	abd	abcd
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	**	-	-	117	122	**	7	67	124	198	63	24
	9%	-%	100%	**	-%	-%	19%	13%	**	2%	6%	14%	9%	13%	13%
			ade				b				a	abd	a	abd	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	-	**	-	-	33	23	**	3	26	19	48	15	6
	2%	-%	-%	**	-%	-%	5%	3%	**	1%	2%	2%	2%	3%	3%
							b								
FIXED BROADBAND AND PAY TV	183	-	-	**	183	-	15	68	**	11	91	62	164	18	8
	7%	-%	-%	**	34%	-%	2%	7%	**	3%	9%	7%	7%	4%	5%
					abe			a			ae				

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
MOBILE PHONE AND FIXED BROADBAND	145	-	-	**	145	-	9	57	**	13	75	39	127	18	4
	5%	-%	-%	**	27% abe	-%	1%	6% a	**	4%	7% cf	4%	6%	4%	2%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	**	90	-	44	40	**	-	26	36	62	28	15
	3%	-%	-%	**	17% abe	-%	7%	4%	**	-%	2% a	4% a	3% a	6% abd	8% abd
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	-	**	50	-	3	25	**	5	22	17	44	6	1
	2%	-%	-%	**	9% abe	-%	1%	3% a	**	1%	2%	2%	2%	1%	1%
MOBILE PHONE AND PAY TV	36	8	-	**	36	-	7	12	**	9	15	8	32	4	1
	1%	2% e	-%	**	7% abe	-%	1%	1%	**	3%	1%	1%	1%	1%	1%
LANDLINE AND MOBILE PHONE	16	-	-	**	16	-	9	5	**	*	12	3	15	1	1
	1%	-%	-%	**	3% abe	-%	2%	1%	**	*%	1%	*%	1%	*%	1%
LANDLINE AND PAY TV	12	-	-	**	12	-	4	6	**	1	4	3	8	4	1
	*%	-%	-%	**	2% ae	-%	1%	1%	**	*%	*%	*%	*%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	**	3	-	1	1	**	1	2	-	3	-	-
	*%	-%	-%	**	*% e	-%	*%	*%	**	*%	*%	-%	*%	-%	-%
NONE	1500	-	-	**	-	1500	195	379	**	271	626	407	1305	193	68
	54%	-%	-%	**	-%	100% abd	31%	41% a	**	82% bcdef	60% cef	45%	57% cef	41%	37%

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	212	479	507	618	575	380	317	228	263	972	124	68	**
	43%	26%	47% a	56% ab	43%	44%	50% bcd	42%	39%	42%	42%	49%	49%	**
Landline phone service	853	112	320	420	439	408	280	226	149	190	687	88	50	**
	31%	14%	31% a	46% ab	31%	31%	37% bcd	30%	26%	30%	30%	35%	36%	**
Pay TV service	608	121	269	218	306	299	183	160	125	132	496	58	31	**
	22%	15%	26% a	24% a	21%	23%	24%	21%	22%	21%	22%	23%	22%	**
Mobile Phone	403	118	161	123	193	207	129	106	89	76	322	45	26	**
	15%	14%	16%	14%	13%	16%	17% d	14%	15%	12%	14%	18%	18%	**
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	44	138	225	220	186	143	97	62	101	337	40	22	**
	15%	5%	13% a	25% ab	15%	14%	19% bc	13%	11%	16%	15%	16%	16%	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	28	116	117	135	124	78	77	49	54	207	26	13	**
	9%	3%	11% a	13% a	9%	10%	10%	10%	8%	8%	9%	10%	9%	**
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	11	29	23	30	33	22	15	11	16	50	9	4	**
	2%	1%	3%	3%	2%	3%	3%	2%	2%	2%	2%	4%	3%	**
FIXED BROADBAND AND PAY TV	183	45	85	52	95	87	52	46	43	38	151	16	10	**
	7%	5%	8%	6%	7%	7%	7%	6%	8%	6%	7%	6%	7%	**
MOBILE PHONE AND FIXED BROADBAND	145	51	61	32	76	67	46	43	33	23	113	19	7	**
	5%	6%	6%	4%	5%	5%	6%	6%	6%	4%	5%	8%	5%	**

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	15	28	47	42	46	24	27	22	16	69	10	10	**
	3%	2%	3%	5%	3%	4%	3%	4%	4%	3%	3%	4%	7%	**
				ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	17	23	10	19	31	16	11	8	15	45	3	2	**
	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	**
MOBILE PHONE AND PAY TV	36	14	13	9	20	16	12	6	13	6	30	2	1	**
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	**
LANDLINE AND MOBILE PHONE	16	8	6	2	5	12	10	4	3	*	12	2	1	**
	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	1%	*%	**
							d							
LANDLINE AND PAY TV	12	4	2	6	6	6	3	5	1	3	10	1	1	**
	*%	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	1%	**
LANDLINE, MOBILE PHONE AND PAY TV	3	1	1	-	2	1	1	*	1	-	3	-	-	**
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	-%	**
NONE	1500	587	529	382	790	689	354	421	332	361	1267	123	69	**
	54%	71%	51%	42%	55%	53%	47%	56%	58%	57%	55%	49%	49%	**
		bc	c					a	a	a				

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	80	402	484	377	658	30	-	**	**	661	176	278	535	275
	43%	31%	46% a	48% a	44%	45%	16% b	-%	**	**	41%	41%	65% bc	56%	52%
Landline phone service	853	54	291	327	264	471	-	-	**	**	517	141	197	373	181
	31%	21%	33% a	32% a	31%	33%	-%	-%	**	**	32%	33%	46% c	39%	34%
Pay TV service	608	35	205	253	195	336	22	1	**	**	365	73	105	276	156
	22%	14%	24% a	25% a	23%	23%	12% b	1%	**	**	23%	17%	24%	29%	29%
Mobile Phone	403	30	123	184	115	238	17	1	**	**	-	53	91	173	81
	15%	11%	14%	18% a	13%	16%	10% b	1%	**	**	-%	13% a	21%	18%	15%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	29	138	146	124	217	-	-	**	**	299	83	111	181	75
	15%	11%	16%	14%	15%	15%	-%	-%	**	**	19%	19%	26% bc	19%	14%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	17	85	104	90	138	-	-	**	**	216	35	48	106	78
	9%	7%	10%	10%	11%	9%	-%	-%	**	**	13% b	8%	11%	11%	15%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	1	27	24	16	38	-	-	**	**	-	4	10	35	12
	2%	*%	3%	2%	2%	3%	-%	-%	**	**	-%	1% a	2%	4%	2%

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

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Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
FIXED BROADBAND AND PAY TV	183	9	70	77	59	103	16	-	**	**	146	17	31	92	49
	7%	3%	8% a	8%	7%	7%	9% b	-%	**	**	9% b	4%	7%	10%	9%
MOBILE PHONE AND FIXED BROADBAND	145	17	38	66	39	80	11	-	**	**	-	22	38	56	37
	5%	7%	4%	7%	5%	5%	6% b	-%	**	**	-%	5% a	9%	6%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	5	34	39	28	57	-	-	**	**	-	10	26	42	13
	3%	2%	4%	4%	3%	4%	-%	-%	**	**	-%	2% a	6% c	4%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	3	11	28	20	25	3	-	**	**	-	5	13	23	11
	2%	1%	1%	3%	2%	2%	1%	-%	**	**	-%	1% a	3%	2%	2%
MOBILE PHONE AND PAY TV	36	3	9	15	8	23	4	1	**	**	-	7	2	13	6
	1%	1%	1%	2%	1%	2%	2%	1%	**	**	-%	2% a	1%	1%	1%
LANDLINE AND MOBILE PHONE	16	*	5	9	3	12	-	-	**	**	-	5	1	3	3
	1%	*%	1%	1%	*%	1%	-%	-%	**	**	-%	1% a	*%	*%	1%
LANDLINE AND PAY TV	12	2	3	2	2	6	-	-	**	**	3	5	-	5	-
	*%	1%	*%	*%	*%	*%	-%	-%	**	**	*%	1% a	-%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	*	2	*	2	-	-	**	**	-	-	-	2	-
	*%	-%	*%	*%	*%	*%	-%	-%	**	**	-%	-%	-%	*%	-%
NONE	1500	172	455	497	462	748	147	85	**	**	937	232	147	391	246
	54%	67% bc	52%	49%	54%	52%	81%	99% a	**	**	59%	55%	34%	41%	46% a

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1210	33	793	129	697	455	371	101	65	747	399	884	262	702	444	166
Effective Weighted Sample	1125	29	742	119	653	417	354	85	64	704	362	832	234	645	421	144
Total	1267	33	866	139	760	483	417	84	69	803	403	943	263	724	482	154
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	**	827	130	727	463	393	78	**	796	348	918	226	690	454	146
	95%	**	95%	93%	96%	96%	94%	93%	**	99% b	86%	97% b	86%	95%	94%	95%
Landline phone service	853	**	853	102	751	458	395	79	**	640	172	688	124	482	330	94
	67%	**	99%	73%	99% a	95%	95%	94%	**	80% b	43%	73% b	47%	66%	68%	61%
Pay TV service	608	**	347	57	313	187	183	30	**	422	152	471	103	340	233	75
	48%	**	40%	41%	41%	39%	44%	35%	**	52% b	38%	50% b	39%	47%	48%	49%
Mobile Phone	403	**	185	50	152	110	92	24	**	-	403	140	263	256	147	68
	32%	**	21%	36% b	20%	23%	22%	29%	**	-%	100% a	15%	100% a	35%	31%	44% b
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	**	408	54	354	226	182	40	**	382	-	382	-	237	145	42
	32%	**	47%	39%	47%	47%	44%	48%	**	48% b	-%	40% b	-%	33%	30%	28%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	261	19	242	131	130	17	**	251	-	251	-	140	111	28
	21%	**	30%	14%	32% a	27%	31%	20%	**	31% b	-%	27% b	-%	19%	23%	18%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	63	11	52	33	30	8	**	-	63	18	45	50	14	12
	5%	**	7%	8%	7%	7%	7%	9%	**	-%	16% a	2%	17% a	7% b	3%	8% b
FIXED BROADBAND AND PAY TV	183	**	-	16	-	8	8	1	**	164	-	164	-	89	75	15
	14%	**	-%	11% b	-%	2%	2%	1%	**	20% b	-%	17% b	-%	12%	16%	10%

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

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1210	33	793	129	697	455	371	101	65	747	399	884	262	702	444	166
Effective Weighted Sample	1125	29	742	119	653	417	354	85	64	704	362	832	234	645	421	144
Total	1267	33	866	139	760	483	417	84	69	803	403	943	263	724	482	154
MOBILE PHONE AND FIXED BROADBAND	145	**	5	13	2	10	6	2	**	-	145	62	83	96	49	26
	11%	**	1%	9% b	*%	2%	1%	2%	**	-%	36% a	7%	31% a	13%	10%	17%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	14	76	53	37	10	**	-	90	27	63	44	46	9
	7%	**	10%	10%	10%	11%	9%	12%	**	-%	22% a	3%	24% a	6%	9%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	-	3	-	3	-	1	**	-	50	15	36	35	16	14
	4%	**	-%	2% b	-%	1%	-%	1%	**	-%	13% a	2%	14% a	5%	3%	9% b
MOBILE PHONE AND PAY TV	36	**	8	6	6	4	8	1	**	-	36	15	21	23	13	5
	3%	**	1%	4% b	1%	1%	2%	1%	**	-%	9% a	2%	8% a	3%	3%	3%
LANDLINE AND MOBILE PHONE	16	**	16	2	14	7	9	2	**	-	16	2	14	7	10	3
	1%	**	2%	1%	2%	2%	2%	3%	**	-%	4% a	*%	6% a	1%	2%	2%
LANDLINE AND PAY TV	12	**	12	1	11	8	4	2	**	7	-	7	-	3	4	*
	1%	**	1%	*%	1%	2%	1%	3%	**	1%	-%	1%	-%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	3	1	1	*	2	*	**	-	3	1	1	2	1	-
	*%	**	*%	1%	*%	*%	1%	*%	**	-%	1%	*%	1%	*%	*%	-%

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1210	26	1143	215	954	694	475	188	124	140	626	241	525
Effective Weighted Sample	1125	23	1068	200	891	641	450	171	120	126	582	218	490
Total	1267	25	1210	222	1014	721	515	168	121	139	614	237	516
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	**	1200	195	1006	697	503	161	117	134	562	216	481
	95%	**	99%	88%	99% a	97%	98%	96%	97%	97%	92%	91%	93%
Landline phone service	853	**	824	105	731	457	379	80	60	104	340	145	299
	67%	**	68%	47%	72% a	63% cd	74% acd	48%	49%	75% b	55%	61%	58%
Pay TV service	608	**	566	88	498	318	267	79	56	-	608	96	512
	48%	**	47%	40%	49%	44%	52% a	47%	46%	-%	99% a	41%	99% a
Mobile Phone	403	**	358	119	260	256	122	74	50	62	158	105	116
	32%	**	30%	54% b	26%	35% b	24%	44% b	41% b	45% b	26%	44% b	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	**	408	54	354	233	175	40	32	77	-	77	-
	32%	**	34%	24%	35% a	32%	34% c	24%	27%	55% b	-%	32% b	-%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	261	17	244	123	138	19	13	-	261	28	233
	21%	**	22%	7%	24% a	17%	27% acd	11%	11%	-%	43% a	12%	45% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	63	10	53	34	29	6	4	-	63	11	52
	5%	**	5%	5%	5%	5%	6%	4%	3%	-%	10% a	5%	10%
FIXED BROADBAND AND PAY TV	183	**	183	27	155	108	74	36	26	-	183	27	155
	14%	**	15%	12%	15%	15%	14%	21%	22%	-%	30% a	12%	30% a

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

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1210	26	1143	215	954	694	475	188	124	140	626	241	525
Effective Weighted Sample	1125	23	1068	200	891	641	450	171	120	126	582	218	490
Total	1267	25	1210	222	1014	721	515	168	121	139	614	237	516
MOBILE PHONE AND FIXED BROADBAND	145	**	145	62	83	104	41	36	24	35	5	37	2
	11%	**	12%	28% b	8%	14% b	8%	21% b	19% b	25% b	1%	16% b	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	12	77	61	29	13	9	22	-	22	-
	7%	**	7%	6%	8%	8%	6%	7%	8%	16% b	-%	9% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	50	12	38	34	17	12	9	-	50	13	38
	4%	**	4%	5%	4%	5%	3%	7%	8%	-%	8% a	5%	7%
MOBILE PHONE AND PAY TV	36	**	8	15	6	17	4	4	3	-	36	15	21
	3%	**	1%	7% b	1%	2%	1%	3%	2%	-%	6% a	6%	4%
LANDLINE AND MOBILE PHONE	16	**	2	5	2	4	3	1	-	5	2	5	2
	1%	**	*%	2% b	*%	1%	1%	1%	-%	3% b	*%	2%	*%
LANDLINE AND PAY TV	12	**	-	5	-	1	4	-	-	-	12	1	11
	1%	**	-%	2% b	-%	*%	1%	-%	-%	-%	2%	*%	2%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	-	2	-	2	-	1	1	-	3	1	1
	*%	**	-%	1%	-%	*%	-%	1%	1%	-%	*%	1%	*%

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1210	356	410	113	64	53	163	9	7	766	216	976	234
Effective Weighted Sample	1125	323	386	101	62	50	159	8	7	708	209	899	226
Total	1267	338	415	92	58	61	194	9	8	753	254	1009	258
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	309	387	80	**	**	194	**	**	696	254	948	253
	95%	91%	93%	87%	**	**	100%	**	**	92%	100% a	94%	98%
Landline phone service	853	183	261	35	**	**	176	**	**	444	226	635	218
	67%	54% c	63% c	39%	**	**	91%	**	**	59%	89% a	63%	84% a
Pay TV service	608	279	329	74	**	**	-	**	**	608	-	517	91
	48%	82%	79%	81%	**	**	-%	**	**	81% b	-%	51% b	35%
Mobile Phone	403	110	111	42	**	**	47	**	**	220	69	347	56
	32%	33%	27%	46% b	**	**	24%	**	**	29%	27%	34% b	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	23	53	5	**	**	147	**	**	77	185	284	124
	32%	7%	13% a	5%	**	**	76%	**	**	10%	73% a	28%	48% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	112	149	17	**	**	-	**	**	261	-	201	61
	21%	33% c	36% c	19%	**	**	-%	**	**	35% b	-%	20%	23%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	28	35	7	**	**	-	**	**	63	-	56	7
	5%	8%	8%	8%	**	**	-%	**	**	8% b	-%	6%	3%
FIXED BROADBAND AND PAY TV	183	87	96	25	**	**	-	**	**	183	-	168	15
	14%	26%	23%	27%	**	**	-%	**	**	24% b	-%	17% b	6%

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

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1210	356	410	113	64	53	163	9	7	766	216	976	234
Effective Weighted Sample	1125	323	386	101	62	50	159	8	7	708	209	899	226
Total	1267	338	415	92	58	61	194	9	8	753	254	1009	258
MOBILE PHONE AND FIXED BROADBAND	145	24	16	10	**	**	18	**	**	40	29	126	19
	11%	7%	4%	11%	**	**	9%	**	**	5%	11%	12%	8%
				b							a		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	9	14	3	**	**	29	**	**	22	40	66	24
	7%	3%	3%	3%	**	**	15%	**	**	3%	16%	7%	9%
											a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	26	24	14	**	**	-	**	**	50	-	47	3
	4%	8%	6%	15%	**	**	-%	**	**	7%	-%	5%	1%
				b						b			
MOBILE PHONE AND PAY TV	36	18	18	8	**	**	-	**	**	36	-	34	2
	3%	5%	4%	9%	**	**	-%	**	**	5%	-%	3%	1%
										b			
LANDLINE AND MOBILE PHONE	16	3	3	*	**	**	-	**	**	6	1	16	-
	1%	1%	1%	*%	**	**	-%	**	**	1%	*%	2%	-%
LANDLINE AND PAY TV	12	6	6	3	**	**	-	**	**	12	-	9	3
	1%	2%	1%	3%	**	**	-%	**	**	2%	-%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	-	**	**	-	**	**	3	-	3	-
	*%	*%	*%	-%	**	**	-%	**	**	*%	-%	*%	-%

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

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1210	361	249	65	542	-	404	493	69	60	402	482	944	264	110
Effective Weighted Sample	1125	344	235	59	496	-	372	465	66	51	360	455	864	259	108
Total	1267	416	261	63	535	-	426	554	78	61	425	501	987	278	117
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	408	261	**	468	**	404	529	**	**	393	488	930	269	114
	95%	98% d	100% d	**	88%	**	95%	96%	**	**	92%	97% bd	94%	97%	97%
Landline phone service	853	408	261	**	121	**	392	392	**	**	222	376	620	231	103
	67%	98% d	100% d	**	23%	**	92% b	71%	**	**	52%	75% bd	63% b	83% bcd	88% bcd
Pay TV service	608	8	261	**	284	**	180	258	**	**	225	233	496	111	42
	48%	2%	100% ad	**	53% a	**	42%	47%	**	**	53% ef	46%	50% ef	40%	36%
Mobile Phone	403	8	-	**	340	**	106	164	**	**	177	122	331	72	27
	32%	2%	-%	**	64% ab	**	25%	30%	**	**	42% cdef	24%	34% c	26%	23%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	408	-	**	-	**	184	193	**	**	87	191	286	120	56
	32%	98% bd	-%	**	-%	**	43%	35%	**	**	20%	38% bd	29% b	43% bd	47% bd
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	**	-	**	117	122	**	**	67	124	198	63	24
	21%	-%	100% ad	**	-%	**	27%	22%	**	**	16%	25% b	20%	23%	21%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	-	**	-	**	33	23	**	**	26	19	48	15	6
	5%	-%	-%	**	-%	**	8%	4%	**	**	6%	4%	5%	5%	5%
FIXED BROADBAND AND PAY TV	183	-	-	**	183	**	15	68	**	**	91	62	164	18	8
	14%	-%	-%	**	34% ab	**	4%	12% a	**	**	21% cef	12%	17% ef	7%	7%
MOBILE PHONE AND FIXED BROADBAND	145	-	-	**	145	**	9	57	**	**	75	39	127	18	4
	11%	-%	-%	**	27% ab	**	2%	10% a	**	**	18% cef	8%	13% cef	6%	3%

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1210	361	249	65	542	-	404	493	69	60	402	482	944	264	110
Effective Weighted Sample	1125	344	235	59	496	-	372	465	66	51	360	455	864	259	108
Total	1267	416	261	63	535	-	426	554	78	61	425	501	987	278	117
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	**	90	**	44	40	**	**	26	36	62	28	15
	7%	-%	-%	**	17%	**	10%	7%	**	**	6%	7%	6%	10%	13%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	-	**	50	**	3	25	**	**	22	17	44	6	1
	4%	-%	-%	**	9%	**	1%	4%	**	**	5%	3%	4%	2%	1%
					ab			a							
MOBILE PHONE AND PAY TV	36	8	-	**	36	**	7	12	**	**	15	8	32	4	1
	3%	2%	-%	**	7%	**	2%	2%	**	**	3%	2%	3%	1%	1%
					ab										
LANDLINE AND MOBILE PHONE	16	-	-	**	16	**	9	5	**	**	12	3	15	1	1
	1%	-%	-%	**	3%	**	2%	1%	**	**	3%	1%	2%	*%	1%
					ab						c				
LANDLINE AND PAY TV	12	-	-	**	12	**	4	6	**	**	4	3	8	4	1
	1%	-%	-%	**	2%	**	1%	1%	**	**	1%	1%	1%	1%	1%
					a										
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	**	3	**	1	1	**	**	2	-	3	-	-
	*%	-%	-%	**	*%	**	*%	*%	**	**	*%	-%	*%	-%	-%

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1210	232	477	499	609	594	430	317	200	250	988	119	65	38
Effective Weighted Sample	1125	202	439	483	566	553	400	299	186	237	919	108	62	35
Total	1267	239	502	524	649	610	406	331	245	272	1027	129	71	40
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	212	479	507	618	575	380	317	228	263	972	124	**	**
	95%	89%	96% a	97% a	95%	94%	94%	96%	93%	97%	95%	96%	**	**
Landline phone service	853	112	320	420	439	408	280	226	149	190	687	88	**	**
	67%	47%	64% a	80% ab	68%	67%	69%	68%	61%	70%	67%	69%	**	**
Pay TV service	608	121	269	218	306	299	183	160	125	132	496	58	**	**
	48%	50%	54% c	42%	47%	49%	45%	48%	51%	48%	48%	45%	**	**
Mobile Phone	403	118	161	123	193	207	129	106	89	76	322	45	**	**
	32%	49% bc	32% c	24%	30%	34%	32%	32%	37%	28%	31%	35%	**	**
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	44	138	225	220	186	143	97	62	101	337	40	**	**
	32%	18%	27% a	43% ab	34%	30%	35%	29%	25%	37% c	33%	31%	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	28	116	117	135	124	78	77	49	54	207	26	**	**
	21%	12%	23% a	22% a	21%	20%	19%	23%	20%	20%	20%	20%	**	**
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	11	29	23	30	33	22	15	11	16	50	9	**	**
	5%	5%	6%	4%	5%	5%	5%	5%	4%	6%	5%	7%	**	**
FIXED BROADBAND AND PAY TV	183	45	85	52	95	87	52	46	43	38	151	16	**	**
	14%	19% c	17% c	10%	15%	14%	13%	14%	18%	14%	15%	12%	**	**

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

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

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1210	232	477	499	609	594	430	317	200	250	988	119	65	38
Effective Weighted Sample	1125	202	439	483	566	553	400	299	186	237	919	108	62	35
Total	1267	239	502	524	649	610	406	331	245	272	1027	129	71	40
MOBILE PHONE AND FIXED BROADBAND	145	51	61	32	76	67	46	43	33	23	113	19	**	**
	11%	21%	12%	6%	12%	11%	11%	13%	13%	8%	11%	15%	**	**
		bc	c											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	15	28	47	42	46	24	27	22	16	69	10	**	**
	7%	6%	5%	9%	7%	8%	6%	8%	9%	6%	7%	8%	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	17	23	10	19	31	16	11	8	15	45	3	**	**
	4%	7%	5%	2%	3%	5%	4%	3%	3%	5%	4%	3%	**	**
		c												
MOBILE PHONE AND PAY TV	36	14	13	9	20	16	12	6	13	6	30	2	**	**
	3%	6%	3%	2%	3%	3%	3%	2%	5%	2%	3%	2%	**	**
		c												
LANDLINE AND MOBILE PHONE	16	8	6	2	5	12	10	4	3	*	12	2	**	**
	1%	4%	1%	*%	1%	2%	2%	1%	1%	*%	1%	1%	**	**
		c												
LANDLINE AND PAY TV	12	4	2	6	6	6	3	5	1	3	10	1	**	**
	1%	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	**	**
LANDLINE, MOBILE PHONE AND PAY TV	3	1	1	-	2	1	1	*	1	-	3	-	**	**
	*%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	**	**

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1210	78	386	510	375	668	33	1	32	1	621	183	262	533	267
Effective Weighted Sample	1125	72	359	469	347	621	29	1	28	1	590	160	244	493	251
Total	1267	86	419	513	389	702	33	1	32	1	664	193	282	557	284
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1200	**	402	484	377	658	**	**	**	**	661	176	278	535	275
	95%	**	96%	94%	97%	94%	**	**	**	**	100% b	91%	99%	96%	97%
Landline phone service	853	**	291	327	264	471	**	**	**	**	517	141	197	373	181
	67%	**	69%	64%	68%	67%	**	**	**	**	78%	73%	70%	67%	64%
Pay TV service	608	**	205	253	195	336	**	**	**	**	365	73	105	276	156
	48%	**	49%	49%	50%	48%	**	**	**	**	55% b	38%	37%	49% a	55% a
Mobile Phone	403	**	123	184	115	238	**	**	**	**	-	53	91	173	81
	32%	**	29%	36%	29%	34%	**	**	**	**	-%	28% a	32%	31%	29%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	408	**	138	146	124	217	**	**	**	**	299	83	111	181	75
	32%	**	33%	28%	32%	31%	**	**	**	**	45%	43%	39% c	32%	26%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	85	104	90	138	**	**	**	**	216	35	48	106	78
	21%	**	20%	20%	23%	20%	**	**	**	**	32% b	18%	17%	19%	28% ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	27	24	16	38	**	**	**	**	-	4	10	35	12
	5%	**	6%	5%	4%	5%	**	**	**	**	-%	2% a	4%	6%	4%
FIXED BROADBAND AND PAY TV	183	**	70	77	59	103	**	**	**	**	146	17	31	92	49
	14%	**	17%	15%	15%	15%	**	**	**	**	22% b	9%	11%	17%	17%

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

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

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1210	78	386	510	375	668	33	1	32	1	621	183	262	533	267
Effective Weighted Sample	1125	72	359	469	347	621	29	1	28	1	590	160	244	493	251
Total	1267	86	419	513	389	702	33	1	32	1	664	193	282	557	284
MOBILE PHONE AND FIXED BROADBAND	145	**	38	66	39	80	**	**	**	**	-	22	38	56	37
	11%	**	9%	13%	10%	11%	**	**	**	**	-%	11% a	14%	10%	13%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	34	39	28	57	**	**	**	**	-	10	26	42	13
	7%	**	8%	8%	7%	8%	**	**	**	**	-%	5% a	9%	8%	5%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	11	28	20	25	**	**	**	**	-	5	13	23	11
	4%	**	3%	5%	5%	4%	**	**	**	**	-%	3% a	5%	4%	4%
MOBILE PHONE AND PAY TV	36	**	9	15	8	23	**	**	**	**	-	7	2	13	6
	3%	**	2%	3%	2%	3%	**	**	**	**	-%	4% a	1%	2%	2%
LANDLINE AND MOBILE PHONE	16	**	5	9	3	12	**	**	**	**	-	5	1	3	3
	1%	**	1%	2%	1%	2%	**	**	**	**	-%	3% a	*%	*%	1%
LANDLINE AND PAY TV	12	**	3	2	2	6	**	**	**	**	3	5	-	5	-
	1%	**	1%	*%	*%	1%	**	**	**	**	*%	2% a	-%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	*	2	*	2	**	**	**	**	-	-	-	2	-
	*%	**	*%	*%	*%	*%	**	**	**	**	-%	-%	-%	*%	-%

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Landline	13	-	13	4	9	3	10	1	**	-	13	7	6	6	7	-
	*%	-%	1%	1%	1%	1%	2%	1%	**	-%	3% a	*%	2% a	*%	1%	-%
Fixed Broadband	10	-	10	3	7	1	9	1	**	-	10	7	3	3	7	-
	*%	-%	1%	1%	1%	*%	2% a	1%	**	-%	2% a	*%	1%	*%	1%	-%
Pay TV service	6	-	6	3	4	2	4	-	**	-	6	1	5	2	4	-
	*%	-%	1%	1%	*%	*%	1%	-%	**	-%	2% a	*%	2% a	*%	*%	-%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	-	8	2	6	1	7	1	**	-	8	6	2	3	5	-
	*%	-%	1%	1%	1%	*%	2%	1%	**	-%	2% a	*%	1%	*%	1%	-%
LANDLINE AND PAY TV	5	-	5	2	2	2	2	-	**	-	5	1	4	2	2	-
	*%	-%	1%	1%	*%	*%	*%	-%	**	-%	1% a	*%	1% a	*%	*%	-%
FIXED BROADBAND AND PAY TV	2	-	2	*	1	-	2	-	**	-	2	*	1	-	2	-
	*%	-%	*%	*%	*%	-%	*%	-%	**	-%	*% a	*%	*%	-%	*%	-%
NONE	2752	180	851	281	750	563	468	111	**	1973	388	2105	256	1461	901	375
	99%	100%	98%	98%	99%	99%	98%	99%	**	100% b	96%	100% b	97%	100%	99%	100%

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Landline	13	-	13	3	10	8	5	2	2	-	13	8	5
	*%	-%	1% a	*%	1%	1%	1%	1%	1%	-%	2% a	2%	1%
Fixed Broadband	10	-	10	2	8	7	3	1	1	-	10	6	4
	*%	-%	1% a	*%	1%	1%	*%	*%	*%	-%	2%	1%	1%
Pay TV service	6	-	6	1	5	3	3	1	1	-	6	2	4
	*%	-%	1%	*%	1%	*%	*%	*%	*%	-%	1%	1%	1%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	-	8	2	6	6	3	1	1	-	8	6	2
	*%	-%	1%	*%	1%	*%	*%	*%	*%	-%	1%	1%	*%
LANDLINE AND PAY TV	5	-	5	1	4	2	3	1	1	-	5	2	2
	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	1%	1%	*%
FIXED BROADBAND AND PAY TV	2	-	2	-	2	1	*	-	-	-	2	-	2
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
NONE	2752	877	1196	1071	1002	1265	808	366	253	325	600	416	509
	99%	100% b	99%	100%	99%	99%	99%	99%	99%	100% b	98%	98%	99%

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Landline	13	6	7	-	**	-	-	**	**	13	-	13	-
	*%	1%	1%	-%	**	-%	-%	**	**	1%	-%	1%	-%
Fixed Broadband	10	1	9	-	**	-	-	**	**	10	-	10	-
	*%	*%	2%	-%	**	-%	-%	**	**	1%	-%	*%	-%
Pay TV service	6	5	2	-	**	-	-	**	**	6	-	6	-
	*%	1%	*%	-%	**	-%	-%	**	**	1%	-%	*%	-%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	1	7	-	**	-	-	**	**	8	-	8	-
	*%	*%	1%	-%	**	-%	-%	**	**	1%	-%	*%	-%
LANDLINE AND PAY TV	5	5	-	-	**	-	-	**	**	5	-	5	-
	*%	1%	-%	-%	**	-%	-%	**	**	*%	-%	*%	-%
FIXED BROADBAND AND PAY TV	2	-	2	-	**	-	-	**	**	2	-	2	-
	*%	-%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	2752	436	489	121	**	155	362	**	**	925	517	2221	531
	99%	99%	98%	100%	**	100%	100%	**	**	98%	100% a	99%	100%

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Landline	13	8	-	**	13	-	6	6	**	-	6	4	11	2	-
	*%	2% e	-%	**	2% e	-%	1%	1%	**	-%	1%	*%	*%	1%	-%
Fixed Broadband	10	8	-	**	10	-	5	4	**	-	3	4	8	2	-
	*%	2% e	-%	**	2% e	-%	1%	*%	**	-%	*%	*%	*%	1%	-%
Pay TV service	6	-	-	**	6	-	3	2	**	-	4	2	6	-	-
	*%	-%	-%	**	1% e	-%	*%	*%	**	-%	*%	*%	*%	-%	-%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	8	-	**	8	-	4	4	**	-	3	3	6	2	-
	*%	2% e	-%	**	2% e	-%	1%	*%	**	-%	*%	*%	*%	1%	-%
LANDLINE AND PAY TV	5	-	-	**	5	-	2	2	**	-	3	1	5	-	-
	*%	-%	-%	**	1% e	-%	*%	*%	**	-%	*%	*%	*%	-%	-%
FIXED BROADBAND AND PAY TV	2	-	-	**	2	-	*	-	**	-	*	1	2	-	-
	*%	-%	-%	**	*%	-%	*%	-%	**	-%	*%	*%	*%	-%	-%
NONE	2752	408	261	**	520	1500	614	927	**	332	1045	903	2280	468	185
	99%	98%	100% d	**	97%	100% ad	99%	99%	**	100%	99%	99%	99%	99%	100%

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Landline	13	2	6	4	4	8	3	2	3	5	8	3	2	**
	*%	*%	1%	*%	*%	1%	*%	*%	*%	1%	*%	1%	2%	**
Fixed Broadband	10	-	6	4	4	6	1	1	4	4	7	2	-	**
	*%	-%	1%	*%	*%	*%	*%	*%	1%	1%	*%	1%	-%	**
Pay TV service	6	2	4	-	2	5	3	1	1	1	1	2	2	**
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	2%	**
												a	a	
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	-	4	4	3	5	1	1	3	4	7	1	-	**
	*%	-%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	-%	**
LANDLINE AND PAY TV	5	2	2	-	1	3	2	1	-	1	1	1	2	**
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	1%	2%	**
													a	
FIXED BROADBAND AND PAY TV	2	-	2	-	*	1	*	-	1	-	*	1	-	**
	*%	-%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	-%	**
NONE	2752	824	1022	901	1434	1290	756	750	573	628	2285	248	138	**
	99%	100%	99%	100%	100%	99%	100%	100%	99%	99%	100%	99%	98%	**

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Landline	13	-	4	6	3	8	-	-	**	**	-	1	1	7	2
	*%	-%	*%	1%	*%	1%	-%	-%	**	**	-%	*%	*%	1%	*%
Fixed Broadband	10	-	4	4	-	9	-	-	**	**	-	*	-	7	3
	*%	-%	*%	*%	-%	1%	-%	-%	**	**	-%	*%	-%	1%	1%
Pay TV service	6	-	2	3	3	3	-	-	**	**	-	2	1	-	3
	*%	-%	*%	*%	*%	*%	-%	-%	**	**	-%	*%	*%	-%	1%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	8	-	3	3	-	7	-	-	**	**	-	-	-	7	1
	*%	-%	*%	*%	-%	*%	-%	-%	**	**	-%	-%	-%	1%	*%
LANDLINE AND PAY TV	5	-	1	2	3	1	-	-	**	**	-	1	1	-	1
	*%	-%	*%	*%	*%	*%	-%	-%	**	**	-%	*%	*%	-%	*%
FIXED BROADBAND AND PAY TV	2	-	1	*	-	2	-	-	**	**	-	*	-	-	2
	*%	-%	*%	*%	-%	*%	-%	-%	**	**	-%	*%	-%	-%	*%
NONE	2752	258	869	1004	849	1440	180	86	**	**	1601	423	428	941	526
	99%	100%	99%	99%	100%	99%	100%	100%	**	**	100%	100%	100%	99%	99%

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

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	13	-	13	5	8	3	10	1	1	-	13	7	6	5	8	-
Effective Weighted Sample	12	-	12	5	8	3	9	1	1	-	12	6	6	5	7	-
Total	15	-	15	5	10	3	11	1	1	-	15	7	7	6	9	-
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	13	-	13	3	10	8	5	2	2	-	13	7	6
Effective Weighted Sample	12	-	12	3	9	8	5	2	2	-	12	7	6
Total	15	-	15	3	12	9	6	2	2	-	15	8	6
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	13	5	8	-	-	-	-	-	-	13	-	13	-
Effective Weighted Sample	12	5	7	-	-	-	-	-	-	12	-	12	-
Total	15	6	9	-	-	-	-	-	-	15	-	15	-
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	13	7	-	-	13	-	7	5	1	-	6	5	11	2	-
Effective Weighted Sample	12	7	-	-	12	-	7	5	1	-	5	5	10	2	-
Total	15	8	-	-	15	-	7	6	1	-	7	5	12	2	-
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	13	2	7	4	5	8	4	2	3	4	8	3	2	-
Effective Weighted Sample	12	2	7	4	5	8	4	2	3	4	7	3	2	-
Total	15	2	8	4	5	10	4	2	4	5	8	4	2	-
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Base: Those using the same provider for an additional 2 services - Bundle 2

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	13	-	4	6	2	9	-	-	-	-	-	2	1	6	4
Effective Weighted Sample	12	-	4	6	2	8	-	-	-	-	-	2	1	6	4
Total	15	-	5	6	3	10	-	-	-	-	-	2	1	7	4
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	30	837	132	734	464	402	79	**	796	358	925	230	694	461	146
	44%	16%	97%	46%	97%	82%	84%	71%	**	40%	89%	44%	87%	47%	51%	39%
			a		a	c	c				a		a	c	c	
Landline phone service	866	-	866	106	760	462	404	80	**	640	185	695	130	487	337	94
	31%	-%	100%	37%	100%	81%	84%	72%	**	32%	46%	33%	49%	33%	37%	25%
			a		a		c				a		a	c	c	
Pay TV service	614	22	353	59	317	189	187	30	**	422	158	472	108	343	237	75
	22%	12%	41%	21%	42%	33%	39%	27%	**	21%	39%	22%	41%	23%	26%	20%
			a		a		c				a		a			
Mobile Phone	403	17	185	50	152	110	92	24	**	-	403	140	263	256	147	68
	15%	10%	21%	17%	20%	19%	19%	22%	**	-%	100%	7%	100%	17%	16%	18%
			a								a		a			
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	-	416	56	360	227	189	41	**	382	8	388	2	240	150	42
	15%	-%	48%	20%	47%	40%	40%	37%	**	19%	2%	18%	1%	16%	16%	11%
			a		a					b		b				
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	19	242	131	130	17	**	251	-	251	-	140	111	28
	9%	-%	30%	7%	32%	23%	27%	15%	**	13%	-%	12%	-%	10%	12%	7%
			a		a		c			b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	63	11	52	33	30	8	**	-	63	18	45	50	14	12
	2%	-%	7%	4%	7%	6%	6%	7%	**	-%	16%	1%	17%	3%	1%	3%
			a								a		a	b		
FIXED BROADBAND AND PAY TV	184	16	2	16	1	8	10	1	**	164	2	164	1	89	76	15
	7%	9%	*%	6%	*%	1%	2%	1%	**	8%	*%	8%	*%	6%	8%	4%
		b		b						b		b			c	

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

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

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

Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
MOBILE PHONE AND FIXED BROADBAND	145	11	5	13	2	10	6	2	**	-	145	62	83	96	49	26
	5%	6% b	1%	5% b	*%	2%	1%	1%	**	-%	36% a	3%	31% a	7%	5%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	90	14	76	53	37	10	**	-	90	27	63	44	46	9
	3%	-%	10% a	5%	10% a	9%	8%	9%	**	-%	22% a	1%	24% a	3%	5%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	3	-	3	-	3	-	1	**	-	50	15	36	35	16	14
	2%	1% b	-%	1%	-%	*%	-%	1%	**	-%	13% a	1%	14% a	2%	2%	4%
MOBILE PHONE AND PAY TV	36	4	8	6	6	4	8	1	**	-	36	15	21	23	13	5
	1%	2%	1%	2%	1%	1%	2%	1%	**	-%	9% a	1%	8% a	2%	1%	1%
LANDLINE AND PAY TV	17	-	17	3	14	11	6	2	**	7	5	8	4	6	6	*
	1%	-%	2%	1%	2%	2%	1%	2%	**	*%	1%	*%	1%	*%	1%	*%
LANDLINE AND MOBILE PHONE	16	-	16	2	14	7	9	2	**	-	16	2	14	7	10	3
	1%	-%	2%	1%	2%	1%	2%	2%	**	-%	4% a	*%	6% a	*%	1%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	3	1	1	*	2	*	**	-	3	1	1	2	1	-
	*%	-%	*%	*%	*%	*%	*%	*%	**	-%	1% a	*%	1%	*%	*%	-%
NONE	1500	147	-	147	-	84	63	27	**	1169	-	1169	-	742	428	220
	54%	81% b	-%	51% b	-%	15%	13%	24% ab	**	59% b	-%	55% b	-%	51%	47%	59% ab

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	-	1210	197	1014	704	506	162	118	134	572	222	485
	44%	-%	100% a	18%	100% a	55% cd	62% acd	44%	46%	41%	93% a	52%	94% a
Landline phone service	866	12	837	108	741	465	384	82	62	104	353	153	304
	31%	1%	69% a	10%	73% a	36% cd	47% acd	22%	24%	32%	58% a	36%	59% a
Pay TV service	614	20	572	89	503	322	270	80	57	-	614	98	516
	22%	2%	47% a	8%	50% a	25%	33% acd	22%	22%	-%	100% a	23%	100% a
Mobile Phone	403	20	358	119	260	256	122	74	50	62	158	105	116
	15%	2%	30% a	11%	26% a	20% b	15%	20%	20%	19%	26%	25%	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	-	416	56	360	239	178	41	33	77	8	83	2
	15%	-%	34% a	5%	36% a	19% c	22% cd	11%	13%	24% b	1%	19% b	*%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	17	244	123	138	19	13	-	261	28	233
	9%	-%	22% a	2%	24% a	10% c	17% acd	5%	5%	-%	43% a	7%	45% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	63	10	53	34	29	6	4	-	63	11	52
	2%	-%	5% a	1%	5% a	3%	4%	2%	2%	-%	10% a	3%	10% a
FIXED BROADBAND AND PAY TV	184	-	184	27	157	110	75	36	26	-	184	27	157
	7%	-%	15% a	3%	15% a	9%	9%	10%	10%	-%	30% a	6%	30% a

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

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

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
MOBILE PHONE AND FIXED BROADBAND	145	-	145	62	83	104	41	36	24	35	5	37	2
	5%	-%	12% a	6%	8%	8% b	5%	10% b	9%	11% b	1%	9% b	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	90	12	77	61	29	13	9	22	-	22	-
	3%	-%	7% a	1%	8% a	5%	4%	3%	4%	7% b	-%	5% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	50	12	38	34	17	12	9	-	50	13	38
	2%	-%	4% a	1%	4% a	3%	2%	3%	4%	-%	8% a	3%	7% a
MOBILE PHONE AND PAY TV	36	13	8	15	6	17	4	4	3	-	36	15	21
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	6% a	4%	4%
LANDLINE AND PAY TV	17	5	5	6	4	3	7	1	1	-	17	3	14
	1%	1%	*%	1%	*%	*%	1%	*%	*%	-%	3% a	1%	3%
LANDLINE AND MOBILE PHONE	16	5	2	5	2	4	3	1	-	5	2	5	2
	1%	1%	*%	1%	*%	*%	*%	*%	-%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	-	2	-	2	-	1	1	-	3	1	1
	*%	*%	-%	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%
NONE	1500	852	-	852	-	554	299	200	134	187	-	187	-
	54%	97% b	-%	79% b	-%	43% b	37%	54% ab	52% ab	57% b	-%	44% b	-%

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	310	396	80	**	60	194	**	**	706	254	958	253
	44%	70%	80%	66%	**	39%	54%	**	**	75%	49%	43%	48%
			ac				a			b			
Landline phone service	866	189	268	35	**	50	176	**	**	457	226	648	218
	31%	43%	54%	29%	**	32%	49%	**	**	49%	44%	29%	41%
		c	ac				a						a
Pay TV service	614	283	331	74	**	-	-	**	**	614	-	523	91
	22%	64%	66%	61%	**	-%	-%	**	**	65%	-%	23%	17%
										b		b	
Mobile Phone	403	110	111	42	**	23	47	**	**	220	69	347	56
	15%	25%	22%	34%	**	15%	13%	**	**	23%	13%	16%	10%
				b						b		b	
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	24	61	5	**	38	147	**	**	85	185	293	124
	15%	6%	12%	4%	**	24%	41%	**	**	9%	36%	13%	23%
			ac				a				a		a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	112	149	17	**	-	-	**	**	261	-	201	61
	9%	25%	30%	14%	**	-%	-%	**	**	28%	-%	9%	11%
		c	c							b			
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	28	35	7	**	-	-	**	**	63	-	56	7
	2%	6%	7%	6%	**	-%	-%	**	**	7%	-%	3%	1%
										b			
FIXED BROADBAND AND PAY TV	184	87	98	25	**	-	-	**	**	184	-	169	15
	7%	20%	20%	20%	**	-%	-%	**	**	20%	-%	8%	3%
										b		b	

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

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

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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
MOBILE PHONE AND FIXED BROADBAND	145	24	16	10	**	11	18	**	**	40	29	126	19
	5%	5%	3%	8%	**	7%	5%	**	**	4%	6%	6%	4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	9	14	3	**	11	29	**	**	22	40	66	24
	3%	2%	3%	2%	**	7%	8%	**	**	2%	8% a	3%	4%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	26	24	14	**	-	-	**	**	50	-	47	3
	2%	6%	5%	11% b	**	-%	-%	**	**	5% b	-%	2%	1%
MOBILE PHONE AND PAY TV	36	18	18	8	**	-	-	**	**	36	-	34	2
	1%	4%	4%	7%	**	-%	-%	**	**	4% b	-%	2%	*%
LANDLINE AND PAY TV	17	10	6	3	**	-	-	**	**	17	-	13	3
	1%	2%	1%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	16	3	3	*	**	1	-	**	**	6	1	16	-
	1%	1%	1%	*%	**	*%	-%	**	**	1%	*%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	-	**	-	-	**	**	3	-	3	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1500	104	83	30	**	94	168	**	**	187	263	1227	274
	54%	24% b	17%	24%	**	61% b	46%	**	**	20%	51% a	55%	51%

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

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	416	261	**	478	-	409	533	**	49	396	492	937	271	114
	44%	100%	100%	**	89%	-%	66%	57%	**	15%	38%	54%	41%	58%	62%
		de	de		e		b				a	abd	a	abd	abd
Landline phone service	866	416	261	**	134	-	399	398	**	22	229	380	631	234	103
	31%	100%	100%	**	25%	-%	64%	43%	**	7%	22%	42%	28%	50%	56%
		de	de		e		b				a	abd	ab	abcd	abcd
Pay TV service	614	8	261	**	290	-	183	261	**	38	229	235	502	111	42
	22%	2%	100%	**	54%	-%	30%	28%	**	11%	22%	26%	22%	24%	23%
		e	ade		ae						a	a	a	a	a
Mobile Phone	403	8	-	**	340	-	106	164	**	32	177	122	331	72	27
	15%	2%	-%	**	64%	-%	17%	18%	**	10%	17%	13%	14%	15%	15%
		e			abe						a				
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	416	-	**	8	-	188	197	**	9	90	194	292	123	56
	15%	100%	-%	**	2%	-%	30%	21%	**	3%	9%	21%	13%	26%	30%
		bde			e		b				a	abd	ab	abd	abd
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	**	-	-	117	122	**	7	67	124	198	63	24
	9%	-%	100%	**	-%	-%	19%	13%	**	2%	6%	14%	9%	13%	13%
			ade				b				a	abd	a	abd	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	-	**	-	-	33	23	**	3	26	19	48	15	6
	2%	-%	-%	**	-%	-%	5%	3%	**	1%	2%	2%	2%	3%	3%
							b								
FIXED BROADBAND AND PAY TV	184	-	-	**	184	-	16	68	**	11	91	63	166	18	8
	7%	-%	-%	**	35%	-%	3%	7%	**	3%	9%	7%	7%	4%	5%
					abe			a			ae		e		

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

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

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
MOBILE PHONE AND FIXED BROADBAND	145	-	-	**	145	-	9	57	**	13	75	39	127	18	4
	5%	-%	-%	**	27% abe	-%	1%	6% a	**	4%	7% cf	4%	6%	4%	2%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	**	90	-	44	40	**	-	26	36	62	28	15
	3%	-%	-%	**	17% abe	-%	7%	4%	**	-%	2% a	4% a	3% a	6% abd	8% abd
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	-	**	50	-	3	25	**	5	22	17	44	6	1
	2%	-%	-%	**	9% abe	-%	1%	3% a	**	1%	2%	2%	2%	1%	1%
MOBILE PHONE AND PAY TV	36	8	-	**	36	-	7	12	**	9	15	8	32	4	1
	1%	2% e	-%	**	7% abe	-%	1%	1%	**	3%	1%	1%	1%	1%	1%
LANDLINE AND PAY TV	17	-	-	**	17	-	7	9	**	1	7	4	13	4	1
	1%	-%	-%	**	3% abe	-%	1%	1%	**	*%	1%	*%	1%	1%	1%
LANDLINE AND MOBILE PHONE	16	-	-	**	16	-	9	5	**	*	12	3	15	1	1
	1%	-%	-%	**	3% abe	-%	2%	1%	**	*%	1%	*%	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	**	3	-	1	1	**	1	2	-	3	-	-
	*%	-%	-%	**	*% e	-%	*%	*%	**	*%	*%	-%	*%	-%	-%
NONE	1500	-	-	**	-	1500	195	379	**	271	626	407	1305	193	68
	54%	-%	-%	**	-%	100% abd	31%	41% a	**	82% bcdef	60% cef	45%	57% cef	41%	37%

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	212	485	511	621	581	381	318	231	266	979	126	68	**
	44%	26%	47% a	56% ab	43%	45%	50% bcd	42%	40%	42%	43%	50%	49%	**
Landline phone service	866	114	326	425	444	417	284	228	151	195	695	91	53	**
	31%	14%	32% a	47% ab	31%	32%	37% bcd	30%	26%	31%	30%	36%	38%	**
Pay TV service	614	123	273	218	308	303	186	162	126	133	497	60	34	**
	22%	15%	26% a	24% a	21%	23%	24%	21%	22%	21%	22%	24%	24%	**
Mobile Phone	403	118	161	123	193	207	129	106	89	76	322	45	26	**
	15%	14%	16%	14%	13%	16%	17% d	14%	15%	12%	14%	18%	18%	**
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	44	142	229	223	191	144	98	65	105	344	42	22	**
	15%	5%	14% a	25% ab	16%	15%	19% bc	13%	11%	17%	15%	17%	16%	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	28	116	117	135	124	78	77	49	54	207	26	13	**
	9%	3%	11% a	13% a	9%	10%	10%	10%	8%	8%	9%	10%	9%	**
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	11	29	23	30	33	22	15	11	16	50	9	4	**
	2%	1%	3%	3%	2%	3%	3%	2%	2%	2%	2%	4%	3%	**
FIXED BROADBAND AND PAY TV	184	45	87	52	95	88	53	46	45	38	152	17	10	**
	7%	5%	8%	6%	7%	7%	7%	6%	8%	6%	7%	7%	7%	**
MOBILE PHONE AND FIXED BROADBAND	145	51	61	32	76	67	46	43	33	23	113	19	7	**
	5%	6%	6%	4%	5%	5%	6%	6%	6%	4%	5%	8%	5%	**

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

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

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	15	28	47	42	46	24	27	22	16	69	10	10	**
	3%	2%	3%	5%	3%	4%	3%	4%	4%	3%	3%	4%	7%	**
				ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	17	23	10	19	31	16	11	8	15	45	3	2	**
	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%	1%	2%	**
MOBILE PHONE AND PAY TV	36	14	13	9	20	16	12	6	13	6	30	2	1	**
	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	1%	**
LANDLINE AND PAY TV	17	6	5	6	7	10	6	6	1	4	11	2	3	**
	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	*%	1%	2%	**
													a	
LANDLINE AND MOBILE PHONE	16	8	6	2	5	12	10	4	3	*	12	2	1	**
	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	1%	*%	**
							d							
LANDLINE, MOBILE PHONE AND PAY TV	3	1	1	-	2	1	1	*	1	-	3	-	-	**
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	-%	**
NONE	1500	587	529	382	790	689	354	421	332	361	1267	123	69	**
	54%	71%	51%	42%	55%	53%	47%	56%	58%	57%	55%	49%	49%	**
		bc	c					a	a	a				

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	80	406	488	377	667	30	-	**	**	661	176	278	542	277
	44%	31%	47% a	48% a	44%	46%	16% b	-%	**	**	41%	41%	65% bc	57%	52%
Landline phone service	866	54	295	333	266	479	-	-	**	**	517	142	198	380	183
	31%	21%	34% a	33% a	31%	33%	-%	-%	**	**	32%	33%	46% c	40%	35%
Pay TV service	614	35	208	255	197	339	22	1	**	**	365	75	106	276	159
	22%	14%	24% a	25% a	23%	23%	12% b	1%	**	**	23%	18%	25%	29%	30%
Mobile Phone	403	30	123	184	115	238	17	1	**	**	-	53	91	173	81
	15%	11%	14%	18% a	13%	16%	10% b	1%	**	**	-%	13% a	21%	18%	15%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	29	141	149	124	225	-	-	**	**	299	83	111	188	76
	15%	11%	16%	15%	15%	15%	-%	-%	**	**	19%	19%	26% c	20% c	14%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	17	85	104	90	138	-	-	**	**	216	35	48	106	78
	9%	7%	10%	10%	11%	9%	-%	-%	**	**	13% b	8%	11%	11%	15%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	1	27	24	16	38	-	-	**	**	-	4	10	35	12
	2%	*%	3%	2%	2%	3%	-%	-%	**	**	-%	1% a	2%	4%	2%

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

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
FIXED BROADBAND AND PAY TV	184	9	71	78	59	105	16	-	**	**	146	18	31	92	51
	7%	3%	8% a	8%	7%	7%	9% b	-%	**	**	9% b	4%	7%	10%	10%
MOBILE PHONE AND FIXED BROADBAND	145	17	38	66	39	80	11	-	**	**	-	22	38	56	37
	5%	7%	4%	7%	5%	5%	6% b	-%	**	**	-%	5% a	9%	6%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	5	34	39	28	57	-	-	**	**	-	10	26	42	13
	3%	2%	4%	4%	3%	4%	-%	-%	**	**	-%	2% a	6% c	4%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	3	11	28	20	25	3	-	**	**	-	5	13	23	11
	2%	1%	1%	3%	2%	2%	1%	-%	**	**	-%	1% a	3%	2%	2%
MOBILE PHONE AND PAY TV	36	3	9	15	8	23	4	1	**	**	-	7	2	13	6
	1%	1%	1%	2%	1%	2%	2%	1%	**	**	-%	2% a	1%	1%	1%
LANDLINE AND PAY TV	17	2	4	4	4	7	-	-	**	**	3	6	1	5	1
	1%	1%	*%	*%	1%	1%	-%	-%	**	**	*%	1% a	*%	1%	*%
LANDLINE AND MOBILE PHONE	16	*	5	9	3	12	-	-	**	**	-	5	1	3	3
	1%	*%	1%	1%	*%	1%	-%	-%	**	**	-%	1% a	*%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	-	*	2	*	2	-	-	**	**	-	-	-	2	-
	*%	-%	*%	*%	*%	*%	-%	-%	**	**	-%	-%	-%	*%	-%
NONE	1500	172	455	497	462	748	147	85	**	**	937	232	147	391	246
	54%	67% bc	52%	49%	54%	52%	81%	99% a	**	**	59%	55%	34%	41%	46% a

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1210	33	793	129	697	455	371	101	65	747	399	884	262	702	444	166
Effective Weighted Sample	1125	29	742	119	653	417	354	85	64	704	362	832	234	645	421	144
Total	1267	33	866	139	760	483	417	84	69	803	403	943	263	724	482	154
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	**	837	132	734	464	402	79	**	796	358	925	230	694	461	146
	96%	**	97%	95%	97%	96%	97%	94%	**	99% b	89%	98% b	87%	96%	96%	95%
Landline phone service	866	**	866	106	760	462	404	80	**	640	185	695	130	487	337	94
	68%	**	100%	76%	100% a	96%	97%	95%	**	80% b	46%	74% b	49%	67%	70%	61%
Pay TV service	614	**	353	59	317	189	187	30	**	422	158	472	108	343	237	75
	48%	**	41%	43%	42%	39%	45%	35%	**	52% b	39%	50%	41%	47%	49%	49%
Mobile Phone	403	**	185	50	152	110	92	24	**	-	403	140	263	256	147	68
	32%	**	21%	36% b	20%	23%	22%	29%	**	-%	100% a	15%	100% a	35%	31%	44% b
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	**	416	56	360	227	189	41	**	382	8	388	2	240	150	42
	33%	**	48%	40%	47%	47%	45%	49%	**	48% b	2%	41% b	1%	33%	31%	28%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	261	19	242	131	130	17	**	251	-	251	-	140	111	28
	21%	**	30%	14%	32% a	27%	31%	20%	**	31% b	-%	27% b	-%	19%	23%	18%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	63	11	52	33	30	8	**	-	63	18	45	50	14	12
	5%	**	7%	8%	7%	7%	7%	9%	**	-%	16% a	2%	17% a	7% b	3%	8% b
FIXED BROADBAND AND PAY TV	184	**	2	16	1	8	10	1	**	164	2	164	1	89	76	15
	15%	**	*%	12% b	*%	2%	2%	1%	**	20% b	*%	17% b	*%	12%	16%	10%

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1210	33	793	129	697	455	371	101	65	747	399	884	262	702	444	166
Effective Weighted Sample	1125	29	742	119	653	417	354	85	64	704	362	832	234	645	421	144
Total	1267	33	866	139	760	483	417	84	69	803	403	943	263	724	482	154
MOBILE PHONE AND FIXED BROADBAND	145	**	5	13	2	10	6	2	**	-	145	62	83	96	49	26
	11%	**	1%	9% b	*%	2%	1%	2%	**	-%	36% a	7%	31% a	13%	10%	17%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	14	76	53	37	10	**	-	90	27	63	44	46	9
	7%	**	10%	10%	10%	11%	9%	12%	**	-%	22% a	3%	24% a	6%	9%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	-	3	-	3	-	1	**	-	50	15	36	35	16	14
	4%	**	-%	2% b	-%	1%	-%	1%	**	-%	13% a	2%	14% a	5%	3%	9% b
MOBILE PHONE AND PAY TV	36	**	8	6	6	4	8	1	**	-	36	15	21	23	13	5
	3%	**	1%	4% b	1%	1%	2%	1%	**	-%	9% a	2%	8% a	3%	3%	3%
LANDLINE AND PAY TV	17	**	17	3	14	11	6	2	**	7	5	8	4	6	6	*
	1%	**	2%	2%	2%	2%	1%	3%	**	1%	1%	1%	1%	1%	1%	*%
LANDLINE AND MOBILE PHONE	16	**	16	2	14	7	9	2	**	-	16	2	14	7	10	3
	1%	**	2%	1%	2%	2%	2%	3%	**	-%	4% a	*%	6% a	1%	2%	2%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	3	1	1	*	2	*	**	-	3	1	1	2	1	-
	*%	**	*%	1%	*%	*%	1%	*%	**	-%	1%	*%	1%	*%	*%	-%

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1210	26	1143	215	954	694	475	188	124	140	626	241	525
Effective Weighted Sample	1125	23	1068	200	891	641	450	171	120	126	582	218	490
Total	1267	25	1210	222	1014	721	515	168	121	139	614	237	516
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	**	1210	197	1014	704	506	162	118	134	572	222	485
	96%	**	100%	89%	100% a	98%	98%	96%	97%	97%	93%	93%	94%
Landline phone service	866	**	837	108	741	465	384	82	62	104	353	153	304
	68%	**	69%	49%	73% a	64% cd	75% acd	49%	51%	75% b	58%	65%	59%
Pay TV service	614	**	572	89	503	322	270	80	57	-	614	98	516
	48%	**	47%	40%	50%	45%	52% a	47%	47%	-%	100% a	42%	100% a
Mobile Phone	403	**	358	119	260	256	122	74	50	62	158	105	116
	32%	**	30%	54% b	26%	35% b	24%	44% b	41% b	45% b	26%	44% b	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	**	416	56	360	239	178	41	33	77	8	83	2
	33%	**	34%	25%	36% a	33%	35%	24%	27%	55% b	1%	35% b	*%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	261	17	244	123	138	19	13	-	261	28	233
	21%	**	22%	7%	24% a	17%	27% acd	11%	11%	-%	43% a	12%	45% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	63	10	53	34	29	6	4	-	63	11	52
	5%	**	5%	5%	5%	5%	6%	4%	3%	-%	10% a	5%	10%
FIXED BROADBAND AND PAY TV	184	**	184	27	157	110	75	36	26	-	184	27	157
	15%	**	15%	12%	15%	15%	15%	21%	22%	-%	30% a	12%	30% a

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1210	26	1143	215	954	694	475	188	124	140	626	241	525
Effective Weighted Sample	1125	23	1068	200	891	641	450	171	120	126	582	218	490
Total	1267	25	1210	222	1014	721	515	168	121	139	614	237	516
MOBILE PHONE AND FIXED BROADBAND	145	**	145	62	83	104	41	36	24	35	5	37	2
	11%	**	12%	28% b	8%	14% b	8%	21% b	19% b	25% b	1%	16% b	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	90	12	77	61	29	13	9	22	-	22	-
	7%	**	7%	6%	8%	8%	6%	7%	8%	16% b	-%	9% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	50	12	38	34	17	12	9	-	50	13	38
	4%	**	4%	5%	4%	5%	3%	7%	8%	-%	8% a	5%	7%
MOBILE PHONE AND PAY TV	36	**	8	15	6	17	4	4	3	-	36	15	21
	3%	**	1%	7% b	1%	2%	1%	3%	2%	-%	6% a	6%	4%
LANDLINE AND PAY TV	17	**	5	6	4	3	7	1	1	-	17	3	14
	1%	**	*%	3% b	*%	*%	1%	1%	1%	-%	3%	1%	3%
LANDLINE AND MOBILE PHONE	16	**	2	5	2	4	3	1	-	5	2	5	2
	1%	**	*%	2% b	*%	1%	1%	1%	-%	3% b	*%	2%	*%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	-	2	-	2	-	1	1	-	3	1	1
	*%	**	-%	1%	-%	*%	-%	1%	1%	-%	*%	1%	*%

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1210	356	410	113	64	53	163	9	7	766	216	976	234
Effective Weighted Sample	1125	323	386	101	62	50	159	8	7	708	209	899	226
Total	1267	338	415	92	58	61	194	9	8	753	254	1009	258
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	310	396	80	**	**	194	**	**	706	254	958	253
	96%	92%	95% c	87%	**	**	100%	**	**	94%	100% a	95%	98%
Landline phone service	866	189	268	35	**	**	176	**	**	457	226	648	218
	68%	56% c	65% c	39%	**	**	91%	**	**	61%	89% a	64%	84% a
Pay TV service	614	283	331	74	**	**	-	**	**	614	-	523	91
	48%	84%	80%	81%	**	**	-%	**	**	82% b	-%	52% b	35%
Mobile Phone	403	110	111	42	**	**	47	**	**	220	69	347	56
	32%	33%	27%	46% b	**	**	24%	**	**	29%	27%	34% b	22%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	24	61	5	**	**	147	**	**	85	185	293	124
	33%	7%	15% ac	5%	**	**	76%	**	**	11%	73% a	29%	48% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	112	149	17	**	**	-	**	**	261	-	201	61
	21%	33% c	36% c	19%	**	**	-%	**	**	35% b	-%	20%	23%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	28	35	7	**	**	-	**	**	63	-	56	7
	5%	8%	8%	8%	**	**	-%	**	**	8% b	-%	6%	3%
FIXED BROADBAND AND PAY TV	184	87	98	25	**	**	-	**	**	184	-	169	15
	15%	26%	24%	27%	**	**	-%	**	**	25% b	-%	17% b	6%

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1210	356	410	113	64	53	163	9	7	766	216	976	234
Effective Weighted Sample	1125	323	386	101	62	50	159	8	7	708	209	899	226
Total	1267	338	415	92	58	61	194	9	8	753	254	1009	258
MOBILE PHONE AND FIXED BROADBAND	145	24	16	10	**	**	18	**	**	40	29	126	19
	11%	7%	4%	11%	**	**	9%	**	**	5%	11%	12%	8%
				b							a		
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	9	14	3	**	**	29	**	**	22	40	66	24
	7%	3%	3%	3%	**	**	15%	**	**	3%	16%	7%	9%
											a		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	26	24	14	**	**	-	**	**	50	-	47	3
	4%	8%	6%	15%	**	**	-%	**	**	7%	-%	5%	1%
				b						b			
MOBILE PHONE AND PAY TV	36	18	18	8	**	**	-	**	**	36	-	34	2
	3%	5%	4%	9%	**	**	-%	**	**	5%	-%	3%	1%
										b			
LANDLINE AND PAY TV	17	10	6	3	**	**	-	**	**	17	-	13	3
	1%	3%	1%	3%	**	**	-%	**	**	2%	-%	1%	1%
LANDLINE AND MOBILE PHONE	16	3	3	*	**	**	-	**	**	6	1	16	-
	1%	1%	1%	*%	**	**	-%	**	**	1%	*%	2%	-%
LANDLINE, MOBILE PHONE AND PAY TV	3	2	1	-	**	**	-	**	**	3	-	3	-
	*%	*%	*%	-%	**	**	-%	**	**	*%	-%	*%	-%

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1210	361	249	65	542	-	404	493	69	60	402	482	944	264	110
Effective Weighted Sample	1125	344	235	59	496	-	372	465	66	51	360	455	864	259	108
Total	1267	416	261	63	535	-	426	554	78	61	425	501	987	278	117
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	416	261	**	478	**	409	533	**	**	396	492	937	271	114
	96%	100%	100%	**	89%	**	96%	96%	**	**	93%	98%	95%	98%	97%
		d	d									bd			
Landline phone service	866	416	261	**	134	**	399	398	**	**	229	380	631	234	103
	68%	100%	100%	**	25%	**	94%	72%	**	**	54%	76%	64%	84%	88%
		d	d				b					bd	b	bcd	bcd
Pay TV service	614	8	261	**	290	**	183	261	**	**	229	235	502	111	42
	48%	2%	100%	**	54%	**	43%	47%	**	**	54%	47%	51%	40%	36%
			ad		a						ef		ef		
Mobile Phone	403	8	-	**	340	**	106	164	**	**	177	122	331	72	27
	32%	2%	-%	**	64%	**	25%	30%	**	**	42%	24%	34%	26%	23%
					ab						cdef		c		
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	416	-	**	8	**	188	197	**	**	90	194	292	123	56
	33%	100%	-%	**	2%	**	44%	36%	**	**	21%	39%	30%	44%	47%
		bd					b					bd	b	bd	bd
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	-	261	**	-	**	117	122	**	**	67	124	198	63	24
	21%	-%	100%	**	-%	**	27%	22%	**	**	16%	25%	20%	23%	21%
			ad									b			
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	-	-	**	-	**	33	23	**	**	26	19	48	15	6
	5%	-%	-%	**	-%	**	8%	4%	**	**	6%	4%	5%	5%	5%
FIXED BROADBAND AND PAY TV	184	-	-	**	184	**	16	68	**	**	91	63	166	18	8
	15%	-%	-%	**	35%	**	4%	12%	**	**	21%	13%	17%	7%	7%
					ab			a			cef		ef		
MOBILE PHONE AND FIXED BROADBAND	145	-	-	**	145	**	9	57	**	**	75	39	127	18	4
	11%	-%	-%	**	27%	**	2%	10%	**	**	18%	8%	13%	6%	3%
					ab			a			cef		cef		

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1210	361	249	65	542	-	404	493	69	60	402	482	944	264	110
Effective Weighted Sample	1125	344	235	59	496	-	372	465	66	51	360	455	864	259	108
Total	1267	416	261	63	535	-	426	554	78	61	425	501	987	278	117
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	-	-	**	90	**	44	40	**	**	26	36	62	28	15
	7%	-%	-%	**	17%	**	10%	7%	**	**	6%	7%	6%	10%	13%
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	-	-	**	50	**	3	25	**	**	22	17	44	6	1
	4%	-%	-%	**	9%	**	1%	4%	**	**	5%	3%	4%	2%	1%
					ab			a							
MOBILE PHONE AND PAY TV	36	8	-	**	36	**	7	12	**	**	15	8	32	4	1
	3%	2%	-%	**	7%	**	2%	2%	**	**	3%	2%	3%	1%	1%
					ab										
LANDLINE AND PAY TV	17	-	-	**	17	**	7	9	**	**	7	4	13	4	1
	1%	-%	-%	**	3%	**	2%	2%	**	**	2%	1%	1%	1%	1%
					ab										
LANDLINE AND MOBILE PHONE	16	-	-	**	16	**	9	5	**	**	12	3	15	1	1
	1%	-%	-%	**	3%	**	2%	1%	**	**	3%	1%	2%	*%	1%
					ab						c				
LANDLINE, MOBILE PHONE AND PAY TV	3	-	-	**	3	**	1	1	**	**	2	-	3	-	-
	*%	-%	-%	**	*%	**	*%	*%	**	**	*%	-%	*%	-%	-%

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1210	232	477	499	609	594	430	317	200	250	988	119	65	38
Effective Weighted Sample	1125	202	439	483	566	553	400	299	186	237	919	108	62	35
Total	1267	239	502	524	649	610	406	331	245	272	1027	129	71	40
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	212	485	511	621	581	381	318	231	266	979	126	**	**
	96%	89%	97% a	98% a	96%	95%	94%	96%	95%	98%	95%	98%	**	**
Landline phone service	866	114	326	425	444	417	284	228	151	195	695	91	**	**
	68%	48%	65% a	81% ab	68%	68%	70%	69%	62%	72%	68%	71%	**	**
Pay TV service	614	123	273	218	308	303	186	162	126	133	497	60	**	**
	48%	51%	54% c	42%	47%	50%	46%	49%	52%	49%	48%	47%	**	**
Mobile Phone	403	118	161	123	193	207	129	106	89	76	322	45	**	**
	32%	49% bc	32% c	24%	30%	34%	32%	32%	37%	28%	31%	35%	**	**
SERVICES FROM THE SAME PROVIDER														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	44	142	229	223	191	144	98	65	105	344	42	**	**
	33%	18%	28% a	44% ab	34%	31%	35%	30%	26%	38% c	33%	32%	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	28	116	117	135	124	78	77	49	54	207	26	**	**
	21%	12%	23% a	22% a	21%	20%	19%	23%	20%	20%	20%	20%	**	**
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	11	29	23	30	33	22	15	11	16	50	9	**	**
	5%	5%	6%	4%	5%	5%	5%	5%	4%	6%	5%	7%	**	**
FIXED BROADBAND AND PAY TV	184	45	87	52	95	88	53	46	45	38	152	17	**	**
	15%	19% c	17% c	10%	15%	14%	13%	14%	18%	14%	15%	13%	**	**

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1210	232	477	499	609	594	430	317	200	250	988	119	65	38
Effective Weighted Sample	1125	202	439	483	566	553	400	299	186	237	919	108	62	35
Total	1267	239	502	524	649	610	406	331	245	272	1027	129	71	40
MOBILE PHONE AND FIXED BROADBAND	145	51	61	32	76	67	46	43	33	23	113	19	**	**
	11%	21%	12%	6%	12%	11%	11%	13%	13%	8%	11%	15%	**	**
		bc	c											
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	15	28	47	42	46	24	27	22	16	69	10	**	**
	7%	6%	5%	9%	7%	8%	6%	8%	9%	6%	7%	8%	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	17	23	10	19	31	16	11	8	15	45	3	**	**
	4%	7%	5%	2%	3%	5%	4%	3%	3%	5%	4%	3%	**	**
		c												
MOBILE PHONE AND PAY TV	36	14	13	9	20	16	12	6	13	6	30	2	**	**
	3%	6%	3%	2%	3%	3%	3%	2%	5%	2%	3%	2%	**	**
		c												
LANDLINE AND PAY TV	17	6	5	6	7	10	6	6	1	4	11	2	**	**
	1%	2%	1%	1%	1%	2%	1%	2%	*%	2%	1%	2%	**	**
LANDLINE AND MOBILE PHONE	16	8	6	2	5	12	10	4	3	*	12	2	**	**
	1%	4%	1%	*%	1%	2%	2%	1%	1%	*%	1%	1%	**	**
		c												
LANDLINE, MOBILE PHONE AND PAY TV	3	1	1	-	2	1	1	*	1	-	3	-	**	**
	*%	1%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	**	**

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1210	78	386	510	375	668	33	1	32	1	621	183	262	533	267
Effective Weighted Sample	1125	72	359	469	347	621	29	1	28	1	590	160	244	493	251
Total	1267	86	419	513	389	702	33	1	32	1	664	193	282	557	284
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	1210	**	406	488	377	667	**	**	**	**	661	176	278	542	277
	96%	**	97%	95%	97%	95%	**	**	**	**	100% b	91%	99%	97%	98%
Landline phone service	866	**	295	333	266	479	**	**	**	**	517	142	198	380	183
	68%	**	70%	65%	68%	68%	**	**	**	**	78%	74%	70%	68%	65%
Pay TV service	614	**	208	255	197	339	**	**	**	**	365	75	106	276	159
	48%	**	50%	50%	51%	48%	**	**	**	**	55% b	39%	38%	49% a	56% a
Mobile Phone	403	**	123	184	115	238	**	**	**	**	-	53	91	173	81
	32%	**	29%	36%	29%	34%	**	**	**	**	-%	28% a	32%	31%	29%
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	416	**	141	149	124	225	**	**	**	**	299	83	111	188	76
	33%	**	34%	29%	32%	32%	**	**	**	**	45%	43%	39% c	34%	27%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	261	**	85	104	90	138	**	**	**	**	216	35	48	106	78
	21%	**	20%	20%	23%	20%	**	**	**	**	32% b	18%	17%	19%	28% ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	63	**	27	24	16	38	**	**	**	**	-	4	10	35	12
	5%	**	6%	5%	4%	5%	**	**	**	**	-%	2% a	4%	6%	4%
FIXED BROADBAND AND PAY TV	184	**	71	78	59	105	**	**	**	**	146	18	31	92	51
	15%	**	17%	15%	15%	15%	**	**	**	**	22% b	9%	11%	17%	18%

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

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

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

Base: Those using the same provider for 2-4 services - SIMPLE BUNDLE

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1210	78	386	510	375	668	33	1	32	1	621	183	262	533	267
Effective Weighted Sample	1125	72	359	469	347	621	29	1	28	1	590	160	244	493	251
Total	1267	86	419	513	389	702	33	1	32	1	664	193	282	557	284
MOBILE PHONE AND FIXED BROADBAND	145	**	38	66	39	80	**	**	**	**	-	22	38	56	37
	11%	**	9%	13%	10%	11%	**	**	**	**	-%	11% a	14%	10%	13%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	90	**	34	39	28	57	**	**	**	**	-	10	26	42	13
	7%	**	8%	8%	7%	8%	**	**	**	**	-%	5% a	9%	8%	5%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	50	**	11	28	20	25	**	**	**	**	-	5	13	23	11
	4%	**	3%	5%	5%	4%	**	**	**	**	-%	3% a	5%	4%	4%
MOBILE PHONE AND PAY TV	36	**	9	15	8	23	**	**	**	**	-	7	2	13	6
	3%	**	2%	3%	2%	3%	**	**	**	**	-%	4% a	1%	2%	2%
LANDLINE AND PAY TV	17	**	4	4	4	7	**	**	**	**	3	6	1	5	1
	1%	**	1%	1%	1%	1%	**	**	**	**	*%	3% a	*%	1%	*%
LANDLINE AND MOBILE PHONE	16	**	5	9	3	12	**	**	**	**	-	5	1	3	3
	1%	**	1%	2%	1%	2%	**	**	**	**	-%	3% a	*%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	3	**	*	2	*	2	**	**	**	**	-	-	-	2	-
	*%	**	*%	*%	*%	*%	**	**	**	**	-%	-%	-%	*%	-%

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Mobile Phone	1973	95	640	167	568	396	339	67	**	1973	-	1973	-	1210	762	306
	71%	53%	74% a	58%	75% a	70%	71%	60%	**	100% b	-%	93% b	-%	83%	84%	82%
Fixed Broadband	877	64	12	66	10	49	27	13	**	609	20	617	12	404	225	101
	32%	36% b	1%	23% b	1%	9%	6%	11%	**	31% b	5%	29% b	5%	28%	25%	27%
Free TV Service	517	31	226	67	189	139	118	22	**	423	69	457	36	313	180	55
	19%	17%	26% a	23%	25%	24%	25%	20%	**	21%	17%	22% b	14%	21% c	20%	15%
Pay TV service	325	30	104	42	91	65	68	15	**	215	62	230	47	171	107	48
	12%	17%	12%	15%	12%	11%	14%	13%	**	11%	15%	11%	18% a	12%	12%	13%
Landline	180	180	-	180	-	105	75	31	**	95	17	102	11	67	46	22
	7%	100% b	-%	63% b	-%	19%	16%	28% b	**	5%	4%	5%	4%	5%	5%	6%
NONE	290	-	141	22	119	71	70	18	**	-	245	81	164	158	87	49
	10%	-%	16% a	8%	16% a	13%	15%	16%	**	-%	61% a	4%	62% a	11%	10%	13%

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Mobile Phone	1973	609	796	703	702	836	569	224	170	215	422	266	370
	71%	69%	66%	65%	69%	66%	70% c	61%	67%	66%	69%	63%	72% a
Fixed Broadband	877	877	-	877	-	570	308	206	137	110	20	117	13
	32%	100% b	-%	82% b	-%	45% b	38%	56% ab	54% ab	34% b	3%	28% b	3%
Free TV Service	517	196	254	251	199	294	156	76	63	-	-	-	-
	19%	22%	21%	23%	20%	23%	19%	21%	25%	-%	-%	-%	-%
Pay TV service	325	110	134	133	111	165	80	47	31	325	-	325	-
	12%	13%	11%	12%	11%	13%	10%	13%	12%	100% b	-%	77% b	-%
Landline	180	64	30	71	22	63	31	23	15	30	22	36	16
	7%	7% b	2%	7% b	2%	5%	4%	6%	6%	9% b	4%	8% b	3%
NONE	290	-	265	63	202	167	99	47	31	-	172	39	133
	10%	-%	22% a	6%	20% a	13%	12%	13%	12%	-%	28% a	9%	26% a

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Mobile Phone	1973	280	357	68	**	124	299	**	**	637	423	1577	395
	71%	63%	72% ac	56%	**	80%	83%	**	**	68%	82% a	71%	74%
Fixed Broadband	877	61	68	20	**	73	123	**	**	130	196	723	155
	32%	14%	14%	17%	**	47% b	34%	**	**	14%	38% a	32%	29%
Free TV Service	517	-	-	-	**	155	362	**	**	-	517	360	157
	19%	-%	-%	-%	**	100%	100%	**	**	-%	100% a	16%	29% a
Pay TV service	325	159	167	47	**	-	-	**	**	325	-	308	17
	12%	36%	34%	39%	**	-%	-%	**	**	35% b	-%	14% b	3%
Landline	180	24	28	6	**	6	25	**	**	52	31	142	38
	7%	5%	6%	5%	**	4%	7%	**	**	6%	6%	6%	7%
NONE	290	87	85	29	**	-	-	**	**	172	-	250	41
	10%	20%	17%	24%	**	-%	-%	**	**	18% b	-%	11%	8%

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Mobile Phone	1973	382	251	**	171	1169	393	620	**	246	731	684	1661	310	121
	71%	92%	96%	**	32%	78%	63%	66%	**	74%	70%	75%	72%	66%	65%
		de	de			d						bef	e		
Fixed Broadband	877	-	-	**	25	852	94	278	**	92	388	274	755	122	30
	32%	-%	-%	**	5%	57%	15%	30%	**	28%	37%	30%	33%	26%	16%
					ab	abd		a		f	acef	f	ef		
Free TV Service	517	185	-	**	69	263	118	182	**	19	134	218	371	145	67
	19%	44%	-%	**	13%	18%	19%	19%	**	6%	13%	24%	16%	31%	36%
		bde			b	b					a	abd	a	abcd	abcd
Pay TV service	325	77	-	**	62	187	94	117	**	36	162	84	282	43	10
	12%	18%	-%	**	12%	12%	15%	13%	**	11%	15%	9%	12%	9%	5%
		bde			b	b					cef		f		
Landline	180	-	-	**	33	147	86	80	**	19	64	44	128	52	30
	7%	-%	-%	**	6%	10%	14%	9%	**	6%	6%	5%	6%	11%	16%
					ab	ab	b							abcd	abcd
NONE	290	22	11	**	203	-	79	115	**	26	123	87	236	54	24
	10%	5%	4%	**	38%	-%	13%	12%	**	8%	12%	10%	10%	11%	13%
		e	e		abe										

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Mobile Phone	1973	579	751	641	1030	923	526	540	394	473	1650	172	91	**
	71%	70%	73%	71%	72%	71%	69%	72%	68%	75%	72%	68%	65%	**
Fixed Broadband	877	276	345	256	474	394	226	275	181	186	741	69	46	**
	32%	33%	33%	28%	33%	30%	30%	36% ad	31%	29%	32%	27%	33%	**
Free TV Service	517	67	181	267	264	251	155	153	85	118	438	37	28	**
	19%	8%	18% a	30% ab	18%	19%	20%	20%	15%	19%	19%	15%	20%	**
Pay TV service	325	116	124	85	175	149	130	75	67	51	271	27	15	**
	12%	14% c	12%	9%	12%	11%	17% bcd	10%	12%	8%	12%	11%	10%	**
Landline	180	51	58	70	95	83	67	35	38	38	151	14	7	**
	7%	6%	6%	8%	7%	6%	9% b	5%	7%	6%	7%	5%	5%	**
NONE	290	83	118	88	136	154	88	77	61	63	226	41	17	**
	10%	10%	11%	10%	9%	12%	12%	10%	11%	10%	10%	16% a	12%	**

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Mobile Phone	1973	189	618	702	608	1024	95	31	**	**	1601	372	267	622	394
	71%	73%	71%	70%	71%	71%	53% b	36%	**	**	100% b	87%	62%	66%	74% ab
Fixed Broadband	877	94	250	340	254	467	64	-	**	**	510	103	151	406	253
	32%	36%	29%	34%	30%	32%	36% b	-%	**	**	32% b	24%	35%	43% a	48% a
Free TV Service	517	34	178	184	177	271	31	11	**	**	348	79	111	195	96
	19%	13%	20%	18%	21%	19%	17%	13%	**	**	22%	19%	26% c	21%	18%
Pay TV service	325	27	100	151	82	209	30	10	**	**	166	63	41	119	65
	12%	10%	11%	15%	10%	14% a	17%	12%	**	**	10%	15%	10%	13%	12%
Landline	180	14	50	63	57	86	180	86	**	**	77	22	20	34	31
	7%	5%	6%	6%	7%	6%	100%	100%	**	**	5%	5%	5%	4%	6%
NONE	290	23	90	122	95	153	-	-	**	**	-	31	61	123	57
	10%	9%	10%	12%	11%	11%	-%	-%	**	**	-%	7% a	14%	13%	11%

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

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

Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1210	33	793	129	697	455	371	101	65	747	399	884	262	702	444	166
Effective Weighted Sample	1125	29	742	119	653	417	354	85	64	704	362	832	234	645	421	144
Total	1267	33	866	139	760	483	417	84	69	803	403	943	263	724	482	154
As a package of services	1011	**	723	26	720	415	331	71	**	694	261	694	261	574	381	121
	80%	**	83%	19%	95% a	86%	80%	85%	**	86% b	65%	74%	99% a	79%	79%	79%
As individual services	212	**	103	107	5	46	66	11	**	93	115	208	-	130	77	32
	17%	**	12%	77% b	1%	10%	16% a	13%	**	12%	28% a	22% b	-%	18%	16%	21%
Some but not all as a package of services	44	**	41	6	35	22	19	2	**	16	28	42	2	20	24	1
	3%	**	5%	4%	5%	4%	5%	3%	**	2%	7% a	4% b	1%	3%	5%	1%

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

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

Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1210	26	1143	215	954	694	475	188	124	140	626	241	525
Effective Weighted Sample	1125	23	1068	200	891	641	450	171	120	126	582	218	490
Total	1267	25	1210	222	1014	721	515	168	121	139	614	237	516
As a package of services	1011	**	966	18	965	562	421	129	91	112	503	114	502
	80%	**	80%	8%	95%	78%	82%	77%	75%	81%	82%	48%	97%
					a								a
As individual services	212	**	200	202	5	133	75	38	29	23	84	106	*
	17%	**	17%	91%	1%	18%	15%	22%	24%	17%	14%	45%	*%
				b								b	
Some but not all as a package of services	44	**	44	1	43	26	18	1	1	3	28	17	13
	3%	**	4%	*%	4%	4%	4%	1%	1%	2%	4%	7%	3%
					a							b	

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

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Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1210	356	410	113	64	53	163	9	7	766	216	976	234
Effective Weighted Sample	1125	323	386	101	62	50	159	8	7	708	209	899	226
Total	1267	338	415	92	58	61	194	9	8	753	254	1009	258
As a package of services	1011	288	328	81	**	**	150	**	**	615	192	809	202
	80%	85%	79%	88%	**	**	77%	**	**	82%	76%	80%	78%
As individual services	212	41	66	11	**	**	39	**	**	107	54	168	45
	17%	12%	16%	12%	**	**	20%	**	**	14%	21%	17%	17%
Some but not all as a package of services	44	9	21	-	**	**	5	**	**	31	8	32	12
	3%	3%	5%	-%	**	**	3%	**	**	4%	3%	3%	4%

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

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Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1210	361	249	65	542	-	404	493	69	60	402	482	944	264	110
Effective Weighted Sample	1125	344	235	59	496	-	372	465	66	51	360	455	864	259	108
Total	1267	416	261	63	535	-	426	554	78	61	425	501	987	278	117
As a package of services	1011	357	229	**	382	**	362	445	**	**	326	414	789	221	98
	80%	86%	88%	**	71%	**	85%	80%	**	**	77%	83%	80%	79%	83%
		d	d												
As individual services	212	60	16	**	133	**	43	90	**	**	82	68	162	49	16
	17%	14%	6%	**	25%	**	10%	16%	**	**	19%	14%	16%	18%	14%
		b			ab			a							
Some but not all as a package of services	44	-	16	**	20	**	21	19	**	**	16	19	36	8	3
	3%	-%	6%	**	4%	**	5%	3%	**	**	4%	4%	4%	3%	3%
			a		a										

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

Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1210	232	477	499	609	594	430	317	200	250	988	119	65	38
Effective Weighted Sample	1125	202	439	483	566	553	400	299	186	237	919	108	62	35
Total	1267	239	502	524	649	610	406	331	245	272	1027	129	71	40
As a package of services	1011	195	383	431	521	484	322	268	192	220	817	102	**	**
	80%	81%	76%	82%	80%	79%	79%	81%	78%	81%	80%	79%	**	**
As individual services	212	39	92	80	100	110	67	57	43	42	173	22	**	**
	17%	16%	18%	15%	15%	18%	16%	17%	18%	15%	17%	17%	**	**
Some but not all as a package of services	44	5	26	12	28	16	17	7	10	10	37	5	**	**
	3%	2%	5%	2%	4%	3%	4%	2%	4%	4%	4%	4%	**	**

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

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

Q8A. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for 2-4 services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1210	78	386	510	375	668	33	1	32	1	621	183	262	533	267
Effective Weighted Sample	1125	72	359	469	347	621	29	1	28	1	590	160	244	493	251
Total	1267	86	419	513	389	702	33	1	32	1	664	193	282	557	284
As a package of services	1011	**	336	408	314	557	**	**	**	**	577	159	221	442	230
	80%	**	80%	80%	81%	79%	**	**	**	**	87%	82%	78%	79%	81%
As individual services	212	**	71	83	57	121	**	**	**	**	73	31	51	92	44
	17%	**	17%	16%	15%	17%	**	**	**	**	11%	16%	18%	16%	16%
Some but not all as a package of services	44	**	12	21	18	25	**	**	**	**	14	3	10	23	10
	3%	**	3%	4%	5%	3%	**	**	**	**	2%	2%	4%	4%	3%

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

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

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?

Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	39	-	35	6	29	18	17	2	2	14	25	36	3	18	21	1
Effective Weighted Sample	37	-	34	5	28	17	16	2	2	13	24	35	3	17	20	1
Total	44	-	41	6	35	22	19	2	2	16	28	42	2	20	24	1
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	39	-	39	1	38	21	18	1	1	3	25	15	13
Effective Weighted Sample	37	-	37	1	36	20	17	1	1	3	24	14	13
Total	44	-	44	1	43	26	18	1	1	3	28	17	13
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	39	8	20	-	-	2	4	-	-	28	6	29	10
Effective Weighted Sample	37	8	19	-	-	2	4	-	-	26	6	27	10
Total	44	9	21	-	-	2	5	-	-	31	8	32	12
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	39	-	14	7	18	-	17	18	3	1	13	18	32	7	3
Effective Weighted Sample	37	-	13	7	17	-	16	17	3	1	12	17	30	7	3
Total	44	-	16	8	20	-	21	19	3	1	16	19	36	8	3
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	39	5	22	12	25	14	17	7	7	8	33	4	2	-
Effective Weighted Sample	37	4	21	12	24	14	16	7	7	8	31	4	2	-
Total	44	5	26	12	28	16	17	7	10	10	37	5	2	-
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8B. So which services would you consider to be a package from (BUNDLE 1 PROVIDER)?
Base: Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	39	3	9	21	15	23	-	-	-	-	12	3	9	20	9
Effective Weighted Sample	37	3	9	20	15	21	-	-	-	-	11	3	8	19	9
Total	44	4	12	21	18	25	-	-	-	-	14	3	10	23	10
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile Phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SELECTED SERVICES CONSIDERED TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	13	-	13	5	8	3	10	1	1	-	13	7	6	5	8	-
Effective Weighted Sample	12	-	12	5	8	3	9	1	1	-	12	6	6	5	7	-
Total	15	-	15	5	10	3	11	1	1	-	15	7	7	6	9	-
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	13	-	13	3	10	8	5	2	2	-	13	7	6
Effective Weighted Sample	12	-	12	3	9	8	5	2	2	-	12	7	6
Total	15	-	15	3	12	9	6	2	2	-	15	8	6
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	13	5	8	-	-	-	-	-	-	13	-	13	-
Effective Weighted Sample	12	5	7	-	-	-	-	-	-	12	-	12	-
Total	15	6	9	-	-	-	-	-	-	15	-	15	-
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	13	7	-	-	13	-	7	5	1	-	6	5	11	2	-
Effective Weighted Sample	12	7	-	-	12	-	7	5	1	-	5	5	10	2	-
Total	15	8	-	-	15	-	7	6	1	-	7	5	12	2	-
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	13	2	7	4	5	8	4	2	3	4	8	3	2	-
Effective Weighted Sample	12	2	7	4	5	8	4	2	3	4	7	3	2	-
Total	15	2	8	4	5	10	4	2	4	5	8	4	2	-
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. Thinking about these services, do you regard them as a package of services **or as** individual services**?**
Base: Those using the same provider for an additional 2 services - Bundle 2

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	13	-	4	6	2	9	-	-	-	-	-	2	1	6	4
Effective Weighted Sample	12	-	4	6	2	8	-	-	-	-	-	2	1	6	4
Total	15	-	5	6	3	10	-	-	-	-	-	2	1	7	4
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
As individual services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
Fixed Broadband	1006	**	733	**	726	420	335	**	**	702	252	728	226	573	381	117
	95%	**	96%	**	96%	96%	96%	**	**	99% b	87%	99% b	86%	96%	94%	96%
Landline phone service	751	**	751	**	751	420	332	**	**	568	144	589	122	423	288	81
	71%	**	98%	**	99%	96%	95%	**	**	80% b	50%	80% b	46%	71%	71%	66%
Pay TV service	512	**	300	**	295	161	156	**	**	370	112	380	102	281	201	61
	49%	**	39%	**	39%	37%	44%	**	**	52% b	39%	52% b	39%	47%	50%	50%
Mobile Phone	263	**	130	**	126	79	62	**	**	-	263	-	263	168	95	49
	25%	**	17%	**	17%	18%	18%	**	**	-%	91% a	-%	100% a	28%	23%	40% ab
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	**	383	**	383	227	156	**	**	340	16	356	-	220	136	38
	36%	**	50%	**	51%	52%	44%	**	**	48% b	6%	48% b	-%	37%	34%	31%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	234	**	234	117	117	**	**	219	5	225	-	128	97	24
	22%	**	31%	**	31%	27%	33%	**	**	31% b	2%	31% b	-%	21%	24%	19%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	45	**	45	26	20	**	**	-	45	-	45	37	8	10
	4%	**	6%	**	6%	6%	6%	**	**	-%	16% a	-%	17% a	6% b	2%	8% b
FIXED BROADBAND AND PAY TV	163	**	4	**	-	6	11	**	**	143	4	146	-	75	71	12
	15%	**	1%	**	-%	1%	3%	**	**	20% b	1%	20% b	-%	13%	18%	10%
MOBILE PHONE AND FIXED BROADBAND	85	**	5	**	2	8	5	**	**	-	85	-	85	58	27	14
	8%	**	1%	**	*%	2%	1%	**	**	-%	29% a	-%	32% a	10%	7%	12%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	61	**	61	36	26	**	**	-	61	-	61	30	31	8
	6%	**	8%	**	8%	8%	7%	**	**	-%	21% a	-%	23% a	5%	8%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	-	**	-	2	-	**	**	-	35	-	35	25	10	11
	3%	**	-%	**	-%	1%	-%	**	**	-%	12% a	-%	13% a	4%	2%	9% b
MOBILE PHONE AND PAY TV	21	**	2	**	1	2	2	**	**	-	21	-	21	13	8	4
	2%	**	*%	**	*%	*%	1%	**	**	-%	7% a	-%	8% a	2%	2%	3%
LANDLINE AND MOBILE PHONE	14	**	14	**	14	6	8	**	**	-	14	-	14	5	9	1
	1%	**	2%	**	2%	1%	2%	**	**	-%	5% a	-%	6% a	1%	2%	1%
LANDLINE AND PAY TV	12	**	12	**	12	8	4	**	**	8	-	8	-	3	5	*
	1%	**	2%	**	2%	2%	1%	**	**	1%	-%	1%	-%	1%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	1	**	1	*	1	**	**	-	1	-	1	*	1	-
	*%	**	*%	**	*%	*%	*%	**	**	-%	*%	-%	1%	*%	*%	-%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
Fixed Broadband	1006	**	1006	**	1006	575	431	127	**	111	495	127	480
	95%	**	100%	**	100%	98%	98%	98%	**	96%	93%	97%	93%
Landline phone service	751	**	725	**	724	405	330	71	**	91	308	105	294
	71%	**	72%	**	72%	69% c	75% c	54%	**	79% b	58%	80% b	57%
Pay TV service	512	**	481	**	479	258	235	66	**	-	512	-	512
	49%	**	48%	**	47%	44%	54% a	51%	**	-%	96% a	-%	99% a
Mobile Phone	263	**	230	**	229	159	82	45	**	47	108	49	106
	25%	**	23%	**	23%	27% b	19%	35% b	**	41% b	20%	37% b	21%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	**	383	**	383	227	156	36	**	68	14	82	-
	36%	**	38%	**	38%	39%	35%	28%	**	59% b	3%	63% b	-%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	234	**	234	109	126	19	**	-	234	-	234
	22%	**	23%	**	23%	18%	29% ac	14%	**	-%	44% a	-%	46% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	45	**	45	24	21	5	**	-	45	-	45
	4%	**	4%	**	4%	4%	5%	4%	**	-%	9% a	-%	9% a
FIXED BROADBAND AND PAY TV	163	**	163	**	163	92	71	30	**	-	163	-	163
	15%	**	16%	**	16%	16%	16%	23%	**	-%	31% a	-%	32% a
MOBILE PHONE AND FIXED BROADBAND	85	**	85	**	85	59	26	17	**	24	4	26	2
	8%	**	8%	**	8%	10%	6%	13% b	**	21% b	1%	20% b	*%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	61	**	61	41	20	10	**	19	-	19	-
	6%	**	6%	**	6%	7%	4%	8%	**	16% b	-%	14% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	35	**	35	23	12	10	**	-	35	-	35
	3%	**	3%	**	3%	4%	3%	7%	**	-%	7% a	-%	7% a
MOBILE PHONE AND PAY TV	21	**	2	**	1	9	1	3	**	-	21	-	21
	2%	**	*%	**	*%	1%	*%	2%	**	-%	4%	-%	4%
LANDLINE AND MOBILE PHONE	14	**	1	**	1	3	3	*	**	4	1	4	1
	1%	**	*%	**	*%	*%	1%	*%	**	4% b	*%	3% b	*%
LANDLINE AND PAY TV	12	**	1	**	-	1	5	-	**	-	12	-	12
	1%	**	*%	**	-%	*%	1%	-%	**	-%	2%	-%	2%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	*	-	-	**	-	1	-	1
	*%	**	-%	**	-%	*%	-%	-%	**	-%	*%	-%	*%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
Fixed Broadband	1006	273	333	**	**	**	155	**	**	606	199	796	210
	95%	92%	95%	**	**	**	100%	**	**	94%	100% a	95%	98%
Landline phone service	751	170	229	**	**	**	147	**	**	399	189	567	184
	71%	57%	66%	**	**	**	95%	**	**	62%	95% a	67%	86% a
Pay TV service	512	240	271	**	**	**	-	**	**	512	-	432	79
	49%	81%	78%	**	**	**	-%	**	**	79% b	-%	51% b	37%
Mobile Phone	263	87	68	**	**	**	27	**	**	155	36	232	31
	25%	29% b	20%	**	**	**	17%	**	**	24%	18%	28% b	15%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	28	54	**	**	**	129	**	**	82	164	272	110
	36%	9%	15%	**	**	**	83%	**	**	13%	82% a	32%	52% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	102	132	**	**	**	-	**	**	234	-	181	53
	22%	34%	38%	**	**	**	-%	**	**	36% b	-%	22%	25%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	22	23	**	**	**	-	**	**	45	-	41	4
	4%	7%	7%	**	**	**	-%	**	**	7% b	-%	5%	2%
FIXED BROADBAND AND PAY TV	163	74	88	**	**	**	-	**	**	163	-	147	15
	15%	25%	25%	**	**	**	-%	**	**	25% b	-%	18% b	7%
MOBILE PHONE AND FIXED BROADBAND	85	17	12	**	**	**	8	**	**	29	10	75	10
	8%	6%	3%	**	**	**	5%	**	**	4%	5%	9%	5%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	9	10	**	**	**	19	**	**	19	25	48	13
	6%	3%	3%	**	**	**	12%	**	**	3%	12% a	6%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	21	14	**	**	**	-	**	**	35	-	32	3
	3%	7%	4%	**	**	**	-%	**	**	5% b	-%	4%	2%
MOBILE PHONE AND PAY TV	21	14	6	**	**	**	-	**	**	21	-	21	-
	2%	5%	2%	**	**	**	-%	**	**	3%	-%	2%	-%
LANDLINE AND MOBILE PHONE	14	3	2	**	**	**	-	**	**	5	1	14	-
	1%	1%	1%	**	**	**	-%	**	**	1%	*%	2%	-%
LANDLINE AND PAY TV	12	6	6	**	**	**	-	**	**	12	-	9	3
	1%	2%	2%	**	**	**	-%	**	**	2%	-%	1%	2%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	**	**	**	-	**	**	1	-	1	-
	*%	*%	*%	**	**	**	-%	**	**	*%	-%	*%	-%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
Fixed Broadband	1006	354	244	**	354	**	367	445	**	**	317	425	782	223	**
	95%	99%	100%	**	88%	**	96%	96%	**	**	92%	98%	95%	98%	**
		d	d									bd		b	
Landline phone service	751	354	242	**	103	**	355	335	**	**	193	342	555	195	**
	71%	99%	99%	**	26%	**	93%	72%	**	**	56%	79%	67%	85%	**
		d	d				b					bd	b	bd	
Pay TV service	512	2	233	**	227	**	160	217	**	**	178	206	416	96	**
	49%	1%	95%	**	56%	**	42%	47%	**	**	52%	48%	50%	42%	**
			ad		a										
Mobile Phone	263	2	-	**	218	**	77	115	**	**	122	73	219	43	**
	25%	1%	-%	**	54%	**	20%	25%	**	**	36%	17%	27%	19%	**
					ab						cde		c		
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	354	12	**	15	**	180	172	**	**	89	182	278	104	**
	36%	99%	5%	**	4%	**	47%	37%	**	**	26%	42%	34%	45%	**
		bd					b					bd		bd	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	-	229	**	-	**	106	108	**	**	53	115	175	59	**
	22%	-%	93%	**	-%	**	28%	23%	**	**	15%	26%	21%	26%	**
			ad									b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	-	**	-	**	27	15	**	**	17	15	35	10	**
	4%	-%	-%	**	-%	**	7%	3%	**	**	5%	4%	4%	4%	**
FIXED BROADBAND AND PAY TV	163	-	3	**	158	**	16	62	**	**	75	61	145	18	**
	15%	-%	1%	**	39%	**	4%	13%	**	**	22%	14%	18%	8%	**
					ab			a			ce		e		
MOBILE PHONE AND FIXED BROADBAND	85	-	-	**	85	**	7	42	**	**	45	18	73	12	**
	8%	-%	-%	**	21%	**	2%	9%	**	**	13%	4%	9%	5%	**
					ab			a			ce		c		

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	-	-	**	61	**	29	27	**	**	20	25	45	16	**
	6%	-%	-%	**	15%	**	8%	6%	**	**	6%	6%	5%	7%	**
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	-	-	**	35	**	3	18	**	**	18	10	31	5	**
	3%	-%	-%	**	9%	**	1%	4%	**	**	5%	2%	4%	2%	**
					ab			a							
MOBILE PHONE AND PAY TV	21	2	-	**	21	**	2	7	**	**	11	2	21	-	**
	2%	1%	-%	**	5%	**	1%	1%	**	**	3%	1%	3%	-%	**
					ab						ce				
LANDLINE AND MOBILE PHONE	14	-	-	**	14	**	8	5	**	**	11	3	13	1	**
	1%	-%	-%	**	4%	**	2%	1%	**	**	3%	1%	2%	*%	**
					ab						c				
LANDLINE AND PAY TV	12	-	1	**	11	**	4	7	**	**	4	3	8	4	**
	1%	-%	*%	**	3%	**	1%	1%	**	**	1%	1%	1%	2%	**
					a										
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	**	1	-	**	**	*	-	1	-	**
	*%	-%	-%	**	*%	**	*%	-%	**	**	*%	-%	*%	-%	**

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
Fixed Broadband	1006	175	395	434	528	472	319	263	191	224	818	**	**	**
	95%	87%	97% a	98% a	96%	94%	94%	96%	95%	97%	96%	**	**	**
Landline phone service	751	100	282	368	386	361	245	203	131	167	610	**	**	**
	71%	50%	69% a	83% ab	70%	72%	72%	74%	65%	73%	71%	**	**	**
Pay TV service	512	101	221	190	262	246	154	141	101	110	413	**	**	**
	49%	50%	54% c	43%	48%	49%	46%	51%	50%	48%	48%	**	**	**
Mobile Phone	263	93	92	77	122	141	86	67	59	49	206	**	**	**
	25%	47% bc	23%	17%	22%	28%	25%	24%	29%	21%	24%	**	**	**
SERVICES CONSIDER TO BE A PACKAGE														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	42	138	201	211	169	129	92	64	95	320	**	**	**
	36%	21%	34% a	45% ab	38%	34%	38%	33%	32%	41%	37%	**	**	**
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	24	101	109	119	113	75	71	39	48	187	**	**	**
	22%	12%	25% a	25% a	22%	23%	22%	26%	19%	21%	22%	**	**	**
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	10	19	16	22	23	13	14	9	9	38	**	**	**
	4%	5%	5%	4%	4%	5%	4%	5%	4%	4%	4%	**	**	**
FIXED BROADBAND AND PAY TV	163	38	76	49	91	71	45	41	38	37	131	**	**	**
	15%	19%	18% c	11%	17%	14%	13%	15%	19%	16%	15%	**	**	**
MOBILE PHONE AND FIXED BROADBAND	85	37	29	19	48	37	32	20	19	12	67	**	**	**
	8%	19% bc	7%	4%	9%	7%	10%	7%	9%	5%	8%	**	**	**

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

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Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	12	17	32	25	36	15	17	15	13	44	**	**	**
	6%	6%	4%	7%	4%	7%	4%	6%	8%	6%	5%	**	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	13	15	7	13	22	10	8	5	11	31	**	**	**
	3%	6% c	4%	2%	2%	4%	3%	3%	3%	5%	4%	**	**	**
MOBILE PHONE AND PAY TV	21	12	7	1	11	9	6	3	8	4	15	**	**	**
	2%	6% bc	2%	*%	2%	2%	2%	1%	4%	2%	2%	**	**	**
LANDLINE AND MOBILE PHONE	14	8	5	2	3	11	8	4	2	*	10	**	**	**
	1%	4% c	1%	*%	1%	2%	2%	1%	1%	*%	1%	**	**	**
LANDLINE AND PAY TV	12	4	2	6	6	6	4	5	1	2	9	**	**	**
	1%	2%	1%	1%	1%	1%	1%	2%	*%	1%	1%	**	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	*	1	1	*	-	-	1	**	**	**
	*%	1%	-%	-%	*%	*%	*%	*%	-%	-%	*%	**	**	**

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
Fixed Broadband	1006	**	336	411	324	550	**	**	**	**	588	146	226	452	236
	95%	**	96%	96%	97%	95%	**	**	**	**	99% b	90%	98%	97%	98%
Landline phone service	751	**	252	294	235	418	**	**	**	**	464	120	168	327	165
	71%	**	72%	68%	71%	72%	**	**	**	**	79%	74%	73%	70%	69%
Pay TV service	512	**	172	212	163	286	**	**	**	**	320	65	83	231	136
	49%	**	49%	49%	49%	49%	**	**	**	**	54% b	40%	36%	50% a	57% a
Mobile Phone	263	**	79	120	81	149	**	**	**	**	-	43	68	108	50
	25%	**	23%	28%	24%	26%	**	**	**	**	-%	26% a	29%	23%	21%
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	383	**	127	141	122	200	**	**	**	**	271	69	100	174	72
	36%	**	36%	33%	37%	34%	**	**	**	**	46%	43%	43% c	37%	30%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	77	99	73	133	**	**	**	**	190	30	37	98	71
	22%	**	22%	23%	22%	23%	**	**	**	**	32% b	18%	16%	21%	30% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	18	17	13	27	**	**	**	**	-	4	8	23	11
	4%	**	5%	4%	4%	5%	**	**	**	**	-%	2% a	4%	5%	4%
FIXED BROADBAND AND PAY TV	163	**	63	67	53	91	**	**	**	**	127	16	25	80	47
	15%	**	18%	16%	16%	16%	**	**	**	**	21% b	10%	11%	17%	19%

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

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

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
MOBILE PHONE AND FIXED BROADBAND	85	**	21	42	24	45	**	**	**	**	-	15	26	34	20
	8%	**	6%	10%	7%	8%	**	**	**	**	-%	10% a	11%	7%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	23	27	21	39	**	**	**	**	-	8	21	24	9
	6%	**	7%	6%	6%	7%	**	**	**	**	-%	5% a	9%	5%	4%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	6	19	17	14	**	**	**	**	-	4	9	18	6
	3%	**	2%	4%	5%	2%	**	**	**	**	-%	3% a	4%	4%	2%
MOBILE PHONE AND PAY TV	21	**	5	8	4	13	**	**	**	**	-	7	2	6	1
	2%	**	1%	2%	1%	2%	**	**	**	**	-%	4% a	1%	1%	1%
LANDLINE AND MOBILE PHONE	14	**	5	8	3	11	**	**	**	**	-	4	1	2	3
	1%	**	1%	2%	1%	2%	**	**	**	**	-%	3% a	1%	*%	1%
LANDLINE AND PAY TV	12	**	2	2	2	6	**	**	**	**	3	5	1	5	-
	1%	**	1%	*%	1%	1%	**	**	**	**	1%	3%	*%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	*	1	*	1	**	**	**	**	-	-	-	*	-
	*%	**	*%	*%	*%	*%	**	**	**	**	-%	-%	-%	*%	-%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
Sky	286	**	178	**	176	99	87	**	**	181	86	190	77	151	116	29
	27%	**	23%	**	23%	23%	25%	**	**	26%	30%	26%	29%	25%	29%	24%
Virgin Media	209	**	152	**	150	72	83	**	**	193	-	193	-	113	79	17
	20%	**	20%	**	20%	17%	24%	**	**	27% b	-%	26% b	-%	19%	20%	14%
BT	169	**	141	**	140	58	85	**	**	138	24	138	24	92	70	20
	16%	**	18%	**	19%	13%	24% a	**	**	19% b	8%	19% b	9%	15%	17%	17%
EE	155	**	87	**	86	58	35	**	**	34	116	42	108	90	61	28
	15%	**	11%	**	11%	13%	10%	**	**	5%	40% a	6%	41% a	15%	15%	23%
Vodafone	94	**	77	**	77	61	17	**	**	39	50	48	42	54	35	11
	9%	**	10%	**	10%	14% b	5%	**	**	5%	18% a	6%	16% a	9%	9%	9%
TalkTalk	69	**	64	**	64	38	26	**	**	64	2	64	2	41	24	10
	7%	**	8%	**	8%	9%	7%	**	**	9% b	1%	9% b	1%	7%	6%	9%
Plusnet	27	**	27	**	27	20	7	**	**	27	-	27	-	21	6	3
	3%	**	4%	**	4%	5%	2%	**	**	4% b	-%	4% b	-%	4%	1%	3%
Utility Warehouse	18	**	14	**	14	10	6	**	**	13	4	13	4	12	5	1
	2%	**	2%	**	2%	2%	2%	**	**	2%	1%	2%	1%	2%	1%	1%
'3'/ Three	6	**	1	**	-	2	1	**	**	-	6	-	6	5	1	-
	1%	**	*%	**	-%	*%	*%	**	**	-%	2% a	-%	2% a	1%	*%	-%
Zen	5	**	5	**	5	5	-	**	**	5	-	5	-	2	2	-
	*%	**	1%	**	1%	1%	-%	**	**	1%	-%	1%	-%	*%	1%	-%
NOW/ NOW Broadband	5	**	4	**	4	4	1	**	**	5	-	5	-	2	2	1
	*%	**	*%	**	*%	1%	*%	**	**	1%	-%	1%	-%	*%	1%	1%
Hyperoptic	4	**	4	**	4	4	-	**	**	4	-	4	-	4	-	-
	*%	**	*%	**	*%	1%	-%	**	**	1%	-%	*%	-%	1%	-%	-%
Your Co-op	4	**	4	**	4	4	-	**	**	2	-	2	-	2	-	-
	*%	**	*%	**	*%	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.

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
KCOM	2	**	2	**	2	-	2	**	**	2	-	2	-	1	1	-
	*%	**	*%	**	*%	-%	1%	**	**	*%	-%	*%	-%	*%	*%	-%
Community Fibre	2	**	2	**	2	2	-	**	**	2	-	2	-	2	-	-
	*%	**	*%	**	*%	1%	-%	**	**	*%	-%	*%	-%	*%	-%	-%
Gigaclear	1	**	1	**	1	1	-	**	**	1	-	1	-	-	1	-
	*%	**	*%	**	*%	*%	-%	**	**	*%	-%	*%	-%	-%	*%	-%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
Sky	286	**	269	**	268	152	123	33	**	2	234	10	226
	27%	**	27%	**	27%	26%	28%	25%	**	2%	44% a	8%	44% a
Virgin Media	209	**	208	**	208	90	118	15	**	10	170	11	169
	20%	**	21%	**	21%	15%	27% ac	11%	**	8%	32% a	8%	33% a
BT	169	**	159	**	158	73	89	13	**	35	50	38	47
	16%	**	16%	**	16%	12%	20% ac	10%	**	30% b	9%	29% b	9%
EE	155	**	142	**	142	113	36	37	**	36	53	36	53
	15%	**	14%	**	14%	19% b	8%	28% b	**	31% b	10%	28% b	10%
Vodafone	94	**	90	**	90	75	17	18	**	21	1	21	1
	9%	**	9%	**	9%	13% b	4%	14% b	**	18% b	*%	16% b	*%
TalkTalk	69	**	69	**	69	29	40	5	**	5	17	5	17
	7%	**	7%	**	7%	5%	9%	4%	**	4%	3%	4%	3%
Plusnet	27	**	27	**	27	21	6	3	**	-	1	-	1
	3%	**	3%	**	3%	4%	1%	2%	**	-%	*%	-%	*%
Utility Warehouse	18	**	18	**	18	13	5	3	**	3	-	3	-
	2%	**	2%	**	2%	2%	1%	3%	**	3% b	-%	2% b	-%
'3'/ Three	6	**	6	**	6	4	2	1	**	1	1	2	-
	1%	**	1%	**	1%	1%	1%	1%	**	1%	*%	2% b	-%
Zen	5	**	5	**	5	5	-	1	**	-	-	-	-
	*%	**	*%	**	*%	1%	-%	1%	**	-%	-%	-%	-%
NOW/ NOW Broadband	5	**	5	**	5	5	-	1	**	*	3	1	2
	*%	**	*%	**	*%	1%	-%	1%	**	*%	1%	1%	*%
Hyperoptic	4	**	4	**	4	4	-	-	**	1	-	1	-
	*%	**	*%	**	*%	1%	-%	-%	**	1%	-%	1%	-%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
Your Co-op	4	**	4	**	4	2	1	-	**	-	-	-	-
	*%	**	*%	**	*%	*%	*%	-%	**	-%	-%	-%	-%
KCOM	2	**	2	**	2	-	2	-	**	1	-	1	-
	*%	**	*%	**	*%	-%	1%	-%	**	1%	-%	1%	-%
Community Fibre	2	**	2	**	2	2	-	-	**	1	-	1	-
	*%	**	*%	**	*%	*%	-%	-%	**	1%	-%	1%	-%
Gigaclear	1	**	1	**	1	1	-	-	**	-	-	-	-
	*%	**	*%	**	*%	*%	-%	-%	**	-%	-%	-%	-%

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

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
Sky	286	100	136	**	**	**	8	**	**	236	14	249	37
	27%	34%	39%	**	**	**	5%	**	**	36% b	7%	30% b	18%
Virgin Media	209	75	105	**	**	**	11	**	**	180	14	165	43
	20%	25%	30%	**	**	**	7%	**	**	28% b	7%	20%	20%
BT	169	42	43	**	**	**	37	**	**	85	44	130	40
	16%	14%	12%	**	**	**	24%	**	**	13%	22% a	15%	19%
EE	155	56	33	**	**	**	24	**	**	89	29	129	26
	15%	19% b	10%	**	**	**	16%	**	**	14%	15%	15%	12%
Vodafone	94	12	11	**	**	**	29	**	**	22	38	69	24
	9%	4%	3%	**	**	**	19%	**	**	3%	19% a	8%	11%
TalkTalk	69	9	13	**	**	**	24	**	**	22	31	48	21
	7%	3%	4%	**	**	**	15%	**	**	3%	15% a	6%	10%
Plusnet	27	-	1	**	**	**	12	**	**	1	16	16	11
	3%	-%	*%	**	**	**	7%	**	**	*%	8% a	2%	5% a
Utility Warehouse	18	-	3	**	**	**	3	**	**	3	6	11	7
	2%	-%	1%	**	**	**	2%	**	**	*%	3% a	1%	3%
'3'/ Three	6	1	1	**	**	**	-	**	**	2	-	6	-
	1%	*%	*%	**	**	**	-%	**	**	*%	-%	1%	-%
Zen	5	-	-	**	**	**	2	**	**	-	2	4	1
	*%	-%	-%	**	**	**	2%	**	**	-%	1% a	*%	1%
NOW/ NOW Broadband	5	2	1	**	**	**	-	**	**	3	-	5	-
	*%	1%	*%	**	**	**	-%	**	**	1%	-%	1%	-%
Hyperoptic	4	1	-	**	**	**	1	**	**	1	1	4	-
	*%	*%	-%	**	**	**	1%	**	**	*%	1%	*%	-%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
Your Co-op	4	-	-	**	**	**	1	**	**	-	2	1	2
	*%	-%	-%	**	**	**	1%	**	**	-%	1% a	*%	1%
KCOM	2	-	1	**	**	**	1	**	**	1	1	2	-
	*%	-%	*%	**	**	**	1%	**	**	*%	1%	*%	-%
Community Fibre	2	-	1	**	**	**	1	**	**	1	1	2	-
	*%	-%	*%	**	**	**	1%	**	**	*%	1%	*%	-%
Gigaclear	1	-	-	**	**	**	-	**	**	-	-	1	-
	*%	-%	-%	**	**	**	-%	**	**	-%	-%	*%	-%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
Sky	286	37	89	**	124	**	79	136	**	**	106	118	245	41	**
	27%	10%	36%	**	31%	**	21%	29%	**	**	31%	27%	30%	18%	**
			a		a			a			e	e	e		
Virgin Media	209	39	113	**	57	**	77	92	**	**	59	98	164	45	**
	20%	11%	46%	**	14%	**	20%	20%	**	**	17%	23%	20%	20%	**
			ad												
BT	169	103	24	**	41	**	87	58	**	**	47	70	124	45	**
	16%	29%	10%	**	10%	**	23%	12%	**	**	14%	16%	15%	20%	**
		bd					b								
EE	155	23	5	**	114	**	56	58	**	**	61	43	115	39	**
	15%	7%	2%	**	28%	**	15%	13%	**	**	18%	10%	14%	17%	**
					ab						c			c	
Vodafone	94	43	-	**	50	**	47	31	**	**	36	40	76	16	**
	9%	12%	-%	**	13%	**	12%	7%	**	**	11%	9%	9%	7%	**
		b			b		b								
TalkTalk	69	52	11	**	5	**	20	45	**	**	15	29	45	24	**
	7%	15%	4%	**	1%	**	5%	10%	**	**	4%	7%	5%	11%	**
		bd												bd	
Plusnet	27	26	1	**	-	**	-	24	**	**	8	13	20	7	**
	3%	7%	*%	**	-%	**	-%	5%	**	**	2%	3%	2%	3%	**
		bd						a							
Utility Warehouse	18	14	-	**	4	**	1	13	**	**	1	11	13	5	**
	2%	4%	-%	**	1%	**	*%	3%	**	**	*%	2%	2%	2%	**
		bd						a							
'3'/ Three	6	-	-	**	6	**	-	2	**	**	3	2	6	-	**
	1%	-%	-%	**	2%	**	-%	*%	**	**	1%	*%	1%	-%	**
Zen	5	5	-	**	-	**	2	2	**	**	1	-	1	4	**
	*%	1%	-%	**	-%	**	1%	*%	**	**	*%	-%	*%	2%	**
														d	
NOW/ NOW Broadband	5	2	2	**	1	**	2	1	**	**	2	3	5	-	**
	*%	*%	1%	**	*%	**	1%	*%	**	**	1%	1%	1%	-%	**
Hyperoptic	4	4	-	**	-	**	4	-	**	**	-	2	2	2	**
	*%	1%	-%	**	-%	**	1%	-%	**	**	-%	*%	*%	1%	**

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
Your Co-op	4	4	-	**	-	**	2	1	**	**	-	2	2	1	**
	*%	1%	-%	**	-%	**	1%	*%	**	**	-%	1%	*%	1%	**
KCOM	2	2	-	**	-	**	1	-	**	**	1	1	2	-	**
	*%	1%	-%	**	-%	**	*%	-%	**	**	*%	*%	*%	-%	**
Community Fibre	2	2	-	**	-	**	2	-	**	**	1	1	2	-	**
	*%	1%	-%	**	-%	**	1%	-%	**	**	*%	*%	*%	-%	**
Gigaclear	1	1	-	**	-	**	1	-	**	**	-	1	1	-	**
	*%	*%	-%	**	-%	**	*%	-%	**	**	-%	*%	*%	-%	**

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
Sky	286	56	140	90	146	138	75	85	57	66	239	**	**	**
	27%	28%	34% c	20%	27%	28%	22%	31%	28%	29%	28%	**	**	**
Virgin Media	209	28	87	94	115	93	73	50	40	43	170	**	**	**
	20%	14%	21%	21%	21%	19%	22%	18%	20%	19%	20%	**	**	**
BT	169	31	51	87	83	85	62	33	30	42	136	**	**	**
	16%	16%	13%	20% b	15%	17%	18%	12%	15%	18%	16%	**	**	**
EE	155	46	49	59	80	75	59	38	34	23	112	**	**	**
	15%	23% bc	12%	13%	15%	15%	17%	14%	17%	10%	13%	**	**	**
Vodafone	94	23	36	34	45	49	32	26	20	15	77	**	**	**
	9%	11%	9%	8%	8%	10%	10%	10%	10%	7%	9%	**	**	**
TalkTalk	69	8	19	42	37	32	15	21	10	23	55	**	**	**
	7%	4%	5%	10% b	7%	6%	4%	8%	5%	10% a	6%	**	**	**
Plusnet	27	1	7	18	15	12	7	6	5	9	24	**	**	**
	3%	1%	2%	4%	3%	2%	2%	2%	2%	4%	3%	**	**	**
Utility Warehouse	18	1	9	8	12	6	5	8	1	3	14	**	**	**
	2%	1%	2%	2%	2%	1%	2%	3%	1%	1%	2%	**	**	**
'3'/ Three	6	4	2	-	2	4	4	1	-	2	5	**	**	**
	1%	2% c	1%	-%	*%	1%	1%	*%	-%	1%	1%	**	**	**
Zen	5	1	-	4	4	-	2	-	-	2	4	**	**	**
	*%	1%	-%	1%	1%	-%	1%	-%	-%	1%	*%	**	**	**
NOW/ NOW Broadband	5	1	3	1	2	2	*	2	1	1	5	**	**	**
	*%	1%	1%	*%	*%	*%	*%	1%	1%	*%	1%	**	**	**
Hyperoptic	4	-	2	2	3	1	2	2	-	-	4	**	**	**
	*%	-%	*%	*%	*%	*%	1%	1%	-%	-%	*%	**	**	**
Your Co-op	4	-	1	2	2	1	1	1	1	-	4	**	**	**
	*%	-%	*%	1%	*%	*%	*%	*%	1%	-%	*%	**	**	**

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
KCOM	2	-	2	-	-	2	-	-	1	1	2	**	**	**
	*%	-%	1%	-%	-%	*%	-%	-%	1%	*%	*%	**	**	**
Community Fibre	2	-	1	1	2	-	1	1	-	-	2	**	**	**
	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	*%	**	**	**
Gigaclear	1	-	-	1	-	1	-	-	1	-	1	**	**	**
	*%	-%	-%	*%	-%	*%	-%	-%	1%	-%	*%	**	**	**

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
Sky	286	**	97	102	90	157	**	**	**	**	155	39	49	149	58
	27%	**	28%	24%	27%	27%	**	**	**	**	26%	24%	21%	32% a	24%
Virgin Media	209	**	68	93	68	112	**	**	**	**	168	24	25	63	98
	20%	**	20%	22%	20%	19%	**	**	**	**	28% b	15%	11%	13%	41% ab
BT	169	**	64	66	44	102	**	**	**	**	106	37	39	82	24
	16%	**	18%	15%	13%	17%	**	**	**	**	18%	23%	17%	18% c	10%
EE	155	**	45	74	51	86	**	**	**	**	28	24	40	59	34
	15%	**	13%	17%	15%	15%	**	**	**	**	5%	15% a	17%	13%	14%
Vodafone	94	**	28	46	19	59	**	**	**	**	35	10	19	51	16
	9%	**	8%	11%	6%	10%	**	**	**	**	6%	6%	8%	11%	7%
TalkTalk	69	**	26	15	31	31	**	**	**	**	52	12	30	34	-
	7%	**	7%	4%	9%	5%	**	**	**	**	9%	7%	13% c	7% c	-%
Plusnet	27	**	8	9	13	11	**	**	**	**	19	7	15	9	2
	3%	**	2%	2%	4%	2%	**	**	**	**	3%	5%	6% bc	2%	1%
Utility Warehouse	18	**	5	11	3	13	**	**	**	**	12	1	7	5	2
	2%	**	1%	2%	1%	2%	**	**	**	**	2%	1%	3%	1%	1%
'3'/ Three	6	**	1	5	3	4	**	**	**	**	-	1	4	1	-
	1%	**	*%	1%	1%	1%	**	**	**	**	-%	1%	2%	*%	-%
Zen	5	**	1	2	4	-	**	**	**	**	5	-	-	2	1
	*%	**	*%	1%	1%	-%	**	**	**	**	1%	-%	-%	1%	*%
NOW/ NOW Broadband	5	**	1	2	2	2	**	**	**	**	1	3	1	4	-
	*%	**	*%	1%	*%	*%	**	**	**	**	*%	2%	*%	1%	-%
Hyperoptic	4	**	-	4	2	2	**	**	**	**	2	2	-	2	2
	*%	**	-%	1%	*%	*%	**	**	**	**	*%	1%	-%	*%	1%

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

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

BUNDLE 1 PROVIDER

Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
Your Co-op	4	**	1	-	2	1	**	**	**	**	2	-	2	1	-
	*%	**	*%	-%	1%	*%	**	**	**	**	*%	-%	1%	*%	-%
KCOM	2	**	1	1	2	-	**	**	**	**	2	-	-	1	1
	*%	**	*%	*%	1%	-%	**	**	**	**	*%	-%	-%	*%	*%
Community Fibre	2	**	1	-	-	1	**	**	**	**	2	-	-	1	1
	*%	**	*%	-%	-%	*%	**	**	**	**	*%	-%	-%	*%	1%
Gigaclear	1	**	1	-	-	-	**	**	**	**	1	-	1	-	-
	*%	**	*%	-%	-%	-%	**	**	**	**	*%	-%	1%	-%	-%

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

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

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	9	-	9	1	8	3	6	1	1	-	9	5	4	4	5	-
Effective Weighted Sample	8	-	8	1	8	3	6	1	1	-	8	4	4	4	5	-
Total	10	-	10	*	10	3	7	1	1	-	10	5	5	4	6	-
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	-	9	-	9	6	3	1	1	-	9	4	5
Effective Weighted Sample	8	-	8	-	8	6	3	1	1	-	8	4	5
Total	10	-	10	-	10	7	3	1	1	-	10	5	5
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	3	6	-	-	-	-	-	-	9	-	9	-
Effective Weighted Sample	8	3	5	-	-	-	-	-	-	8	-	8	-
Total	10	3	7	-	-	-	-	-	-	10	-	10	-
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	9	5	-	-	9	-	5	3	1	-	5	2	7	2	-
Effective Weighted Sample	8	5	-	-	8	-	5	3	1	-	5	2	6	2	-
Total	10	6	-	-	10	-	5	4	1	-	6	2	8	2	-
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - a,b,c - 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.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	9	1	5	3	5	4	3	2	2	2	5	3	1	-
Effective Weighted Sample	8	1	5	3	5	4	3	2	2	2	4	3	1	-
Total	10	1	6	3	5	5	3	2	3	3	5	4	1	-
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9B. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 2

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	9	-	3	5	1	7	-	-	-	-	-	1	1	5	3
Effective Weighted Sample	8	-	3	5	1	6	-	-	-	-	-	1	1	5	3
Total	10	-	4	5	1	8	-	-	-	-	-	*	1	6	3
Landline phone service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
FIXED BROADBAND AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	9	-	9	1	8	3	6	1	1	-	9	5	4	4	5	-
Effective Weighted Sample	8	-	8	1	8	3	6	1	1	-	8	4	4	4	5	-
Total	10	-	10	*	10	3	7	1	1	-	10	5	5	4	6	-
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	-	9	-	9	6	3	1	1	-	9	4	5
Effective Weighted Sample	8	-	8	-	8	6	3	1	1	-	8	4	5
Total	10	-	10	-	10	7	3	1	1	-	10	5	5
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	3	6	-	-	-	-	-	-	9	-	9	-
Effective Weighted Sample	8	3	5	-	-	-	-	-	-	8	-	8	-
Total	10	3	7	-	-	-	-	-	-	10	-	10	-
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	9	5	-	-	9	-	5	3	1	-	5	2	7	2	-
Effective Weighted Sample	8	5	-	-	8	-	5	3	1	-	5	2	6	2	-
Total	10	6	-	-	10	-	5	4	1	-	6	2	8	2	-
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - 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.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	9	1	5	3	5	4	3	2	2	2	5	3	1	-
Effective Weighted Sample	8	1	5	3	5	4	3	2	2	2	4	3	1	-
Total	10	1	6	3	5	5	3	2	3	3	5	4	1	-
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

BUNDLE 2 PROVIDER

Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	9	-	3	5	1	7	-	-	-	-	-	1	1	5	3
Effective Weighted Sample	8	-	3	5	1	6	-	-	-	-	-	1	1	5	3
Total	10	-	4	5	1	8	-	-	-	-	-	*	1	6	3
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1008	23	706	32	697	412	317	90	58	661	289	688	262	576	374	132
Effective Weighted Sample	937	20	661	28	653	378	303	76	57	624	259	649	234	529	354	114
Total	1060	24	769	33	760	438	355	75	62	710	294	741	263	597	407	122
Fixed Broadband	1014	**	741	**	733	421	342	**	**	702	260	733	229	576	386	117
	96%	**	96%	**	96%	96%	96%	**	**	99% b	88%	99% b	87%	96%	95%	96%
Landline phone service	760	**	760	**	760	423	337	**	**	568	152	594	126	428	292	81
	72%	**	99%	**	100%	97%	95%	**	**	80% b	52%	80% b	48%	72%	72%	66%
Pay TV service	516	**	304	**	298	163	157	**	**	370	116	380	106	282	204	61
	49%	**	40%	**	39%	37%	44%	**	**	52% b	39%	51% b	40%	47%	50%	50%
Mobile Phone	263	**	130	**	126	79	62	**	**	-	263	-	263	168	95	49
	25%	**	17%	**	17%	18%	17%	**	**	-%	90% a	-%	100% a	28%	23%	40% ab
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	**	389	**	389	228	161	**	**	340	22	361	1	224	139	38
	37%	**	51%	**	51%	52%	45%	**	**	48% b	8%	49% b	1%	37%	34%	31%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	234	**	234	117	117	**	**	219	5	225	-	128	97	24
	22%	**	30%	**	31%	27%	33%	**	**	31% b	2%	30% b	-%	21%	24%	19%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	45	**	45	26	20	**	**	-	45	-	45	37	8	10
	4%	**	6%	**	6%	6%	6%	**	**	-%	15% a	-%	17% a	6% b	2%	8% b
FIXED BROADBAND AND PAY TV	164	**	6	**	1	6	13	**	**	143	5	147	1	75	73	12
	15%	**	1%	**	*%	1%	4%	**	**	20% b	2%	20% b	*%	13%	18%	10%
MOBILE PHONE AND FIXED BROADBAND	85	**	5	**	2	8	5	**	**	-	85	-	85	58	27	14
	8%	**	1%	**	*%	2%	1%	**	**	-%	29% a	-%	32% a	10%	7%	12%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1008	23	706	32	697	412	317	90	58	661	289	688	262	576	374	132
Effective Weighted Sample	937	20	661	28	653	378	303	76	57	624	259	649	234	529	354	114
Total	1060	24	769	33	760	438	355	75	62	710	294	741	263	597	407	122
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	61	**	61	36	26	**	**	-	61	-	61	30	31	8
	6%	**	8%	**	8%	8%	7%	**	**	-%	21% a	-%	23% a	5%	8%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	-	**	-	2	-	**	**	-	35	-	35	25	10	11
	3%	**	-%	**	-%	1%	-%	**	**	-%	12% a	-%	13% a	4%	2%	9% b
MOBILE PHONE AND PAY TV	21	**	2	**	1	2	2	**	**	-	21	-	21	13	8	4
	2%	**	*%	**	*%	*%	1%	**	**	-%	7% a	-%	8% a	2%	2%	3%
LANDLINE AND PAY TV	15	**	15	**	15	11	4	**	**	8	2	8	2	4	6	*
	1%	**	2%	**	2%	2%	1%	**	**	1%	1%	1%	1%	1%	2%	*%
LANDLINE AND MOBILE PHONE	14	**	14	**	14	6	8	**	**	-	14	-	14	5	9	1
	1%	**	2%	**	2%	1%	2%	**	**	-%	5% a	-%	6% a	1%	2%	1%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	1	**	1	*	1	**	**	-	1	-	1	*	1	-
	*%	**	*%	**	*%	*%	*%	**	**	-%	*%	-%	1%	*%	*%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1008	17	956	19	954	564	409	147	94	116	542	133	525
Effective Weighted Sample	937	15	893	17	891	521	387	133	91	105	505	120	490
Total	1060	17	1016	19	1014	591	442	131	93	115	536	136	516
Fixed Broadband	1014	**	1014	**	1014	581	433	128	**	111	503	131	483
	96%	**	100%	**	100%	98%	98%	98%	**	96%	94%	97%	94%
Landline phone service	760	**	734	**	733	411	333	71	**	91	317	110	298
	72%	**	72%	**	72%	69%	75%	54%	**	79%	59%	81%	58%
						c	c			b		b	
Pay TV service	516	**	485	**	483	260	237	66	**	-	516	-	516
	49%	**	48%	**	48%	44%	54%	50%	**	-%	96%	-%	100%
							a				a		a
Mobile Phone	263	**	230	**	229	159	82	45	**	47	108	49	106
	25%	**	23%	**	23%	27%	19%	34%	**	41%	20%	36%	21%
						b		b		b		b	
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	**	389	**	389	232	157	37	**	68	20	87	1
	37%	**	38%	**	38%	39%	36%	28%	**	59%	4%	64%	*%
										b		b	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	234	**	234	109	126	19	**	-	234	-	234
	22%	**	23%	**	23%	18%	29%	14%	**	-%	44%	-%	45%
							ac				a		a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	45	**	45	24	21	5	**	-	45	-	45
	4%	**	4%	**	4%	4%	5%	4%	**	-%	8%	-%	9%
											a		a
FIXED BROADBAND AND PAY TV	164	**	164	**	164	93	71	30	**	-	164	-	164
	15%	**	16%	**	16%	16%	16%	23%	**	-%	31%	-%	32%
											a		a
MOBILE PHONE AND FIXED BROADBAND	85	**	85	**	85	59	26	17	**	24	4	26	2
	8%	**	8%	**	8%	10%	6%	13%	**	21%	1%	19%	*%
								b		b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1008	17	956	19	954	564	409	147	94	116	542	133	525
Effective Weighted Sample	937	15	893	17	891	521	387	133	91	105	505	120	490
Total	1060	17	1016	19	1014	591	442	131	93	115	536	136	516
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	61	**	61	41	20	10	**	19	-	19	-
	6%	**	6%	**	6%	7%	4%	8%	**	16% b	-%	14% b	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	35	**	35	23	12	10	**	-	35	-	35
	3%	**	3%	**	3%	4%	3%	7%	**	-%	7% a	-%	7% a
MOBILE PHONE AND PAY TV	21	**	2	**	1	9	1	3	**	-	21	-	21
	2%	**	*%	**	*%	1%	*%	2%	**	-%	4%	-%	4%
LANDLINE AND PAY TV	15	**	3	**	2	2	6	-	**	-	15	-	15
	1%	**	*%	**	*%	*%	1%	-%	**	-%	3%	-%	3%
LANDLINE AND MOBILE PHONE	14	**	1	**	1	3	3	*	**	4	1	4	1
	1%	**	*%	**	*%	*%	1%	*%	**	4% b	*%	3% b	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	-	**	-	*	-	-	**	-	1	-	1
	*%	**	-%	**	-%	*%	-%	-%	**	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1008	310	348	97	58	39	130	4	2	658	169	816	192
Effective Weighted Sample	937	282	328	87	56	36	127	3	2	610	163	752	185
Total	1060	298	353	81	53	45	155	3	2	651	200	847	213
Fixed Broadband	1014	274	340	**	**	**	155	**	**	614	199	804	210
	96%	92%	96%	**	**	**	100%	**	**	94%	100% a	95%	98%
Landline phone service	760	174	234	**	**	**	147	**	**	408	189	576	184
	72%	58%	66%	**	**	**	95%	**	**	63%	95% a	68%	86% a
Pay TV service	516	243	273	**	**	**	-	**	**	516	-	436	79
	49%	81%	77%	**	**	**	-%	**	**	79% b	-%	52% b	37%
Mobile Phone	263	87	68	**	**	**	27	**	**	155	36	232	31
	25%	29% b	19%	**	**	**	17%	**	**	24%	18%	27% b	15%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	29	59	**	**	**	129	**	**	88	164	278	110
	37%	10%	17% a	**	**	**	83%	**	**	14%	82% a	33%	52% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	102	132	**	**	**	-	**	**	234	-	181	53
	22%	34%	37%	**	**	**	-%	**	**	36% b	-%	21%	25%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	22	23	**	**	**	-	**	**	45	-	41	4
	4%	7%	7%	**	**	**	-%	**	**	7% b	-%	5%	2%
FIXED BROADBAND AND PAY TV	164	74	90	**	**	**	-	**	**	164	-	149	15
	15%	25%	25%	**	**	**	-%	**	**	25% b	-%	18% b	7%
MOBILE PHONE AND FIXED BROADBAND	85	17	12	**	**	**	8	**	**	29	10	75	10
	8%	6%	3%	**	**	**	5%	**	**	4%	5%	9%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1008	310	348	97	58	39	130	4	2	658	169	816	192
Effective Weighted Sample	937	282	328	87	56	36	127	3	2	610	163	752	185
Total	1060	298	353	81	53	45	155	3	2	651	200	847	213
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	9	10	**	**	**	19	**	**	19	25	48	13
	6%	3%	3%	**	**	**	12%	**	**	3%	12% a	6%	6%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	21	14	**	**	**	-	**	**	35	-	32	3
	3%	7%	4%	**	**	**	-%	**	**	5% b	-%	4%	2%
MOBILE PHONE AND PAY TV	21	14	6	**	**	**	-	**	**	21	-	21	-
	2%	5%	2%	**	**	**	-%	**	**	3%	-%	2%	-%
LANDLINE AND PAY TV	15	8	6	**	**	**	-	**	**	15	-	11	3
	1%	3%	2%	**	**	**	-%	**	**	2%	-%	1%	2%
LANDLINE AND MOBILE PHONE	14	3	2	**	**	**	-	**	**	5	1	14	-
	1%	1%	1%	**	**	**	-%	**	**	1%	*%	2%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	**	**	**	-	**	**	1	-	1	-
	*%	*%	*%	**	**	**	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1008	313	236	54	411	-	366	416	60	48	328	412	788	219	95
Effective Weighted Sample	937	298	223	49	374	-	338	393	58	40	292	390	721	215	94
Total	1060	361	245	53	407	-	387	466	68	49	345	434	828	231	101
Fixed Broadband	1014	360	244	**	362	**	371	448	**	**	321	427	787	225	**
	96%	100%	100%	**	89%	**	96%	96%	**	**	93%	98%	95%	98%	**
		d	d									bd			
Landline phone service	760	360	242	**	112	**	360	339	**	**	199	343	562	197	**
	72%	100%	99%	**	27%	**	93%	73%	**	**	58%	79%	68%	85%	**
		d	d				b					bd	b	bd	
Pay TV service	516	2	233	**	231	**	162	218	**	**	181	207	420	96	**
	49%	1%	95%	**	57%	**	42%	47%	**	**	53%	48%	51%	42%	**
			ad		a										
Mobile Phone	263	2	-	**	218	**	77	115	**	**	122	73	219	43	**
	25%	1%	-%	**	53%	**	20%	25%	**	**	35%	17%	27%	19%	**
					ab						cde		c		
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	360	12	**	21	**	183	175	**	**	92	183	281	106	**
	37%	100%	5%	**	5%	**	47%	38%	**	**	27%	42%	34%	46%	**
		bd					b					bd		bd	
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	-	229	**	-	**	106	108	**	**	53	115	175	59	**
	22%	-%	93%	**	-%	**	28%	23%	**	**	15%	26%	21%	26%	**
			ad									b		b	
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	-	**	-	**	27	15	**	**	17	15	35	10	**
	4%	-%	-%	**	-%	**	7%	3%	**	**	5%	3%	4%	4%	**
FIXED BROADBAND AND PAY TV	164	-	3	**	160	**	16	62	**	**	76	62	147	18	**
	15%	-%	1%	**	39%	**	4%	13%	**	**	22%	14%	18%	8%	**
					ab			a			ce		e		
MOBILE PHONE AND FIXED BROADBAND	85	-	-	**	85	**	7	42	**	**	45	18	73	12	**
	8%	-%	-%	**	21%	**	2%	9%	**	**	13%	4%	9%	5%	**
					ab			a			ce		c		

Columns Tested: a,b,c,d,e - 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1008	313	236	54	411	-	366	416	60	48	328	412	788	219	95
Effective Weighted Sample	937	298	223	49	374	-	338	393	58	40	292	390	721	215	94
Total	1060	361	245	53	407	-	387	466	68	49	345	434	828	231	101
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	-	-	**	61	**	29	27	**	**	20	25	45	16	**
	6%	-%	-%	**	15%	**	8%	6%	**	**	6%	6%	5%	7%	**
					ab										
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	-	-	**	35	**	3	18	**	**	18	10	31	5	**
	3%	-%	-%	**	9%	**	1%	4%	**	**	5%	2%	4%	2%	**
					ab			a							
MOBILE PHONE AND PAY TV	21	2	-	**	21	**	2	7	**	**	11	2	21	-	**
	2%	1%	-%	**	5%	**	1%	1%	**	**	3%	1%	2%	-%	**
					ab						ce				
LANDLINE AND PAY TV	15	-	1	**	14	**	6	8	**	**	6	3	10	4	**
	1%	-%	*%	**	3%	**	1%	2%	**	**	2%	1%	1%	2%	**
					a										
LANDLINE AND MOBILE PHONE	14	-	-	**	14	**	8	5	**	**	11	3	13	1	**
	1%	-%	-%	**	4%	**	2%	1%	**	**	3%	1%	2%	*%	**
					ab						c				
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	**	1	-	**	**	*	-	1	-	**
	*%	-%	-%	**	*%	**	*%	-%	**	**	*%	-%	*%	-%	**

Columns Tested: a,b,c,d,e - 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1008	193	392	422	516	487	361	261	165	212	823	98	54	33
Effective Weighted Sample	937	167	360	410	479	453	335	248	154	200	765	89	52	30
Total	1060	200	412	447	553	502	340	276	203	232	860	106	59	35
Fixed Broadband	1014	175	400	438	532	476	320	264	194	226	823	**	**	**
	96%	87%	97%	98%	96%	95%	94%	96%	95%	98%	96%	**	**	**
			a	a										
Landline phone service	760	102	286	371	391	365	247	205	133	170	615	**	**	**
	72%	51%	70%	83%	71%	73%	73%	74%	65%	73%	72%	**	**	**
			a	ab										
Pay TV service	516	102	224	190	264	249	156	142	102	110	413	**	**	**
	49%	51%	54%	42%	48%	50%	46%	52%	50%	48%	48%	**	**	**
			c											
Mobile Phone	263	93	92	77	122	141	86	67	59	49	206	**	**	**
	25%	47%	22%	17%	22%	28%	25%	24%	29%	21%	24%	**	**	**
		bc												
SERVICES CONSIDER TO BE A PACKAGE														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	42	141	205	214	172	130	93	66	97	325	**	**	**
	37%	21%	34%	46%	39%	34%	38%	34%	32%	42%	38%	**	**	**
			a	ab										
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	24	101	109	119	113	75	71	39	48	187	**	**	**
	22%	12%	25%	24%	22%	23%	22%	26%	19%	21%	22%	**	**	**
			a	a										
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	10	19	16	22	23	13	14	9	9	38	**	**	**
	4%	5%	5%	4%	4%	5%	4%	5%	4%	4%	4%	**	**	**
FIXED BROADBAND AND PAY TV	164	38	77	49	91	72	45	41	39	37	132	**	**	**
	15%	19%	19%	11%	16%	14%	13%	15%	19%	16%	15%	**	**	**
		c	c											
MOBILE PHONE AND FIXED BROADBAND	85	37	29	19	48	37	32	20	19	12	67	**	**	**
	8%	19%	7%	4%	9%	7%	10%	7%	9%	5%	8%	**	**	**
		bc												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1008	193	392	422	516	487	361	261	165	212	823	98	54	33
Effective Weighted Sample	937	167	360	410	479	453	335	248	154	200	765	89	52	30
Total	1060	200	412	447	553	502	340	276	203	232	860	106	59	35
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	12	17	32	25	36	15	17	15	13	44	**	**	**
	6%	6%	4%	7%	4%	7%	4%	6%	8%	6%	5%	**	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	13	15	7	13	22	10	8	5	11	31	**	**	**
	3%	6% c	4%	2%	2%	4%	3%	3%	3%	5%	4%	**	**	**
MOBILE PHONE AND PAY TV	21	12	7	1	11	9	6	3	8	4	15	**	**	**
	2%	6% bc	2%	*%	2%	2%	2%	1%	4%	2%	2%	**	**	**
LANDLINE AND PAY TV	15	5	3	6	7	8	6	6	1	2	9	**	**	**
	1%	2%	1%	1%	1%	2%	2%	2%	*%	1%	1%	**	**	**
LANDLINE AND MOBILE PHONE	14	8	5	2	3	11	8	4	2	*	10	**	**	**
	1%	4% c	1%	*%	1%	2%	2%	1%	1%	*%	1%	**	**	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	*	1	1	*	-	-	1	**	**	**
	*%	1%	-%	-%	*%	*%	*%	*%	-%	-%	*%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1008	60	319	430	318	554	23	-	23	-	552	157	217	446	223
Effective Weighted Sample	937	55	297	396	294	515	20	-	20	-	526	136	201	414	209
Total	1060	67	350	433	332	587	24	-	24	-	591	163	231	470	240
Fixed Broadband	1014	**	340	415	324	558	**	**	**	**	588	146	226	458	237
	96%	**	97%	96%	97%	95%	**	**	**	**	99% b	90%	98%	97%	99%
Landline phone service	760	**	255	299	236	424	**	**	**	**	464	120	169	334	167
	72%	**	73%	69%	71%	72%	**	**	**	**	79%	74%	73%	71%	69%
Pay TV service	516	**	174	214	164	288	**	**	**	**	320	66	84	231	139
	49%	**	50%	49%	49%	49%	**	**	**	**	54% b	40%	36%	49% a	58% a
Mobile Phone	263	**	79	120	81	149	**	**	**	**	-	43	68	108	50
	25%	**	23%	28%	24%	25%	**	**	**	**	-%	26% a	29%	23%	21%
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	**	130	145	122	207	**	**	**	**	271	69	100	181	72
	37%	**	37%	33%	37%	35%	**	**	**	**	46%	42%	43% c	38%	30%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	**	77	99	73	133	**	**	**	**	190	30	37	98	71
	22%	**	22%	23%	22%	23%	**	**	**	**	32% b	18%	16%	21%	30% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	**	18	17	13	27	**	**	**	**	-	4	8	23	11
	4%	**	5%	4%	4%	5%	**	**	**	**	-%	2% a	4%	5%	4%
FIXED BROADBAND AND PAY TV	164	**	64	68	53	93	**	**	**	**	127	16	25	80	48
	15%	**	18%	16%	16%	16%	**	**	**	**	21% b	10%	11%	17%	20% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE

Base: Those using the same provider for 2-4 services who regard this as a package of services - REGARD BUNDLE

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1008	60	319	430	318	554	23	-	23	-	552	157	217	446	223
Effective Weighted Sample	937	55	297	396	294	515	20	-	20	-	526	136	201	414	209
Total	1060	67	350	433	332	587	24	-	24	-	591	163	231	470	240
MOBILE PHONE AND FIXED BROADBAND	85	**	21	42	24	45	**	**	**	**	-	15	26	34	20
	8%	**	6%	10%	7%	8%	**	**	**	**	-%	10% a	11%	7%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	**	23	27	21	39	**	**	**	**	-	8	21	24	9
	6%	**	7%	6%	6%	7%	**	**	**	**	-%	5% a	9%	5%	4%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	**	6	19	17	14	**	**	**	**	-	4	9	18	6
	3%	**	2%	4%	5%	2%	**	**	**	**	-%	3% a	4%	4%	2%
MOBILE PHONE AND PAY TV	21	**	5	8	4	13	**	**	**	**	-	7	2	6	1
	2%	**	1%	2%	1%	2%	**	**	**	**	-%	4% a	1%	1%	1%
LANDLINE AND PAY TV	15	**	2	3	3	6	**	**	**	**	3	5	2	5	1
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	3%	1%	1%	1%
LANDLINE AND MOBILE PHONE	14	**	5	8	3	11	**	**	**	**	-	4	1	2	3
	1%	**	1%	2%	1%	2%	**	**	**	**	-%	3% a	1%	*%	1%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	*	1	*	1	**	**	**	**	-	-	-	*	-
	*%	**	*%	*%	*%	*%	**	**	**	**	-%	-%	-%	*%	-%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Fixed Broadband	1014	22	741	30	733	421	342	70	**	702	260	733	229	576	386	117
	37%	12%	86% a	11%	96% a	74% c	71%	62%	**	36%	64% a	35%	87% a	39% c	42% c	31%
Landline phone service	760	-	760	-	760	423	337	71	**	568	152	594	126	428	292	81
	27%	-%	88% a	-%	100% a	75% c	70%	63%	**	29%	38% a	28%	48% a	29% c	32% c	22%
Pay TV service	516	16	304	22	298	163	157	26	**	370	116	380	106	282	204	61
	19%	9%	35% a	8%	39% a	29%	33%	24%	**	19%	29% a	18%	40% a	19%	22%	16%
Mobile Phone	263	11	130	15	126	79	62	18	**	-	263	-	263	168	95	49
	9%	6%	15% a	5%	17% a	14%	13%	16%	**	-%	65% a	-%	100% a	11%	10%	13%
SERVICES CONSIDER TO BE A PACKAGE																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	-	389	-	389	228	161	38	**	340	22	361	1	224	139	38
	14%	-%	45% a	-%	51% a	40%	34%	34%	**	17% b	6%	17% b	1%	15% c	15%	10%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	-	234	-	234	117	117	16	**	219	5	225	-	128	97	24
	8%	-%	27% a	-%	31% a	21%	24% c	14%	**	11% b	1%	11% b	-%	9%	11%	6%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	45	-	45	26	20	6	**	-	45	-	45	37	8	10
	2%	-%	5% a	-%	6% a	5%	4%	5%	**	-%	11% a	-%	17% a	3% b	1%	3%
FIXED BROADBAND AND PAY TV	164	13	6	17	1	6	13	1	**	143	5	147	1	75	73	12
	6%	7% b	1%	6% b	*%	1%	3%	1%	**	7% b	1%	7% b	*%	5%	8% ac	3%
MOBILE PHONE AND FIXED BROADBAND	85	7	5	10	2	8	5	2	**	-	85	-	85	58	27	14
	3%	4% b	1%	4% b	*%	1%	1%	1%	**	-%	21% a	-%	32% a	4%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	-	61	-	61	36	26	7	**	-	61	-	61	30	31	8
	2%	-%	7%	-%	8%	6%	5%	6%	**	-%	15%	-%	23%	2%	3%	2%
			a		a						a		a			
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	2	-	2	-	2	-	1	**	-	35	-	35	25	10	11
	1%	1%	-%	1%	-%	*%	-%	1%	**	-%	9%	-%	13%	2%	1%	3%
		b									a		a			
MOBILE PHONE AND PAY TV	21	2	2	2	1	2	2	*	**	-	21	-	21	13	8	4
	1%	1%	*%	1%	*%	*%	*%	*%	**	-%	5%	-%	8%	1%	1%	1%
											a		a			
LANDLINE AND PAY TV	15	-	15	-	15	11	4	2	**	8	2	8	2	4	6	*
	1%	-%	2%	-%	2%	2%	1%	2%	**	*%	1%	*%	1%	*%	1%	*%
LANDLINE AND MOBILE PHONE	14	-	14	-	14	6	8	2	**	-	14	-	14	5	9	1
	1%	-%	2%	-%	2%	1%	2%	2%	**	-%	4%	-%	6%	*%	1%	*%
											a		a			
LANDLINE, MOBILE PHONE AND PAY TV	1	-	1	-	1	*	1	*	**	-	1	-	1	*	1	-
	*%	-%	*%	-%	*%	*%	*%	*%	**	-%	*%	-%	1%	*%	*%	-%
											a		a			
NONE	1707	156	97	253	-	129	124	37	**	1262	109	1372	-	869	503	252
	62%	87%	11%	89%	-%	23%	26%	33%	**	64%	27%	65%	-%	59%	55%	67%
		b		b				a		b		b				ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Fixed Broadband	1014	-	1014	-	1014	581	433	128	92	111	503	131	483
	37%	-%	84% a	-%	100% a	46% cd	53% acd	35%	36%	34%	82% a	31%	94% a
Landline phone service	760	10	734	11	733	411	333	71	54	91	317	110	298
	27%	1%	61% a	1%	72% a	32% cd	41% acd	19%	21%	28%	52% a	26%	58% a
Pay TV service	516	13	485	15	483	260	237	66	47	-	516	-	516
	19%	1%	40% a	1%	48% a	20%	29% acd	18%	18%	-%	84% a	-%	100% a
Mobile Phone	263	12	230	13	229	159	82	45	29	47	108	49	106
	9%	1%	19% a	1%	23% a	13%	10%	12%	12%	14%	18%	12%	21% a
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	-	389	-	389	232	157	37	30	68	20	87	1
	14%	-%	32% a	-%	38% a	18% c	19% cd	10%	12%	21% b	3%	20% b	*%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	-	234	-	234	109	126	19	13	-	234	-	234
	8%	-%	19% a	-%	23% a	9%	15% acd	5%	5%	-%	38% a	-%	45% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	45	-	45	24	21	5	4	-	45	-	45
	2%	-%	4% a	-%	4% a	2%	3%	1%	2%	-%	7% a	-%	9% a
FIXED BROADBAND AND PAY TV	164	-	164	-	164	93	71	30	21	-	164	-	164
	6%	-%	14% a	-%	16% a	7%	9%	8%	8%	-%	27% a	-%	32% a
MOBILE PHONE AND FIXED BROADBAND	85	-	85	-	85	59	26	17	9	24	4	26	2
	3%	-%	7% a	-%	8% a	5%	3%	5%	4%	7% b	1%	6% b	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	-	61	-	61	41	20	10	7	19	-	19	-
	2%	-%	5%	-%	6%	3%	2%	3%	3%	6%	-%	4%	-%
			a		a					b		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	-	35	-	35	23	12	10	8	-	35	-	35
	1%	-%	3%	-%	3%	2%	1%	3%	3%	-%	6%	-%	7%
			a		a						a		a
MOBILE PHONE AND PAY TV	21	7	2	8	1	9	1	3	1	-	21	-	21
	1%	1%	*%	1%	*%	1%	*%	1%	*%	-%	3%	-%	4%
											a		a
LANDLINE AND PAY TV	15	5	3	6	2	2	6	-	-	-	15	-	15
	1%	1%	*%	1%	*%	*%	1%	-%	-%	-%	2%	-%	3%
											a		a
LANDLINE AND MOBILE PHONE	14	4	1	4	1	3	3	*	-	4	1	4	1
	1%	1%	*%	*%	*%	*%	*%	*%	-%	1%	*%	1%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	-	*	-	*	-	-	-	-	1	-	1
	*%	*%	-%	*%	-%	*%	-%	-%	-%	-%	*%	-%	*%
NONE	1707	860	195	1055	-	683	372	237	162	210	78	288	-
	62%	98%	16%	98%	-%	54%	46%	64%	63%	65%	13%	68%	-%
		b		b		b		ab	ab	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Fixed Broadband	1014	274	340	71	**	44	155	**	**	614	199	804	210
	37%	62%	68%	58%	**	29%	43% a	**	**	65% b	39%	36%	40%
Landline phone service	760	174	234	34	**	42	147	**	**	408	189	576	184
	27%	39% c	47% c	28%	**	27%	41% a	**	**	43%	37%	26%	35% a
Pay TV service	516	243	273	65	**	-	-	**	**	516	-	436	79
	19%	55%	55%	54%	**	-%	-%	**	**	55% b	-%	20%	15%
Mobile Phone	263	87	68	33	**	9	27	**	**	155	36	232	31
	9%	20%	14%	27% b	**	6%	7%	**	**	16% b	7%	10% b	6%
SERVICES CONSIDER TO BE A PACKAGE													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	29	59	5	**	36	129	**	**	88	164	278	110
	14%	7%	12% ac	4%	**	23%	36% a	**	**	9%	32% a	12%	21% a
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	102	132	17	**	-	-	**	**	234	-	181	53
	8%	23%	27% c	14%	**	-%	-%	**	**	25% b	-%	8%	10%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	22	23	6	**	-	-	**	**	45	-	41	4
	2%	5%	5%	5%	**	-%	-%	**	**	5% b	-%	2%	1%
FIXED BROADBAND AND PAY TV	164	74	90	22	**	-	-	**	**	164	-	149	15
	6%	17%	18%	18%	**	-%	-%	**	**	17% b	-%	7% b	3%
MOBILE PHONE AND FIXED BROADBAND	85	17	12	7	**	2	8	**	**	29	10	75	10
	3%	4%	2%	6%	**	2%	2%	**	**	3%	2%	3%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	9	10	3	**	6	19	**	**	19	25	48	13
	2%	2%	2%	2%	**	4%	5%	**	**	2%	5% a	2%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	21	14	11	**	-	-	**	**	35	-	32	3
	1%	5%	3%	9% b	**	-%	-%	**	**	4% b	-%	1%	1%
MOBILE PHONE AND PAY TV	21	14	6	7	**	-	-	**	**	21	-	21	-
	1%	3%	1%	6% b	**	-%	-%	**	**	2% b	-%	1%	-%
LANDLINE AND PAY TV	15	8	6	3	**	-	-	**	**	15	-	11	3
	1%	2%	1%	3%	**	-%	-%	**	**	2% b	-%	1%	1%
LANDLINE AND MOBILE PHONE	14	3	2	-	**	1	-	**	**	5	1	14	-
	1%	1%	*%	-%	**	*%	-%	**	**	1%	*%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	-	**	-	-	**	**	1	-	1	-
	*%	*%	*%	-%	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1707	144	144	41	**	110	207	**	**	288	317	1389	318
	62%	33%	29%	34%	**	71% b	57%	**	**	31%	61% a	62%	60%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Fixed Broadband	1014	360	244	**	362	-	371	448	**	39	321	427	787	225	98
	37%	87%	94%	**	68%	-%	60%	48%	**	12%	30%	47%	34%	48%	53%
		de	ade		e		b				a	abd	a	abd	abd
Landline phone service	760	360	242	**	112	-	360	339	**	20	199	343	562	197	89
	27%	87%	93%	**	21%	-%	58%	36%	**	6%	19%	38%	25%	42%	48%
		de	de		e		b				a	abd	ab	abd	abcd
Pay TV service	516	2	233	**	231	-	162	218	**	31	181	207	420	96	39
	19%	1%	89%	**	43%	-%	26%	23%	**	9%	17%	23%	18%	20%	21%
		e	ade		ae						a	abd	a	a	a
Mobile Phone	263	2	-	**	218	-	77	115	**	24	122	73	219	43	20
	9%	1%	-%	**	41%	-%	12%	12%	**	7%	12%	8%	10%	9%	11%
		e			abe						c				
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	360	12	**	21	-	183	175	**	7	92	183	281	106	49
	14%	87%	5%	**	4%	-%	29%	19%	**	2%	9%	20%	12%	23%	26%
		bde	e		e		b				a	abd	ab	abd	abd
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	-	229	**	-	-	106	108	**	7	53	115	175	59	23
	8%	-%	88%	**	-%	-%	17%	12%	**	2%	5%	13%	8%	13%	12%
			ade				b					abd	ab	abd	ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	-	**	-	-	27	15	**	3	17	15	35	10	5
	2%	-%	-%	**	-%	-%	4%	2%	**	1%	2%	2%	2%	2%	3%
							b								
FIXED BROADBAND AND PAY TV	164	-	3	**	160	-	16	62	**	9	76	62	147	18	8
	6%	-%	1%	**	30%	-%	3%	7%	**	3%	7%	7%	6%	4%	5%
			e		abe			a			ae	a	a		
MOBILE PHONE AND FIXED BROADBAND	85	-	-	**	85	-	7	42	**	10	45	18	73	12	2
	3%	-%	-%	**	16%	-%	1%	5%	**	3%	4%	2%	3%	2%	1%
					abe			a			c				

Columns Tested: a,b,c,d,e - 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	-	-	**	61	-	29	27	**	-	20	25	45	16	10
	2%	-%	-%	**	11%	-%	5%	3%	**	-%	2%	3%	2%	3%	6%
					abe							a		a	abd
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	-	-	**	35	-	3	18	**	3	18	10	31	5	1
	1%	-%	-%	**	7%	-%	*%	2%	**	1%	2%	1%	1%	1%	1%
					abe										
MOBILE PHONE AND PAY TV	21	2	-	**	21	-	2	7	**	7	11	2	21	-	-
	1%	1%	-%	**	4%	-%	*%	1%	**	2%	1%	*%	1%	-%	-%
		e			abe					ce					
LANDLINE AND PAY TV	15	-	1	**	14	-	6	8	**	1	6	3	10	4	2
	1%	-%	*%	**	3%	-%	1%	1%	**	*%	1%	*%	*%	1%	1%
					ae										
LANDLINE AND MOBILE PHONE	14	-	-	**	14	-	8	5	**	-	11	3	13	1	1
	1%	-%	-%	**	3%	-%	1%	1%	**	-%	1%	*%	1%	*%	1%
					abe										
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	-	1	-	**	1	*	-	1	-	-
	*%	-%	-%	**	*%	-%	*%	-%	**	*%	*%	-%	*%	-%	-%
NONE	1707	55	16	**	127	1500	234	467	**	283	707	475	1464	240	84
	62%	13%	6%	**	24%	100%	38%	50%	**	85%	67%	52%	64%	51%	45%
		b			ab	abd		a		bcdef	cef		cef		

Columns Tested: a,b,c,d,e - 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.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Fixed Broadband	1014	175	400	438	532	476	320	264	194	226	823	104	56	**
	37%	21%	39%	48%	37%	37%	42%	35%	34%	36%	36%	41%	40%	**
			a	ab			bc							
Landline phone service	760	102	286	371	391	365	247	205	133	170	615	77	43	**
	27%	12%	28%	41%	27%	28%	33%	27%	23%	27%	27%	31%	31%	**
			a	ab			c							
Pay TV service	516	102	224	190	264	249	156	142	102	110	413	54	26	**
	19%	12%	22%	21%	18%	19%	21%	19%	18%	17%	18%	21%	19%	**
			a	a										
Mobile Phone	263	93	92	77	122	141	86	67	59	49	206	29	20	**
	9%	11%	9%	9%	8%	11%	11%	9%	10%	8%	9%	12%	14%	**
SERVICES CONSIDER TO BE A PACKAGE														
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	42	141	205	214	172	130	93	66	97	325	37	19	**
	14%	5%	14%	23%	15%	13%	17%	12%	11%	15%	14%	15%	14%	**
			a	ab			bc							
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	24	101	109	119	113	75	71	39	48	187	21	11	**
	8%	3%	10%	12%	8%	9%	10%	9%	7%	8%	8%	8%	8%	**
			a	a										
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	10	19	16	22	23	13	14	9	9	38	7	1	**
	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	1%	**
FIXED BROADBAND AND PAY TV	164	38	77	49	91	72	45	41	39	37	132	20	7	**
	6%	5%	7%	5%	6%	6%	6%	5%	7%	6%	6%	8%	5%	**
			a											
MOBILE PHONE AND FIXED BROADBAND	85	37	29	19	48	37	32	20	19	12	67	9	6	**
	3%	5%	3%	2%	3%	3%	4%	3%	3%	2%	3%	4%	4%	**
		c					d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	12	17	32	25	36	15	17	15	13	44	8	8	**
	2%	1%	2%	4%	2%	3%	2%	2%	3%	2%	2%	3%	6%	**
				ab									a	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	13	15	7	13	22	10	8	5	11	31	2	2	**
	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	**
MOBILE PHONE AND PAY TV	21	12	7	1	11	9	6	3	8	4	15	2	1	**
	1%	1%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**
		c												
LANDLINE AND PAY TV	15	5	3	6	7	8	6	6	1	2	9	2	3	**
	1%	1%	*%	1%	*%	1%	1%	1%	*%	*%	*%	1%	2%	**
													a	
LANDLINE AND MOBILE PHONE	14	8	5	2	3	11	8	4	2	*	10	2	1	**
	1%	1%	*%	*%	*%	1%	1%	*%	*%	*%	*%	1%	*%	**
LANDLINE, MOBILE PHONE AND PAY TV	1	1	-	-	*	1	1	*	-	-	1	-	-	**
	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	-%	-%	**
NONE	1707	627	619	459	886	797	419	477	374	402	1434	146	81	**
	62%	76%	60%	51%	62%	61%	55%	63%	65%	63%	63%	58%	58%	**
		bc	c					a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Fixed Broadband	1014	61	340	415	324	558	22	-	**	**	588	146	226	458	237
	37%	24%	39% a	41% a	38%	38%	12% b	-%	**	**	37%	34%	53%	48%	45%
Landline phone service	760	48	255	299	236	424	-	-	**	**	464	120	169	334	167
	27%	18%	29% a	30% a	28%	29%	-%	-%	**	**	29%	28%	39%	35%	31%
Pay TV service	516	26	174	214	164	288	16	-	**	**	320	66	84	231	139
	19%	10%	20% a	21% a	19%	20%	9% b	-%	**	**	20%	15%	20%	24%	26%
Mobile Phone	263	17	79	120	81	149	11	-	**	**	-	43	68	108	50
	9%	6%	9%	12%	10%	10%	6% b	-%	**	**	-%	10% a	16% c	11%	9%
SERVICES CONSIDER TO BE A PACKAGE															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	389	30	130	145	122	207	-	-	**	**	271	69	100	181	72
	14%	11%	15%	14%	14%	14%	-%	-%	**	**	17%	16%	23% c	19% c	14%
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	234	12	77	99	73	133	-	-	**	**	190	30	37	98	71
	8%	5%	9%	10%	9%	9%	-%	-%	**	**	12% b	7%	9%	10%	13%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	45	-	18	17	13	27	-	-	**	**	-	4	8	23	11
	2%	-%	2%	2%	2%	2%	-%	-%	**	**	-%	1% a	2%	2%	2%
FIXED BROADBAND AND PAY TV	164	7	64	68	53	93	13	-	**	**	127	16	25	80	48
	6%	3%	7% a	7%	6%	6%	7% b	-%	**	**	8% b	4%	6%	8%	9%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q9A/Q9B. SERVICES CONSIDERED TO BE A PACKAGE FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - REGARD BUNDLE
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
MOBILE PHONE AND FIXED BROADBAND	85	7	21	42	24	45	7	-	**	**	-	15	26	34	20
	3%	3%	2%	4%	3%	3%	4%	-%	**	**	-%	4% a	6%	4%	4%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	61	3	23	27	21	39	-	-	**	**	-	8	21	24	9
	2%	1%	3%	3%	2%	3%	-%	-%	**	**	-%	2% a	5% c	3%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	35	2	6	19	17	14	2	-	**	**	-	4	9	18	6
	1%	1%	1%	2%	2%	1%	1%	-%	**	**	-%	1% a	2%	2%	1%
MOBILE PHONE AND PAY TV	21	3	5	8	4	13	2	-	**	**	-	7	2	6	1
	1%	1%	1%	1%	*%	1%	1%	-%	**	**	-%	2% a	1%	1%	*%
LANDLINE AND PAY TV	15	2	2	3	3	6	-	-	**	**	3	5	2	5	1
	1%	1%	*%	*%	*%	*%	-%	-%	**	**	*%	1% a	*%	1%	*%
LANDLINE AND MOBILE PHONE	14	*	5	8	3	11	-	-	**	**	-	4	1	2	3
	1%	*%	1%	1%	*%	1%	-%	-%	**	**	-%	1% a	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	*	1	*	1	-	-	**	**	-	-	-	*	-
	*%	-%	*%	*%	*%	*%	-%	-%	**	**	-%	-%	-%	*%	-%
NONE	1707	191	524	576	519	864	156	86	**	**	1010	263	198	478	290
	62%	74% bc	60%	57%	61%	60%	87%	100% a	**	**	63%	62%	46%	50%	55% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Mobile Phone	2113	102	695	202	594	427	369	74	**	1973	140	2113	-	1299	814	326
	76%	56%	80% a	71%	78%	75%	77% c	66%	**	100% b	35%	100% b	-%	89%	90%	87%
Fixed Broadband	1074	71	108	168	11	92	88	22	**	703	119	809	13	522	300	130
	39%	40% b	12%	59% b	1%	16%	18%	20%	**	36%	29%	38% b	5%	36%	33%	35%
Free TV Service	517	31	226	67	189	139	118	22	**	423	69	457	36	313	180	55
	19%	17%	26% a	23%	25%	24%	25%	20%	**	21%	17%	22% b	14%	21% c	20%	15%
Pay TV service	424	36	153	79	110	91	98	18	**	266	105	322	49	231	140	61
	15%	20%	18%	28% b	14%	16%	20%	17%	**	13%	26% a	15%	19%	16%	15%	16%
Landline	286	180	106	286	-	144	142	41	**	167	50	202	15	127	90	35
	10%	100% b	12%	100% b	-%	25%	30%	37% a	**	8%	12%	10%	6%	9%	10%	9%
NONE	201	-	102	-	102	57	45	14	**	-	160	-	160	104	56	33
	7%	-%	12% a	-%	13% a	10%	9%	13%	**	-%	40% a	-%	61% a	7%	6%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Mobile Phone	2113	617	925	809	733	932	609	253	190	230	472	322	380
	76%	70%	76% a	75%	72%	73%	75%	69%	75%	71%	77%	76%	74%
Fixed Broadband	1074	877	197	1074	-	693	381	240	163	133	89	207	15
	39%	100% b	16%	100% b	-%	54% b	47%	65% ab	64% ab	41% b	14%	49% b	3%
Free TV Service	517	196	254	251	199	294	156	76	63	-	-	-	-
	19%	22%	21%	23%	20%	23%	19%	21%	25%	-%	-%	-%	-%
Pay TV service	424	117	222	207	131	226	112	61	41	325	98	424	-
	15%	13%	18% a	19% b	13%	18%	14%	17%	16%	100% b	16%	100% b	-%
Landline	286	66	132	168	30	117	82	34	23	42	59	79	22
	10%	8%	11%	16% b	3%	9%	10%	9%	9%	13%	10%	19% b	4%
NONE	201	-	179	-	179	110	68	29	21	-	122	-	122
	7%	-%	15% a	-%	18% a	9%	8%	8%	8%	-%	20% a	-%	24% a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Mobile Phone	2113	303	399	76	**	138	319	**	**	702	457	1693	420
	76%	69%	80% ac	63%	**	89%	88%	**	**	75%	88% a	76%	79%
Fixed Broadband	1074	97	125	30	**	89	162	**	**	222	251	877	197
	39%	22%	25%	24%	**	57%	45%	**	**	24%	48% a	39%	37%
Free TV Service	517	-	-	-	**	155	362	**	**	-	517	360	157
	19%	-%	-%	-%	**	100%	100%	**	**	-%	100% a	16%	29% a
Pay TV service	424	199	225	56	**	-	-	**	**	424	-	395	29
	15%	45%	45%	46%	**	-%	-%	**	**	45% b	-%	18% b	5%
Landline	286	39	62	8	**	14	53	**	**	101	67	214	72
	10%	9%	13%	7%	**	9%	15%	**	**	11%	13%	10%	13% a
NONE	201	68	55	22	**	-	-	**	**	122	-	173	28
	7%	15%	11%	18%	**	-%	-%	**	**	13% b	-%	8%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES

Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Mobile Phone	2113	388	251	**	293	1169	423	669	**	254	786	732	1772	338	128
	76%	93%	96%	**	55%	78%	68%	72%	**	76%	75%	81%	77%	72%	69%
		de	de			d						bef			
Fixed Broadband	1074	56	17	**	141	852	132	363	**	102	464	339	905	168	46
	39%	13%	6%	**	26%	57%	21%	39%	**	31%	44%	37%	39%	36%	25%
		b			ab	abd		a			acef	f	af	f	
Free TV Service	517	185	-	**	69	263	118	182	**	19	134	218	371	145	67
	19%	44%	-%	**	13%	18%	19%	19%	**	6%	13%	24%	16%	31%	36%
		bde			b	b					a	abd	a	abcd	abcd
Pay TV service	424	83	28	**	121	187	115	160	**	43	210	112	365	58	14
	15%	20%	11%	**	23%	12%	19%	17%	**	13%	20%	12%	16%	12%	7%
		be			be						acdef		cf		
Landline	286	56	19	**	55	147	125	140	**	21	94	81	197	89	44
	10%	13%	7%	**	10%	10%	20%	15%	**	6%	9%	9%	9%	19%	24%
							b							abcd	abcd
NONE	201	15	9	**	132	-	64	81	**	19	88	56	162	38	20
	7%	4%	4%	**	25%	-%	10%	9%	**	6%	8%	6%	7%	8%	11%
		e	e		abe										

Columns Tested: a,b,c,d,e - 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.

SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Mobile Phone	2113	604	819	687	1102	989	569	579	424	500	1765	188	97	**
	76%	73%	79% a	76%	77%	76%	75%	77%	74%	79%	77%	74%	69%	**
Fixed Broadband	1074	313	430	329	563	499	287	328	218	226	897	92	59	**
	39%	38%	42%	36%	39%	38%	38%	44% d	38%	36%	39%	36%	42%	**
Free TV Service	517	67	181	267	264	251	155	153	85	118	438	37	28	**
	19%	8%	18% a	30% ab	18%	19%	20%	20%	15%	19%	19%	15%	20%	**
Pay TV service	424	137	173	113	219	204	160	94	92	74	354	34	22	**
	15%	17%	17% c	13%	15%	16%	21% bd	13%	16%	12%	15%	13%	16%	**
Landline	286	64	98	124	148	135	104	58	56	63	231	28	16	**
	10%	8%	9%	14% ab	10%	10%	14% b	8%	10%	10%	10%	11%	12%	**
NONE	201	65	76	60	94	107	60	54	46	40	153	31	11	**
	7%	8%	7%	7%	7%	8%	8%	7%	8%	6%	7%	12% a	8%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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SERVICES CONSIDERED TO BE STANDALONE SERVICES - EITHER DON'T USE SERVICE PROVIDER FOR OTHER SERVICES OR CONSIDERED TO BE INDIVIDUAL SERVICES NOT IN A PACKAGE OF SERVICES
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Mobile Phone	2113	202	663	766	641	1113	102	32	**	**	1601	382	291	688	426
	76%	78%	76%	76%	75%	77%	56% b	37%	**	**	100% b	90%	68%	73%	80% ab
Fixed Broadband	1074	112	316	413	307	576	71	-	**	**	584	133	203	490	293
	39%	44%	36%	41%	36%	40%	40% b	-%	**	**	36%	31%	47%	52%	55%
Free TV Service	517	34	178	184	177	271	31	11	**	**	348	79	111	195	96
	19%	13%	20%	18%	21%	19%	17%	13%	**	**	22%	19%	26% c	21%	18%
Pay TV service	424	35	134	192	116	259	36	11	**	**	211	72	63	164	85
	15%	14%	15%	19%	14%	18% a	20%	13%	**	**	13%	17%	15%	17%	16%
Landline	286	20	89	97	87	142	180	86	**	**	130	45	49	81	48
	10%	8%	10%	10%	10%	10%	100%	100%	**	**	8%	11%	11%	9%	9%
NONE	201	13	64	84	70	100	-	-	**	**	-	24	43	84	39
	7%	5%	7%	8%	8%	7%	-%	-%	**	**	-%	6% a	10%	9%	7%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
Fixed Broadband	465	**	388	**	386	224	173	**	**	373	70	386	57	281	162	54
	44%	**	51%	**	51%	51%	49%	**	**	53% b	24%	52% b	22%	47%	40%	44%
Pay TV service	125	**	106	**	106	51	55	**	**	89	30	93	26	79	39	20
	12%	**	14%	**	14%	12%	16%	**	**	13%	10%	13%	10%	13%	10%	16%
Mobile Phone	61	**	35	**	34	21	17	**	**	-	61	-	61	43	18	10
	6%	**	5%	**	4%	5%	5%	**	**	-%	21% a	-%	23% a	7%	4%	8%
Landline phone service	36	**	36	**	36	17	19	**	**	21	11	21	11	16	16	6
	3%	**	5%	**	5%	4%	6%	**	**	3%	4%	3%	4%	3%	4%	5%
All of these services are equally important	502	**	323	**	318	184	150	**	**	300	173	312	161	260	213	53
	48%	**	42%	**	42%	42%	43%	**	**	42%	60% a	42%	61% a	44%	53% a	43%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	340	**	273	**	271	168	113	**	**	301	23	311	13	206	119	35
	32%	**	36%	**	36%	39%	32%	**	**	42% b	8%	42% b	5%	35%	29%	29%
FIXED BROADBAND AND PAY TV	78	**	73	**	73	33	41	**	**	62	12	65	9	47	26	13
	7%	**	10%	**	10%	8%	12%	**	**	9%	4%	9% b	3%	8%	6%	11%
PAY TV ONLY	38	**	24	**	24	14	10	**	**	26	10	27	9	23	13	5
	4%	**	3%	**	3%	3%	3%	**	**	4%	4%	4%	4%	4%	3%	4%
MOBILE PHONE ONLY	29	**	8	**	6	5	6	**	**	-	29	-	29	21	8	7
	3%	**	1%	**	1%	1%	2%	**	**	-%	10% a	-%	11% a	4%	2%	5%
MOBILE PHONE AND FIXED BROADBAND	25	**	20	**	20	12	8	**	**	-	25	-	25	15	10	1
	2%	**	3%	**	3%	3%	2%	**	**	-%	9% a	-%	10% a	3%	3%	1%
LANDLINE ONLY	20	**	20	**	20	9	11	**	**	9	6	9	6	7	9	3
	2%	**	3%	**	3%	2%	3%	**	**	1%	2%	1%	2%	1%	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1003	23	701	31	693	411	313	89	57	661	284	683	262	573	372	132
Effective Weighted Sample	932	20	656	27	649	377	299	75	56	624	255	645	234	526	353	114
Total	1055	24	763	32	755	437	351	74	61	710	288	736	263	594	404	122
LANDLINE AND FIXED BROADBAND	13	**	13	**	13	7	7	**	**	10	2	10	2	6	7	2
	1%	**	2%	**	2%	2%	2%	**	**	1%	1%	1%	1%	1%	2%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	**	6	3	3	**	**	-	6	-	6	6	-	1
	1%	**	1%	**	1%	1%	1%	**	**	-%	2% a	-%	2% a	1%	-%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	1	**	1	**	1	-	1	**	**	-	1	-	1	1	-	-
	*%	**	*%	**	*%	-%	*%	**	**	-%	*%	-%	*%	*%	-%	-%
LANDLINE AND PAY TV	1	**	1	**	1	1	-	**	**	1	-	1	-	1	-	-
	*%	**	*%	**	*%	*%	-%	**	**	*%	-%	*%	-%	*%	-%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	1	-	**	**	-	1	-	1	1	-	1
	*%	**	*%	**	*%	*%	-%	**	**	-%	*%	-%	*%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	**	*	**	*	*	-	**	**	-	*	-	*	*	-	*
	*%	**	*%	**	*%	*%	-%	**	**	-%	*%	-%	*%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
Fixed Broadband	465	**	465	**	465	275	190	53	**	40	228	44	224
	44%	**	46%	**	46%	47%	43%	40%	**	35%	43%	34%	44%
Pay TV service	125	**	116	**	116	59	62	12	**	-	125	-	125
	12%	**	12%	**	12%	10%	14%	9%	**	-%	24% a	-%	24% a
Mobile Phone	61	**	52	**	52	42	13	13	**	10	25	11	24
	6%	**	5%	**	5%	7% b	3%	10% b	**	8%	5%	8%	5%
Landline phone service	36	**	31	**	31	16	17	11	**	5	19	5	19
	3%	**	3%	**	3%	3%	4%	9% a	**	4%	4%	3%	4%
All of these services are equally important	502	**	480	**	479	271	218	58	**	65	249	75	239
	48%	**	47%	**	47%	46%	49%	44%	**	56%	47%	57%	46%
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	340	**	340	**	340	207	133	39	**	37	122	41	118
	32%	**	34%	**	34%	35%	30%	30%	**	32%	23%	31%	23%
FIXED BROADBAND AND PAY TV	78	**	78	**	78	36	42	6	**	-	78	-	78
	7%	**	8%	**	8%	6%	10%	5%	**	-%	15% a	-%	15% a
PAY TV ONLY	38	**	30	**	30	17	17	3	**	-	38	-	38
	4%	**	3%	**	3%	3%	4%	2%	**	-%	7% a	-%	7% a
MOBILE PHONE ONLY	29	**	20	**	20	17	6	9	**	6	10	7	9
	3%	**	2%	**	2%	3%	1%	7% b	**	5%	2%	5%	2%
MOBILE PHONE AND FIXED BROADBAND	25	**	25	**	25	19	6	3	**	4	8	4	8
	2%	**	2%	**	2%	3%	1%	2%	**	3%	1%	3%	2%
LANDLINE ONLY	20	**	15	**	14	8	9	7	**	5	4	5	4
	2%	**	1%	**	1%	1%	2%	5% a	**	4% b	1%	3%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted row	1003	17	951	19	949	561	407	146	93	116	537	129	524
Effective Weighted Sample	932	15	888	17	887	518	386	132	90	105	501	117	489
Total	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
LANDLINE AND FIXED BROADBAND	13	**	13	**	13	7	7	3	**	-	12	-	12
	1%	**	1%	**	1%	1%	2%	2%	**	-%	2%	-%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	**	6	5	1	1	**	-	6	-	6
	1%	**	1%	**	1%	1%	*%	1%	**	-%	1%	-%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	1	**	1	**	1	-	1	-	**	-	1	-	1
	*%	**	*%	**	*%	-%	*%	-%	**	-%	*%	-%	*%
LANDLINE AND PAY TV	1	**	1	**	1	1	-	1	**	-	1	-	1
	*%	**	*%	**	*%	*%	-%	1%	**	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	1	-	-	**	-	1	-	1
	*%	**	*%	**	*%	*%	-%	-%	**	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	**	*	**	*	*	-	*	**	-	*	-	*
	*%	**	*%	**	*%	*%	-%	*%	**	-%	*%	-%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
Fixed Broadband	465	117	152	**	**	**	73	**	**	269	99	375	90
	44%	39%	44%	**	**	**	47%	**	**	42%	49%	45%	42%
Pay TV service	125	61	64	**	**	**	-	**	**	125	-	111	14
	12%	20%	18%	**	**	**	-%	**	**	19% b	-%	13%	7%
Mobile Phone	61	27	7	**	**	**	4	**	**	34	13	53	7
	6%	9% b	2%	**	**	**	3%	**	**	5%	6%	6%	3%
Landline phone service	36	11	13	**	**	**	1	**	**	24	2	30	6
	3%	4%	4%	**	**	**	1%	**	**	4%	1%	4%	3%
All of these services are equally important	502	143	171	**	**	**	79	**	**	314	93	387	115
	48%	48%	49%	**	**	**	51%	**	**	49%	47%	46%	54%
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	340	63	96	**	**	**	71	**	**	159	91	269	71
	32%	21%	27%	**	**	**	46%	**	**	25%	46% a	32%	33%
FIXED BROADBAND AND PAY TV	78	35	43	**	**	**	-	**	**	78	-	66	12
	7%	12%	12%	**	**	**	-%	**	**	12% b	-%	8%	6%
PAY TV ONLY	38	19	19	**	**	**	-	**	**	38	-	36	2
	4%	7%	5%	**	**	**	-%	**	**	6% b	-%	4%	1%
MOBILE PHONE ONLY	29	14	2	**	**	**	2	**	**	16	6	25	4
	3%	5% b	1%	**	**	**	1%	**	**	2%	3%	3%	2%
MOBILE PHONE AND FIXED BROADBAND	25	8	4	**	**	**	2	**	**	12	7	21	4
	2%	3%	1%	**	**	**	2%	**	**	2%	4%	3%	2%
LANDLINE ONLY	20	3	5	**	**	**	1	**	**	9	2	17	3
	2%	1%	1%	**	**	**	1%	**	**	1%	1%	2%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	1003	309	344	97	58	39	130	4	2	653	169	811	192
Effective Weighted Sample	932	281	325	87	56	36	127	3	2	605	163	747	185
Total	1055	297	349	81	53	45	155	3	2	646	200	841	213
LANDLINE AND FIXED BROADBAND	13	5	7	**	**	**	-	**	**	12	-	10	3
	1%	2%	2%	**	**	**	-%	**	**	2%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	5	1	**	**	**	-	**	**	6	-	6	-
	1%	2%	*%	**	**	**	-%	**	**	1%	-%	1%	-%
LANDLINE, FIXED BROADBAND AND PAY TV	1	-	1	**	**	**	-	**	**	1	-	1	-
	*%	-%	*%	**	**	**	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	1	1	-	**	**	**	-	**	**	1	-	1	-
	*%	*%	-%	**	**	**	-%	**	**	*%	-%	*%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	1	-	**	**	**	-	**	**	1	-	1	-
	*%	*%	-%	**	**	**	-%	**	**	*%	-%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	**	**	**	-	**	**	*	-	*	-
	*%	*%	-%	**	**	**	-%	**	**	*%	-%	*%	-%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
Fixed Broadband	465	197	141	**	107	**	164	233	**	**	142	225	381	84	**
	44%	55% d	57% d	**	27%	**	43%	50%	**	**	41%	52% be	46%	37%	**
Pay TV service	125	-	81	**	24	**	37	71	**	**	40	59	105	19	**
	12%	-%	33% ad	**	6% a	**	10%	15%	**	**	12%	14%	13%	9%	**
Mobile Phone	61	-	-	**	51	**	16	31	**	**	27	19	52	8	**
	6%	-%	-%	**	13% ab	**	4%	7%	**	**	8%	4%	6%	4%	**
Landline phone service	36	10	14	**	9	**	20	12	**	**	11	10	25	12	**
	3%	3%	6%	**	2%	**	5%	3%	**	**	3%	2%	3%	5%	**
All of these services are equally important	502	150	88	**	240	**	194	192	**	**	165	187	374	127	**
	48%	42%	36%	**	60% ab	**	51%	41%	**	**	48%	43%	45%	55% cd	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	340	197	63	**	78	**	121	162	**	**	104	162	278	62	**
	32%	55% bd	26%	**	20%	**	32%	35%	**	**	30%	37% e	34%	27%	**
FIXED BROADBAND AND PAY TV	78	-	66	**	5	**	25	47	**	**	21	43	67	11	**
	7%	-%	27% ad	**	1%	**	7%	10%	**	**	6%	10%	8%	5%	**
PAY TV ONLY	38	-	14	**	20	**	8	19	**	**	15	11	30	8	**
	4%	-%	6% a	**	5% a	**	2%	4%	**	**	4%	3%	4%	4%	**
MOBILE PHONE ONLY	29	-	-	**	29	**	6	13	**	**	13	5	24	4	**
	3%	-%	-%	**	7% ab	**	2%	3%	**	**	4%	1%	3%	2%	**
MOBILE PHONE AND FIXED BROADBAND	25	-	-	**	22	**	7	14	**	**	10	11	21	4	**
	2%	-%	-%	**	6% ab	**	2%	3%	**	**	3%	2%	3%	2%	**
LANDLINE ONLY	20	10	2	**	8	**	10	7	**	**	6	5	15	5	**
	2%	3%	1%	**	2%	**	3%	2%	**	**	2%	1%	2%	2%	**

Columns Tested: a,b,c,d,e - 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.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	~e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	1003	309	236	54	406	-	362	415	60	48	326	411	785	217	95
Effective Weighted Sample	932	294	223	49	370	-	334	392	58	40	290	389	719	213	94
Total	1055	357	245	53	402	-	383	464	68	49	343	433	825	228	101
LANDLINE AND FIXED BROADBAND	13	-	11	**	1	**	6	5	**	**	4	4	7	6	**
	1%	-%	5% ad	**	*%	**	2%	1%	**	**	1%	1%	1%	3%	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	**	-	**	2	4	**	**	3	3	6	-	**
	1%	-%	-%	**	-%	**	*%	1%	**	**	1%	1%	1%	-%	**
LANDLINE, FIXED BROADBAND AND PAY TV	1	-	-	**	-	**	1	-	**	**	-	1	1	-	**
	*%	-%	-%	**	-%	**	*%	-%	**	**	-%	*%	*%	-%	**
LANDLINE AND PAY TV	1	-	1	**	-	**	1	-	**	**	1	-	1	-	**
	*%	-%	*%	**	-%	**	*%	-%	**	**	*%	-%	*%	-%	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	-	**	-	**	1	-	**	**	1	-	1	-	**
	*%	-%	-%	**	-%	**	*%	-%	**	**	*%	-%	*%	-%	**
LANDLINE, MOBILE PHONE AND PAY TV	*	-	-	**	-	**	*	-	**	**	*	-	*	-	**
	*%	-%	-%	**	-%	**	*%	-%	**	**	*%	-%	*%	-%	**

Columns Tested: a,b,c,d,e - 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.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
Fixed Broadband	465	70	212	183	236	224	141	134	89	98	388	**	**	**
	44%	35%	52% ac	41%	43%	45%	41%	49%	44%	43%	45%	**	**	**
Pay TV service	125	21	59	45	60	63	44	38	19	22	104	**	**	**
	12%	10%	14%	10%	11%	13%	13%	14%	10%	10%	12%	**	**	**
Mobile Phone	61	26	22	13	21	40	17	16	20	6	49	**	**	**
	6%	13% bc	5%	3%	4%	8% a	5%	6%	10% d	3%	6%	**	**	**
Landline phone service	36	10	9	17	22	13	16	10	4	7	28	**	**	**
	3%	5%	2%	4%	4%	3%	5%	4%	2%	3%	3%	**	**	**
All of these services are equally important	502	94	176	230	268	233	164	123	91	118	396	**	**	**
	48%	47%	43%	52%	49%	47%	48%	45%	45%	51%	46%	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT														
FIXED BROADBAND ONLY	340	53	148	140	185	153	100	92	69	77	286	**	**	**
	32%	26%	36%	31%	34%	31%	30%	34%	34%	34%	33%	**	**	**
FIXED BROADBAND AND PAY TV	78	7	43	27	34	43	27	26	11	13	64	**	**	**
	7%	4%	11% a	6%	6%	9%	8%	9%	5%	6%	7%	**	**	**
PAY TV ONLY	38	10	11	17	20	18	14	8	7	9	33	**	**	**
	4%	5%	3%	4%	4%	4%	4%	3%	4%	4%	4%	**	**	**
MOBILE PHONE ONLY	29	17	6	6	12	17	8	7	11	3	22	**	**	**
	3%	8% bc	1%	1%	2%	3%	2%	2%	6%	1%	3%	**	**	**
MOBILE PHONE AND FIXED BROADBAND	25	7	12	6	4	21	8	6	8	3	22	**	**	**
	2%	4%	3%	1%	1%	4% a	2%	2%	4%	1%	3%	**	**	**
LANDLINE ONLY	20	7	5	8	12	8	11	3	4	2	15	**	**	**
	2%	4%	1%	2%	2%	2%	3%	1%	2%	1%	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	1003	193	390	419	512	486	359	260	164	211	818	98	54	33
Effective Weighted Sample	932	167	358	407	475	452	333	247	153	199	761	89	52	30
Total	1055	200	410	444	549	501	339	275	202	230	854	106	59	35
LANDLINE AND FIXED BROADBAND	13	1	4	8	7	6	4	5	-	4	10	**	**	**
	1%	1%	1%	2%	1%	1%	1%	2%	-%	2%	1%	**	**	**
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	2	4	-	4	2	2	3	1	-	5	**	**	**
	1%	1%	1%	-%	1%	*%	1%	1%	1%	-%	1%	**	**	**
LANDLINE, FIXED BROADBAND AND PAY TV	1	-	-	1	1	-	-	1	-	-	1	**	**	**
	*%	-%	-%	*%	*%	-%	-%	*%	-%	-%	*%	**	**	**
LANDLINE AND PAY TV	1	1	-	-	1	-	1	-	-	-	1	**	**	**
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	1	-	1	-	-	1	-	-	1	**	**	**
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	*%	**	**	**
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	-	*	-	*	-	-	-	*	**	**	**
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	*%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
Fixed Broadband	465	**	156	208	142	267	**	**	**	**	315	72	92	211	122
	44%	**	45%	49%	43%	46%	**	**	**	**	53%	44%	40%	45%	51%
Pay TV service	125	**	37	60	32	84	**	**	**	**	77	17	19	62	33
	12%	**	11%	14%	10%	15%	**	**	**	**	13%	11%	8%	13%	14%
Mobile Phone	61	**	19	27	20	33	**	**	**	**	-	16	21	25	6
	6%	**	5%	6%	6%	6%	**	**	**	**	-%	10% a	9% c	5%	2%
Landline phone service	36	**	12	13	13	20	**	**	**	**	17	7	12	11	6
	3%	**	4%	3%	4%	3%	**	**	**	**	3%	5%	5%	2%	3%
All of these services are equally important	502	**	166	187	167	261	**	**	**	**	247	68	115	223	105
	48%	**	48%	44%	50%	45%	**	**	**	**	42%	42%	50%	48%	44%
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	340	**	118	146	104	189	**	**	**	**	251	55	68	152	89
	32%	**	34%	34%	31%	33%	**	**	**	**	43%	34%	29%	33%	37%
FIXED BROADBAND AND PAY TV	78	**	21	45	22	52	**	**	**	**	54	10	10	36	26
	7%	**	6%	10%	7%	9%	**	**	**	**	9%	6%	4%	8%	11%
PAY TV ONLY	38	**	13	12	8	27	**	**	**	**	23	6	6	20	7
	4%	**	4%	3%	2%	5%	**	**	**	**	4%	3%	3%	4%	3%
MOBILE PHONE ONLY	29	**	7	13	10	13	**	**	**	**	-	9	8	9	3
	3%	**	2%	3%	3%	2%	**	**	**	**	-%	6% a	4%	2%	1%
MOBILE PHONE AND FIXED BROADBAND	25	**	9	12	8	15	**	**	**	**	-	5	10	11	3
	2%	**	3%	3%	2%	3%	**	**	**	**	-%	3% a	4%	2%	1%
LANDLINE ONLY	20	**	6	9	5	13	**	**	**	**	6	7	9	1	3
	2%	**	2%	2%	2%	2%	**	**	**	**	1%	4% a	4% b	*%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10A. Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important?
Base: Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1003	60	318	426	318	549	23	-	23	-	552	156	217	442	222
Effective Weighted Sample	932	55	296	393	294	510	20	-	20	-	526	135	201	410	209
Total	1055	67	348	430	332	581	24	-	24	-	591	162	231	465	239
LANDLINE AND FIXED BROADBAND	13	**	5	2	7	5	**	**	**	**	10	-	2	7	4
	1%	**	1%	*%	2%	1%	**	**	**	**	2%	-%	1%	1%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	3	2	2	4	**	**	**	**	-	2	2	4	-
	1%	**	1%	1%	1%	1%	**	**	**	**	-%	1%	1%	1%	-%
LANDLINE, FIXED BROADBAND AND PAY TV	1	**	-	1	-	1	**	**	**	**	-	-	-	1	-
	*%	**	-%	*%	-%	*%	**	**	**	**	-%	-%	-%	*%	-%
LANDLINE AND PAY TV	1	**	1	-	1	-	**	**	**	**	1	-	-	1	-
	*%	**	*%	-%	*%	-%	**	**	**	**	*%	-%	-%	*%	-%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	-	-	1	**	**	**	**	-	-	-	1	-
	*%	**	*%	-%	-%	*%	**	**	**	**	-%	-%	-%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	**	-	*	*	-	**	**	**	**	-	*	*	-	-
	*%	**	-%	*%	*%	-%	**	**	**	**	-%	*%	*%	-%	-%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	9	-	9	1	8	3	6	1	1	-	9	5	4	4	5	-
Effective Weighted Sample	8	-	8	1	8	3	6	1	1	-	8	4	4	4	5	-
Total	10	-	10	*	10	3	7	1	1	-	10	5	5	4	6	-
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	-	9	-	9	6	3	1	1	-	9	4	5
Effective Weighted Sample	8	-	8	-	8	6	3	1	1	-	8	4	5
Total	10	-	10	-	10	7	3	1	1	-	10	5	5
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	9	3	6	-	-	-	-	-	-	9	-	9	-
Effective Weighted Sample	8	3	5	-	-	-	-	-	-	8	-	8	-
Total	10	3	7	-	-	-	-	-	-	10	-	10	-
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	9	5	-	-	9	-	5	3	1	-	5	2	7	2	-
Effective Weighted Sample	8	5	-	-	8	-	5	3	1	-	5	2	6	2	-
Total	10	6	-	-	10	-	5	4	1	-	6	2	8	2	-
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - 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.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	9	1	5	3	5	4	3	2	2	2	5	3	1	-
Effective Weighted Sample	8	1	5	3	5	4	3	2	2	2	4	3	1	-
Total	10	1	6	3	5	5	3	2	3	3	5	4	1	-
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT														
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q10B. Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important?
Base: Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	9	-	3	5	1	7	-	-	-	-	-	1	1	5	3
Effective Weighted Sample	8	-	3	5	1	6	-	-	-	-	-	1	1	5	3
Total	10	-	4	5	1	8	-	-	-	-	-	*	1	6	3
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Pay TV service	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
All of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PAY TV ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Bundle 1	1055	24	763	32	755	437	351	74	**	710	288	736	263	594	404	122
	38%	13%	88%	11%	99%	77%	73%	66%	**	36%	72%	35%	100%	41%	44%	33%
			a		a	c					a		a	c	c	
Bundle 2	10	-	10	*	10	3	7	1	**	-	10	5	5	4	6	-
	*%	-%	1%	*%	1%	1%	1%	1%	**	-%	3%	*%	2%	*%	1%	-%
											a		a			
Standalone - Landline	286	180	106	286	-	144	142	41	**	167	50	202	15	127	90	35
	10%	100%	12%	100%	-%	25%	30%	37%	**	8%	12%	10%	6%	9%	10%	9%
		b		b				a								
Standalone - Mobile	2113	102	695	202	594	427	369	74	**	1973	140	2113	-	1299	814	326
	76%	56%	80%	71%	78%	75%	77%	66%	**	100%	35%	100%	-%	89%	90%	87%
			a				c			b		b				
Standalone - Broadband	1074	71	108	168	11	92	88	22	**	703	119	809	13	522	300	130
	39%	40%	12%	59%	1%	16%	18%	20%	**	36%	29%	38%	5%	36%	33%	35%
		b		b								b				
Standalone - TV	943	67	380	146	300	231	215	40	**	692	174	781	85	544	322	116
	34%	37%	44%	51%	39%	41%	45%	36%	**	35%	43%	37%	32%	37%	35%	31%
				b							a					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Bundle 1	1055	17	1010	19	1008	588	440	131	92	115	530	131	515
	38%	2%	83% a	2%	99% a	46% cd	54% acd	35%	36%	35%	86% a	31%	100% a
Bundle 2	10	-	10	-	10	7	3	1	1	-	10	5	5
	*%	-%	1% a	-%	1% a	1%	*%	*%	*%	-%	2%	1%	1%
Standalone - Landline	286	66	132	168	30	117	82	34	23	42	59	79	22
	10%	8%	11%	16% b	3%	9%	10%	9%	9%	13%	10%	19% b	4%
Standalone - Mobile	2113	617	925	809	733	932	609	253	190	230	472	322	380
	76%	70%	76% a	75%	72%	73%	75%	69%	75%	71%	77%	76%	74%
Standalone - Broadband	1074	877	197	1074	-	693	381	240	163	133	89	207	15
	39%	100% b	16%	100% b	-%	54% b	47%	65% ab	64% ab	41% b	14%	49% b	3%
Standalone - TV	943	314	476	459	332	522	268	138	105	325	98	424	-
	34%	36%	39%	43% b	33%	41% b	33%	37%	41%	100% b	16%	100% b	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Bundle 1	1055	297	349	81	**	45	155	**	**	646	200	841	213
	38%	67%	70%	66%	**	29%	43% a	**	**	69% b	39%	38%	40%
Bundle 2	10	3	7	-	**	-	-	**	**	10	-	10	-
	*%	1%	1%	-%	**	-%	-%	**	**	1%	-%	*%	-%
Standalone - Landline	286	39	62	8	**	14	53	**	**	101	67	214	72
	10%	9%	13%	7%	**	9%	15%	**	**	11%	13%	10%	13% a
Standalone - Mobile	2113	303	399	76	**	138	319	**	**	702	457	1693	420
	76%	69%	80% ac	63%	**	89%	88%	**	**	75%	88% a	76%	79%
Standalone - Broadband	1074	97	125	30	**	89	162	**	**	222	251	877	197
	39%	22%	25%	24%	**	57%	45%	**	**	24%	48% a	39%	37%
Standalone - TV	943	199	225	56	**	155	362	**	**	424	517	757	186
	34%	45%	45%	46%	**	100%	100%	**	**	45%	100% a	34%	35%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Bundle 1	1055	357	245	**	402	-	383	464	**	49	343	433	825	228	101
	38%	86%	94%	**	75%	-%	62%	50%	**	15%	33%	48%	36%	49%	55%
		de	ade		e		b				a	abd	a	abd	abd
Bundle 2	10	6	-	**	10	-	5	4	**	-	6	2	8	2	-
	*%	2%	-%	**	2%	-%	1%	*%	**	-%	1%	*%	*%	1%	-%
		e			e										
Standalone - Landline	286	56	19	**	55	147	125	140	**	21	94	81	197	89	44
	10%	13%	7%	**	10%	10%	20%	15%	**	6%	9%	9%	9%	19%	24%
							b							abcd	abcd
Standalone - Mobile	2113	388	251	**	293	1169	423	669	**	254	786	732	1772	338	128
	76%	93%	96%	**	55%	78%	68%	72%	**	76%	75%	81%	77%	72%	69%
		de	de			d						bef			
Standalone - Broadband	1074	56	17	**	141	852	132	363	**	102	464	339	905	168	46
	39%	13%	6%	**	26%	57%	21%	39%	**	31%	44%	37%	39%	36%	25%
		b			ab	abd		a			acef	f	af	f	
Standalone - TV	943	268	28	**	191	450	234	343	**	62	344	332	738	203	81
	34%	64%	11%	**	36%	30%	38%	37%	**	19%	33%	36%	32%	43%	44%
		bde			b	b					a	a	a	abd	abd

Columns Tested: a,b,c,d,e - 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.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Bundle 1	1055	200	410	444	549	501	339	275	202	230	854	106	59	**
	38%	24%	40% a	49% ab	38%	39%	45% bcd	36%	35%	36%	37%	42%	42%	**
Bundle 2	10	1	6	3	5	5	3	2	3	3	5	4	1	**
	*%	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	1% a	1%	**
Standalone - Landline	286	64	98	124	148	135	104	58	56	63	231	28	16	**
	10%	8%	9%	14% ab	10%	10%	14% b	8%	10%	10%	10%	11%	12%	**
Standalone - Mobile	2113	604	819	687	1102	989	569	579	424	500	1765	188	97	**
	76%	73%	79% a	76%	77%	76%	75%	77%	74%	79%	77%	74%	69%	**
Standalone - Broadband	1074	313	430	329	563	499	287	328	218	226	897	92	59	**
	39%	38%	42%	36%	39%	38%	38%	44% d	38%	36%	39%	36%	42%	**
Standalone - TV	943	204	355	382	483	456	317	247	177	192	793	71	50	**
	34%	25%	34% a	42% ab	34%	35%	42% bcd	33%	31%	30%	35%	28%	36%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SERVICES COVERED WITH RESPONDENT
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Bundle 1	1055	67	348	430	332	581	24	-	**	**	591	162	231	465	239
	38%	26%	40% a	43% a	39%	40%	13% b	-%	**	**	37%	38%	54% c	49%	45%
Bundle 2	10	-	4	5	1	8	-	-	**	**	-	*	1	6	3
	*%	-%	*%	1%	*%	1%	-%	-%	**	**	-%	*%	*%	1%	1%
Standalone - Landline	286	20	89	97	87	142	180	86	**	**	130	45	49	81	48
	10%	8%	10%	10%	10%	10%	100%	100%	**	**	8%	11%	11%	9%	9%
Standalone - Mobile	2113	202	663	766	641	1113	102	32	**	**	1601	382	291	688	426
	76%	78%	76%	76%	75%	77%	56% b	37%	**	**	100% b	90%	68%	73%	80% ab
Standalone - Broadband	1074	112	316	413	307	576	71	-	**	**	584	133	203	490	293
	39%	44%	36%	41%	36%	40%	40% b	-%	**	**	36%	31%	47%	52%	55%
Standalone - TV	943	70	313	377	293	532	67	23	**	**	561	151	175	361	181
	34%	27%	36% a	37% a	34%	37%	37%	26%	**	**	35%	36%	41%	38%	34%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Every day	137	37	100	53	84	67	71	16	**	38	31	**	31	33
	13%	21%	12%	18%	11%	12%	15%	14%	**	9%	12%	**	18%	23%
		b		b									a	ab
Every few days	156	39	118	52	105	96	60	27	**	65	25	**	21	34
	15%	21%	14%	18%	14%	17%	13%	24%	**	16%	9%	**	13%	23%
		b						b						b
Several times a week	115	24	91	35	80	73	42	12	**	44	30	**	18	17
	11%	13%	11%	12%	11%	13%	9%	11%	**	11%	12%	**	11%	11%
Once a week	73	14	60	26	47	41	32	8	**	28	16	**	17	9
	7%	8%	7%	9%	6%	7%	7%	7%	**	7%	6%	**	10%	6%
Less often	211	32	180	49	162	114	97	17	**	107	39	**	30	28
	20%	18%	21%	17%	21%	20%	20%	15%	**	26%	15%	**	18%	19%
										b				
Don't know	8	2	6	3	5	4	4	-	**	2	2	**	-	2
	1%	1%	1%	1%	1%	1%	1%	-%	**	1%	1%	**	-%	1%
The landline is never used to make or receive phone calls	345	33	312	68	277	172	173	32	**	133	118	**	50	23
	33%	18%	36%	24%	36%	30%	36%	28%	**	32%	45%	**	30%	16%
			a		a					e	ade		e	
NET: AT LEAST ONCE A WEEK	482	113	368	166	316	277	205	63	**	174	102	**	87	94
	46%	63%	43%	58%	42%	49%	43%	57%	**	42%	39%	**	52%	64%
		b		b				b					b	ab

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Every day	137	49	20	19	**	22	**	74	57	**	**	39	33	78	60	39
	13%	21% bc	9%	11%	**	19%	**	15%	12%	**	**	13%	8%	10%	21% cd	29% bcd
Every few days	156	41	23	17	**	29	**	81	66	**	**	48	48	105	50	31
	15%	17%	10%	10%	**	25% bc	**	17%	14%	**	**	16%	11%	14%	18%	24% cd
Several times a week	115	27	22	25	**	16	**	73	37	**	**	26	37	76	39	19
	11%	11%	10%	14%	**	14%	**	15% b	8%	**	**	9%	9%	10%	14%	14%
Once a week	73	21	8	12	**	9	**	42	29	**	**	14	29	45	29	13
	7%	9%	3%	7%	**	8%	**	9%	6%	**	**	5%	7%	6%	10%	10%
Less often	211	48	37	39	**	17	**	104	83	**	**	47	95	148	63	17
	20%	20%	17%	22%	**	15%	**	21%	17%	**	**	16%	22%	19%	22%	13%
Don't know	8	1	3	2	**	-	**	5	3	**	**	-	3	5	4	4
	1%	1%	1%	1%	**	-%	**	1%	1%	**	**	-%	1%	1%	1%	3% b
The landline is never used to make or receive phone calls	345	49	106	61	**	22	**	107	203	**	**	120	179	303	42	10
	33%	21%	48% ace	35% ae	**	19%	**	22%	42% a	**	**	41% ef	42% ef	40% ef	15%	8%
NET: AT LEAST ONCE A WEEK	482	138	72	73	**	75	**	269	189	**	**	126	148	303	178	102
	46%	58% bc	33%	42%	**	66% bc	**	56% b	40%	**	**	43%	35%	40%	62% bcd	77% bcde

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Every day	137	27	39	71	78	59	49	26	29	34	112	**	**	**
	13%	17%	10%	14%	14%	12%	14%	10%	15%	14%	13%	**	**	**
Every few days	156	43	33	79	96	60	64	42	17	31	119	**	**	**
	15%	26%	9%	16%	18%	12%	18%	16%	9%	13%	14%	**	**	**
		bc		b			c							
Several times a week	115	25	33	57	63	52	41	24	20	28	100	**	**	**
	11%	15%	9%	11%	12%	10%	12%	9%	11%	12%	12%	**	**	**
Once a week	73	6	24	43	38	35	28	16	11	18	62	**	**	**
	7%	4%	6%	9%	7%	7%	8%	6%	6%	8%	7%	**	**	**
Less often	211	22	69	119	97	113	74	47	41	45	170	**	**	**
	20%	14%	18%	24%	18%	23%	21%	18%	22%	19%	20%	**	**	**
				a										
Don't know	8	2	-	7	2	6	-	4	3	1	7	**	**	**
	1%	1%	-%	1%	*%	1%	-%	2%	2%	1%	1%	**	**	**
The landline is never used to make or receive phone calls	345	39	186	120	164	175	94	104	68	75	276	**	**	**
	33%	23%	48%	24%	31%	35%	27%	39%	36%	32%	33%	**	**	**
			ac					a						
NET: AT LEAST ONCE A WEEK	482	102	129	249	275	207	182	108	77	111	393	**	**	**
	46%	62%	34%	50%	51%	41%	52%	41%	41%	48%	46%	**	**	**
		bc		b	b		b							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q12. In a typical week, how often is your landline used to make or receive calls?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Every day	137	**	40	53	59	61	37	22	**	**
	13%	**	12%	13%	18% b	11%	21%	26%	**	**
Every few days	156	**	58	47	46	85	39	23	**	**
	15%	**	17%	12%	14%	15%	21%	26%	**	**
Several times a week	115	**	40	43	30	65	24	13	**	**
	11%	**	12%	11%	9%	12%	13%	15%	**	**
Once a week	73	**	22	28	24	38	14	5	**	**
	7%	**	6%	7%	7%	7%	8%	6%	**	**
Less often	211	**	69	72	51	124	32	19	**	**
	20%	**	20%	18%	16%	22%	18%	22%	**	**
Don't know	8	**	2	-	3	5	2	1	**	**
	1%	**	1%	-%	1%	1%	1%	1%	**	**
The landline is never used to make or receive phone calls	345	**	112	153	111	187	33	3	**	**
	33%	**	32%	39%	34%	33%	18% b	4%	**	**
NET: AT LEAST ONCE A WEEK	482	**	161	171	158	249	113	64	**	**
	46%	**	47%	43%	49%	44%	63%	74%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. In a typical week, how often is your landline used to make or receive calls?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Every day	137	137	55	37	**	**	26	**
	13%	13%	14%	13%	**	**	14%	**
Every few days	156	156	74	37	**	**	29	**
	15%	15%	19%	13%	**	**	15%	**
Several times a week	115	115	52	26	**	**	24	**
	11%	11%	13%	9%	**	**	13%	**
Once a week	73	73	17	23	**	**	19	**
	7%	7%	4%	8%	**	**	10%	**
							b	
Less often	211	211	66	65	**	**	37	**
	20%	20%	17%	22%	**	**	19%	**
Don't know	8	8	3	4	**	**	-	**
	1%	1%	1%	1%	**	**	-%	**
The landline is never used to make or receive phone calls	345	345	121	99	**	**	57	**
	33%	33%	31%	34%	**	**	30%	**
NET: AT LEAST ONCE A WEEK	482	482	198	124	**	**	99	**
	46%	46%	51%	42%	**	**	51%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.**

Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	~c	~d	~e
Unweighted row	508	91	417	149	359	253	255	50	30	196	136	30	78	71
Effective Weighted Sample	477	81	396	136	341	234	243	42	30	187	131	29	71	64
Total	561	94	467	161	400	276	284	44	33	228	144	30	89	73
Yes	112	**	86	41	72	55	57	**	**	28	25	**	**	**
	20%	**	18%	25%	18%	20%	20%	**	**	12%	17%	**	**	**
No	351	**	300	91	260	175	177	**	**	155	97	**	**	**
	63%	**	64%	57%	65%	63%	62%	**	**	68%	67%	**	**	**
Don't know	97	**	81	29	68	47	50	**	**	46	23	**	**	**
	17%	**	17%	18%	17%	17%	18%	**	**	20%	16%	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.**

Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	~d	~e	~f	~a	b	~c	~a	b	c	d	e	~f
Unweighted row	508	107	122	86	46	38	35	-	435	73	13	143	218	374	134	68
Effective Weighted Sample	477	100	116	79	44	37	32	-	407	70	11	128	209	347	131	67
Total	561	115	134	91	51	47	40	-	479	82	13	163	244	420	141	70
Yes	112	32	13	**	**	**	**	**	103	**	**	35	46	83	29	**
	20%	28% b	10%	**	**	**	**	**	22%	**	**	21%	19%	20%	21%	**
No	351	69	97	**	**	**	**	**	313	**	**	94	160	263	88	**
	63%	61%	72%	**	**	**	**	**	65%	**	**	58%	66%	63%	63%	**
Don't know	97	13	24	**	**	**	**	**	62	**	**	34	37	74	23	**
	17%	12%	18%	**	**	**	**	**	13%	**	**	21%	15%	18%	17%	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.**
Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	508	68	194	246	236	268	167	137	86	114	413	45	32	18
Effective Weighted Sample	477	57	183	238	222	252	157	132	79	109	389	42	30	16
Total	561	71	226	264	264	292	166	153	108	130	455	52	35	19
Yes	112	**	38	50	61	50	44	25	**	23	87	**	**	**
	20%	**	17%	19%	23%	17%	27%	17%	**	18%	19%	**	**	**
No	351	**	147	169	163	186	85	105	**	85	282	**	**	**
	63%	**	65%	64%	62%	64%	51%	69% a	**	65%	62%	**	**	**
Don't know	97	**	41	44	41	56	37	22	**	22	87	**	**	**
	17%	**	18%	17%	15%	19%	22%	14%	**	17%	19%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.**
Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d
Unweighted row	508	35	160	190	168	268	91	41	50	28
Effective Weighted Sample	477	32	151	176	158	252	81	36	46	26
Total	561	40	185	204	182	301	94	38	56	27
Yes	112	**	36	44	33	69	**	**	**	**
	20%	**	19%	21%	18%	23%	**	**	**	**
No	351	**	131	122	126	182	**	**	**	**
	63%	**	71%	60%	69%	60%	**	**	**	**
Don't know	97	**	19	38	23	50	**	**	**	**
	17%	**	10%	19%	13%	17%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q19. In the last 12 months, has (PROVIDER) offered to move your landline service to a VoIP landline service, often called digital voice**? This would mean your landline service would be delivered through a broadband connection, and you plug your handset into the router (or connect via Wi-Fi) rather than directly into the phone socket.**
Base: Those responsible for the household's landline service excluding those whose service is through a broadband router

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	508	508	168	147	37	41	100	15
Effective Weighted Sample	477	477	153	142	34	40	95	14
Total	561	561	177	165	44	46	110	18
Yes	112	112	50	31	**	**	12	**
	20%	20%	28% f	19%	**	**	11%	**
No	351	351	101	111	**	**	75	**
	63%	63%	57%	67%	**	**	68%	**
Don't know	97	97	27	24	**	**	24	**
	17%	17%	15%	14%	**	**	21%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Very satisfied	364	70	293	95	269	202	162	48	**	129	83	**	74	57
	35%	39%	34%	33%	35%	36%	34%	43%	**	31%	32%	**	44% a	39%
Fairly satisfied	406	57	349	92	315	208	198	29	**	174	107	**	60	44
	39%	32%	40%	32%	41% a	37%	41% c	26%	**	42%	41%	**	36%	30%
Neither satisfied nor dissatisfied	150	33	117	58	92	86	64	14	**	67	34	**	18	27
	14%	18%	14%	20% b	12%	15%	13%	12%	**	16%	13%	**	10%	18%
Fairly dissatisfied	61	4	57	10	52	33	28	7	**	26	20	**	4	4
	6%	2%	7%	3%	7%	6%	6%	6%	**	6%	8%	**	3%	3%
Very dissatisfied	36	5	32	9	28	22	14	7	**	11	14	**	5	5
	3%	3%	4%	3%	4%	4%	3%	6%	**	3%	5%	**	3%	3%
Don't know	28	11	17	23	5	16	12	7	**	9	2	**	6	9
	3%	6% b	2%	8% b	1%	3%	3%	6%	**	2%	1%	**	3%	6% b
TOTAL SATISFIED	770	127	643	186	584	410	360	77	**	303	191	**	134	102
	74%	71%	74%	65%	77% a	72%	75%	69%	**	73%	73%	**	80%	69%
TOTAL DISSATISFIED	98	9	89	18	79	55	42	14	**	37	34	**	10	9
	9%	5%	10%	6%	10%	10%	9%	13%	**	9%	13%	**	6%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Very satisfied	364	84	68	56	**	44	**	202	148	**	**	125	130	269	93	54
	35%	36%	31%	32%	**	38%	**	42% b	31%	**	**	43% c	31%	35%	33%	40%
Fairly satisfied	406	88	93	71	**	46	**	182	189	**	**	106	166	293	113	51
	39%	37%	43%	41%	**	40%	**	37%	39%	**	**	36%	39%	39%	40%	38%
Neither satisfied nor dissatisfied	150	43	27	29	**	13	**	47	82	**	**	42	65	109	41	15
	14%	18%	13%	17%	**	12%	**	10%	17% a	**	**	14%	15%	14%	14%	11%
Fairly dissatisfied	61	12	20	11	**	3	**	25	31	**	**	8	31	42	20	5
	6%	5%	9%	6%	**	3%	**	5%	6%	**	**	3%	7%	6%	7%	4%
Very dissatisfied	36	4	6	8	**	4	**	22	12	**	**	5	20	25	12	5
	3%	2%	3%	4%	**	4%	**	4%	2%	**	**	2%	5%	3%	4%	4%
Don't know	28	5	4	-	**	3	**	8	18	**	**	7	12	20	8	4
	3%	2%	2%	-%	**	3%	**	2%	4%	**	**	2%	3%	3%	3%	3%
TOTAL SATISFIED	770	173	161	127	**	90	**	384	337	**	**	231	296	563	206	104
	74%	73%	74%	73%	**	79%	**	79% b	70%	**	**	79% c	70%	74%	72%	78%
TOTAL DISSATISFIED	98	16	26	18	**	7	**	47	42	**	**	14	51	67	31	10
	9%	7%	12%	11%	**	6%	**	10%	9%	**	**	5%	12% b	9%	11% b	8%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Very satisfied	364	83	123	156	193	167	121	82	71	86	295	**	**	**
	35%	50% bc	32%	32%	36%	33%	34%	31%	38%	37%	35%	**	**	**
Fairly satisfied	406	55	166	185	222	185	133	110	79	83	325	**	**	**
	39%	34%	43%	37%	41%	37%	38%	42%	42%	36%	38%	**	**	**
Neither satisfied nor dissatisfied	150	15	54	80	70	79	47	41	27	33	124	**	**	**
	14%	9%	14%	16%	13%	16%	13%	16%	14%	14%	15%	**	**	**
Fairly dissatisfied	61	5	17	39	24	37	24	18	3	16	50	**	**	**
	6%	3%	5%	8%	4%	7%	7% c	7%	1%	7%	6%	**	**	**
Very dissatisfied	36	3	12	21	13	22	12	5	9	11	29	**	**	**
	3%	2%	3%	4%	2%	4%	3%	2%	5%	5%	3%	**	**	**
Don't know	28	4	11	13	17	10	14	7	1	4	23	**	**	**
	3%	3%	3%	3%	3%	2%	4%	3%	1%	2%	3%	**	**	**
TOTAL SATISFIED	770	138	289	341	415	352	254	192	150	169	620	**	**	**
	74%	84% c	75%	69%	77%	70%	72%	73%	79%	73%	73%	**	**	**
TOTAL DISSATISFIED	98	8	30	60	37	59	36	23	11	27	79	**	**	**
	9%	5%	8%	12% a	7%	12% a	10%	9%	6%	12%	9%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Very satisfied	364	**	133	132	122	200	70	38	**	**
	35%	**	39%	33%	38%	35%	39%	44%	**	**
Fairly satisfied	406	**	119	168	109	237	57	28	**	**
	39%	**	35%	42%	34%	42%	32%	33%	**	**
Neither satisfied nor dissatisfied	150	**	51	54	48	71	33	14	**	**
	14%	**	15%	14%	15%	13%	18%	16%	**	**
Fairly dissatisfied	61	**	22	19	21	29	4	2	**	**
	6%	**	6%	5%	7%	5%	2%	2%	**	**
Very dissatisfied	36	**	11	14	19	13	5	4	**	**
	3%	**	3%	4%	6% b	2%	3%	5%	**	**
Don't know	28	**	8	10	4	16	11	-	**	**
	3%	**	2%	2%	1%	3%	6% b	-%	**	**
TOTAL SATISFIED	770	**	252	300	231	437	127	67	**	**
	74%	**	73%	76%	72%	77%	71%	77%	**	**
TOTAL DISSATISFIED	98	**	33	33	40	42	9	6	**	**
	9%	**	10%	8%	12%	7%	5%	7%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Very satisfied	364	364	127	97	**	**	86	**
	35%	35%	33%	33%	**	**	45%	**
							b	
Fairly satisfied	406	406	155	123	**	**	92	**
	39%	39%	40%	42%	**	**	48%	**
Neither satisfied nor dissatisfied	150	150	55	35	**	**	-	**
	14%	14%	14%	12%	**	**	-%	**
		f	f	f				
Fairly dissatisfied	61	61	27	20	**	**	-	**
	6%	6%	7%	7%	**	**	-%	**
		f	f	f				
Very dissatisfied	36	36	17	13	**	**	-	**
	3%	3%	4%	4%	**	**	-%	**
			f	f				
Don't know	28	28	8	5	**	**	14	**
	3%	3%	2%	2%	**	**	7%	**
							abc	
TOTAL SATISFIED	770	770	282	219	**	**	178	**
	74%	74%	73%	75%	**	**	93%	**
							abc	
TOTAL DISSATISFIED	98	98	43	32	**	**	-	**
	9%	9%	11%	11%	**	**	-%	**
		f	f	f				

Columns Tested: a,b,c,d,e,f,g

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Looking for a deal for standalone service	25	18	6	25	-	22	2	10	**	2	2	**	2	18
	2%	10%	1%	9%	-%	4%	*%	9%	**	1%	1%	**	1%	12%
		b		b		b		b						abd
Looking for a deal for service in bundle	48	-	48	-	48	39	9	10	**	24	10	**	10	-
	5%	-%	6%	-%	6%	7%	2%	9%	**	6%	4%	**	6%	-%
			a		a	b		b		e	e		e	
Looking for a deal for other services in the bundle, but not this	5	-	5	-	5	5	1	1	**	2	2	**	2	-
	1%	-%	1%	-%	1%	1%	*%	1%	**	*%	1%	**	1%	-%
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	*	1	*	**	1	-	**	-	-
	*%	-%	*%	-%	*%	*%	*%	*%	**	*%	-%	**	-%	-%
Planning to look for a deal for standalone service	56	37	19	56	-	40	16	10	**	9	4	**	11	31
	5%	21%	2%	20%	-%	7%	3%	9%	**	2%	2%	**	6%	21%
		b		b				b						abd
Planning to look for a deal for bundle	177	-	177	-	177	100	76	13	**	92	57	**	18	-
	17%	-%	20%	-%	23%	18%	16%	12%	**	22%	22%	**	11%	-%
			a		a					de	de		e	
Not currently looking or planning to look for a new deal	699	114	584	188	511	343	356	62	**	273	178	**	118	91
	67%	63%	67%	66%	67%	61%	74%	55%	**	66%	68%	**	71%	62%
							ac							
Don't know	35	10	25	17	18	17	18	6	**	13	7	**	7	8
	3%	6%	3%	6%	2%	3%	4%	5%	**	3%	3%	**	4%	5%
				b										

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
SUMMARY														
Looking for deal for service or bundle	73	18	54	25	48	61	11	19	**	27	12	**	11	18
	7%	10%	6%	9%	6%	11%	2%	17%	**	6%	5%	**	7%	12%
						b		b						b
Planning to look for deal for service or bundle	233	37	196	56	177	140	93	23	**	101	62	**	29	31
	22%	21%	23%	20%	23%	25%	19%	21%	**	24%	24%	**	17%	21%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Looking for a deal for standalone service	25	6	5	4	**	4	**	19	4	**	**	14	3	22	3	3
	2%	2%	2%	2%	**	3%	**	4% b	1%	**	**	5% ce	1%	3%	1%	2%
Looking for a deal for service in bundle	48	9	11	8	**	7	**	23	21	**	**	16	21	42	6	2
	5%	4%	5%	4%	**	6%	**	5%	4%	**	**	5%	5%	6%	2%	2%
Looking for a deal for other services in the bundle, but not this	5	*	3	-	**	1	**	3	2	**	**	2	3	5	-	-
	1%	*%	1%	-%	**	1%	**	1%	*%	**	**	1%	1%	1%	-%	-%
Looking for a deal for the bundle but not sure which services	1	*	-	-	**	-	**	*	1	**	**	-	1	1	-	-
	*%	*%	-%	-%	**	-%	**	*%	*%	**	**	-%	*%	*%	-%	-%
Planning to look for a deal for standalone service	56	10	6	6	**	9	**	29	24	**	**	19	12	42	15	5
	5%	4%	3%	3%	**	8%	**	6%	5%	**	**	7%	3%	5%	5%	4%
Planning to look for a deal for bundle	177	35	47	37	**	18	**	82	82	**	**	46	83	133	44	16
	17%	15%	21%	21%	**	16%	**	17%	17%	**	**	16%	19%	18%	15%	12%
Not currently looking or planning to look for a new deal	699	167	137	119	**	74	**	315	325	**	**	183	286	484	213	105
	67%	71%	63%	68%	**	65%	**	65%	68%	**	**	62%	67%	64%	74% bd	79% bd
Don't know	35	9	9	1	**	2	**	14	20	**	**	12	16	30	5	1
	3%	4%	4%	1%	**	2%	**	3%	4%	**	**	4%	4%	4%	2%	1%
SUMMARY																
Looking for deal for service or bundle	73	14	16	11	**	10	**	42	25	**	**	30	24	63	9	5
	7%	6%	7%	6%	**	9%	**	9%	5%	**	**	10% e	6%	8% e	3%	4%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Planning to look for deal for service or bundle	233	45	53	43	**	27	**	111	105	**	**	66	94	174	59	22
	22%	19%	24%	25%	**	23%	**	23%	22%	**	**	22%	22%	23%	21%	16%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Looking for a deal for standalone service	25	13	7	4	15	10	12	3	5	3	19	**	**	**
	2%	8% bc	2%	1%	3%	2%	3%	1%	3%	1%	2%	**	**	**
Looking for a deal for service in bundle	48	12	23	14	23	25	15	14	9	10	37	**	**	**
	5%	7%	6%	3%	4%	5%	4%	6%	4%	4%	4%	**	**	**
Looking for a deal for other services in the bundle, but not this	5	1	3	1	3	2	1	1	2	*	5	**	**	**
	1%	1%	1%	*%	1%	*%	*%	*%	1%	*%	1%	**	**	**
Looking for a deal for the bundle but not sure which services	1	*	-	1	-	1	1	-	*	-	1	**	**	**
	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	**	**	**
Planning to look for a deal for standalone service	56	22	17	17	30	26	24	14	11	7	47	**	**	**
	5%	13% bc	5%	3%	6%	5%	7%	6%	6%	3%	6%	**	**	**
Planning to look for a deal for bundle	177	22	73	82	96	80	71	53	22	31	145	**	**	**
	17%	13%	19%	17%	18%	16%	20%	20%	12%	13%	17%	**	**	**
Not currently looking or planning to look for a new deal	699	91	245	361	359	334	215	169	132	175	561	**	**	**
	67%	55%	64%	73% ab	67%	67%	61%	64%	70%	75% a	66%	**	**	**
Don't know	35	5	16	14	12	22	13	7	8	6	31	**	**	**
	3%	3%	4%	3%	2%	4%	4%	3%	4%	3%	4%	**	**	**
SUMMARY														
Looking for deal for service or bundle	73	25	30	18	38	35	27	18	13	13	56	**	**	**
	7%	15% bc	8% c	4%	7%	7%	8%	7%	7%	6%	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Planning to look for deal for service or bundle	233	43	90	99	126	106	94	68	33	38	192	**	**	**
	22%	26%	24%	20%	23%	21%	27% d	26%	18%	16%	23%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Looking for a deal for standalone service	25	**	9	9	11	9	18	14	**	**
	2%	**	3%	2%	3%	2%	10%	16%	**	**
Looking for a deal for service in bundle	48	**	18	20	17	25	-	-	**	**
	5%	**	5%	5%	5%	4%	-%	-%	**	**
Looking for a deal for other services in the bundle, but not this	5	**	1	2	3	1	-	-	**	**
	1%	**	*%	*%	1%	*%	-%	-%	**	**
Looking for a deal for the bundle but not sure which services	1	**	-	1	*	-	-	-	**	**
	*%	**	-%	*%	*%	-%	-%	-%	**	**
Planning to look for a deal for standalone service	56	**	15	23	22	24	37	18	**	**
	5%	**	4%	6%	7%	4%	21%	21%	**	**
Planning to look for a deal for bundle	177	**	56	82	44	108	-	-	**	**
	17%	**	16%	21%	14%	19%	-%	-%	**	**
Not currently looking or planning to look for a new deal	699	**	232	253	216	382	114	53	**	**
	67%	**	67%	64%	67%	68%	63%	61%	**	**
Don't know	35	**	14	6	11	16	10	2	**	**
	3%	**	4%	1%	3%	3%	6%	2%	**	**
SUMMARY										
Looking for deal for service or bundle	73	**	27	30	28	34	18	14	**	**
	7%	**	8%	7%	9%	6%	10%	16%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Planning to look for deal for service or bundle	233	**	71	105	66	132	37	18	**	**
	22%	**	21%	27%	20%	23%	21%	21%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Looking for a deal for standalone service	25	25	24	1	**	**	-	**
	2%	2%	6%	*%	**	**	-%	**
			acf					
Looking for a deal for service in bundle	48	48	38	10	**	**	-	**
	5%	5%	10%	4%	**	**	-%	**
		f	acf					
Looking for a deal for other services in the bundle, but not this	5	5	3	2	**	**	-	**
	1%	1%	1%	1%	**	**	-%	**
Looking for a deal for the bundle but not sure which services	1	1	*	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
Planning to look for a deal for standalone service	56	56	43	14	**	**	-	**
	5%	5%	11%	5%	**	**	-%	**
		f	acf	f				
Planning to look for a deal for bundle	177	177	111	66	**	**	-	**
	17%	17%	29%	23%	**	**	-%	**
		f	af	f				
Not currently looking or planning to look for a new deal	699	699	165	186	**	**	187	**
	67%	67%	42%	64%	**	**	97%	**
		b		b			abc	
Don't know	35	35	6	13	**	**	5	**
	3%	3%	1%	4%	**	**	3%	**

Columns Tested: a,b,c,d,e,f,g

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
SUMMARY								
Looking for deal for service or bundle	73	73	61	11	**	**	-	**
	7%	7%	16%	4%	**	**	-%	**
		f	acf	f				
Planning to look for deal for service or bundle	233	233	154	79	**	**	-	**
	22%	22%	40%	27%	**	**	-%	**
		f	acf	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Discussed deals or offers with your provider	249 24%	43 24%	206 24%	58 20%	191 25%	136 24%	113 24%	36 32%	** **	71 17%	81 31% a	** **	46 28% a	34 23%
Looked at alternative deals or offers from your provider	209 20%	31 17%	178 21%	43 15%	165 22%	132 23% b	76 16%	23 20%	** **	73 17%	63 24%	** **	32 19%	29 20%
Received a discount from your provider	221 21%	34 19%	187 22%	45 16%	176 23% a	129 23%	92 19%	29 26%	** **	71 17%	76 29% a	** **	30 18%	30 21%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	123 12%	28 15%	95 11%	35 12%	88 12%	76 13%	47 10%	20 18% b	** **	23 5%	35 13% a	** **	28 17% a	23 16% a
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	62 6%	9 5%	53 6%	14 5%	49 6%	37 7%	25 5%	5 5%	** **	17 4%	20 8%	** **	8 5%	9 6%
None of these	513 49%	86 48%	427 49%	153 54%	360 47%	257 45%	257 54% ac	43 39%	** **	241 58% be	100 38%	** **	87 52% b	67 46%
SUMMARY														
ANY CHANGE	533 51%	94 52%	439 51%	133 46%	400 53%	310 55% b	223 46%	69 61% b	** **	176 42%	161 62% ad	** **	80 48%	80 54% a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Discussed deals or offers with your provider	249	38	68	57	**	35	**	126	104	**	**	91	90	192	57	30
	24%	16%	31% a	32% a	**	31% a	**	26%	22%	**	**	31% ce	21%	25%	20%	22%
Looked at alternative deals or offers from your provider	209	38	39	50	**	29	**	109	91	**	**	67	97	172	36	11
	20%	16%	18%	28% a	**	25%	**	22%	19%	**	**	23% ef	23% ef	23% ef	13%	8%
Received a discount from your provider	221	32	43	67	**	20	**	109	107	**	**	84	81	179	42	15
	21%	13%	20%	38% abe	**	17%	**	23%	22%	**	**	29% cef	19%	24% ef	15%	12%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	123	20	33	19	**	24	**	76	42	**	**	63	35	105	18	6
	12%	9%	15%	11%	**	21% a	**	16% b	9%	**	**	21% cdef	8%	14% cef	6%	5%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	62	6	21	11	**	8	**	31	30	**	**	21	21	49	14	2
	6%	3%	10% a	6%	**	7%	**	6%	6%	**	**	7%	5%	6%	5%	2%
None of these	513	147	96	56	**	48	**	208	252	**	**	123	216	346	166	84
	49%	62% bce	44%	32%	**	42%	**	43%	53% a	**	**	42%	51%	46%	58% bd	63% bd

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
SUMMARY																
ANY CHANGE	533	89	123	119	**	66	**	277	227	**	**	170	208	412	120	49
	51%	38%	56%	68%	**	58%	**	57%	47%	**	**	58%	49%	54%	42%	37%
			a	a		a		b				ef		ef		

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Discussed deals or offers with your provider	249	53	94	103	121	128	95	68	37	44	194	**	**	**
	24%	32% c	24%	21%	22%	26%	27%	26%	19%	19%	23%	**	**	**
Looked at alternative deals or offers from your provider	209	39	90	79	109	99	83	55	36	35	171	**	**	**
	20%	24%	23% c	16%	20%	20%	24%	21%	19%	15%	20%	**	**	**
Received a discount from your provider	221	50	94	77	124	96	86	61	25	47	171	**	**	**
	21%	30% c	24% c	16%	23%	19%	24% c	23%	13%	20%	20%	**	**	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	123	50	38	35	71	51	62	23	21	17	89	**	**	**
	12%	30% bc	10%	7%	13%	10%	18% bd	9%	11%	7%	11%	**	**	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	62	20	20	22	35	28	20	15	14	12	46	**	**	**
	6%	12% bc	5%	5%	6%	6%	6%	6%	8%	5%	5%	**	**	**
None of these	513	49	185	278	249	260	149	128	102	131	426	**	**	**
	49%	30%	48% a	56% a	46%	52%	43%	49%	54%	56% a	50%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
SUMMARY														
ANY CHANGE	533	116	199	217	290	240	201	135	87	102	420	**	**	**
	51%	70% bc	52%	44%	54%	48%	57% d	51%	46%	44%	50%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Discussed deals or offers with your provider	249	**	74	121	79	140	43	22	**	**
	24%	**	21%	30% b	24%	25%	24%	25%	**	**
Looked at alternative deals or offers from your provider	209	**	61	93	63	120	31	24	**	**
	20%	**	18%	23%	19%	21%	17%	28%	**	**
Received a discount from your provider	221	**	65	103	84	113	34	20	**	**
	21%	**	19%	26%	26%	20%	19%	23%	**	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	123	**	32	66	43	68	28	16	**	**
	12%	**	9%	17% b	13%	12%	15%	18%	**	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	62	**	24	25	17	41	9	*	**	**
	6%	**	7%	6%	5%	7%	5%	*%	**	**
None of these	513	**	185	162	151	274	86	32	**	**
	49%	**	54% c	41%	47%	49%	48%	37%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
SUMMARY										
ANY CHANGE	533	**	159	234	172	291	94	54	**	**
	51%	**	46%	59% b	53%	51%	52%	63%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Discussed deals or offers with your provider	249	249	153	96	**	**	-	**
	24%	24%	39%	33%	**	**	-%	**
		f	af	af				
Looked at alternative deals or offers from your provider	209	209	160	49	**	**	-	**
	20%	20%	41%	17%	**	**	-%	**
		f	acf	f				
Received a discount from your provider	221	221	121	78	**	**	13	**
	21%	21%	31%	27%	**	**	7%	**
		f	af	f				
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	123	123	79	37	**	**	-	**
	12%	12%	20%	13%	**	**	-%	**
		f	af	f				
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	62	62	38	22	**	**	-	**
	6%	6%	10%	8%	**	**	-%	**
		f	af	f				
None of these	513	513	71	106	**	**	179	**
	49%	49%	18%	36%	**	**	93%	**
		bc		b			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
SUMMARY								
ANY CHANGE	533	533	317	186	**	**	13	**
	51%	51%	82%	64%	**	**	7%	**
		f	acf	af				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	227	48	179	58	169	144	83	47	18	64	74	16	31	42
Effective Weighted Sample	197	35	163	44	154	119	79	34	18	59	70	13	26	31
Total	221	34	187	45	176	129	92	29	19	71	76	15	30	30
I contacted my provider	141	**	121	**	119	78	**	**	**	**	**	**	**	**
	64%	**	65%	**	67%	60%	**	**	**	**	**	**	**	**
My provider contacted me	69	**	58	**	51	45	**	**	**	**	**	**	**	**
	31%	**	31%	**	29%	35%	**	**	**	**	**	**	**	**
Don't know/ can't remember	11	**	8	**	6	6	**	**	**	**	**	**	**	**
	5%	**	4%	**	4%	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	b	~c	~a	~b	~c	d	~e	~f
Unweighted row	227	34	41	68	21	25	15	123	100	4	20	89	78	187	40	14
Effective Weighted Sample	197	27	39	61	20	17	15	102	92	4	15	72	72	158	40	14
Total	221	32	43	67	22	20	16	109	107	5	14	84	81	179	42	15
I contacted my provider	141	**	**	**	**	**	**	72	65	**	**	**	**	112	**	**
	64%	**	**	**	**	**	**	66%	61%	**	**	**	**	62%	**	**
My provider contacted me	69	**	**	**	**	**	**	35	32	**	**	**	**	59	**	**
	31%	**	**	**	**	**	**	32%	30%	**	**	**	**	33%	**	**
Don't know/ can't remember	11	**	**	**	**	**	**	2	9	**	**	**	**	9	**	**
	5%	**	**	**	**	**	**	2%	8%	**	**	**	**	5%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their landline service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	227	59	95	73	126	100	100	57	23	45	179	29	12	7
Effective Weighted Sample	197	45	82	71	110	86	85	52	19	41	155	27	11	5
Total	221	50	94	77	124	96	86	61	25	47	171	32	12	5
I contacted my provider	141	**	**	**	79	62	60	**	**	**	108	**	**	**
	64%	**	**	**	64%	65%	70%	**	**	**	63%	**	**	**
My provider contacted me	69	**	**	**	38	30	23	**	**	**	55	**	**	**
	31%	**	**	**	31%	31%	27%	**	**	**	32%	**	**	**
Don't know/ can't remember	11	**	**	**	7	4	2	**	**	**	8	**	**	**
	5%	**	**	**	5%	4%	3%	**	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their landline service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d
Unweighted row	227	14	64	107	90	112	48	28	20	9
Effective Weighted Sample	197	12	56	91	75	100	35	21	14	7
Total	221	13	65	103	84	113	34	20	15	7
I contacted my provider	141	**	**	65	**	75	**	**	**	**
	64%	**	**	63%	**	66%	**	**	**	**
My provider contacted me	69	**	**	34	**	35	**	**	**	**
	31%	**	**	33%	**	31%	**	**	**	**
Don't know/ can't remember	11	**	**	4	**	4	**	**	**	**
	5%	**	**	4%	**	3%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	227	227	136	72	4	-	11	4
Effective Weighted Sample	197	197	112	68	4	-	10	4
Total	221	221	121	78	4	-	13	5
I contacted my provider	141	141	87	**	**	**	**	**
	64%	64%	72%	**	**	**	**	**
My provider contacted me	69	69	31	**	**	**	**	**
	31%	31%	26%	**	**	**	**	**
Don't know/ can't remember	11	11	3	**	**	**	**	**
	5%	5%	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	227	48	179	58	169	144	83	47	18	64	74	16	31	42
Effective Weighted Sample	197	35	163	44	154	119	79	34	18	59	70	13	26	31
Total	221	34	187	45	176	129	92	29	19	71	76	15	30	30
Yes	190	**	162	**	152	103	**	**	**	**	**	**	**	**
	86%	**	87%	**	87%	80%	**	**	**	**	**	**	**	**
No	23	**	17	**	15	19	**	**	**	**	**	**	**	**
	10%	**	9%	**	9%	15%	**	**	**	**	**	**	**	**
Don't know/ can't remember	8	**	8	**	8	6	**	**	**	**	**	**	**	**
	4%	**	5%	**	5%	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	b	~c	~a	~b	~c	d	~e	~f
Unweighted row	227	34	41	68	21	25	15	123	100	4	20	89	78	187	40	14
Effective Weighted Sample	197	27	39	61	20	17	15	102	92	4	15	72	72	158	40	14
Total	221	32	43	67	22	20	16	109	107	5	14	84	81	179	42	15
Yes	190	**	**	**	**	**	**	91	95	**	**	**	**	151	**	**
	86%	**	**	**	**	**	**	83%	89%	**	**	**	**	84%	**	**
No	23	**	**	**	**	**	**	13	9	**	**	**	**	20	**	**
	10%	**	**	**	**	**	**	12%	9%	**	**	**	**	11%	**	**
Don't know/ can't remember	8	**	**	**	**	**	**	5	2	**	**	**	**	7	**	**
	4%	**	**	**	**	**	**	5%	2%	**	**	**	**	4%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their landline service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	227	59	95	73	126	100	100	57	23	45	179	29	12	7
Effective Weighted Sample	197	45	82	71	110	86	85	52	19	41	155	27	11	5
Total	221	50	94	77	124	96	86	61	25	47	171	32	12	5
Yes	190	**	**	**	104	86	78	**	**	**	152	**	**	**
	86%	**	**	**	84%	90%	91%	**	**	**	89%	**	**	**
No	23	**	**	**	13	8	7	**	**	**	14	**	**	**
	10%	**	**	**	11%	8%	9%	**	**	**	8%	**	**	**
Don't know/ can't remember	8	**	**	**	7	1	-	**	**	**	5	**	**	**
	4%	**	**	**	6%	2%	-%	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their landline service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d
Unweighted row	227	14	64	107	90	112	48	28	20	9
Effective Weighted Sample	197	12	56	91	75	100	35	21	14	7
Total	221	13	65	103	84	113	34	20	15	7
Yes	190	**	**	88	**	97	**	**	**	**
	86%	**	**	86%	**	85%	**	**	**	**
No	23	**	**	9	**	13	**	**	**	**
	10%	**	**	9%	**	11%	**	**	**	**
Don't know/ can't remember	8	**	**	5	**	4	**	**	**	**
	4%	**	**	5%	**	4%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their landline service provider in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	227	227	136	72	4	-	11	4
Effective Weighted Sample	197	197	112	68	4	-	10	4
Total	221	221	121	78	4	-	13	5
Yes	190	190	102	**	**	**	**	**
	86%	86%	84%	**	**	**	**	**
No	23	23	14	**	**	**	**	**
	10%	10%	12%	**	**	**	**	**
Don't know/ can't remember	8	8	5	**	**	**	**	**
	4%	4%	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	~b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	149	43	106	52	97	105	44	46	8	24	35	18	34	38
Effective Weighted Sample	117	28	89	36	81	78	40	32	8	20	31	15	26	25
Total	123	28	95	35	88	76	47	20	8	23	35	15	28	23
I contacted my provider	75	**	60	**	**	50	**	**	**	**	**	**	**	**
	61%	**	63%	**	**	66%	**	**	**	**	**	**	**	**
My provider contacted me	41	**	29	**	**	22	**	**	**	**	**	**	**	**
	33%	**	31%	**	**	29%	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	6	**	**	4	**	**	**	**	**	**	**	**
	6%	**	6%	**	**	5%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	149	27	35	22	6	30	12	99	45	5	14	81	37	132	17	6
Effective Weighted Sample	117	19	32	18	5	21	10	75	38	4	10	57	33	100	17	6
Total	123	20	33	19	6	24	11	76	42	5	8	63	35	105	18	6
I contacted my provider	75	**	**	**	**	**	**	**	**	**	**	**	**	63	**	**
	61%	**	**	**	**	**	**	**	**	**	**	**	**	60%	**	**
My provider contacted me	41	**	**	**	**	**	**	**	**	**	**	**	**	34	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	**	33%	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	7	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	7%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	149	67	47	35	87	61	83	26	22	18	109	24	9	7
Effective Weighted Sample	117	47	35	34	68	48	64	22	16	16	86	19	8	4
Total	123	50	38	35	71	51	62	23	21	17	89	21	8	5
I contacted my provider	75	**	**	**	**	**	**	**	**	**	55	**	**	**
	61%	**	**	**	**	**	**	**	**	**	62%	**	**	**
My provider contacted me	41	**	**	**	**	**	**	**	**	**	29	**	**	**
	33%	**	**	**	**	**	**	**	**	**	33%	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	5	**	**	**
	6%	**	**	**	**	**	**	**	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	149	12	35	81	55	80	43	25	18	9
Effective Weighted Sample	117	8	29	63	41	65	28	16	12	7
Total	123	7	32	66	43	68	28	16	12	7
I contacted my provider	75	**	**	**	**	**	**	**	**	**
	61%	**	**	**	**	**	**	**	**	**
My provider contacted me	41	**	**	**	**	**	**	**	**	**
	33%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their landline service provider in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	149	149	108	33	8	-	-	-
Effective Weighted Sample	117	117	80	31	7	-	-	-
Total	123	123	79	37	8	-	-	-
I contacted my provider	75	75	52	**	**	**	**	**
	61%	61%	66%	**	**	**	**	**
My provider contacted me	41	41	23	**	**	**	**	**
	33%	33%	30%	**	**	**	**	**
Don't know/ can't remember	7	7	3	**	**	**	**	**
	6%	6%	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	68	12	56	17	51	46	22	12	2	16	20	10	11	11
Effective Weighted Sample	56	8	47	13	43	35	21	8	2	14	18	7	8	8
Total	62	9	53	14	49	37	25	5	2	17	20	8	8	9
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	68	8	20	11	6	12	4	37	29	2	7	28	21	56	12	2
Effective Weighted Sample	56	6	18	9	5	8	4	29	26	2	5	21	19	44	12	2
Total	62	6	21	11	6	8	4	31	30	1	7	21	21	49	14	2
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	68	26	22	20	36	32	29	15	11	12	50	9	5	4
Effective Weighted Sample	56	18	18	19	30	26	23	14	10	11	41	7	5	3
Total	62	20	20	22	35	28	20	15	14	12	46	8	6	2
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	68	2	24	31	19	44	12	1	11	-
Effective Weighted Sample	56	2	20	24	16	36	8	1	8	-
Total	62	2	24	25	17	41	9	*	9	-
I contacted my provider	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their landline service provider in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	68	68	46	21	1	-	-	-
Effective Weighted Sample	56	56	36	20	1	-	-	-
Total	62	62	38	22	2	-	-	-
I contacted my provider	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Received a discount	141	20	121	22	119	78	63	17	**	42	57	**	15	18
	13%	11%	14%	8%	16%	14%	13%	15%	**	10%	22%	**	9%	12%
					a						ade			
Added extra or improved services	75	14	60	18	57	50	25	15	**	12	23	**	12	14
	7%	8%	7%	6%	7%	9%	5%	13%	**	3%	9%	**	7%	10%
								b			a			a
Reduced or downgraded services	51	7	45	11	40	28	23	4	**	15	16	**	6	6
	5%	4%	5%	4%	5%	5%	5%	4%	**	4%	6%	**	4%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	208	30	178	40	168	122	87	28	**	60	74	**	23	28
	20%	17%	21%	14%	22%	21%	18%	25%	**	14%	28%	**	14%	19%
					a						ad			
ALL 3 CHANGES	9	2	7	2	7	3	6	1	**	-	3	**	1	2
	1%	1%	1%	1%	1%	1%	1%	1%	**	-%	1%	**	1%	1%
DISCOUNT AND EXTRA SERVICES	21	4	17	4	17	14	7	5	**	3	10	**	4	4
	2%	2%	2%	1%	2%	2%	1%	4%	**	1%	4%	**	2%	2%
											a			
DISCOUNT AND REDUCED SERVICES	15	2	14	2	14	10	6	1	**	6	5	**	2	2
	1%	1%	2%	1%	2%	2%	1%	1%	**	1%	2%	**	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	5	1	4	2	4	4	1	1	**	-	1	**	2	1
	1%	1%	*%	1%	*%	1%	*%	1%	**	-%	*%	**	1%	1%
DISCOUNT ONLY	96	13	84	15	81	51	45	11	**	33	39	**	9	10
	9%	7%	10%	5%	11%	9%	9%	10%	**	8%	15%	**	5%	7%
					a						ad			
EXTRA SERVICES ONLY	40	8	33	11	29	29	11	9	**	9	9	**	5	8
	4%	4%	4%	4%	4%	5%	2%	8%	**	2%	3%	**	3%	5%
								b						
REDUCED SERVICES ONLY	22	2	20	5	16	11	11	2	**	9	6	**	1	2
	2%	1%	2%	2%	2%	2%	2%	1%	**	2%	2%	**	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	838	150	688	246	592	445	393	83	**	357	187	**	144	119
	80%	83%	79%	86%	78%	79%	82%	75%	**	86%	72%	**	86%	81%
				b						b			b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Received a discount	141	19	31	49	**	13	**	72	65	**	**	45	59	112	29	11
	13%	8%	14%	28% abe	**	12%	**	15%	14%	**	**	15%	14%	15%	10%	8%
Added extra or improved services	75	10	28	12	**	12	**	51	23	**	**	36	22	63	11	5
	7%	4%	13% a	7%	**	10%	**	10% b	5%	**	**	12% cef	5%	8%	4%	4%
Reduced or downgraded services	51	6	19	9	**	4	**	25	25	**	**	18	19	41	11	2
	5%	3%	9% a	5%	**	4%	**	5%	5%	**	**	6%	4%	5%	4%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	208	27	54	55	**	23	**	112	92	**	**	74	78	166	42	13
	20%	12%	25% a	32% a	**	20%	**	23%	19%	**	**	25% ef	18%	22% f	15%	10%
ALL 3 CHANGES	9	*	4	2	**	1	**	4	5	**	**	4	4	9	-	-
	1%	*%	2%	1%	**	1%	**	1%	1%	**	**	1%	1%	1%	-%	-%
DISCOUNT AND EXTRA SERVICES	21	3	11	4	**	3	**	15	5	**	**	7	4	14	6	3
	2%	1%	5%	2%	**	2%	**	3%	1%	**	**	2%	1%	2%	2%	2%
DISCOUNT AND REDUCED SERVICES	15	3	1	5	**	1	**	8	7	**	**	5	8	12	3	2
	1%	1%	1%	3%	**	1%	**	2%	2%	**	**	2%	2%	2%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	5	1	2	*	**	*	**	4	*	**	**	4	1	5	-	-
	1%	1%	1%	*%	**	*%	**	1%	*%	**	**	1%	*%	1%	-%	-%
DISCOUNT ONLY	96	13	14	37	**	9	**	45	48	**	**	29	42	76	20	5
	9%	5%	6%	21% abe	**	7%	**	9%	10%	**	**	10%	10%	10%	7%	4%
EXTRA SERVICES ONLY	40	5	10	5	**	8	**	27	13	**	**	20	13	35	5	2
	4%	2%	5%	3%	**	7%	**	6%	3%	**	**	7% e	3%	5%	2%	1%
REDUCED SERVICES ONLY	22	1	11	1	**	2	**	8	13	**	**	5	6	14	8	-
	2%	1%	5% a	1%	**	1%	**	2%	3%	**	**	2%	1%	2%	3%	-%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	838	209	164	119	**	92	**	373	387	**	**	219	346	592	244	120
	80%	88%	75%	68%	**	80%	**	77%	81%	**	**	75%	82%	78%	85%	90%
		bc													b	bd

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Received a discount	141	27	57	57	79	62	60	35	14	29	108	**	**	**
	13%	16%	15%	12%	15%	12%	17% c	13%	8%	13%	13%	**	**	**
Added extra or improved services	75	27	23	24	47	28	36	13	14	12	55	**	**	**
	7%	17% bc	6%	5%	9%	6%	10%	5%	7%	5%	7%	**	**	**
Reduced or downgraded services	51	15	18	18	26	25	17	14	9	11	39	**	**	**
	5%	9% c	5%	4%	5%	5%	5%	5%	5%	5%	5%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	208	53	74	81	118	91	83	52	30	40	159	**	**	**
	20%	32% bc	19%	16%	22%	18%	24%	20%	16%	17%	19%	**	**	**
ALL 3 CHANGES	9	1	5	3	5	3	4	2	3	-	8	**	**	**
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	**	**	**
DISCOUNT AND EXTRA SERVICES	21	6	7	8	14	7	13	3	-	5	15	**	**	**
	2%	4%	2%	2%	3%	1%	4%	1%	-%	2%	2%	**	**	**
DISCOUNT AND REDUCED SERVICES	15	3	8	4	7	8	5	2	1	7	9	**	**	**
	1%	2%	2%	1%	1%	2%	2%	1%	1%	3%	1%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	5	4	-	1	2	3	3	2	*	-	4	**	**	**
	1%	3% bc	-%	*%	*%	1%	1%	1%	*%	-%	*%	**	**	**
DISCOUNT ONLY	96	16	37	43	53	43	38	28	10	18	75	**	**	**
	9%	10%	10%	9%	10%	9%	11%	11%	5%	8%	9%	**	**	**
EXTRA SERVICES ONLY	40	16	12	13	25	15	16	7	11	7	29	**	**	**
	4%	9% bc	3%	3%	5%	3%	4%	3%	6%	3%	3%	**	**	**
REDUCED SERVICES ONLY	22	6	5	10	11	11	4	8	5	4	18	**	**	**
	2%	4%	1%	2%	2%	2%	1%	3%	2%	2%	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	838	112	310	414	421	410	268	211	159	193	688	**	**	**
	80%	68%	81%	84%	78%	82%	76%	80%	84%	83%	81%	**	**	**
			a	a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Received a discount	141	**	38	65	49	75	20	11	**	**
	13%	**	11%	16%	15%	13%	11%	13%	**	**
Added extra or improved services	75	**	20	40	28	43	14	9	**	**
	7%	**	6%	10%	9%	8%	8%	10%	**	**
Reduced or downgraded services	51	**	17	22	15	34	7	*	**	**
	5%	**	5%	6%	5%	6%	4%	*%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	208	**	62	93	72	116	30	18	**	**
	20%	**	18%	23%	22%	21%	17%	21%	**	**
ALL 3 CHANGES	9	**	2	5	5	4	2	-	**	**
	1%	**	*%	1%	2%	1%	1%	-%	**	**
DISCOUNT AND EXTRA SERVICES	21	**	5	12	4	14	4	2	**	**
	2%	**	1%	3%	1%	2%	2%	3%	**	**
DISCOUNT AND REDUCED SERVICES	15	**	4	7	5	9	2	-	**	**
	1%	**	1%	2%	2%	2%	1%	-%	**	**
EXTRA SERVICES AND REDUCED SERVICES	5	**	-	4	1	5	1	-	**	**
	1%	**	-%	1%	*%	1%	1%	-%	**	**
DISCOUNT ONLY	96	**	27	40	34	48	13	9	**	**
	9%	**	8%	10%	11%	8%	7%	10%	**	**
EXTRA SERVICES ONLY	40	**	13	18	18	21	8	7	**	**
	4%	**	4%	5%	6%	4%	4%	8%	**	**
REDUCED SERVICES ONLY	22	**	11	6	4	16	2	*	**	**
	2%	**	3%	1%	1%	3%	1%	*%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	838	**	282	303	251	449	150	68	**	**
	80%	**	82%	77%	78%	79%	83%	79%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Received a discount	141	141	87	54	**	**	-	**
	13%	13%	22%	18%	**	**	-%	**
		f	af	f				
Added extra or improved services	75	75	52	23	**	**	-	**
	7%	7%	13%	8%	**	**	-%	**
		f	af	f				
Reduced or downgraded services	51	51	29	22	**	**	-	**
	5%	5%	8%	8%	**	**	-%	**
		f	f	f				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	208	208	125	83	**	**	-	**
	20%	20%	32%	29%	**	**	-%	**
		f	af	af				
ALL 3 CHANGES	9	9	8	1	**	**	-	**
	1%	1%	2%	*%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	21	21	14	6	**	**	-	**
	2%	2%	4%	2%	**	**	-%	**
DISCOUNT AND REDUCED SERVICES	15	15	10	6	**	**	-	**
	1%	1%	3%	2%	**	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	5	5	4	1	**	**	-	**
	1%	1%	1%	*%	**	**	-%	**
DISCOUNT ONLY	96	96	55	41	**	**	-	**
	9%	9%	14%	14%	**	**	-%	**
		f	af	f				
EXTRA SERVICES ONLY	40	40	26	14	**	**	-	**
	4%	4%	7%	5%	**	**	-%	**
		f	f	f				
REDUCED SERVICES ONLY	22	22	8	14	**	**	-	**
	2%	2%	2%	5%	**	**	-%	**
				f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	838	838	263	208	**	**	192	**
	80%	80%	68%	71%	**	**	100%	**
		bc					abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Received a discount	69	11	58	18	51	45	24	10	**	24	16	**	14	11
	7%	6%	7%	6%	7%	8%	5%	9%	**	6%	6%	**	8%	7%
Added extra or improved services	41	11	29	14	26	22	19	4	**	9	10	**	12	8
	4%	6%	3%	5%	3%	4%	4%	4%	**	2%	4%	**	7% a	5%
Reduced or downgraded services	9	1	8	1	8	7	2	1	**	2	4	**	1	1
	1%	1%	1%	*%	1%	1%	*%	1%	**	1%	2%	**	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	21	83	31	73	67	37	14	**	33	26	**	23	18
	10%	12%	10%	11%	10%	12%	8%	13%	**	8%	10%	**	14%	12%
ALL 3 CHANGES	1	-	1	-	1	1	-	*	**	-	-	**	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	**	-%	-%	**	*%	-%
DISCOUNT AND EXTRA SERVICES	10	2	9	2	9	5	6	*	**	1	5	**	3	1
	1%	1%	1%	1%	1%	1%	1%	*%	**	*%	2%	**	2%	1%
DISCOUNT AND REDUCED SERVICES	1	1	-	1	-	1	-	-	**	-	-	**	-	1
	*%	*%	-%	*%	-%	*%	-%	-%	**	-%	-%	**	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	-	2	-	2	1	2	-	**	2	-	**	*	-
	*%	-%	*%	-%	*%	*%	*%	-%	**	*%	-%	**	*%	-%
DISCOUNT ONLY	58	9	49	16	42	39	18	9	**	23	12	**	10	9
	6%	5%	6%	6%	5%	7%	4%	8%	**	6%	4%	**	6%	6%
EXTRA SERVICES ONLY	27	10	18	13	15	16	11	4	**	6	5	**	8	7
	3%	5%	2%	4%	2%	3%	2%	3%	**	1%	2%	**	5%	4%
REDUCED SERVICES ONLY	5	*	5	*	5	5	-	1	**	1	4	**	*	*
	1%	*%	1%	*%	1%	1%	-%	1%	**	*%	2%	**	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	942	159	783	255	687	499	442	97	**	384	235	**	144	129
	90%	88%	90%	89%	90%	88%	92%	87%	**	92%	90%	**	86%	88%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Received a discount	69	11	11	13	**	7	**	35	32	**	**	35	19	59	10	3
	7%	5%	5%	8%	**	6%	**	7%	7%	**	**	12% cef	4%	8%	4%	3%
Added extra or improved services	41	9	4	8	**	11	**	21	17	**	**	24	9	34	6	1
	4%	4%	2%	4%	**	10% b	**	4%	4%	**	**	8% cef	2%	5%	2%	1%
Reduced or downgraded services	9	-	2	2	**	4	**	6	2	**	**	2	1	6	3	-
	1%	-%	1%	1%	**	4% a	**	1%	1%	**	**	1%	*%	1%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	15	16	20	**	18	**	56	44	**	**	54	27	89	15	4
	10%	7%	7%	11%	**	16% a	**	11%	9%	**	**	18% cdef	6%	12% cef	5%	3%
ALL 3 CHANGES	1	-	-	-	**	1	**	1	-	**	**	1	-	1	-	-
	*%	-%	-%	-%	**	1%	**	*%	-%	**	**	*%	-%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	4	1	3	**	-	**	5	6	**	**	6	1	8	3	-
	1%	2%	*%	2%	**	-%	**	1%	1%	**	**	2%	*%	1%	1%	-%
DISCOUNT AND REDUCED SERVICES	1	-	-	-	**	-	**	-	1	**	**	-	-	1	-	-
	*%	-%	-%	-%	**	-%	**	-%	*%	**	**	-%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	-	-	-	**	2	**	1	2	**	**	*	*	1	2	-
	*%	-%	-%	-%	**	2%	**	*%	*%	**	**	*%	*%	*%	1%	-%
DISCOUNT ONLY	58	6	10	11	**	6	**	30	26	**	**	28	17	50	8	3
	6%	3%	5%	6%	**	5%	**	6%	5%	**	**	10% ce	4%	7%	3%	3%
EXTRA SERVICES ONLY	27	5	2	5	**	8	**	15	10	**	**	17	7	26	2	1
	3%	2%	1%	3%	**	7% b	**	3%	2%	**	**	6% ce	2%	3%	1%	1%
REDUCED SERVICES ONLY	5	-	2	2	**	1	**	5	*	**	**	1	*	4	1	-
	1%	-%	1%	1%	**	1%	**	1%	*%	**	**	*%	*%	1%	*%	-%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	942	221	203	155	**	97	**	430	434	**	**	239	398	669	270	129
	90%	93%	93%	89%	**	84%	**	89%	91%	**	**	82%	94%	88%	95%	97%
		e											bd	b	bd	bd

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Received a discount	69	22	31	16	38	30	23	23	10	13	55	**	**	**
	7%	13%	8%	3%	7%	6%	7%	9%	5%	6%	6%	**	**	**
		c	c											
Added extra or improved services	41	20	10	10	21	19	24	6	7	3	29	**	**	**
	4%	12%	3%	2%	4%	4%	7%	2%	4%	1%	3%	**	**	**
		bc					d							
Reduced or downgraded services	9	5	1	3	7	2	3	2	4	1	5	**	**	**
	1%	3%	*%	1%	1%	*%	1%	1%	2%	*%	1%	**	**	**
		b												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	39	41	24	59	43	44	28	17	15	77	**	**	**
	10%	24%	11%	5%	11%	9%	12%	11%	9%	7%	9%	**	**	**
		bc	c											
ALL 3 CHANGES	1	1	-	-	*	*	1	-	-	-	1	**	**	**
	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	**	**	**
DISCOUNT AND EXTRA SERVICES	10	5	1	4	5	5	4	3	2	2	10	**	**	**
	1%	3%	*%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**
		b												
DISCOUNT AND REDUCED SERVICES	1	1	-	-	-	1	-	-	1	-	1	**	**	**
	*%	*%	-%	-%	-%	*%	-%	-%	*%	-%	*%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	2	*	*	2	2	1	1	-	2	-	-	**	**	**
	*%	*%	*%	*%	*%	*%	*%	-%	1%	-%	-%	**	**	**
DISCOUNT ONLY	58	15	30	13	33	23	18	20	7	11	44	**	**	**
	6%	9%	8%	3%	6%	5%	5%	8%	4%	5%	5%	**	**	**
		c	c											
EXTRA SERVICES ONLY	27	14	8	5	15	12	19	3	4	1	18	**	**	**
	3%	9%	2%	1%	3%	2%	5%	1%	2%	1%	2%	**	**	**
		bc					bd							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
REDUCED SERVICES ONLY	5	3	1	1	5	*	1	2	2	1	3	**	**	**
	1%	2%	*%	*%	1%	*%	*%	1%	1%	*%	*%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	942	126	344	470	479	458	307	235	173	217	770	**	**	**
	90%	76%	89%	95%	89%	91%	88%	89%	91%	93%	91%	**	**	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Received a discount	69	**	22	34	30	35	11	7	**	**
	7%	**	6%	9%	9%	6%	6%	8%	**	**
Added extra or improved services	41	**	11	24	11	23	11	7	**	**
	4%	**	3%	6%	3%	4%	6%	8%	**	**
Reduced or downgraded services	9	**	7	1	1	5	1	-	**	**
	1%	**	2%	*%	*%	1%	1%	-%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	**	34	52	38	56	21	12	**	**
	10%	**	10%	13%	12%	10%	12%	14%	**	**
ALL 3 CHANGES	1	**	-	1	*	*	-	-	**	**
	*%	**	-%	*%	*%	*%	-%	-%	**	**
DISCOUNT AND EXTRA SERVICES	10	**	3	6	5	6	2	1	**	**
	1%	**	1%	1%	1%	1%	1%	1%	**	**
DISCOUNT AND REDUCED SERVICES	1	**	-	-	-	1	1	-	**	**
	*%	**	-%	-%	-%	*%	*%	-%	**	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	*	-	1	-	-	**	**
	*%	**	1%	*%	-%	*%	-%	-%	**	**
DISCOUNT ONLY	58	**	19	28	25	29	9	6	**	**
	6%	**	5%	7%	8%	5%	5%	7%	**	**
EXTRA SERVICES ONLY	27	**	5	17	6	17	10	5	**	**
	3%	**	2%	4%	2%	3%	5%	6%	**	**
REDUCED SERVICES ONLY	5	**	5	*	1	4	*	-	**	**
	1%	**	1%	*%	*%	1%	*%	-%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	942	**	311	344	285	509	159	74	**	**
	90%	**	90%	87%	88%	90%	88%	86%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Received a discount	69	69	31	19	**	**	11	**
	7%	7%	8%	7%	**	**	6%	**
Added extra or improved services	41	41	23	12	**	**	-	**
	4%	4%	6%	4%	**	**	-%	**
		f	f	f				
Reduced or downgraded services	9	9	9	-	**	**	-	**
	1%	1%	2%	-%	**	**	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	104	104	54	27	**	**	11	**
	10%	10%	14%	9%	**	**	6%	**
			f					
ALL 3 CHANGES	1	1	1	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	10	10	6	4	**	**	-	**
	1%	1%	2%	1%	**	**	-%	**
DISCOUNT AND REDUCED SERVICES	1	1	1	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	2	2	-	**	**	-	**
	*%	*%	1%	-%	**	**	-%	**
DISCOUNT ONLY	58	58	24	16	**	**	11	**
	6%	6%	6%	5%	**	**	6%	**
EXTRA SERVICES ONLY	27	27	15	8	**	**	-	**
	3%	3%	4%	3%	**	**	-%	**
REDUCED SERVICES ONLY	5	5	5	-	**	**	-	**
	1%	1%	1%	-%	**	**	-%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	942	942	334	264	**	**	181	**
	90%	90%	86%	91%	**	**	94% b	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Discussed deals or offers with any other provider	116	28	87	41	75	73	42	32	**	32	26	**	24	27
	11%	16%	10%	14%	10%	13%	9%	28%	**	8%	10%	**	14%	18%
								ab						a
Looked at deals or offers from any other provider	262	45	217	71	192	167	95	42	**	108	64	**	39	39
	25%	25%	25%	25%	25%	29%	20%	38%	**	26%	25%	**	23%	26%
						b		b						
Talked with friends or family for recommendations about providers	184	30	154	41	143	110	74	31	**	63	58	**	30	24
	18%	17%	18%	14%	19%	19%	15%	28%	**	15%	22%	**	18%	16%
								b						
None of these	603	97	505	167	436	294	309	39	**	251	141	**	104	76
	58%	54%	58%	58%	57%	52%	64%	35%	**	60%	54%	**	62%	52%
						c	ac							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Discussed deals or offers with any other provider	116	16	31	22	**	23	**	64	47	**	**	57	31	103	12	7
	11%	7%	14%	12%	**	20%	**	13%	10%	**	**	19%	7%	14%	4%	5%
						a						cef		cef		
Looked at deals or offers from any other provider	262	46	58	51	**	28	**	138	111	**	**	86	105	212	49	17
	25%	19%	26%	29%	**	25%	**	28%	23%	**	**	30%	25%	28%	17%	13%
												ef	f	ef		
Talked with friends or family for recommendations about providers	184	25	42	40	**	27	**	86	87	**	**	63	71	140	44	24
	18%	10%	19%	23%	**	24%	**	18%	18%	**	**	22%	17%	18%	15%	18%
			a	a		a										
None of these	603	163	116	80	**	62	**	260	287	**	**	148	250	407	195	95
	58%	69%	53%	46%	**	54%	**	54%	60%	**	**	50%	59%	54%	68%	71%
		bce													bd	bd

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Discussed deals or offers with any other provider	116	46	42	27	63	53	53	26	16	19	92	**	**	**
	11%	28% bc	11% c	6%	12%	11%	15%	10%	8%	8%	11%	**	**	**
Looked at deals or offers from any other provider	262	59	102	101	146	115	104	62	46	48	209	**	**	**
	25%	35% c	26%	20%	27%	23%	30%	24%	25%	20%	25%	**	**	**
Talked with friends or family for recommendations about providers	184	45	64	75	89	96	71	48	28	37	137	**	**	**
	18%	28% bc	17%	15%	16%	19%	20%	18%	15%	16%	16%	**	**	**
None of these	603	61	221	320	298	299	177	160	110	149	494	**	**	**
	58%	37%	57% a	65% a	55%	60%	51%	61%	58%	64% a	58%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Discussed deals or offers with any other provider	116	**	32	59	38	60	28	14	**	**
	11%	**	9%	15%	12%	11%	16%	16%	**	**
Looked at deals or offers from any other provider	262	**	85	121	79	144	45	27	**	**
	25%	**	25%	31%	24%	26%	25%	32%	**	**
Talked with friends or family for recommendations about providers	184	**	72	69	59	104	30	13	**	**
	18%	**	21%	17%	18%	18%	17%	15%	**	**
None of these	603	**	197	212	184	326	97	41	**	**
	58%	**	57%	53%	57%	58%	54%	47%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Discussed deals or offers with any other provider	116	116	107	9	**	**	-	**
	11%	11%	28%	3%	**	**	-%	**
		cf	acf					
Looked at deals or offers from any other provider	262	262	237	25	**	**	-	**
	25%	25%	61%	9%	**	**	-%	**
		cf	acf	f				
Talked with friends or family for recommendations about providers	184	184	98	62	**	**	10	**
	18%	18%	25%	21%	**	**	5%	**
		f	af	f				
None of these	603	603	58	202	**	**	182	**
	58%	58%	15%	69%	**	**	95%	**
		b		ab			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Yes - in the last 6 months	60	21	38	24	36	60	-	60	**	19	10	**	9	20
	6%	12%	4%	8%	5%	11%	-%	54%	**	4%	4%	**	6%	14%
		b				b		ab						ab
Yes - 7 to 12 months ago	52	10	42	17	35	52	-	52	**	23	6	**	11	7
	5%	5%	5%	6%	5%	9%	-%	46%	**	5%	2%	**	6%	5%
						b		ab						
Yes - 13 to 18 months ago	73	24	49	25	48	73	-	-	**	23	13	**	12	20
	7%	13%	6%	9%	6%	13%	-%	-%	**	6%	5%	**	7%	14%
		b				bc								ab
Yes - 1.5 to 2 years ago	65	17	48	25	40	65	-	-	**	21	9	**	15	15
	6%	9%	6%	9%	5%	11%	-%	-%	**	5%	3%	**	9%	10%
						bc								b
Yes - 2 to 3 years ago	74	8	66	15	59	74	-	-	**	33	17	**	13	7
	7%	5%	8%	5%	8%	13%	-%	-%	**	8%	6%	**	8%	5%
						bc								
Yes - More than 3 years ago	243	25	219	38	205	243	-	-	**	108	75	**	33	14
	23%	14%	25%	13%	27%	43%	-%	-%	**	26%	29%	**	20%	10%
			a		a	bc				e	e		e	
No - never changed provider	479	75	404	142	337	-	479	-	**	189	130	**	74	63
	46%	42%	47%	50%	44%	-%	100%	-%	**	46%	50%	**	44%	43%
							ac							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Yes - in the last 6 months	60	10	12	5	**	10	**	35	21	**	**	17	25	49	11	6
	6%	4%	6%	3%	**	9%	**	7%	4%	**	**	6%	6%	6%	4%	4%
Yes - 7 to 12 months ago	52	5	9	5	**	13	**	33	19	**	**	15	17	36	16	8
	5%	2%	4%	3%	**	12% abc	**	7%	4%	**	**	5%	4%	5%	6%	6%
Yes - 13 to 18 months ago	73	9	22	6	**	10	**	38	24	**	**	26	24	62	11	1
	7%	4%	10%	4%	**	9%	**	8%	5%	**	**	9% f	6%	8% f	4%	1%
Yes - 1.5 to 2 years ago	65	12	10	9	**	11	**	36	23	**	**	26	23	52	11	7
	6%	5%	5%	5%	**	10%	**	7%	5%	**	**	9%	6%	7%	4%	5%
Yes - 2 to 3 years ago	74	14	10	9	**	11	**	46	24	**	**	31	29	62	12	6
	7%	6%	5%	5%	**	9%	**	9%	5%	**	**	11% e	7%	8%	4%	4%
Yes - More than 3 years ago	243	31	55	51	**	16	**	102	125	**	**	50	114	167	77	36
	23%	13%	25% a	29% ae	**	14%	**	21%	26%	**	**	17%	27% b	22%	27% b	27%
No - never changed provider	479	156	101	89	**	44	**	195	243	**	**	127	191	331	148	70
	46%	66% bce	46%	51%	**	38%	**	40%	51% a	**	**	44%	45%	44%	52%	53%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Yes - in the last 6 months	60	18	22	20	33	26	25	12	9	14	46	**	**	**
	6%	11% c	6%	4%	6%	5%	7%	5%	5%	6%	5%	**	**	**
Yes - 7 to 12 months ago	52	15	14	23	31	20	24	13	8	8	37	**	**	**
	5%	9% b	4%	5%	6%	4%	7%	5%	4%	3%	4%	**	**	**
Yes - 13 to 18 months ago	73	29	27	17	46	26	24	14	17	16	61	**	**	**
	7%	17% bc	7%	3%	8%	5%	7%	5%	9%	7%	7%	**	**	**
Yes - 1.5 to 2 years ago	65	10	30	23	37	28	20	20	16	8	47	**	**	**
	6%	6%	8%	5%	7%	6%	6%	8%	8%	3%	6%	**	**	**
Yes - 2 to 3 years ago	74	20	32	22	36	37	22	22	16	12	64	**	**	**
	7%	12% c	8%	4%	7%	7%	6%	8%	8%	5%	8%	**	**	**
Yes - More than 3 years ago	243	16	87	140	127	116	73	78	42	50	207	**	**	**
	23%	10%	23% a	28% a	24%	23%	21%	30%	22%	21%	24%	**	**	**
No - never changed provider	479	59	171	249	230	248	164	105	81	125	384	**	**	**
	46%	35%	45%	50% a	43%	50%	47%	40%	43%	54% b	45%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Yes - in the last 6 months	60	**	16	24	18	28	21	10	**	**
	6%	**	5%	6%	6%	5%	12%	12%	**	**
Yes - 7 to 12 months ago	52	**	11	28	8	35	10	5	**	**
	5%	**	3%	7%	3%	6%	5%	6%	**	**
Yes - 13 to 18 months ago	73	**	26	24	19	41	24	10	**	**
	7%	**	8%	6%	6%	7%	13%	12%	**	**
Yes - 1.5 to 2 years ago	65	**	22	24	18	32	17	8	**	**
	6%	**	6%	6%	5%	6%	9%	9%	**	**
Yes - 2 to 3 years ago	74	**	27	29	24	36	8	3	**	**
	7%	**	8%	7%	7%	6%	5%	4%	**	**
Yes - More than 3 years ago	243	**	93	86	85	130	25	7	**	**
	23%	**	27%	22%	26%	23%	14%	8%	**	**
No - never changed provider	479	**	149	180	150	262	75	43	**	**
	46%	**	43%	46%	47%	46%	42%	49%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q28. Have you or your household ever changed the company that provides your landline service? IF YES - When did you most recently change provider for your landline service?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Yes - in the last 6 months	60	60	55	4	**	**	1	**
	6%	6%	14%	1%	**	**	1%	**
		cf	acf					
Yes - 7 to 12 months ago	52	52	49	2	**	**	1	**
	5%	5%	13%	1%	**	**	1%	**
		cf	acf					
Yes - 13 to 18 months ago	73	73	33	17	**	**	-	**
	7%	7%	8%	6%	**	**	-%	**
		f	f	f				
Yes - 1.5 to 2 years ago	65	65	26	18	**	**	-	**
	6%	6%	7%	6%	**	**	-%	**
		f	f	f				
Yes - 2 to 3 years ago	74	74	32	15	**	**	20	**
	7%	7%	8%	5%	**	**	11%	**
Yes - More than 3 years ago	243	243	71	84	**	**	59	**
	23%	23%	18%	29%	**	**	31%	**
				b			b	
No - never changed provider	479	479	123	153	**	**	111	**
	46%	46%	32%	52%	**	**	57%	**
		b		b			ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?
Base: Those who have changed supplier in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	a	~b	c	~d	~a	~b	~c	~d	~e
Unweighted row	152	57	95	68	84	152	-	152	79	42	20	12	28	51
Effective Weighted Sample	118	39	81	48	71	118	-	118	78	38	18	9	21	34
Total	112	31	80	41	71	112	-	112	84	41	17	8	20	27
BT	34	**	**	**	**	34	**	34	**	**	**	**	**	**
	31%	**	**	**	**	31%	**	31%	**	**	**	**	**	**
Sky	19	**	**	**	**	19	**	19	**	**	**	**	**	**
	17%	**	**	**	**	17%	**	17%	**	**	**	**	**	**
Virgin Media	15	**	**	**	**	15	**	15	**	**	**	**	**	**
	13%	**	**	**	**	13%	**	13%	**	**	**	**	**	**
EE	15	**	**	**	**	15	**	15	**	**	**	**	**	**
	13%	**	**	**	**	13%	**	13%	**	**	**	**	**	**
Vodafone	7	**	**	**	**	7	**	7	**	**	**	**	**	**
	6%	**	**	**	**	6%	**	6%	**	**	**	**	**	**
TalkTalk	6	**	**	**	**	6	**	6	**	**	**	**	**	**
	5%	**	**	**	**	5%	**	5%	**	**	**	**	**	**
Plusnet	3	**	**	**	**	3	**	3	**	**	**	**	**	**
	3%	**	**	**	**	3%	**	3%	**	**	**	**	**	**
Utility Warehouse	3	**	**	**	**	3	**	3	**	**	**	**	**	**
	3%	**	**	**	**	3%	**	3%	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	2	**	2	**	**	**	**	**	**
	2%	**	**	**	**	2%	**	2%	**	**	**	**	**	**
Hyperoptic	2	**	**	**	**	2	**	2	**	**	**	**	**	**
	1%	**	**	**	**	1%	**	1%	**	**	**	**	**	**
KCOM	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	1%	**	**	**	**	1%	**	1%	**	**	**	**	**	**
Community Fibre	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	1%	**	**	**	**	1%	**	1%	**	**	**	**	**	**
Gigaclear	*	**	**	**	**	*	**	*	**	**	**	**	**	**
	*%	**	**	**	**	*%	**	*%	**	**	**	**	**	**
Other supplier	5	**	**	**	**	5	**	5	**	**	**	**	**	**
	4%	**	**	**	**	4%	**	4%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?
Base: Those who have changed supplier in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	152	27	24	15	10	35	17	102	46	4	21	61	45	127	25	13
Effective Weighted Sample	118	19	21	11	9	26	14	77	38	4	15	41	41	94	25	13
Total	112	15	21	10	9	23	14	68	40	4	11	32	42	85	27	14
BT	34	**	**	**	**	**	**	20	**	**	**	**	**	25	**	**
	31%	**	**	**	**	**	**	29%	**	**	**	**	**	29%	**	**
Sky	19	**	**	**	**	**	**	13	**	**	**	**	**	13	**	**
	17%	**	**	**	**	**	**	19%	**	**	**	**	**	16%	**	**
Virgin Media	15	**	**	**	**	**	**	7	**	**	**	**	**	11	**	**
	13%	**	**	**	**	**	**	11%	**	**	**	**	**	13%	**	**
EE	15	**	**	**	**	**	**	10	**	**	**	**	**	14	**	**
	13%	**	**	**	**	**	**	15%	**	**	**	**	**	16%	**	**
Vodafone	7	**	**	**	**	**	**	5	**	**	**	**	**	6	**	**
	6%	**	**	**	**	**	**	8%	**	**	**	**	**	7%	**	**
TalkTalk	6	**	**	**	**	**	**	2	**	**	**	**	**	4	**	**
	5%	**	**	**	**	**	**	4%	**	**	**	**	**	4%	**	**
Plusnet	3	**	**	**	**	**	**	3	**	**	**	**	**	2	**	**
	3%	**	**	**	**	**	**	5%	**	**	**	**	**	2%	**	**
Utility Warehouse	3	**	**	**	**	**	**	2	**	**	**	**	**	3	**	**
	3%	**	**	**	**	**	**	3%	**	**	**	**	**	4%	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	1	**	**	**	**	**	2	**	**
	2%	**	**	**	**	**	**	1%	**	**	**	**	**	2%	**	**
Hyperoptic	2	**	**	**	**	**	**	-	**	**	**	**	**	2	**	**
	1%	**	**	**	**	**	**	-%	**	**	**	**	**	2%	**	**
KCOM	1	**	**	**	**	**	**	1	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	1%	**	**
Community Fibre	1	**	**	**	**	**	**	*	**	**	**	**	**	1	**	**
	1%	**	**	**	**	**	**	1%	**	**	**	**	**	1%	**	**
Gigaclear	*	**	**	**	**	**	**	*	**	**	**	**	**	*	**	**
	*%	**	**	**	**	**	**	*%	**	**	**	**	**	*%	**	**
Other supplier	5	**	**	**	**	**	**	3	**	**	**	**	**	3	**	**
	4%	**	**	**	**	**	**	4%	**	**	**	**	**	3%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?
Base: Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	152	63	46	43	88	63	73	32	23	24	117	19	8	8
Effective Weighted Sample	118	42	37	41	68	50	54	26	17	21	90	15	7	7
Total	112	33	36	43	64	46	49	25	17	21	84	15	7	6
BT	34	**	**	**	**	**	**	**	**	**	24	**	**	**
	31%	**	**	**	**	**	**	**	**	**	29%	**	**	**
Sky	19	**	**	**	**	**	**	**	**	**	12	**	**	**
	17%	**	**	**	**	**	**	**	**	**	15%	**	**	**
Virgin Media	15	**	**	**	**	**	**	**	**	**	11	**	**	**
	13%	**	**	**	**	**	**	**	**	**	13%	**	**	**
EE	15	**	**	**	**	**	**	**	**	**	12	**	**	**
	13%	**	**	**	**	**	**	**	**	**	14%	**	**	**
Vodafone	7	**	**	**	**	**	**	**	**	**	6	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	**	**
TalkTalk	6	**	**	**	**	**	**	**	**	**	6	**	**	**
	5%	**	**	**	**	**	**	**	**	**	7%	**	**	**
Plusnet	3	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	4%	**	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	4%	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	1	**	**	**
	2%	**	**	**	**	**	**	**	**	**	1%	**	**	**
Hyperoptic	2	**	**	**	**	**	**	**	**	**	*	**	**	**
	1%	**	**	**	**	**	**	**	**	**	*%	**	**	**
KCOM	1	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**
Community Fibre	1	**	**	**	**	**	**	**	**	**	1	**	**	**
	1%	**	**	**	**	**	**	**	**	**	1%	**	**	**
Gigaclear	*	**	**	**	**	**	**	**	**	**	*	**	**	**
	*%	**	**	**	**	**	**	**	**	**	*%	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	**	4	**	**	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?
Base: Those who have changed supplier in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	152	17	35	73	47	79	57	34	23	12
Effective Weighted Sample	118	11	28	56	33	64	39	22	17	8
Total	112	8	28	52	27	64	31	16	16	6
BT	34	**	**	**	**	**	**	**	**	**
	31%	**	**	**	**	**	**	**	**	**
Sky	19	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**
Virgin Media	15	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**
EE	15	**	**	**	**	**	**	**	**	**
	13%	**	**	**	**	**	**	**	**	**
Vodafone	7	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**
TalkTalk	6	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**
Plusnet	3	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**
Hyperoptic	2	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
KCOM	1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
Community Fibre	1	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**
Gigaclear	*	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28A. Which provider did you previously use for your landline service?
Base: Those who have changed supplier in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	152	152	142	7	-	-	3	-
Effective Weighted Sample	118	118	110	6	-	-	3	-
Total	112	112	104	6	-	-	2	-
BT	34	34	32	**	**	**	**	**
	31%	31%	30%	**	**	**	**	**
Sky	19	19	17	**	**	**	**	**
	17%	17%	17%	**	**	**	**	**
Virgin Media	15	15	13	**	**	**	**	**
	13%	13%	12%	**	**	**	**	**
EE	15	15	15	**	**	**	**	**
	13%	13%	14%	**	**	**	**	**
Vodafone	7	7	7	**	**	**	**	**
	6%	6%	7%	**	**	**	**	**
TalkTalk	6	6	6	**	**	**	**	**
	5%	5%	6%	**	**	**	**	**
Plusnet	3	3	3	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
Utility Warehouse	3	3	3	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
NOW/ NOW Broadband	2	2	2	**	**	**	**	**
	2%	2%	2%	**	**	**	**	**
Hyperoptic	2	2	*	**	**	**	**	**
	1%	1%	*%	**	**	**	**	**
KCOM	1	1	1	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Community Fibre	1	1	1	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Gigaclear	*	*	*	**	**	**	**	**
	*%	*%	*%	**	**	**	**	**
Other supplier	5	5	5	**	**	**	**	**
	4%	4%	5%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	a	~b	c	~d	~a	~b	~c	~d	~e
Unweighted row	152	57	95	68	84	152	-	152	79	42	20	12	28	51
Effective Weighted Sample	118	39	81	48	71	118	-	118	78	38	18	9	21	34
Total	112	31	80	41	71	112	-	112	84	41	17	8	20	27
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	86	**	**	**	**	86	**	86	**	**	**	**	**	**
	77%	**	**	**	**	77%	**	77%	**	**	**	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	18	**	**	**	**	18	**	18	**	**	**	**	**	**
	16%	**	**	**	**	16%	**	16%	**	**	**	**	**	**
I don't remember	8	**	**	**	**	8	**	8	**	**	**	**	**	**
	7%	**	**	**	**	7%	**	7%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	152	27	24	15	10	35	17	102	46	4	21	61	45	127	25	13
Effective Weighted Sample	118	19	21	11	9	26	14	77	38	4	15	41	41	94	25	13
Total	112	15	21	10	9	23	14	68	40	4	11	32	42	85	27	14
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	86	**	**	**	**	**	**	52	**	**	**	**	**	66	**	**
	77%	**	**	**	**	**	**	77%	**	**	**	**	**	78%	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	18	**	**	**	**	**	**	10	**	**	**	**	**	16	**	**
	16%	**	**	**	**	**	**	15%	**	**	**	**	**	19%	**	**
I don't remember	8	**	**	**	**	**	**	6	**	**	**	**	**	2	**	**
	7%	**	**	**	**	**	**	8%	**	**	**	**	**	3%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	152	63	46	43	88	63	73	32	23	24	117	19	8	8
Effective Weighted Sample	118	42	37	41	68	50	54	26	17	21	90	15	7	7
Total	112	33	36	43	64	46	49	25	17	21	84	15	7	6
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	86	**	**	**	**	**	**	**	**	**	63	**	**	**
	77%	**	**	**	**	**	**	**	**	**	76%	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	18	**	**	**	**	**	**	**	**	**	13	**	**	**
	16%	**	**	**	**	**	**	**	**	**	15%	**	**	**
I don't remember	8	**	**	**	**	**	**	**	**	**	8	**	**	**
	7%	**	**	**	**	**	**	**	**	**	9%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	152	17	35	73	47	79	57	34	23	12
Effective Weighted Sample	118	11	28	56	33	64	39	22	17	8
Total	112	8	28	52	27	64	31	16	16	6
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	86	**	**	**	**	**	**	**	**	**
	77%	**	**	**	**	**	**	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	18	**	**	**	**	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**
I don't remember	8	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	152	152	142	7	-	-	3	-
Effective Weighted Sample	118	118	110	6	-	-	3	-
Total	112	112	104	6	-	-	2	-
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	86	86	82	**	**	**	**	**
	77%	77%	79%	**	**	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	18	18	15	**	**	**	**	**
	16%	16%	14%	**	**	**	**	**
I don't remember	8	8	8	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.
Base: Those who have ever changed supplier

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	~d	a	b	~c	~d	e
Unweighted row	567	134	433	170	397	567	-	152	79	199	127	37	93	112
Effective Weighted Sample	500	102	399	135	366	500	-	118	78	188	119	32	80	84
Total	567	105	462	144	423	567	-	112	84	227	131	33	93	84
Yes	125	41	84	47	78	125	**	27	**	31	26	**	**	34
	22%	39%	18%	32%	19%	22%	**	25%	**	14%	20%	**	**	40%
		b		b										ab
No	442	64	378	97	345	442	**	84	**	196	105	**	**	50
	78%	61%	82%	68%	81%	78%	**	75%	**	86%	80%	**	**	60%
			a		a					e	e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.
Base: Those who have ever changed supplier

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	~f	a	b	~c	~a	b	c	d	e	~f
Unweighted row	567	84	112	89	43	80	64	314	220	33	39	182	216	437	128	58
Effective Weighted Sample	500	69	105	79	40	65	59	267	203	32	28	141	203	372	126	57
Total	567	80	118	86	45	71	70	290	236	41	29	166	233	427	138	63
Yes	125	**	24	**	**	**	**	67	47	**	**	53	44	112	13	**
	22%	**	20%	**	**	**	**	23%	20%	**	**	32% ce	19%	26% e	9%	**
No	442	**	94	**	**	**	**	224	188	**	**	112	188	315	125	**
	78%	**	80%	**	**	**	**	77%	80%	**	**	68%	81% b	74%	91% bd	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.
Base: Those who have ever changed supplier

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	567	133	205	227	306	256	214	154	95	99	461	54	30	22
Effective Weighted Sample	500	97	182	220	269	226	184	141	81	93	407	48	27	18
Total	567	107	213	245	309	253	187	158	108	107	463	54	31	19
Yes	125	46	55	24	66	57	49	22	**	**	103	**	**	**
	22%	43%	26%	10%	21%	23%	26%	14%	**	**	22%	**	**	**
		bc	c				b							
No	442	61	158	221	243	196	138	137	**	**	360	**	**	**
	78%	57%	74%	90%	79%	77%	74%	86%	**	**	78%	**	**	**
			a	ab				a						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.
Base: Those who have ever changed supplier

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d
Unweighted row	567	40	186	227	184	292	134	67	67	29
Effective Weighted Sample	500	31	167	196	156	261	102	48	56	22
Total	567	37	196	216	173	303	105	44	61	21
Yes	125	**	45	50	48	56	41	**	**	**
	22%	**	23%	23%	28%	18%	39%	**	**	**
No	442	**	150	166	125	247	64	**	**	**
	78%	**	77%	77%	72%	82%	61%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of landline service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the landline service you changed most recently.
Base: Those who have ever changed supplier

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	567	567	301	127	38	19	71	11
Effective Weighted Sample	500	500	249	121	35	18	68	11
Total	567	567	266	139	46	22	82	13
Yes	125	125	71	30	**	**	**	**
	22%	22%	27%	21%	**	**	**	**
No	442	442	194	110	**	**	**	**
	78%	78%	73%	79%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	d	e
Unweighted row	847	149	698	234	613	415	432	-	-	319	229	53	130	122
Effective Weighted Sample	797	134	664	214	583	386	411	-	-	306	218	50	121	109
Total	934	149	785	245	689	455	479	-	-	375	244	56	147	119
Yes	116	20	96	27	89	73	43	**	**	58	21	**	15	20
	12%	13%	12%	11%	13%	16% b	9%	**	**	16%	8%	**	10%	17%
No	766	119	647	205	561	351	415	**	**	296	211	**	122	91
	82%	80%	82%	84%	81%	77%	87% a	**	**	79%	86%	**	83%	76%
Not sure	52	10	42	13	39	31	21	**	**	21	13	**	10	9
	6%	7%	5%	5%	6%	7%	4%	**	**	6%	5%	**	7%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	~e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	847	199	178	156	64	82	68	389	389	69	28	227	347	602	243	113
Effective Weighted Sample	797	188	170	146	61	75	65	362	370	66	24	205	331	558	239	111
Total	934	222	198	164	72	91	78	417	439	78	30	261	382	673	259	119
Yes	116	19	19	22	**	**	**	57	51	**	**	37	57	101	15	4
	12%	8%	10%	13%	**	**	**	14%	12%	**	**	14% ef	15% ef	15% ef	6%	4%
No	766	193	163	137	**	**	**	337	365	**	**	205	307	533	231	114
	82%	87%	82%	83%	**	**	**	81%	83%	**	**	79%	80%	79%	89% bcd	95% bcd
Not sure	52	10	16	5	**	**	**	23	24	**	**	19	18	40	12	1
	6%	5%	8%	3%	**	**	**	5%	5%	**	**	7%	5%	6%	5%	1%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	847	118	310	417	422	419	301	215	135	187	693	78	48	28
Effective Weighted Sample	797	104	288	406	398	394	285	207	125	178	654	73	45	25
Total	934	133	348	451	474	454	302	238	173	212	763	90	52	30
Yes	116	25	53	38	61	56	42	21	29	22	85	**	**	**
	12%	19%	15%	9%	13%	12%	14%	9%	17%	10%	11%	**	**	**
		c	c											
No	766	96	276	392	395	366	245	203	127	183	638	**	**	**
	82%	72%	79%	87%	83%	81%	81%	85%	74%	87%	84%	**	**	**
				ab				c		c				
Not sure	52	11	20	21	19	32	15	14	17	7	40	**	**	**
	6%	9%	6%	5%	4%	7%	5%	6%	10%	3%	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d
Unweighted row	847	51	279	319	275	447	149	77	72	52
Effective Weighted Sample	797	48	262	298	257	422	134	69	66	48
Total	934	59	317	344	296	502	149	71	78	49
Yes	116	**	43	47	51	55	20	**	**	**
	12%	**	14%	14%	17%	11%	13%	**	**	**
No	766	**	257	279	231	419	119	**	**	**
	82%	**	81%	81%	78%	84%	80%	**	**	**
Not sure	52	**	17	18	14	28	10	**	**	**
	6%	**	5%	5%	5%	6%	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your landline service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	847	847	270	255	62	61	169	30
Effective Weighted Sample	797	797	245	246	57	59	162	29
Total	934	934	284	286	71	67	190	36
Yes	116	116	85	25	**	**	3	**
	12%	12%	30%	9%	**	**	1%	**
		f	acf	f				
No	766	766	180	247	**	**	178	**
	82%	82%	63%	86%	**	**	94%	**
		b		b			ab	
Not sure	52	52	19	14	**	**	10	**
	6%	6%	7%	5%	**	**	5%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Up to 6 months	65	21	44	24	41	60	5	60	**	23	11	**	9	20
	6%	12%	5%	8%	5%	11%	1%	54%	**	5%	4%	**	6%	14%
		b				b		ab						ab
7 to 12 months	63	12	50	24	39	52	11	52	**	26	8	**	17	7
	6%	7%	6%	8%	5%	9%	2%	46%	**	6%	3%	**	10%	5%
						b		ab					b	
13 to 18 months	87	27	60	30	57	73	14	-	**	30	15	**	19	23
	8%	15%	7%	10%	8%	13%	3%	-%	**	7%	6%	**	11%	16%
		b				bc								ab
1.5 years to 2 years	79	20	60	29	50	65	14	-	**	28	11	**	17	17
	8%	11%	7%	10%	7%	11%	3%	-%	**	7%	4%	**	10%	11%
						bc								b
More than 2 years, up to 3 years	105	11	94	23	82	74	31	-	**	43	25	**	22	10
	10%	6%	11%	8%	11%	13%	6%	-%	**	10%	10%	**	13%	7%
						bc	c							
More than 3 years, up to 5 years	111	14	97	24	87	61	50	-	**	51	22	**	22	10
	11%	8%	11%	8%	11%	11%	10%	-%	**	12%	8%	**	13%	7%
						c	c							
More than 5 years, up to 10 years	179	24	155	40	138	87	92	-	**	68	47	**	26	17
	17%	13%	18%	14%	18%	15%	19%	-%	**	16%	18%	**	15%	12%
						c	c							
More than 10 years	326	47	279	84	242	80	246	-	**	130	117	**	32	40
	31%	26%	32%	29%	32%	14%	51%	-%	**	31%	45%	**	19%	27%
						c	ac			d	ade			
Don't know/ can't remember	31	4	27	7	24	16	15	-	**	19	6	**	3	3
	3%	2%	3%	2%	3%	3%	3%	-%	**	5%	2%	**	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q29B. How long has (PROVIDER) been providing your landline service?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Up to 6 months	65	10	15	5	**	11	**	36	25	**	**	20	25	52	13	7
	6%	4%	7%	3%	**	10%	**	7%	5%	**	**	7%	6%	7%	5%	5%
7 to 12 months	63	8	10	5	**	18	**	35	26	**	**	19	18	45	18	9
	6%	3%	5%	3%	**	16% abc	**	7%	5%	**	**	6%	4%	6%	6%	7%
13 to 18 months	87	13	23	8	**	15	**	45	31	**	**	37	25	74	13	2
	8%	5%	10%	5%	**	13%	**	9%	6%	**	**	13% cef	6%	10% f	5%	2%
1.5 years to 2 years	79	15	12	11	**	15	**	40	33	**	**	31	27	61	17	10
	8%	6%	5%	7%	**	13%	**	8%	7%	**	**	11%	6%	8%	6%	8%
More than 2 years, up to 3 years	105	15	17	13	**	16	**	62	37	**	**	43	41	88	17	9
	10%	6%	8%	7%	**	14%	**	13%	8%	**	**	15% e	10%	12% e	6%	7%
More than 3 years, up to 5 years	111	10	20	18	**	14	**	64	39	**	**	44	40	88	23	10
	11%	4%	9%	11%	**	13% a	**	13%	8%	**	**	15%	9%	12%	8%	7%
More than 5 years, up to 10 years	179	38	45	33	**	11	**	62	103	**	**	51	79	133	45	23
	17%	16%	21%	19%	**	10%	**	13%	21% a	**	**	17%	19%	18%	16%	18%
More than 10 years	326	124	73	76	**	11	**	133	168	**	**	42	151	195	131	59
	31%	53% be	33% e	44% e	**	10%	**	27%	35%	**	**	14%	36% bd	26% b	46% bcd	44% bd
Don't know/ can't remember	31	4	6	5	**	3	**	9	18	**	**	6	18	24	8	3
	3%	2%	3%	3%	**	2%	**	2%	4%	**	**	2%	4%	3%	3%	2%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

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Q29B. How long has (PROVIDER) been providing your landline service?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Up to 6 months	65	20	23	22	38	27	27	15	9	15	50	**	**	**
	6%	12% c	6%	5%	7%	5%	8%	6%	5%	6%	6%	**	**	**
7 to 12 months	63	20	17	26	38	23	26	15	10	11	43	**	**	**
	6%	12% bc	5%	5%	7%	5%	7%	6%	5%	5%	5%	**	**	**
13 to 18 months	87	34	34	19	49	37	29	16	20	20	74	**	**	**
	8%	20% bc	9% c	4%	9%	7%	8%	6%	11%	9%	9%	**	**	**
1.5 years to 2 years	79	12	34	32	46	33	25	22	20	12	55	**	**	**
	8%	7%	9%	6%	9%	7%	7%	8%	11%	5%	7%	**	**	**
More than 2 years, up to 3 years	105	27	46	32	49	55	32	34	19	17	94	**	**	**
	10%	17% c	12% c	6%	9%	11%	9%	13%	10%	7%	11%	**	**	**
More than 3 years, up to 5 years	111	23	42	46	66	44	43	32	18	17	86	**	**	**
	11%	14%	11%	9%	12%	9%	12%	12%	10%	7%	10%	**	**	**
More than 5 years, up to 10 years	179	17	75	86	68	110	59	46	33	40	147	**	**	**
	17%	10%	20% a	17%	13%	22% a	17%	17%	17%	17%	17%	**	**	**
More than 10 years	326	10	102	214	170	155	102	76	53	92	272	**	**	**
	31%	6%	26% a	43% ab	32%	31%	29%	29%	28%	39%	32%	**	**	**
Don't know/ can't remember	31	3	11	17	15	17	8	7	7	9	26	**	**	**
	3%	2%	3%	3%	3%	3%	2%	3%	4%	4%	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q29B. How long has (PROVIDER) been providing your landline service?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Up to 6 months	65	**	18	26	18	33	21	10	**	**
	6%	**	5%	7%	6%	6%	12%	12%	**	**
7 to 12 months	63	**	18	30	14	40	12	5	**	**
	6%	**	5%	8%	4%	7%	7%	6%	**	**
13 to 18 months	87	**	32	29	23	49	27	12	**	**
	8%	**	9%	7%	7%	9%	15%	13%	**	**
1.5 years to 2 years	79	**	28	28	23	40	20	8	**	**
	8%	**	8%	7%	7%	7%	11%	9%	**	**
More than 2 years, up to 3 years	105	**	38	41	33	56	11	5	**	**
	10%	**	11%	10%	10%	10%	6%	6%	**	**
More than 3 years, up to 5 years	111	**	27	51	37	59	14	6	**	**
	11%	**	8%	13%	11%	10%	8%	7%	**	**
More than 5 years, up to 10 years	179	**	58	72	50	105	24	12	**	**
	17%	**	17%	18%	15%	19%	13%	14%	**	**
More than 10 years	326	**	115	109	117	169	47	28	**	**
	31%	**	33%	28%	36%	30%	26%	33%	**	**
Don't know/ can't remember	31	**	12	9	8	16	4	-	**	**
	3%	**	3%	2%	2%	3%	2%	-%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your landline service?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Up to 6 months	65	65	56	6	**	**	1	**
	6%	6%	14%	2%	**	**	1%	**
		f	acf					
7 to 12 months	63	63	51	5	**	**	1	**
	6%	6%	13%	2%	**	**	1%	**
		cf	acf					
13 to 18 months	87	87	38	20	**	**	-	**
	8%	8%	10%	7%	**	**	-%	**
		f	f	f				
1.5 years to 2 years	79	79	29	20	**	**	-	**
	8%	8%	8%	7%	**	**	-%	**
		f	f	f				
More than 2 years, up to 3 years	105	105	42	23	**	**	28	**
	10%	10%	11%	8%	**	**	15%	**
More than 3 years, up to 5 years	111	111	41	28	**	**	29	**
	11%	11%	11%	10%	**	**	15%	**
More than 5 years, up to 10 years	179	179	48	69	**	**	35	**
	17%	17%	12%	24%	**	**	18%	**
				b				
More than 10 years	326	326	78	111	**	**	82	**
	31%	31%	20%	38%	**	**	43%	**
		b		b			ab	
Don't know/ can't remember	31	31	6	9	**	**	15	**
	3%	3%	2%	3%	**	**	8%	**
							ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	222	36	186	60	162	147	75	-	-	81	45	14	53	29
Effective Weighted Sample	207	31	176	54	154	137	71	-	-	78	43	13	49	25
Total	247	35	212	63	185	161	86	-	-	95	52	15	58	28
This is my first contract with them	72	**	61	**	54	47	**	**	**	**	**	**	**	**
	29%	**	29%	**	29%	29%	**	**	**	**	**	**	**	**
I have renewed my contract with them	159	**	136	**	120	107	**	**	**	**	**	**	**	**
	64%	**	64%	**	65%	67%	**	**	**	**	**	**	**	**
Not sure	16	**	15	**	10	6	**	**	**	**	**	**	**	**
	7%	**	7%	**	5%	4%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	222	29	36	37	19	35	37	126	83	13	9	96	76	181	41	21
Effective Weighted Sample	207	26	35	34	18	32	35	117	78	12	8	87	72	167	40	21
Total	247	32	41	39	21	41	40	137	95	16	9	107	85	201	46	24
This is my first contract with them	72	**	**	**	**	**	**	44	**	**	**	**	**	56	**	**
	29%	**	**	**	**	**	**	32%	**	**	**	**	**	28%	**	**
I have renewed my contract with them	159	**	**	**	**	**	**	89	**	**	**	**	**	134	**	**
	64%	**	**	**	**	**	**	65%	**	**	**	**	**	67%	**	**
Not sure	16	**	**	**	**	**	**	4	**	**	**	**	**	11	**	**
	7%	**	**	**	**	**	**	3%	**	**	**	**	**	5%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	222	54	89	79	120	100	80	64	42	33	178	25	13	6
Effective Weighted Sample	207	48	83	76	113	92	75	61	37	32	167	23	12	5
Total	247	57	100	90	136	109	83	73	50	38	197	29	15	6
This is my first contract with them	72	**	**	**	39	32	**	**	**	**	52	**	**	**
	29%	**	**	**	28%	29%	**	**	**	**	27%	**	**	**
I have renewed my contract with them	159	**	**	**	90	68	**	**	**	**	135	**	**	**
	64%	**	**	**	66%	62%	**	**	**	**	68%	**	**	**
Not sure	16	**	**	**	7	9	**	**	**	**	10	**	**	**
	7%	**	**	**	5%	8%	**	**	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d
Unweighted row	222	18	68	89	67	117	36	17	19	9
Effective Weighted Sample	207	16	63	83	61	110	31	15	17	8
Total	247	20	76	99	73	132	35	16	20	9
This is my first contract with them	72	**	**	**	**	31	**	**	**	**
	29%	**	**	**	**	24%	**	**	**	**
I have renewed my contract with them	159	**	**	**	**	92	**	**	**	**
	64%	**	**	**	**	70%	**	**	**	**
Not sure	16	**	**	**	**	8	**	**	**	**
	7%	**	**	**	**	6%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your landline service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	222	222	85	49	25	9	46	8
Effective Weighted Sample	207	207	77	47	23	9	45	8
Total	247	247	90	57	29	9	52	10
This is my first contract with them	72	72	**	**	**	**	**	**
	29%	29%	**	**	**	**	**	**
I have renewed my contract with them	159	159	**	**	**	**	**	**
	64%	64%	**	**	**	**	**	**
Not sure	16	16	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Yes	450	85	365	117	334	276	174	57	**	156	124	**	72	72
	43%	47%	42%	41%	44%	49% b	36%	51% b	**	37%	47%	**	43%	49% a
No	596	95	501	169	426	291	305	55	**	261	137	**	95	75
	57%	53%	58%	59%	56%	51%	64% ac	49%	**	63% e	53%	**	57%	51%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Yes	450	85	92	91	**	40	**	229	191	**	**	142	167	334	114	47
	43%	36%	42%	52% ae	**	35%	**	47%	40%	**	**	48%	39%	44%	40%	35%
No	596	151	127	84	**	75	**	256	288	**	**	151	258	425	171	86
	57%	64% c	58%	48%	**	65% c	**	53%	60%	**	**	52%	61%	56%	60%	65%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Yes	450	97	150	201	239	207	175	106	82	83	370	**	**	**
	43%	59% bc	39%	41%	44%	41%	50% d	40%	43%	36%	44%	**	**	**
No	596	68	234	294	300	293	176	157	108	150	477	**	**	**
	57%	41%	61% a	59% a	56%	59%	50%	60%	57%	64% a	56%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Yes	450	**	133	193	137	238	85	51	**	**
	43%	**	39%	49% b	42%	42%	47%	59%	**	**
No	596	**	212	203	186	327	95	36	**	**
	57%	**	61% c	51%	58%	58%	53%	41%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Yes	450	450	220	134	**	**	48	**
	43%	43%	57%	46%	**	**	25%	**
		f	acf	f				
No	596	596	168	158	**	**	145	**
	57%	57%	43%	54%	**	**	75%	**
		b		b			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	e
Unweighted row	471	118	353	148	323	307	164	98	33	141	120	32	76	104
Effective Weighted Sample	411	88	324	115	297	255	156	69	33	133	112	28	65	78
Total	450	85	365	117	334	276	174	57	35	156	124	28	72	72
Looked into deals with my existing provider at that time	208	29	178	43	165	128	80	**	**	76	64	**	**	24
	46%	34%	49% a	37%	49%	46%	46%	**	**	49%	52% e	**	**	34%
Looked into deals with alternative provider/s	123	14	109	26	97	90	33	**	**	43	33	**	**	13
	27%	17%	30% a	22%	29%	33% b	19%	**	**	28%	27%	**	**	18%
Contacted my existing provider at that time	120	21	99	27	93	68	52	**	**	33	35	**	**	18
	27%	25%	27%	23%	28%	25%	30%	**	**	21%	28%	**	**	26%
Signed up for a contract with my existing provider at that time	105	17	89	25	81	61	44	**	**	36	27	**	**	14
	23%	19%	24%	21%	24%	22%	25%	**	**	23%	22%	**	**	19%
Contacted alternative provider/s	39	15	24	16	24	33	6	**	**	9	8	**	**	14
	9%	17% b	7%	13%	7%	12% b	3%	**	**	6%	6%	**	**	20% ab
Signed up for a contract with an alternative provider	30	9	21	10	20	27	3	**	**	9	3	**	**	9
	7%	11%	6%	9%	6%	10% b	2%	**	**	6%	3%	**	**	12% b
Something else	6	1	6	1	6	5	1	**	**	2	2	**	**	1
	1%	1%	2%	*%	2%	2%	1%	**	**	1%	2%	**	**	1%
I did not take any action	96	17	79	25	70	51	45	**	**	42	25	**	**	11
	21%	19%	22%	22%	21%	18%	26%	**	**	27%	20%	**	**	16%
Can't remember	25	6	19	7	18	18	7	**	**	6	10	**	**	6
	6%	7%	5%	6%	5%	6%	4%	**	**	4%	8%	**	**	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	a	b	~c	~a	b	c	d	e	~f
Unweighted row	471	92	91	93	27	51	57	260	184	27	35	167	160	362	107	44
Effective Weighted Sample	411	78	85	83	25	39	51	218	169	25	25	129	149	304	106	43
Total	450	85	92	91	29	40	58	229	191	30	25	142	167	334	114	47
Looked into deals with my existing provider at that time	208	**	**	**	**	**	**	111	88	**	**	64	80	155	52	**
	46%	**	**	**	**	**	**	48%	46%	**	**	45%	48%	46%	46%	**
Looked into deals with alternative provider/s	123	**	**	**	**	**	**	68	49	**	**	42	50	97	25	**
	27%	**	**	**	**	**	**	30%	25%	**	**	30%	30%	29%	22%	**
Contacted my existing provider at that time	120	**	**	**	**	**	**	71	47	**	**	45	41	92	28	**
	27%	**	**	**	**	**	**	31%	25%	**	**	31%	25%	28%	24%	**
Signed up for a contract with my existing provider at that time	105	**	**	**	**	**	**	56	45	**	**	38	35	76	30	**
	23%	**	**	**	**	**	**	25%	24%	**	**	26%	21%	23%	26%	**
Contacted alternative provider/s	39	**	**	**	**	**	**	25	11	**	**	16	9	33	6	**
	9%	**	**	**	**	**	**	11%	6%	**	**	11%	5%	10%	6%	**
Signed up for a contract with an alternative provider	30	**	**	**	**	**	**	24	6	**	**	11	5	25	5	**
	7%	**	**	**	**	**	**	11% b	3%	**	**	8%	3%	7%	4%	**
Something else	6	**	**	**	**	**	**	4	2	**	**	1	1	2	4	**
	1%	**	**	**	**	**	**	2%	1%	**	**	*%	1%	1%	4%	**
I did not take any action	96	**	**	**	**	**	**	37	52	**	**	21	45	66	30	**
	21%	**	**	**	**	**	**	16%	27% a	**	**	15%	27% b	20%	26%	**
Can't remember	25	**	**	**	**	**	**	11	8	**	**	12	5	19	4	**
	6%	**	**	**	**	**	**	5%	4%	**	**	8%	3%	6%	4%	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	471	124	157	188	248	219	201	106	77	83	384	46	22	19
Effective Weighted Sample	411	91	136	182	215	192	172	96	65	77	337	40	19	15
Total	450	97	150	201	239	207	175	106	82	83	370	45	20	16
Looked into deals with my existing provider at that time	208	44	69	94	114	92	94	53	**	**	172	**	**	**
	46%	45%	46%	47%	48%	44%	54%	50%	**	**	47%	**	**	**
Looked into deals with alternative provider/s	123	27	51	44	73	49	54	34	**	**	103	**	**	**
	27%	28%	34%	22%	30%	23%	31%	32%	**	**	28%	**	**	**
Contacted my existing provider at that time	120	32	44	44	65	55	58	24	**	**	94	**	**	**
	27%	33%	29%	22%	27%	27%	33%	23%	**	**	25%	**	**	**
Signed up for a contract with my existing provider at that time	105	19	39	47	60	45	43	30	**	**	81	**	**	**
	23%	20%	26%	24%	25%	22%	25%	29%	**	**	22%	**	**	**
Contacted alternative provider/s	39	19	11	9	25	13	22	7	**	**	29	**	**	**
	9%	20% bc	8%	4%	11%	6%	13%	6%	**	**	8%	**	**	**
Signed up for a contract with an alternative provider	30	17	7	6	20	9	16	6	**	**	23	**	**	**
	7%	17% bc	5%	3%	8%	5%	9%	5%	**	**	6%	**	**	**
Something else	6	1	1	4	4	2	3	*	**	**	5	**	**	**
	1%	1%	1%	2%	2%	1%	2%	*%	**	**	1%	**	**	**
I did not take any action	96	13	24	59	50	45	28	21	**	**	82	**	**	**
	21%	13%	16%	29% ab	21%	22%	16%	20%	**	**	22%	**	**	**
Can't remember	25	7	9	8	10	15	8	6	**	**	20	**	**	**
	6%	8%	6%	4%	4%	7%	4%	6%	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d
Unweighted row	471	36	134	208	154	243	118	75	43	36
Effective Weighted Sample	411	27	119	178	127	217	88	56	33	28
Total	450	31	133	193	137	238	85	51	35	27
Looked into deals with my existing provider at that time	208	**	52	104	62	115	29	**	**	**
	46%	**	39%	54% b	45%	48%	34%	**	**	**
Looked into deals with alternative provider/s	123	**	36	60	43	63	14	**	**	**
	27%	**	27%	31%	32%	27%	17%	**	**	**
Contacted my existing provider at that time	120	**	35	59	38	70	21	**	**	**
	27%	**	26%	30%	28%	29%	25%	**	**	**
Signed up for a contract with my existing provider at that time	105	**	34	43	35	58	17	**	**	**
	23%	**	25%	22%	25%	24%	19%	**	**	**
Contacted alternative provider/s	39	**	18	19	12	21	15	**	**	**
	9%	**	13%	10%	9%	9%	17%	**	**	**
Signed up for a contract with an alternative provider	30	**	14	14	12	15	9	**	**	**
	7%	**	10%	7%	9%	6%	11%	**	**	**
Something else	6	**	2	1	4	1	1	**	**	**
	1%	**	1%	1%	3%	1%	1%	**	**	**
I did not take any action	96	**	23	40	24	54	17	**	**	**
	21%	**	18%	21%	17%	23%	19%	**	**	**
Can't remember	25	**	7	8	2	15	6	**	**	**
	6%	**	6%	4%	1%	6%	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	471	471	259	127	15	18	42	10
Effective Weighted Sample	411	411	211	121	14	17	40	10
Total	450	450	220	134	16	20	48	12
Looked into deals with my existing provider at that time	208	208	123	57	**	**	**	**
	46%	46%	56% a	43%	**	**	**	**
Looked into deals with alternative provider/s	123	123	98	17	**	**	**	**
	27%	27% c	45% ac	13%	**	**	**	**
Contacted my existing provider at that time	120	120	74	34	**	**	**	**
	27%	27%	34%	26%	**	**	**	**
Signed up for a contract with my existing provider at that time	105	105	51	39	**	**	**	**
	23%	23%	23%	29%	**	**	**	**
Contacted alternative provider/s	39	39	33	4	**	**	**	**
	9%	9%	15% c	3%	**	**	**	**
Signed up for a contract with an alternative provider	30	30	28	2	**	**	**	**
	7%	7%	13% ac	1%	**	**	**	**
Something else	6	6	4	2	**	**	**	**
	1%	1%	2%	2%	**	**	**	**
I did not take any action	96	96	23	26	**	**	**	**
	21%	21% b	10%	20%	**	**	**	**
Can't remember	25	25	10	7	**	**	**	**
	6%	6%	5%	6%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Agree strongly	241	65	175	90	151	114	126	37	**	80	47	**	43	55
	23%	36% b	20%	31% b	20%	20%	26%	33% a	**	19%	18%	**	26%	37% ab
Agree slightly	352	63	289	105	247	185	167	38	**	119	101	**	62	50
	34%	35%	33%	37%	33%	33%	35%	34%	**	28%	39% a	**	37%	34%
Disagree slightly	194	26	169	38	156	124	70	14	**	94	51	**	27	20
	19%	14%	19%	13%	21% a	22% b	15%	13%	**	23%	19%	**	16%	14%
Disagree strongly	135	13	122	21	114	88	47	10	**	64	36	**	15	11
	13%	7%	14% a	7%	15% a	16% b	10%	9%	**	15% e	14%	**	9%	7%
Don't know	124	13	111	32	92	55	68	11	**	60	26	**	20	11
	12%	7%	13%	11%	12%	10%	14%	10%	**	14%	10%	**	12%	7%
TOTAL AGREE	593	129	464	195	398	299	294	76	**	198	148	**	106	105
	57%	71% b	54%	68% b	52%	53%	61% a	68% a	**	48%	57%	**	63% a	72% ab
TOTAL DISAGREE	329	39	291	60	270	212	117	25	**	158	87	**	42	31
	31%	21%	34% a	21%	35% a	37% bc	24%	22%	**	38% de	33% e	**	25%	21%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Agree strongly	241	57	48	31	**	37	**	112	108	**	**	81	80	171	70	36
	23%	24%	22%	18%	**	32% c	**	23%	23%	**	**	28% c	19%	23%	24%	27%
Agree slightly	352	81	80	60	**	42	**	167	162	**	**	100	138	259	91	45
	34%	34%	36%	34%	**	37%	**	34%	34%	**	**	34%	32%	34%	32%	34%
Disagree slightly	194	47	38	35	**	8	**	92	95	**	**	55	87	149	45	14
	19%	20% e	17%	20% e	**	7%	**	19%	20%	**	**	19%	20%	20%	16%	11%
Disagree strongly	135	19	26	34	**	16	**	63	62	**	**	39	58	98	36	19
	13%	8%	12%	20% a	**	14%	**	13%	13%	**	**	13%	14%	13%	13%	14%
Don't know	124	31	27	13	**	11	**	51	52	**	**	18	61	80	44	19
	12%	13%	12%	8%	**	10%	**	10%	11%	**	**	6%	14% b	11%	15% b	14% b
TOTAL AGREE	593	138	127	92	**	79	**	279	270	**	**	182	218	430	161	81
	57%	59%	58%	52%	**	69% c	**	58%	56%	**	**	62% c	51%	57%	56%	61%
TOTAL DISAGREE	329	67	64	70	**	24	**	155	157	**	**	94	145	248	81	33
	31%	28%	29%	40% e	**	21%	**	32%	33%	**	**	32%	34%	33%	28%	25%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Agree strongly	241	48	78	114	131	106	82	53	39	65	186	**	**	**
	23%	29%	20%	23%	24%	21%	23%	20%	21%	28%	22%	**	**	**
Agree slightly	352	70	129	152	186	166	124	84	70	74	276	**	**	**
	34%	43% c	33%	31%	35%	33%	35%	32%	37%	32%	33%	**	**	**
Disagree slightly	194	26	87	82	96	98	58	57	38	37	161	**	**	**
	19%	16%	23%	17%	18%	19%	17%	22%	20%	16%	19%	**	**	**
Disagree strongly	135	13	58	63	74	60	49	40	21	25	118	**	**	**
	13%	8%	15%	13%	14%	12%	14%	15%	11%	11%	14%	**	**	**
Don't know	124	8	33	83	52	71	38	30	22	33	106	**	**	**
	12%	5%	9%	17% ab	10%	14%	11%	11%	12%	14%	12%	**	**	**
TOTAL AGREE	593	119	207	266	317	272	206	137	109	138	462	**	**	**
	57%	72% bc	54%	54%	59%	54%	59%	52%	57%	59%	55%	**	**	**
TOTAL DISAGREE	329	39	144	145	170	158	107	96	59	62	279	**	**	**
	31%	24%	38% a	29%	32%	32%	30%	37%	31%	27%	33%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Agree strongly	241	**	84	82	81	115	65	30	**	**
	23%	**	24%	21%	25%	20%	36%	35%	**	**
Agree slightly	352	**	126	136	104	211	63	28	**	**
	34%	**	36%	34%	32%	37%	35%	32%	**	**
Disagree slightly	194	**	56	79	51	112	26	15	**	**
	19%	**	16%	20%	16%	20%	14%	18%	**	**
Disagree strongly	135	**	42	56	49	70	13	6	**	**
	13%	**	12%	14%	15%	12%	7%	7%	**	**
Don't know	124	**	36	43	39	57	13	7	**	**
	12%	**	11%	11%	12%	10%	7%	9%	**	**
TOTAL AGREE	593	**	210	218	185	326	129	58	**	**
	57%	**	61%	55%	57%	58%	71%	67%	**	**
TOTAL DISAGREE	329	**	99	136	100	183	39	21	**	**
	31%	**	29%	34%	31%	32%	21%	25%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Agree strongly	241	241	82	60	**	**	50	**
	23%	23%	21%	20%	**	**	26%	**
Agree slightly	352	352	125	98	**	**	75	**
	34%	34%	32%	34%	**	**	39%	**
Disagree slightly	194	194	83	61	**	**	24	**
	19%	19%	21%	21%	**	**	12%	**
Disagree strongly	135	135	73	40	**	**	8	**
	13%	13%	19%	14%	**	**	4%	**
		f	af	f				
Don't know	124	124	25	33	**	**	36	**
	12%	12%	7%	11%	**	**	19%	**
		b					b	
TOTAL AGREE	593	593	207	158	**	**	125	**
	57%	57%	53%	54%	**	**	65%	**
TOTAL DISAGREE	329	329	155	101	**	**	31	**
	31%	31%	40%	35%	**	**	16%	**
		f	af	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Agree strongly	224	65	158	89	135	119	105	30	**	69	35	**	52	57
	21%	36%	18%	31%	18%	21%	22%	27%	**	16%	14%	**	31%	39%
		b		b									ab	ab
Agree slightly	375	62	313	107	268	207	168	45	**	170	87	**	54	49
	36%	34%	36%	37%	35%	37%	35%	40%	**	41%	33%	**	32%	33%
Disagree slightly	228	29	199	40	188	129	100	20	**	89	67	**	36	21
	22%	16%	23%	14%	25%	23%	21%	18%	**	21%	26%	**	22%	15%
					a						e			
Disagree strongly	161	12	150	18	144	87	74	7	**	62	62	**	14	9
	15%	6%	17%	6%	19%	15%	16%	7%	**	15%	24%	**	9%	6%
			a		a	c	c			e	ade			
Don't know	58	12	45	32	26	25	33	9	**	27	10	**	10	10
	6%	7%	5%	11%	3%	4%	7%	8%	**	6%	4%	**	6%	7%
				b										
TOTAL AGREE	599	127	471	196	403	326	273	75	**	239	122	**	107	106
	57%	71%	54%	69%	53%	58%	57%	67%	**	57%	47%	**	64%	72%
		b		b									b	ab
TOTAL DISAGREE	389	40	349	58	331	216	174	28	**	151	129	**	51	31
	37%	22%	40%	20%	44%	38%	36%	25%	**	36%	49%	**	30%	21%
			a		a	c				e	ade			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Agree strongly	224	47	40	30	**	34	**	116	90	**	**	85	64	165	59	31
	21%	20%	18%	17%	**	30%	**	24%	19%	**	**	29% c	15%	22% c	20%	23%
Agree slightly	375	99	75	43	**	34	**	172	179	**	**	113	143	272	102	51
	36%	42% c	34%	25%	**	30%	**	36%	37%	**	**	38%	34%	36%	36%	38%
Disagree slightly	228	41	43	57	**	28	**	96	115	**	**	59	102	165	63	29
	22%	17%	20%	32% ab	**	24%	**	20%	24%	**	**	20%	24%	22%	22%	22%
Disagree strongly	161	30	50	41	**	14	**	79	68	**	**	27	91	121	39	11
	15%	13%	23% a	23% a	**	12%	**	16%	14%	**	**	9%	21% bf	16% b	14%	8%
Don't know	58	19	11	4	**	5	**	21	26	**	**	9	26	35	22	10
	6%	8%	5%	3%	**	4%	**	4%	5%	**	**	3%	6%	5%	8%	8%
TOTAL AGREE	599	145	115	73	**	68	**	289	270	**	**	197	207	437	161	82
	57%	62% c	52%	42%	**	59% c	**	59%	56%	**	**	67% cde	49%	58% c	56%	62%
TOTAL DISAGREE	389	72	93	97	**	42	**	175	183	**	**	86	192	286	103	40
	37%	30%	42% a	56% ae	**	36%	**	36%	38%	**	**	29%	45% bf	38%	36%	30%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Agree strongly	224	58	78	88	127	94	75	43	53	50	171	**	**	**
	21%	35% bc	20%	18%	24%	19%	21%	16%	28% b	22%	20%	**	**	**
Agree slightly	375	67	135	172	205	168	116	103	67	85	298	**	**	**
	36%	40%	35%	35%	38%	34%	33%	39%	36%	36%	35%	**	**	**
Disagree slightly	228	23	103	102	110	118	74	66	31	55	198	**	**	**
	22%	14%	27% a	21%	20%	24%	21%	25%	16%	23%	23%	**	**	**
Disagree strongly	161	14	54	93	72	88	63	42	30	25	129	**	**	**
	15%	8%	14%	19% a	13%	18%	18%	16%	16%	11%	15%	**	**	**
Don't know	58	4	14	40	25	32	22	9	7	18	50	**	**	**
	6%	2%	4%	8% a	5%	6%	6%	4%	4%	8%	6%	**	**	**
TOTAL AGREE	599	124	213	260	332	263	191	146	121	135	469	**	**	**
	57%	75% bc	55%	53%	62% b	52%	54%	56%	64%	58%	55%	**	**	**
TOTAL DISAGREE	389	37	157	195	182	206	138	107	61	80	327	**	**	**
	37%	22%	41% a	39% a	34%	41%	39%	41%	32%	34%	39%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Agree strongly	224	**	87	78	79	111	65	33	**	**
	21%	**	25%	20%	25%	20%	36%	39%	**	**
Agree slightly	375	**	128	135	116	211	62	29	**	**
	36%	**	37%	34%	36%	37%	34%	34%	**	**
Disagree slightly	228	**	59	100	61	139	29	13	**	**
	22%	**	17%	25% b	19%	25%	16%	15%	**	**
Disagree strongly	161	**	52	68	52	77	12	7	**	**
	15%	**	15%	17%	16%	14%	6%	8%	**	**
Don't know	58	**	18	16	14	26	12	4	**	**
	6%	**	5%	4%	4%	5%	7%	5%	**	**
TOTAL AGREE	599	**	215	212	196	323	127	62	**	**
	57%	**	62%	54%	61%	57%	71%	72%	**	**
TOTAL DISAGREE	389	**	111	168	113	217	40	20	**	**
	37%	**	32%	42% b	35%	38%	22%	23%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Agree strongly	224	224	86	50	**	**	53	**
	21%	21%	22%	17%	**	**	27%	**
Agree slightly	375	375	126	113	**	**	72	**
	36%	36%	33%	39%	**	**	37%	**
Disagree slightly	228	228	88	70	**	**	38	**
	22%	22%	23%	24%	**	**	20%	**
Disagree strongly	161	161	78	46	**	**	12	**
	15%	15%	20%	16%	**	**	6%	**
		f	f	f				
Don't know	58	58	10	13	**	**	18	**
	6%	6%	3%	4%	**	**	9%	**
							b	
TOTAL AGREE	599	599	212	163	**	**	125	**
	57%	57%	55%	56%	**	**	65%	**
TOTAL DISAGREE	389	389	166	116	**	**	50	**
	37%	37%	43%	40%	**	**	26%	**
		f	f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Agree strongly	284	75	209	97	187	144	139	33	**	93	54	**	58	64
	27%	41%	24%	34%	25%	25%	29%	30%	**	22%	21%	**	35%	44%
		b		b									ab	ab
Agree slightly	393	60	333	107	286	205	188	44	**	152	98	**	69	47
	38%	33%	38%	37%	38%	36%	39%	40%	**	37%	38%	**	42%	32%
Disagree slightly	174	23	151	43	132	108	66	16	**	81	51	**	22	16
	17%	13%	17%	15%	17%	19%	14%	14%	**	20%	19%	**	13%	11%
Disagree strongly	148	14	134	22	126	90	57	12	**	71	47	**	12	11
	14%	8%	15%	8%	17%	16%	12%	11%	**	17%	18%	**	7%	8%
			a		a					de	de			
Don't know	48	9	39	18	30	19	29	6	**	19	11	**	6	8
	5%	5%	4%	6%	4%	3%	6%	5%	**	5%	4%	**	4%	5%
TOTAL AGREE	677	134	542	204	473	349	327	78	**	245	152	**	127	112
	65%	74%	63%	71%	62%	62%	68%	69%	**	59%	58%	**	76%	76%
		b		b									ab	ab
TOTAL DISAGREE	322	37	284	64	258	198	123	28	**	152	97	**	33	27
	31%	21%	33%	22%	34%	35%	26%	25%	**	37%	37%	**	20%	18%
			a		a	b				de	de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Agree strongly	284	76	49	41	**	39	**	134	123	**	**	94	95	204	79	42
	27%	32%	23%	24%	**	34%	**	28%	26%	**	**	32% c	22%	27%	28%	32%
Agree slightly	393	86	87	65	**	48	**	182	190	**	**	114	155	285	106	53
	38%	37%	40%	37%	**	42%	**	37%	40%	**	**	39%	36%	38%	37%	40%
Disagree slightly	174	42	40	30	**	11	**	86	77	**	**	37	83	127	47	15
	17%	18%	18%	17%	**	9%	**	18%	16%	**	**	13%	20%	17%	16%	11%
Disagree strongly	148	21	31	31	**	11	**	68	63	**	**	36	72	110	37	15
	14%	9%	14%	18% a	**	10%	**	14%	13%	**	**	12%	17%	14%	13%	11%
Don't know	48	11	12	7	**	5	**	16	26	**	**	12	20	32	16	7
	5%	5%	5%	4%	**	4%	**	3%	6%	**	**	4%	5%	4%	6%	5%
TOTAL AGREE	677	163	136	107	**	88	**	315	313	**	**	208	250	490	185	96
	65%	69%	62%	61%	**	76% bc	**	65%	65%	**	**	71% c	59%	65%	65%	72% c
TOTAL DISAGREE	322	62	70	61	**	22	**	154	140	**	**	73	155	237	84	30
	31%	26%	32%	35% e	**	19%	**	32%	29%	**	**	25%	36% bf	31%	29%	23%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Agree strongly	284	57	103	124	145	137	93	58	62	64	227	**	**	**
	27%	35%	27%	25%	27%	27%	27%	22%	33%	28%	27%	**	**	**
Agree slightly	393	66	143	183	212	180	133	105	65	87	311	**	**	**
	38%	40%	37%	37%	39%	36%	38%	40%	34%	38%	37%	**	**	**
Disagree slightly	174	21	68	85	93	80	58	46	32	38	147	**	**	**
	17%	13%	18%	17%	17%	16%	16%	18%	17%	16%	17%	**	**	**
Disagree strongly	148	17	57	73	68	78	51	45	23	26	119	**	**	**
	14%	10%	15%	15%	13%	16%	14%	17%	12%	11%	14%	**	**	**
Don't know	48	5	14	29	21	25	16	9	6	17	41	**	**	**
	5%	3%	4%	6%	4%	5%	5%	3%	3%	7%	5%	**	**	**
TOTAL AGREE	677	123	245	307	357	317	226	164	127	152	539	**	**	**
	65%	74%	64%	62%	66%	63%	64%	62%	67%	65%	64%	**	**	**
		c												
TOTAL DISAGREE	322	38	125	158	161	158	108	91	56	64	267	**	**	**
	31%	23%	33%	32%	30%	32%	31%	35%	29%	28%	31%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Agree strongly	284	**	100	101	107	138	75	39	**	**
	27%	**	29%	25%	33% b	24%	41%	45%	**	**
Agree slightly	393	**	132	159	98	236	60	30	**	**
	38%	**	38%	40%	30%	42% a	33%	34%	**	**
Disagree slightly	174	**	52	68	51	100	23	9	**	**
	17%	**	15%	17%	16%	18%	13%	10%	**	**
Disagree strongly	148	**	45	57	50	70	14	6	**	**
	14%	**	13%	14%	15%	12%	8%	6%	**	**
Don't know	48	**	15	12	17	21	9	3	**	**
	5%	**	4%	3%	5%	4%	5%	4%	**	**
TOTAL AGREE	677	**	232	259	205	375	134	69	**	**
	65%	**	67%	66%	63%	66%	74%	80%	**	**
TOTAL DISAGREE	322	**	97	125	101	170	37	14	**	**
	31%	**	28%	32%	31%	30%	21%	17%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Agree strongly	284	284	88	73	**	**	71	**
	27%	27%	23%	25%	**	**	37% abc	**
Agree slightly	393	393	129	116	**	**	79	**
	38%	38%	33%	40%	**	**	41%	**
Disagree slightly	174	174	92	45	**	**	21	**
	17%	17%	24% af	15%	**	**	11%	**
Disagree strongly	148	148	71	50	**	**	6	**
	14%	14% f	18% f	17% f	**	**	3%	**
Don't know	48	48	9	8	**	**	16	**
	5%	5%	2%	3%	**	**	8% bc	**
TOTAL AGREE	677	677	216	189	**	**	150	**
	65%	65% b	56%	65%	**	**	78% abc	**
TOTAL DISAGREE	322	322	162	95	**	**	26	**
	31%	31% f	42% af	33% f	**	**	14%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Agree strongly	231	54	176	68	162	117	114	31	**	65	69	**	32	47
	22%	30%	20%	24%	21%	21%	24%	28%	**	16%	26%	**	19%	32%
		b									a			ad
Agree slightly	338	49	289	83	255	183	155	35	**	147	76	**	58	41
	32%	27%	33%	29%	34%	32%	32%	32%	**	35%	29%	**	35%	28%
Disagree slightly	213	35	178	63	150	122	91	23	**	89	51	**	39	24
	20%	20%	21%	22%	20%	21%	19%	21%	**	21%	19%	**	23%	17%
Disagree strongly	193	29	163	42	151	117	75	19	**	86	52	**	23	24
	18%	16%	19%	15%	20%	21%	16%	17%	**	21%	20%	**	14%	16%
Don't know	71	12	59	30	41	27	44	4	**	30	13	**	15	10
	7%	7%	7%	11%	5%	5%	9%	3%	**	7%	5%	**	9%	7%
				b			a							
TOTAL AGREE	569	104	465	151	418	300	269	66	**	211	145	**	90	89
	54%	58%	54%	53%	55%	53%	56%	59%	**	51%	56%	**	54%	60%
TOTAL DISAGREE	406	65	341	104	301	239	167	42	**	175	103	**	62	48
	39%	36%	39%	37%	40%	42%	35%	38%	**	42%	39%	**	37%	33%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Agree strongly	231	45	59	46	**	26	**	125	84	**	**	77	81	173	58	35
	22%	19%	27%	26%	**	23%	**	26% b	18%	**	**	26%	19%	23%	20%	26%
Agree slightly	338	90	62	57	**	44	**	150	167	**	**	92	139	244	93	42
	32%	38%	29%	32%	**	38%	**	31%	35%	**	**	31%	33%	32%	32%	32%
Disagree slightly	213	42	41	32	**	20	**	102	92	**	**	65	83	159	55	24
	20%	18%	19%	18%	**	17%	**	21%	19%	**	**	22%	19%	21%	19%	18%
Disagree strongly	193	35	43	37	**	16	**	77	106	**	**	41	96	138	54	21
	18%	15%	20%	21%	**	14%	**	16%	22%	**	**	14%	23% b	18%	19%	16%
Don't know	71	23	13	3	**	9	**	32	30	**	**	18	26	44	27	11
	7%	10% c	6%	2%	**	8%	**	7%	6%	**	**	6%	6%	6%	9%	9%
TOTAL AGREE	569	136	121	103	**	70	**	275	251	**	**	169	220	417	151	77
	54%	57%	55%	59%	**	61%	**	57%	52%	**	**	58%	52%	55%	53%	58%
TOTAL DISAGREE	406	77	84	69	**	36	**	179	198	**	**	106	178	297	108	45
	39%	33%	39%	39%	**	31%	**	37%	41%	**	**	36%	42%	39%	38%	34%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Agree strongly	231	50	80	100	126	102	90	50	44	47	180	**	**	**
	22%	30% c	21%	20%	23%	20%	26%	19%	23%	20%	21%	**	**	**
Agree slightly	338	59	125	153	173	164	109	99	53	76	273	**	**	**
	32%	36%	32%	31%	32%	33%	31%	38%	28%	33%	32%	**	**	**
Disagree slightly	213	34	85	95	107	106	70	41	51	49	173	**	**	**
	20%	20%	22%	19%	20%	21%	20%	16%	27% b	21%	20%	**	**	**
Disagree strongly	193	16	72	104	102	89	57	58	32	41	159	**	**	**
	18%	10%	19% a	21% a	19%	18%	16%	22%	17%	17%	19%	**	**	**
Don't know	71	6	23	42	30	40	25	15	9	20	62	**	**	**
	7%	4%	6%	9%	6%	8%	7%	6%	5%	9%	7%	**	**	**
TOTAL AGREE	569	109	205	253	299	265	200	149	96	123	452	**	**	**
	54%	66% bc	53%	51%	56%	53%	57%	57%	51%	53%	53%	**	**	**
TOTAL DISAGREE	406	50	156	199	209	195	127	99	84	89	332	**	**	**
	39%	30%	41%	40%	39%	39%	36%	38%	44%	38%	39%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Agree strongly	231	**	72	91	83	106	54	26	**	**
	22%	**	21%	23%	26%	19%	30%	30%	**	**
Agree slightly	338	**	118	133	90	201	49	32	**	**
	32%	**	34%	34%	28%	36%	27%	37%	**	**
Disagree slightly	213	**	74	80	65	122	35	13	**	**
	20%	**	21%	20%	20%	22%	20%	15%	**	**
Disagree strongly	193	**	63	72	65	102	29	13	**	**
	18%	**	18%	18%	20%	18%	16%	15%	**	**
Don't know	71	**	19	21	20	33	12	3	**	**
	7%	**	5%	5%	6%	6%	7%	4%	**	**
TOTAL AGREE	569	**	190	223	173	308	104	57	**	**
	54%	**	55%	56%	54%	54%	58%	67%	**	**
TOTAL DISAGREE	406	**	136	152	130	224	65	25	**	**
	39%	**	40%	38%	40%	40%	36%	29%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Agree strongly	231	231	104	61	**	**	35	**
	22%	22%	27%	21%	**	**	18%	**
Agree slightly	338	338	123	94	**	**	69	**
	32%	32%	32%	32%	**	**	36%	**
Disagree slightly	213	213	75	67	**	**	34	**
	20%	20%	19%	23%	**	**	18%	**
Disagree strongly	193	193	79	58	**	**	26	**
	18%	18%	20%	20%	**	**	14%	**
Don't know	71	71	8	12	**	**	28	**
	7%	7%	2%	4%	**	**	15%	**
		b					abc	
TOTAL AGREE	569	569	227	155	**	**	103	**
	54%	54%	58%	53%	**	**	54%	**
TOTAL DISAGREE	406	406	153	125	**	**	61	**
	39%	39%	39%	43%	**	**	31%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
Very confident	226	52	175	69	158	126	100	35	**	80	41	**	50	41
	22%	29%	20%	24%	21%	22%	21%	32%	**	19%	16%	**	30%	28%
		b						b					ab	b
Fairly confident	466	83	383	128	338	257	210	59	**	166	133	**	74	67
	45%	46%	44%	45%	44%	45%	44%	53%	**	40%	51%	**	44%	46%
											a			
Not very confident	192	19	173	37	155	94	98	10	**	101	45	**	24	15
	18%	10%	20%	13%	20%	17%	20%	9%	**	24%	17%	**	14%	10%
			a		a		c			de				
Not at all confident	104	10	94	25	78	60	44	5	**	54	27	**	12	7
	10%	5%	11%	9%	10%	11%	9%	4%	**	13%	10%	**	7%	5%
										e				
Don't know	58	17	41	27	31	30	28	2	**	16	15	**	7	16
	6%	9%	5%	9%	4%	5%	6%	2%	**	4%	6%	**	4%	11%
				b										a
TOTAL CONFIDENT	693	135	557	197	496	383	310	95	**	245	175	**	124	108
	66%	75%	64%	69%	65%	68%	65%	85%	**	59%	67%	**	74%	74%
		b						ab					a	a
TOTAL NOT CONFIDENT	295	28	267	62	233	154	141	15	**	155	72	**	36	22
	28%	16%	31%	22%	31%	27%	29%	13%	**	37%	28%	**	21%	15%
			a		a	c	c			de	e			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
Very confident	226	50	38	39	**	31	**	120	100	**	**	89	82	186	41	14
	22%	21%	17%	23%	**	27%	**	25%	21%	**	**	31% cef	19%	25% ef	14%	11%
Fairly confident	466	99	97	81	**	51	**	219	213	**	**	138	179	343	122	68
	45%	42%	44%	46%	**	44%	**	45%	44%	**	**	47%	42%	45%	43%	51%
Not very confident	192	51	41	32	**	17	**	81	91	**	**	35	83	120	71	27
	18%	22%	19%	18%	**	14%	**	17%	19%	**	**	12%	20% b	16%	25% bd	20%
Not at all confident	104	21	29	19	**	9	**	46	43	**	**	17	57	74	30	13
	10%	9%	13%	11%	**	8%	**	10%	9%	**	**	6%	13% b	10%	11%	10%
Don't know	58	14	13	3	**	7	**	19	32	**	**	14	22	36	22	12
	6%	6%	6%	2%	**	7%	**	4%	7%	**	**	5%	5%	5%	8%	9%
TOTAL CONFIDENT	693	150	135	121	**	81	**	339	313	**	**	227	261	529	163	82
	66%	63%	62%	69%	**	71%	**	70%	65%	**	**	78% cef	62%	70% ce	57%	62%
TOTAL NOT CONFIDENT	295	73	70	51	**	26	**	127	134	**	**	52	141	194	101	39
	28%	31%	32%	29%	**	23%	**	26%	28%	**	**	18%	33% bd	26% b	35% bd	30% b

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
Very confident	226	66	78	82	122	102	88	42	45	47	178	**	**	**
	22%	40% bc	20%	17%	23%	20%	25% b	16%	24%	20%	21%	**	**	**
Fairly confident	466	79	183	203	257	207	148	114	98	105	380	**	**	**
	45%	48%	48%	41%	48%	41%	42%	43%	52%	45%	45%	**	**	**
Not very confident	192	11	70	110	87	104	64	61	18	47	161	**	**	**
	18%	7%	18% a	22% a	16%	21%	18%	23% c	10%	20% c	19%	**	**	**
Not at all confident	104	6	33	64	48	55	35	30	18	18	83	**	**	**
	10%	4%	9%	13% a	9%	11%	10%	12%	10%	8%	10%	**	**	**
Don't know	58	2	20	35	24	33	16	16	9	16	44	**	**	**
	6%	1%	5%	7% a	4%	7%	4%	6%	5%	7%	5%	**	**	**
TOTAL CONFIDENT	693	146	261	285	380	309	236	156	143	152	559	**	**	**
	66%	88% bc	68% c	58%	70% b	62%	67%	59%	76% b	65%	66%	**	**	**
TOTAL NOT CONFIDENT	295	17	103	174	135	159	99	91	37	65	244	**	**	**
	28%	10%	27% a	35% a	25%	32%	28%	35% c	19%	28%	29%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
Very confident	226	**	80	85	80	119	52	25	**	**
	22%	**	23%	22%	25%	21%	29%	28%	**	**
Fairly confident	466	**	149	180	128	271	83	44	**	**
	45%	**	43%	45%	39%	48%	46%	51%	**	**
Not very confident	192	**	69	73	58	106	19	10	**	**
	18%	**	20%	19%	18%	19%	10%	12%	**	**
Not at all confident	104	**	35	37	38	44	10	4	**	**
	10%	**	10%	9%	12%	8%	5%	5%	**	**
Don't know	58	**	13	21	19	26	17	3	**	**
	6%	**	4%	5%	6%	5%	9%	4%	**	**
TOTAL CONFIDENT	693	**	228	265	207	389	135	68	**	**
	66%	**	66%	67%	64%	69%	75%	79%	**	**
TOTAL NOT CONFIDENT	295	**	103	110	97	150	28	15	**	**
	28%	**	30%	28%	30%	27%	16%	17%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
Very confident	226	226	94	55	**	**	41	**
	22%	22%	24%	19%	**	**	21%	**
Fairly confident	466	466	170	126	**	**	98	**
	45%	45%	44%	43%	**	**	51%	**
Not very confident	192	192	73	66	**	**	25	**
	18%	18%	19%	23%	**	**	13%	**
Not at all confident	104	104	48	30	**	**	8	**
	10%	10%	12% f	10%	**	**	4%	**
Don't know	58	58	2	15	**	**	21	**
	6%	6% b	1%	5% b	**	**	11% ab	**
TOTAL CONFIDENT	693	693	265	181	**	**	139	**
	66%	66%	68%	62%	**	**	72%	**
TOTAL NOT CONFIDENT	295	295	121	96	**	**	33	**
	28%	28% f	31% f	33% f	**	**	17%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	d	e
Unweighted row	999	206	793	302	697	567	432	152	79	361	249	65	158	173
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	344	235	59	141	141
Total	1046	180	866	286	760	567	479	112	84	416	261	63	167	147
ACTIVE	388	71	317	102	286	266	123	104	**	148	97	**	56	63
	37%	40%	37%	36%	38%	47%	26%	93%	**	36%	37%	**	33%	43%
						b		ab						
BROWSERS	292	34	258	57	235	139	153	6	**	110	94	**	43	24
	28%	19%	30%	20%	31%	25%	32%	5%	**	27%	36%	**	26%	17%
			a		a	c	c				e			
DORMANT	71	16	55	25	46	46	25	-	**	32	6	**	19	12
	7%	9%	6%	9%	6%	8%	5%	-%	**	8%	2%	**	12%	8%
						c	c			b			b	b
RESIGNED	67	12	55	27	40	22	45	-	**	30	16	**	6	11
	6%	7%	6%	10%	5%	4%	9%	-%	**	7%	6%	**	4%	7%
							ac							
APPREHENSIVE	192	40	153	63	130	82	111	2	**	84	37	**	36	31
	18%	22%	18%	22%	17%	14%	23%	2%	**	20%	14%	**	22%	21%
						c	ac							
UNMOTIVATED	36	7	28	11	24	13	23	-	**	11	12	**	7	5
	3%	4%	3%	4%	3%	2%	5%	-%	**	3%	5%	**	4%	4%
							c							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		LANDLINE SUPPLIER						LANDLINE IS VOIP SERVICE			AGE					
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	VODAFONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	226	202	171	74	117	85	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	204	191	157	70	99	78	435	407	70	37	240	371	647	264	124
Total	1046	236	218	175	81	115	92	485	479	82	41	293	424	758	286	133
ACTIVE	388	63	88	77	**	55	**	211	159	**	**	120	155	304	83	33
	37%	27%	40%	44%	**	48%	**	44%	33%	**	**	41%	37%	40%	29%	25%
			a	a		a		b				ef		ef		
BROWSERS	292	57	74	55	**	28	**	127	140	**	**	81	114	201	91	43
	28%	24%	34%	32%	**	25%	**	26%	29%	**	**	28%	27%	26%	32%	32%
DORMANT	71	18	8	5	**	9	**	27	33	**	**	27	21	51	19	9
	7%	8%	4%	3%	**	8%	**	5%	7%	**	**	9%	5%	7%	7%	7%
RESIGNED	67	27	12	11	**	3	**	21	38	**	**	16	35	51	16	7
	6%	12%	6%	6%	**	3%	**	4%	8%	**	**	5%	8%	7%	6%	5%
		e														
APPREHENSIVE	192	60	29	21	**	17	**	82	91	**	**	39	77	120	72	41
	18%	25%	13%	12%	**	15%	**	17%	19%	**	**	13%	18%	16%	25%	31%
		bc													bd	bcd
UNMOTIVATED	36	11	8	6	**	3	**	18	18	**	**	10	22	31	4	-
	3%	5%	4%	3%	**	3%	**	4%	4%	**	**	3%	5%	4%	1%	-%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
ACTIVE	388	93	141	154	215	171	162	95	60	69	307	**	**	**
	37%	56%	37%	31%	40%	34%	46%	36%	32%	29%	36%	**	**	**
		bc					cd							
BROWSERS	292	31	116	144	145	146	86	84	53	64	245	**	**	**
	28%	19%	30%	29%	27%	29%	24%	32%	28%	28%	29%	**	**	**
			a	a										
DORMANT	71	12	26	31	40	30	19	18	15	18	51	**	**	**
	7%	7%	7%	6%	7%	6%	6%	7%	8%	8%	6%	**	**	**
RESIGNED	67	4	24	39	26	41	21	17	13	16	59	**	**	**
	6%	2%	6%	8%	5%	8%	6%	7%	7%	7%	7%	**	**	**
APPREHENSIVE	192	20	67	105	97	93	54	43	36	56	160	**	**	**
	18%	12%	18%	21%	18%	19%	16%	17%	19%	24%	19%	**	**	**
				a						a				
UNMOTIVATED	36	5	10	21	16	19	8	6	12	9	24	**	**	**
	3%	3%	3%	4%	3%	4%	2%	2%	6%	4%	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)			
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d
Unweighted row	999	68	314	392	322	526	206	111	95	64
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55
Total	1046	68	345	396	323	565	180	86	94	55
ACTIVE	388	**	116	178	113	220	71	41	**	**
	37%	**	34%	45% b	35%	39%	40%	48%	**	**
BROWSERS	292	**	100	111	99	154	34	15	**	**
	28%	**	29%	28%	31%	27%	19%	17%	**	**
DORMANT	71	**	22	26	18	39	16	4	**	**
	7%	**	6%	6%	5%	7%	9%	5%	**	**
RESIGNED	67	**	26	15	22	34	12	7	**	**
	6%	**	8%	4%	7%	6%	7%	9%	**	**
APPREHENSIVE	192	**	69	59	54	109	40	16	**	**
	18%	**	20%	15%	17%	19%	22%	19%	**	**
UNMOTIVATED	36	**	11	7	18	10	7	3	**	**
	3%	**	3%	2%	6% b	2%	4%	3%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		LANDLINE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	999	999	412	262	62	61	172	30
Effective Weighted Sample	911	911	352	251	57	59	164	29
Total	1046	1046	388	292	71	67	192	36
ACTIVE	388	388	388	-	**	**	-	**
	37%	37%	100%	-%	**	**	-%	**
		cf	acf					
BROWSERS	292	292	-	292	**	**	-	**
	28%	28%	-%	100%	**	**	-%	**
		bf		abf				
DORMANT	71	71	-	-	**	**	-	**
	7%	7%	-%	-%	**	**	-%	**
		bcf						
RESIGNED	67	67	-	-	**	**	-	**
	6%	6%	-%	-%	**	**	-%	**
		bcf						
APPREHENSIVE	192	192	-	-	**	**	192	**
	18%	18%	-%	-%	**	**	100%	**
		bc					abc	
UNMOTIVATED	36	36	-	-	**	**	-	**
	3%	3%	-%	-%	**	**	-%	**
		bc						

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?
Base: Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Prepay/ pay as you go - buying top-ups when needed	425	372	53	382	43	262	163	81	83	35	**	71	232
	18%	19%	13%	18%	16%	18%	18%	22%	21%	14%	**	14%	20%
		b							d				d
Monthly contract/ SIM only - paying monthly	1951	1601	350	1730	220	1204	747	294	307	216	**	439	937
	82%	81%	87%	82%	84%	82%	82%	78%	79%	86%	**	86%	80%
			a									ae	

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?
Base: Those responsible for a mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Prepay/ pay as you go - buying top-ups when needed	425	87	57	59	26	31	72	**	21	13	**	425	-	425
	18%	16%	13%	21%	13%	18%	44%	**	11%	13%	**	100%	-%	18%
				bh			abcdehi					bc		b
Monthly contract/ SIM only - paying monthly	1951	442	372	224	169	137	90	**	168	90	**	-	1951	1951
	82%	84%	87%	79%	87%	82%	56%	**	89%	87%	**	-%	100%	82%
		f	cf	f	f	f			cf	f			ac	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?
Base: Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Prepay/ pay as you go - buying top-ups when needed	425	68	191	120	379	45	23	165	166	93	245	173	109	80	92	133
	18%	25%	21%	15%	19%	12%	16%	24%	18%	12%	20%	15%	17%	12%	19%	24%
		ce	ce		e			bc	c		b				b	ab
Monthly contract/ SIM only - paying monthly	1951	210	718	685	1613	336	125	532	746	671	979	957	546	566	391	416
	82%	75%	79%	85%	81%	88%	84%	76%	82%	88%	80%	85%	83%	88%	81%	76%
				ab		abd			a	ab		a	d	cd		

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?
Base: Those responsible for a mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Prepay/ pay as you go - buying top-ups when needed	425	339	49	26	**	61	137	134	129	217	-	425	-	-	-
	18%	17%	23%	22%	**	28% bc	18%	15%	18%	17%	-%	100% a	-%	-%	-%
Monthly contract/ SIM only - paying monthly	1951	1632	168	91	**	158	605	752	594	1045	1601	-	1358	455	137
	82%	83%	77%	78%	**	72%	82% a	85% a	82%	83%	100% b	-%	100%	100%	100%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13. Thinking about your mobile phone service... Which of these best describes the mobile phone package you personally use most often from (PROVIDER)?
Base: Those responsible for a mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Prepay/ pay as you go - buying top-ups when needed	425	425	183	48	18	**	142	**
	18%	18%	21%	9%	10%	**	22%	**
			c	cd			cd	
Monthly contract/ SIM only - paying monthly	1951	1951	689	459	158	**	507	**
	82%	82%	79%	91%	90%	**	78%	**
				abf	bf			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	1909	1567	342	1694	215	1194	715	301	265	205	59	441	946
Effective Weighted Sample	1791	1475	316	1595	196	1115	677	275	256	195	55	409	886
Total	1951	1601	350	1730	220	1204	747	294	307	216	59	439	937
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1358	1086	272	1180	178	872	486	258	185	143	**	347	647
	70%	68%	78% a	68%	81% a	72% b	65%	88% ab	60%	66%	**	79% abe	69% a
No, I am out of my minimum contract period	455	404	51	430	25	261	194	26	98	59	**	69	221
	23%	25% b	15%	25% b	11%	22% c	26% c	9%	32% de	27% d	**	16%	24% d
Don't know	137	110	27	120	17	71	66	9	24	14	**	23	69
	7%	7%	8%	7%	8%	6%	9% c	3%	8%	6%	**	5%	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	~f	~g	h	~i	~j	~a	b	c
Unweighted row	1909	432	361	218	173	138	87	35	161	84	92	-	1909	1909
Effective Weighted Sample	1791	406	340	203	161	130	83	31	151	80	87	-	1791	1791
Total	1951	442	372	224	169	137	90	35	168	90	93	-	1951	1951
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1358	303	241	176	121	103	**	**	118	**	**	**	1358	1358
	70%	69%	65%	79% ab	72%	75%	**	**	70%	**	**	**	70%	70%
No, I am out of my minimum contract period	455	107	103	31	36	26	**	**	32	**	**	**	455	455
	23%	24% c	28% c	14%	21%	19%	**	**	19%	**	**	**	23%	23%
Don't know	137	32	28	16	12	8	**	**	18	**	**	**	137	137
	7%	7%	7%	7%	7%	6%	**	**	11%	**	**	**	7%	7%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1909	200	689	689	1578	329	120	516	727	664	941	954	568	567	335	406
Effective Weighted Sample	1791	180	641	651	1469	321	117	472	680	639	883	895	539	537	312	382
Total	1951	210	718	685	1613	336	125	532	746	671	979	957	546	566	391	416
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1358	152	542	442	1136	223	83	396	522	440	694	653	365	383	298	294
	70%	72%	75% ce	65%	70% c	66%	66%	75% c	70%	65%	71%	68%	67%	68%	76% ab	71%
No, I am out of my minimum contract period	455	38	139	197	375	79	29	96	188	169	230	224	143	152	74	80
	23%	18%	19%	29% abd	23%	24%	23%	18%	25% a	25% a	23%	23%	26%	27% cd	19%	19%
Don't know	137	20	37	46	102	34	14	39	35	62	56	80	38	32	19	41
	7%	9%	5%	7%	6%	10% b	11%	7%	5%	9% b	6%	8%	7%	6%	5%	10%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted row	1909	1602	162	87	58	155	580	748	589	1014	1567	-	1326	447	136
Effective Weighted Sample	1791	1502	152	83	55	141	541	704	549	952	1475	-	1234	427	131
Total	1951	1632	168	91	60	158	605	752	594	1045	1601	-	1358	455	137
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1358	1131	117	**	**	114	427	535	419	734	1086	**	1358	-	-
	70%	69%	70%	**	**	72%	71%	71%	70%	70%	68%	**	100% bc	-%	-%
No, I am out of my minimum contract period	455	387	38	**	**	31	140	185	134	252	404	**	-	455	-
	23%	24%	22%	**	**	19%	23%	25%	23%	24%	25%	**	-%	100% ac	-%
Don't know	137	114	13	**	**	13	39	32	41	60	110	**	-	-	137
	7%	7%	8%	**	**	8%	6%	4%	7%	6%	7%	**	-%	-%	100% ab

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? Contract periods tend to run for 24 months or 12 months and this is agreed when you take out the contract for the mobile phone service.
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1909	1909	685	447	152	63	492	70
Effective Weighted Sample	1791	1791	626	426	145	61	467	67
Total	1951	1951	689	459	158	65	507	72
Yes, still within minimum contract period/ on a SIM only 30-day rolling contract	1358	1358	535	310	108	**	324	**
	70%	70%	78% acf	67%	68%	**	64%	**
No, I am out of my minimum contract period	455	455	124	120	32	**	139	**
	23%	23% b	18%	26% b	20%	**	28% b	**
Don't know	137	137	30	30	19	**	43	**
	7%	7%	4%	6%	12% b	**	9% b	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	1909	1567	342	1694	215	1194	715	301	265	205	59	441	946
Effective Weighted Sample	1791	1475	316	1595	196	1115	677	275	256	195	55	409	886
Total	1951	1601	350	1730	220	1204	747	294	307	216	59	439	937
A monthly contract including a new handset - up to a 12 month contract	137	102	35	106	31	87	51	49	6	9	**	39	77
	7%	6%	10%	6%	14%	7%	7%	17%	2%	4%	**	9%	8%
					a			ab				a	a
A monthly contract including a new handset - a 13-24 month contract	397	313	84	348	49	239	159	57	44	37	**	113	187
	20%	20%	24%	20%	22%	20%	21%	20%	14%	17%	**	26%	20%
												a	
A monthly contract including a new handset - a 25+ month contract	191	147	43	163	27	118	73	30	21	24	**	50	91
	10%	9%	12%	9%	12%	10%	10%	10%	7%	11%	**	11%	10%
A monthly contract including a new handset - not sure of length of contract	56	44	12	44	12	33	22	8	6	7	**	12	31
	3%	3%	3%	3%	5%	3%	3%	3%	2%	3%	**	3%	3%
SIM only - no handset included in the deal - on a 30-day rolling contract	387	355	32	368	19	276	111	57	77	52	**	52	205
	20%	22%	9%	21%	9%	23%	15%	19%	25%	24%	**	12%	22%
		b		b		b			d	d			d
SIM only - no handset included in the deal - on a 12-month contract	195	160	35	172	23	140	55	33	34	21	**	45	89
	10%	10%	10%	10%	10%	12%	7%	11%	11%	10%	**	10%	9%
						b							
SIM only - no handset included in the deal - on a 24-month contract	259	203	56	231	28	144	115	34	52	21	**	67	113
	13%	13%	16%	13%	13%	12%	15%	11%	17%	10%	**	15%	12%
SIM only - no handset included in the deal - not sure of length of contract	210	173	37	190	20	105	105	18	47	33	**	43	80
	11%	11%	10%	11%	9%	9%	14%	6%	15%	15%	**	10%	8%
							ac		e	e			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	1909	1567	342	1694	215	1194	715	301	265	205	59	441	946
Effective Weighted Sample	1791	1475	316	1595	196	1115	677	275	256	195	55	409	886
Total	1951	1601	350	1730	220	1204	747	294	307	216	59	439	937
Other	39	32	7	34	5	25	13	4	7	6	**	8	17
	2%	2%	2%	2%	2%	2%	2%	1%	2%	3%	**	2%	2%
Don't know	81	71	10	74	6	38	43	4	14	6	**	11	48
	4%	4%	3%	4%	3%	3%	6%	1%	4%	3%	**	3%	5%
							ac						
NET: MONTHLY CONTRACT	781	607	174	662	119	477	305	145	77	77	**	214	386
	40%	38%	50%	38%	54%	40%	41%	49%	25%	36%	**	49%	41%
			a		a			a				abe	a
NET: SIM ONLY	1050	891	159	960	90	664	386	141	210	127	**	206	486
	54%	56%	46%	56%	41%	55%	52%	48%	68%	59%	**	47%	52%
		b		b					de	d			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	~f	~g	h	~i	~j	~a	b	c
Unweighted row	1909	432	361	218	173	138	87	35	161	84	92	-	1909	1909
Effective Weighted Sample	1791	406	340	203	161	130	83	31	151	80	87	-	1791	1791
Total	1951	442	372	224	169	137	90	35	168	90	93	-	1951	1951
A monthly contract including a new handset - up to a 12 month contract	137	39	10	28	12	4	**	**	14	**	**	**	137	137
	7%	9% b	3%	13% be	7%	3%	**	**	8% b	**	**	**	7%	7%
A monthly contract including a new handset - a 13-24 month contract	397	98	68	73	44	28	**	**	45	**	**	**	397	397
	20%	22%	18%	33% ab	26%	20%	**	**	27%	**	**	**	20%	20%
A monthly contract including a new handset - a 25+ month contract	191	39	48	21	15	28	**	**	31	**	**	**	191	191
	10%	9%	13%	10%	9%	21% acd	**	**	19% a	**	**	**	10%	10%
A monthly contract including a new handset - not sure of length of contract	56	8	8	11	5	3	**	**	10	**	**	**	56	56
	3%	2%	2%	5%	3%	2%	**	**	6%	**	**	**	3%	3%
SIM only - no handset included in the deal - on a 30-day rolling contract	387	46	63	12	13	15	**	**	16	**	**	**	387	387
	20%	10%	17% acd	5%	8%	11%	**	**	9%	**	**	**	20%	20%
SIM only - no handset included in the deal - on a 12-month contract	195	46	50	13	15	21	**	**	16	**	**	**	195	195
	10%	11%	13% c	6%	9%	15% c	**	**	10%	**	**	**	10%	10%
SIM only - no handset included in the deal - on a 24-month contract	259	84	41	43	43	21	**	**	9	**	**	**	259	259
	13%	19% bh	11%	19% bh	26% bh	15% h	**	**	6%	**	**	**	13%	13%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	~f	~g	h	~i	~j	~a	b	c
Unweighted row	1909	432	361	218	173	138	87	35	161	84	92	-	1909	1909
Effective Weighted Sample	1791	406	340	203	161	130	83	31	151	80	87	-	1791	1791
Total	1951	442	372	224	169	137	90	35	168	90	93	-	1951	1951
SIM only - no handset included in the deal - not sure of length of contract	210	50	58	11	12	8	**	**	19	**	**	**	210	210
	11%	11%	16%	5%	7%	6%	**	**	11%	**	**	**	11%	11%
		c	cde											
Other	39	6	12	5	2	2	**	**	2	**	**	**	39	39
	2%	1%	3%	2%	1%	2%	**	**	1%	**	**	**	2%	2%
Don't know	81	25	15	6	7	6	**	**	6	**	**	**	81	81
	4%	6%	4%	3%	4%	4%	**	**	4%	**	**	**	4%	4%
NET: MONTHLY CONTRACT	781	185	133	133	76	64	**	**	100	**	**	**	781	781
	40%	42%	36%	60%	45%	47%	**	**	60%	**	**	**	40%	40%
				abd					abd					
NET: SIM ONLY	1050	226	212	79	84	65	**	**	60	**	**	**	1050	1050
	54%	51%	57%	35%	50%	47%	**	**	36%	**	**	**	54%	54%
		ch	ch		c									

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1909	200	689	689	1578	329	120	516	727	664	941	954	568	567	335	406
Effective Weighted Sample	1791	180	641	651	1469	321	117	472	680	639	883	895	539	537	312	382
Total	1951	210	718	685	1613	336	125	532	746	671	979	957	546	566	391	416
A monthly contract including a new handset - up to a 12 month contract	137	25	85	19	129	8	4	77	47	14	81	55	55	30	27	23
	7%	12%	12%	3%	8%	2%	3%	14%	6%	2%	8%	6%	10%	5%	7%	6%
		cef	cdef		ce			bc	c				b			
A monthly contract including a new handset - a 13-24 month contract	397	36	181	141	359	39	13	105	196	96	172	220	93	119	89	93
	20%	17%	25%	21%	22%	12%	11%	20%	26%	14%	18%	23%	17%	21%	23%	22%
			ef	e	ef				ac			a				
A monthly contract including a new handset - a 25+ month contract	191	32	88	54	174	16	5	67	90	33	78	111	54	48	44	41
	10%	15%	12%	8%	11%	5%	4%	13%	12%	5%	8%	12%	10%	8%	11%	10%
		cef	cef		e			c	c			a				
A monthly contract including a new handset - not sure of length of contract	56	18	19	14	51	4	2	33	14	10	22	33	13	14	15	13
	3%	9%	3%	2%	3%	1%	2%	6%	2%	1%	2%	3%	2%	2%	4%	3%
		bcde						bc								
SIM only - no handset included in the deal - on a 30-day rolling contract	387	26	112	166	303	84	24	80	140	167	221	161	116	124	66	79
	20%	12%	16%	24%	19%	25%	20%	15%	19%	25%	23%	17%	21%	22%	17%	19%
				abd		ab				ab	b					
SIM only - no handset included in the deal - on a 12-month contract	195	16	73	68	157	38	13	41	76	78	120	75	53	53	44	41
	10%	8%	10%	10%	10%	11%	10%	8%	10%	12%	12%	8%	10%	9%	11%	10%
											b					
SIM only - no handset included in the deal - on a 24-month contract	259	10	75	118	203	56	20	42	94	124	151	107	69	73	55	56
	13%	5%	10%	17%	13%	17%	16%	8%	13%	18%	15%	11%	13%	13%	14%	13%
				abd	a	ab	a		a	ab	b					

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1909	200	689	689	1578	329	120	516	727	664	941	954	568	567	335	406
Effective Weighted Sample	1791	180	641	651	1469	321	117	472	680	639	883	895	539	537	312	382
Total	1951	210	718	685	1613	336	125	532	746	671	979	957	546	566	391	416
SIM only - no handset included in the deal - not sure of length of contract	210	17	56	69	143	66	29	47	57	105	84	124	61	74	33	39
	11%	8%	8%	10%	9%	20% abcd	24% abcd	9%	8%	16% ab	9%	13% a	11%	13%	8%	9%
Other	39	5	8	17	31	8	3	9	11	18	19	20	13	12	4	7
	2%	2%	1%	3%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	1%	2%
Don't know	81	24	20	20	64	17	11	31	23	27	31	50	19	18	13	24
	4%	11% bcde	3%	3%	4%	5%	8% bc	6%	3%	4%	3%	5%	3%	3%	3%	6%
NET: MONTHLY CONTRACT	781	112	374	227	713	67	25	282	346	153	354	419	215	211	176	170
	40%	53% cef	52% cdef	33% ef	44% cef	20%	20%	53% c	46% c	23%	36%	44% a	39%	37%	45%	41%
NET: SIM ONLY	1050	69	315	420	805	244	87	210	366	473	575	468	298	325	199	215
	54%	33%	44% a	61% abd	50% ab	73% abcd	70% abd	39%	49% a	70% ab	59% b	49%	55%	57%	51%	52%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted row	1909	1602	162	87	58	155	580	748	589	1014	1567	-	1326	447	136
Effective Weighted Sample	1791	1502	152	83	55	141	541	704	549	952	1475	-	1234	427	131
Total	1951	1632	168	91	60	158	605	752	594	1045	1601	-	1358	455	137
A monthly contract including a new handset - up to a 12 month contract	137	120	12	**	**	15	38	64	36	77	102	**	122	13	3
	7%	7%	7%	**	**	9%	6%	8%	6%	7%	6%	**	9% bc	3%	2%
A monthly contract including a new handset - a 13-24 month contract	397	325	28	**	**	37	149	147	130	215	313	**	331	51	16
	20%	20%	16%	**	**	23%	25%	19%	22%	21%	20%	**	24% bc	11%	12%
A monthly contract including a new handset - a 25+ month contract	191	157	21	**	**	13	76	67	58	98	147	**	164	20	7
	10%	10%	13%	**	**	9%	13%	9%	10%	9%	9%	**	12% b	4%	5%
A monthly contract including a new handset - not sure of length of contract	56	44	4	**	**	11	19	20	18	33	44	**	39	10	7
	3%	3%	2%	**	**	7% c	3%	3%	3%	3%	3%	**	3%	2%	5%
SIM only - no handset included in the deal - on a 30-day rolling contract	387	317	42	**	**	27	117	161	114	209	355	**	228	149	10
	20%	19%	25%	**	**	17%	19%	21%	19%	20%	22%	**	17% c	33% ac	7%
SIM only - no handset included in the deal - on a 12-month contract	195	160	19	**	**	21	45	78	44	115	160	**	149	38	7
	10%	10%	12%	**	**	13%	7%	10%	7%	11%	10%	**	11%	8%	5%
SIM only - no handset included in the deal - on a 24-month contract	259	221	22	**	**	11	78	104	72	148	203	**	214	32	14
	13%	14%	13%	**	**	7%	13%	14%	12%	14%	13%	**	16% b	7%	10%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	~c	~d	a	b	c	a	b	a	~b	a	b	c
Unweighted row	1909	1602	162	87	58	155	580	748	589	1014	1567	-	1326	447	136
Effective Weighted Sample	1791	1502	152	83	55	141	541	704	549	952	1475	-	1234	427	131
Total	1951	1632	168	91	60	158	605	752	594	1045	1601	-	1358	455	137
SIM only - no handset included in the deal - not sure of length of contract	210	185	14	**	**	15	63	77	73	99	173	**	72	97	40
	11%	11%	8%	**	**	9%	10%	10%	12%	9%	11%	**	5%	21% a	29% a
Other	39	32	3	**	**	4	7	15	16	19	32	**	11	24	4
	2%	2%	2%	**	**	2%	1%	2%	3%	2%	2%	**	1%	5% a	3%
Don't know	81	70	3	**	**	5	13	19	33	30	71	**	29	22	30
	4%	4%	2%	**	**	3%	2%	3%	6% b	3%	4%	**	2%	5% a	22% ab
NET: MONTHLY CONTRACT	781	646	65	**	**	76	282	297	242	424	607	**	655	94	32
	40%	40%	38%	**	**	48%	47% c	40%	41%	41%	38%	**	48% bc	21%	24%
NET: SIM ONLY	1050	883	97	**	**	73	303	420	303	572	891	**	664	315	71
	54%	54%	58%	**	**	46%	50%	56%	51%	55%	56%	**	49%	69% ac	52%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1909	1909	685	447	152	63	492	70
Effective Weighted Sample	1791	1791	626	426	145	61	467	67
Total	1951	1951	689	459	158	65	507	72
A monthly contract including a new handset - up to a 12 month contract	137	137	82	29	7	**	11	**
	7%	7%	12%	6%	4%	**	2%	**
		f	acdf	f				
A monthly contract including a new handset - a 13-24 month contract	397	397	154	93	30	**	83	**
	20%	20%	22%	20%	19%	**	16%	**
			f					
A monthly contract including a new handset - a 25+ month contract	191	191	62	55	11	**	53	**
	10%	10%	9%	12%	7%	**	10%	**
A monthly contract including a new handset - not sure of length of contract	56	56	29	11	2	**	13	**
	3%	3%	4%	2%	1%	**	3%	**
SIM only - no handset included in the deal - on a 30-day rolling contract	387	387	123	82	44	**	117	**
	20%	20%	18%	18%	28%	**	23%	**
					bc			
SIM only - no handset included in the deal - on a 12-month contract	195	195	73	49	19	**	43	**
	10%	10%	11%	11%	12%	**	8%	**
SIM only - no handset included in the deal - on a 24-month contract	259	259	94	71	15	**	66	**
	13%	13%	14%	15%	9%	**	13%	**
SIM only - no handset included in the deal - not sure of length of contract	210	210	49	41	22	**	80	**
	11%	11%	7%	9%	14%	**	16%	**
		b			b		abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q15. Which of the following best describes the deal that you are paying for now for your mobile phone service?
Base: Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1909	1909	685	447	152	63	492	70
Effective Weighted Sample	1791	1791	626	426	145	61	467	67
Total	1951	1951	689	459	158	65	507	72
Other	39	39	10	13	1	**	6	**
	2%	2%	2%	3%	1%	**	1%	**
Don't know	81	81	12	15	7	**	36	**
	4%	4%	2%	3%	5%	**	7%	**
		b					ab	
NET: MONTHLY CONTRACT	781	781	328	188	50	**	159	**
	40%	40%	48%	41%	32%	**	31%	**
		f	adf	f				
NET: SIM ONLY	1050	1050	339	243	99	**	306	**
	54%	54%	49%	53%	63%	**	60%	**
					b		ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	94	81	13	86	8	49	45	7	5	9	5	18	57
Effective Weighted Sample	88	75	13	80	8	46	42	6	5	8	5	17	53
Total	94	81	13	85	8	50	44	8	5	8	5	18	58
I am paying a similar monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	~c
Unweighted row	94	29	17	12	14	7	-	1	10	-	2	-	94	94
Effective Weighted Sample	88	27	16	11	13	7	-	1	10	-	2	-	88	88
Total	94	29	17	12	15	6	-	1	10	-	2	-	94	94
I am paying a similar monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	94	11	34	41	86	8	5	25	47	22	40	53	23	28	19	22
Effective Weighted Sample	88	10	31	39	80	8	5	23	43	21	38	49	22	27	17	20
Total	94	13	36	37	86	8	5	27	45	21	41	52	23	29	18	22
I am paying a similar monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	94	78	7	6	3	11	34	32	33	46	81	-	-	94	-
Effective Weighted Sample	88	73	6	6	3	11	31	30	30	44	75	-	-	88	-
Total	94	79	7	5	3	12	34	32	31	47	81	-	-	94	-
I am paying a similar monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q16. Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended?
Base: Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	94	94	35	30	5	3	17	4
Effective Weighted Sample	88	88	32	29	5	3	16	4
Total	94	94	34	31	5	4	16	5
I am paying a similar monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Less than a year	504	431	73	459	45	327	177	155	73	48	**	104	271
	21%	22%	18%	22%	17%	22%	19%	41% ab	19%	19%	**	20%	23%
Between one year and 18 months	499	397	101	426	73	320	179	76	58	52	**	128	247
	21%	20%	25%	20%	28% a	22%	20%	20%	15%	21%	**	25% a	21%
Over 18 months up to 2 years	430	346	84	375	55	283	146	58	49	35	**	92	236
	18%	18%	21%	18%	21%	19%	16%	15%	12%	14%	**	18%	20% a
Over 2 years up to 5 years	656	549	107	591	64	404	252	67	141	74	**	135	296
	28%	28%	26%	28%	24%	28% c	28% c	18%	36% de	30%	**	27%	25%
Over 5 years up to 10 years	160	135	25	141	19	86	74	13	39	20	**	30	66
	7%	7%	6%	7%	7%	6%	8% c	3%	10% e	8%	**	6%	6%
Over 10 years	103	89	13	95	8	32	71	4	24	21	**	20	35
	4%	5%	3%	5%	3%	2%	8% ac	1%	6% e	9% e	**	4%	3%
Don't know	26	26	-	26	-	15	11	2	6	-	**	1	19
	1%	1%	-%	1%	-%	1%	1%	1%	1%	-%	**	*%	2%
SUMMARY													
TOTAL UP TO 2 YEARS	1432	1174	258	1259	172	930	501	289	180	135	**	324	753
	60%	59%	64%	60%	66%	63% b	55%	77% ab	46%	54%	**	63% a	64% ab
OVER 2, UP TO 5 YEARS	656	549	107	591	64	404	252	67	141	74	**	135	296
	28%	28%	26%	28%	24%	28% c	28% c	18%	36% de	30%	**	27%	25%
OVER 5 YEARS	262	224	38	236	26	117	145	16	63	41	**	50	101
	11%	11%	10%	11%	10%	8%	16% ac	4%	16% de	16% de	**	10%	9%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Less than a year	504	101	88	64	49	39	21	**	41	26	**	60	444	504
	21%	19%	21%	23%	25% f	23%	13%	**	22%	25%	**	14%	23% a	21% a
Between one year and 18 months	499	120	75	63	41	34	34	**	41	15	**	73	425	499
	21%	23%	18%	22%	21%	21%	21%	**	22%	14%	**	17%	22%	21%
Over 18 months up to 2 years	430	101	84	46	39	27	32	**	48	15	**	92	337	430
	18%	19%	20%	16%	20%	16%	20%	**	25%	14%	**	22%	17%	18%
Over 2 years up to 5 years	656	147	111	69	49	44	51	**	41	39	**	109	547	656
	28%	28%	26%	24%	25%	26%	31%	**	21%	38% h	**	26%	28%	28%
Over 5 years up to 10 years	160	31	33	21	8	14	17	**	10	7	**	44	115	160
	7%	6%	8%	7%	4%	9%	10%	**	5%	6%	**	10% bc	6%	7%
Over 10 years	103	24	31	17	6	8	5	**	6	1	**	36	67	103
	4%	5%	7%	6%	3%	5%	3%	**	3%	1%	**	8% bc	3%	4%
Don't know	26	5	5	4	3	1	2	**	2	1	**	10	16	26
	1%	1%	1%	1%	1%	1%	1%	**	1%	1%	**	2% b	1%	1%
SUMMARY														
TOTAL UP TO 2 YEARS	1432	322	248	173	130	100	87	**	130	55	**	226	1206	1432
	60%	61%	58%	61%	66%	60%	54%	**	69% f	54%	**	53%	62% a	60% a
OVER 2, UP TO 5 YEARS	656	147	111	69	49	44	51	**	41	39	**	109	547	656
	28%	28%	26%	24%	25%	26%	31%	**	21%	38% h	**	26%	28%	28%
OVER 5 YEARS	262	55	65	37	14	22	22	**	16	8	**	81	182	262
	11%	10%	15% d	13%	7%	13%	13%	**	9%	8%	**	19% bc	9%	11%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Less than a year	504	63	202	179	444	59	23	158	194	151	272	225	138	146	109	100
	21%	23%	22% e	22% e	22% e	16%	16%	23%	21%	20%	22%	20%	21%	23%	23%	18%
Between one year and 18 months	499	60	223	146	429	68	23	182	184	131	243	251	138	135	103	115
	21%	22%	25% c	18%	22%	18%	16%	26% bc	20%	17%	20%	22%	21%	21%	21%	21%
Over 18 months up to 2 years	430	83	187	110	379	51	19	160	166	103	224	202	127	108	101	92
	18%	30% bcdef	21% ce	14%	19% ce	13%	13%	23% c	18% c	14%	18%	18%	19%	17%	21%	17%
Over 2 years up to 5 years	656	57	205	248	510	145	53	149	237	270	351	301	189	182	120	153
	28%	21%	23%	31% abd	26%	38% abd	36% abd	21%	26%	35% ab	29%	27%	29%	28%	25%	28%
Over 5 years up to 10 years	160	4	50	69	123	36	17	20	68	70	69	88	37	47	25	46
	7%	2%	5% a	9% a	6% a	9% ab	12% abd	3%	7% a	9% a	6%	8%	6%	7%	5%	8%
Over 10 years	103	3	30	51	83	20	10	12	53	38	57	45	23	23	24	32
	4%	1%	3%	6% ab	4% a	5% a	7% a	2%	6% a	5% a	5%	4%	3%	4%	5%	6%
Don't know	26	8	12	3	24	2	1	15	9	2	8	18	4	5	2	11
	1%	3% c	1%	*%	1%	1%	1%	2% c	1%	*%	1%	2%	1%	1%	*%	2%
SUMMARY																
TOTAL UP TO 2 YEARS	1432	206	612	434	1252	178	66	500	545	385	739	678	403	389	313	307
	60%	74% cdef	67% cef	54%	63% cef	47%	44%	72% bc	60% c	50%	60%	60%	62%	60%	65% d	56%
OVER 2, UP TO 5 YEARS	656	57	205	248	510	145	53	149	237	270	351	301	189	182	120	153
	28%	21%	23%	31% abd	26%	38% abd	36% abd	21%	26%	35% ab	29%	27%	29%	28%	25%	28%
OVER 5 YEARS	262	7	79	120	206	56	28	33	121	108	126	133	59	70	49	78
	11%	3%	9% a	15% abd	10% a	15% ab	19% abd	5%	13% a	14% a	10%	12%	9%	11%	10%	14% a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Less than a year	504	420	51	19	**	54	137	206	169	244	374	60	355	68	21
	21%	21%	23%	17%	**	25%	18%	23%	23%	19%	23% b	14%	26% bc	15%	15%
Between one year and 18 months	499	407	45	34	**	44	163	196	141	290	333	73	329	74	22
	21%	21%	21%	29%	**	20%	22%	22%	20%	23%	21%	17%	24% b	16%	16%
Over 18 months up to 2 years	430	350	47	17	**	27	150	164	132	240	272	92	243	69	25
	18%	18%	22%	15%	**	12%	20% a	19%	18%	19%	17%	22%	18%	15%	18%
Over 2 years up to 5 years	656	559	48	30	**	56	203	241	189	352	455	109	319	174	53
	28%	28%	22%	26%	**	25%	27%	27%	26%	28%	28%	26%	24%	38% a	39% a
Over 5 years up to 10 years	160	129	15	10	**	24	45	47	55	78	97	44	65	43	8
	7%	7%	7%	9%	**	11% c	6%	5%	8%	6%	6%	10% a	5%	9% a	5%
Over 10 years	103	83	11	3	**	10	38	29	31	50	54	36	41	20	6
	4%	4%	5%	3%	**	4%	5%	3%	4%	4%	3%	8% a	3%	4%	4%
Don't know	26	24	-	2	**	5	4	3	6	9	16	10	6	7	4
	1%	1%	-%	2%	**	2% c	1%	*%	1%	1%	1%	2%	*%	1%	3% a
SUMMARY															
TOTAL UP TO 2 YEARS	1432	1177	143	71	**	126	451	566	442	774	979	226	928	211	67
	60%	60%	66%	61%	**	57%	61%	64%	61%	61%	61% b	53%	68% bc	46%	49%
OVER 2, UP TO 5 YEARS	656	559	48	30	**	56	203	241	189	352	455	109	319	174	53
	28%	28%	22%	26%	**	25%	27%	27%	26%	28%	28%	26%	24%	38% a	39% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
OVER 5 YEARS	262	212	26	13	**	33	83	76	86	127	151	81	106	63	13
	11%	11%	12%	12%	**	15% c	11%	9%	12%	10%	9%	19% a	8%	14% a	10%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q13A. How long have you had the (main) mobile phone handset that you currently use?
Base: Those responsible for a mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Less than a year	504	504	246	103	40	**	92	**
	21%	21%	28%	20%	23%	**	14%	**
		f	acf	f	f			
Between one year and 18 months	499	499	166	89	59	**	141	**
	21%	21%	19%	18%	34%	**	22%	**
					abcf			
Over 18 months up to 2 years	430	430	179	94	33	**	100	**
	18%	18%	21%	19%	19%	**	15%	**
Over 2 years up to 5 years	656	656	195	162	37	**	211	**
	28%	28%	22%	32%	21%	**	32%	**
		b		bd			bd	
Over 5 years up to 10 years	160	160	53	35	5	**	50	**
	7%	7%	6%	7%	3%	**	8%	**
Over 10 years	103	103	28	21	*	**	44	**
	4%	4%	3%	4%	*%	**	7%	**
		d					bd	
Don't know	26	26	4	3	1	**	11	**
	1%	1%	*%	1%	1%	**	2%	**
SUMMARY								
TOTAL UP TO 2 YEARS	1432	1432	592	286	132	**	332	**
	60%	60%	68%	56%	75%	**	51%	**
		f	acf		acf			
OVER 2, UP TO 5 YEARS	656	656	195	162	37	**	211	**
	28%	28%	22%	32%	21%	**	32%	**
		b		bd			bd	
OVER 5 YEARS	262	262	81	56	5	**	95	**
	11%	11%	9%	11%	3%	**	15%	**
		d	d	d			bd	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?
Base: Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Yes	2275	1884	391	2020	255	1413	862	358	374	238	**	491	1118
	96%	96%	97%	96%	97%	96%	95%	96%	96%	95%	**	96%	96%
No	85	76	10	79	7	41	44	13	14	13	**	18	40
	4%	4%	2%	4%	3%	3%	5%	3%	4%	5%	**	3%	3%
Don't know	15	13	2	14	1	12	3	4	1	-	**	2	12
	1%	1%	1%	1%	*%	1%	*%	1%	*%	-%	**	*%	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?
Base: Those responsible for a mobile phone

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Yes	2275	506	413	275	189	156	153	**	181	96	**	373	1903	2275
	96%	96%	96%	97%	97%	93%	95%	**	96%	93%	**	88%	98%	96%
													ac	a
No	85	19	13	7	5	10	7	**	5	6	**	46	39	85
	4%	4%	3%	3%	3%	6%	5%	**	3%	6%	**	11%	2%	4%
												bc		b
Don't know	15	4	3	-	1	1	1	**	3	1	**	6	9	15
	1%	1%	1%	-%	*%	1%	1%	**	1%	1%	**	1%	*%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Is this mobile phone a smartphone?
Base: Those responsible for a mobile phone

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Yes	2275	265	894	768	1927	347	129	676	883	714	1179	1075	637	627	461	513
	96%	95%	98%	95%	97%	91%	87%	97%	97%	93%	96%	95%	97%	97%	95%	93%
		f	acef	ef	ef			c	c				d	d		
No	85	10	10	33	53	31	18	16	21	48	38	46	14	12	22	34
	4%	3%	1%	4%	3%	8%	12%	2%	2%	6%	3%	4%	2%	2%	5%	6%
		b		b	b	bcd	abcd			ab						ab
Don't know	15	3	4	4	12	3	1	5	7	3	7	8	3	6	1	2
	1%	1%	*%	1%	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	*%	*%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?
Base: Those responsible for a mobile phone

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Yes	2275	1883	214	109	**	204	704	867	688	1220	1560	373	1332	439	132
	96%	96%	98%	94%	**	93%	95%	98% ab	95%	97%	97% b	88%	98%	96%	96%
No	85	77	3	5	**	12	34	17	33	35	34	46	24	13	2
	4%	4%	2%	4%	**	5% c	5% c	2%	5%	3%	2%	11% a	2%	3%	1%
Don't know	15	12	-	2	**	3	3	2	1	7	7	6	3	3	3
	1%	1%	-%	2%	**	1%	*%	*%	*%	1%	*%	1%	*%	1%	2% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17. Is this mobile phone a smartphone?
Base: Those responsible for a mobile phone

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Yes	2275	2275	842	486	169	**	611	**
	96%	96%	97%	96%	96%	**	94%	**
No	85	85	25	17	4	**	35	**
	4%	4%	3%	3%	2%	**	5%	**
Don't know	15	15	5	4	2	**	3	**
	1%	1%	1%	1%	1%	**	*%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base: Those with a monthly contract for their mobile phone including a new handset

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~a	~b	~c	d	e
Unweighted row	764	593	171	649	115	477	287	151	66	72	33	212	385
Effective Weighted Sample	701	549	152	600	101	433	268	134	63	67	30	191	355
Total	781	607	174	662	119	477	305	145	77	77	33	214	386
Yes - with my current provider	613	476	137	520	93	377	236	115	**	**	**	172	306
	78%	78%	79%	79%	78%	79%	78%	79%	**	**	**	81%	79%
Yes - with an alternative provider	129	99	29	111	17	101	28	34	**	**	**	32	62
	16%	16%	17%	17%	14%	21%	9%	24%	**	**	**	15%	16%
						b		b					
No, not aware that I could do this	106	80	26	86	20	52	54	9	**	**	**	31	45
	14%	13%	15%	13%	17%	11%	18%	7%	**	**	**	14%	12%
							ac						
TOTAL AWARE OF SIM-ONLY	675	527	148	576	99	424	251	135	**	**	**	183	340
	86%	87%	85%	87%	83%	89%	82%	93%	**	**	**	86%	88%
						b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base: Those with a monthly contract for their mobile phone including a new handset

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	764	182	125	127	77	66	9	18	96	2	42	-	764	764
Effective Weighted Sample	701	167	116	118	71	62	8	14	88	2	39	-	701	701
Total	781	185	133	133	76	64	9	16	100	1	44	-	781	781
Yes - with my current provider	613	152	108	97	**	**	**	**	**	**	**	**	613	613
	78%	82%	81%	73%	**	**	**	**	**	**	**	**	78%	78%
Yes - with an alternative provider	129	26	18	18	**	**	**	**	**	**	**	**	129	129
	16%	14%	13%	14%	**	**	**	**	**	**	**	**	16%	16%
No, not aware that I could do this	106	22	19	24	**	**	**	**	**	**	**	**	106	106
	14%	12%	15%	18%	**	**	**	**	**	**	**	**	14%	14%
TOTAL AWARE OF SIM-ONLY	675	163	114	109	**	**	**	**	**	**	**	**	675	675
	86%	88%	85%	82%	**	**	**	**	**	**	**	**	86%	86%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base: Those with a monthly contract for their mobile phone including a new handset

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	~e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	764	106	359	231	696	67	25	274	333	156	339	418	220	216	154	165
Effective Weighted Sample	701	93	328	215	635	65	24	245	307	149	309	386	203	200	140	153
Total	781	112	374	227	713	67	25	282	346	153	354	419	215	211	176	170
Yes - with my current provider	613	88	311	173	571	**	**	231	278	104	291	315	178	159	137	131
	78%	79%	83%	76%	80%	**	**	82% c	80% c	68%	82%	75%	83%	75%	78%	77%
Yes - with an alternative provider	129	13	52	50	116	**	**	38	59	30	61	67	37	40	31	20
	16%	12%	14%	22%	16%	**	**	14%	17%	20%	17%	16%	17%	19%	18%	12%
No, not aware that I could do this	106	14	44	30	87	**	**	32	41	33	33	73	17	32	27	29
	14%	12%	12%	13%	12%	**	**	11%	12%	22% ab	9%	17% a	8%	15%	15%	17% a
TOTAL AWARE OF SIM-ONLY	675	98	330	197	626	**	**	250	304	120	321	346	198	179	149	141
	86%	88%	88%	87%	88%	**	**	89% c	88% c	78%	91% b	83%	92% d	85%	85%	83%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base: Those with a monthly contract for their mobile phone including a new handset

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted row	764	633	62	44	25	76	271	297	244	407	593	-	638	94	32
Effective Weighted Sample	701	580	57	42	23	67	248	273	221	374	549	-	583	88	30
Total	781	646	65	45	25	76	282	297	242	424	607	-	655	94	32
Yes - with my current provider	613	511	**	**	**	**	222	236	187	338	476	**	534	**	**
	78%	79%	**	**	**	**	79%	79%	77%	80%	78%	**	82%	**	**
Yes - with an alternative provider	129	106	**	**	**	**	31	70	40	77	99	**	110	**	**
	16%	16%	**	**	**	**	11%	24% b	16%	18%	16%	**	17%	**	**
No, not aware that I could do this	106	83	**	**	**	**	45	28	40	48	80	**	73	**	**
	14%	13%	**	**	**	**	16%	9%	17%	11%	13%	**	11%	**	**
TOTAL AWARE OF SIM-ONLY	675	563	**	**	**	**	237	269	202	376	527	**	582	**	**
	86%	87%	**	**	**	**	84%	91%	83%	89%	87%	**	89%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q17A. EXPLANATION OF SIM-ONLY CONTRACTS Before now, were you aware that at the end of your minimum contract period, if you keep your phone handset you could move to a SIM-only contract with either your existing provider or an alternative provider?

Base: Those with a monthly contract for their mobile phone including a new handset

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	764	764	329	181	50	22	153	29
Effective Weighted Sample	701	701	292	170	47	21	143	28
Total	781	781	328	188	50	24	159	31
Yes - with my current provider	613	613	264	150	**	**	118	**
	78%	78%	81%	80%	**	**	74%	**
Yes - with an alternative provider	129	129	69	32	**	**	15	**
	16%	16%	21% f	17%	**	**	10%	**
No, not aware that I could do this	106	106	26	26	**	**	38	**
	14%	14% b	8%	14%	**	**	24% ab	**
TOTAL AWARE OF SIM-ONLY	675	675	302	162	**	**	122	**
	86%	86% f	92% af	86%	**	**	76%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Very satisfied	1116	917	199	992	123	663	453	156	180	123	**	251	539
	47%	46%	49%	47%	47%	45%	50% c	42%	46%	49%	**	49%	46%
Fairly satisfied	940	792	149	838	103	591	349	165	165	102	**	202	448
	40%	40%	37%	40%	39%	40%	38%	44%	42%	41%	**	40%	38%
Neither satisfied nor dissatisfied	208	179	29	188	20	137	71	34	29	19	**	30	126
	9%	9%	7%	9%	7%	9%	8%	9%	7%	8%	**	6%	11% d
Fairly dissatisfied	80	60	20	69	12	59	21	14	13	6	**	22	36
	3%	3%	5%	3%	4%	4%	2%	4%	3%	3%	**	4%	3%
Very dissatisfied	23	17	5	18	4	13	9	4	3	-	**	5	14
	1%	1%	1%	1%	2%	1%	1%	1%	1%	-%	**	1%	1%
Don't know	9	8	1	8	1	4	6	1	1	-	**	1	7
	*%	*%	*%	*%	*%	*%	1%	*%	*%	-%	**	*%	1%
TOTAL SATISFIED	2056	1709	347	1830	226	1254	802	321	344	225	**	453	987
	87%	87%	86%	87%	86%	86%	88%	86%	88%	90%	**	89%	84%
TOTAL DISSATISFIED	103	77	26	87	16	72	31	18	16	6	**	27	50
	4%	4%	6%	4%	6%	5%	3%	5%	4%	3%	**	5%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Very satisfied	1116	235	172	144	72	106	89	**	88	50	**	209	906	1116
	47%	44%	40%	51% bd	37%	63% abdh	55% bd	**	46%	48%	**	49%	46%	47%
Fairly satisfied	940	215	190	110	86	53	56	**	71	43	**	153	787	940
	40%	41%	44% e	39%	44%	31%	35%	**	37%	42%	**	36%	40%	40%
Neither satisfied nor dissatisfied	208	54	43	17	23	7	13	**	19	3	**	38	170	208
	9%	10%	10%	6%	12% e	4%	8%	**	10%	3%	**	9%	9%	9%
Fairly dissatisfied	80	15	16	10	11	2	3	**	9	6	**	18	63	80
	3%	3%	4%	3%	6%	1%	2%	**	5%	5%	**	4%	3%	3%
Very dissatisfied	23	8	6	1	3	1	-	**	1	*	**	3	19	23
	1%	2%	1%	*%	2%	1%	-%	**	1%	*%	**	1%	1%	1%
Don't know	9	2	2	1	-	-	1	**	1	1	**	4	5	9
	*%	*%	1%	*%	-%	-%	1%	**	1%	1%	**	1%	*%	*%
TOTAL SATISFIED	2056	450	362	254	158	159	145	**	159	93	**	363	1694	2056
	87%	85%	84%	90% d	81%	94% abdh	89%	**	84%	90%	**	85%	87%	87%
TOTAL DISSATISFIED	103	23	22	11	14	3	3	**	10	6	**	21	82	103
	4%	4%	5%	4%	7%	2%	2%	**	5%	6%	**	5%	4%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Very satisfied	1116	107	427	374	908	206	89	320	405	388	552	553	296	294	233	273
	47%	38%	47%	46%	46%	54%	60%	46%	44%	51%	45%	49%	45%	46%	48%	50%
						ad	abcd									
Fairly satisfied	940	124	364	331	818	122	40	280	382	278	502	432	273	263	195	199
	40%	45%	40%	41%	41%	32%	27%	40%	42%	36%	41%	38%	42%	41%	40%	36%
		ef	ef	ef	ef											
Neither satisfied nor dissatisfied	208	25	81	66	173	34	14	62	79	66	106	99	54	53	40	53
	9%	9%	9%	8%	9%	9%	10%	9%	9%	9%	9%	9%	8%	8%	8%	10%
Fairly dissatisfied	80	16	26	26	69	11	1	26	31	24	48	30	23	32	11	13
	3%	6%	3%	3%	3%	3%	1%	4%	3%	3%	4%	3%	3%	5%	2%	2%
Very dissatisfied	23	1	9	8	18	5	2	3	13	6	12	10	9	2	2	10
	1%	*%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	*%	*%	2%
Don't know	9	5	1	1	7	2	2	6	1	2	3	6	-	2	2	2
	*%	2%	*%	*%	*%	1%	2%	1%	*%	*%	*%	1%	-%	*%	*%	*%
		bcd					bc									
TOTAL SATISFIED	2056	231	791	704	1726	328	129	600	787	666	1054	985	569	557	429	472
	87%	83%	87%	87%	87%	86%	87%	86%	86%	87%	86%	87%	87%	86%	89%	86%
TOTAL DISSATISFIED	103	17	35	34	86	16	3	29	44	30	61	40	32	34	13	22
	4%	6%	4%	4%	4%	4%	2%	4%	5%	4%	5%	4%	5%	5%	3%	4%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Very satisfied	1116	929	99	51	**	96	375	416	354	599	741	209	665	194	48
	47%	47%	46%	44%	**	44%	51%	47%	49%	47%	46%	49%	49% c	43%	35%
Fairly satisfied	940	786	85	43	**	90	288	357	275	510	654	153	548	189	51
	40%	40%	39%	37%	**	41%	39%	40%	38%	40%	41%	36%	40%	41%	37%
Neither satisfied nor dissatisfied	208	172	19	11	**	28	55	59	66	93	144	38	92	51	27
	9%	9%	9%	10%	**	13% c	7%	7%	9%	7%	9%	9%	7%	11% a	20% a
Fairly dissatisfied	80	62	11	5	**	4	19	44	17	47	44	18	41	15	6
	3%	3%	5%	5%	**	2%	3%	5% b	2%	4%	3%	4%	3%	3%	4%
Very dissatisfied	23	16	3	4	**	1	4	8	11	8	14	3	12	5	2
	1%	1%	2%	3%	**	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%
Don't know	9	7	-	2	**	-	1	1	-	5	4	4	-	1	4
	*%	*%	-%	2% a	**	-%	*%	*%	-%	*%	*%	1%	-%	*%	3% ab
TOTAL SATISFIED	2056	1715	184	94	**	186	663	773	629	1109	1395	363	1213	383	98
	87%	87%	85%	81%	**	85%	89%	87%	87%	88%	87%	85%	89% bc	84% c	72%
TOTAL DISSATISFIED	103	78	14	9	**	5	23	52	28	55	58	21	54	20	8
	4%	4%	7%	8%	**	2%	3%	6% b	4%	4%	4%	5%	4%	4%	6%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Very satisfied	1116	1116	348	224	103	**	364	**
	47%	47%	40%	44%	59%	**	56%	**
		b			abc		abc	
Fairly satisfied	940	940	388	203	50	**	281	**
	40%	40%	44%	40%	29%	**	43%	**
		d	d	d			d	
Neither satisfied nor dissatisfied	208	208	83	53	16	**	-	**
	9%	9%	10%	10%	9%	**	-%	**
		f	f	f	f			
Fairly dissatisfied	80	80	39	20	4	**	-	**
	3%	3%	4%	4%	2%	**	-%	**
		f	f	f	f			
Very dissatisfied	23	23	13	6	-	**	-	**
	1%	1%	2%	1%	-%	**	-%	**
			f	f				
Don't know	9	9	1	1	2	**	4	**
	*%	*%	*%	*%	1%	**	1%	**
TOTAL SATISFIED	2056	2056	736	427	153	**	645	**
	87%	87%	84%	84%	87%	**	99%	**
							abcd	
TOTAL DISSATISFIED	103	103	52	26	4	**	-	**
	4%	4%	6%	5%	2%	**	-%	**
		f	f	f	f			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Looking for a deal for standalone service	146	140	6	146	-	108	38	47	18	15	**	12	99
	6%	7% b	2%	7% b	-%	7% b	4%	12% ab	5%	6%	**	2%	8% d
Looking for a deal for service in bundle	18	-	18	-	18	14	4	8	-	-	**	15	-
	1%	-%	4% a	-%	7% a	1%	*%	2% b	-%	-%	**	3% abe	-%
Looking for a deal for other services in the bundle, but not this	7	-	7	-	7	7	-	4	-	-	**	7	-
	*%	-%	2% a	-%	3% a	*%	-%	1% b	-%	-%	**	1% e	-%
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	1	-	-	**	1	-
	*%	-%	*%	-%	*% a	*%	-%	*%	-%	-%	**	*%	-%
Planning to look for a deal for standalone service	391	364	27	391	-	284	107	82	68	48	**	54	219
	16%	18% b	7%	19% b	-%	19% b	12%	22% b	18% d	19% d	**	11%	19% d
Planning to look for a deal for bundle	52	-	52	-	52	41	11	8	-	-	**	44	-
	2%	-%	13% a	-%	20% a	3%	1%	2%	-%	-%	**	9% abe	-%
Not currently looking or planning to look for a new deal	1695	1412	283	1516	179	981	714	219	299	186	**	370	802
	71%	72%	70%	72%	68%	67% c	79% ac	59%	77% e	74%	**	72%	69%
Don't know	66	57	8	60	6	31	35	5	5	2	**	8	50
	3%	3%	2%	3%	2%	2%	4%	1%	1%	1%	**	2%	4% bd

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
SUMMARY													
Looking for deal for service or bundle	164	140	24	146	18	122	42	54	18	15	**	28	99
	7%	7%	6%	7%	7%	8%	5%	15%	5%	6%	**	5%	8%
						b		ab					
Planning to look for deal for service or bundle	444	364	80	391	52	325	118	90	68	48	**	98	219
	19%	18%	20%	19%	20%	22%	13%	24%	18%	19%	**	19%	19%
						b		b					

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Looking for a deal for standalone service	146	27	34	16	16	7	6	**	16	4	**	43	104	146
	6%	5%	8%	6%	8%	4%	4%	**	9%	3%	**	10% bc	5%	6%
Looking for a deal for service in bundle	18	8	-	2	-	-	-	**	5	-	**	7	10	18
	1%	1%	-%	1%	-%	-%	-%	**	3% b	-%	**	2% b	1%	1%
Looking for a deal for other services in the bundle, but not this	7	4	-	-	-	-	-	**	1	-	**	4	3	7
	*%	1%	-%	-%	-%	-%	-%	**	*%	-%	**	1% b	*%	*%
Looking for a deal for the bundle but not sure which services	1	1	-	-	-	-	-	**	-	-	**	-	1	1
	*%	*%	-%	-%	-%	-%	-%	**	-%	-%	**	-%	*%	*%
Planning to look for a deal for standalone service	391	96	82	56	29	20	21	**	19	22	**	82	309	391
	16%	18%	19% h	20% h	15%	12%	13%	**	10%	21%	**	19%	16%	16%
Planning to look for a deal for bundle	52	20	-	3	2	-	-	**	19	-	**	11	41	52
	2%	4% be	-%	1%	1%	-%	-%	**	10% abcdefi	-%	**	3%	2%	2%
Not currently looking or planning to look for a new deal	1695	354	300	198	142	135	132	**	124	75	**	263	1432	1695
	71%	67%	70%	70%	73%	81% abh	82% abch	**	66%	73%	**	62%	73% a	71% a
Don't know	66	19	13	8	6	6	3	**	6	3	**	15	51	66
	3%	4%	3%	3%	3%	3%	2%	**	3%	3%	**	3%	3%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
SUMMARY														
Looking for deal for service or bundle	164	34	34	18	16	7	6	**	21	4	**	50	114	164
	7%	7%	8%	6%	8%	4%	4%	**	11%	3%	**	12% bc	6%	7%
Planning to look for deal for service or bundle	444	116	82	58	32	20	21	**	38	22	**	94	350	444
	19%	22% e	19%	21%	16%	12%	13%	**	20%	21%	**	22%	18%	19%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Looking for a deal for standalone service	146	27	81	32	140	6	2	68	54	24	98	48	56	35	39	14
	6%	10%	9%	4%	7%	2%	1%	10%	6%	3%	8%	4%	9%	5%	8%	3%
		cef	cef		cef			bc	c		b		d		d	
Looking for a deal for service in bundle	18	-	13	5	18	-	-	7	9	2	10	7	8	5	3	1
	1%	-%	1%	1%	1%	-%	-%	1%	1%	*%	1%	1%	1%	1%	1%	*%
Looking for a deal for other services in the bundle, but not this	7	*	6	-	7	-	-	5	1	-	4	2	2	2	3	*
	*%	*%	1%	-%	*%	-%	-%	1%	*%	-%	*%	*%	*%	*%	1%	*%
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	-	-	1	-	-	-	1	1	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%
Planning to look for a deal for standalone service	391	56	156	126	338	51	16	122	164	104	222	168	126	85	90	89
	16%	20%	17%	16%	17%	14%	11%	18%	18%	14%	18%	15%	19%	13%	18%	16%
													b			
Planning to look for a deal for bundle	52	9	24	9	43	10	3	19	19	14	25	28	20	13	8	10
	2%	3%	3%	1%	2%	3%	2%	3%	2%	2%	2%	2%	3%	2%	2%	2%
Not currently looking or planning to look for a new deal	1695	173	600	609	1381	313	126	453	632	609	831	845	436	484	329	411
	71%	62%	66%	76%	69%	82%	85%	65%	69%	80%	68%	75%	67%	75%	68%	75%
				abd		abd	abd			ab		a		a		a
Don't know	66	13	27	24	65	1	1	22	32	12	34	30	6	21	13	23
	3%	5%	3%	3%	3%	*%	1%	3%	3%	2%	3%	3%	1%	3%	3%	4%
		e	e	e	e									a		a
SUMMARY																
Looking for deal for service or bundle	164	27	93	37	158	6	2	75	63	26	108	55	64	41	42	15
	7%	10%	10%	5%	8%	2%	1%	11%	7%	3%	9%	5%	10%	6%	9%	3%
		cef	cef	e	cef			bc	c		b		d	d	d	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Planning to look for deal for service or bundle	444	66	181	135	381	61	19	142	183	118	246	196	146	99	98	99
	19%	24%	20%	17%	19%	16%	13%	20%	20%	15%	20%	17%	22% b	15%	20%	18%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Looking for a deal for standalone service	146	123	18	3	**	12	45	62	51	70	99	43	71	30	2
	6%	6%	8%	3%	**	5%	6%	7%	7%	6%	6%	10% a	5%	7%	2%
Looking for a deal for service in bundle	18	15	2	-	**	1	7	8	2	12	-	7	8	-	2
	1%	1%	1%	-%	**	*%	1%	1%	*%	1%	-%	2% a	1%	-%	1% b
Looking for a deal for other services in the bundle, but not this	7	2	4	-	**	2	1	3	5	*	-	4	3	-	-
	*%	*%	2% a	-%	**	1%	*%	*%	1% b	*%	-%	1% a	*%	-%	-%
Looking for a deal for the bundle but not sure which services	1	1	-	-	**	-	-	1	-	1	-	-	1	-	-
	*%	*%	-%	-%	**	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%
Planning to look for a deal for standalone service	391	322	38	19	**	44	117	161	132	205	284	82	199	96	14
	16%	16%	18%	16%	**	20%	16%	18%	18%	16%	18%	19%	15%	21% ac	10%
Planning to look for a deal for bundle	52	42	3	5	**	3	14	27	13	34	-	11	30	5	6
	2%	2%	1%	4%	**	2%	2%	3%	2%	3%	-%	3% a	2%	1%	4%
Not currently looking or planning to look for a new deal	1695	1412	149	84	**	154	533	612	511	903	1172	263	1013	313	106
	71%	72%	69%	72%	**	70%	72%	69%	71%	72%	73% b	62%	75%	69%	77%
Don't know	66	55	3	5	**	3	24	12	8	38	45	15	33	11	7
	3%	3%	2%	5%	**	1%	3% c	1%	1%	3% a	3%	3%	2%	2%	5%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
SUMMARY															
Looking for deal for service or bundle	164	138	20	3	**	13	52	70	53	82	99	50	79	30	4
	7%	7%	9%	3%	**	6%	7%	8%	7%	6%	6%	12% a	6%	7%	3%
Planning to look for deal for service or bundle	444	364	41	24	**	47	131	188	145	238	284	94	229	101	20
	19%	18%	19%	20%	**	22%	18%	21%	20%	19%	18%	22%	17%	22%	14%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Looking for a deal for standalone service	146	146	135	11	-	**	-	**
	6%	6%	16%	2%	-%	**	-%	**
		cdf	acdf	f				
Looking for a deal for service in bundle	18	18	18	-	-	**	-	**
	1%	1%	2%	-%	-%	**	-%	**
			acf					
Looking for a deal for other services in the bundle, but not this	7	7	7	-	-	**	-	**
	*%	*%	1%	-%	-%	**	-%	**
Looking for a deal for the bundle but not sure which services	1	1	1	-	-	**	-	**
	*%	*%	*%	-%	-%	**	-%	**
Planning to look for a deal for standalone service	391	391	265	127	-	**	-	**
	16%	16%	30%	25%	-%	**	-%	**
		df	adf	adf				
Planning to look for a deal for bundle	52	52	36	16	-	**	-	**
	2%	2%	4%	3%	-%	**	-%	**
		f	adf	f				
Not currently looking or planning to look for a new deal	1695	1695	394	341	168	**	632	**
	71%	71%	45%	67%	96%	**	97%	**
		b		b	abc		abc	
Don't know	66	66	17	13	7	**	17	**
	3%	3%	2%	2%	4%	**	3%	**

Columns Tested: a,b,c,d,e,f,g

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
SUMMARY								
Looking for deal for service or bundle	164	164	153	11	-	**	-	**
	7%	7%	18%	2%	-%	**	-%	**
		cdf	acdf	f				
Planning to look for deal for service or bundle	444	444	301	143	-	**	-	**
	19%	19%	35%	28%	-%	**	-%	**
		df	adf	adf				

Columns Tested: a,b,c,d,e,f,g

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Discussed deals or offers with your provider	379	263	116	294	86	231	148	82	40	28	**	126	169
	16%	13%	29%	14%	33%	16%	16%	22%	10%	11%	**	25%	14%
			a		a			a				abe	
Looked at alternative deals or offers from your provider	480	380	99	413	67	330	149	92	58	48	**	117	244
	20%	19%	25%	20%	25%	23%	16%	25%	15%	19%	**	23%	21%
						b		b				a	
Received a discount from your provider	366	272	94	300	67	246	120	91	31	33	**	102	185
	15%	14%	23%	14%	25%	17%	13%	24%	8%	13%	**	20%	16%
			a		a			ab				a	a
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	250	182	67	189	60	188	62	70	24	11	**	70	131
	11%	9%	17%	9%	23%	13%	7%	19%	6%	4%	**	14%	11%
			a		a	b		ab				ab	ab
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	97	65	32	69	28	61	36	29	10	4	**	29	49
	4%	3%	8%	3%	11%	4%	4%	8%	3%	2%	**	6%	4%
			a		a			ab					
None of these	1293	1129	164	1202	91	748	545	139	269	158	**	239	607
	54%	57%	41%	57%	35%	51%	60%	37%	69%	63%	**	47%	52%
		b		b		c	ac		de	de			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
SUMMARY													
ANY CHANGE	1083	844	239	911	172	718	365	235	121	93	**	271	562
	46%	43%	59%	43%	65%	49%	40%	63%	31%	37%	**	53%	48%
			a		a	b		ab				ab	ab

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Discussed deals or offers with your provider	379	112	66	58	30	12	7	**	44	4	**	59	320	379
	16%	21% efi	15% efi	21% efi	15% fi	7%	4%	**	23% efi	4%	**	14%	16%	16%
Looked at alternative deals or offers from your provider	480	111	86	57	40	27	30	**	40	15	**	93	387	480
	20%	21%	20%	20%	20%	16%	18%	**	21%	14%	**	22%	20%	20%
Received a discount from your provider	366	97	56	45	31	12	16	**	36	14	**	78	288	366
	15%	18% e	13%	16% e	16% e	7%	10%	**	19% e	14%	**	18%	15%	15%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	250	64	23	31	19	10	15	**	38	6	**	72	178	250
	11%	12% b	5%	11% b	10%	6%	9%	**	20% abcdefi	6%	**	17% bc	9%	11%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	97	24	17	14	8	4	5	**	15	1	**	29	68	97
	4%	4%	4%	5%	4%	2%	3%	**	8%	1%	**	7% b	3%	4%
None of these	1293	263	254	141	100	117	102	**	80	71	**	215	1077	1293
	54%	50%	59% ah	50%	51%	69% acdh	63% ach	**	42%	69% acdh	**	51%	55%	54%
SUMMARY														
ANY CHANGE	1083	266	175	142	95	51	60	**	109	32	**	210	873	1083
	46%	50% befi	41%	50% efi	49% ei	31%	37%	**	58% befi	31%	**	49%	45%	46%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Discussed deals or offers with your provider	379	54	170	111	335	44	17	137	142	101	211	167	129	104	75	66
	16%	19%	19%	14%	17%	12%	12%	20%	16%	13%	17%	15%	20%	16%	16%	12%
		e	ce					c					d			
Looked at alternative deals or offers from your provider	480	67	244	127	438	42	12	190	197	93	264	213	163	136	101	77
	20%	24%	27%	16%	22%	11%	8%	27%	22%	12%	22%	19%	25%	21%	21%	14%
		cef	cdef		cef			bc	c				d	d	d	
Received a discount from your provider	366	74	183	77	334	33	10	164	135	68	204	158	109	102	76	74
	15%	27%	20%	10%	17%	9%	7%	24%	15%	9%	17%	14%	17%	16%	16%	13%
		cdef	cef		cef			bc	c							
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	250	55	127	57	239	11	5	127	87	36	136	114	91	55	58	42
	11%	20%	14%	7%	12%	3%	4%	18%	10%	5%	11%	10%	14%	9%	12%	8%
		cdef	cef	e	cef			bc	c				bd			
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	97	14	59	20	93	4	-	46	37	12	55	41	31	26	23	16
	4%	5%	6%	2%	5%	1%	-%	7%	4%	2%	5%	4%	5%	4%	5%	3%
		ef	cef		cef			c	c							
None of these	1293	91	415	516	1021	269	109	267	506	518	624	653	317	351	236	357
	54%	33%	46%	64%	51%	71%	74%	38%	55%	68%	51%	58%	48%	54%	49%	65%
			a	abd	ab	abd	abd		a	ab		a				abc
SUMMARY																
ANY CHANGE	1083	187	494	290	971	112	39	430	406	247	599	477	338	295	247	192
	46%	67%	54%	36%	49%	29%	26%	62%	45%	32%	49%	42%	52%	46%	51%	35%
		bcdef	cdef		cef			bc	c		b		d	d	d	

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Discussed deals or offers with your provider	379	317	35	14	**	34	113	172	109	220	226	59	256	46	19
	16%	16%	16%	12%	**	15%	15%	19%	15%	17%	14%	14%	19% b	10%	14%
Looked at alternative deals or offers from your provider	480	396	49	19	**	44	149	207	154	261	305	93	285	87	15
	20%	20%	23%	17%	**	20%	20%	23%	21%	21%	19%	22%	21% c	19%	11%
Received a discount from your provider	366	308	30	12	**	37	111	151	123	192	211	78	235	42	12
	15%	16%	14%	10%	**	17%	15%	17%	17%	15%	13%	18% a	17% bc	9%	8%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	250	210	18	12	**	22	70	113	87	132	129	72	140	27	11
	11%	11%	8%	10%	**	10%	9%	13%	12%	10%	8%	17% a	10% b	6%	8%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	97	81	10	4	**	12	25	46	26	60	47	29	56	11	1
	4%	4%	4%	4%	**	5%	3%	5%	4%	5%	3%	7% a	4%	2%	1%
None of these	1293	1068	116	74	**	112	411	446	388	680	923	215	698	283	96
	54%	54%	54%	63%	**	51%	55%	50%	54%	54%	58% b	51%	51%	62% a	70% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
SUMMARY															
ANY CHANGE	1083	903	101	43	**	107	331	440	335	582	677	210	660	172	41
	46%	46%	46%	37%	**	49%	45%	50%	46%	46%	42%	49% a	49% bc	38%	30%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Discussed deals or offers with your provider	379	379	250	129	-	**	-	**
	16%	16%	29%	26%	-%	**	-%	**
		df	adf	adf				
Looked at alternative deals or offers from your provider	480	480	367	112	-	**	-	**
	20%	20%	42%	22%	-%	**	-%	**
		df	acdf	df				
Received a discount from your provider	366	366	219	109	14	**	22	**
	15%	15%	25%	22%	8%	**	3%	**
		df	adf	adf	f			
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	250	250	165	67	17	**	-	**
	11%	11%	19%	13%	10%	**	-%	**
		f	acdf	f	f			
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	97	97	67	26	4	**	-	**
	4%	4%	8%	5%	2%	**	-%	**
		f	af	f	f			
None of these	1293	1293	174	178	144	**	627	**
	54%	54%	20%	35%	82%	**	97%	**
		bc		b	abc		abcd	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
SUMMARY								
ANY CHANGE	1083	1083	698	329	32	**	22	**
	46%	46%	80%	65%	18%	**	3%	**
		df	acdf	adf	f			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	b	c	~a	~b	~c	d	e
Unweighted row	371	275	96	303	68	257	114	101	27	33	16	103	192
Effective Weighted Sample	335	250	85	276	59	227	107	87	26	29	14	93	174
Total	366	272	94	300	67	246	120	91	31	33	15	102	185
I contacted my provider	194	137	**	155	**	129	66	48	**	**	**	65	87
	53%	50%	**	52%	**	52%	54%	53%	**	**	**	64% e	47%
My provider contacted me	139	109	**	115	**	95	44	35	**	**	**	32	82
	38%	40%	**	38%	**	39%	37%	38%	**	**	**	32%	44%
Don't know/ can't remember	33	26	**	30	**	22	11	8	**	**	**	5	15
	9%	10%	**	10%	**	9%	9%	9%	**	**	**	5%	8%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	371	96	57	44	32	13	15	22	37	15	9	87	284	371
Effective Weighted Sample	335	86	51	40	30	11	14	18	33	14	8	74	261	335
Total	366	97	56	45	31	12	16	21	36	14	9	78	288	366
I contacted my provider	194	**	**	**	**	**	**	**	**	**	**	**	162	194
	53%	**	**	**	**	**	**	**	**	**	**	**	56%	53%
My provider contacted me	139	**	**	**	**	**	**	**	**	**	**	**	101	139
	38%	**	**	**	**	**	**	**	**	**	**	**	35%	38%
Don't know/ can't remember	33	**	**	**	**	**	**	**	**	**	**	**	25	33
	9%	**	**	**	**	**	**	**	**	**	**	**	9%	9%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	a	b	~c	~d
Unweighted row	371	74	185	81	340	31	10	166	137	68	199	168	119	100	68	78
Effective Weighted Sample	335	65	164	76	304	30	10	148	122	66	181	150	106	94	60	70
Total	366	74	183	77	334	33	10	164	135	68	204	158	109	102	76	74
I contacted my provider	194	**	95	**	173	**	**	81	73	**	114	79	57	51	**	**
	53%	**	52%	**	52%	**	**	50%	54%	**	56%	50%	52%	50%	**	**
My provider contacted me	139	**	71	**	131	**	**	72	45	**	74	62	44	39	**	**
	38%	**	39%	**	39%	**	**	44%	34%	**	36%	39%	40%	38%	**	**
Don't know/ can't remember	33	**	17	**	30	**	**	11	16	**	16	17	8	13	**	**
	9%	**	10%	**	9%	**	**	7%	12%	**	8%	11%	8%	12%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted row	371	316	27	12	16	41	108	158	131	191	209	87	232	40	12
Effective Weighted Sample	335	286	24	11	14	36	98	142	115	175	192	74	212	37	12
Total	366	308	30	12	17	37	111	151	123	192	211	78	235	42	12
I contacted my provider	194	171	**	**	**	**	53	90	58	112	113	**	137	**	**
	53%	56%	**	**	**	**	48%	60%	47%	58%	54%	**	58%	**	**
My provider contacted me	139	109	**	**	**	**	50	53	54	68	78	**	83	**	**
	38%	35%	**	**	**	**	45%	35%	44%	35%	37%	**	35%	**	**
Don't know/ can't remember	33	28	**	**	**	**	8	8	12	13	20	**	14	**	**
	9%	9%	**	**	**	**	7%	6%	10%	7%	9%	**	6%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	371	371	225	108	14	-	22	2
Effective Weighted Sample	335	335	197	101	13	-	21	2
Total	366	366	219	109	14	-	22	2
I contacted my provider	194	194	132	62	**	**	**	**
	53%	53%	60%	57%	**	**	**	**
My provider contacted me	139	139	75	35	**	**	**	**
	38%	38%	34%	33%	**	**	**	**
Don't know/ can't remember	33	33	13	11	**	**	**	**
	9%	9%	6%	10%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	b	~c	~a	~b	~c	~d	e
Unweighted row	303	209	94	235	68	203	100	79	22	29	16	98	138
Effective Weighted Sample	276	192	83	217	59	181	95	69	21	26	14	88	127
Total	304	211	93	237	67	197	107	73	25	30	15	98	136
Yes	207	141	**	155	**	130	77	**	**	**	**	**	90
	68%	67%	**	65%	**	66%	72%	**	**	**	**	**	66%
No	72	52	**	62	**	50	21	**	**	**	**	**	36
	24%	25%	**	26%	**	26%	20%	**	**	**	**	**	27%
Don't know/ can't remember	25	18	**	21	**	17	9	**	**	**	**	**	10
	8%	8%	**	9%	**	8%	8%	**	**	**	**	**	7%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	303	86	45	36	30	10	9	14	33	9	8	19	284	303
Effective Weighted Sample	276	77	41	33	28	9	8	12	30	9	7	15	261	276
Total	304	86	45	38	30	10	10	14	33	9	8	16	288	304
Yes	207	**	**	**	**	**	**	**	**	**	**	**	195	207
	68%	**	**	**	**	**	**	**	**	**	**	**	68%	68%
No	72	**	**	**	**	**	**	**	**	**	**	**	68	72
	24%	**	**	**	**	**	**	**	**	**	**	**	24%	24%
Don't know/ can't remember	25	**	**	**	**	**	**	**	**	**	**	**	25	25
	8%	**	**	**	**	**	**	**	**	**	**	**	9%	8%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	~a	~b	~c	~d
Unweighted row	303	49	149	76	274	29	9	122	118	63	153	147	94	91	55	58
Effective Weighted Sample	276	43	133	72	247	28	9	109	106	61	140	133	85	86	50	52
Total	304	50	152	72	274	30	9	123	118	63	157	144	87	94	63	56
Yes	207	**	104	**	187	**	**	85	79	**	107	99	**	**	**	**
	68%	**	69%	**	68%	**	**	69%	67%	**	68%	69%	**	**	**	**
No	72	**	31	**	63	**	**	31	24	**	36	35	**	**	**	**
	24%	**	21%	**	23%	**	**	25%	20%	**	23%	24%	**	**	**	**
Don't know/ can't remember	25	**	16	**	24	**	**	7	15	**	14	10	**	**	**	**
	8%	**	11%	**	9%	**	**	6%	13%	**	9%	7%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	a	b	a	~b	a	~b	~c
Unweighted row	303	258	20	11	14	31	86	135	112	154	209	19	232	40	12
Effective Weighted Sample	276	235	18	10	12	27	79	123	99	143	192	15	212	37	12
Total	304	255	22	11	15	27	90	132	108	158	211	16	235	42	12
Yes	207	175	**	**	**	**	**	97	59	125	141	**	164	**	**
	68%	69%	**	**	**	**	**	74%	54%	79% a	67%	**	70%	**	**
No	72	57	**	**	**	**	**	23	38	22	52	**	54	**	**
	24%	22%	**	**	**	**	**	18%	35% b	14%	25%	**	23%	**	**
Don't know/ can't remember	25	23	**	**	**	**	**	11	11	11	18	**	16	**	**
	8%	9%	**	**	**	**	**	8%	11%	7%	8%	**	7%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their mobile phone network provider in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	303	303	175	99	11	-	16	2
Effective Weighted Sample	276	276	154	94	11	-	15	2
Total	304	304	173	101	12	-	16	2
Yes	207	207	119	**	**	**	**	**
	68%	68%	68%	**	**	**	**	**
No	72	72	39	**	**	**	**	**
	24%	24%	23%	**	**	**	**	**
Don't know/ can't remember	25	25	16	**	**	**	**	**
	8%	8%	9%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e
Unweighted row	268	190	78	198	70	208	60	89	22	13	15	79	139
Effective Weighted Sample	230	165	65	172	57	175	55	70	20	10	12	66	121
Total	250	182	67	189	60	188	62	70	24	11	13	70	131
I contacted my provider	146	104	**	108	**	105	**	**	**	**	**	**	65
	58%	57%	**	57%	**	56%	**	**	**	**	**	**	49%
My provider contacted me	79	56	**	60	**	64	**	**	**	**	**	**	47
	32%	31%	**	31%	**	34%	**	**	**	**	**	**	36%
Don't know/ can't remember	25	22	**	22	**	19	**	**	**	**	**	**	19
	10%	12%	**	11%	**	10%	**	**	**	**	**	**	15%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	268	73	24	32	21	11	15	18	37	7	7	88	180	268
Effective Weighted Sample	230	62	20	28	18	10	14	14	33	6	6	70	160	230
Total	250	64	23	31	19	10	15	14	38	6	6	72	178	250
I contacted my provider	146	**	**	**	**	**	**	**	**	**	**	**	111	146
	58%	**	**	**	**	**	**	**	**	**	**	**	62%	58%
My provider contacted me	79	**	**	**	**	**	**	**	**	**	**	**	43	79
	32%	**	**	**	**	**	**	**	**	**	**	**	24%	32%
Don't know/ can't remember	25	**	**	**	**	**	**	**	**	**	**	**	24	25
	10%	**	**	**	**	**	**	**	**	**	**	**	13%	10%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	~b	~c	a	b	a	~b	~c	~d
Unweighted row	268	55	140	63	258	10	5	134	98	36	141	126	109	59	55	43
Effective Weighted Sample	230	47	117	57	220	10	5	112	84	34	120	109	90	52	47	40
Total	250	55	127	57	239	11	5	127	87	36	136	114	91	55	58	42
I contacted my provider	146	**	83	**	140	**	**	71	**	**	78	68	51	**	**	**
	58%	**	66%	**	59%	**	**	56%	**	**	57%	60%	56%	**	**	**
My provider contacted me	79	**	37	**	75	**	**	42	**	**	47	32	35	**	**	**
	32%	**	29%	**	31%	**	**	33%	**	**	35%	28%	38%	**	**	**
Don't know/ can't remember	25	**	7	**	24	**	**	15	**	**	11	14	5	**	**	**
	10%	**	5%	**	10%	**	**	11%	**	**	8%	12%	5%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	~a	b	a	~b	a	~b	~c
Unweighted row	268	226	19	11	12	27	75	125	94	143	126	88	143	25	12
Effective Weighted Sample	230	194	16	10	10	23	63	107	78	124	113	70	125	24	12
Total	250	210	18	12	9	22	70	113	87	132	129	72	140	27	11
I contacted my provider	146	124	**	**	**	**	**	67	**	83	79	**	90	**	**
	58%	59%	**	**	**	**	**	59%	**	63%	61%	**	64%	**	**
My provider contacted me	79	69	**	**	**	**	**	40	**	43	29	**	36	**	**
	32%	33%	**	**	**	**	**	36%	**	32%	23%	**	26%	**	**
Don't know/ can't remember	25	18	**	**	**	**	**	5	**	6	20	**	15	**	**
	10%	9%	**	**	**	**	**	5%	**	5%	16%	**	11%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their mobile phone network provider in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	268	268	184	67	17	-	-	-
Effective Weighted Sample	230	230	151	62	16	-	-	-
Total	250	250	165	67	17	-	-	-
I contacted my provider	146	146	105	**	**	**	**	**
	58%	58%	64%	**	**	**	**	**
My provider contacted me	79	79	53	**	**	**	**	**
	32%	32%	32%	**	**	**	**	**
Don't know/ can't remember	25	25	7	**	**	**	**	**
	10%	10%	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	103	65	38	70	33	69	34	36	9	5	7	33	49
Effective Weighted Sample	87	57	30	62	25	56	31	26	8	4	5	26	44
Total	97	65	32	69	28	61	36	29	10	4	5	29	49
I contacted my provider	68	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	22	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?

Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	c
Unweighted row	103	25	19	14	7	3	5	7	15	1	1	37	66	103
Effective Weighted Sample	87	20	16	13	6	3	5	5	13	1	1	27	60	87
Total	97	24	17	14	8	4	5	3	15	1	1	29	68	97
I contacted my provider	68	**	**	**	**	**	**	**	**	**	**	**	**	68
	71%	**	**	**	**	**	**	**	**	**	**	**	**	71%
My provider contacted me	22	**	**	**	**	**	**	**	**	**	**	**	**	22
	22%	**	**	**	**	**	**	**	**	**	**	**	**	22%
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	7
	7%	**	**	**	**	**	**	**	**	**	**	**	**	7%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Did you contact your provider to reduce or downgrade services or did they contact you?

Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	103	13	63	22	98	4	-	48	41	13	54	48	43	26	18	15
Effective Weighted Sample	87	11	52	20	82	4	-	39	35	13	47	40	34	23	17	14
Total	97	14	59	20	93	4	-	46	37	12	55	41	31	26	23	16
I contacted my provider	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	103	87	8	4	4	12	25	53	30	62	45	37	55	10	1
Effective Weighted Sample	87	74	7	4	3	10	22	44	24	53	41	27	49	10	1
Total	97	81	10	4	2	12	25	46	26	60	47	29	56	11	1
I contacted my provider	68	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	71%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	22	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their mobile phone network provider in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	103	103	73	26	4	-	-	-
Effective Weighted Sample	87	87	59	24	4	-	-	-
Total	97	97	67	26	4	-	-	-
I contacted my provider	68	68	**	**	**	**	**	**
	71%	71%	**	**	**	**	**	**
My provider contacted me	22	22	**	**	**	**	**	**
	22%	22%	**	**	**	**	**	**
Don't know/ can't remember	7	7	**	**	**	**	**	**
	7%	7%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Received a discount	194	137	57	155	39	129	66	48	18	15	**	65	87
	8%	7%	14% a	7%	15% a	9%	7%	13% b	5%	6%	**	13% abe	7%
Added extra or improved services	146	104	41	108	38	105	41	40	15	9	**	45	65
	6%	5%	10% a	5%	14% a	7% b	4%	11% b	4%	4%	**	9% a	6%
Reduced or downgraded services	68	44	25	46	22	44	25	21	9	1	**	22	32
	3%	2%	6% a	2%	9% a	3%	3%	6%	2%	*%	**	4% b	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	344	247	98	270	75	237	108	97	38	23	**	103	162
	14%	12%	24% a	13%	28% a	16% b	12%	26% ab	10%	9%	**	20% abe	14%
ALL 3 CHANGES	9	4	5	4	5	5	4	4	-	*	**	4	2
	*%	*%	1% a	*%	2% a	*%	*%	1%	-%	*%	**	1%	*%
DISCOUNT AND EXTRA SERVICES	32	22	10	23	9	25	8	4	4	2	**	15	10
	1%	1%	2%	1%	3% a	2%	1%	1%	1%	1%	**	3% e	1%
DISCOUNT AND REDUCED SERVICES	6	5	1	5	1	3	4	-	-	-	**	1	5
	*%	*%	*%	*%	*%	*%	*%	-%	-%	-%	**	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	7	3	4	3	4	4	4	2	*	-	**	4	3
	*%	*%	1% a	*%	2% a	*%	*%	1%	*%	-%	**	1%	*%
DISCOUNT ONLY	146	106	41	122	24	96	50	41	14	13	**	45	70
	6%	5%	10% a	6%	9%	7%	6%	11% ab	4%	5%	**	9% a	6%
EXTRA SERVICES ONLY	97	75	22	78	19	72	25	31	11	7	**	21	50
	4%	4%	6%	4%	7% a	5%	3%	8% ab	3%	3%	**	4%	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
REDUCED SERVICES ONLY	46	31	14	34	12	32	14	15	9	1	**	12	22
	2%	2%	4%	2%	4%	2%	1%	4%	2%	*%	**	2%	2%
			a		a			b					
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2031	1726	305	1843	188	1230	802	278	352	227	**	408	1008
	86%	88%	76%	87%	72%	84%	88%	74%	90%	91%	**	80%	86%
		b		b		c	ac		d	d			d

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Received a discount	194	61	30	26	20	8	4	**	21	3	**	32	162	194
	8%	11% fi	7%	9%	10% f	5%	3%	**	11% f	3%	**	8%	8%	8%
Added extra or improved services	146	36	13	20	10	8	11	**	21	2	**	35	111	146
	6%	7% b	3%	7%	5%	5%	7%	**	11% bi	2%	**	8%	6%	6%
Reduced or downgraded services	68	16	11	7	7	4	4	**	14	1	**	18	51	68
	3%	3%	3%	2%	3%	2%	3%	**	7% b	1%	**	4%	3%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	344	99	47	43	30	18	17	**	43	5	**	68	276	344
	14%	19% bi	11%	15% i	15% i	11%	10%	**	23% befi	4%	**	16%	14%	14%
ALL 3 CHANGES	9	1	1	2	2	-	-	**	3	-	**	2	7	9
	*%	*%	*%	1%	1%	-%	-%	**	2% a	-%	**	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	32	9	4	4	4	2	2	**	6	-	**	6	27	32
	1%	2%	1%	1%	2%	1%	1%	**	3%	-%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	6	3	2	-	-	-	-	**	-	1	**	3	3	6
	*%	*%	1%	-%	-%	-%	-%	**	-%	1%	**	1%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	7	1	-	1	-	-	1	**	*	-	**	4	3	7
	*%	*%	-%	*%	-%	-%	1%	**	*%	-%	**	1% b	*%	*%
DISCOUNT ONLY	146	48	23	20	14	6	2	**	12	2	**	22	125	146
	6%	9% f	5%	7%	7%	4%	1%	**	6%	2%	**	5%	6%	6%
EXTRA SERVICES ONLY	97	25	9	13	5	6	8	**	12	2	**	23	74	97
	4%	5%	2%	5%	2%	3%	5%	**	6% b	2%	**	5%	4%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
REDUCED SERVICES ONLY	46	12	8	3	5	4	3	**	10	-	**	8	37	46
	2%	2%	2%	1%	3%	2%	2%	**	5% c	-%	**	2%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2031	430	382	239	165	150	145	**	147	99	**	357	1674	2031
	86%	81%	89% ah	85%	85%	89% h	90% h	**	77%	96% acdh	**	84%	86%	86%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Received a discount	194	32	95	46	173	21	5	81	73	40	114	79	57	51	46	37
	8%	11%	10%	6%	9%	6%	4%	12%	8%	5%	9%	7%	9%	8%	10%	7%
		cef	ce		c			c								
Added extra or improved services	146	21	83	36	140	6	3	71	54	21	78	68	51	34	29	29
	6%	8%	9%	4%	7%	1%	2%	10%	6%	3%	6%	6%	8%	5%	6%	5%
		e	cef	e	e			bc	c							
Reduced or downgraded services	68	11	42	12	65	3	-	30	28	9	41	27	21	19	19	9
	3%	4%	5%	2%	3%	1%	-%	4%	3%	1%	3%	2%	3%	3%	4%	2%
		e	cef		e			c	c							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	344	57	180	78	315	28	8	156	125	63	198	145	104	89	84	64
	14%	20%	20%	10%	16%	7%	5%	22%	14%	8%	16%	13%	16%	14%	17%	12%
		cef	cdef		cef			bc	c							
ALL 3 CHANGES	9	-	7	2	9	-	-	3	6	-	6	3	3	3	3	-
	*%	-%	1%	*%	*%	-%	-%	*%	1%	-%	*%	*%	1%	*%	1%	-%
DISCOUNT AND EXTRA SERVICES	32	5	16	11	31	1	1	15	10	7	14	18	12	6	3	11
	1%	2%	2%	1%	2%	*%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%
DISCOUNT AND REDUCED SERVICES	6	*	4	2	6	-	-	2	5	-	4	3	3	2	1	*
	*%	*%	*%	*%	*%	-%	-%	*%	1%	-%	*%	*%	*%	*%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	7	2	6	-	7	-	-	5	3	-	6	2	4	1	1	-
	*%	1%	1%	-%	*%	-%	-%	1%	*%	-%	*%	*%	1%	*%	*%	-%
DISCOUNT ONLY	146	27	68	32	127	20	4	62	52	33	90	55	39	40	40	26
	6%	10%	7%	4%	6%	5%	3%	9%	6%	4%	7%	5%	6%	6%	8%	5%
		c	c					c								
EXTRA SERVICES ONLY	97	15	55	23	93	4	2	48	34	15	52	45	32	24	22	18
	4%	5%	6%	3%	5%	1%	1%	7%	4%	2%	4%	4%	5%	4%	5%	3%
		e	ce		e			bc								
REDUCED SERVICES ONLY	46	9	25	9	42	3	-	22	15	9	26	19	11	13	14	8
	2%	3%	3%	1%	2%	1%	-%	3%	2%	1%	2%	2%	2%	2%	3%	2%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2031	222	728	727	1677	353	140	542	787	701	1026	985	551	557	400	485
	86%	80%	80%	90%	84%	93%	95%	78%	86%	92%	84%	87%	84%	86%	83%	88%
				abd	b	abd	abd		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Received a discount	194	171	8	5	**	16	53	90	58	112	113	32	137	17	7
	8%	9%	4%	4%	**	7%	7%	10%	8%	9%	7%	8%	10% b	4%	5%
Added extra or improved services	146	124	14	4	**	15	40	67	51	83	79	35	90	16	5
	6%	6%	7%	3%	**	7%	5%	8%	7%	7%	5%	8% a	7%	3%	4%
Reduced or downgraded services	68	57	7	4	**	9	15	32	19	43	34	18	43	7	1
	3%	3%	3%	4%	**	4%	2%	4%	3%	3%	2%	4%	3%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	344	292	28	13	**	34	92	157	107	196	196	68	230	34	12
	14%	15%	13%	11%	**	16%	12%	18% b	15%	16%	12%	16%	17% b	8%	9%
ALL 3 CHANGES	9	8	-	-	**	-	2	5	3	6	3	2	7	-	-
	*%	*%	-%	-%	**	-%	*%	1%	*%	*%	*%	*%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	32	30	1	-	**	4	11	12	11	20	18	6	22	3	2
	1%	2%	1%	-%	**	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%
DISCOUNT AND REDUCED SERVICES	6	6	-	-	**	1	-	5	1	5	3	3	2	1	-
	*%	*%	-%	-%	**	1%	-%	1%	*%	*%	*%	1%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	7	7	-	-	**	*	*	6	2	5	1	4	1	2	-
	*%	*%	-%	-%	**	*%	*%	1%	*%	*%	*%	1% a	*%	*%	-%
DISCOUNT ONLY	146	127	7	5	**	10	39	68	42	81	88	22	106	14	6
	6%	6%	3%	4%	**	5%	5%	8%	6%	6%	6%	5%	8% b	3%	4%
EXTRA SERVICES ONLY	97	78	13	4	**	10	27	45	35	52	56	23	59	11	3
	4%	4%	6%	3%	**	5%	4%	5%	5%	4%	3%	5%	4%	2%	3%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
REDUCED SERVICES ONLY	46	35	7	4	**	8	12	17	12	28	26	8	33	4	1
	2%	2%	3%	4%	**	4%	2%	2%	2%	2%	2%	2%	2%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2031	1680	189	103	**	185	650	729	616	1066	1404	357	1128	421	125
	86%	85%	87%	89%	**	84%	88% c	82%	85%	84%	88%	84%	83%	92% a	91%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Received a discount	194	194	132	62	-	**	-	**
	8%	8%	15%	12%	-%	**	-%	**
		df	adf	adf				
Added extra or improved services	146	146	105	41	-	**	-	**
	6%	6%	12%	8%	-%	**	-%	**
		df	adf	df				
Reduced or downgraded services	68	68	49	20	-	**	-	**
	3%	3%	6%	4%	-%	**	-%	**
		f	adf	df				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	344	344	237	107	-	**	-	**
	14%	14%	27%	21%	-%	**	-%	**
		df	adf	adf				
ALL 3 CHANGES	9	9	8	1	-	**	-	**
	*%	*%	1%	*%	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	32	32	22	10	-	**	-	**
	1%	1%	3%	2%	-%	**	-%	**
		f	f	f				
DISCOUNT AND REDUCED SERVICES	6	6	5	1	-	**	-	**
	*%	*%	1%	*%	-%	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	7	7	5	2	-	**	-	**
	*%	*%	1%	*%	-%	**	-%	**
DISCOUNT ONLY	146	146	96	50	-	**	-	**
	6%	6%	11%	10%	-%	**	-%	**
		df	adf	adf				
EXTRA SERVICES ONLY	97	97	70	27	-	**	-	**
	4%	4%	8%	5%	-%	**	-%	**
		df	adf	df				

Columns Tested: a,b,c,d,e,f,g

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
REDUCED SERVICES ONLY	46	46	30	16	-	**	-	**
	2%	2%	3%	3%	-%	**	-%	**
		f	f	f				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	2031	2031	635	400	176	**	649	**
	86%	86%	73%	79%	100%	**	100%	**
		bc			abc		abc	

Columns Tested: a,b,c,d,e,f,g

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Received a discount	139	109	30	115	24	95	44	35	6	14	**	32	82
	6%	6%	7%	5%	9%	6%	5%	9% b	2%	6% a	**	6% a	7% a
Added extra or improved services	79	56	23	60	19	64	15	23	6	2	**	22	47
	3%	3%	6% a	3%	7% a	4% b	2%	6% b	2%	1%	**	4% b	4% b
Reduced or downgraded services	22	15	6	16	5	15	7	7	1	3	**	6	11
	1%	1%	2%	1%	2%	1%	1%	2%	*%	1%	**	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	217	170	47	180	38	155	62	59	13	17	**	48	133
	9%	9%	12%	8%	14% a	11% b	7%	16% ab	3%	7%	**	9% a	11% a
ALL 3 CHANGES	2	*	1	*	1	1	*	1	-	*	**	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	**	*%	-%
DISCOUNT AND EXTRA SERVICES	14	8	5	8	5	12	2	2	*	1	**	5	7
	1%	*%	1%	*%	2% a	1%	*%	1%	*%	*%	**	1%	1%
DISCOUNT AND REDUCED SERVICES	4	1	3	2	2	3	1	1	-	-	**	3	1
	*%	*%	1% a	*%	1% a	*%	*%	*%	-%	-%	**	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	1	1	1	1	1	1	*	-	-	**	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	**	*%	*%
DISCOUNT ONLY	120	100	20	105	15	79	41	30	6	13	**	22	75
	5%	5%	5%	5%	6%	5%	5%	8% b	1%	5%	**	4%	6% a
EXTRA SERVICES ONLY	62	47	15	50	12	50	12	20	6	-	**	14	40
	3%	2%	4%	2%	4%	3% b	1%	5% b	2%	-%	**	3% b	3% b

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
REDUCED SERVICES ONLY	14	14	1	14	1	10	4	5	1	2	**	1	10
	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	**	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2159	1802	356	1933	225	1311	848	315	377	234	**	463	1037
	91%	91%	88%	92%	86%	89%	93%	84%	97%	93%	**	91%	89%
				b		c	ac		de				

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Received a discount	139	26	19	17	8	3	11	**	13	6	**	38	101	139
	6%	5%	4%	6%	4%	2%	7%	**	7%	6%	**	9% b	5%	6%
Added extra or improved services	79	26	6	7	6	2	3	**	14	2	**	36	43	79
	3%	5% b	2%	3%	3%	1%	2%	**	7% be	2%	**	8% bc	2%	3%
Reduced or downgraded services	22	6	4	6	-	-	1	**	1	-	**	9	13	22
	1%	1%	1%	2%	-%	-%	1%	**	*%	-%	**	2% b	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	217	50	27	27	14	6	15	**	23	9	**	70	147	217
	9%	9%	6%	10%	7%	3%	9%	**	12% e	9%	**	17% bc	8%	9%
ALL 3 CHANGES	2	1	*	-	-	-	-	**	-	-	**	2	-	2
	*%	*%	*%	-%	-%	-%	-%	**	-%	-%	**	*% b	-%	*%
DISCOUNT AND EXTRA SERVICES	14	2	1	3	-	-	-	**	5	-	**	7	7	14
	1%	*%	*%	1%	-%	-%	-%	**	2%	-%	**	2% b	*%	1%
DISCOUNT AND REDUCED SERVICES	4	3	1	-	-	-	-	**	-	-	**	2	2	4
	*%	1%	*%	-%	-%	-%	-%	**	-%	-%	**	1%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	*	-	-	-	-	-	**	1	-	**	-	2	2
	*%	*%	-%	-%	-%	-%	-%	**	*%	-%	**	-%	*%	*%
DISCOUNT ONLY	120	19	17	15	8	3	11	**	9	6	**	27	93	120
	5%	4%	4%	5%	4%	2%	7%	**	5%	6%	**	6%	5%	5%
EXTRA SERVICES ONLY	62	22	5	4	6	2	3	**	9	2	**	27	35	62
	3%	4% b	1%	1%	3%	1%	2%	**	5% b	2%	**	6% bc	2%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
REDUCED SERVICES ONLY	14	1	3	6	-	-	1	**	-	-	**	5	9	14
	1%	*%	1%	2%	-%	-%	1%	**	-%	-%	**	1%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2159	479	402	255	181	162	147	**	167	94	**	355	1804	2159
	91%	91%	94%	90%	93%	97%	91%	**	88%	91%	**	83%	92%	91%
						h							a	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Received a discount	139	34	71	26	131	8	4	72	45	22	74	62	44	39	25	30
	6%	12%	8%	3%	7%	2%	3%	10%	5%	3%	6%	5%	7%	6%	5%	5%
		cdef	ce		ce			bc								
Added extra or improved services	79	23	37	15	75	4	1	42	28	9	47	32	35	12	24	7
	3%	8%	4%	2%	4%	1%	1%	6%	3%	1%	4%	3%	5%	2%	5%	1%
		bcdef	ce		ce			bc					bd		bd	
Reduced or downgraded services	22	2	13	5	21	1	-	14	5	3	9	13	8	7	3	4
	1%	1%	1%	1%	1%	*%	-%	2%	1%	*%	1%	1%	1%	1%	1%	1%
								bc								
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	217	56	108	41	205	12	4	117	70	30	118	96	73	54	48	39
	9%	20%	12%	5%	10%	3%	3%	17%	8%	4%	10%	8%	11%	8%	10%	7%
		bcdef	cef		cef			bc	c							
ALL 3 CHANGES	2	-	1	*	2	-	-	1	*	-	1	*	2	-	-	-
	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%	*%	*%	*%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	14	4	8	1	13	1	1	6	7	1	7	7	7	3	4	-
	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	-%
DISCOUNT AND REDUCED SERVICES	4	-	2	2	4	-	-	2	-	2	2	2	2	1	-	1
	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	-	1	*	1	1	-	1	*	1	1	1	1	-	-	1
	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	*%
DISCOUNT ONLY	120	31	60	22	112	7	3	63	38	19	64	53	33	34	21	29
	5%	11%	7%	3%	6%	2%	2%	9%	4%	3%	5%	5%	5%	5%	4%	5%
		cdef	ce		ce			bc								
EXTRA SERVICES ONLY	62	19	27	13	59	2	-	34	20	8	38	24	25	9	21	6
	3%	7%	3%	2%	3%	1%	-%	5%	2%	1%	3%	2%	4%	1%	4%	1%
		bcdef			e			bc					bd		bd	
REDUCED SERVICES ONLY	14	2	9	2	14	-	-	10	4	-	5	9	3	6	3	2
	1%	1%	1%	*%	1%	-%	-%	1%	*%	-%	*%	1%	1%	1%	1%	*%
								c								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2159	222	800	764	1786	370	144	581	841	734	1106	1034	581	592	436	510
	91%	80%	88%	95%	90%	97%	97%	83%	92%	96%	90%	92%	89%	92%	90%	93%
			a	abd	a	abd	abd		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Received a discount	139	109	18	5	**	15	50	53	54	68	78	38	83	17	1
	6%	6%	8%	5%	**	7%	7%	6%	7%	5%	5%	9% a	6% c	4%	1%
Added extra or improved services	79	69	3	4	**	5	23	40	22	43	29	36	36	6	2
	3%	3%	1%	3%	**	2%	3%	5%	3%	3%	2%	8% a	3%	1%	1%
Reduced or downgraded services	22	17	3	-	**	2	8	10	7	13	10	9	9	3	-
	1%	1%	1%	-%	**	1%	1%	1%	1%	1%	1%	2% a	1%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	217	176	23	8	**	21	73	89	75	110	113	70	119	25	2
	9%	9%	10%	7%	**	10%	10%	10%	10%	9%	7%	17% a	9% c	6%	1%
ALL 3 CHANGES	2	2	-	-	**	-	-	2	*	1	-	2	-	-	-
	*%	*%	-%	-%	**	-%	-%	*%	*%	*%	-%	*%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	14	11	-	1	**	1	6	7	5	8	4	7	5	*	1
	1%	1%	-%	1%	**	*%	1%	1%	1%	1%	*%	2% a	*%	*%	1%
DISCOUNT AND REDUCED SERVICES	4	3	1	-	**	-	1	3	1	2	1	2	2	-	-
	*%	*%	*%	-%	**	-%	*%	*%	*%	*%	*%	1%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	1	-	-	**	1	*	1	1	1	1	-	2	-	-
	*%	*%	-%	-%	**	*%	*%	*%	*%	*%	*%	-%	*%	-%	-%
DISCOUNT ONLY	120	93	17	4	**	15	43	41	48	57	73	27	76	16	-
	5%	5%	8%	3%	**	7%	6%	5%	7%	5%	5%	6%	6% c	4%	-%
EXTRA SERVICES ONLY	62	55	3	2	**	4	16	31	16	33	25	27	29	5	1
	3%	3%	1%	2%	**	2%	2%	4%	2%	3%	2%	6% a	2%	1%	1%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
REDUCED SERVICES ONLY	14	11	2	-	**	1	6	4	5	8	9	5	6	3	-
	1%	1%	1%	-%	**	1%	1%	*%	1%	1%	1%	1%	*%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2159	1795	194	109	**	198	669	797	648	1152	1488	355	1239	430	135
	91%	91%	90%	93%	**	90%	90%	90%	90%	91%	93% b	83%	91%	94%	99% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Received a discount	139	139	75	35	11	**	18	**
	6%	6%	9%	7%	6%	**	3%	**
		f	af	f				
Added extra or improved services	79	79	53	14	12	**	-	**
	3%	3%	6%	3%	7%	**	-%	**
		f	acf	f	f			
Reduced or downgraded services	22	22	17	2	3	**	-	**
	1%	1%	2%	*%	2%	**	-%	**
			f		f			
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	217	217	126	50	23	**	18	**
	9%	9%	14%	10%	13%	**	3%	**
		f	af	f	f			
ALL 3 CHANGES	2	2	1	*	-	**	-	**
	*%	*%	*%	*%	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	14	14	11	*	2	**	-	**
	1%	1%	1%	*%	1%	**	-%	**
			f		f			
DISCOUNT AND REDUCED SERVICES	4	4	3	-	1	**	-	**
	*%	*%	*%	-%	1%	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	2	2	-	-	**	-	**
	*%	*%	*%	-%	-%	**	-%	**
DISCOUNT ONLY	120	120	59	35	8	**	18	**
	5%	5%	7%	7%	5%	**	3%	**
			f	f				
EXTRA SERVICES ONLY	62	62	39	13	10	**	-	**
	3%	3%	4%	3%	6%	**	-%	**
		f	af	f	f			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
REDUCED SERVICES ONLY	14	14	11	1	2	**	-	**
	1%	1%	1%	*%	1%	**	-%	**
			f		f			
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	2159	2159	746	457	153	**	631	**
	91%	91%	86%	90%	87%	**	97%	**
		b					abcd	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Discussed deals or offers with any other provider	242	175	67	194	48	179	63	101	21	18	**	76	119
	10%	9%	17%	9%	18%	12%	7%	27%	5%	7%	**	15%	10%
			a		a	b		ab				abe	a
Looked at deals or offers from any other provider	558	452	106	488	70	431	127	161	74	41	**	127	304
	23%	23%	26%	23%	27%	29%	14%	43%	19%	16%	**	25%	26%
						b		ab				b	ab
Talked with friends or family for recommendations about providers	359	278	81	301	58	251	108	85	37	26	**	94	195
	15%	14%	20%	14%	22%	17%	12%	23%	9%	10%	**	18%	17%
			a		a	b		ab				ab	a
None of these	1439	1228	211	1308	131	779	661	109	284	183	**	287	653
	61%	62%	52%	62%	50%	53%	73%	29%	73%	73%	**	56%	56%
		b		b		c	ac		de	de			

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Discussed deals or offers with any other provider	242	55	45	35	22	10	3	**	21	8	**	60	182	242
	10%	10%	10%	12%	11%	6%	2%	**	11%	8%	**	14%	9%	10%
		f	f	f	f				f			b		
Looked at deals or offers from any other provider	558	122	100	49	57	28	28	**	56	34	**	119	439	558
	23%	23%	23%	17%	29%	17%	18%	**	30%	33%	**	28%	22%	23%
					ce				cef	cef				
Talked with friends or family for recommendations about providers	359	78	59	52	37	20	18	**	26	13	**	89	270	359
	15%	15%	14%	19%	19%	12%	11%	**	14%	12%	**	21%	14%	15%
												bc		
None of these	1439	331	265	170	106	123	116	**	101	61	**	215	1224	1439
	61%	63%	62%	60%	54%	73%	71%	**	54%	59%	**	51%	63%	61%
						bcdh	dh						a	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Discussed deals or offers with any other provider	242	44	137	50	231	11	2	116	90	36	137	104	84	54	62	42
	10%	16%	15%	6%	12%	3%	1%	17%	10%	5%	11%	9%	13%	8%	13%	8%
		cef	cdef		cef			bc	c				bd		d	
Looked at deals or offers from any other provider	558	87	257	162	505	52	15	216	212	129	351	202	190	139	120	101
	23%	31%	28%	20%	25%	14%	10%	31%	23%	17%	29%	18%	29%	22%	25%	18%
		cef	cef	ef	cef			bc	c		b		bd			
Talked with friends or family for recommendations about providers	359	70	160	86	316	43	19	158	126	74	190	167	112	103	73	70
	15%	25%	18%	11%	16%	11%	13%	23%	14%	10%	16%	15%	17%	16%	15%	13%
		bcdef	ce		c			bc								
None of these	1439	107	484	555	1146	291	115	309	566	563	684	741	350	414	279	362
	61%	38%	53%	69%	58%	76%	78%	44%	62%	74%	56%	66%	53%	64%	58%	66%
			a	abd	a	abcd	abd		a	ab		a		a		ac

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Discussed deals or offers with any other provider	242	200	25	8	**	18	78	108	71	135	130	60	151	19	12
	10%	10%	12%	7%	**	8%	11%	12%	10%	11%	8%	14% a	11% b	4%	9%
Looked at deals or offers from any other provider	558	455	67	20	**	62	158	236	182	278	361	119	329	98	12
	23%	23%	31% c	17%	**	28%	21%	27%	25%	22%	23%	28%	24% c	22% c	9%
Talked with friends or family for recommendations about providers	359	293	40	9	**	32	115	140	111	201	208	89	213	40	16
	15%	15%	19%	8%	**	14%	16%	16%	15%	16%	13%	21% a	16% b	9%	12%
None of these	1439	1196	116	85	**	123	461	510	424	782	1024	215	805	318	101
	61%	61%	53%	73% ab	**	56%	62%	58%	59%	62%	64% b	51%	59%	70% a	74% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Discussed deals or offers with any other provider	242	242	227	15	-	**	-	**
	10%	10%	26%	3%	-%	**	-%	**
		cdf	acdf	f				
Looked at deals or offers from any other provider	558	558	507	51	-	**	-	**
	23%	23%	58%	10%	-%	**	-%	**
		cdf	acdf	df				
Talked with friends or family for recommendations about providers	359	359	195	102	19	**	38	**
	15%	15%	22%	20%	11%	**	6%	**
		f	adf	adf				
None of these	1439	1439	156	348	157	**	611	**
	61%	61%	18%	69%	89%	**	94%	**
		b		ab	abc		abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Yes - in the last 6 months	172	144	28	153	19	172	-	172	19	14	**	34	101
	7%	7%	7%	7%	7%	12% b	-%	46% ab	5%	6%	**	7%	9%
Yes - 7 to 12 months ago	202	162	40	173	29	202	-	202	23	14	**	37	120
	9%	8%	10%	8%	11%	14% b	-%	54% ab	6%	5%	**	7%	10%
Yes - 13 to 18 months ago	182	152	30	159	24	182	-	-	23	12	**	34	107
	8%	8%	8%	8%	9%	12% bc	-%	-%	6%	5%	**	7%	9%
Yes - 1.5 to 2 years ago	160	136	24	143	17	160	-	-	25	11	**	24	91
	7%	7%	6%	7%	6%	11% bc	-%	-%	7%	4%	**	5%	8%
Yes - 2 to 3 years ago	184	152	32	163	21	184	-	-	33	18	**	41	86
	8%	8%	8%	8%	8%	13% bc	-%	-%	8%	7%	**	8%	7%
Yes - More than 3 years ago	566	464	102	508	57	566	-	-	116	71	**	128	237
	24%	24%	25%	24%	22%	39% bc	-%	-%	30% e	28% e	**	25%	20%
No - never changed provider	909	762	147	814	95	-	909	-	150	111	**	212	428
	38%	39%	37%	39%	36%	-%	100% ac	-%	38%	44%	**	42%	37%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Yes - in the last 6 months	172	34	25	15	14	7	7	**	10	18	**	36	136	172
	7%	6%	6%	5%	7%	4%	4%	**	5%	17% abcefh	**	8%	7%	7%
Yes - 7 to 12 months ago	202	43	26	10	17	12	9	**	21	12	**	45	157	202
	9%	8% c	6%	3%	9%	7%	5%	**	11% c	11% c	**	11%	8%	9%
Yes - 13 to 18 months ago	182	40	25	21	13	3	10	**	22	17	**	35	147	182
	8%	8% e	6%	7% e	7%	2%	6%	**	12% e	16% abcde	**	8%	8%	8%
Yes - 1.5 to 2 years ago	160	29	30	12	9	14	7	**	15	10	**	21	139	160
	7%	5%	7%	4%	5%	8%	4%	**	8%	9%	**	5%	7%	7%
Yes - 2 to 3 years ago	184	36	25	16	15	8	18	**	17	14	**	35	149	184
	8%	7%	6%	6%	7%	5%	11%	**	9%	14% be	**	8%	8%	8%
Yes - More than 3 years ago	566	122	98	47	49	64	63	**	48	15	**	91	474	566
	24%	23%	23%	17%	25%	38% abcdi	39% abcdhi	**	25%	14%	**	21%	24%	24%
No - never changed provider	909	225	200	162	77	60	48	**	56	18	**	163	747	909
	38%	43% fhi	47% fhi	57% abdefhi	40% i	36% i	29%	**	30%	18%	**	38%	38%	38%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Yes - in the last 6 months	172	31	72	47	150	22	10	69	57	46	103	69	53	46	45	26
	7%	11%	8%	6%	8%	6%	7%	10%	6%	6%	8%	6%	8%	7%	9%	5%
		c						bc							d	
Yes - 7 to 12 months ago	202	46	100	43	188	13	5	102	69	30	114	86	48	65	49	38
	9%	16%	11%	5%	9%	3%	4%	15%	8%	4%	9%	8%	7%	10%	10%	7%
		cdef	cef		ce			bc	c							
Yes - 13 to 18 months ago	182	46	70	46	162	21	6	83	59	40	105	76	40	51	46	43
	8%	17%	8%	6%	8%	5%	4%	12%	7%	5%	9%	7%	6%	8%	10%	8%
		bcdef						bc								
Yes - 1.5 to 2 years ago	160	22	69	47	138	22	6	54	63	44	95	65	58	48	33	22
	7%	8%	8%	6%	7%	6%	4%	8%	7%	6%	8%	6%	9%	7%	7%	4%
													d			
Yes - 2 to 3 years ago	184	22	72	62	156	28	6	56	69	59	95	85	48	57	27	52
	8%	8%	8%	8%	8%	7%	4%	8%	8%	8%	8%	8%	7%	9%	5%	9%
Yes - More than 3 years ago	566	26	179	246	451	114	45	85	248	231	294	266	136	181	110	128
	24%	9%	20%	31%	23%	30%	30%	12%	27%	30%	24%	24%	21%	28%	23%	23%
			a	abd	a	abd	ab		a	a				a		
No - never changed provider	909	86	347	314	747	162	70	248	347	314	417	482	273	198	175	240
	38%	31%	38%	39%	38%	42%	47%	36%	38%	41%	34%	43%	42%	31%	36%	44%
						a	a					a	b			b

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q28. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Yes - in the last 6 months	172	147	17	5	**	14	50	71	63	77	113	36	121	11	4
	7%	7%	8%	4%	**	7%	7%	8%	9%	6%	7%	8%	9% b	2%	3%
Yes - 7 to 12 months ago	202	169	25	5	**	23	55	89	62	97	125	45	137	15	5
	9%	9%	12%	4%	**	11%	7%	10%	9%	8%	8%	11%	10% b	3%	4%
Yes - 13 to 18 months ago	182	149	22	9	**	18	72	60	64	90	122	35	112	24	11
	8%	8%	10%	8%	**	8%	10%	7%	9%	7%	8%	8%	8%	5%	8%
Yes - 1.5 to 2 years ago	160	137	15	6	**	14	44	69	49	89	118	21	94	32	14
	7%	7%	7%	5%	**	6%	6%	8%	7%	7%	7%	5%	7%	7%	10%
Yes - 2 to 3 years ago	184	153	12	12	**	15	57	71	66	88	124	35	104	37	7
	8%	8%	5%	11%	**	7%	8%	8%	9%	7%	8%	8%	8%	8%	5%
Yes - More than 3 years ago	566	477	46	31	**	42	191	217	161	341	379	91	303	141	30
	24%	24%	21%	27%	**	19%	26%	24%	22%	27%	24%	21%	22%	31% a	22%
No - never changed provider	909	739	81	48	**	92	274	308	258	480	620	163	486	194	66
	38%	37%	37%	42%	**	42%	37%	35%	36%	38%	39%	38%	36%	43%	48% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Have you or your household ever changed the company that provides your mobile phone service? IF YES - When did you most recently change provider for your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Yes - in the last 6 months	172	172	172	-	-	**	-	**
	7%	7%	20%	-%	-%	**	-%	**
		cdf	acdf					
Yes - 7 to 12 months ago	202	202	202	-	-	**	-	**
	9%	9%	23%	-%	-%	**	-%	**
		cdf	acdf					
Yes - 13 to 18 months ago	182	182	95	34	54	**	-	**
	8%	8%	11%	7%	31%	**	-%	**
		f	acf	f	abcf			
Yes - 1.5 to 2 years ago	160	160	63	39	58	**	-	**
	7%	7%	7%	8%	33%	**	-%	**
		f	f	f	abcf			
Yes - 2 to 3 years ago	184	184	58	38	4	**	69	**
	8%	8%	7%	8%	2%	**	11%	**
							bd	
Yes - More than 3 years ago	566	566	93	172	9	**	229	**
	24%	24%	11%	34%	5%	**	35%	**
		bd		abd			abd	
No - never changed provider	909	909	189	223	51	**	352	**
	38%	38%	22%	44%	29%	**	54%	**
		b		bd			abcd	

Columns Tested: a,b,c,d,e,f,g

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Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted row	404	325	79	347	57	404	-	404	41	28	15	82	238
Effective Weighted Sample	356	288	68	308	48	356	-	356	37	24	12	72	211
Total	375	306	68	326	49	375	-	375	42	28	12	72	220
EE	72	58	**	63	**	72	**	72	**	**	**	**	40
	19%	19%	**	19%	**	19%	**	19%	**	**	**	**	18%
O2 (including Virgin Mobile)	55	46	**	48	**	55	**	55	**	**	**	**	30
	15%	15%	**	15%	**	15%	**	15%	**	**	**	**	14%
Vodafone	52	43	**	44	**	52	**	52	**	**	**	**	26
	14%	14%	**	14%	**	14%	**	14%	**	**	**	**	12%
BT	32	22	**	25	**	32	**	32	**	**	**	**	18
	9%	7%	**	8%	**	9%	**	9%	**	**	**	**	8%
'3'/ Three	29	23	**	28	**	29	**	29	**	**	**	**	15
	8%	7%	**	9%	**	8%	**	8%	**	**	**	**	7%
Sky	26	21	**	22	**	26	**	26	**	**	**	**	14
	7%	7%	**	7%	**	7%	**	7%	**	**	**	**	6%
Tesco Mobile	25	19	**	20	**	25	**	25	**	**	**	**	17
	7%	6%	**	6%	**	7%	**	7%	**	**	**	**	8%
GiffGaff	23	21	**	21	**	23	**	23	**	**	**	**	17
	6%	7%	**	6%	**	6%	**	6%	**	**	**	**	8%
TalkTalk	13	11	**	11	**	13	**	13	**	**	**	**	7
	3%	4%	**	3%	**	3%	**	3%	**	**	**	**	3%
Lebara	12	12	**	12	**	12	**	12	**	**	**	**	10
	3%	4%	**	4%	**	3%	**	3%	**	**	**	**	5%
Lycamobile	10	7	**	8	**	10	**	10	**	**	**	**	4
	3%	2%	**	3%	**	3%	**	3%	**	**	**	**	2%
Smarty	6	6	**	6	**	6	**	6	**	**	**	**	5
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	2%
iD Mobile	5	5	**	5	**	5	**	5	**	**	**	**	5
	1%	2%	**	2%	**	1%	**	1%	**	**	**	**	2%
VOXI	4	2	**	3	**	4	**	4	**	**	**	**	2
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Asda Mobile	2	2	**	2	**	2	**	2	**	**	**	**	2
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted row	404	325	79	347	57	404	-	404	41	28	15	82	238
Effective Weighted Sample	356	288	68	308	48	356	-	356	37	24	12	72	211
Total	375	306	68	326	49	375	-	375	42	28	12	72	220
POP Telecom	1	1	**	1	**	1	**	1	**	**	**	**	1
	*%	*%	**	*%	**	*%	**	*%	**	**	**	**	1%
Talkmobile	1	1	**	1	**	1	**	1	**	**	**	**	1
	*%	*%	**	*%	**	*%	**	*%	**	**	**	**	*%
Other supplier	6	5	**	5	**	6	**	6	**	**	**	**	5
	2%	2%	**	2%	**	2%	**	2%	**	**	**	**	2%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	a	b	c
Unweighted row	404	82	55	30	34	22	17	26	34	29	28	103	301	404
Effective Weighted Sample	356	72	48	25	30	19	15	20	31	27	26	81	275	356
Total	375	77	51	24	32	20	15	20	31	29	29	81	294	375
EE	72	**	**	**	**	**	**	**	**	**	**	16	56	72
	19%	**	**	**	**	**	**	**	**	**	**	20%	19%	19%
O2 (including Virgin Mobile)	55	**	**	**	**	**	**	**	**	**	**	7	48	55
	15%	**	**	**	**	**	**	**	**	**	**	9%	16%	15%
Vodafone	52	**	**	**	**	**	**	**	**	**	**	7	45	52
	14%	**	**	**	**	**	**	**	**	**	**	8%	15%	14%
BT	32	**	**	**	**	**	**	**	**	**	**	9	23	32
	9%	**	**	**	**	**	**	**	**	**	**	11%	8%	9%
'3'/ Three	29	**	**	**	**	**	**	**	**	**	**	3	26	29
	8%	**	**	**	**	**	**	**	**	**	**	4%	9%	8%
Sky	26	**	**	**	**	**	**	**	**	**	**	8	17	26
	7%	**	**	**	**	**	**	**	**	**	**	10%	6%	7%
Tesco Mobile	25	**	**	**	**	**	**	**	**	**	**	5	20	25
	7%	**	**	**	**	**	**	**	**	**	**	6%	7%	7%
GiffGaff	23	**	**	**	**	**	**	**	**	**	**	10	13	23
	6%	**	**	**	**	**	**	**	**	**	**	12%	4%	6%
												b		
TalkTalk	13	**	**	**	**	**	**	**	**	**	**	3	10	13
	3%	**	**	**	**	**	**	**	**	**	**	4%	3%	3%
Lebara	12	**	**	**	**	**	**	**	**	**	**	2	10	12
	3%	**	**	**	**	**	**	**	**	**	**	3%	3%	3%
Lycamobile	10	**	**	**	**	**	**	**	**	**	**	2	7	10
	3%	**	**	**	**	**	**	**	**	**	**	3%	2%	3%
Smarty	6	**	**	**	**	**	**	**	**	**	**	1	5	6
	2%	**	**	**	**	**	**	**	**	**	**	1%	2%	2%
iD Mobile	5	**	**	**	**	**	**	**	**	**	**	*	5	5
	1%	**	**	**	**	**	**	**	**	**	**	*%	2%	1%
VOXI	4	**	**	**	**	**	**	**	**	**	**	1	3	4
	1%	**	**	**	**	**	**	**	**	**	**	2%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	a	b	c
Unweighted row	404	82	55	30	34	22	17	26	34	29	28	103	301	404
Effective Weighted Sample	356	72	48	25	30	19	15	20	31	27	26	81	275	356
Total	375	77	51	24	32	20	15	20	31	29	29	81	294	375
Asda Mobile	2	**	**	**	**	**	**	**	**	**	**	2	-	2
	1%	**	**	**	**	**	**	**	**	**	**	3% b	-%	1%
POP Telecom	1	**	**	**	**	**	**	**	**	**	**	1	-	1
	*%	**	**	**	**	**	**	**	**	**	**	2%	-%	*%
Talkmobile	1	**	**	**	**	**	**	**	**	**	**	1	*	1
	*%	**	**	**	**	**	**	**	**	**	**	1%	*%	*%
Other supplier	6	**	**	**	**	**	**	**	**	**	**	-	6	6
	2%	**	**	**	**	**	**	**	**	**	**	-%	2%	2%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	a	b	~c	~d
Unweighted row	404	82	192	96	370	33	14	192	134	77	225	176	123	117	90	70
Effective Weighted Sample	356	69	166	89	323	32	13	163	119	73	199	155	105	109	78	63
Total	375	77	172	89	339	35	15	172	125	77	217	155	101	112	94	64
EE	72	**	33	**	64	**	**	31	23	**	38	34	30	20	**	**
	19%	**	19%	**	19%	**	**	18%	19%	**	17%	22%	30%	18%	**	**
O2 (including Virgin Mobile)	55	**	23	**	49	**	**	15	27	**	34	22	10	12	**	**
	15%	**	13%	**	15%	**	**	9%	22% a	**	16%	14%	10%	11%	**	**
Vodafone	52	**	18	**	44	**	**	19	15	**	33	19	13	19	**	**
	14%	**	10%	**	13%	**	**	11%	12%	**	15%	12%	13%	17%	**	**
BT	32	**	17	**	30	**	**	23	6	**	21	10	12	14	**	**
	9%	**	10%	**	9%	**	**	13%	5%	**	10%	6%	12%	12%	**	**
'3'/ Three	29	**	16	**	26	**	**	12	12	**	18	11	5	10	**	**
	8%	**	9%	**	8%	**	**	7%	10%	**	8%	7%	5%	9%	**	**
Sky	26	**	10	**	24	**	**	14	6	**	15	10	4	7	**	**
	7%	**	6%	**	7%	**	**	8%	5%	**	7%	7%	4%	6%	**	**
Tesco Mobile	25	**	15	**	23	**	**	16	5	**	10	15	3	9	**	**
	7%	**	9%	**	7%	**	**	9%	4%	**	5%	10%	3%	8%	**	**
GiffGaff	23	**	10	**	23	**	**	11	10	**	15	8	5	6	**	**
	6%	**	6%	**	7%	**	**	6%	8%	**	7%	5%	5%	6%	**	**
TalkTalk	13	**	6	**	11	**	**	7	2	**	4	8	2	3	**	**
	3%	**	3%	**	3%	**	**	4%	1%	**	2%	5%	2%	3%	**	**
Lebara	12	**	8	**	11	**	**	5	5	**	6	6	4	5	**	**
	3%	**	5%	**	3%	**	**	3%	4%	**	3%	4%	4%	4%	**	**
Lycamobile	10	**	3	**	9	**	**	6	2	**	8	1	4	1	**	**
	3%	**	2%	**	3%	**	**	4%	2%	**	4%	1%	4%	1%	**	**
Smarty	6	**	4	**	5	**	**	3	2	**	2	4	1	1	**	**
	2%	**	2%	**	1%	**	**	2%	1%	**	1%	2%	1%	1%	**	**
iD Mobile	5	**	3	**	5	**	**	3	3	**	1	4	3	1	**	**
	1%	**	2%	**	2%	**	**	2%	2%	**	1%	3%	3%	1%	**	**
VOXI	4	**	3	**	4	**	**	2	2	**	4	-	3	1	**	**
	1%	**	2%	**	1%	**	**	1%	1%	**	2%	-%	3%	1%	**	**
Asda Mobile	2	**	2	**	2	**	**	2	1	**	2	*	*	*	**	**
	1%	**	1%	**	1%	**	**	1%	1%	**	1%	*%	*%	*%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	a	b	~c	~d
Unweighted row	404	82	192	96	370	33	14	192	134	77	225	176	123	117	90	70
Effective Weighted Sample	356	69	166	89	323	32	13	163	119	73	199	155	105	109	78	63
Total	375	77	172	89	339	35	15	172	125	77	217	155	101	112	94	64
POP Telecom	1	**	1	**	1	**	**	1	1	**	1	-	1	-	**	**
	*%	**	*%	**	*%	**	**	*%	1%	**	1%	-%	1%	-%	**	**
Talkmobile	1	**	*	**	1	**	**	1	-	**	-	1	-	-	**	**
	*%	**	*%	**	*%	**	**	1%	-%	**	-%	1%	-%	-%	**	**
Other supplier	6	**	1	**	6	**	**	*	3	**	4	2	-	1	**	**
	2%	**	1%	**	2%	**	**	*%	3%	**	2%	1%	-%	1%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b	a	~b	~c
Unweighted row	404	342	42	10	10	44	111	174	140	185	240	103	264	27	10
Effective Weighted Sample	356	303	36	9	8	35	98	155	120	165	219	81	241	25	9
Total	375	316	42	10	7	37	104	161	125	175	238	81	258	26	9
EE	72	65	**	**	**	**	17	36	25	36	45	16	51	**	**
	19%	21%	**	**	**	**	17%	23%	20%	21%	19%	20%	20%	**	**
O2 (including Virgin Mobile)	55	45	**	**	**	**	19	16	20	26	39	7	42	**	**
	15%	14%	**	**	**	**	19%	10%	16%	15%	16%	9%	16%	**	**
Vodafone	52	42	**	**	**	**	20	20	13	29	39	7	41	**	**
	14%	13%	**	**	**	**	19%	13%	10%	17%	16%	8%	16%	**	**
BT	32	27	**	**	**	**	7	18	9	18	17	9	20	**	**
	9%	9%	**	**	**	**	7%	11%	8%	10%	7%	11%	8%	**	**
'3'/ Three	29	23	**	**	**	**	8	12	10	11	19	3	23	**	**
	8%	7%	**	**	**	**	7%	7%	8%	6%	8%	4%	9%	**	**
Sky	26	22	**	**	**	**	7	11	9	9	13	8	16	**	**
	7%	7%	**	**	**	**	7%	7%	7%	5%	5%	10%	6%	**	**
Tesco Mobile	25	17	**	**	**	**	9	11	16	7	17	5	17	**	**
	7%	5%	**	**	**	**	8%	7%	13% b	4%	7%	6%	6%	**	**
GiffGaff	23	19	**	**	**	**	7	7	3	13	11	10	10	**	**
	6%	6%	**	**	**	**	6%	4%	2%	7%	5%	12% a	4%	**	**
TalkTalk	13	12	**	**	**	**	1	4	7	5	8	3	10	**	**
	3%	4%	**	**	**	**	1%	2%	6%	3%	3%	4%	4%	**	**
Lebara	12	9	**	**	**	**	2	9	2	6	10	2	8	**	**
	3%	3%	**	**	**	**	2%	5%	2%	3%	4%	3%	3%	**	**
Lycamobile	10	10	**	**	**	**	1	6	1	3	4	2	5	**	**
	3%	3%	**	**	**	**	1%	4%	1%	2%	2%	3%	2%	**	**
Smarty	6	5	**	**	**	**	2	2	-	4	5	1	4	**	**
	2%	1%	**	**	**	**	2%	1%	-%	2%	2%	1%	2%	**	**
iD Mobile	5	5	**	**	**	**	2	4	1	3	5	*	5	**	**
	1%	2%	**	**	**	**	2%	2%	1%	2%	2%	*%	2%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b	a	~b	~c
Unweighted row	404	342	42	10	10	44	111	174	140	185	240	103	264	27	10
Effective Weighted Sample	356	303	36	9	8	35	98	155	120	165	219	81	241	25	9
Total	375	316	42	10	7	37	104	161	125	175	238	81	258	26	9
VOXI	4	4	**	**	**	**	-	4	*	3	1	1	2	**	**
	1%	1%	**	**	**	**	-%	2%	*%	2%	*%	2%	1%	**	**
Asda Mobile	2	2	**	**	**	**	2	*	2	1	-	2	-	**	**
	1%	1%	**	**	**	**	2%	*%	1%	*%	-%	3% a	-%	**	**
POP Telecom	1	1	**	**	**	**	1	-	1	-	-	1	-	**	**
	*%	*%	**	**	**	**	1%	-%	1%	-%	-%	2%	-%	**	**
Talkmobile	1	1	**	**	**	**	*	-	*	-	*	1	*	**	**
	*%	*%	**	**	**	**	*%	-%	*%	-%	*%	1%	*%	**	**
Other supplier	6	6	**	**	**	**	*	2	4	2	5	-	6	**	**
	2%	2%	**	**	**	**	*%	1%	3%	1%	2%	-%	2%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	404	404	404	-	-	-	-	-
Effective Weighted Sample	356	356	356	-	-	-	-	-
Total	375	375	375	-	-	-	-	-
EE	72	72	72	**	**	**	**	**
	19%	19%	19%	**	**	**	**	**
O2 (including Virgin Mobile)	55	55	55	**	**	**	**	**
	15%	15%	15%	**	**	**	**	**
Vodafone	52	52	52	**	**	**	**	**
	14%	14%	14%	**	**	**	**	**
BT	32	32	32	**	**	**	**	**
	9%	9%	9%	**	**	**	**	**
'3'/ Three	29	29	29	**	**	**	**	**
	8%	8%	8%	**	**	**	**	**
Sky	26	26	26	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**
Tesco Mobile	25	25	25	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**
GiffGaff	23	23	23	**	**	**	**	**
	6%	6%	6%	**	**	**	**	**
TalkTalk	13	13	13	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
Lebara	12	12	12	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
Lycamobile	10	10	10	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
Smarty	6	6	6	**	**	**	**	**
	2%	2%	2%	**	**	**	**	**
iD Mobile	5	5	5	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
VOXI	4	4	4	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Asda Mobile	2	2	2	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28B. Which provider did you previously use for your mobile phone service?
Base: Those who have changed supplier in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	404	404	404	-	-	-	-	-
Effective Weighted Sample	356	356	356	-	-	-	-	-
Total	375	375	375	-	-	-	-	-
POP Telecom	1	1	1	**	**	**	**	**
	*%	*%	*%	**	**	**	**	**
Talkmobile	1	1	1	**	**	**	**	**
	*%	*%	*%	**	**	**	**	**
Other supplier	6	6	6	**	**	**	**	**
	2%	2%	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	a	b	~c	d	e
Unweighted row	1941	1621	320	1736	205	1065	876	-	293	210	50	434	961
Effective Weighted Sample	1816	1522	295	1631	186	993	823	-	283	200	47	400	897
Total	2001	1666	335	1787	214	1092	909	-	348	223	51	439	949
Yes	303	246	57	265	39	212	92	**	37	21	**	72	168
	15%	15%	17%	15%	18%	19%	10%	**	11%	10%	**	16%	18%
						b							ab
No	1523	1267	256	1365	159	782	741	**	292	187	**	341	670
	76%	76%	76%	76%	74%	72%	81%	**	84%	84%	**	78%	71%
							a		e	e		e	
Not sure	174	153	21	158	17	98	77	**	19	14	**	26	112
	9%	9%	6%	9%	8%	9%	8%	**	6%	6%	**	6%	12%
													ad

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	~i	~j	a	b	c
Unweighted row	1941	435	362	248	166	150	139	31	150	72	68	333	1608	1941
Effective Weighted Sample	1816	407	341	231	155	141	131	28	140	67	64	301	1516	1816
Total	2001	452	378	258	163	148	147	33	158	74	68	344	1657	2001
Yes	303	74	54	42	28	13	15	**	25	**	**	64	239	303
	15%	16%	14%	16%	17%	9%	10%	**	16%	**	**	19%	14%	15%
No	1523	348	291	196	116	123	114	**	117	**	**	255	1269	1523
	76%	77%	77%	76%	71%	83%	78%	**	74%	**	**	74%	77%	76%
Not sure	174	30	32	21	19	13	17	**	17	**	**	26	149	174
	9%	7%	9%	8%	12%	8%	12%	**	10%	**	**	7%	9%	9%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1941	188	701	709	1598	341	129	501	762	676	959	963	577	525	328	470
Effective Weighted Sample	1816	171	646	668	1483	333	126	459	706	651	895	904	544	497	307	441
Total	2001	201	736	716	1653	346	133	526	786	688	1006	975	554	534	390	485
Yes	303	46	135	94	275	29	4	118	113	72	163	137	87	81	68	64
	15%	23%	18%	13%	17%	8%	3%	23%	14%	11%	16%	14%	16%	15%	17%	13%
		cef	cef	f	ef			bc								
No	1523	114	533	569	1216	306	127	337	604	581	778	731	424	413	289	366
	76%	57%	72%	79%	74%	88%	96%	64%	77%	84%	77%	75%	77%	77%	74%	76%
			a	abd	a	abcd	abcd		a	ab						
Not sure	174	42	68	53	163	12	2	70	69	35	66	106	43	40	33	54
	9%	21%	9%	7%	10%	3%	1%	13%	9%	5%	7%	11%	8%	8%	8%	11%
		bcdef	ef		ef			bc	c			a				

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	1941	1612	166	102	61	174	602	717	586	1046	1327	333	1062	420	126
Effective Weighted Sample	1816	1508	154	96	58	161	561	670	545	977	1256	301	994	402	122
Total	2001	1655	175	107	64	182	638	725	598	1088	1363	344	1100	428	128
Yes	303	249	32	14	**	30	103	118	120	147	192	64	177	54	8
	15%	15%	19%	13%	**	17%	16%	16%	20% b	13%	14%	19%	16% c	13%	6%
No	1523	1263	132	81	**	136	486	555	432	863	1038	255	827	342	100
	76%	76%	75%	75%	**	75%	76%	77%	72%	79% a	76%	74%	75%	80%	78%
Not sure	174	143	11	12	**	15	49	52	46	78	133	26	95	33	21
	9%	9%	6%	11%	**	8%	8%	7%	8%	7%	10%	7%	9%	8%	16% ab

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your mobile phone service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1941	1941	486	492	173	75	623	92
Effective Weighted Sample	1816	1816	440	467	163	72	588	87
Total	2001	2001	497	507	176	76	649	96
Yes	303	303	201	61	8	**	29	**
	15%	15%	40%	12%	5%	**	4%	**
		df	acdf	df				
No	1523	1523	259	395	145	**	571	**
	76%	76%	52%	78%	82%	**	88%	**
		b		b	b		abc	
Not sure	174	174	38	51	23	**	49	**
	9%	9%	8%	10%	13%	**	8%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Up to 6 months	187	157	30	167	20	172	15	172	21	17	**	36	110
	8%	8%	7%	8%	8%	12% b	2%	46% ab	5%	7%	**	7%	9%
7 to 12 months	217	175	43	187	30	202	15	202	23	15	**	40	131
	9%	9%	11%	9%	11%	14% b	2%	54% ab	6%	6%	**	8%	11% a
13 to 18 months	213	174	39	185	28	182	31	-	26	14	**	48	121
	9%	9%	10%	9%	11%	12% bc	3% c	-%	7%	6%	**	9%	10%
1.5 years to 2 years	198	165	33	175	23	160	38	-	27	12	**	34	116
	8%	8%	8%	8%	9%	11% bc	4% c	-%	7%	5%	**	7%	10%
More than 2 years, up to 3 years	235	191	44	203	32	184	51	-	35	23	**	62	108
	10%	10%	11%	10%	12%	13% bc	6% c	-%	9%	9%	**	12%	9%
More than 3 years, up to 5 years	307	248	59	267	40	191	115	-	47	26	**	69	156
	13%	13%	15%	13%	15%	13% c	13% c	-%	12%	11%	**	14%	13%
More than 5 years, up to 10 years	429	354	75	382	47	234	195	-	78	54	**	105	186
	18%	18%	19%	18%	18%	16% c	21% ac	-%	20%	22%	**	20%	16%
More than 10 years	527	451	76	488	39	119	408	-	122	85	**	111	201
	22%	23%	19%	23% b	15%	8% c	45% ac	-%	31% de	34% de	**	22%	17%
Don't know/ can't remember	63	57	6	58	5	21	42	-	12	5	**	5	40
	3%	3%	1%	3%	2%	1%	5% ac	-%	3%	2%	**	1%	3% d

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Up to 6 months	187	34	26	15	16	10	7	**	13	18	**	40	147	187
	8%	7%	6%	5%	8%	6%	4%	**	7%	18% abcefh	**	9%	8%	8%
7 to 12 months	217	45	26	11	21	14	9	**	24	12	**	46	172	217
	9%	9%	6%	4%	11% c	8%	5%	**	13% bc	11% c	**	11%	9%	9%
13 to 18 months	213	47	30	24	15	4	11	**	25	20	**	42	171	213
	9%	9% e	7%	8%	8%	3%	7%	**	13% be	19% abcdef	**	10%	9%	9%
1.5 years to 2 years	198	39	35	17	15	16	9	**	15	13	**	28	170	198
	8%	7%	8%	6%	8%	10%	6%	**	8%	13%	**	7%	9%	8%
More than 2 years, up to 3 years	235	44	36	28	16	11	21	**	22	18	**	44	191	235
	10%	8%	8%	10%	8%	6%	13%	**	12%	17% abe	**	10%	10%	10%
More than 3 years, up to 5 years	307	64	45	46	21	27	34	**	32	10	**	56	251	307
	13%	12%	11%	16%	11%	16%	21% abd	**	17%	9%	**	13%	13%	13%
More than 5 years, up to 10 years	429	103	63	42	43	48	37	**	35	10	**	75	354	429
	18%	19%	15%	15%	22%	29% bci	23% i	**	19%	10%	**	18%	18%	18%
More than 10 years	527	138	156	96	44	34	28	**	17	2	**	79	449	527
	22%	26% hi	36% adefhi	34% defhi	22% hi	20% hi	17% i	**	9%	2%	**	18%	23%	22%
Don't know/ can't remember	63	14	13	3	6	3	6	**	5	1	**	16	47	63
	3%	3%	3%	1%	3%	2%	4%	**	3%	1%	**	4%	2%	3%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q29B. How long has (PROVIDER) been providing your mobile phone service?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Up to 6 months	187	35	76	53	164	23	11	74	60	53	108	78	57	50	47	31
	8%	13%	8%	7%	8%	6%	7%	11%	7%	7%	9%	7%	9%	8%	10%	6%
		ce						b								
7 to 12 months	217	49	109	46	204	13	5	111	75	31	122	93	52	69	52	41
	9%	18%	12%	6%	10%	3%	4%	16%	8%	4%	10%	8%	8%	11%	11%	8%
		cdef	cef		cef			bc	c							
13 to 18 months	213	52	85	54	191	22	8	98	68	46	115	97	51	58	52	50
	9%	19%	9%	7%	10%	6%	5%	14%	7%	6%	9%	9%	8%	9%	11%	9%
		bcdef						bc								
1.5 years to 2 years	198	28	84	60	173	25	7	70	72	55	113	83	66	57	40	34
	8%	10%	9%	7%	9%	7%	5%	10%	8%	7%	9%	7%	10%	9%	8%	6%
More than 2 years, up to 3 years	235	32	92	77	201	33	6	81	83	71	120	111	66	69	29	66
	10%	11%	10%	10%	10%	9%	4%	12%	9%	9%	10%	10%	10%	11%	6%	12%
														c		c
More than 3 years, up to 5 years	307	38	112	103	253	53	29	90	102	114	170	133	71	90	56	83
	13%	14%	12%	13%	13%	14%	20%	13%	11%	15%	14%	12%	11%	14%	11%	15%
More than 5 years, up to 10 years	429	27	149	166	343	86	34	87	181	161	213	212	120	114	92	95
	18%	10%	16%	21%	17%	23%	23%	12%	20%	21%	17%	19%	18%	18%	19%	17%
			a	a	a	ab	a		a	a						
More than 10 years	527	5	178	232	415	111	40	62	249	216	236	285	158	128	105	126
	22%	2%	20%	29%	21%	29%	27%	9%	27%	28%	19%	25%	24%	20%	22%	23%
			a	abd	a	abd	a		a	a		a				
Don't know/ can't remember	63	12	23	13	48	14	9	24	21	17	26	36	13	13	11	22
	3%	4%	3%	2%	2%	4%	6%	3%	2%	2%	2%	3%	2%	2%	2%	4%
							c									

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Up to 6 months	187	162	17	5	**	16	53	76	66	84	122	40	129	12	6
	8%	8%	8%	4%	**	7%	7%	9%	9%	7%	8%	9%	9% b	3%	4%
7 to 12 months	217	184	25	5	**	27	59	96	63	110	137	46	150	17	5
	9%	9%	12%	4%	**	12%	8%	11%	9%	9%	9%	11%	11% bc	4%	4%
13 to 18 months	213	174	24	10	**	20	83	72	74	107	138	42	133	27	11
	9%	9%	11%	8%	**	9%	11%	8%	10%	8%	9%	10%	10%	6%	8%
1.5 years to 2 years	198	167	21	6	**	16	58	80	58	108	144	28	117	39	15
	8%	8%	9%	5%	**	7%	8%	9%	8%	9%	9%	7%	9%	9%	11%
More than 2 years, up to 3 years	235	193	15	17	**	21	71	90	77	118	155	44	136	45	11
	10%	10%	7%	15%	**	9%	10%	10%	11%	9%	10%	10%	10%	10%	8%
More than 3 years, up to 5 years	307	250	29	16	**	30	109	103	84	179	201	56	153	68	30
	13%	13%	14%	14%	**	13%	15%	12%	12%	14%	13%	13%	11%	15%	22% a
More than 5 years, up to 10 years	429	345	42	32	**	43	128	161	114	247	287	75	229	103	22
	18%	18%	19%	28% a	**	19%	17%	18%	16%	20%	18%	18%	17%	23% a	16%
More than 10 years	527	442	42	21	**	42	169	196	166	286	375	79	288	129	31
	22%	22%	19%	18%	**	19%	23%	22%	23%	23%	23%	18%	21%	28% a	23%
Don't know/ can't remember	63	53	3	4	**	6	12	10	20	23	42	16	25	15	7
	3%	3%	1%	4%	**	3%	2%	1%	3%	2%	3%	4%	2%	3%	5% a

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your mobile phone service?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Up to 6 months	187	187	177	4	6	**	-	**
	8%	8%	20%	1%	4%	**	-%	**
		cf	acdf		cf			
7 to 12 months	217	217	207	3	7	**	-	**
	9%	9%	24%	1%	4%	**	-%	**
		cf	acdf		cf			
13 to 18 months	213	213	110	38	65	**	-	**
	9%	9%	13%	8%	37%	**	-%	**
		f	acf	f	abcf			
1.5 years to 2 years	198	198	74	43	81	**	-	**
	8%	8%	8%	8%	46%	**	-%	**
		f	f	f	abcf			
More than 2 years, up to 3 years	235	235	73	49	5	**	83	**
	10%	10%	8%	10%	3%	**	13%	**
		d		d			bd	
More than 3 years, up to 5 years	307	307	73	82	3	**	116	**
	13%	13%	8%	16%	2%	**	18%	**
		bd	d	bd			abd	
More than 5 years, up to 10 years	429	429	67	125	4	**	193	**
	18%	18%	8%	25%	2%	**	30%	**
		bd		abd			abd	
More than 10 years	527	527	87	152	4	**	224	**
	22%	22%	10%	30%	2%	**	35%	**
		bd	d	abd			abd	
Don't know/ can't remember	63	63	3	11	-	**	33	**
	3%	3%	*%	2%	-%	**	5%	**
		b		b			abcd	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	e
Unweighted row	259	198	61	219	40	183	76	-	25	16	16	68	135
Effective Weighted Sample	242	186	56	206	36	170	72	-	24	16	15	63	127
Total	260	197	63	219	41	183	77	-	27	17	18	69	131
This is my first contract with them	75	61	**	67	**	63	**	**	**	**	**	**	40
	29%	31%	**	31%	**	34%	**	**	**	**	**	**	31%
I have renewed my contract with them	164	119	**	132	**	110	**	**	**	**	**	**	77
	63%	60%	**	61%	**	60%	**	**	**	**	**	**	59%
Not sure	21	18	**	19	**	10	**	**	**	**	**	**	14
	8%	9%	**	9%	**	6%	**	**	**	**	**	**	11%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	259	47	42	40	26	27	8	4	40	3	15	-	259	259
Effective Weighted Sample	242	44	40	38	25	26	7	3	37	3	14	-	242	242
Total	260	49	44	41	25	26	9	3	39	4	15	-	260	260
This is my first contract with them	75	**	**	**	**	**	**	**	**	**	**	**	75	75
	29%	**	**	**	**	**	**	**	**	**	**	**	29%	29%
I have renewed my contract with them	164	**	**	**	**	**	**	**	**	**	**	**	164	164
	63%	**	**	**	**	**	**	**	**	**	**	**	63%	63%
Not sure	21	**	**	**	**	**	**	**	**	**	**	**	21	21
	8%	**	**	**	**	**	**	**	**	**	**	**	8%	8%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	~b	~c	a	b	~a	~b	~c	~d
Unweighted row	259	50	102	83	235	24	11	100	94	65	107	151	66	71	42	70
Effective Weighted Sample	242	45	95	80	219	23	11	91	89	62	100	142	61	67	39	68
Total	260	52	105	79	236	24	11	100	97	63	110	149	63	67	46	75
This is my first contract with them	75	**	32	**	71	**	**	32	**	**	31	42	**	**	**	**
	29%	**	30%	**	30%	**	**	32%	**	**	29%	29%	**	**	**	**
I have renewed my contract with them	164	**	68	**	150	**	**	60	**	**	68	97	**	**	**	**
	63%	**	64%	**	63%	**	**	59%	**	**	61%	65%	**	**	**	**
Not sure	21	**	6	**	16	**	**	8	**	**	11	10	**	**	**	**
	8%	**	5%	**	7%	**	**	8%	**	**	10%	7%	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b	a	~b	~c
Unweighted row	259	214	19	18	8	28	88	84	88	128	198	-	187	46	26
Effective Weighted Sample	242	200	18	17	8	27	82	78	83	119	186	-	173	44	25
Total	260	213	19	19	9	28	91	80	87	130	197	-	186	46	28
This is my first contract with them	75	62	**	**	**	**	**	**	**	38	61	**	58	**	**
	29%	29%	**	**	**	**	**	**	**	29%	31%	**	31%	**	**
I have renewed my contract with them	164	133	**	**	**	**	**	**	**	84	119	**	118	**	**
	63%	63%	**	**	**	**	**	**	**	64%	60%	**	63%	**	**
Not sure	21	17	**	**	**	**	**	**	**	9	18	**	10	**	**
	8%	8%	**	**	**	**	**	**	**	7%	9%	**	5%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your mobile phone service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	259	259	87	71	28	12	50	11
Effective Weighted Sample	242	242	78	67	27	12	48	11
Total	260	260	82	75	28	13	51	12
This is my first contract with them	75	75	**	**	**	**	**	**
	29%	29%	**	**	**	**	**	**
I have renewed my contract with them	164	164	**	**	**	**	**	**
	63%	63%	**	**	**	**	**	**
Not sure	21	21	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?
Base: Those who have changed supplier in the last twelve months

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted row	404	325	79	347	57	404	-	404	41	28	15	82	238
Effective Weighted Sample	356	288	68	308	48	356	-	356	37	24	12	72	211
Total	375	306	68	326	49	375	-	375	42	28	12	72	220
Keep the same phone number	313	254	**	269	**	313	**	313	**	**	**	**	183
	84%	83%	**	83%	**	84%	**	84%	**	**	**	**	83%
Change phone number	61	52	**	56	**	61	**	61	**	**	**	**	37
	16%	17%	**	17%	**	16%	**	16%	**	**	**	**	17%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?
Base: Those who have changed supplier in the last twelve months

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	a	b	c
Unweighted row	404	82	55	30	34	22	17	26	34	29	28	103	301	404
Effective Weighted Sample	356	72	48	25	30	19	15	20	31	27	26	81	275	356
Total	375	77	51	24	32	20	15	20	31	29	29	81	294	375
Keep the same phone number	313	**	**	**	**	**	**	**	**	**	**	65	248	313
	84%	**	**	**	**	**	**	**	**	**	**	81%	84%	84%
Change phone number	61	**	**	**	**	**	**	**	**	**	**	15	46	61
	16%	**	**	**	**	**	**	**	**	**	**	19%	16%	16%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?
Base: Those who have changed supplier in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	a	b	~c	~d
Unweighted row	404	82	192	96	370	33	14	192	134	77	225	176	123	117	90	70
Effective Weighted Sample	356	69	166	89	323	32	13	163	119	73	199	155	105	109	78	63
Total	375	77	172	89	339	35	15	172	125	77	217	155	101	112	94	64
Keep the same phone number	313	**	144	**	280	**	**	142	103	**	181	132	87	95	**	**
	84%	**	83%	**	83%	**	**	83%	82%	**	83%	85%	86%	85%	**	**
Change phone number	61	**	29	**	58	**	**	30	22	**	37	23	14	17	**	**
	16%	**	17%	**	17%	**	**	17%	18%	**	17%	15%	14%	15%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?
Base: Those who have changed supplier in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b	a	~b	~c
Unweighted row	404	342	42	10	10	44	111	174	140	185	240	103	264	27	10
Effective Weighted Sample	356	303	36	9	8	35	98	155	120	165	219	81	241	25	9
Total	375	316	42	10	7	37	104	161	125	175	238	81	258	26	9
Keep the same phone number	313	269	**	**	**	**	84	138	100	150	201	65	217	**	**
	84%	85%	**	**	**	**	81%	86%	80%	86%	85%	81%	84%	**	**
Change phone number	61	47	**	**	**	**	20	23	24	25	37	15	42	**	**
	16%	15%	**	**	**	**	19%	14%	20%	14%	15%	19%	16%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32A. When you switched your mobile provider, did you...?
Base: Those who have changed supplier in the last twelve months

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	404	404	404	-	-	-	-	-
Effective Weighted Sample	356	356	356	-	-	-	-	-
Total	375	375	375	-	-	-	-	-
Keep the same phone number	313	313	313	**	**	**	**	**
	84%	84%	84%	**	**	**	**	**
Change phone number	61	61	61	**	**	**	**	**
	16%	16%	16%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?
Base: Those who changed their mobile number

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	63	54	9	58	5	63	-	63	8	3	2	10	40
Effective Weighted Sample	56	48	8	52	4	56	-	56	7	3	2	9	36
Total	61	52	9	56	5	61	-	61	8	3	3	10	37
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?
Base: Those who changed their mobile number

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	~c
Unweighted row	63	14	10	3	6	3	2	3	7	3	4	17	46	63
Effective Weighted Sample	56	12	9	3	6	2	2	3	7	3	4	15	41	56
Total	61	13	10	2	6	3	1	3	7	3	4	15	46	61
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?
Base: Those who changed their mobile number

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	63	16	28	16	60	3	2	33	21	9	37	24	15	18	15	13
Effective Weighted Sample	56	14	26	15	54	3	2	29	19	8	32	22	13	16	14	12
Total	61	14	29	16	58	3	1	30	22	9	37	23	14	17	18	12
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?
Base: Those who changed their mobile number

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	63	50	9	2	2	8	19	23	27	23	37	17	42	4	-
Effective Weighted Sample	56	44	9	2	2	7	17	21	24	21	33	15	38	4	-
Total	61	47	10	2	2	7	20	23	24	25	37	15	42	4	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32B. And did you REQUEST a code from your previous provider?
Base: Those who changed their mobile number

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	63	63	63	-	-	-	-	-
Effective Weighted Sample	56	56	56	-	-	-	-	-
Total	61	61	61	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?
Base: Those who changed their mobile number but requested a code

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	24	16	8	20	4	24	-	24	1	3	2	6	12
Effective Weighted Sample	22	14	7	18	3	22	-	22	1	3	2	5	11
Total	24	16	8	20	4	24	-	24	1	3	3	6	12
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?
Base: Those who changed their mobile number but requested a code

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	~c
Unweighted row	24	6	2	1	4	1	-	2	5	-	1	2	22	24
Effective Weighted Sample	22	5	2	1	4	1	-	2	5	-	1	2	20	22
Total	24	6	2	1	4	*	-	3	5	-	1	2	22	24
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?
Base: Those who changed their mobile number but requested a code

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	24	6	14	4	24	-	-	16	8	-	15	8	4	11	6	3
Effective Weighted Sample	22	5	13	4	22	-	-	14	8	-	13	8	3	10	6	3
Total	24	4	16	4	24	-	-	15	9	-	16	7	4	10	7	2
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?
Base: Those who changed their mobile number but requested a code

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	24	18	5	-	1	2	10	6	12	9	14	2	21	1	-
Effective Weighted Sample	22	16	5	-	1	2	9	6	11	8	13	2	19	1	-
Total	24	17	6	-	1	2	11	6	12	9	14	2	21	1	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32C. (EXPLANATION PROVIDED FOR PAC AND STAC) There are two different codes you could have requested from your previous mobile service provider, which of the following did you request?
Base: Those who changed their mobile number but requested a code

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	24	24	24	-	-	-	-	-
Effective Weighted Sample	22	22	22	-	-	-	-	-
Total	24	24	24	-	-	-	-	-
I requested a Port Authorisation Code (PAC) only	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
I requested a Service Termination Code (STAC) only	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
I requested both the Port Authorisation Code (PAC) and Service Termination Code (STAC)	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Don't know	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	9	5	4	7	2	9	-	9	-	1	1	3	4
Effective Weighted Sample	8	5	4	7	2	8	-	8	-	1	1	3	4
Total	10	6	4	8	1	10	-	10	-	1	1	3	4
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	~c
Unweighted row	9	2	1	-	1	-	-	1	2	-	-	1	8	9
Effective Weighted Sample	8	2	1	-	1	-	-	1	2	-	-	1	7	8
Total	10	2	1	-	1	-	-	1	2	-	-	1	9	10
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?
Base: Those who changed their mobile number but requested a STAC code

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	9	2	5	2	9	-	-	6	3	-	5	3	2	5	2	-
Effective Weighted Sample	8	2	5	2	8	-	-	6	3	-	5	3	2	5	2	-
Total	10	2	5	2	10	-	-	6	4	-	6	3	1	6	3	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?
Base: Those who changed their mobile number but requested a STAC code

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	9	7	2	-	-	1	3	4	3	5	4	1	7	1	-
Effective Weighted Sample	8	7	2	-	-	1	3	4	3	5	4	1	7	1	-
Total	10	8	2	-	-	1	4	4	3	5	5	1	8	1	-
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32D. You said you requested a Service Termination Code (STAC), did you give this code to your new provider?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	9	9	9	-	-	-	-	-
Effective Weighted Sample	8	8	8	-	-	-	-	-
Total	10	10	10	-	-	-	-	-
Yes	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted row	9	5	4	7	2	9	-	9	-	1	1	3	4
Effective Weighted Sample	8	5	4	7	2	8	-	8	-	1	1	3	4
Total	10	6	4	8	1	10	-	10	-	1	1	3	4
By text	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	~b	~c
Unweighted row	9	2	1	-	1	-	-	1	2	-	-	1	8	9
Effective Weighted Sample	8	2	1	-	1	-	-	1	2	-	-	1	7	8
Total	10	2	1	-	1	-	-	1	2	-	-	1	9	10
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?
Base: Those who changed their mobile number but requested a STAC code

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	9	2	5	2	9	-	-	6	3	-	5	3	2	5	2	-
Effective Weighted Sample	8	2	5	2	8	-	-	6	3	-	5	3	2	5	2	-
Total	10	2	5	2	10	-	-	6	4	-	6	3	1	6	3	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?
Base: Those who changed their mobile number but requested a STAC code

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	~a	~b	~a	~b	~c
Unweighted row	9	7	2	-	-	1	3	4	3	5	4	1	7	1	-
Effective Weighted Sample	8	7	2	-	-	1	3	4	3	5	4	1	7	1	-
Total	10	8	2	-	-	1	4	4	3	5	5	1	8	1	-
By text	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32E. How did you request the Service Termination Code (STAC)?
Base: Those who changed their mobile number but requested a STAC code

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g
Unweighted row	9	9	9	-	-	-	-	-
Effective Weighted Sample	8	8	8	-	-	-	-	-
Total	10	10	10	-	-	-	-	-
By text	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
Through an online account	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**
By phone	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?
Base: Those who kept their mobile number or requested a PAC code

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted row	355	282	73	302	53	355	-	355	34	28	14	74	205
Effective Weighted Sample	312	250	62	268	44	312	-	312	31	24	11	65	182
Total	328	266	62	283	45	328	-	328	35	28	11	64	190
By text	188	149	**	159	**	188	**	188	**	**	**	**	110
	57%	56%	**	56%	**	57%	**	57%	**	**	**	**	58%
By phone	85	67	**	69	**	85	**	85	**	**	**	**	49
	26%	25%	**	25%	**	26%	**	26%	**	**	**	**	26%
Through an online account	68	53	**	56	**	68	**	68	**	**	**	**	37
	21%	20%	**	20%	**	21%	**	21%	**	**	**	**	20%
In store	40	31	**	31	**	40	**	40	**	**	**	**	21
	12%	12%	**	11%	**	12%	**	12%	**	**	**	**	11%
Some other way	2	1	**	2	**	2	**	2	**	**	**	**	1
	1%	1%	**	1%	**	1%	**	1%	**	**	**	**	1%
Don't know	15	12	**	13	**	15	**	15	**	**	**	**	8
	4%	5%	**	5%	**	4%	**	4%	**	**	**	**	4%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?
Base: Those who kept their mobile number or requested a PAC code

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	355	71	47	28	30	20	15	24	30	26	25	87	268	355
Effective Weighted Sample	312	62	41	24	27	17	13	18	27	25	23	67	245	312
Total	328	67	44	23	28	17	14	19	27	26	26	66	262	328
By text	188	**	**	**	**	**	**	**	**	**	**	**	158	188
	57%	**	**	**	**	**	**	**	**	**	**	**	60%	57%
By phone	85	**	**	**	**	**	**	**	**	**	**	**	52	85
	26%	**	**	**	**	**	**	**	**	**	**	**	20%	26%
Through an online account	68	**	**	**	**	**	**	**	**	**	**	**	51	68
	21%	**	**	**	**	**	**	**	**	**	**	**	20%	21%
In store	40	**	**	**	**	**	**	**	**	**	**	**	26	40
	12%	**	**	**	**	**	**	**	**	**	**	**	10%	12%
Some other way	2	**	**	**	**	**	**	**	**	**	**	**	2	2
	1%	**	**	**	**	**	**	**	**	**	**	**	1%	1%
Don't know	15	**	**	**	**	**	**	**	**	**	**	**	12	15
	4%	**	**	**	**	**	**	**	**	**	**	**	4%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?
Base: Those who kept their mobile number or requested a PAC code

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	a	b	~c	a	b	a	b	~c	~d
Unweighted row	355	70	173	81	324	30	12	168	118	68	197	156	110	105	79	59
Effective Weighted Sample	312	59	148	75	282	29	12	142	105	65	175	137	93	98	68	53
Total	328	66	155	74	295	32	14	150	110	68	191	136	89	101	81	54
By text	188	**	95	**	172	**	**	83	72	**	108	80	50	56	**	**
	57%	**	62%	**	58%	**	**	55%	65%	**	56%	59%	56%	55%	**	**
By phone	85	**	44	**	81	**	**	52	24	**	55	30	28	19	**	**
	26%	**	29%	**	27%	**	**	35%	21%	**	29%	22%	31%	19%	**	**
Through an online account	68	**	35	**	63	**	**	35	23	**	48	19	20	19	**	**
	21%	**	23%	**	21%	**	**	23%	21%	**	25%	14%	23%	19%	**	**
In store	40	**	23	**	35	**	**	23	9	**	14	26	14	14	**	**
	12%	**	15%	**	12%	**	**	15%	8%	**	7%	19% a	16%	14%	**	**
Some other way	2	**	-	**	1	**	**	-	-	**	1	1	-	1	**	**
	1%	**	-%	**	*%	**	**	-%	-%	**	*%	1%	-%	1%	**	**
Don't know	15	**	3	**	12	**	**	5	2	**	5	10	2	9	**	**
	4%	**	2%	**	4%	**	**	4%	2%	**	2%	8%	2%	9%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?
Base: Those who kept their mobile number or requested a PAC code

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	a	b	a	~b	a	~b	~c
Unweighted row	355	302	36	8	9	38	99	153	122	166	213	87	234	24	10
Effective Weighted Sample	312	268	31	7	7	30	87	137	104	148	195	67	214	22	9
Total	328	279	36	8	6	32	93	139	109	155	212	66	230	23	9
By text	188	161	**	**	**	**	**	86	67	87	123	**	140	**	**
	57%	58%	**	**	**	**	**	62%	62%	56%	58%	**	61%	**	**
By phone	85	75	**	**	**	**	**	34	22	43	41	**	46	**	**
	26%	27%	**	**	**	**	**	24%	20%	28%	19%	**	20%	**	**
Through an online account	68	60	**	**	**	**	**	28	20	36	42	**	49	**	**
	21%	22%	**	**	**	**	**	20%	18%	23%	20%	**	21%	**	**
In store	40	33	**	**	**	**	**	21	16	23	21	**	22	**	**
	12%	12%	**	**	**	**	**	15%	14%	15%	10%	**	10%	**	**
Some other way	2	2	**	**	**	**	**	-	1	1	1	**	2	**	**
	1%	1%	**	**	**	**	**	-%	1%	1%	1%	**	1%	**	**
Don't know	15	13	**	**	**	**	**	5	3	8	9	**	8	**	**
	4%	5%	**	**	**	**	**	4%	3%	5%	4%	**	4%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q32F. How did you request the Port Authorisation Code (PAC)?
Base: Those who kept their mobile number or requested a PAC code

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	355	355	355	-	-	-	-	-
Effective Weighted Sample	312	312	312	-	-	-	-	-
Total	328	328	328	-	-	-	-	-
By text	188	188	188	**	**	**	**	**
	57%	57%	57%	**	**	**	**	**
By phone	85	85	85	**	**	**	**	**
	26%	26%	26%	**	**	**	**	**
Through an online account	68	68	68	**	**	**	**	**
	21%	21%	21%	**	**	**	**	**
In store	40	40	40	**	**	**	**	**
	12%	12%	12%	**	**	**	**	**
Some other way	2	2	2	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Don't know	15	15	15	**	**	**	**	**
	4%	4%	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for mobile phone network

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~a	~b	~c	d	e
Unweighted row	1017	694	323	755	262	630	387	193	84	84	60	344	449
Effective Weighted Sample	935	646	289	702	234	572	364	168	81	79	54	311	416
Total	1033	710	323	770	263	627	406	181	97	88	58	343	451
Yes	517	367	150	390	128	337	181	113	**	**	**	158	247
	50%	52%	47%	51%	49%	54%	45%	62%	**	**	**	46%	55%
						b		b					
No	515	343	173	380	135	290	225	68	**	**	**	185	204
	50%	48%	53%	49%	51%	46%	55%	38%	**	**	**	54%	45%
							ac						

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 143

Any break column with 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. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for mobile phone network

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	~d	~e	~f	~g	h	~i	~j	~a	b	c
Unweighted row	1017	274	151	152	89	74	16	37	140	4	44	47	970	1017
Effective Weighted Sample	935	251	141	141	82	70	15	30	129	3	41	37	898	935
Total	1033	276	160	157	87	73	17	33	146	4	46	43	990	1033
Yes	517	125	76	88	**	**	**	**	65	**	**	**	487	517
	50%	45%	47%	57%	**	**	**	**	44%	**	**	**	49%	50%
No	515	152	84	68	**	**	**	**	81	**	**	**	503	515
	50%	55%	53%	43%	**	**	**	**	56%	**	**	**	51%	50%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for mobile phone network

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	1017	144	451	300	895	121	50	358	411	247	463	547	314	275	189	219
Effective Weighted Sample	935	129	408	281	817	118	49	320	378	237	424	505	287	256	172	205
Total	1033	150	465	295	909	123	51	363	424	245	478	547	298	272	217	226
Yes	517	86	244	136	466	52	**	212	195	110	256	255	172	130	106	102
	50%	58%	52%	46%	51%	42%	**	58%	46%	45%	54%	47%	58%	48%	49%	45%
								bc					d			
No	515	64	221	159	444	71	**	151	229	135	222	292	126	142	111	124
	50%	42%	48%	54%	49%	58%	**	42%	54%	55%	46%	53%	42%	52%	51%	55%
									a	a						a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for mobile phone network

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	b	~c
Unweighted row	1017	845	81	59	32	90	326	403	332	535	694	47	743	153	74
Effective Weighted Sample	935	776	74	56	29	80	298	369	302	492	646	37	683	145	71
Total	1033	854	86	62	31	91	338	398	329	550	710	43	763	153	74
Yes	517	434	**	**	**	**	162	216	179	279	367	**	389	76	**
	50%	51%	**	**	**	**	48%	54%	55%	51%	52%	**	51%	49%	**
No	515	420	**	**	**	**	177	182	150	271	343	**	374	78	**
	50%	49%	**	**	**	**	52%	46%	45%	49%	48%	**	49%	51%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for mobile phone network

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1017	1017	423	242	66	39	211	36
Effective Weighted Sample	935	935	373	228	62	38	199	34
Total	1033	1033	415	251	67	41	221	38
Yes	517	517	266	123	**	**	82	**
	50%	50%	64%	49%	**	**	37%	**
		f	acf					
No	515	515	149	129	**	**	140	**
	50%	50%	36%	51%	**	**	63%	**
		b		b			ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	~a	~b	~c	d	e
Unweighted row	533	370	163	395	138	355	178	128	44	36	30	170	254
Effective Weighted Sample	482	340	142	362	120	314	168	108	42	34	26	151	231
Total	517	367	150	390	128	337	181	113	50	38	26	158	247
Looked into deals with my existing provider at that time	205	150	55	157	48	133	71	49	**	**	**	60	102
	40%	41%	37%	40%	37%	40%	39%	43%	**	**	**	38%	41%
Looked into deals with alternative provider/s	105	64	41	70	35	90	15	34	**	**	**	38	42
	20%	17%	28% a	18%	28%	27% b	8%	31% b	**	**	**	24%	17%
Contacted my existing provider at that time	94	52	42	56	38	64	30	23	**	**	**	40	36
	18%	14%	28% a	14%	30% a	19%	16%	20%	**	**	**	25% e	15%
Signed up for a contract with my existing provider at that time	90	51	38	51	38	63	27	20	**	**	**	34	31
	17%	14%	26% a	13%	30% a	19%	15%	18%	**	**	**	21%	12%
Contacted alternative provider/s	52	31	21	35	17	46	6	21	**	**	**	19	28
	10%	9%	14%	9%	14%	14% b	3%	18% b	**	**	**	12%	11%
Signed up for a contract with an alternative provider	33	18	15	18	15	29	5	16	**	**	**	12	17
	6%	5%	10%	5%	12% a	8%	3%	14% b	**	**	**	7%	7%
Something else	4	4	*	4	*	4	*	2	**	**	**	*	3
	1%	1%	*%	1%	*%	1%	*%	2%	**	**	**	*%	1%
I did not take any action	127	100	27	109	18	70	56	16	**	**	**	35	55
	24%	27%	18%	28% b	14%	21%	31% c	14%	**	**	**	22%	22%
Can't remember	36	27	9	29	7	14	23	4	**	**	**	10	25
	7%	7%	6%	7%	6%	4%	12% ac	3%	**	**	**	7%	10%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~a	b	c
Unweighted row	533	130	71	91	53	41	11	28	66	3	18	37	496	533
Effective Weighted Sample	482	117	67	82	49	38	10	22	61	3	16	29	453	482
Total	517	125	76	88	49	40	11	23	65	2	18	31	487	517
Looked into deals with my existing provider at that time	205	47	**	**	**	**	**	**	**	**	**	**	191	205
	40%	38%	**	**	**	**	**	**	**	**	**	**	39%	40%
Looked into deals with alternative provider/s	105	24	**	**	**	**	**	**	**	**	**	**	96	105
	20%	19%	**	**	**	**	**	**	**	**	**	**	20%	20%
Contacted my existing provider at that time	94	29	**	**	**	**	**	**	**	**	**	**	84	94
	18%	23%	**	**	**	**	**	**	**	**	**	**	17%	18%
Signed up for a contract with my existing provider at that time	90	21	**	**	**	**	**	**	**	**	**	**	77	90
	17%	17%	**	**	**	**	**	**	**	**	**	**	16%	17%
Contacted alternative provider/s	52	18	**	**	**	**	**	**	**	**	**	**	48	52
	10%	14%	**	**	**	**	**	**	**	**	**	**	10%	10%
Signed up for a contract with an alternative provider	33	5	**	**	**	**	**	**	**	**	**	**	27	33
	6%	4%	**	**	**	**	**	**	**	**	**	**	6%	6%
Something else	4	*	**	**	**	**	**	**	**	**	**	**	4	4
	1%	*%	**	**	**	**	**	**	**	**	**	**	1%	1%
I did not take any action	127	26	**	**	**	**	**	**	**	**	**	**	125	127
	24%	21%	**	**	**	**	**	**	**	**	**	**	26%	24%
Can't remember	36	9	**	**	**	**	**	**	**	**	**	**	35	36
	7%	7%	**	**	**	**	**	**	**	**	**	**	7%	7%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with 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. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	d
Unweighted row	533	86	254	142	482	51	19	220	201	112	258	269	186	136	99	104
Effective Weighted Sample	482	76	224	133	432	50	18	193	183	107	231	245	166	124	89	97
Total	517	86	244	136	466	52	19	212	195	110	256	255	172	130	106	102
Looked into deals with my existing provider at that time	205	**	108	55	185	**	**	80	81	44	112	92	85	50	**	35
	40%	**	44%	40%	40%	**	**	38%	42%	40%	44%	36%	49%	38%	**	34%
Looked into deals with alternative provider/s	105	**	59	31	102	**	**	44	46	16	63	42	36	26	**	20
	20%	**	24%	23%	22%	**	**	21%	24%	14%	25%	17%	21%	20%	**	19%
Contacted my existing provider at that time	94	**	48	17	81	**	**	46	24	24	51	43	38	26	**	15
	18%	**	20%	12%	17%	**	**	22% b	12%	22%	20%	17%	22%	20%	**	15%
Signed up for a contract with my existing provider at that time	90	**	43	19	72	**	**	34	29	26	56	34	31	15	**	24
	17%	**	18%	14%	15%	**	**	16%	15%	24%	22%	13%	18%	12%	**	23%
Contacted alternative provider/s	52	**	30	8	52	**	**	34	16	3	34	19	14	17	**	5
	10%	**	12%	6%	11%	**	**	16% c	8%	3%	13%	7%	8%	13%	**	5%
Signed up for a contract with an alternative provider	33	**	22	2	32	**	**	22	9	2	17	16	12	10	**	4
	6%	**	9% c	2%	7%	**	**	11% c	5%	2%	7%	6%	7%	8%	**	4%
Something else	4	**	3	1	4	**	**	3	*	1	2	3	1	1	**	-
	1%	**	1%	1%	1%	**	**	2%	*%	1%	1%	1%	1%	1%	**	-%
I did not take any action	127	**	51	42	113	**	**	40	57	30	53	68	42	34	**	21
	24%	**	21%	31%	24%	**	**	19%	29%	27%	21%	27%	25%	26%	**	20%
Can't remember	36	**	16	8	34	**	**	18	10	7	13	24	7	5	**	12
	7%	**	7%	6%	7%	**	**	9%	5%	7%	5%	9%	4%	4%	**	12%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	~b	a	~b	~c
Unweighted row	533	446	41	29	17	48	166	227	185	285	370	37	396	77	23
Effective Weighted Sample	482	404	36	27	15	41	150	203	165	258	340	29	359	73	22
Total	517	434	40	28	15	46	162	216	179	279	367	31	389	76	23
Looked into deals with my existing provider at that time	205	169	**	**	**	**	62	101	59	123	150	**	168	**	**
	40%	39%	**	**	**	**	38%	47%	33%	44%	41%	**	43%	**	**
Looked into deals with alternative provider/s	105	84	**	**	**	**	30	55	35	59	64	**	83	**	**
	20%	19%	**	**	**	**	18%	25%	20%	21%	17%	**	21%	**	**
Contacted my existing provider at that time	94	77	**	**	**	**	30	48	25	62	52	**	75	**	**
	18%	18%	**	**	**	**	18%	22%	14%	22%	14%	**	19%	**	**
Signed up for a contract with my existing provider at that time	90	72	**	**	**	**	31	35	33	49	51	**	65	**	**
	17%	17%	**	**	**	**	19%	16%	18%	17%	14%	**	17%	**	**
Contacted alternative provider/s	52	39	**	**	**	**	12	23	16	33	31	**	42	**	**
	10%	9%	**	**	**	**	7%	11%	9%	12%	9%	**	11%	**	**
Signed up for a contract with an alternative provider	33	26	**	**	**	**	7	18	10	19	18	**	25	**	**
	6%	6%	**	**	**	**	4%	8%	5%	7%	5%	**	6%	**	**
Something else	4	4	**	**	**	**	2	1	2	2	4	**	3	**	**
	1%	1%	**	**	**	**	1%	1%	1%	1%	1%	**	1%	**	**
I did not take any action	127	112	**	**	**	**	39	49	48	67	100	**	84	**	**
	24%	26%	**	**	**	**	24%	23%	27%	24%	27%	**	22%	**	**
Can't remember	36	30	**	**	**	**	10	8	14	13	27	**	27	**	**
	7%	7%	**	**	**	**	6%	4%	8%	5%	7%	**	7%	**	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	533	533	284	122	24	8	80	15
Effective Weighted Sample	482	482	245	115	23	8	76	15
Total	517	517	266	123	24	8	82	14
Looked into deals with my existing provider at that time	205	205	127	49	**	**	**	**
	40%	40%	48%	40%	**	**	**	**
Looked into deals with alternative provider/s	105	105	88	16	**	**	**	**
	20%	20%	33% ac	13%	**	**	**	**
Contacted my existing provider at that time	94	94	65	18	**	**	**	**
	18%	18%	24%	15%	**	**	**	**
Signed up for a contract with my existing provider at that time	90	90	58	22	**	**	**	**
	17%	17%	22%	18%	**	**	**	**
Contacted alternative provider/s	52	52	50	2	**	**	**	**
	10%	10% c	19% ac	1%	**	**	**	**
Signed up for a contract with an alternative provider	33	33	31	1	**	**	**	**
	6%	6%	12% c	1%	**	**	**	**
Something else	4	4	4	1	**	**	**	**
	1%	1%	1%	1%	**	**	**	**
I did not take any action	127	127	31	33	**	**	**	**
	24%	24% b	12%	27% b	**	**	**	**
Can't remember	36	36	5	7	**	**	**	**
	7%	7% b	2%	6%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Agree strongly	645	551	94	576	68	376	269	111	109	68	**	127	329
	27%	28%	23%	27%	26%	26%	30%	30%	28%	27%	**	25%	28%
Agree slightly	892	719	173	777	115	563	329	134	139	81	**	209	441
	38%	36%	43%	37%	44%	38%	36%	36%	36%	32%	**	41%	38%
Disagree slightly	410	344	66	367	43	273	137	72	69	46	**	94	193
	17%	17%	16%	17%	16%	19%	15%	19%	18%	18%	**	18%	16%
Disagree strongly	232	188	44	214	19	163	69	41	50	31	**	46	98
	10%	10%	11%	10%	7%	11% b	8%	11%	13%	13%	**	9%	8%
Don't know	197	170	27	179	18	90	106	16	23	24	**	34	109
	8%	9%	7%	8%	7%	6%	12% ac	4%	6%	10%	**	7%	9%
TOTAL AGREE	1537	1270	267	1354	183	939	598	246	248	149	**	336	770
	65%	64%	66%	64%	70%	64%	66%	66%	64%	59%	**	66%	66%
TOTAL DISAGREE	642	533	110	581	62	437	206	112	119	78	**	141	291
	27%	27%	27%	27%	23%	30% b	23%	30% b	30%	31%	**	28%	25%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Agree strongly	645	136	105	66	48	63	57	**	38	27	**	133	512	645
	27%	26%	25%	23%	25%	37%	35%	**	20%	27%	**	31%	26%	27%
						abcdh	ch							
Agree slightly	892	201	151	121	77	52	65	**	79	31	**	182	710	892
	38%	38%	35%	43%	39%	31%	40%	**	42%	30%	**	43%	36%	38%
Disagree slightly	410	98	73	48	36	31	11	**	35	25	**	59	351	410
	17%	19%	17%	17%	18%	18%	7%	**	18%	24%	**	14%	18%	17%
		f	f	f	f	f			f	f				
Disagree strongly	232	48	52	24	24	11	14	**	20	13	**	24	208	232
	10%	9%	12%	9%	12%	7%	9%	**	10%	13%	**	6%	11%	10%
													a	a
Don't know	197	45	48	24	11	11	15	**	18	7	**	26	170	197
	8%	8%	11%	8%	5%	6%	9%	**	9%	6%	**	6%	9%	8%
TOTAL AGREE	1537	337	256	187	125	115	122	**	117	59	**	315	1222	1537
	65%	64%	60%	66%	64%	69%	75%	**	62%	57%	**	74%	63%	65%
							abhi					bc		
TOTAL DISAGREE	642	147	125	72	60	42	25	**	54	38	**	84	558	642
	27%	28%	29%	25%	31%	25%	15%	**	29%	37%	**	20%	29%	27%
		f	f		f				f	f			a	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Agree strongly	645	64	232	206	502	142	67	177	213	254	337	304	168	158	154	155
	27%	23%	26%	26%	25%	37% abcd	45% abcd	25%	23%	33% ab	28%	27%	26%	25%	32% b	28%
Agree slightly	892	109	380	285	774	117	36	291	354	246	492	394	256	274	163	188
	38%	39% f	42% cef	35%	39% ef	31%	25%	42% c	39% c	32%	40% b	35%	39%	42% cd	34%	34%
Disagree slightly	410	60	154	145	360	50	14	124	176	110	219	186	122	104	85	93
	17%	22% ef	17%	18% f	18% f	13%	9%	18%	19% c	14%	18%	16%	19%	16%	18%	17%
Disagree strongly	232	15	85	91	190	41	19	52	99	81	107	122	68	65	43	52
	10%	5%	9%	11% a	10%	11%	13% a	7%	11%	11%	9%	11%	10%	10%	9%	10%
Don't know	197	30	58	79	166	30	13	53	71	73	69	125	41	45	38	60
	8%	11%	6%	10%	8%	8%	9%	8%	8%	10%	6%	11% a	6%	7%	8%	11% a
TOTAL AGREE	1537	173	612	491	1276	259	103	468	566	500	829	698	423	432	317	344
	65%	62%	67% c	61%	64%	68%	70%	67%	62%	65%	68% b	62%	65%	67%	66%	63%
TOTAL DISAGREE	642	75	239	236	550	92	32	176	274	192	326	308	190	169	128	146
	27%	27%	26%	29%	28%	24%	22%	25%	30%	25%	27%	27%	29%	26%	27%	27%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Agree strongly	645	523	62	33	**	54	223	229	215	328	436	133	376	111	25
	27%	27%	28%	29%	**	24%	30%	26%	30%	26%	27%	31%	28%	24%	19%
Agree slightly	892	756	75	43	**	79	286	376	255	493	568	182	477	179	55
	38%	38%	35%	37%	**	36%	39%	42%	35%	39%	35%	43% a	35%	39%	40%
Disagree slightly	410	341	41	14	**	41	115	155	106	237	287	59	251	85	15
	17%	17%	19%	12%	**	19%	16%	17%	15%	19%	18%	14%	18%	19%	11%
Disagree strongly	232	193	25	11	**	24	74	81	82	123	166	24	155	44	9
	10%	10%	11%	9%	**	11%	10%	9%	11%	10%	10% b	6%	11%	10%	6%
Don't know	197	159	14	15	**	22	44	45	65	82	144	26	101	36	33
	8%	8%	7%	13%	**	10% c	6%	5%	9%	6%	9%	6%	7%	8%	24% ab
TOTAL AGREE	1537	1279	137	76	**	132	509	605	470	821	1003	315	852	289	80
	65%	65%	63%	65%	**	60%	69%	68%	65%	65%	63%	74% a	63%	64%	59%
TOTAL DISAGREE	642	534	66	25	**	64	190	236	189	360	454	84	406	129	23
	27%	27%	30%	22%	**	29%	26%	27%	26%	28%	28% b	20%	30% c	28% c	17%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Agree strongly	645	645	225	108	50	**	197	**
	27%	27%	26%	21%	29%	**	30%	**
		c					c	
Agree slightly	892	892	336	192	79	**	241	**
	38%	38%	39%	38%	45%	**	37%	**
Disagree slightly	410	410	180	93	19	**	98	**
	17%	17%	21%	18%	11%	**	15%	**
			df					
Disagree strongly	232	232	101	77	7	**	37	**
	10%	10%	12%	15%	4%	**	6%	**
		f	df	adf				
Don't know	197	197	29	37	21	**	75	**
	8%	8%	3%	7%	12%	**	12%	**
		b		b	b		b	
TOTAL AGREE	1537	1537	561	300	129	**	439	**
	65%	65%	64%	59%	73%	**	68%	**
					c		c	
TOTAL DISAGREE	642	642	281	170	26	**	135	**
	27%	27%	32%	34%	15%	**	21%	**
		df	adf	adf				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Agree strongly	964	842	122	889	75	606	358	154	181	116	**	178	480
	41%	43%	30%	42%	29%	41%	39%	41%	46%	46%	**	35%	41%
		b		b					d	d			
Agree slightly	856	697	159	758	98	535	321	136	137	80	**	207	413
	36%	35%	39%	36%	37%	36%	35%	36%	35%	32%	**	41%	35%
Disagree slightly	342	265	76	286	55	210	132	60	41	35	**	84	167
	14%	13%	19%	14%	21%	14%	15%	16%	10%	14%	**	16%	14%
			a		a								
Disagree strongly	129	91	37	101	27	78	51	17	21	12	**	31	55
	5%	5%	9%	5%	10%	5%	6%	5%	5%	5%	**	6%	5%
			a		a								
Don't know	85	77	8	78	7	38	48	7	11	9	**	11	55
	4%	4%	2%	4%	3%	3%	5%	2%	3%	3%	**	2%	5%
							ac						
TOTAL AGREE	1820	1539	281	1647	173	1141	679	291	318	196	**	385	893
	77%	78%	70%	78%	66%	78%	75%	78%	81%	78%	**	75%	76%
		b		b									
TOTAL DISAGREE	470	357	114	387	83	287	183	77	61	46	**	114	222
	20%	18%	28%	18%	32%	20%	20%	21%	16%	19%	**	22%	19%
			a		a								

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Agree strongly	964	178	171	101	72	84	90	**	51	62	**	206	758	964
	41%	34%	40%	36%	37%	50%	56%	**	27%	60%	**	48%	39%	41%
			h			ach	abcdh			abcdh		bc		
Agree slightly	856	199	148	110	77	58	55	**	80	33	**	153	703	856
	36%	38%	35%	39%	39%	34%	34%	**	42%	32%	**	36%	36%	36%
Disagree slightly	342	92	71	42	31	16	10	**	32	4	**	39	302	342
	14%	17%	16%	15%	16%	9%	6%	**	17%	4%	**	9%	16%	14%
		fi	fi	fi	fi				fi				a	a
Disagree strongly	129	34	25	21	10	5	2	**	20	1	**	14	115	129
	5%	7%	6%	7%	5%	3%	1%	**	10%	1%	**	3%	6%	5%
				f					efi					
Don't know	85	25	14	9	4	5	5	**	7	3	**	13	72	85
	4%	5%	3%	3%	2%	3%	3%	**	3%	3%	**	3%	4%	4%
TOTAL AGREE	1820	377	319	210	149	142	145	**	131	95	**	359	1461	1820
	77%	71%	74%	74%	77%	85%	89%	**	69%	92%	**	84%	75%	77%
						abh	abcdh			abcdh		bc		
TOTAL DISAGREE	470	126	96	63	41	21	12	**	52	5	**	53	417	470
	20%	24%	22%	22%	21%	12%	7%	**	27%	5%	**	12%	21%	20%
		efi	efi	efi	fi				efi				a	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Agree strongly	964	99	342	334	775	188	81	266	334	364	504	453	263	271	183	229
	41%	36%	38%	41%	39%	49% abd	55% abcd	38%	37%	48% ab	41%	40%	40%	42%	38%	42%
Agree slightly	856	103	352	276	731	124	44	258	355	242	446	403	232	246	174	195
	36%	37%	39%	34%	37%	33%	30%	37%	39% c	32%	36%	36%	35%	38%	36%	35%
Disagree slightly	342	43	141	113	297	45	15	109	136	96	176	161	111	80	74	71
	14%	16%	15%	14%	15%	12%	10%	16%	15%	13%	14%	14%	17%	12%	15%	13%
Disagree strongly	129	11	45	55	111	17	5	26	61	42	63	64	32	33	34	28
	5%	4%	5%	7%	6%	4%	3%	4%	7% a	5%	5%	6%	5%	5%	7%	5%
Don't know	85	22	29	27	78	7	3	38	25	22	35	49	16	16	19	26
	4%	8% bcde	3%	3%	4%	2%	2%	5% b	3%	3%	3%	4%	3%	3%	4%	5%
TOTAL AGREE	1820	202	694	610	1506	312	125	524	689	605	950	856	496	517	357	424
	77%	73%	76%	76%	76%	82% ad	84% a	75%	76%	79%	78%	76%	76%	80%	74%	77%
TOTAL DISAGREE	470	54	185	168	408	62	20	135	197	137	239	225	143	113	108	99
	20%	19%	20%	21%	20%	16%	14%	19%	22%	18%	20%	20%	22%	18%	22%	18%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Agree strongly	964	802	89	40	**	80	327	360	308	508	660	206	512	203	44
	41%	41%	41%	34%	**	37%	44%	41%	43%	40%	41%	48% a	38%	45% ac	32%
Agree slightly	856	707	81	43	**	81	264	325	256	468	565	153	495	158	50
	36%	36%	37%	37%	**	37%	36%	37%	35%	37%	35%	36%	36%	35%	36%
Disagree slightly	342	288	30	15	**	38	89	139	99	180	232	39	236	50	16
	14%	15%	14%	13%	**	17%	12%	16%	14%	14%	14% b	9%	17% b	11%	12%
Disagree strongly	129	104	12	11	**	13	47	41	42	68	78	14	76	30	9
	5%	5%	6%	9%	**	6%	6%	5%	6%	5%	5%	3%	6%	6%	7%
Don't know	85	71	5	8	**	7	15	21	17	38	65	13	39	15	19
	4%	4%	2%	7%	**	3%	2%	2%	2%	3%	4%	3%	3%	3%	14% ab
TOTAL AGREE	1820	1509	170	83	**	161	591	686	564	976	1226	359	1007	361	93
	77%	77%	78%	71%	**	74%	80%	77%	78%	77%	77%	84% a	74%	79% c	68%
TOTAL DISAGREE	470	392	43	26	**	50	136	180	142	248	310	53	312	80	25
	20%	20%	20%	22%	**	23%	18%	20%	20%	20%	19% b	12%	23%	18%	18%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Agree strongly	964	964	328	171	81	**	304	**
	41%	41%	38%	34%	46%	**	47%	**
		c			c		abc	
Agree slightly	856	856	339	180	66	**	223	**
	36%	36%	39%	35%	38%	**	34%	**
Disagree slightly	342	342	140	97	17	**	70	**
	14%	14%	16%	19%	10%	**	11%	**
			f	adf				
Disagree strongly	129	129	52	44	4	**	21	**
	5%	5%	6%	9%	2%	**	3%	**
				adf				
Don't know	85	85	13	15	7	**	31	**
	4%	4%	1%	3%	4%	**	5%	**
		b					b	
TOTAL AGREE	1820	1820	667	351	147	**	528	**
	77%	77%	77%	69%	84%	**	81%	**
		c	c		c		c	
TOTAL DISAGREE	470	470	192	141	21	**	91	**
	20%	20%	22%	28%	12%	**	14%	**
		f	df	adf				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Agree strongly	743	616	127	647	96	416	327	116	122	81	**	166	361
	31%	31%	32%	31%	37%	28%	36% a	31%	31%	32%	**	33%	31%
Agree slightly	935	754	181	819	116	585	350	150	150	91	**	217	448
	39%	38%	45%	39%	44%	40%	38%	40%	38%	36%	**	43%	38%
Disagree slightly	378	333	45	355	24	274	105	61	65	46	**	68	194
	16%	17% b	11%	17% b	9%	19% b	11%	16%	17%	19%	**	13%	17%
Disagree strongly	196	160	36	178	18	139	57	34	38	18	**	44	91
	8%	8%	9%	8%	7%	9% b	6%	9%	10%	7%	**	9%	8%
Don't know	124	110	14	115	9	53	71	15	15	14	**	15	76
	5%	6%	4%	5%	3%	4%	8% ac	4%	4%	6%	**	3%	6% d
TOTAL AGREE	1678	1370	308	1465	213	1001	677	265	272	172	**	384	808
	71%	69%	76% a	69%	81% a	68%	74% a	71%	70%	69%	**	75%	69%
TOTAL DISAGREE	574	493	81	532	42	413	161	95	103	65	**	112	285
	24%	25%	20%	25% b	16%	28% b	18%	25% b	27%	26%	**	22%	24%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Agree strongly	743	159	118	94	54	75	56	**	53	27	**	165	578	743
	31%	30%	28%	33%	28%	45% abdhi	34%	**	28%	26%	**	39% bc	30%	31%
Agree slightly	935	205	164	117	81	64	62	**	88	30	**	158	777	935
	39%	39%	38%	41%	41%	38%	38%	**	47% i	29%	**	37%	40%	39%
Disagree slightly	378	90	80	46	25	17	24	**	23	26	**	60	318	378
	16%	17%	19%	16%	13%	10%	15%	**	12%	25% deh	**	14%	16%	16%
Disagree strongly	196	44	39	20	27	6	9	**	14	14	**	21	175	196
	8%	8%	9%	7%	14% e	3%	6%	**	7%	13% e	**	5%	9% a	8%
Don't know	124	31	28	5	9	7	11	**	11	7	**	22	102	124
	5%	6%	6% c	2%	5%	4%	7%	**	6%	7%	**	5%	5%	5%
TOTAL AGREE	1678	364	283	211	134	139	117	**	142	56	**	323	1355	1678
	71%	69% i	66%	75% i	69%	83% abdi	73% i	**	75% i	55%	**	76% b	69%	71%
TOTAL DISAGREE	574	134	119	66	51	22	34	**	37	40	**	80	494	574
	24%	25% e	28% e	23%	26% e	13%	21%	**	19%	38% acefh	**	19%	25% a	24%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Agree strongly	743	83	283	222	588	154	75	218	267	257	361	380	191	174	175	191
	31%	30%	31%	28%	30%	40% abcd	50% abcd	31%	29%	34%	29%	34%	29%	27%	36% b	35% b
Agree slightly	935	112	373	317	801	132	42	278	373	282	497	430	266	268	180	206
	39%	40%	41% f	39%	40% f	35%	29%	40%	41%	37%	41%	38%	41%	41%	37%	38%
Disagree slightly	378	52	137	132	321	57	18	116	143	119	202	170	119	117	75	64
	16%	19%	15%	16%	16%	15%	12%	17%	16%	16%	17%	15%	18% d	18% d	15%	12%
Disagree strongly	196	16	70	88	175	20	5	50	85	60	106	87	60	52	33	48
	8%	6%	8%	11% ef	9%	5%	3%	7%	9%	8%	9%	8%	9%	8%	7%	9%
Don't know	124	15	45	46	106	17	9	35	42	46	57	63	18	35	22	41
	5%	6%	5%	6%	5%	5%	6%	5%	5%	6%	5%	6%	3%	5%	4%	7% a
TOTAL AGREE	1678	195	656	539	1389	287	117	496	641	539	858	810	457	442	354	397
	71%	70%	72%	67%	70%	75% c	79% c	71%	70%	71%	70%	72%	70%	68%	73%	72%
TOTAL DISAGREE	574	68	207	221	496	77	23	166	228	179	309	257	179	169	108	111
	24%	25%	23%	27% ef	25% f	20%	15%	24%	25%	23%	25%	23%	27% d	26%	22%	20%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Agree strongly	743	605	77	30	**	65	270	241	254	376	479	165	438	107	33
	31%	31%	35%	26%	**	30%	36% c	27%	35%	30%	30%	39% a	32% b	24%	24%
Agree slightly	935	796	74	45	**	82	284	392	272	523	619	158	544	183	49
	39%	40%	34%	39%	**	37%	38%	44%	38%	41%	39%	37%	40%	40%	36%
Disagree slightly	378	318	33	18	**	42	97	149	101	215	274	60	193	104	22
	16%	16%	15%	16%	**	19%	13%	17%	14%	17%	17%	14%	14%	23% a	16%
Disagree strongly	196	154	24	14	**	22	52	83	62	101	141	21	125	38	13
	8%	8%	11%	12%	**	10%	7%	9%	9%	8%	9% b	5%	9%	8%	9%
Don't know	124	98	11	9	**	9	38	22	34	47	88	22	60	22	20
	5%	5%	5%	8%	**	4%	5% c	2%	5%	4%	6%	5%	4%	5%	15% ab
TOTAL AGREE	1678	1401	150	75	**	147	554	632	525	899	1098	323	981	291	83
	71%	71%	69%	64%	**	67%	75%	71%	73%	71%	69%	76% a	72% bc	64%	60%
TOTAL DISAGREE	574	473	56	32	**	63	150	232	163	316	415	80	317	142	34
	24%	24%	26%	28%	**	29% b	20%	26% b	23%	25%	26% b	19%	23%	31% a	25%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Agree strongly	743	743	240	148	56	**	239	**
	31%	31%	27%	29%	32%	**	37%	**
							abc	
Agree slightly	935	935	346	198	70	**	268	**
	39%	39%	40%	39%	40%	**	41%	**
Disagree slightly	378	378	165	85	28	**	83	**
	16%	16%	19%	17%	16%	**	13%	**
			f					
Disagree strongly	196	196	98	57	9	**	18	**
	8%	8%	11%	11%	5%	**	3%	**
		f	af	f				
Don't know	124	124	23	19	12	**	41	**
	5%	5%	3%	4%	7%	**	6%	**
		b			b		b	
TOTAL AGREE	1678	1678	586	346	126	**	506	**
	71%	71%	67%	68%	72%	**	78%	**
							abc	
TOTAL DISAGREE	574	574	263	142	37	**	101	**
	24%	24%	30%	28%	21%	**	16%	**
		f	af	f				

Columns Tested: a,b,c,d,e,f,g

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Agree strongly	409	321	88	338	71	223	186	80	53	44	**	94	201
	17%	16%	22% a	16%	27% a	15%	20% a	21% a	14%	18%	**	18%	17%
Agree slightly	739	589	150	640	99	460	279	113	100	72	**	189	358
	31%	30%	37% a	30%	38%	31%	31%	30%	26%	29%	**	37% a	31%
Disagree slightly	527	449	78	484	42	340	186	84	94	55	**	109	262
	22%	23%	19%	23%	16%	23%	21%	22%	24%	22%	**	21%	22%
Disagree strongly	549	483	66	516	34	368	182	76	122	67	**	94	258
	23%	25% b	16%	24% b	13%	25% b	20%	20%	31% de	27% d	**	18%	22%
Don't know	152	131	21	135	17	76	77	22	21	13	**	25	91
	6%	7%	5%	6%	6%	5%	8% a	6%	5%	5%	**	5%	8%
TOTAL AGREE	1148	910	238	978	170	683	465	193	153	116	**	282	559
	48%	46%	59% a	46%	65% a	47%	51%	52%	39%	46%	**	55% ae	48% a
TOTAL DISAGREE	1076	932	144	1000	76	708	368	160	216	122	**	203	519
	45%	47% b	36%	47% b	29%	48% b	40%	43%	55% de	49%	**	40%	44%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Agree strongly	409	101	78	65	32	12	11	**	47	6	**	83	326	409
	17%	19%	18%	23%	16%	7%	7%	**	25%	6%	**	20%	17%	17%
		efi	efi	efi	ef				efi					
Agree slightly	739	191	130	83	66	52	47	**	65	23	**	131	608	739
	31%	36%	30%	29%	34%	31%	29%	**	34%	22%	**	31%	31%	31%
		i												
Disagree slightly	527	103	80	73	43	42	45	**	37	36	**	89	438	527
	22%	19%	19%	26%	22%	25%	28%	**	19%	35%	**	21%	22%	22%
										abh				
Disagree strongly	549	95	111	51	40	50	48	**	32	32	**	94	456	549
	23%	18%	26%	18%	20%	30%	29%	**	17%	31%	**	22%	23%	23%
			a			ach	ach			ach				
Don't know	152	39	30	11	14	12	11	**	10	5	**	29	123	152
	6%	7%	7%	4%	7%	7%	7%	**	5%	5%	**	7%	6%	6%
TOTAL AGREE	1148	292	208	148	98	64	58	**	112	29	**	214	934	1148
	48%	55%	49%	52%	50%	38%	36%	**	59%	28%	**	50%	48%	48%
		efi	fi	efi	fi				efi					
TOTAL DISAGREE	1076	198	191	124	83	92	93	**	68	69	**	183	894	1076
	45%	37%	44%	44%	43%	55%	57%	**	36%	66%	**	43%	46%	45%
						ah	abcdh			abcdh				

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Agree strongly	409	69	187	102	358	51	25	158	147	104	199	204	125	88	100	93
	17%	25% cde	21% ce	13%	18% c	13%	17%	23% bc	16%	14%	16%	18%	19% b	14%	21% b	17%
Agree slightly	739	115	296	227	637	99	34	253	285	199	404	328	201	197	155	176
	31%	41% bcdef	33%	28%	32%	26%	23%	36% c	31%	26%	33%	29%	31%	31%	32%	32%
Disagree slightly	527	51	192	198	441	86	28	143	205	178	279	245	150	163	106	103
	22%	18%	21%	25%	22%	22%	19%	21%	23%	23%	23%	22%	23%	25% d	22%	19%
Disagree strongly	549	22	182	225	429	120	49	102	213	233	274	269	151	161	98	126
	23%	8%	20% a	28% abd	22% a	31% abd	33% abd	15%	23% a	31% ab	22%	24%	23%	25%	20%	23%
Don't know	152	21	52	53	126	26	12	41	60	51	67	83	27	37	25	52
	6%	8%	6%	7%	6%	7%	8%	6%	7%	7%	5%	7%	4%	6%	5%	9% a
TOTAL AGREE	1148	184	482	329	995	150	59	411	432	302	603	533	326	285	255	268
	48%	66% bcdef	53% cef	41%	50% ce	39%	40%	59% bc	47% c	40%	49%	47%	50%	44%	53% b	49%
TOTAL DISAGREE	1076	73	374	423	870	205	76	245	419	412	554	514	301	324	204	229
	45%	26%	41% a	53% abd	44% a	54% abd	52% a	35%	46% a	54% ab	45%	46%	46%	50% d	42%	42%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Agree strongly	409	344	40	15	**	38	129	158	139	202	258	83	236	64	26
	17%	17%	18%	13%	**	17%	17%	18%	19%	16%	16%	20%	17%	14%	19%
Agree slightly	739	606	73	32	**	83	249	254	220	409	477	131	423	142	43
	31%	31%	34%	27%	**	38%	34%	29%	30%	32%	30%	31%	31%	31%	31%
						c									
Disagree slightly	527	439	53	28	**	36	161	229	153	294	366	89	302	106	30
	22%	22%	24%	24%	**	16%	22%	26%	21%	23%	23%	21%	22%	23%	22%
								a							
Disagree strongly	549	469	38	28	**	43	166	214	163	306	396	94	317	117	22
	23%	24%	18%	24%	**	20%	22%	24%	23%	24%	25%	22%	23%	26%	16%
Don't know	152	114	12	14	**	19	36	31	48	51	103	29	81	26	17
	6%	6%	6%	12%	**	9%	5%	3%	7%	4%	6%	7%	6%	6%	12%
				a		c									ab
TOTAL AGREE	1148	950	114	47	**	121	378	412	359	611	735	214	659	206	69
	48%	48%	52%	40%	**	55%	51%	46%	50%	48%	46%	50%	48%	45%	50%
TOTAL DISAGREE	1076	908	91	56	**	79	328	443	315	600	763	183	619	223	52
	45%	46%	42%	48%	**	36%	44%	50%	44%	48%	48%	43%	46%	49%	38%
								a							

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Agree strongly	409	409	199	88	12	**	74	**
	17%	17%	23%	17%	7%	**	11%	**
		df	adf	df				
Agree slightly	739	739	308	165	51	**	174	**
	31%	31%	35%	33%	29%	**	27%	**
			f					
Disagree slightly	527	527	164	112	60	**	167	**
	22%	22%	19%	22%	34%	**	26%	**
					abc		b	
Disagree strongly	549	549	171	126	33	**	170	**
	23%	23%	20%	25%	19%	**	26%	**
							b	
Don't know	152	152	30	16	19	**	63	**
	6%	6%	3%	3%	11%	**	10%	**
		bc			bc		abc	
TOTAL AGREE	1148	1148	507	253	63	**	248	**
	48%	48%	58%	50%	36%	**	38%	**
		df	acdf	df				
TOTAL DISAGREE	1076	1076	335	238	94	**	337	**
	45%	45%	38%	47%	53%	**	52%	**
		b		b	b		ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
Very confident	767	653	114	690	77	453	314	134	140	85	**	158	370
	32%	33%	28%	33%	29%	31%	35%	36%	36%	34%	**	31%	32%
Fairly confident	1115	904	210	975	140	725	390	184	170	104	**	254	560
	47%	46%	52%	46%	53%	49% b	43%	49%	44%	42%	**	50%	48%
Not very confident	332	284	48	304	28	204	128	34	56	42	**	62	160
	14%	14%	12%	14%	11%	14% c	14%	9%	14%	17%	**	12%	14%
Not at all confident	80	60	20	70	10	53	27	16	10	7	**	24	39
	3%	3%	5%	3%	4%	4%	3%	4%	3%	3%	**	5%	3%
Don't know	82	71	11	74	8	31	51	7	13	13	**	13	41
	3%	4%	3%	4%	3%	2%	6% ac	2%	3%	5%	**	3%	3%
TOTAL CONFIDENT	1882	1558	324	1665	217	1178	704	318	311	189	**	412	930
	79%	79%	80%	79%	82%	80%	77%	85% b	80%	75%	**	81%	79%
TOTAL NOT CONFIDENT	412	344	68	374	38	257	154	50	66	49	**	86	199
	17%	17%	17%	18%	15%	18%	17%	13%	17%	19%	**	17%	17%

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
Very confident	767	138	120	95	53	67	71	**	60	38	**	173	594	767
	32%	26%	28%	34%	27%	40%	44%	**	32%	37%	**	41%	30%	32%
						abd	abd					bc		
Fairly confident	1115	258	191	128	97	82	70	**	95	53	**	196	919	1115
	47%	49%	45%	45%	50%	49%	43%	**	50%	52%	**	46%	47%	47%
Not very confident	332	86	81	38	30	11	17	**	25	10	**	44	288	332
	14%	16%	19%	13%	15%	6%	10%	**	13%	9%	**	10%	15%	14%
		e	e		e									
Not at all confident	80	26	19	11	10	-	1	**	4	-	**	2	78	80
	3%	5%	4%	4%	5%	-%	1%	**	2%	-%	**	*%	4%	3%
		e	e	e	e								a	a
Don't know	82	21	18	10	4	8	3	**	6	2	**	11	71	82
	3%	4%	4%	4%	2%	5%	2%	**	3%	2%	**	3%	4%	3%
TOTAL CONFIDENT	1882	396	311	223	150	149	140	**	154	91	**	369	1513	1882
	79%	75%	73%	79%	77%	89%	87%	**	82%	88%	**	87%	78%	79%
						abcd	ab			ab		bc		
TOTAL NOT CONFIDENT	412	112	99	49	41	11	18	**	28	10	**	46	366	412
	17%	21%	23%	17%	21%	6%	11%	**	15%	9%	**	11%	19%	17%
		efi	efi	e	e				e				a	a

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
Very confident	767	70	307	263	640	127	59	227	283	257	386	376	220	181	164	183
	32%	25%	34%	33%	32%	33%	40%	33%	31%	34%	32%	33%	34%	28%	34%	33%
			a				a									
Fairly confident	1115	157	425	360	942	172	59	344	432	338	583	520	297	325	221	256
	47%	56%	47%	45%	47%	45%	40%	49%	47%	44%	48%	46%	45%	50%	46%	47%
		bcdef														
Not very confident	332	35	127	120	282	47	16	83	144	102	166	160	90	96	76	68
	14%	13%	14%	15%	14%	12%	11%	12%	16%	13%	14%	14%	14%	15%	16%	12%
Not at all confident	80	5	28	30	64	17	6	23	25	32	49	31	32	21	14	13
	3%	2%	3%	4%	3%	4%	4%	3%	3%	4%	4%	3%	5%	3%	3%	2%
Don't know	82	11	21	32	64	18	8	20	26	36	40	42	15	24	9	28
	3%	4%	2%	4%	3%	5%	5%	3%	3%	5%	3%	4%	2%	4%	2%	5%
																ac
TOTAL CONFIDENT	1882	226	732	623	1582	299	118	571	716	595	969	896	518	506	385	439
	79%	81%	81%	77%	79%	78%	80%	82%	79%	78%	79%	79%	79%	78%	79%	80%
TOTAL NOT CONFIDENT	412	41	155	150	346	64	22	106	170	134	215	192	122	116	90	81
	17%	15%	17%	19%	17%	17%	15%	15%	19%	18%	18%	17%	19%	18%	19%	15%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
Very confident	767	643	57	42	**	78	244	292	246	405	501	173	461	108	26
	32%	33%	26%	36%	**	36%	33%	33%	34%	32%	31%	41% a	34% bc	24%	19%
Fairly confident	1115	928	110	50	**	96	349	418	328	606	740	196	649	207	63
	47%	47%	50%	43%	**	44%	47%	47%	45%	48%	46%	46%	48%	45%	46%
Not very confident	332	275	34	10	**	31	106	130	90	184	241	44	172	94	21
	14%	14%	16%	8%	**	14%	14%	15%	12%	15%	15%	10%	13%	21% a	15%
Not at all confident	80	57	12	8	**	11	24	25	31	33	58	2	43	29	6
	3%	3%	6%	7%	**	5%	3%	3%	4%	3%	4% b	*%	3%	6% a	5%
Don't know	82	69	4	7	**	3	20	21	27	34	60	11	33	17	21
	3%	3%	2%	6%	**	1%	3%	2%	4%	3%	4%	3%	2%	4%	15% ab
TOTAL CONFIDENT	1882	1571	166	92	**	174	592	710	574	1011	1241	369	1110	315	89
	79%	80%	77%	79%	**	80%	80%	80%	79%	80%	78%	87% a	82% bc	69%	65%
TOTAL NOT CONFIDENT	412	332	46	17	**	42	130	155	122	217	300	46	215	124	27
	17%	17%	21%	15%	**	19%	17%	17%	17%	17%	19% b	11%	16%	27% a	20%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
Very confident	767	767	269	144	60	**	215	**
	32%	32%	31%	28%	34%	**	33%	**
Fairly confident	1115	1115	411	236	93	**	328	**
	47%	47%	47%	47%	53%	**	50%	**
Not very confident	332	332	133	94	19	**	61	**
	14%	14%	15%	19%	11%	**	9%	**
		f	f	af				
Not at all confident	80	80	49	20	1	**	6	**
	3%	3%	6%	4%	*%	**	1%	**
		f	adf	f				
Don't know	82	82	10	13	3	**	39	**
	3%	3%	1%	3%	2%	**	6%	**
		b					abc	
TOTAL CONFIDENT	1882	1882	680	380	153	**	543	**
	79%	79%	78%	75%	87%	**	84%	**
					bc		bc	
TOTAL NOT CONFIDENT	412	412	182	114	20	**	67	**
	17%	17%	21%	23%	11%	**	10%	**
		f	df	adf				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Mobile

Base: Those responsible for the household's mobile service

		MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted row	2345	1946	399	2083	262	1469	876	404	334	238	65	516	1199
Effective Weighted Sample	2172	1810	362	1938	234	1349	823	356	320	225	59	472	1109
Total	2376	1973	403	2113	263	1466	909	375	390	251	63	511	1169
ACTIVE	872	697	175	752	120	683	189	375	109	76	**	201	459
	37%	35%	44%	36%	46%	47%	21%	100%	28%	30%	**	39%	39%
			a		a	b		ab				a	a
BROWSERS	507	402	104	434	73	284	223	-	77	51	**	129	236
	21%	20%	26%	21%	28%	19%	25%	-%	20%	20%	**	25%	20%
					a	c	ac						
DORMANT	176	155	20	164	12	125	51	-	25	11	**	31	105
	7%	8%	5%	8%	4%	9%	6%	-%	7%	5%	**	6%	9%
						bc	c						
RESIGNED	76	67	10	70	6	28	48	-	18	4	**	11	43
	3%	3%	2%	3%	2%	2%	5%	-%	5%	2%	**	2%	4%
						c	ac						
APPREHENSIVE	649	569	80	602	47	297	352	-	147	95	**	116	282
	27%	29%	20%	28%	18%	20%	39%	-%	38%	38%	**	23%	24%
		b		b		c	ac		de	de			
UNMOTIVATED	96	82	13	91	5	49	47	-	14	13	**	23	44
	4%	4%	3%	4%	2%	3%	5%	-%	4%	5%	**	4%	4%
						c	c						

Columns Tested: a,b - a,b - a,b,c - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Mobile

Base: Those responsible for the household's mobile service

		MOBILE NETWORK										MOBILE TARIFF		
	Total	EE	O2	VODA-FONE	3	TESCO	GIFF-GAFF	BT	SKY	LEBARA	ID MOBILE	PAYG	CNTRCT /SIMO	TOTAL
Significance Level: 99%		a	b	c	d	e	f	~g	h	i	~j	a	b	c
Unweighted row	2345	517	417	278	200	172	156	57	184	101	96	436	1909	2345
Effective Weighted Sample	2172	478	389	256	185	160	146	48	170	94	90	381	1791	2172
Total	2376	529	429	282	195	168	162	53	189	103	97	425	1951	2376
ACTIVE	872	192	157	95	75	43	33	**	88	46	**	183	689	872
	37%	36% f	37% ef	34% f	39% ef	26%	20%	**	47% cef	45% ef	**	43% b	35%	37%
BROWSERS	507	141	82	76	43	29	29	**	40	13	**	48	459	507
	21%	27% bi	19%	27% i	22%	17%	18%	**	21%	13%	**	11%	24% a	21% a
DORMANT	176	25	21	14	12	15	12	**	12	19	**	18	158	176
	7%	5%	5%	5%	6%	9%	8%	**	6%	19% abcdfh	**	4%	8% a	7%
RESIGNED	76	18	17	9	12	5	6	**	9	-	**	11	65	76
	3%	3%	4%	3%	6%	3%	4%	**	5%	-%	**	3%	3%	3%
APPREHENSIVE	649	137	132	77	45	71	64	**	36	22	**	142	507	649
	27%	26%	31% h	27%	23%	43% abcdhi	39% acdhi	**	19%	22%	**	33% bc	26%	27%
UNMOTIVATED	96	17	20	11	8	4	18	**	5	2	**	23	72	96
	4%	3%	5%	4%	4%	3%	11% abcehi	**	3%	2%	**	5%	4%	4%

Columns Tested: a,b,c,d,e,f,g,h,i,j - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Mobile

Base: Those responsible for the household's mobile service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	2345	270	893	805	1968	374	143	693	896	753	1184	1139	700	642	418	540
Effective Weighted Sample	2172	241	810	756	1805	364	139	622	825	723	1094	1058	649	605	384	504
Total	2376	278	908	805	1992	381	148	697	911	765	1224	1130	655	646	484	549
ACTIVE	872	152	408	231	791	80	28	353	337	181	512	355	275	227	203	159
	37%	55%	45%	29%	40%	21%	19%	51%	37%	24%	42%	31%	42%	35%	42%	29%
		bcdef	cdef	e	cef			bc	c		b		bd		d	
BROWSERS	507	55	175	183	413	92	31	121	192	192	256	246	142	147	102	110
	21%	20%	19%	23%	21%	24%	21%	17%	21%	25%	21%	22%	22%	23%	21%	20%
										a						
DORMANT	176	21	68	59	148	28	11	59	58	59	86	86	39	61	33	40
	7%	7%	7%	7%	7%	7%	7%	8%	6%	8%	7%	8%	6%	9%	7%	7%
RESIGNED	76	6	29	28	63	13	5	20	31	26	38	37	20	21	9	22
	3%	2%	3%	4%	3%	4%	4%	3%	3%	3%	3%	3%	3%	3%	2%	4%
APPREHENSIVE	649	40	194	258	492	157	68	122	259	268	279	363	160	166	120	186
	27%	14%	21%	32%	25%	41%	46%	18%	28%	35%	23%	32%	24%	26%	25%	34%
				abd	a	abcd	abcd		a	ab		a				abc
UNMOTIVATED	96	5	35	46	85	10	5	22	36	38	52	42	19	24	17	33
	4%	2%	4%	6%	4%	3%	3%	3%	4%	5%	4%	4%	3%	4%	3%	6%
				a												a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Mobile

Base: Those responsible for the household's mobile service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		MOBILE (SIMPLE)		MOBILE PHONE CONTRACT STATUS		
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	CONTRACT STANDALONE	PREPAY	IN	OUT	UNSURE
Significance Level: 99%		a	b	c	~d	a	b	c	a	b	a	b	a	b	c
Unweighted row	2345	1954	208	112	71	218	713	891	726	1231	1567	436	1326	447	136
Effective Weighted Sample	2172	1811	190	106	65	196	658	826	665	1141	1475	381	1234	427	131
Total	2376	1972	217	116	71	219	742	886	723	1262	1601	425	1358	455	137
ACTIVE	872	723	96	31	**	83	250	369	286	439	550	183	535	124	30
	37%	37%	44% c	27%	**	38%	34%	42% b	40%	35%	34%	43% a	39% bc	27%	22%
BROWSERS	507	424	37	26	**	50	166	195	144	295	360	48	310	120	30
	21%	21%	17%	22%	**	23%	22%	22%	20%	23%	22% b	11%	23%	26%	22%
DORMANT	176	152	15	6	**	13	60	58	51	87	140	18	108	32	19
	7%	8%	7%	5%	**	6%	8%	6%	7%	7%	9% b	4%	8%	7%	13%
RESIGNED	76	63	5	7	**	10	17	24	19	36	55	11	27	24	15
	3%	3%	2%	6%	**	5%	2%	3%	3%	3%	3%	3%	2%	5% a	11% a
APPREHENSIVE	649	539	51	38	**	47	224	208	190	362	435	142	324	139	43
	27%	27%	23%	32%	**	21%	30% c	24%	26%	29%	27%	33%	24%	31% a	32%
UNMOTIVATED	96	71	13	9	**	16	24	31	33	43	61	23	55	16	2
	4%	4%	6%	8%	**	7% b	3%	4%	5%	3%	4%	5%	4%	4%	1%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Mobile

Base: Those responsible for the household's mobile service

		MOBILE PHONE ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2345	2345	890	492	173	75	623	92
Effective Weighted Sample	2172	2172	794	467	163	72	588	87
Total	2376	2376	872	507	176	76	649	96
ACTIVE	872	872	872	-	-	**	-	**
	37%	37%	100%	-%	-%	**	-%	**
		cdf	acdf					
BROWSERS	507	507	-	507	-	**	-	**
	21%	21%	-%	100%	-%	**	-%	**
		bdf		abdf				
DORMANT	176	176	-	-	176	**	-	**
	7%	7%	-%	-%	100%	**	-%	**
		bcf			abcf			
RESIGNED	76	76	-	-	-	**	-	**
	3%	3%	-%	-%	-%	**	-%	**
		bcf						
APPREHENSIVE	649	649	-	-	-	**	649	**
	27%	27%	-%	-%	-%	**	100%	**
		bcd					abcd	
UNMOTIVATED	96	96	-	-	-	**	-	**
	4%	4%	-%	-%	-%	**	-%	**
		bcdf						

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	429	151	278	203	226	261	169	78	37	111	48	**	112	147
	21%	17%	23% a	19%	22%	20%	21%	21%	15%	27% e	18%	**	22%	17%
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	948	406	542	490	458	582	366	156	107	188	106	**	235	391
	45%	46%	45%	46%	45%	46%	45%	42%	42%	45%	40%	**	47%	46%
Ultrafast broadband - the download speed is 100MB/second or higher	530	253	277	293	237	345	185	111	90	76	78	**	119	246
	25%	29% b	23%	27%	23%	27%	23%	30% b	35% ab	18%	30% a	**	24%	29% a
Don't know	180	68	113	88	92	86	94	23	21	41	29	**	37	68
	9%	8%	9%	8%	9%	7%	12% ac	6%	8%	10%	11%	**	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 159

Any break column with 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. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?
Base: Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	429	77	80	49	44	63	**	38	42	147	135	323	105	54
	21%	19%	24%	12%	31%	25%	**	21%	29%	19%	18%	19%	27%	37%
		c	c		ac	c		c	bcd				bcd	bcd
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	948	212	166	145	75	110	**	99	64	376	355	795	152	46
	45%	52%	50%	36%	53%	43%	**	55%	45%	48%	46%	47%	39%	32%
		c	c		c			c		ef	f	ef		
Ultrafast broadband - the download speed is 100MB/second or higher	530	86	50	170	14	55	**	30	29	219	202	450	80	22
	25%	21%	15%	42%	10%	21%	**	17%	20%	28%	26%	27%	20%	15%
		d		abdeg		d				ef	f	f		
Don't know	180	30	36	37	8	29	**	11	7	42	75	123	57	23
	9%	7%	11%	9%	6%	11%	**	6%	5%	5%	10%	7%	14%	16%
											b		abd	abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?
Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	429	110	139	179	206	223	115	124	88	93	356	37	24	**
	21%	23%	17%	23% b	19%	23%	19%	21%	21%	21%	21%	19%	21%	**
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	948	235	394	318	507	434	285	269	193	195	786	89	53	**
	45%	48%	47%	41%	46%	44%	47%	45%	47%	43%	46%	46%	46%	**
Ultrafast broadband - the download speed is 100MB/second or higher	530	121	240	168	334	189	169	157	97	102	430	54	26	**
	25%	25%	29% c	22%	30% b	19%	28%	27%	24%	23%	25%	27%	22%	**
Don't know	180	21	57	102	49	130	39	42	34	62	149	16	12	**
	9%	4%	7%	13% ab	4%	13% a	6%	7%	8%	14% ab	9%	8%	11%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?
Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	429	40	156	148	149	208	429	151	429	-	-
	21%	23%	24% c	18%	24%	18%	21%	17%	100% bc	-%	-%
Superfast broadband - A premium service that delivers higher speeds through either fibre optic or cable service - so the download speed is 30MB/ second or higher	948	76	321	378	292	530	948	406	-	948	-
	45%	44%	49%	46%	46%	47%	45%	46%	-%	100% ac	-%
Ultrafast broadband - the download speed is 100MB/ second or higher	530	45	123	260	134	308	530	253	-	-	530
	25%	26%	19%	31% b	21%	27% a	25%	29%	-%	-%	100% ab
Don't know	180	13	56	42	56	87	180	68	-	-	-
	9%	7%	9% c	5%	9%	8%	9%	8%	-%	-%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q18. Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	429	429	188	104	31	**	79	**
	21%	21%	21%	21%	15%	**	22%	**
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	948	948	402	220	84	**	181	**
	45%	45%	46%	44%	42%	**	49%	**
Ultrafast broadband - the download speed is 100MB/ second or higher	530	530	244	121	66	**	63	**
	25%	25%	28%	24%	33%	**	17%	**
		f	f		f			
Don't know	180	180	43	51	20	**	44	**
	9%	9%	5%	10%	10%	**	12%	**
		b		b	b		b	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Very satisfied	831	370	460	458	373	508	322	169	109	140	85	**	223	360
	40%	42%	38%	43% b	37%	40%	40%	46%	43%	34%	32%	**	44% ab	42% ab
Fairly satisfied	840	346	494	417	424	516	324	132	93	176	107	**	200	335
	40%	39%	41%	39%	42%	41%	40%	36%	36%	42%	41%	**	40%	39%
Neither satisfied nor dissatisfied	241	103	138	124	117	147	94	34	22	60	31	**	48	101
	12%	12%	11%	12%	12%	12%	12%	9%	9%	14%	12%	**	9%	12%
Fairly dissatisfied	111	36	75	45	66	67	43	16	15	25	23	**	21	35
	5%	4%	6%	4%	7%	5%	5%	4%	6%	6%	9% e	**	4%	4%
Very dissatisfied	51	16	35	23	29	29	22	15	13	11	16	**	7	16
	2%	2%	3%	2%	3%	2%	3%	4%	5% a	3%	6% de	**	1%	2%
Don't know	14	6	8	9	5	6	8	3	2	4	-	**	4	6
	1%	1%	1%	1%	*%	*%	1%	1%	1%	1%	-%	**	1%	1%
TOTAL SATISFIED	1671	717	954	874	797	1025	646	300	202	316	191	**	424	694
	80%	82%	79%	81%	79%	80%	79%	82%	79%	76%	73%	**	84% ab	81% b
TOTAL DISSATISFIED	162	52	110	67	95	96	66	30	28	36	39	**	28	51
	8%	6%	9% a	6%	9% a	8%	8%	8%	11%	9%	15% de	**	6%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Very satisfied	831	148	141	135	42	113	**	84	50	340	291	681	147	61
	40%	37%	43%	34%	30%	44%	**	47%	35%	43%	38%	40%	38%	42%
						cd		cd						
Fairly satisfied	840	177	117	178	62	102	**	72	66	305	313	683	156	54
	40%	44%	35%	45%	44%	40%	**	40%	46%	39%	41%	40%	40%	38%
Neither satisfied nor dissatisfied	241	41	50	50	21	23	**	9	15	85	93	193	48	14
	12%	10%	15%	13%	15%	9%	**	5%	11%	11%	12%	11%	12%	10%
			g	g	g									
Fairly dissatisfied	111	32	16	23	7	10	**	11	8	36	42	87	24	6
	5%	8%	5%	6%	5%	4%	**	6%	6%	5%	5%	5%	6%	4%
Very dissatisfied	51	6	5	13	9	6	**	2	1	15	23	39	12	4
	2%	1%	2%	3%	6%	2%	**	1%	1%	2%	3%	2%	3%	3%
					ab									
Don't know	14	1	2	1	-	5	**	1	1	4	4	9	5	5
	1%	*%	1%	*%	-%	2%	**	1%	1%	1%	1%	1%	1%	3%
														bcd
TOTAL SATISFIED	1671	325	258	314	104	214	**	156	116	645	604	1364	304	115
	80%	80%	78%	78%	74%	83%	**	87%	82%	82%	79%	81%	77%	80%
								d						
TOTAL DISSATISFIED	162	38	21	36	16	16	**	13	9	51	65	125	37	11
	8%	9%	6%	9%	11%	6%	**	7%	7%	7%	8%	7%	9%	7%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Very satisfied	831	221	317	291	457	365	231	232	181	178	675	95	39	**
	40%	45%	38%	38%	42%	37%	38%	39%	44%	39%	39%	49%	35%	**
Fairly satisfied	840	182	357	301	448	388	253	243	156	182	704	68	47	**
	40%	37%	43%	39%	41%	40%	42%	41%	38%	40%	41%	35%	41%	**
Neither satisfied nor dissatisfied	241	47	96	98	123	117	68	72	42	54	194	21	17	**
	12%	10%	12%	13%	11%	12%	11%	12%	10%	12%	11%	11%	15%	**
Fairly dissatisfied	111	26	38	47	42	67	36	32	19	20	92	10	5	**
	5%	5%	5%	6%	4%	7% a	6%	5%	5%	4%	5%	5%	4%	**
Very dissatisfied	51	9	17	26	19	31	16	7	13	15	43	1	5	**
	2%	2%	2%	3%	2%	3%	3%	1%	3%	3%	2%	1%	5%	**
Don't know	14	3	5	5	7	7	4	5	1	3	13	-	1	**
	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	1%	-%	1%	**
TOTAL SATISFIED	1671	403	674	592	905	753	484	475	337	360	1379	163	86	**
	80%	83%	81%	77%	83% b	77%	80%	80%	82%	80%	80%	84%	75%	**
TOTAL DISSATISFIED	162	35	55	72	61	98	52	39	32	36	135	11	10	**
	8%	7%	7%	9%	6%	10% a	9%	7%	8%	8%	8%	6%	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Very satisfied	831	80	284	330	252	466	831	370	137	381	267
	40%	46%	43%	40%	40%	41%	40%	42%	32%	40% a	50% ab
Fairly satisfied	840	68	246	346	234	476	840	346	178	405	186
	40%	39%	37%	42%	37%	42%	40%	39%	41%	43% c	35%
Neither satisfied nor dissatisfied	241	13	69	94	74	125	241	103	66	97	44
	12%	8%	10%	11%	12%	11%	12%	12%	15% bc	10%	8%
Fairly dissatisfied	111	6	40	39	44	44	111	36	29	49	20
	5%	3%	6%	5%	7% b	4%	5%	4%	7%	5%	4%
Very dissatisfied	51	5	14	14	24	18	51	16	16	16	13
	2%	3%	2%	2%	4% b	2%	2%	2%	4%	2%	2%
Don't know	14	2	3	5	2	4	14	6	3	1	1
	1%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%
TOTAL SATISFIED	1671	148	530	676	487	942	1671	717	315	785	453
	80%	85%	81%	82%	77%	83% a	80%	82%	73%	83% a	85% a
TOTAL DISSATISFIED	162	11	54	53	68	62	162	52	45	65	32
	8%	6%	8%	6%	11% b	5%	8%	6%	10%	7%	6%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Very satisfied	831	831	308	174	113	**	184	**
	40%	40%	35%	35%	57%	**	50%	**
					abc		abc	
Fairly satisfied	840	840	367	219	64	**	177	**
	40%	40%	42%	44%	32%	**	48%	**
				d			ad	
Neither satisfied nor dissatisfied	241	241	106	53	19	**	-	**
	12%	12%	12%	11%	9%	**	-%	**
		f	f	f	f			
Fairly dissatisfied	111	111	65	30	2	**	-	**
	5%	5%	7%	6%	1%	**	-%	**
		df	df	df				
Very dissatisfied	51	51	27	16	1	**	-	**
	2%	2%	3%	3%	*%	**	-%	**
		f	f	f				
Don't know	14	14	2	3	1	**	7	**
	1%	1%	*%	1%	1%	**	2%	**
							b	
TOTAL SATISFIED	1671	1671	676	393	178	**	361	**
	80%	80%	77%	79%	89%	**	98%	**
					abc		abcd	
TOTAL DISSATISFIED	162	162	92	47	3	**	-	**
	8%	8%	11%	9%	1%	**	-%	**
		df	df	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Looking for a deal for standalone service	81	67	14	81	-	62	19	30	6	2	3	**	10	65
	4%	8%	1%	8%	-%	5%	2%	8%	3%	1%	1%	**	2%	8%
		b		b		b		bd						abd
Looking for a deal for service in bundle	49	-	49	-	49	39	10	9	4	16	8	**	21	-
	2%	-%	4%	-%	5%	3%	1%	2%	2%	4%	3%	**	4%	-%
			a		a	b				e	e		e	
Looking for a deal for other services in the bundle, but not this	21	-	21	-	21	11	10	5	1	10	4	**	7	-
	1%	-%	2%	-%	2%	1%	1%	1%	*%	2%	2%	**	1%	-%
			a		a					e	e		e	
Looking for a deal for the bundle but not sure which services	2	-	2	-	2	2	-	1	1	1	-	**	1	-
	*%	-%	*%	-%	*%	*%	-%	*%	*%	*%	-%	**	*%	-%
Planning to look for a deal for standalone service	196	166	30	196	-	140	56	42	25	4	7	**	20	163
	9%	19%	2%	18%	-%	11%	7%	11%	10%	1%	3%	**	4%	19%
		b		b		b		b					a	abd
Planning to look for a deal for bundle	237	-	237	-	237	148	89	28	18	92	57	**	78	-
	11%	-%	20%	-%	23%	12%	11%	8%	7%	22%	22%	**	16%	-%
			a		a					e	e		e	
Not currently looking or planning to look for a new deal	1450	621	829	767	683	848	601	245	194	278	177	**	356	601
	69%	71%	69%	71%	67%	67%	74%	67%	76%	67%	68%	**	71%	71%
							ac		a					
Don't know	51	24	27	30	21	23	28	7	6	13	5	**	9	23
	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	2%	**	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
SUMMARY														
Looking for deal for service or bundle	131	67	63	81	49	101	29	39	11	19	11	**	31	65
	6%	8%	5%	8%	5%	8%	4%	11%	4%	4%	4%	**	6%	8%
						b		bd						
Planning to look for deal for service or bundle	433	166	267	196	237	288	145	70	43	96	64	**	98	163
	21%	19%	22%	18%	23%	23%	18%	19%	17%	23%	25%	**	20%	19%
					a	b								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Looking for a deal for standalone service	81	17	20	11	6	11	**	4	11	45	20	76	5	2
	4%	4%	6%	3%	4%	4%	**	2%	8% ce	6% ce	3%	5% e	1%	2%
Looking for a deal for service in bundle	49	15	8	3	2	10	**	5	3	20	18	41	8	2
	2%	4% c	2%	1%	2%	4% c	**	3%	2%	3%	2%	2%	2%	1%
Looking for a deal for other services in the bundle, but not this	21	4	3	7	2	4	**	-	2	9	10	20	1	-
	1%	1%	1%	2%	2%	2%	**	-%	1%	1%	1%	1%	*%	-%
Looking for a deal for the bundle but not sure which services	2	-	*	-	-	1	**	-	*	1	1	2	-	-
	*%	-%	*%	-%	-%	*%	**	-%	*%	*%	*%	*%	-%	-%
Planning to look for a deal for standalone service	196	30	28	42	17	26	**	13	24	93	55	171	24	5
	9%	7%	8%	10%	12%	10%	**	7%	17% cef	12% cef	7%	10%	6%	3%
Planning to look for a deal for bundle	237	74	44	48	14	23	**	18	11	81	97	189	48	16
	11%	18% e	13%	12%	10%	9%	**	10%	8%	10%	13%	11%	12%	11%
Not currently looking or planning to look for a new deal	1450	257	217	281	96	181	**	131	91	513	544	1148	299	116
	69%	64%	66%	70%	68%	70%	**	73%	64%	65%	71%	68%	76% abd	80% abd
Don't know	51	8	11	9	3	1	**	7	-	22	22	44	7	3
	2%	2%	3%	2%	2%	1%	**	4% e	-%	3%	3%	3%	2%	2%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
SUMMARY														
Looking for deal for service or bundle	131	32	28	15	8	21	**	10	14	65	38	117	13	5
	6%	8%	8%	4%	6%	8%	**	5%	10%	8%	5%	7%	3%	3%
			c						e	e		e		
Planning to look for deal for service or bundle	433	104	71	89	31	48	**	31	35	174	151	360	72	21
	21%	26%	21%	22%	22%	19%	**	17%	24%	22%	20%	21%	18%	15%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Looking for a deal for standalone service	81	34	33	14	51	28	27	18	18	16	71	7	3	**
	4%	7% c	4%	2%	5%	3%	4%	3%	4%	4%	4%	4%	2%	**
Looking for a deal for service in bundle	49	8	26	16	27	22	15	13	11	10	44	2	1	**
	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	1%	1%	**
Looking for a deal for other services in the bundle, but not this	21	9	9	3	12	9	6	5	5	5	12	8	1	**
	1%	2%	1%	*%	1%	1%	1%	1%	1%	1%	1%	4% a	1%	**
Looking for a deal for the bundle but not sure which services	2	1	-	1	-	2	2	-	*	-	2	-	-	**
	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	**
Planning to look for a deal for standalone service	196	64	80	52	105	89	57	61	43	34	164	18	12	**
	9%	13% c	10%	7%	10%	9%	9%	10%	10%	8%	10%	9%	10%	**
Planning to look for a deal for bundle	237	45	99	93	130	106	88	70	34	44	197	17	12	**
	11%	9%	12%	12%	12%	11%	14% c	12%	8%	10%	11%	9%	10%	**
Not currently looking or planning to look for a new deal	1450	319	560	568	751	687	399	417	284	332	1185	144	83	**
	69%	65%	67%	74% ab	69%	70%	66%	70%	69%	73% a	69%	74%	73%	**
Don't know	51	8	24	19	18	32	13	8	17	12	46	-	3	**
	2%	2%	3%	3%	2%	3%	2%	1%	4% b	3%	3%	-%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
SUMMARY														
Looking for deal for service or bundle	131	42	59	30	78	50	42	31	29	26	114	9	4	**
	6%	9%	7%	4%	7%	5%	7%	5%	7%	6%	7%	5%	3%	**
		c	c											
Planning to look for deal for service or bundle	433	109	179	145	235	195	145	131	77	78	361	35	23	**
	21%	22%	22%	19%	21%	20%	24%	22%	19%	17%	21%	18%	20%	**
							d							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Looking for a deal for standalone service	81	14	21	31	32	38	81	67	31	35	12
	4%	8%	3%	4%	5%	3%	4%	8%	7%	4%	2%
		b						a	bc		
Looking for a deal for service in bundle	49	4	20	19	14	27	49	-	25	19	5
	2%	3%	3%	2%	2%	2%	2%	-%	6%	2%	1%
							b		bc		
Looking for a deal for other services in the bundle, but not this	21	5	6	8	10	7	21	-	10	6	5
	1%	3%	1%	1%	2%	1%	1%	-%	2%	1%	1%
							b				
Looking for a deal for the bundle but not sure which services	2	-	-	2	*	1	2	-	*	2	-
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	-%
Planning to look for a deal for standalone service	196	19	68	71	62	101	196	166	41	99	39
	9%	11%	10%	9%	10%	9%	9%	19%	10%	10%	7%
								a			
Planning to look for a deal for bundle	237	13	68	114	60	146	237	-	56	109	58
	11%	8%	10%	14%	10%	13%	11%	-%	13%	11%	11%
							b				
Not currently looking or planning to look for a new deal	1450	117	455	572	439	790	1450	621	255	659	406
	69%	67%	69%	69%	70%	70%	69%	71%	59%	70%	77%
										a	ab
Don't know	51	2	17	10	12	23	51	24	10	19	4
	2%	1%	3%	1%	2%	2%	2%	3%	2%	2%	1%

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
SUMMARY											
Looking for deal for service or bundle	131	19	41	50	46	65	131	67	56	54	17
	6%	11%	6%	6%	7%	6%	6%	8%	13% bc	6%	3%
Planning to look for deal for service or bundle	433	32	137	185	122	247	433	166	98	207	97
	21%	18%	21%	22%	19%	22%	21%	19%	23%	22%	18%

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Looking for a deal for standalone service	81	81	77	4	-	**	-	**
	4%	4%	9%	1%	-%	**	-%	**
		cdf	acdf					
Looking for a deal for service in bundle	49	49	42	7	-	**	-	**
	2%	2%	5%	2%	-%	**	-%	**
		f	acdf					
Looking for a deal for other services in the bundle, but not this	21	21	12	6	-	**	1	**
	1%	1%	1%	1%	-%	**	*%	**
Looking for a deal for the bundle but not sure which services	2	2	1	-	-	**	-	**
	*%	*%	*%	-%	-%	**	-%	**
Planning to look for a deal for standalone service	196	196	151	45	-	**	-	**
	9%	9%	17%	9%	-%	**	-%	**
		df	acdf	df				
Planning to look for a deal for bundle	237	237	162	75	-	**	-	**
	11%	11%	18%	15%	-%	**	-%	**
		df	adf	df				
Not currently looking or planning to look for a new deal	1450	1450	419	347	196	**	357	**
	69%	69%	48%	70%	98%	**	97%	**
		b		b	abc		abc	
Don't know	51	51	11	12	4	**	10	**
	2%	2%	1%	2%	2%	**	3%	**

Columns Tested: a,b,c,d,e,f,g

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Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
SUMMARY								
Looking for deal for service or bundle	131	131	119	12	-	**	-	**
	6%	6%	14%	2%	-%	**	-%	**
		cdf	acdf	f				
Planning to look for deal for service or bundle	433	433	313	120	-	**	-	**
	21%	21%	36%	24%	-%	**	-%	**
		df	acdf	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Discussed deals or offers with your provider	475	150	325	198	276	285	189	95	64	76	83	**	153	144
	23%	17%	27% a	18%	27% a	22%	23%	26%	25%	18%	32% ae	**	30% ae	17%
Looked at alternative deals or offers from your provider	424	145	278	186	237	273	150	81	46	77	67	**	127	141
	20%	17%	23% a	17%	23% a	21%	18%	22%	18%	18%	25% e	**	25% e	17%
Received a discount from your provider	392	117	276	149	244	237	155	62	38	68	76	**	120	111
	19%	13%	23% a	14%	24% a	19%	19%	17%	15%	16%	29% ae	**	24% ae	13%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	247	104	143	118	129	178	69	59	23	21	36	**	81	94
	12%	12%	12%	11%	13%	14% b	8%	16% b	9%	5%	14% a	**	16% ae	11% a
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	108	30	78	35	73	66	42	18	7	18	19	**	35	30
	5%	3%	6% a	3%	7% a	5%	5%	5%	3%	4%	7%	**	7% e	4%
None of these	1014	485	529	580	434	606	408	159	129	236	97	**	183	478
	49%	55% b	44%	54% b	43%	48%	50%	43%	51%	57% bd	37%	**	36%	56% bd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
SUMMARY														
ANY CHANGE	1074	393	682	494	580	669	405	209	126	180	164	**	320	374
	51%	45%	56%	46%	57%	52%	50%	57%	49%	43%	63%	**	64%	44%
			a		a						ae		ae	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Discussed deals or offers with your provider	475	127	59	119	29	58	**	31	28	192	165	385	89	34
	23%	31% bg	18%	30% bg	21%	22%	**	17%	19%	25%	22%	23%	23%	24%
Looked at alternative deals or offers from your provider	424	91	68	98	28	60	**	26	27	177	159	363	61	15
	20%	22%	20%	24% g	20%	23%	**	14%	19%	23% ef	21% f	21% ef	15%	10%
Received a discount from your provider	392	80	44	105	28	53	**	25	29	169	137	335	57	13
	19%	20%	13%	26% bg	20%	20%	**	14%	21% f	22% ef	18% f	20% f	15%	9%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	247	66	35	42	15	45	**	23	33	129	63	224	23	7
	12%	16%	10%	10%	11%	18% c	**	13%	23% cdef	16% cef	8%	13% cef	6%	5%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	108	38	14	19	5	20	**	5	10	50	30	90	18	4
	5%	9% bcg	4%	5%	4%	8%	**	3%	7%	6%	4%	5%	5%	3%
None of these	1014	164	173	160	68	116	**	101	51	339	407	797	214	88
	49%	40%	52% ac	40%	49%	45%	**	57% ac	36%	43%	53% abd	47%	54% ab	61% abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
SUMMARY														
ANY CHANGE	1074	241	159	241	73	141	**	78	91	445	359	895	180	56
	51%	60%	48%	60%	51%	55%	**	43%	64%	57%	47%	53%	46%	39%
		bg		bg					cef	cef		cf		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Discussed deals or offers with your provider	475	101	207	167	237	236	157	142	70	98	391	49	24	**
	23%	21%	25%	22%	22%	24%	26% c	24%	17%	22%	23%	25%	21%	**
Looked at alternative deals or offers from your provider	424	105	184	134	235	187	143	133	70	75	351	38	22	**
	20%	22%	22%	17%	21%	19%	23% d	22%	17%	16%	20%	20%	19%	**
Received a discount from your provider	392	103	174	115	220	170	138	109	61	82	318	43	20	**
	19%	21% c	21% c	15%	20%	17%	23% c	18%	15%	18%	18%	22%	17%	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	247	102	96	49	149	97	99	53	53	42	207	26	10	**
	12%	21% bc	12% c	6%	14%	10%	16% bd	9%	13%	9%	12%	13%	9%	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	108	36	43	29	56	52	33	25	26	24	88	10	8	**
	5%	7% c	5%	4%	5%	5%	5%	4%	6%	5%	5%	5%	7%	**
None of these	1014	207	386	418	515	486	250	302	205	246	836	92	58	**
	49%	43%	46%	54% ab	47%	50%	41%	51% a	50%	54% a	49%	47%	51%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
SUMMARY														
ANY CHANGE	1074	280	444	349	580	489	357	290	208	207	884	103	56	**
	51%	57% c	54% c	46%	53%	50%	59% bd	49%	50%	46%	51%	53%	49%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Discussed deals or offers with your provider	475 23%	36 21%	142 22%	214 26%	152 24%	252 22%	475 23% b	150 17%	95 22%	220 23%	122 23%
Looked at alternative deals or offers from your provider	424 20%	42 24%	122 19%	186 22%	124 20%	244 22%	424 20%	145 17%	108 25%	193 20%	101 19%
Received a discount from your provider	392 19%	35 20%	114 17%	179 22%	120 19%	221 20%	392 19% b	117 13%	61 14%	186 20%	123 23% a
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	247 12%	23 13%	67 10%	116 14%	80 13%	142 13%	247 12%	104 12%	49 11%	131 14%	64 12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	108 5%	10 6%	36 6%	43 5%	37 6%	63 6%	108 5%	30 3%	25 6%	54 6%	19 4%
None of these	1014 49%	81 47%	338 52% c	364 44%	293 46%	553 49%	1014 49%	485 55% a	214 50%	449 47%	239 45%
SUMMARY											
ANY CHANGE	1074 51%	93 53%	318 48%	464 56% b	338 54%	581 51%	1074 51% b	393 45%	215 50%	500 53%	292 55%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Discussed deals or offers with your provider	475	475	308	167	-	**	-	**
	23%	23%	35%	34%	-%	**	-%	**
		df	adf	adf				
Looked at alternative deals or offers from your provider	424	424	332	91	-	**	-	**
	20%	20%	38%	18%	-%	**	-%	**
		df	acdf	df				
Received a discount from your provider	392	392	225	131	10	**	18	**
	19%	19%	26%	26%	5%	**	5%	**
		df	adf	adf				
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	247	247	156	72	20	**	-	**
	12%	12%	18%	14%	10%	**	-%	**
		f	adf	f	f			
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	108	108	74	32	2	**	-	**
	5%	5%	8%	6%	1%	**	-%	**
		f	adf	df				
None of these	1014	1014	193	160	172	**	350	**
	49%	49%	22%	32%	86%	**	95%	**
		bc		b	abc		abcd	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
SUMMARY								
ANY CHANGE	1074	1074	683	336	29	**	18	**
	51%	51%	78%	68%	14%	**	5%	**
		df	acdf	adf	f			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~c	d	e
Unweighted row	389	119	270	151	238	243	146	73	37	62	74	18	122	113
Effective Weighted Sample	357	108	248	139	218	218	138	63	36	57	70	16	112	103
Total	392	117	276	149	244	237	155	62	38	68	76	17	120	111
I contacted my provider	252	66	186	87	165	146	106	**	**	**	**	**	76	65
	64%	57%	67%	59%	68%	62%	69%	**	**	**	**	**	64%	58%
My provider contacted me	122	42	79	53	69	82	39	**	**	**	**	**	40	40
	31%	36%	29%	35%	28%	35%	25%	**	**	**	**	**	33%	36%
Don't know/ can't remember	18	8	11	9	10	9	9	**	**	**	**	**	4	6
	5%	7%	4%	6%	4%	4%	6%	**	**	**	**	**	4%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	389	78	45	106	26	55	14	24	29	168	136	333	56	12
Effective Weighted Sample	357	73	38	99	24	48	13	23	26	149	128	302	55	12
Total	392	80	44	105	28	53	16	25	29	169	137	335	57	13
I contacted my provider	252	**	**	79	**	**	**	**	**	90	107	211	**	**
	64%	**	**	75%	**	**	**	**	**	53%	78% bd	63%	**	**
My provider contacted me	122	**	**	20	**	**	**	**	**	69	25	107	**	**
	31%	**	**	19%	**	**	**	**	**	41% c	18%	32% c	**	**
Don't know/ can't remember	18	**	**	6	**	**	**	**	**	10	5	16	**	**
	5%	**	**	6%	**	**	**	**	**	6%	4%	5%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	389	105	171	113	217	170	151	104	52	80	320	41	18	10
Effective Weighted Sample	357	92	156	110	198	157	136	98	49	74	293	38	17	9
Total	392	103	174	115	220	170	138	109	61	82	318	43	20	11
I contacted my provider	252	55	109	88	143	109	90	71	**	**	204	**	**	**
	64%	53%	63%	77% a	65%	64%	65%	65%	**	**	64%	**	**	**
My provider contacted me	122	43	55	23	66	53	41	37	**	**	101	**	**	**
	31%	42% c	31%	20%	30%	31%	30%	34%	**	**	32%	**	**	**
Don't know/ can't remember	18	5	10	3	11	8	7	1	**	**	12	**	**	**
	5%	5%	6%	3%	5%	5%	5%	1%	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~a	b	c
Unweighted row	389	35	108	182	122	218	389	119	65	181	119
Effective Weighted Sample	357	32	99	166	110	202	357	108	57	165	112
Total	392	35	114	179	120	221	392	117	61	186	123
I contacted my provider	252	**	77	110	72	144	252	66	**	111	87
	64%	**	68%	61%	60%	65%	64%	57%	**	60%	71%
My provider contacted me	122	**	34	61	42	68	122	42	**	69	27
	31%	**	30%	34%	35%	31%	31%	36%	**	37%	22%
										c	
Don't know/ can't remember	18	**	2	9	6	8	18	8	**	6	9
	5%	**	2%	5%	5%	4%	5%	7%	**	3%	7%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	389	389	231	127	9	2	15	5
Effective Weighted Sample	357	357	210	118	9	2	14	5
Total	392	392	225	131	10	2	18	6
I contacted my provider	252	252	159	93	**	**	**	**
	64%	64%	71%	71%	**	**	**	**
My provider contacted me	122	122	61	33	**	**	**	**
	31%	31%	27%	25%	**	**	**	**
Don't know/ can't remember	18	18	5	5	**	**	**	**
	5%	5%	2%	4%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~c	d	e
Unweighted row	389	119	270	151	238	243	146	73	37	62	74	18	122	113
Effective Weighted Sample	357	108	248	139	218	218	138	63	36	57	70	16	112	103
Total	392	117	276	149	244	237	155	62	38	68	76	17	120	111
Yes	309	86	223	108	201	181	129	**	**	**	**	**	87	84
	79%	74%	81%	73%	83%	76%	83%	**	**	**	**	**	72%	76%
No	60	24	36	31	28	42	17	**	**	**	**	**	26	20
	15%	20%	13%	21%	12%	18%	11%	**	**	**	**	**	22%	18%
Don't know/ can't remember	23	7	17	10	14	15	9	**	**	**	**	**	7	7
	6%	6%	6%	6%	6%	6%	6%	**	**	**	**	**	6%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	389	78	45	106	26	55	14	24	29	168	136	333	56	12
Effective Weighted Sample	357	73	38	99	24	48	13	23	26	149	128	302	55	12
Total	392	80	44	105	28	53	16	25	29	169	137	335	57	13
Yes	309	**	**	88	**	**	**	**	**	122	112	257	**	**
	79%	**	**	84%	**	**	**	**	**	72%	82%	77%	**	**
No	60	**	**	12	**	**	**	**	**	34	18	56	**	**
	15%	**	**	11%	**	**	**	**	**	20%	13%	17%	**	**
Don't know/ can't remember	23	**	**	5	**	**	**	**	**	12	6	22	**	**
	6%	**	**	5%	**	**	**	**	**	7%	5%	7%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	389	105	171	113	217	170	151	104	52	80	320	41	18	10
Effective Weighted Sample	357	92	156	110	198	157	136	98	49	74	293	38	17	9
Total	392	103	174	115	220	170	138	109	61	82	318	43	20	11
Yes	309	73	138	98	179	130	118	89	**	**	254	**	**	**
	79%	71%	79%	85%	81%	77%	85%	82%	**	**	80%	**	**	**
No	60	22	26	12	28	31	18	14	**	**	47	**	**	**
	15%	21%	15%	10%	13%	18%	13%	13%	**	**	15%	**	**	**
Don't know/ can't remember	23	9	10	5	13	9	2	6	**	**	17	**	**	**
	6%	8%	6%	5%	6%	5%	2%	5%	**	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~a	b	c
Unweighted row	389	35	108	182	122	218	389	119	65	181	119
Effective Weighted Sample	357	32	99	166	110	202	357	108	57	165	112
Total	392	35	114	179	120	221	392	117	61	186	123
Yes	309	**	91	143	88	180	309	86	**	137	104
	79%	**	80%	80%	73%	82%	79%	74%	**	74%	85%
No	60	**	17	26	23	31	60	24	**	34	15
	15%	**	15%	15%	19%	14%	15%	20%	**	19%	12%
Don't know/ can't remember	23	**	6	10	10	10	23	7	**	14	4
	6%	**	5%	5%	8%	5%	6%	6%	**	8%	3%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their fixed broadband service provider in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	389	389	231	127	9	2	15	5
Effective Weighted Sample	357	357	210	118	9	2	14	5
Total	392	392	225	131	10	2	18	6
Yes	309	309	174	108	**	**	**	**
	79%	79%	77%	82%	**	**	**	**
No	60	60	38	14	**	**	**	**
	15%	15%	17%	11%	**	**	**	**
Don't know/ can't remember	23	23	13	9	**	**	**	**
	6%	6%	6%	7%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	257	106	151	121	136	189	68	73	24	22	37	17	84	97
Effective Weighted Sample	227	95	131	108	118	163	64	62	23	18	33	14	73	88
Total	247	104	143	118	129	178	69	59	23	21	36	14	81	94
I contacted my provider	164	64	100	75	88	121	**	**	**	**	**	**	**	**
	66%	61%	70%	64%	68%	68%	**	**	**	**	**	**	**	**
My provider contacted me	75	37	38	38	37	52	**	**	**	**	**	**	**	**
	30%	36%	26%	32%	29%	29%	**	**	**	**	**	**	**	**
Don't know/ can't remember	8	3	5	5	4	4	**	**	**	**	**	**	**	**
	3%	3%	4%	4%	3%	3%	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	~c	d	~e	~f
Unweighted row	257	63	38	43	14	51	4	21	36	133	66	235	22	7
Effective Weighted Sample	227	57	32	39	13	43	3	20	30	114	62	205	21	7
Total	247	66	35	42	15	45	3	23	33	129	63	224	23	7
I contacted my provider	164	**	**	**	**	**	**	**	**	82	**	151	**	**
	66%	**	**	**	**	**	**	**	**	64%	**	67%	**	**
My provider contacted me	75	**	**	**	**	**	**	**	**	43	**	65	**	**
	30%	**	**	**	**	**	**	**	**	34%	**	29%	**	**
Don't know/ can't remember	8	**	**	**	**	**	**	**	**	3	**	8	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	4%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	~b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	257	108	99	50	152	104	112	53	47	44	215	28	9	5
Effective Weighted Sample	227	91	88	48	134	92	97	49	42	40	191	23	9	4
Total	247	102	96	49	149	97	99	53	53	42	207	26	10	4
I contacted my provider	164	64	**	**	97	66	63	**	**	**	138	**	**	**
	66%	63%	**	**	65%	68%	64%	**	**	**	67%	**	**	**
My provider contacted me	75	33	**	**	46	28	35	**	**	**	63	**	**	**
	30%	33%	**	**	31%	29%	36%	**	**	**	30%	**	**	**
Don't know/ can't remember	8	5	**	**	5	3	*	**	**	**	5	**	**	**
	3%	5%	**	**	4%	3%	*%	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	a	b	~a	b	~c
Unweighted row	257	23	69	125	88	143	257	106	60	128	65
Effective Weighted Sample	227	20	61	108	75	129	227	95	49	115	60
Total	247	23	67	116	80	142	247	104	49	131	64
I contacted my provider	164	**	**	75	**	97	164	64	**	84	**
	66%	**	**	64%	**	68%	66%	61%	**	64%	**
My provider contacted me	75	**	**	38	**	44	75	37	**	41	**
	30%	**	**	33%	**	31%	30%	36%	**	32%	**
Don't know/ can't remember	8	**	**	3	**	1	8	3	**	5	**
	3%	**	**	2%	**	1%	3%	3%	**	4%	**

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	257	257	168	71	18	-	-	-
Effective Weighted Sample	227	227	143	67	17	-	-	-
Total	247	247	156	72	20	-	-	-
I contacted my provider	164	164	112	**	**	**	**	**
	66%	66%	72%	**	**	**	**	**
My provider contacted me	75	75	39	**	**	**	**	**
	30%	30%	25%	**	**	**	**	**
Don't know/ can't remember	8	8	4	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted row	112	31	81	36	76	73	39	25	7	17	19	7	38	31
Effective Weighted Sample	98	27	70	32	65	61	37	20	7	15	18	5	33	27
Total	108	30	78	35	73	66	42	18	7	18	19	6	35	30
I contacted my provider	90	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	~b	~c	~d	~e	~f
Unweighted row	112	38	16	21	4	21	1	4	8	55	31	94	18	4
Effective Weighted Sample	98	34	13	19	4	17	1	4	7	46	29	81	17	4
Total	108	38	14	19	5	20	1	5	10	50	30	90	18	4
I contacted my provider	90	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	112	38	45	29	57	55	44	24	20	24	91	10	7	4
Effective Weighted Sample	98	30	41	28	49	49	38	22	18	23	81	7	7	3
Total	108	36	43	29	56	52	33	25	26	24	88	10	8	3
I contacted my provider	90	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	~b	~a	~b	~c
Unweighted row	112	9	35	51	40	63	112	31	29	54	19
Effective Weighted Sample	98	8	31	43	35	55	98	27	23	48	17
Total	108	10	36	43	37	63	108	30	25	54	19
I contacted my provider	90	**	**	**	**	**	90	**	**	**	**
	83%	**	**	**	**	**	83%	**	**	**	**
My provider contacted me	15	**	**	**	**	**	15	**	**	**	**
	14%	**	**	**	**	**	14%	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	3	**	**	**	**
	3%	**	**	**	**	**	3%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their fixed broadband service provider in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	112	112	78	32	2	-	-	-
Effective Weighted Sample	98	98	66	30	2	-	-	-
Total	108	108	74	32	2	-	-	-
I contacted my provider	90	90	**	**	**	**	**	**
	83%	83%	**	**	**	**	**	**
My provider contacted me	15	15	**	**	**	**	**	**
	14%	14%	**	**	**	**	**	**
Don't know/ can't remember	3	3	**	**	**	**	**	**
	3%	3%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Received a discount	252	66	186	87	165	146	106	34	20	43	57	**	76	65
	12%	8%	15% a	8%	16% a	11%	13%	9%	8%	10%	22% ae	**	15% e	8%
Added extra or improved services	164	64	100	75	88	121	43	43	18	11	25	**	54	62
	8%	7%	8%	7%	9%	10% b	5%	12% b	7%	3%	10% a	**	11% a	7% a
Reduced or downgraded services	90	25	65	30	60	52	38	15	5	16	15	**	28	25
	4%	3%	5% a	3%	6% a	4%	5%	4%	2%	4%	6%	**	6%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	416	134	282	167	249	263	153	74	36	60	75	**	130	130
	20%	15%	23% a	16%	25% a	21%	19%	20%	14%	14%	29% ae	**	26% ae	15%
ALL 3 CHANGES	9	*	8	*	8	6	3	3	-	-	3	**	3	*
	*%	*%	1%	*%	1% a	*%	*%	1%	-%	-%	1% e	**	1%	*%
DISCOUNT AND EXTRA SERVICES	39	10	29	12	27	25	14	5	3	3	10	**	15	10
	2%	1%	2%	1%	3% a	2%	2%	1%	1%	1%	4% ae	**	3%	1%
DISCOUNT AND REDUCED SERVICES	23	5	18	7	16	15	8	3	2	7	5	**	4	5
	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	**	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	11	5	5	6	5	5	6	5	2	-	1	**	4	5
	1%	1%	*%	1%	*%	*%	1%	1%	1%	-%	*%	**	1%	1%
DISCOUNT ONLY	182	51	130	68	113	100	81	24	15	33	39	**	55	50
	9%	6%	11% a	6%	11% a	8%	10%	7%	6%	8%	15% ae	**	11% e	6%
EXTRA SERVICES ONLY	105	48	57	57	48	85	20	31	12	8	11	**	32	46
	5%	5%	5%	5%	5%	7% b	2%	8% b	5%	2%	4%	**	6% a	5% a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
REDUCED SERVICES ONLY	48	14	33	17	31	26	21	4	1	9	5	**	17	14
	2%	2%	3%	2%	3%	2%	3%	1%	1%	2%	2%	**	3%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1672	743	929	907	765	1011	660	294	219	356	187	**	373	722
	80%	85%	77%	84%	75%	79%	81%	80%	86%	86%	71%	**	74%	85%
		b		b						bd				bd

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Received a discount	252	53	22	79	20	36	**	5	14	90	107	211	41	10
	12%	13%	7%	20%	14%	14%	**	3%	10%	11%	14%	12%	10%	7%
		bg		bg	bg	bg								
Added extra or improved services	164	46	20	28	7	37	**	11	21	82	48	151	12	4
	8%	11%	6%	7%	5%	14%	**	6%	15%	10%	6%	9%	3%	3%
						bcd			cef	cef		e		
Reduced or downgraded services	90	34	13	16	5	12	**	5	8	39	28	75	15	4
	4%	8%	4%	4%	4%	5%	**	3%	6%	5%	4%	4%	4%	3%
		c												
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	416	99	46	101	31	71	**	18	38	174	147	360	56	12
	20%	25%	14%	25%	22%	28%	**	10%	27%	22%	19%	21%	14%	8%
		bg		bg	g	bg			ef	ef	f	ef		
ALL 3 CHANGES	9	6	*	*	-	1	**	1	-	4	5	9	-	-
	*%	2%	*%	*%	-%	*%	**	1%	-%	*%	1%	1%	-%	-%
DISCOUNT AND EXTRA SERVICES	39	13	2	11	1	9	**	-	5	15	13	33	6	2
	2%	3%	1%	3%	1%	4%	**	-%	4%	2%	2%	2%	2%	1%
						b								
DISCOUNT AND REDUCED SERVICES	23	4	4	9	1	1	**	-	-	5	12	17	5	3
	1%	1%	1%	2%	1%	*%	**	-%	-%	1%	2%	1%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	11	4	2	1	-	2	**	1	1	9	1	11	-	-
	1%	1%	1%	*%	-%	1%	**	1%	1%	1%	*%	1%	-%	-%
DISCOUNT ONLY	182	29	16	58	18	25	**	4	9	66	77	153	29	4
	9%	7%	5%	15%	13%	10%	**	2%	6%	8%	10%	9%	7%	3%
				abg	bg	g					f			
EXTRA SERVICES ONLY	105	23	16	16	7	24	**	9	15	54	30	99	6	2
	5%	6%	5%	4%	5%	9%	**	5%	11%	7%	4%	6%	2%	1%
						c			cef	ce		e		

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
REDUCED SERVICES ONLY	48	20	6	5	4	8	**	2	8	21	10	39	9	1
	2%	5%	2%	1%	3%	3%	**	1%	5%	3%	1%	2%	2%	1%
		c							c					
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1672	305	286	300	110	186	**	161	104	610	619	1332	337	132
	80%	75%	86%	75%	78%	72%	**	90%	73%	78%	81%	79%	86%	92%
			ace					acde					abd	abcd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Received a discount	252	55	109	88	143	109	90	71	32	58	204	28	12	**
	12%	11%	13%	12%	13%	11%	15% c	12%	8%	13%	12%	15%	10%	**
Added extra or improved services	164	64	69	31	97	66	63	37	31	33	138	19	5	**
	8%	13% bc	8% c	4%	9%	7%	10% b	6%	7%	7%	8%	10%	4%	**
Reduced or downgraded services	90	25	39	26	44	46	28	21	20	21	73	6	8	**
	4%	5%	5%	3%	4%	5%	5%	4%	5%	5%	4%	3%	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	416	119	176	121	234	181	139	109	74	92	340	45	20	**
	20%	24% c	21% c	16%	21%	19%	23%	18%	18%	20%	20%	23%	17%	**
ALL 3 CHANGES	9	2	4	3	6	2	5	2	1	-	8	1	-	**
	*%	*%	*%	*%	1%	*%	1%	*%	*%	-%	*%	*%	-%	**
DISCOUNT AND EXTRA SERVICES	39	12	18	9	26	14	19	9	3	8	34	5	1	**
	2%	3%	2%	1%	2%	1%	3%	2%	1%	2%	2%	2%	1%	**
DISCOUNT AND REDUCED SERVICES	23	2	12	8	8	15	5	5	2	11	16	2	3	**
	1%	*%	1%	1%	1%	2%	1%	1%	*%	2%	1%	1%	3%	**
EXTRA SERVICES AND REDUCED SERVICES	11	5	5	1	4	7	7	1	2	2	10	-	-	**
	1%	1%	1%	*%	*%	1%	1%	*%	*%	*%	1%	-%	-%	**
DISCOUNT ONLY	182	38	75	69	103	79	61	54	26	40	147	21	7	**
	9%	8%	9%	9%	9%	8%	10%	9%	6%	9%	9%	11%	6%	**
EXTRA SERVICES ONLY	105	44	43	18	61	43	32	24	25	23	87	13	3	**
	5%	9% bc	5% c	2%	6%	4%	5%	4%	6%	5%	5%	7%	3%	**
REDUCED SERVICES ONLY	48	15	19	14	26	22	11	13	16	9	39	3	5	**
	2%	3%	2%	2%	2%	2%	2%	2%	4%	2%	2%	2%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1672	369	654	646	861	794	468	483	338	360	1380	150	95	**
	80%	76%	79%	84% ab	79%	81%	77%	82%	82%	80%	80%	77%	83%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Received a discount	252	22	77	110	72	144	252	66	39	111	87
	12%	13%	12%	13%	11%	13%	12%	8%	9%	12%	16%
							b				a
Added extra or improved services	164	14	50	75	56	97	164	64	34	84	45
	8%	8%	8%	9%	9%	9%	8%	7%	8%	9%	8%
Reduced or downgraded services	90	10	29	34	33	52	90	25	23	42	17
	4%	6%	4%	4%	5%	5%	4%	3%	5%	4%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	416	42	126	180	135	235	416	134	77	193	125
	20%	24%	19%	22%	21%	21%	20%	15%	18%	20%	23%
							b				
ALL 3 CHANGES	9	-	2	4	4	5	9	*	2	5	2
	*%	-%	*%	1%	1%	*%	*%	*%	1%	*%	*%
DISCOUNT AND EXTRA SERVICES	39	2	15	18	4	32	39	10	5	19	15
	2%	1%	2%	2%	1%	3%	2%	1%	1%	2%	3%
						a					
DISCOUNT AND REDUCED SERVICES	23	2	9	7	10	11	23	5	4	10	5
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	11	-	2	6	4	7	11	5	5	5	1
	1%	-%	*%	1%	1%	1%	1%	1%	1%	1%	*%
DISCOUNT ONLY	182	18	51	81	54	97	182	51	27	77	66
	9%	10%	8%	10%	9%	9%	9%	6%	6%	8%	12%
							b				ab
EXTRA SERVICES ONLY	105	12	31	47	44	54	105	48	21	55	27
	5%	7%	5%	6%	7%	5%	5%	5%	5%	6%	5%
REDUCED SERVICES ONLY	48	8	16	17	15	30	48	14	11	22	9
	2%	4%	2%	2%	2%	3%	2%	2%	3%	2%	2%

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1672	132	530	648	496	899	1672	743	352	755	406
	80%	76%	81%	78%	79%	79%	80%	85% a	82%	80%	77%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Received a discount	252	252	159	93	-	**	-	**
	12%	12%	18%	19%	-%	**	-%	**
		df	adf	adf				
Added extra or improved services	164	164	112	52	-	**	-	**
	8%	8%	13%	10%	-%	**	-%	**
		df	adf	df				
Reduced or downgraded services	90	90	59	31	-	**	-	**
	4%	4%	7%	6%	-%	**	-%	**
		df	adf	df				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	416	416	269	146	-	**	-	**
	20%	20%	31%	30%	-%	**	-%	**
		df	adf	adf				
ALL 3 CHANGES	9	9	7	2	-	**	-	**
	*%	*%	1%	*%	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	39	39	25	15	-	**	-	**
	2%	2%	3%	3%	-%	**	-%	**
			f	f				
DISCOUNT AND REDUCED SERVICES	23	23	13	9	-	**	-	**
	1%	1%	2%	2%	-%	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	11	11	9	2	-	**	-	**
	1%	1%	1%	*%	-%	**	-%	**
DISCOUNT ONLY	182	182	114	68	-	**	-	**
	9%	9%	13%	14%	-%	**	-%	**
		df	adf	adf				
EXTRA SERVICES ONLY	105	105	71	33	-	**	-	**
	5%	5%	8%	7%	-%	**	-%	**
		df	adf	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
REDUCED SERVICES ONLY	48	48	30	18	-	**	-	**
	2%	2%	3%	4%	-%	**	-%	**
		f	f	df				
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1672	1672	607	350	200	**	368	**
	80%	80%	69%	70%	100%	**	100%	**
		bc			abc		abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Received a discount	122	42	79	53	69	82	39	25	15	22	16	**	40	40
	6%	5%	7%	5%	7%	6%	5%	7%	6%	5%	6%	**	8%	5%
Added extra or improved services	75	37	38	38	37	52	23	13	4	9	10	**	23	31
	4%	4%	3%	3%	4%	4%	3%	3%	2%	2%	4%	**	5%	4%
Reduced or downgraded services	15	4	11	4	11	12	3	3	2	2	4	**	4	4
	1%	*%	1%	*%	1%	1%	*%	1%	1%	1%	2%	**	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	187	78	109	89	98	130	56	38	21	31	26	**	56	70
	9%	9%	9%	8%	10%	10%	7%	10%	8%	7%	10%	**	11%	8%
ALL 3 CHANGES	1	-	1	-	1	1	*	1	-	-	-	**	1	-
	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	-%	**	*%	-%
DISCOUNT AND EXTRA SERVICES	16	4	12	4	12	9	8	2	-	1	5	**	6	4
	1%	*%	1%	*%	1%	1%	1%	1%	-%	*%	2%	**	1%	*%
DISCOUNT AND REDUCED SERVICES	4	2	2	2	2	4	-	-	-	-	-	**	2	2
	*%	*%	*%	*%	*%	*%	-%	-%	-%	-%	-%	**	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	3	-	3	-	3	3	-	-	-	2	-	**	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	**	*%	-%
DISCOUNT ONLY	100	37	63	47	53	69	31	23	15	21	12	**	30	34
	5%	4%	5%	4%	5%	5%	4%	6%	6%	5%	4%	**	6%	4%
EXTRA SERVICES ONLY	55	33	22	34	21	40	14	10	4	6	5	**	15	27
	3%	4% b	2%	3%	2%	3%	2%	3%	2%	1%	2%	**	3%	3%
REDUCED SERVICES ONLY	8	3	5	3	5	5	3	3	2	1	4	**	*	3
	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	2% d	**	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1901	799	1102	985	916	1144	757	330	234	386	235	**	448	783
	91%	91%	91%	92%	90%	90%	93%	90%	92%	93%	90%	**	89%	92%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Received a discount	122	24	19	20	8	15	**	19	13	69	25	107	14	3
	6%	6%	6%	5%	6%	6%	**	10%	9% ce	9% cef	3%	6% c	4%	2%
Added extra or improved services	75	19	11	12	7	8	**	10	9	43	12	65	10	3
	4%	5%	3%	3%	5%	3%	**	6%	7% c	6% c	2%	4% c	3%	2%
Reduced or downgraded services	15	4	1	2	-	7	**	-	2	10	-	12	4	-
	1%	1%	*%	*%	-%	3% b	**	-%	1% c	1% c	-%	1%	1% c	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	187	41	27	31	14	23	**	24	24	107	35	165	22	6
	9%	10%	8%	8%	10%	9%	**	13%	17% cef	14% cdef	5%	10% ce	6%	4%
ALL 3 CHANGES	1	-	*	-	-	1	**	-	-	1	-	1	-	-
	*%	-%	*%	-%	-%	*%	**	-%	-%	*%	-%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	16	5	2	3	2	-	**	4	1	9	2	12	4	-
	1%	1%	*%	1%	1%	-%	**	2%	1%	1%	*%	1%	1%	-%
DISCOUNT AND REDUCED SERVICES	4	-	-	-	-	4	**	-	-	4	-	4	-	-
	*%	-%	-%	-%	-%	1%	**	-%	-%	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	3	1	-	-	-	2	**	-	-	*	-	*	2	-
	*%	*%	-%	-%	-%	1%	**	-%	-%	*%	-%	*%	1% d	-%
DISCOUNT ONLY	100	19	16	17	6	10	**	14	12	55	23	90	10	3
	5%	5%	5%	4%	5%	4%	**	8%	9% ce	7% ce	3%	5%	3%	2%
EXTRA SERVICES ONLY	55	13	9	9	6	6	**	6	8	33	10	51	4	3
	3%	3%	3%	2%	4%	2%	**	3%	6% ce	4% ce	1%	3%	1%	2%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
REDUCED SERVICES ONLY	8	3	*	2	-	1	**	-	2	4	-	6	1	-
	*%	1%	*%	*%	-%	*%	**	-%	1% c	1%	-%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1901	364	304	370	127	234	**	155	118	677	732	1527	371	138
	91%	90%	92%	92%	90%	91%	**	87%	83%	86%	95% abd	90% b	94% abd	96% ab

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Received a discount	122	43	55	23	66	53	41	37	24	19	101	12	7	**
	6%	9%	7%	3%	6%	5%	7%	6%	6%	4%	6%	6%	6%	**
		c	c											
Added extra or improved services	75	33	23	18	46	28	35	13	19	8	63	7	4	**
	4%	7%	3%	2%	4%	3%	6%	2%	5%	2%	4%	3%	4%	**
		bc					bd							
Reduced or downgraded services	15	11	1	4	11	4	4	4	5	2	11	4	-	**
	1%	2%	*%	*%	1%	*%	1%	1%	1%	1%	1%	2%	-%	**
		bc												
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	187	77	71	38	107	77	70	48	42	26	155	20	9	**
	9%	16%	9%	5%	10%	8%	12%	8%	10%	6%	9%	10%	8%	**
		bc	c				d							
ALL 3 CHANGES	1	1	-	-	1	*	1	-	-	-	1	-	-	**
	*%	*%	-%	-%	*%	*%	*%	-%	-%	-%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	16	4	7	5	10	7	8	3	3	3	14	*	2	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	2%	**
DISCOUNT AND REDUCED SERVICES	4	4	-	-	2	1	1	1	2	-	4	-	-	**
	*%	1%	-%	-%	*%	*%	*%	*%	*%	-%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	3	*	-	2	2	*	*	-	2	1	1	2	-	**
	*%	*%	-%	*%	*%	*%	*%	-%	*%	*%	*%	1%	-%	**
												a		
DISCOUNT ONLY	100	35	47	18	53	45	31	32	19	16	82	11	5	**
	5%	7%	6%	2%	5%	5%	5%	5%	5%	4%	5%	6%	4%	**
		c	c											
EXTRA SERVICES ONLY	55	28	16	11	34	21	26	9	15	4	47	4	2	**
	3%	6%	2%	1%	3%	2%	4%	2%	4%	1%	3%	2%	2%	**
		bc					bd							

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
REDUCED SERVICES ONLY	8	6	1	1	5	2	2	2	2	2	5	2	-	**
	*%	1%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	**
		b												
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1901	410	759	729	988	898	538	544	370	427	1566	175	105	**
	91%	84%	91%	95%	90%	92%	88%	92%	90%	94%	91%	90%	92%	**
			a	ab						a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Received a discount	122	11	34	61	42	68	122	42	19	69	27
	6%	6%	5%	7%	7%	6%	6%	5%	4%	7%	5%
Added extra or improved services	75	8	16	38	20	44	75	37	13	41	19
	4%	4%	2%	5%	3%	4%	4%	4%	3%	4%	4%
Reduced or downgraded services	15	-	8	8	4	8	15	4	1	10	3
	1%	-%	1%	1%	1%	1%	1%	*%	*%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	187	18	53	90	61	106	187	78	32	104	43
	9%	10%	8%	11%	10%	9%	9%	9%	7%	11%	8%
ALL 3 CHANGES	1	-	-	1	*	1	1	-	*	*	*
	*%	-%	-%	*%	*%	*%	*%	-%	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	16	1	3	9	3	9	16	4	*	12	3
	1%	*%	*%	1%	1%	1%	1%	*%	*%	1%	1%
DISCOUNT AND REDUCED SERVICES	4	-	-	4	-	3	4	2	-	3	1
	*%	-%	-%	*%	-%	*%	*%	*%	-%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	3	-	2	1	1	*	3	-	*	1	2
	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	*%
DISCOUNT ONLY	100	10	32	47	38	55	100	37	18	54	23
	5%	6%	5%	6%	6%	5%	5%	4%	4%	6%	4%
EXTRA SERVICES ONLY	55	7	12	27	15	33	55	33	12	28	15
	3%	4%	2%	3%	2%	3%	3%	4%	3%	3%	3%
REDUCED SERVICES ONLY	8	-	6	2	3	4	8	3	1	6	-
	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	-%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1901	156	603	738	569	1027	1901	799	397	844	487
	91%	90%	92%	89%	90%	91%	91%	91%	93%	89%	92%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Received a discount	122	122	61	33	4	**	17	**
	6%	6%	7%	7%	2%	**	5%	**
Added extra or improved services	75	75	39	17	18	**	-	**
	4%	4%	4%	3%	9%	**	-%	**
		f	f	f	abcf			
Reduced or downgraded services	15	15	14	*	1	**	-	**
	1%	1%	2%	*%	*%	**	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	187	187	99	43	21	**	17	**
	9%	9%	11%	9%	11%	**	5%	**
		f	f		f			
ALL 3 CHANGES	1	1	1	*	-	**	-	**
	*%	*%	*%	*%	-%	**	-%	**
DISCOUNT AND EXTRA SERVICES	16	16	8	7	1	**	-	**
	1%	1%	1%	1%	1%	**	-%	**
DISCOUNT AND REDUCED SERVICES	4	4	3	-	1	**	-	**
	*%	*%	*%	-%	*%	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	3	3	3	-	-	**	-	**
	*%	*%	*%	-%	-%	**	-%	**
DISCOUNT ONLY	100	100	49	26	2	**	17	**
	5%	5%	6%	5%	1%	**	5%	**
			d					
EXTRA SERVICES ONLY	55	55	28	10	17	**	-	**
	3%	3%	3%	2%	9%	**	-%	**
		f	f	f	abcf			
REDUCED SERVICES ONLY	8	8	8	-	-	**	-	**
	*%	*%	1%	-%	-%	**	-%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1901	1901	777	453	179	**	351	**
	91%	91%	89%	91%	89%	**	95% abd	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Discussed deals or offers with any other provider	220	84	136	105	115	151	69	84	49	34	24	**	76	78
	11%	10%	11%	10%	11%	12%	8%	23%	19%	8%	9%	**	15%	9%
								ab	ab				ae	
Looked at deals or offers from any other provider	576	243	334	300	276	404	172	137	90	104	67	**	154	238
	28%	28%	28%	28%	27%	32%	21%	37%	35%	25%	26%	**	31%	28%
						b		b	b					
Talked with friends or family for recommendations about providers	366	148	218	174	192	227	138	76	46	61	58	**	97	140
	18%	17%	18%	16%	19%	18%	17%	21%	18%	15%	22%	**	19%	16%
None of these	1161	494	666	610	550	661	500	145	113	256	138	**	257	481
	56%	56%	55%	57%	54%	52%	61%	40%	44%	61%	53%	**	51%	56%
						c	acd			d				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Discussed deals or offers with any other provider	220	59	30	39	14	33	**	24	21	115	60	195	25	8
	11%	15%	9%	10%	10%	13%	**	14%	15% e	15% cef	8%	12% ce	6%	6%
Looked at deals or offers from any other provider	576	123	88	124	44	67	**	38	52	254	190	496	80	20
	28%	30%	27%	31%	31%	26%	**	21%	36% cef	32% cef	25% f	29% ef	20%	14%
Talked with friends or family for recommendations about providers	366	74	51	80	33	56	**	23	38	148	119	305	61	22
	18%	18%	15%	20%	24%	22%	**	13%	27% ce	19%	16%	18%	15%	15%
None of these	1161	206	194	199	68	137	**	113	56	387	463	906	253	101
	56%	51%	58%	50%	48%	53%	**	63% ac	39%	49%	60% abd	54% a	64% abd	70% abd

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Discussed deals or offers with any other provider	220	73	94	52	132	87	82	52	46	33	190	18	7	**
	11%	15%	11%	7%	12%	9%	14%	9%	11%	7%	11%	9%	6%	**
		c	c				bd							
Looked at deals or offers from any other provider	576	163	244	169	330	241	203	167	110	93	476	54	32	**
	28%	33%	29%	22%	30%	25%	33%	28%	27%	21%	28%	28%	28%	**
		c	c		b		d	d						
Talked with friends or family for recommendations about providers	366	113	141	112	195	167	110	104	73	78	292	45	14	**
	18%	23%	17%	15%	18%	17%	18%	18%	18%	17%	17%	23%	12%	**
		bc												
None of these	1161	224	452	483	580	570	295	343	224	285	959	103	68	**
	56%	46%	54%	63%	53%	58%	48%	58%	54%	63%	56%	53%	59%	**
			a	ab				a		a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Discussed deals or offers with any other provider	220	19	59	105	60	126	220	84	66	86	59
	11%	11%	9%	13%	9%	11%	11%	10%	15% b	9%	11%
Looked at deals or offers from any other provider	576	48	171	276	177	319	576	243	127	273	162
	28%	27%	26%	33% b	28%	28%	28%	28%	30%	29%	31%
Talked with friends or family for recommendations about providers	366	24	138	134	112	208	366	148	100	162	80
	18%	14%	21%	16%	18%	18%	18%	17%	23% bc	17%	15%
None of these	1161	98	363	433	342	630	1161	494	196	529	296
	56%	57%	55%	52%	54%	56%	56%	56%	46%	56% a	56% a

Columns Tested: a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Discussed deals or offers with any other provider	220	220	203	17	-	**	-	**
	11%	11%	23%	3%	-%	**	-%	**
		cdf	acdf	f				
Looked at deals or offers from any other provider	576	576	533	44	-	**	-	**
	28%	28%	61%	9%	-%	**	-%	**
		cdf	acdf	df				
Talked with friends or family for recommendations about providers	366	366	202	116	14	**	23	**
	18%	18%	23%	23%	7%	**	6%	**
		df	adf	adf				
None of these	1161	1161	154	338	187	**	345	**
	56%	56%	18%	68%	93%	**	94%	**
		b		ab	abc		abc	

Columns Tested: a,b,c,d,e,f,g

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Yes - in the last 6 months	172	95	76	111	60	172	-	172	125	20	7	**	50	93
	8%	11%	6%	10%	6%	13%	-%	47%	49%	5%	2%	**	10%	11%
		b		b		b		ab	ab				ab	ab
Yes - 7 to 12 months ago	196	111	86	128	68	196	-	196	130	21	12	**	54	107
	9%	13%	7%	12%	7%	15%	-%	53%	51%	5%	5%	**	11%	13%
		b		b		b		ab	ab				ab	ab
Yes - 13 to 18 months ago	170	88	82	106	64	170	-	-	-	26	13	**	43	87
	8%	10%	7%	10%	6%	13%	-%	-%	-%	6%	5%	**	8%	10%
		b		b		bcd								
Yes - 1.5 to 2 years ago	147	72	75	88	58	147	-	-	-	27	5	**	42	70
	7%	8%	6%	8%	6%	12%	-%	-%	-%	6%	2%	**	8%	8%
						bcd				b			b	b
Yes - 2 to 3 years ago	167	72	94	85	81	167	-	-	-	31	16	**	42	70
	8%	8%	8%	8%	8%	13%	-%	-%	-%	7%	6%	**	8%	8%
						bcd								
Yes - More than 3 years ago	423	132	291	174	248	423	-	-	-	114	70	**	101	127
	20%	15%	24%	16%	25%	33%	-%	-%	-%	27%	27%	**	20%	15%
			a		a	bcd				e	e			
No - never changed provider	813	308	506	381	433	-	813	-	-	178	138	**	172	299
	39%	35%	42%	35%	43%	-%	100%	-%	-%	43%	53%	**	34%	35%
			a		a		acd				de			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Yes - in the last 6 months	172	29	16	21	7	30	**	18	16	74	59	149	22	10
	8%	7%	5%	5%	5%	12%	**	10%	12%	9%	8%	9%	6%	7%
						bc								
Yes - 7 to 12 months ago	196	37	20	27	10	40	**	22	19	96	54	169	27	9
	9%	9%	6%	7%	7%	16%	**	12%	14%	12%	7%	10%	7%	6%
						bc			c	ce				
Yes - 13 to 18 months ago	170	30	16	20	11	30	**	20	27	69	48	144	26	10
	8%	8%	5%	5%	8%	12%	**	11%	19%	9%	6%	8%	7%	7%
						bc		bc	bcdef					
Yes - 1.5 to 2 years ago	147	26	27	22	6	21	**	16	12	63	48	123	23	13
	7%	6%	8%	5%	4%	8%	**	9%	8%	8%	6%	7%	6%	9%
Yes - 2 to 3 years ago	167	29	19	27	7	20	**	28	5	78	59	141	26	6
	8%	7%	6%	7%	5%	8%	**	16%	3%	10%	8%	8%	7%	4%
								abcd						
Yes - More than 3 years ago	423	91	66	77	30	50	**	34	9	123	201	333	90	29
	20%	22%	20%	19%	21%	20%	**	19%	6%	16%	26%	20%	23%	20%
										a	abd	a	ab	a
No - never changed provider	813	162	169	206	71	65	**	41	54	282	297	633	179	67
	39%	40%	51%	51%	50%	25%	**	23%	38%	36%	39%	37%	46%	46%
		eg	aeg	aeg	eg								bd	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Yes - in the last 6 months	172	57	66	49	91	80	48	49	40	32	144	18	7	**
	8%	12% c	8%	6%	8%	8%	8%	8%	10%	7%	8%	9%	6%	**
Yes - 7 to 12 months ago	196	73	72	50	112	80	65	52	42	38	159	19	10	**
	9%	15% bc	9%	7%	10%	8%	11%	9%	10%	8%	9%	10%	9%	**
Yes - 13 to 18 months ago	170	60	67	43	90	77	48	43	49	29	133	25	9	**
	8%	12% c	8%	6%	8%	8%	8%	7%	12%	7%	8%	13%	8%	**
Yes - 1.5 to 2 years ago	147	32	66	47	92	54	40	54	31	22	124	12	5	**
	7%	7%	8%	6%	8%	5%	7%	9%	8%	5%	7%	6%	4%	**
Yes - 2 to 3 years ago	167	37	79	51	81	85	51	56	28	29	142	9	14	**
	8%	8%	10%	7%	7%	9%	8%	9%	7%	6%	8%	4%	12%	**
Yes - More than 3 years ago	423	49	177	196	217	203	125	128	77	86	338	43	27	**
	20%	10%	21% a	26% a	20%	21%	21%	22%	19%	19%	20%	22%	24%	**
No - never changed provider	813	180	302	331	413	396	232	211	145	216	680	69	42	**
	39%	37%	36%	43% b	38%	41%	38%	36%	35%	48% abc	39%	36%	37%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Yes - in the last 6 months	172	14	46	71	49	90	172	95	34	66	56
	8%	8%	7%	9%	8%	8%	8%	11%	8%	7%	11%
Yes - 7 to 12 months ago	196	14	58	91	57	110	196	111	45	90	55
	9%	8%	9%	11%	9%	10%	9%	13% a	10%	9%	10%
Yes - 13 to 18 months ago	170	26	49	67	58	84	170	88	44	77	43
	8%	15% bc	7%	8%	9%	7%	8%	10%	10%	8%	8%
Yes - 1.5 to 2 years ago	147	15	51	54	39	80	147	72	26	71	38
	7%	9%	8%	7%	6%	7%	7%	8%	6%	7%	7%
Yes - 2 to 3 years ago	167	10	52	74	49	90	167	72	30	86	42
	8%	6%	8%	9%	8%	8%	8%	8%	7%	9%	8%
Yes - More than 3 years ago	423	29	151	167	122	246	423	132	83	194	110
	20%	17%	23%	20%	19%	22%	20% b	15%	19%	20%	21%
No - never changed provider	813	66	250	304	256	433	813	308	169	366	185
	39%	38%	38%	37%	41%	38%	39%	35%	39%	39%	35%

Columns Tested: a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q28. Have you or your household ever changed the company that provides your fixed broadband service? IF YES - When did you most recently change provider for your fixed broadband service?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Yes - in the last 6 months	172	172	155	7	-	**	5	**
	8%	8%	18%	2%	-%	**	1%	**
		cdf	acdf					
Yes - 7 to 12 months ago	196	196	173	8	-	**	14	**
	9%	9%	20%	2%	-%	**	4%	**
		cdf	acdf				d	
Yes - 13 to 18 months ago	170	170	62	41	66	**	-	**
	8%	8%	7%	8%	33%	**	-%	**
		f	f	f	abcf			
Yes - 1.5 to 2 years ago	147	147	61	30	56	**	-	**
	7%	7%	7%	6%	28%	**	-%	**
		f	f	f	abcf			
Yes - 2 to 3 years ago	167	167	66	44	2	**	44	**
	8%	8%	8%	9%	1%	**	12%	**
		d	d	d			d	
Yes - More than 3 years ago	423	423	124	129	7	**	112	**
	20%	20%	14%	26%	3%	**	30%	**
		bd	d	abd			abd	
No - never changed provider	813	813	235	236	69	**	193	**
	39%	39%	27%	48%	34%	**	52%	**
		b		abd			abd	

Columns Tested: a,b,c,d,e,f,g

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Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	~a	~b	~c	d	e
Unweighted row	400	219	181	257	143	400	-	400	263	42	22	10	115	212
Effective Weighted Sample	373	207	165	242	130	373	-	373	255	38	20	8	107	202
Total	368	206	162	240	128	368	-	368	255	41	19	6	103	200
Sky	71	37	34	43	28	71	**	71	52	**	**	**	22	36
	19%	18%	21%	18%	22%	19%	**	19%	20%	**	**	**	21%	18%
BT	69	36	34	44	26	69	**	69	47	**	**	**	27	35
	19%	17%	21%	18%	20%	19%	**	19%	19%	**	**	**	26%	17%
Virgin Media	63	27	36	35	28	63	**	63	49	**	**	**	22	27
	17%	13%	22%	15%	22%	17%	**	17%	19%	**	**	**	21%	14%
EE	29	18	11	20	10	29	**	29	12	**	**	**	4	16
	8%	9%	7%	8%	8%	8%	**	8%	5%	**	**	**	4%	8%
Vodafone	29	23	6	24	5	29	**	29	20	**	**	**	4	23
	8%	11%	4%	10%	4%	8%	**	8%	8%	**	**	**	4%	12%
		b												
TalkTalk	23	13	11	15	9	23	**	23	17	**	**	**	8	12
	6%	6%	7%	6%	7%	6%	**	6%	7%	**	**	**	8%	6%
Plusnet	13	8	5	8	4	13	**	13	9	**	**	**	3	8
	3%	4%	3%	4%	3%	3%	**	3%	3%	**	**	**	3%	4%
NOW/ NOW Broadband	12	8	4	11	2	12	**	12	8	**	**	**	3	8
	3%	4%	2%	4%	1%	3%	**	3%	3%	**	**	**	3%	4%
'3'/ Three	9	5	4	7	2	9	**	9	5	**	**	**	3	5
	2%	3%	2%	3%	2%	2%	**	2%	2%	**	**	**	3%	3%
Utility Warehouse	6	4	1	4	1	6	**	6	4	**	**	**	1	3
	2%	2%	1%	2%	1%	2%	**	2%	2%	**	**	**	1%	2%
Community Fibre	5	5	-	5	-	5	**	5	2	**	**	**	-	5
	1%	3%	-%	2%	-%	1%	**	1%	1%	**	**	**	-%	3%
Hyperoptic	3	2	1	2	1	3	**	3	2	**	**	**	*	2
	1%	1%	1%	1%	1%	1%	**	1%	1%	**	**	**	*%	1%
KCOM	3	3	*	3	*	3	**	3	2	**	**	**	-	3
	1%	1%	*%	1%	*%	1%	**	1%	1%	**	**	**	-%	1%
Gigaclear	2	*	2	1	1	2	**	2	2	**	**	**	1	*
	1%	*%	1%	*%	1%	1%	**	1%	1%	**	**	**	1%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	~a	~b	~c	d	e
Unweighted row	400	219	181	257	143	400	-	400	263	42	22	10	115	212
Effective Weighted Sample	373	207	165	242	130	373	-	373	255	38	20	8	107	202
Total	368	206	162	240	128	368	-	368	255	41	19	6	103	200
Your Co-op	1	1	-	1	-	1	**	1	1	**	**	**	-	1
	*%	1%	-%	*%	-%	*%	**	*%	*%	**	**	**	-%	1%
Zen	1	1	-	1	-	1	**	1	1	**	**	**	-	1
	*%	*%	-%	*%	-%	*%	**	*%	*%	**	**	**	-%	*%
Other supplier	27	15	13	17	11	27	**	27	22	**	**	**	6	15
	7%	7%	8%	7%	8%	7%	**	7%	9%	**	**	**	5%	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	400	75	42	54	17	76	10	40	39	187	122	348	51	20
Effective Weighted Sample	373	70	36	51	16	70	10	38	34	170	118	322	50	20
Total	368	67	36	48	16	70	10	40	36	170	113	318	49	19
Sky	71	**	**	**	**	**	**	**	**	38	24	63	**	**
	19%	**	**	**	**	**	**	**	**	22%	21%	20%	**	**
BT	69	**	**	**	**	**	**	**	**	28	22	57	**	**
	19%	**	**	**	**	**	**	**	**	16%	20%	18%	**	**
Virgin Media	63	**	**	**	**	**	**	**	**	26	22	56	**	**
	17%	**	**	**	**	**	**	**	**	15%	19%	17%	**	**
EE	29	**	**	**	**	**	**	**	**	13	7	28	**	**
	8%	**	**	**	**	**	**	**	**	7%	6%	9%	**	**
Vodafone	29	**	**	**	**	**	**	**	**	19	4	26	**	**
	8%	**	**	**	**	**	**	**	**	11%	4%	8%	**	**
TalkTalk	23	**	**	**	**	**	**	**	**	12	8	20	**	**
	6%	**	**	**	**	**	**	**	**	7%	7%	6%	**	**
Plusnet	13	**	**	**	**	**	**	**	**	6	1	8	**	**
	3%	**	**	**	**	**	**	**	**	3%	1%	2%	**	**
NOW/ NOW Broadband	12	**	**	**	**	**	**	**	**	5	8	12	**	**
	3%	**	**	**	**	**	**	**	**	3%	7%	4%	**	**
'3'/ Three	9	**	**	**	**	**	**	**	**	3	3	8	**	**
	2%	**	**	**	**	**	**	**	**	2%	3%	3%	**	**
Utility Warehouse	6	**	**	**	**	**	**	**	**	1	2	6	**	**
	2%	**	**	**	**	**	**	**	**	*%	2%	2%	**	**
Community Fibre	5	**	**	**	**	**	**	**	**	4	-	5	**	**
	1%	**	**	**	**	**	**	**	**	2%	-%	2%	**	**
Hyperoptic	3	**	**	**	**	**	**	**	**	3	-	3	**	**
	1%	**	**	**	**	**	**	**	**	2%	-%	1%	**	**
KCOM	3	**	**	**	**	**	**	**	**	2	-	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	-%	1%	**	**
Gigaclear	2	**	**	**	**	**	**	**	**	2	1	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	1%	1%	**	**
Your Co-op	1	**	**	**	**	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	**	**	**	**	1%	-%	*%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	400	75	42	54	17	76	10	40	39	187	122	348	51	20
Effective Weighted Sample	373	70	36	51	16	70	10	38	34	170	118	322	50	20
Total	368	67	36	48	16	70	10	40	36	170	113	318	49	19
Zen	1	**	**	**	**	**	**	**	**	-	-	-	**	**
	*%	**	**	**	**	**	**	**	**	-%	-%	-%	**	**
Other supplier	27	**	**	**	**	**	**	**	**	8	11	20	**	**
	7%	**	**	**	**	**	**	**	**	5%	10%	6%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	400	144	149	106	218	178	136	106	76	79	329	41	18	12
Effective Weighted Sample	373	128	141	103	202	167	124	101	72	75	308	37	17	10
Total	368	130	138	99	203	161	112	101	82	70	304	38	17	10
Sky	71	25	27	18	42	28	19	17	**	**	52	**	**	**
	19%	19%	20%	19%	21%	17%	17%	17%	**	**	17%	**	**	**
BT	69	21	25	22	37	32	19	24	**	**	51	**	**	**
	19%	16%	18%	23%	18%	20%	17%	23%	**	**	17%	**	**	**
Virgin Media	63	22	25	16	33	29	22	11	**	**	59	**	**	**
	17%	17%	18%	16%	16%	18%	20%	11%	**	**	20%	**	**	**
EE	29	17	9	4	20	9	10	7	**	**	27	**	**	**
	8%	13%	6%	4%	10%	6%	9%	7%	**	**	9%	**	**	**
Vodafone	29	12	13	5	12	16	10	8	**	**	25	**	**	**
	8%	9%	9%	5%	6%	10%	9%	8%	**	**	8%	**	**	**
TalkTalk	23	6	10	7	12	12	7	7	**	**	20	**	**	**
	6%	5%	7%	7%	6%	7%	6%	7%	**	**	6%	**	**	**
Plusnet	13	5	2	6	7	6	3	4	**	**	11	**	**	**
	3%	4%	1%	6%	3%	4%	3%	4%	**	**	4%	**	**	**
NOW/ NOW Broadband	12	1	8	3	7	5	3	3	**	**	9	**	**	**
	3%	1%	6%	3%	4%	3%	3%	3%	**	**	3%	**	**	**
'3'/ Three	9	4	3	2	6	3	5	1	**	**	8	**	**	**
	2%	3%	2%	2%	3%	2%	4%	1%	**	**	3%	**	**	**
Utility Warehouse	6	3	1	2	1	4	-	3	**	**	6	**	**	**
	2%	2%	1%	2%	1%	3%	-%	3%	**	**	2%	**	**	**
Community Fibre	5	4	1	-	2	3	-	4	**	**	5	**	**	**
	1%	3%	1%	-%	1%	2%	-%	4%	**	**	2%	**	**	**
Hyperoptic	3	1	2	-	3	*	*	3	**	**	2	**	**	**
	1%	1%	2%	-%	2%	*%	*%	3%	**	**	1%	**	**	**
KCOM	3	1	1	1	2	1	1	*	**	**	3	**	**	**
	1%	1%	1%	1%	1%	1%	1%	*%	**	**	1%	**	**	**
Gigaclear	2	*	1	1	2	1	2	-	**	**	1	**	**	**
	1%	*%	1%	1%	1%	*%	2%	-%	**	**	*%	**	**	**
Your Co-op	1	-	1	-	1	-	-	1	**	**	1	**	**	**
	*%	-%	1%	-%	1%	-%	-%	1%	**	**	*%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	400	144	149	106	218	178	136	106	76	79	329	41	18	12
Effective Weighted Sample	373	128	141	103	202	167	124	101	72	75	308	37	17	10
Total	368	130	138	99	203	161	112	101	82	70	304	38	17	10
Zen	1	-	-	1	1	-	1	-	**	**	1	**	**	**
	*%	-%	-%	1%	*%	-%	1%	-%	**	**	*%	**	**	**
Other supplier	27	8	8	11	15	13	10	7	**	**	21	**	**	**
	7%	6%	6%	12%	7%	8%	9%	7%	**	**	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~a	b	c
Unweighted row	400	32	110	182	118	216	400	219	90	169	118
Effective Weighted Sample	373	30	104	167	108	204	373	207	80	158	113
Total	368	28	104	161	106	201	368	206	78	156	111
Sky	71	**	22	32	15	41	71	37	**	25	28
	19%	**	21%	20%	14%	20%	19%	18%	**	16%	25%
BT	69	**	18	32	21	39	69	36	**	33	17
	19%	**	17%	20%	20%	19%	19%	17%	**	21%	15%
Virgin Media	63	**	22	22	23	34	63	27	**	21	23
	17%	**	21%	13%	21%	17%	17%	13%	**	14%	21%
EE	29	**	11	9	6	18	29	18	**	12	3
	8%	**	10%	6%	6%	9%	8%	9%	**	8%	3%
Vodafone	29	**	7	16	6	16	29	23	**	14	12
	8%	**	7%	10%	6%	8%	8%	11%	**	9%	11%
TalkTalk	23	**	2	13	7	13	23	13	**	12	7
	6%	**	2%	8%	7%	6%	6%	6%	**	7%	6%
Plusnet	13	**	4	6	8	4	13	8	**	6	3
	3%	**	4%	4%	7%	2%	3%	4%	**	4%	3%
NOW/ NOW Broadband	12	**	4	5	5	6	12	8	**	6	3
	3%	**	4%	3%	4%	3%	3%	4%	**	4%	2%
'3'/ Three	9	**	1	5	2	6	9	5	**	2	4
	2%	**	1%	3%	1%	3%	2%	3%	**	1%	4%
Utility Warehouse	6	**	3	1	3	3	6	4	**	4	-
	2%	**	3%	1%	2%	1%	2%	2%	**	3%	-%
Community Fibre	5	**	1	3	-	3	5	5	**	3	-
	1%	**	1%	2%	-%	2%	1%	3%	**	2%	-%
Hyperoptic	3	**	-	2	*	2	3	2	**	2	1
	1%	**	-%	1%	*%	1%	1%	1%	**	1%	1%
KCOM	3	**	*	2	2	1	3	3	**	*	1
	1%	**	*%	1%	2%	1%	1%	1%	**	*%	1%
Gigaclear	2	**	1	2	-	1	2	*	**	1	1
	1%	**	1%	1%	-%	*%	1%	*%	**	1%	1%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~a	b	c
Unweighted row	400	32	110	182	118	216	400	219	90	169	118
Effective Weighted Sample	373	30	104	167	108	204	373	207	80	158	113
Total	368	28	104	161	106	201	368	206	78	156	111
Your Co-op	1	**	-	1	-	1	1	1	**	1	-
	*%	**	-%	1%	-%	1%	*%	1%	**	1%	-%
Zen	1	**	-	1	1	-	1	1	**	-	1
	*%	**	-%	*%	1%	-%	*%	*%	**	-%	1%
Other supplier	27	**	7	11	9	13	27	15	**	12	7
	7%	**	7%	7%	8%	7%	7%	7%	**	8%	6%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	400	400	356	18	-	2	21	3
Effective Weighted Sample	373	373	332	16	-	2	20	3
Total	368	368	328	15	-	2	20	3
Sky	71	71	66	**	**	**	**	**
	19%	19%	20%	**	**	**	**	**
BT	69	69	61	**	**	**	**	**
	19%	19%	19%	**	**	**	**	**
Virgin Media	63	63	55	**	**	**	**	**
	17%	17%	17%	**	**	**	**	**
EE	29	29	26	**	**	**	**	**
	8%	8%	8%	**	**	**	**	**
Vodafone	29	29	27	**	**	**	**	**
	8%	8%	8%	**	**	**	**	**
TalkTalk	23	23	20	**	**	**	**	**
	6%	6%	6%	**	**	**	**	**
Plusnet	13	13	10	**	**	**	**	**
	3%	3%	3%	**	**	**	**	**
NOW/ NOW Broadband	12	12	12	**	**	**	**	**
	3%	3%	4%	**	**	**	**	**
'3'/ Three	9	9	7	**	**	**	**	**
	2%	2%	2%	**	**	**	**	**
Utility Warehouse	6	6	4	**	**	**	**	**
	2%	2%	1%	**	**	**	**	**
Community Fibre	5	5	5	**	**	**	**	**
	1%	1%	2%	**	**	**	**	**
Hyperoptic	3	3	3	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
KCOM	3	3	3	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Gigaclear	2	2	2	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Your Co-op	1	1	1	**	**	**	**	**
	*%	*%	*%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28C. Which provider did you previously use for your fixed broadband service?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	400	400	356	18	-	2	21	3
Effective Weighted Sample	373	373	332	16	-	2	20	3
Total	368	368	328	15	-	2	20	3
Zen	1	1	1	**	**	**	**	**
	*%	*%	*%	**	**	**	**	**
Other supplier	27	27	24	**	**	**	**	**
	7%	7%	7%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	~a	~b	~c	d	e
Unweighted row	400	219	181	257	143	400	-	400	263	42	22	10	115	212
Effective Weighted Sample	373	207	165	242	130	373	-	373	255	38	20	8	107	202
Total	368	206	162	240	128	368	-	368	255	41	19	6	103	200
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	224	111	113	133	91	224	**	224	158	**	**	**	74	106
	61%	54%	70% a	56%	71% a	61%	**	61%	62%	**	**	**	71% e	53%
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	120	79	41	90	30	120	**	120	82	**	**	**	29	78
	33%	39% b	25%	38% b	23%	33%	**	33%	32%	**	**	**	28%	39%
I don't remember	23	15	8	16	7	23	**	23	15	**	**	**	1	15
	6%	7%	5%	7%	6%	6%	**	6%	6%	**	**	**	1%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	400	75	42	54	17	76	10	40	39	187	122	348	51	20
Effective Weighted Sample	373	70	36	51	16	70	10	38	34	170	118	322	50	20
Total	368	67	36	48	16	70	10	40	36	170	113	318	49	19
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	224	**	**	**	**	**	**	**	**	103	70	194	**	**
	61%	**	**	**	**	**	**	**	**	61%	62%	61%	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	120	**	**	**	**	**	**	**	**	55	38	106	**	**
	33%	**	**	**	**	**	**	**	**	32%	34%	33%	**	**
I don't remember	23	**	**	**	**	**	**	**	**	12	4	18	**	**
	6%	**	**	**	**	**	**	**	**	7%	4%	6%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	400	144	149	106	218	178	136	106	76	79	329	41	18	12
Effective Weighted Sample	373	128	141	103	202	167	124	101	72	75	308	37	17	10
Total	368	130	138	99	203	161	112	101	82	70	304	38	17	10
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	224	78	82	65	125	97	77	53	**	**	179	**	**	**
	61%	59%	59%	66%	62%	60%	68%	53%	**	**	59%	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	120	41	52	28	70	50	29	38	**	**	105	**	**	**
	33%	31%	37%	28%	34%	31%	26%	38%	**	**	34%	**	**	**
I don't remember	23	12	5	6	8	14	7	10	**	**	20	**	**	**
	6%	9%	3%	6%	4%	9%	6%	10%	**	**	6%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~a	b	c
Unweighted row	400	32	110	182	118	216	400	219	90	169	118
Effective Weighted Sample	373	30	104	167	108	204	373	207	80	158	113
Total	368	28	104	161	106	201	368	206	78	156	111
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	224	**	62	102	66	127	224	111	**	94	60
	61%	**	59%	63%	62%	63%	61%	54%	**	60%	54%
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	120	**	36	54	34	65	120	79	**	51	44
	33%	**	35%	33%	32%	32%	33%	39%	**	33%	39%
I don't remember	23	**	6	5	6	9	23	15	**	10	7
	6%	**	6%	3%	6%	4%	6%	7%	**	7%	7%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q30. Thinking back to when you switched your (SERVICES/S) from (PREVIOUS PROVIDER) to (NEW PROVIDER)... Who managed the process of cancelling your previous service? For example, did you personally contact your previous provider to cancel your service, or did your new provider manage this as part of your switch?
Base: Those who have changed supplier in the last twelve months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	400	400	356	18	-	2	21	3
Effective Weighted Sample	373	373	332	16	-	2	20	3
Total	368	368	328	15	-	2	20	3
I arranged a new service with my chosen provider, and they handled all of the switch for me and cancelled my old service.	224	224	211	**	**	**	**	**
	61%	61%	64%	**	**	**	**	**
I arranged a new service with my chosen provider, and I also cancelled my previous service by contacting my old provider.	120	120	98	**	**	**	**	**
	33%	33%	30%	**	**	**	**	**
I don't remember	23	23	19	**	**	**	**	**
	6%	6%	6%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently.
Base: Those who have ever changed supplier

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	~b	c	d	a	b	~c	d	e
Unweighted row	1254	578	676	701	553	1254	-	400	263	211	118	37	333	560
Effective Weighted Sample	1167	544	625	658	511	1167	-	373	255	199	110	33	306	528
Total	1274	570	704	693	581	1274	-	368	255	239	123	34	331	554
Yes	328	179	150	209	120	328	**	113	-	31	24	**	91	172
	26%	31%	21%	30%	21%	26%	**	31%	-%	13%	20%	**	28%	31%
		b		b		d		d					a	a
No	946	391	555	485	461	946	**	255	255	207	99	**	240	382
	74%	69%	79%	70%	79%	74%	**	69%	100%	87%	80%	**	72%	69%
			a		a				ac	de				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 174

Any break column with 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. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently.
Base: Those who have ever changed supplier

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	g	~a	b	c	d	e	~f
Unweighted row	1254	236	160	198	66	192	54	127	87	490	465	1042	210	74
Effective Weighted Sample	1167	219	146	186	62	175	51	120	76	446	440	961	204	72
Total	1274	242	163	195	70	192	57	138	87	502	469	1059	214	77
Yes	328	69	57	50	**	45	**	26	**	172	86	303	25	**
	26%	28%	35% g	26%	**	23%	**	19%	**	34% ce	18%	29% ce	12%	**
No	946	173	106	144	**	147	**	112	**	330	383	756	188	**
	74%	72%	65%	74%	**	77%	**	81% b	**	66%	82% bd	71%	88% bd	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently.
Base: Those who have ever changed supplier

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1254	310	511	431	658	584	409	376	224	231	1031	120	68	35
Effective Weighted Sample	1167	276	477	414	612	544	380	357	210	216	962	109	65	32
Total	1274	308	528	436	682	579	376	381	267	237	1041	126	73	35
Yes	328	143	124	61	177	146	100	105	70	51	277	23	**	**
	26%	46%	23%	14%	26%	25%	26%	28%	26%	22%	27%	19%	**	**
		bc	c											
No	946	165	404	375	505	433	276	276	197	186	764	102	**	**
	74%	54%	77%	86%	74%	75%	74%	72%	74%	78%	73%	81%	**	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently.
Base: Those who have ever changed supplier

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	1254	100	384	536	373	685	1254	578	262	568	339
Effective Weighted Sample	1167	91	358	497	343	640	1167	544	239	527	321
Total	1274	108	407	524	374	701	1274	570	261	582	345
Yes	328	29	94	157	111	174	328	179	85	153	68
	26%	27%	23%	30%	30%	25%	26%	31%	33% c	26%	20%
No	946	79	313	367	263	527	946	391	176	429	277
	74%	73%	77%	70%	70%	75%	74%	69%	67%	74%	80% a

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of fixed broadband service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the fixed broadband service you changed most recently.
Base: Those who have ever changed supplier

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1254	1254	659	250	120	29	164	32
Effective Weighted Sample	1167	1167	607	235	113	28	155	31
Total	1274	1274	642	260	131	30	175	36
Yes	328	328	166	72	19	**	50	**
	26%	26%	26%	28%	15%	**	29%	**
		d	d	d			d	
No	946	946	476	188	112	**	125	**
	74%	74%	74%	72%	85%	**	71%	**
					abcf			

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	d	e
Unweighted row	1620	658	962	809	811	854	766	-	-	319	227	55	386	639
Effective Weighted Sample	1523	619	906	761	763	799	724	-	-	307	216	51	357	601
Total	1720	672	1048	834	885	906	813	-	-	376	242	57	400	653
Yes	316	109	207	131	185	175	141	**	**	70	52	**	81	108
	18%	16%	20%	16%	21% a	19%	17%	**	**	19%	21%	**	20%	17%
No	1273	498	775	621	652	669	604	**	**	278	176	**	294	484
	74%	74%	74%	74%	74%	74%	74%	**	**	74%	72%	**	73%	74%
Not sure	131	64	67	82	49	62	69	**	**	27	15	**	25	61
	8%	10%	6%	10% b	6%	7%	8%	**	**	7%	6%	**	6%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	~a	b	c	d	e	f
Unweighted row	1620	316	271	345	111	181	64	124	98	559	630	1287	331	117
Effective Weighted Sample	1523	296	255	326	106	166	60	118	88	517	596	1199	324	115
Total	1720	338	295	353	125	187	69	139	106	614	653	1374	344	125
Yes	316	70	58	81	24	29	**	15	**	118	121	258	57	14
	18%	21%	20%	23% g	19%	16%	**	11%	**	19%	18%	19%	17%	11%
No	1273	242	215	244	89	146	**	117	**	439	484	998	274	110
	74%	72%	73%	69%	72%	78%	**	84% ac	**	72%	74%	73%	79% b	88% bcd
Not sure	131	26	22	28	12	12	**	7	**	57	49	117	13	1
	8%	8%	7%	8%	9%	6%	**	5%	**	9% ef	8%	9% ef	4%	1%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1620	329	650	639	824	783	506	475	265	353	1344	143	89	44
Effective Weighted Sample	1523	301	605	617	775	736	479	454	248	334	1264	133	85	42
Total	1720	358	692	668	892	814	495	492	330	383	1417	158	97	48
Yes	316	61	139	115	173	140	113	83	59	59	256	36	**	**
	18%	17%	20%	17%	19%	17%	23% d	17%	18%	15%	18%	23%	**	**
No	1273	258	495	519	668	595	351	368	237	300	1048	110	**	**
	74%	72%	71%	78%	75%	73%	71%	75%	72%	78%	74%	70%	**	**
Not sure	131	38	58	34	51	78	31	40	34	24	113	12	**	**
	8%	11% c	8%	5%	6%	10% a	6%	8%	10%	6%	8%	7%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	1620	127	507	644	501	870	1620	658	326	744	398
Effective Weighted Sample	1523	119	474	607	468	818	1523	619	306	694	376
Total	1720	145	552	667	524	933	1720	672	351	793	419
Yes	316	20	98	138	115	160	316	109	82	140	76
	18%	14%	18%	21%	22%	17%	18%	16%	23%	18%	18%
No	1273	113	418	489	376	711	1273	498	240	608	317
	74%	78%	76%	73%	72%	76%	74%	74%	68%	77% a	76%
Not sure	131	12	37	39	33	62	131	64	29	45	25
	8%	8%	7%	6%	6%	7%	8%	10%	8%	6%	6%

Columns Tested: a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your fixed broadband service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	1620	1620	522	459	187	79	319	54
Effective Weighted Sample	1523	1523	483	435	176	77	301	52
Total	1720	1720	548	481	200	81	348	61
Yes	316	316	229	59	7	**	11	**
	18%	18%	42%	12%	3%	**	3%	**
		cdf	acdf	df				
No	1273	1273	284	381	175	**	318	**
	74%	74%	52%	79%	87%	**	91%	**
		b		b	ab		abc	
Not sure	131	131	34	41	19	**	19	**
	8%	8%	6%	9%	9%	**	5%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Up to 6 months	203	116	87	134	69	172	32	172	125	22	10	**	55	114
	10%	13%	7%	13%	7%	13%	4%	47%	49%	5%	4%	**	11%	13%
		b		b		b		ab	ab				ab	ab
7 to 12 months	219	124	95	145	74	196	23	196	130	22	13	**	61	120
	10%	14%	8%	13%	7%	15%	3%	53%	51%	5%	5%	**	12%	14%
		b		b		b		ab	ab				ab	ab
13 to 18 months	206	109	97	130	75	170	36	-	-	31	14	**	53	106
	10%	12%	8%	12%	7%	13%	4%	-%	-%	8%	5%	**	11%	12%
		b		b		bcd	cd							b
1.5 years to 2 years	187	98	89	117	70	147	40	-	-	27	6	**	53	96
	9%	11%	7%	11%	7%	12%	5%	-%	-%	6%	2%	**	10%	11%
		b		b		bcd	cd						b	ab
More than 2 years, up to 3 years	233	113	120	130	103	167	67	-	-	36	20	**	59	109
	11%	13%	10%	12%	10%	13%	8%	-%	-%	9%	8%	**	12%	13%
						bcd	cd							
More than 3 years, up to 5 years	263	110	153	137	126	152	111	-	-	56	19	**	73	108
	13%	13%	13%	13%	12%	12%	14%	-%	-%	13%	7%	**	14%	13%
						cd	cd						b	
More than 5 years, up to 10 years	301	90	212	116	185	154	148	-	-	70	54	**	80	85
	14%	10%	17%	11%	18%	12%	18%	-%	-%	17%	21%	**	16%	10%
			a		a	cd	acd			e	e		e	
More than 10 years	419	93	326	134	285	94	325	-	-	133	120	**	61	91
	20%	11%	27%	12%	28%	7%	40%	-%	-%	32%	46%	**	12%	11%
			a		a	cd	acd			de	ade			
Don't know/ can't remember	57	24	33	30	27	23	34	-	-	19	6	**	9	23
	3%	3%	3%	3%	3%	2%	4%	-%	-%	4%	2%	**	2%	3%
						c	acd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Up to 6 months	203	37	17	24	9	34	**	19	25	89	65	179	24	10
	10%	9%	5%	6%	6%	13%	**	11%	18%	11%	8%	11%	6%	7%
						bc			cdef	e		e		
7 to 12 months	219	40	23	34	10	46	**	24	24	106	59	189	29	10
	10%	10%	7%	8%	7%	18%	**	14%	17%	14%	8%	11%	7%	7%
						abcd			ce	ce		c		
13 to 18 months	206	39	21	26	13	32	**	24	34	87	56	177	29	11
	10%	10%	6%	6%	9%	12%	**	13%	24%	11%	7%	10%	7%	8%
						c		c	bcdef					
1.5 years to 2 years	187	31	35	26	9	26	**	16	17	81	64	161	25	14
	9%	8%	10%	6%	7%	10%	**	9%	12%	10%	8%	10%	6%	10%
More than 2 years, up to 3 years	233	34	24	44	14	30	**	37	11	113	75	200	34	8
	11%	8%	7%	11%	10%	12%	**	21%	8%	14%	10%	12%	9%	5%
								abc		cef				
More than 3 years, up to 5 years	263	59	34	47	22	28	**	31	12	115	97	224	39	12
	13%	14%	10%	12%	15%	11%	**	17%	9%	15%	13%	13%	10%	8%
More than 5 years, up to 10 years	301	64	55	64	20	33	**	16	8	109	126	243	58	22
	14%	16%	16%	16%	14%	13%	**	9%	6%	14%	16%	14%	15%	15%
										a	a	a	a	
More than 10 years	419	93	114	127	41	19	**	5	5	63	211	279	138	50
	20%	23%	34%	32%	29%	7%	**	3%	4%	8%	28%	17%	35%	35%
		eg	aeg	aeg	eg						abd	ab	abcd	abd
Don't know/ can't remember	57	8	11	9	3	9	**	7	5	20	14	39	18	7
	3%	2%	3%	2%	2%	4%	**	4%	3%	3%	2%	2%	4%	5%
													c	

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Up to 6 months	203	77	75	51	110	91	51	65	44	40	173	20	7	**
	10%	16% bc	9%	7%	10%	9%	8%	11%	11%	9%	10%	10%	6%	**
7 to 12 months	219	86	80	53	122	93	66	59	51	44	174	26	11	**
	10%	18% bc	10%	7%	11%	10%	11%	10%	12%	10%	10%	13%	10%	**
13 to 18 months	206	77	80	49	106	97	54	52	57	40	164	27	13	**
	10%	16% bc	10%	6%	10%	10%	9%	9%	14%	9%	10%	14%	11%	**
1.5 years to 2 years	187	47	83	56	109	76	49	70	37	31	157	14	9	**
	9%	10%	10%	7%	10%	8%	8%	12% d	9%	7%	9%	7%	8%	**
More than 2 years, up to 3 years	233	64	101	68	115	116	69	74	39	48	203	12	15	**
	11%	13%	12%	9%	11%	12%	11%	12%	10%	11%	12%	6%	14%	**
More than 3 years, up to 5 years	263	59	122	82	143	118	86	71	44	57	209	35	14	**
	13%	12%	15%	11%	13%	12%	14%	12%	11%	13%	12%	18%	12%	**
More than 5 years, up to 10 years	301	45	133	123	140	159	90	80	56	71	247	26	16	**
	14%	9%	16% a	16% a	13%	16%	15%	13%	14%	16%	14%	13%	14%	**
More than 10 years	419	18	142	258	226	192	129	105	72	109	352	29	25	**
	20%	4%	17% a	34% ab	21%	20%	21%	18%	18%	24%	20%	15%	22%	**
Don't know/ can't remember	57	15	14	28	25	32	13	17	11	13	41	7	5	**
	3%	3%	2%	4%	2%	3%	2%	3%	3%	3%	2%	3%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Up to 6 months	203	16	57	83	59	103	203	116	38	80	63
	10%	9%	9%	10%	9%	9%	10%	13% a	9%	8%	12%
7 to 12 months	219	16	67	95	64	124	219	124	49	97	63
	10%	9%	10%	12%	10%	11%	10%	14% a	11%	10%	12%
13 to 18 months	206	27	62	81	70	103	206	109	48	93	54
	10%	16%	9%	10%	11%	9%	10%	12%	11%	10%	10%
1.5 years to 2 years	187	16	68	71	60	95	187	98	32	88	50
	9%	9%	10%	9%	9%	8%	9%	11%	8%	9%	10%
More than 2 years, up to 3 years	233	16	69	101	67	131	233	113	54	112	56
	11%	9%	11%	12%	11%	12%	11%	13%	12%	12%	11%
More than 3 years, up to 5 years	263	26	82	106	82	134	263	110	52	134	64
	13%	15%	12%	13%	13%	12%	13%	13%	12%	14%	12%
More than 5 years, up to 10 years	301	24	86	132	82	175	301	90	65	136	71
	14%	14%	13%	16%	13%	15%	14% b	10%	15%	14%	13%
More than 10 years	419	24	154	147	138	237	419	93	77	193	104
	20%	14%	23% c	18%	22%	21%	20% b	11%	18%	20%	20%
Don't know/ can't remember	57	7	12	12	9	32	57	24	14	16	4
	3%	4%	2%	1%	1%	3%	3%	3%	3% c	2%	1%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your fixed broadband service?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Up to 6 months	203	203	159	18	16	**	5	**
	10%	10%	18%	4%	8%	**	1%	**
		cf	acdf		f			
7 to 12 months	219	219	177	14	12	**	14	**
	10%	10%	20%	3%	6%	**	4%	**
		cf	acdf					
13 to 18 months	206	206	76	47	83	**	-	**
	10%	10%	9%	10%	41%	**	-%	**
		f	f	f	abcf			
1.5 years to 2 years	187	187	73	44	70	**	-	**
	9%	9%	8%	9%	35%	**	-%	**
		f	f	f	abcf			
More than 2 years, up to 3 years	233	233	89	55	2	**	67	**
	11%	11%	10%	11%	1%	**	18%	**
		d	d	d			abcd	
More than 3 years, up to 5 years	263	263	83	71	6	**	77	**
	13%	13%	9%	14%	3%	**	21%	**
		d	d	bd			abd	
More than 5 years, up to 10 years	301	301	89	93	5	**	75	**
	14%	14%	10%	19%	3%	**	20%	**
		bd	d	bd			abd	
More than 10 years	419	419	126	138	4	**	109	**
	20%	20%	14%	28%	2%	**	30%	**
		bd	d	abd			abd	
Don't know/ can't remember	57	57	3	16	3	**	21	**
	3%	3%	*%	3%	1%	**	6%	**
		b		b			ab	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~c	d	e
Unweighted row	555	272	283	320	235	370	185	-	-	80	36	17	159	264
Effective Weighted Sample	520	256	264	302	219	346	174	-	-	77	33	15	148	248
Total	583	279	304	328	255	386	197	-	-	95	39	17	164	270
This is my first contract with them	156	85	71	96	61	110	47	**	**	**	**	**	33	85
	27%	31%	23%	29%	24%	28%	24%	**	**	**	**	**	20%	32% d
I have renewed my contract with them	394	170	225	205	190	254	140	**	**	**	**	**	126	163
	68%	61%	74% a	62%	74% a	66%	71%	**	**	**	**	**	77% e	60%
Not sure	32	23	9	28	4	22	10	**	**	**	**	**	5	21
	6%	8% b	3%	9% b	2%	6%	5%	**	**	**	**	**	3%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	c	~d	~e	~f	~g	~a	b	c	d	~e	~f
Unweighted row	555	95	70	107	37	77	14	63	32	250	192	474	81	26
Effective Weighted Sample	520	89	65	100	35	71	13	60	30	231	181	442	79	25
Total	583	103	74	106	42	77	16	70	36	265	197	499	84	28
This is my first contract with them	156	**	**	18	**	**	**	**	**	60	55	130	**	**
	27%	**	**	17%	**	**	**	**	**	23%	28%	26%	**	**
I have renewed my contract with them	394	**	**	81	**	**	**	**	**	193	134	346	**	**
	68%	**	**	76%	**	**	**	**	**	73%	68%	69%	**	**
Not sure	32	**	**	8	**	**	**	**	**	12	9	23	**	**
	6%	**	**	7%	**	**	**	**	**	5%	4%	5%	**	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	555	137	250	168	282	268	175	179	85	108	471	44	30	10
Effective Weighted Sample	520	127	232	161	263	253	164	170	79	102	440	42	29	9
Total	583	148	259	176	304	274	172	185	102	117	491	48	33	11
This is my first contract with them	156	44	61	52	82	73	32	50	**	27	127	**	**	**
	27%	30%	23%	29%	27%	27%	18%	27%	**	24%	26%	**	**	**
I have renewed my contract with them	394	99	184	112	209	183	129	127	**	82	340	**	**	**
	68%	67%	71%	63%	69%	67%	75%	69%	**	70%	69%	**	**	**
Not sure	32	5	15	13	14	18	11	8	**	7	25	**	**	**
	6%	3%	6%	7%	5%	7%	6%	5%	**	6%	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	a	b	c
Unweighted row	555	46	172	231	162	297	555	272	108	262	149
Effective Weighted Sample	520	43	161	216	153	277	520	256	101	245	140
Total	583	49	191	233	171	311	583	279	114	278	155
This is my first contract with them	156	**	64	53	49	78	156	85	28	72	40
	27%	**	33%	23%	29%	25%	27%	31%	25%	26%	26%
I have renewed my contract with them	394	**	122	169	109	219	394	170	76	193	112
	68%	**	64%	73%	64%	71%	68%	61%	67%	69%	72%
Not sure	32	**	5	10	12	13	32	23	9	13	3
	6%	**	3%	4%	7%	4%	6%	8%	8%	5%	2%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your fixed broadband service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	555	555	187	148	65	18	118	19
Effective Weighted Sample	520	520	172	138	62	18	112	18
Total	583	583	196	151	72	19	125	20
This is my first contract with them	156	156	50	29	**	**	30	**
	27%	27%	26%	19%	**	**	24%	**
I have renewed my contract with them	394	394	141	116	**	**	84	**
	68%	68%	72%	77%	**	**	67%	**
Not sure	32	32	5	6	**	**	11	**
	6%	6%	2%	4%	**	**	8%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Yes	932	411	521	485	447	597	335	183	107	158	121	**	229	395
	45%	47%	43%	45%	44%	47%	41%	50% b	42%	38%	46%	**	45%	46% a
No	1156	467	689	589	567	677	478	185	148	259	140	**	274	457
	55%	53%	57%	55%	56%	53%	59% c	50%	58%	62% e	54%	**	55%	54%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for fixed broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Yes	932	179	148	193	56	101	**	92	72	374	314	760	171	49
	45%	44%	45%	48%	40%	39%	**	51%	51% f	48% cf	41%	45%	43%	34%
No	1156	226	184	208	85	156	**	87	70	410	452	932	222	95
	55%	56%	55%	52%	60%	61%	**	49%	49%	52%	59% b	55%	57%	66% ab

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Yes	932	244	353	333	508	416	315	262	180	167	784	81	44	**
	45%	50%	43%	43%	46%	43%	52%	44%	44%	37%	46%	41%	38%	**
		b					bd							
No	1156	244	477	434	587	559	293	331	232	286	937	115	71	**
	55%	50%	57%	57%	54%	57%	48%	56%	56%	63%	54%	59%	62%	**
			a					a		a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Yes	932	79	276	402	283	520	932	411	189	461	226
	45%	46%	42%	49%	45%	46%	45%	47%	44%	49%	43%
No	1156	94	380	426	348	614	1156	467	240	488	304
	55%	54%	58%	51%	55%	54%	55%	53%	56%	51%	57%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for fixed broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Yes	932	932	493	239	52	**	110	**
	45%	45%	56%	48%	26%	**	30%	**
		df	acdf	df				
No	1156	1156	383	257	149	**	258	**
	55%	55%	44%	52%	74%	**	70%	**
		b		b	abc		abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	927	416	511	491	436	606	321	206	110	142	119	33	234	399
Effective Weighted Sample	860	388	472	458	403	555	305	186	107	134	112	29	213	373
Total	932	411	521	485	447	597	335	183	107	158	121	29	229	395
Looked into deals with my existing provider at that time	404	156	248	185	218	254	150	70	38	74	65	**	103	151
	43%	38%	48% a	38%	49% a	42%	45%	38%	36%	47%	53% e	**	45%	38%
Looked into deals with alternative provider/s	263	105	158	130	133	187	75	57	34	43	33	**	70	104
	28%	26%	30%	27%	30%	31% b	23%	31%	32%	27%	27%	**	31%	26%
Contacted my existing provider at that time	231	97	134	111	120	151	79	53	26	32	36	**	64	90
	25%	24%	26%	23%	27%	25%	24%	29%	24%	20%	29%	**	28%	23%
Signed up for a contract with my existing provider at that time	201	87	114	97	104	122	79	29	13	36	27	**	49	81
	22%	21%	22%	20%	23%	20%	24% d	16%	12%	23%	22%	**	21%	21%
Contacted alternative provider/s	93	43	51	52	41	83	10	38	16	10	8	**	33	40
	10%	10%	10%	11%	9%	14% b	3%	21% b	15% b	6%	6%	**	14%	10%
Signed up for a contract with an alternative provider	58	28	30	30	27	55	3	35	24	8	3	**	15	27
	6%	7%	6%	6%	6%	9% b	1%	19% ab	23% ab	5%	3%	**	7%	7%
Something else	11	5	5	5	5	4	7	1	1	2	2	**	1	5
	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	**	*%	1%
I did not take any action	188	78	110	100	88	112	76	30	25	46	24	**	37	77
	20%	19%	21%	21%	20%	19%	23%	16%	23%	29% d	19%	**	16%	19%
Can't remember	66	35	31	40	27	42	24	17	14	5	10	**	17	34
	7%	9%	6%	8%	6%	7%	7%	9%	13%	3%	8%	**	8%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	~d	e	~f	~g	~a	b	c	d	e	~f
Unweighted row	927	180	146	194	52	106	36	85	73	377	309	759	167	48
Effective Weighted Sample	860	166	133	183	49	96	34	81	62	340	294	696	163	47
Total	932	179	148	193	56	101	37	92	72	374	314	760	171	49
Looked into deals with my existing provider at that time	404	79	75	90	**	45	**	**	**	166	140	329	75	**
	43%	44%	51%	47%	**	45%	**	**	**	44%	45%	43%	44%	**
Looked into deals with alternative provider/s	263	48	39	66	**	32	**	**	**	101	104	224	39	**
	28%	27%	26%	34%	**	31%	**	**	**	27%	33%	29%	23%	**
Contacted my existing provider at that time	231	44	42	54	**	32	**	**	**	96	70	188	42	**
	25%	25%	28%	28%	**	32%	**	**	**	26%	22%	25%	25%	**
Signed up for a contract with my existing provider at that time	201	32	29	48	**	26	**	**	**	82	64	158	43	**
	22%	18%	20%	25%	**	25%	**	**	**	22%	20%	21%	25%	**
Contacted alternative provider/s	93	25	11	12	**	19	**	**	**	45	21	82	11	**
	10%	14%	7%	6%	**	18% bc	**	**	**	12%	7%	11%	6%	**
Signed up for a contract with an alternative provider	58	16	4	9	**	6	**	**	**	31	9	47	11	**
	6%	9%	3%	5%	**	6%	**	**	**	8% c	3%	6%	6%	**
Something else	11	-	3	3	**	1	**	**	**	2	3	5	6	**
	1%	-%	2%	1%	**	1%	**	**	**	1%	1%	1%	3% bd	**
I did not take any action	188	35	22	35	**	14	**	**	**	64	71	144	44	**
	20%	19%	15%	18%	**	14%	**	**	**	17%	22%	19%	26%	**
Can't remember	66	15	6	12	**	6	**	**	**	35	19	58	7	**
	7%	8%	4%	6%	**	6%	**	**	**	9%	6%	8%	4%	**

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	927	246	357	323	499	421	337	259	154	167	779	80	44	24
Effective Weighted Sample	860	216	331	312	462	392	310	245	143	158	725	72	42	21
Total	932	244	353	333	508	416	315	262	180	167	784	81	44	23
Looked into deals with my existing provider at that time	404	95	162	147	219	182	156	124	56	65	338	**	**	**
	43%	39%	46%	44%	43%	44%	50% c	47% c	31%	39%	43%	**	**	**
Looked into deals with alternative provider/s	263	65	117	82	164	95	97	87	47	30	219	**	**	**
	28%	27%	33%	24%	32% b	23%	31% d	33% d	26%	18%	28%	**	**	**
Contacted my existing provider at that time	231	69	89	72	124	105	90	62	35	42	193	**	**	**
	25%	28%	25%	22%	24%	25%	29%	24%	20%	25%	25%	**	**	**
Signed up for a contract with my existing provider at that time	201	48	82	71	122	79	71	59	32	37	156	**	**	**
	22%	20%	23%	21%	24%	19%	22%	23%	18%	22%	20%	**	**	**
Contacted alternative provider/s	93	40	33	20	58	35	33	24	20	15	79	**	**	**
	10%	16% bc	9%	6%	11%	8%	11%	9%	11%	9%	10%	**	**	**
Signed up for a contract with an alternative provider	58	25	19	13	36	20	18	18	12	8	50	**	**	**
	6%	10% c	5%	4%	7%	5%	6%	7%	7%	5%	6%	**	**	**
Something else	11	1	3	7	7	4	4	2	-	4	10	**	**	**
	1%	1%	1%	2%	1%	1%	1%	1%	-%	2%	1%	**	**	**
I did not take any action	188	43	59	86	100	87	64	43	40	39	160	**	**	**
	20%	17%	17%	26% b	20%	21%	20%	17%	22%	24%	20%	**	**	**
Can't remember	66	22	25	17	26	37	13	21	18	12	56	**	**	**
	7%	9%	7%	5%	5%	9%	4%	8%	10%	7%	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	a	b	c
Unweighted row	927	74	272	409	280	515	927	416	194	452	226
Effective Weighted Sample	860	68	254	375	257	480	860	388	174	421	213
Total	932	79	276	402	283	520	932	411	189	461	226
Looked into deals with my existing provider at that time	404	**	115	191	119	242	404	156	76	198	110
	43%	**	42%	48%	42%	47%	43%	38%	40%	43%	49%
Looked into deals with alternative provider/s	263	**	77	132	88	150	263	105	47	127	76
	28%	**	28%	33%	31%	29%	28%	26%	25%	28%	34%
Contacted my existing provider at that time	231	**	61	114	58	152	231	97	45	115	58
	25%	**	22%	28%	21%	29%	25%	24%	24%	25%	26%
						a					
Signed up for a contract with my existing provider at that time	201	**	52	95	62	120	201	87	36	103	50
	22%	**	19%	24%	22%	23%	22%	21%	19%	22%	22%
Contacted alternative provider/s	93	**	24	45	32	48	93	43	24	52	12
	10%	**	9%	11%	11%	9%	10%	10%	13%	11%	5%
									c	c	
Signed up for a contract with an alternative provider	58	**	19	27	21	32	58	28	14	26	15
	6%	**	7%	7%	7%	6%	6%	7%	8%	6%	7%
Something else	11	**	5	2	7	3	11	5	3	5	2
	1%	**	2%	*%	3%	1%	1%	1%	2%	1%	1%
I did not take any action	188	**	55	80	51	104	188	78	36	93	45
	20%	**	20%	20%	18%	20%	20%	19%	19%	20%	20%
Can't remember	66	**	17	20	17	30	66	35	14	27	19
	7%	**	6%	5%	6%	6%	7%	9%	7%	6%	8%

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	927	927	503	237	49	17	102	19
Effective Weighted Sample	860	860	460	223	47	17	96	18
Total	932	932	493	239	52	18	110	21
Looked into deals with my existing provider at that time	404	404	239	109	**	**	31	**
	43%	43%	48%	46%	**	**	28%	**
		f	f	f				
Looked into deals with alternative provider/s	263	263	219	27	**	**	10	**
	28%	28%	44%	11%	**	**	9%	**
		cf	acf					
Contacted my existing provider at that time	231	231	150	52	**	**	15	**
	25%	25%	30%	22%	**	**	14%	**
			f					
Signed up for a contract with my existing provider at that time	201	201	103	64	**	**	20	**
	22%	22%	21%	27%	**	**	18%	**
Contacted alternative provider/s	93	93	82	8	**	**	4	**
	10%	10%	17%	3%	**	**	3%	**
		c	acf					
Signed up for a contract with an alternative provider	58	58	52	3	**	**	*	**
	6%	6%	11%	1%	**	**	*%	**
		c	acf					
Something else	11	11	6	2	**	**	1	**
	1%	1%	1%	1%	**	**	1%	**
I did not take any action	188	188	59	45	**	**	48	**
	20%	20%	12%	19%	**	**	44%	**
		b					abc	
Can't remember	66	66	33	18	**	**	7	**
	7%	7%	7%	7%	**	**	6%	**

Columns Tested: a,b,c,d,e,f,g

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Agree strongly	426	189	237	219	207	269	157	111	66	77	42	**	113	181
	20%	22%	20%	20%	20%	21%	19%	30% ab	26%	18%	16%	**	22%	21%
Agree slightly	700	283	416	355	345	431	268	127	87	116	102	**	188	275
	34%	32%	34%	33%	34%	34%	33%	35%	34%	28%	39% a	**	37% a	32%
Disagree slightly	445	195	250	234	211	289	155	63	45	97	51	**	102	189
	21%	22%	21%	22%	21%	23%	19%	17%	17%	23%	20%	**	20%	22%
Disagree strongly	303	128	174	162	141	180	123	36	32	68	39	**	58	127
	15%	15%	14%	15%	14%	14%	15%	10%	12%	16%	15%	**	12%	15%
Don't know	215	82	133	106	109	105	110	31	25	59	28	**	42	81
	10%	9%	11%	10%	11%	8%	14% a	8%	10%	14% d	11%	**	8%	10%
TOTAL AGREE	1125	472	653	573	552	700	425	238	154	193	143	**	300	456
	54%	54%	54%	53%	54%	55%	52%	65% ab	60%	46%	55%	**	60% a	53%
TOTAL DISAGREE	747	323	424	395	352	470	278	99	76	165	90	**	161	316
	36%	37%	35%	37%	35%	37% c	34%	27%	30%	40%	34%	**	32%	37%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Agree strongly	426	79	66	73	34	62	**	38	32	174	131	338	87	37
	20%	20%	20%	18%	24%	24%	**	21%	23%	22%	17%	20%	22%	25%
Agree slightly	700	151	110	115	51	100	**	60	60	259	252	571	126	50
	34%	37%	33%	29%	36%	39% c	**	34%	43%	33%	33%	34%	32%	35%
Disagree slightly	445	76	64	105	24	40	**	39	24	179	168	371	73	12
	21%	19%	19%	26% e	17%	16%	**	22%	17%	23% f	22% f	22% f	19% f	9%
Disagree strongly	303	60	52	72	21	33	**	20	12	116	121	249	54	25
	15%	15%	16%	18%	15%	13%	**	11%	9%	15%	16%	15%	14%	17%
Don't know	215	39	40	36	11	23	**	22	12	55	95	162	53	21
	10%	10%	12%	9%	8%	9%	**	12%	9%	7%	12% b	10%	13% b	14% b
TOTAL AGREE	1125	230	176	188	85	162	**	98	93	434	383	909	213	86
	54%	57% c	53%	47%	60% c	63% c	**	55%	65% cd	55%	50%	54%	54%	60%
TOTAL DISAGREE	747	136	115	176	45	73	**	58	37	295	288	620	127	37
	36%	34%	35%	44% ae	32%	28%	**	33%	26%	38% af	38% af	37% f	32%	26%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Agree strongly	426	118	148	159	233	188	130	106	92	98	343	42	23	**
	20%	24% b	18%	21%	21%	19%	21%	18%	22%	22%	20%	22%	20%	**
Agree slightly	700	181	276	241	378	317	203	195	149	145	571	74	39	**
	34%	37%	33%	31%	34%	32%	34%	33%	36%	32%	33%	38%	34%	**
Disagree slightly	445	88	205	151	239	205	127	132	93	84	370	39	23	**
	21%	18%	25% a	20%	22%	21%	21%	22%	22%	19%	22%	20%	20%	**
Disagree strongly	303	60	130	112	160	140	102	90	40	66	255	28	14	**
	15%	12%	16%	15%	15%	14%	17% c	15%	10%	15%	15%	14%	13%	**
Don't know	215	40	70	105	86	126	44	69	38	59	182	12	15	**
	10%	8%	8%	14% ab	8%	13% a	7%	12% a	9%	13% a	11%	6%	13%	**
TOTAL AGREE	1125	299	424	400	610	505	333	302	241	243	914	116	62	**
	54%	61% bc	51%	52%	56%	52%	55%	51%	58%	54%	53%	60%	54%	**
TOTAL DISAGREE	747	149	336	263	399	345	230	222	133	150	625	67	38	**
	36%	30%	40% a	34%	36%	35%	38%	37%	32%	33%	36%	34%	33%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Agree strongly	426	31	150	158	131	226	426	189	105	175	114
	20%	18%	23%	19%	21%	20%	20%	22%	24%	18%	22%
Agree slightly	700	65	224	291	210	393	700	283	140	345	155
	34%	37%	34%	35%	33%	35%	34%	32%	33%	36% c	29%
Disagree slightly	445	32	122	194	110	258	445	195	82	212	124
	21%	18%	19%	23%	17%	23% a	21%	22%	19%	22%	23%
Disagree strongly	303	24	100	117	111	156	303	128	57	136	93
	15%	14%	15%	14%	18%	14%	15%	15%	13%	14%	18%
Don't know	215	22	60	68	69	101	215	82	45	80	44
	10%	13%	9%	8%	11%	9%	10%	9%	11%	8%	8%
TOTAL AGREE	1125	96	374	450	340	619	1125	472	245	520	269
	54%	55%	57%	54%	54%	55%	54%	54%	57%	55%	51%
TOTAL DISAGREE	747	56	222	310	221	414	747	323	139	349	217
	36%	32%	34%	37%	35%	36%	36%	37%	32%	37%	41% a

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Agree strongly	426	426	197	82	41	**	72	**
	20%	20%	22%	17%	21%	**	20%	**
			c					
Agree slightly	700	700	286	170	72	**	139	**
	34%	34%	33%	34%	36%	**	38%	**
Disagree slightly	445	445	191	118	40	**	76	**
	21%	21%	22%	24%	20%	**	21%	**
Disagree strongly	303	303	153	77	21	**	24	**
	15%	15%	18%	16%	10%	**	7%	**
		f	f	f				
Don't know	215	215	49	49	26	**	57	**
	10%	10%	6%	10%	13%	**	15%	**
		b		b	b		ab	
TOTAL AGREE	1125	1125	483	252	113	**	211	**
	54%	54%	55%	51%	57%	**	57%	**
TOTAL DISAGREE	747	747	344	195	61	**	100	**
	36%	36%	39%	39%	30%	**	27%	**
		f	f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Agree strongly	415	201	214	232	183	272	143	100	56	68	36	**	111	193
	20%	23%	18%	22%	18%	21%	18%	27%	22%	16%	14%	**	22%	23%
		b						b					b	b
Agree slightly	814	355	458	447	367	514	300	159	108	170	82	**	204	343
	39%	40%	38%	42%	36%	40%	37%	43%	42%	41%	32%	**	41%	40%
Disagree slightly	495	196	299	238	257	304	191	73	61	93	72	**	118	194
	24%	22%	25%	22%	25%	24%	23%	20%	24%	22%	28%	**	24%	23%
Disagree strongly	286	88	198	109	177	154	132	25	20	67	60	**	57	86
	14%	10%	16%	10%	17%	12%	16%	7%	8%	16%	23%	**	11%	10%
			a		a	c	acd			e	de			
Don't know	79	38	41	49	30	30	49	10	10	19	11	**	12	37
	4%	4%	3%	5%	3%	2%	6%	3%	4%	5%	4%	**	2%	4%
							a							
TOTAL AGREE	1229	556	672	679	550	786	442	259	164	238	118	**	315	536
	59%	63%	56%	63%	54%	62%	54%	70%	64%	57%	45%	**	63%	63%
		b		b		b		ab	b	b			b	b
TOTAL DISAGREE	780	284	497	347	434	458	322	99	81	160	132	**	175	280
	37%	32%	41%	32%	43%	36%	40%	27%	32%	38%	51%	**	35%	33%
			a		a	c	c				ade			

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Agree strongly	415	65	76	61	31	60	**	33	39	176	124	339	76	30
	20%	16%	23%	15%	22%	23%	**	18%	28%	22%	16%	20%	19%	21%
			c			c			c	c				
Agree slightly	814	154	114	130	68	101	**	89	66	333	282	680	131	54
	39%	38%	34%	32%	48%	39%	**	49%	46%	42%	37%	40%	33%	38%
					bc			bc	e	e				
Disagree slightly	495	94	71	128	33	59	**	36	19	176	190	385	109	36
	24%	23%	21%	32%	23%	23%	**	20%	14%	22%	25%	23%	28%	25%
				abg							a		a	
Disagree strongly	286	82	47	70	6	29	**	14	12	72	140	224	61	16
	14%	20%	14%	17%	5%	11%	**	8%	8%	9%	18%	13%	16%	11%
		deg	d	dg							abd	b	b	
Don't know	79	10	23	13	2	8	**	7	6	27	30	64	15	7
	4%	2%	7%	3%	1%	3%	**	4%	4%	3%	4%	4%	4%	5%
			a											
TOTAL AGREE	1229	219	190	190	100	162	**	121	105	509	405	1019	207	84
	59%	54%	57%	47%	71%	63%	**	68%	74%	65%	53%	60%	53%	59%
			c		abc	c		ac	cdef	ce		ce		
TOTAL DISAGREE	780	176	119	198	39	88	**	50	31	248	330	610	171	52
	37%	43%	36%	49%	28%	34%	**	28%	22%	32%	43%	36%	43%	36%
		dg		bdeg							abd	a	abd	a

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Agree strongly	415	128	148	139	237	174	119	99	110	86	336	50	17	**
	20%	26% bc	18%	18%	22%	18%	20%	17%	27% b	19%	20%	26%	15%	**
Agree slightly	814	207	337	268	426	380	231	238	168	168	670	76	46	**
	39%	42% c	41%	35%	39%	39%	38%	40%	41%	37%	39%	39%	41%	**
Disagree slightly	495	92	208	195	253	239	144	154	75	113	413	44	27	**
	24%	19%	25%	25% a	23%	25%	24%	26% c	18%	25%	24%	22%	23%	**
Disagree strongly	286	38	116	132	149	134	98	76	45	65	232	22	19	**
	14%	8%	14% a	17% a	14%	14%	16%	13%	11%	14%	13%	11%	17%	**
Don't know	79	24	22	33	30	48	15	25	14	21	70	4	5	**
	4%	5%	3%	4%	3%	5% a	2%	4%	3%	5%	4%	2%	4%	**
TOTAL AGREE	1229	334	485	407	663	554	351	337	278	254	1006	126	63	**
	59%	69% bc	58%	53%	61%	57%	58%	57%	67% abd	56%	58%	65%	55%	**
TOTAL DISAGREE	780	130	323	327	403	373	242	231	120	177	645	66	46	**
	37%	27%	39% a	43% a	37%	38%	40% c	39% c	29%	39% c	37%	34%	40%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Agree strongly	415	40	146	157	136	227	415	201	100	187	103
	20%	23%	22%	19%	22%	20%	20%	23%	23%	20%	19%
Agree slightly	814	76	263	324	232	454	814	355	164	399	180
	39%	44%	40%	39%	37%	40%	39%	40%	38%	42% c	34%
Disagree slightly	495	36	142	204	144	278	495	196	93	222	144
	24%	21%	22%	25%	23%	25%	24%	22%	22%	23%	27%
Disagree strongly	286	17	89	115	99	145	286	88	53	117	92
	14%	10%	13%	14%	16%	13%	14% b	10%	12%	12%	17% b
Don't know	79	5	17	28	19	30	79	38	19	23	12
	4%	3%	3%	3%	3%	3%	4%	4%	4%	2%	2%
TOTAL AGREE	1229	116	409	482	369	681	1229	556	264	586	282
	59%	67%	62%	58%	58%	60%	59%	63%	62%	62% c	53%
TOTAL DISAGREE	780	52	230	319	242	423	780	284	146	339	236
	37%	30%	35%	38%	38%	37%	37% b	32%	34%	36%	45% ab

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Agree strongly	415	415	180	81	47	**	79	**
	20%	20%	21%	16%	24%	**	21%	**
Agree slightly	814	814	317	188	93	**	169	**
	39%	39%	36%	38%	47%	**	46%	**
					b		b	
Disagree slightly	495	495	215	136	32	**	80	**
	24%	24%	24%	27%	16%	**	22%	**
				d				
Disagree strongly	286	286	149	76	14	**	24	**
	14%	14%	17%	15%	7%	**	7%	**
		df	df	df				
Don't know	79	79	15	16	14	**	17	**
	4%	4%	2%	3%	7%	**	4%	**
		b			b		b	
TOTAL AGREE	1229	1229	498	268	141	**	247	**
	59%	59%	57%	54%	70%	**	67%	**
					abc		abc	
TOTAL DISAGREE	780	780	363	212	46	**	104	**
	37%	37%	41%	43%	23%	**	28%	**
		df	df	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Agree strongly	532	245	286	288	243	319	213	117	72	94	54	**	132	237
	25%	28%	24%	27%	24%	25%	26%	32% a	28%	23%	21%	**	26%	28%
Agree slightly	787	310	477	388	399	486	301	131	93	151	97	**	210	302
	38%	35%	39%	36%	39%	38%	37%	36%	36%	36%	37%	**	42%	35%
Disagree slightly	394	174	220	212	182	249	145	64	45	82	51	**	90	169
	19%	20%	18%	20%	18%	20%	18%	17%	18%	20%	19%	**	18%	20%
Disagree strongly	288	108	180	134	154	184	104	37	28	72	46	**	54	106
	14%	12%	15%	12%	15%	14%	13%	10%	11%	17% d	18% d	**	11%	12%
Don't know	87	40	47	52	36	37	51	18	17	17	13	**	16	39
	4%	5%	4%	5%	4%	3%	6% a	5%	7% a	4%	5%	**	3%	5%
TOTAL AGREE	1318	555	763	676	642	805	513	249	165	245	151	**	342	538
	63%	63%	63%	63%	63%	63%	63%	68%	65%	59%	58%	**	68% ab	63%
TOTAL DISAGREE	682	282	400	346	336	433	249	101	73	154	96	**	145	275
	33%	32%	33%	32%	33%	34%	31%	28%	29%	37%	37%	**	29%	32%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Agree strongly	532	85	87	87	38	76	**	55	39	212	164	415	115	50
	25%	21%	26%	22%	27%	30%	**	30%	28%	27%	21%	25%	29% c	35% cd
Agree slightly	787	171	125	138	51	105	**	67	62	298	285	645	140	51
	38%	42%	38%	34%	37%	41%	**	37%	44%	38%	37%	38%	36%	35%
Disagree slightly	394	72	65	89	28	38	**	27	23	141	156	320	74	19
	19%	18%	20%	22%	20%	15%	**	15%	16%	18%	20%	19%	19%	13%
Disagree strongly	288	65	40	66	16	27	**	25	12	99	130	241	47	17
	14%	16%	12%	16%	11%	10%	**	14%	8%	13%	17%	14%	12%	12%
Don't know	87	11	15	21	7	11	**	5	6	34	31	71	17	7
	4%	3%	5%	5%	5%	4%	**	3%	4%	4%	4%	4%	4%	5%
TOTAL AGREE	1318	256	212	225	89	181	**	121	101	510	449	1060	255	101
	63%	63%	64%	56%	63%	71% c	**	68%	72% c	65%	59%	63%	65%	70%
TOTAL DISAGREE	682	137	104	155	44	64	**	53	35	240	286	561	121	36
	33%	34%	31%	39% e	31%	25%	**	29%	24%	31%	37% abf	33%	31%	25%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Agree strongly	532	144	197	190	271	258	145	141	123	116	430	61	24	**
	25%	29%	24%	25%	25%	26%	24%	24%	30%	26%	25%	31%	21%	**
Agree slightly	787	189	312	284	439	345	229	218	152	178	650	74	49	**
	38%	39%	38%	37%	40%	35%	38%	37%	37%	39%	38%	38%	43%	**
Disagree slightly	394	78	167	148	207	183	129	120	73	70	336	32	15	**
	19%	16%	20%	19%	19%	19%	21%	20%	18%	15%	20%	16%	13%	**
Disagree strongly	288	53	126	109	144	140	89	88	47	61	235	23	20	**
	14%	11%	15%	14%	13%	14%	15%	15%	11%	13%	14%	12%	17%	**
Don't know	87	24	28	35	35	49	16	25	17	27	71	5	7	**
	4%	5%	3%	5%	3%	5%	3%	4%	4%	6%	4%	3%	6%	**
										a				
TOTAL AGREE	1318	332	509	474	710	603	374	359	276	295	1079	135	73	**
	63%	68%	61%	62%	65%	62%	62%	61%	67%	65%	63%	69%	64%	**
TOTAL DISAGREE	682	132	293	257	351	323	217	209	120	131	570	55	35	**
	33%	27%	35%	34%	32%	33%	36%	35%	29%	29%	33%	28%	31%	**
			a											

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Agree strongly	532	49	189	187	185	265	532	245	122	226	139
	25%	28%	29% c	23%	29% b	23%	25%	28%	28%	24%	26%
Agree slightly	787	63	255	331	217	463	787	310	145	382	193
	38%	37%	39%	40%	34%	41% a	38%	35%	34%	40%	36%
Disagree slightly	394	29	103	177	112	226	394	174	72	190	102
	19%	17%	16%	21% b	18%	20%	19%	20%	17%	20%	19%
Disagree strongly	288	22	89	113	87	147	288	108	72	115	79
	14%	13%	13%	14%	14%	13%	14%	12%	17%	12%	15%
Don't know	87	10	21	20	29	33	87	40	18	34	18
	4%	6%	3%	2%	5%	3%	4%	5%	4%	4%	3%
TOTAL AGREE	1318	112	444	518	403	728	1318	555	267	609	332
	63%	64%	68%	63%	64%	64%	63%	63%	62%	64%	63%
TOTAL DISAGREE	682	52	191	290	199	373	682	282	144	305	181
	33%	30%	29%	35%	32%	33%	33%	32%	34%	32%	34%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Agree strongly	532	532	205	115	71	**	106	**
	25%	25%	23%	23%	35%	**	29%	**
					abc			
Agree slightly	787	787	298	193	77	**	174	**
	38%	38%	34%	39%	39%	**	47%	**
							ab	
Disagree slightly	394	394	194	99	35	**	46	**
	19%	19%	22%	20%	17%	**	13%	**
		f	f	f				
Disagree strongly	288	288	152	82	10	**	17	**
	14%	14%	17%	17%	5%	**	5%	**
		df	df	df				
Don't know	87	87	27	8	7	**	24	**
	4%	4%	3%	2%	4%	**	6%	**
		c					bc	
TOTAL AGREE	1318	1318	503	308	148	**	281	**
	63%	63%	57%	62%	74%	**	76%	**
		b			abc		abc	
TOTAL DISAGREE	682	682	346	180	45	**	63	**
	33%	33%	39%	36%	22%	**	17%	**
		df	adf	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Agree strongly	401	154	247	178	223	227	174	85	37	63	70	**	100	150
	19%	18%	20%	17%	22% a	18%	21%	23% d	15%	15%	27% ae	**	20%	18%
Agree slightly	675	276	399	340	334	418	256	107	66	146	76	**	177	260
	32%	31%	33%	32%	33%	33%	31%	29%	26%	35%	29%	**	35%	31%
Disagree slightly	470	215	254	261	209	297	173	77	59	92	48	**	107	211
	22%	25%	21%	24%	21%	23%	21%	21%	23%	22%	18%	**	21%	25%
Disagree strongly	418	178	240	224	194	276	143	81	74	92	53	**	89	178
	20%	20%	20%	21%	19%	22%	18%	22%	29% b	22%	20%	**	18%	21%
Don't know	125	54	70	71	53	56	68	19	18	23	15	**	31	53
	6%	6%	6%	7%	5%	4%	8% a	5%	7%	6%	6%	**	6%	6%
TOTAL AGREE	1075	430	645	518	557	645	430	192	104	210	145	**	277	410
	51%	49%	53%	48%	55% a	51% d	53% d	52% d	41%	50%	56%	**	55%	48%
TOTAL DISAGREE	888	393	495	485	403	573	315	157	133	184	101	**	195	389
	43%	45%	41%	45%	40%	45% b	39%	43%	52% b	44%	39%	**	39%	46%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Agree strongly	401	104	64	74	27	49	**	32	33	181	124	338	63	30
	19%	26%	19%	19%	19%	19%	**	18%	23%	23% ce	16%	20%	16%	21%
Agree slightly	675	125	117	133	43	99	**	57	61	255	230	547	125	44
	32%	31%	35%	33%	31%	38%	**	32%	43% cd	33%	30%	32%	32%	31%
Disagree slightly	470	80	62	86	35	52	**	49	28	174	186	389	81	27
	22%	20%	19%	21%	25%	20%	**	27%	20%	22%	24%	23%	21%	19%
Disagree strongly	418	81	60	89	28	38	**	33	13	131	181	325	93	30
	20%	20%	18%	22%	20%	15%	**	19%	10%	17%	24% ab	19% a	24% ab	21% a
Don't know	125	15	29	18	7	19	**	7	6	44	44	93	31	13
	6%	4%	9% a	5%	5%	7%	**	4%	4%	6%	6%	6%	8%	9%
TOTAL AGREE	1075	229	181	208	70	148	**	90	94	436	355	884	188	74
	51%	56%	55%	52%	50%	58%	**	50%	67% cde	56% c	46%	52% c	48%	51%
TOTAL DISAGREE	888	161	122	175	64	90	**	82	42	305	368	714	174	57
	43%	40%	37%	44%	45%	35%	**	46%	30%	39%	48% abd	42% a	44% a	39%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Agree strongly	401	122	151	127	199	198	129	101	91	79	325	40	20	**
	19%	25% bc	18%	17%	18%	20%	21%	17%	22%	17%	19%	20%	18%	**
Agree slightly	675	164	270	238	374	293	205	193	120	149	555	68	35	**
	32%	34%	32%	31%	34%	30%	34%	33%	29%	33%	32%	35%	30%	**
Disagree slightly	470	107	199	163	232	236	128	138	105	96	389	46	25	**
	22%	22%	24%	21%	21%	24%	21%	23%	25%	21%	23%	23%	22%	**
Disagree strongly	418	70	159	189	234	182	119	123	74	93	345	38	26	**
	20%	14%	19%	25% ab	21%	19%	20%	21%	18%	21%	20%	19%	23%	**
Don't know	125	24	51	49	57	65	27	37	22	35	107	4	8	**
	6%	5%	6%	6%	5%	7%	4%	6%	5%	8%	6%	2%	7%	**
TOTAL AGREE	1075	287	421	365	572	492	333	295	211	228	881	107	55	**
	51%	59% bc	51%	48%	52%	50%	55%	50%	51%	50%	51%	55%	48%	**
TOTAL DISAGREE	888	177	358	353	466	418	248	260	178	190	733	84	52	**
	43%	36%	43%	46% a	43%	43%	41%	44%	43%	42%	43%	43%	45%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Agree strongly	401	35	128	153	124	215	401	154	109	184	78
	19%	20%	20%	18%	20%	19%	19%	18%	25% c	19%	15%
Agree slightly	675	50	229	275	195	383	675	276	141	329	140
	32%	29%	35%	33%	31%	34%	32%	31%	33%	35% c	26%
Disagree slightly	470	38	145	201	145	264	470	215	95	205	135
	22%	22%	22%	24%	23%	23%	22%	25%	22%	22%	25%
Disagree strongly	418	35	127	165	131	226	418	178	61	182	151
	20%	20%	19%	20%	21%	20%	20%	20%	14%	19%	28% ab
Don't know	125	16	27	33	35	46	125	54	23	48	27
	6%	9% c	4%	4%	6%	4%	6%	6%	5%	5%	5%
TOTAL AGREE	1075	85	357	429	318	598	1075	430	250	514	218
	51%	49%	54%	52%	51%	53%	51%	49%	58% c	54% c	41%
TOTAL DISAGREE	888	73	273	366	277	490	888	393	156	387	285
	43%	42%	42%	44%	44%	43%	43%	45%	36%	41%	54% ab

Columns Tested: a,b,c - a,b - a,b - a,b,c

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Agree strongly	401	401	203	92	25	**	48	**
	19%	19%	23%	19%	12%	**	13%	**
		f	df					
Agree slightly	675	675	283	156	72	**	137	**
	32%	32%	32%	32%	36%	**	37%	**
Disagree slightly	470	470	182	122	43	**	93	**
	22%	22%	21%	25%	22%	**	25%	**
Disagree strongly	418	418	179	106	41	**	55	**
	20%	20%	20%	21%	21%	**	15%	**
Don't know	125	125	29	20	19	**	35	**
	6%	6%	3%	4%	10%	**	9%	**
		b			bc		bc	
TOTAL AGREE	1075	1075	486	249	96	**	184	**
	51%	51%	55%	50%	48%	**	50%	**
TOTAL DISAGREE	888	888	361	227	84	**	149	**
	43%	43%	41%	46%	42%	**	40%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
Very confident	510	238	272	288	222	331	179	125	77	84	44	**	137	231
	24%	27%	22%	27%	22%	26%	22%	34%	30%	20%	17%	**	27%	27%
								ab	b				b	b
Fairly confident	940	396	544	479	461	575	365	175	131	169	130	**	231	383
	45%	45%	45%	45%	45%	45%	45%	48%	51%	40%	50%	**	46%	45%
Not very confident	405	162	244	200	206	242	164	49	35	101	44	**	94	159
	19%	18%	20%	19%	20%	19%	20%	13%	14%	24%	17%	**	19%	19%
						c	c							
Not at all confident	162	50	112	70	91	94	67	11	7	49	30	**	31	48
	8%	6%	9%	7%	9%	7%	8%	3%	3%	12%	11%	**	6%	6%
			a			cd	cd			de	e			
Don't know	71	31	40	37	34	33	38	9	5	13	13	**	10	31
	3%	4%	3%	3%	3%	3%	5%	2%	2%	3%	5%	**	2%	4%
							a							
TOTAL CONFIDENT	1450	635	815	767	683	906	544	300	208	253	174	**	368	614
	69%	72%	67%	71%	67%	71%	67%	82%	82%	61%	67%	**	73%	72%
								ab	ab				a	a
TOTAL NOT CONFIDENT	567	212	355	270	297	336	231	59	42	151	74	**	125	207
	27%	24%	29%	25%	29%	26%	28%	16%	16%	36%	28%	**	25%	24%
			a			cd	cd			de				

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
Very confident	510	89	81	92	37	63	**	43	29	238	174	441	69	22
	24%	22%	24%	23%	26%	24%	**	24%	20%	30% cef	23%	26% ef	17%	15%
Fairly confident	940	173	131	181	63	123	**	94	89	347	330	766	172	68
	45%	43%	39%	45%	45%	48%	**	52% b	63% bcde	44%	43%	45%	44%	47%
Not very confident	405	88	77	90	24	40	**	26	17	138	153	309	96	29
	19%	22%	23%	22%	17%	16%	**	14%	12%	18%	20%	18%	24% abd	20%
Not at all confident	162	42	29	29	16	19	**	7	3	45	79	126	35	13
	8%	10%	9%	7%	11%	7%	**	4%	2%	6%	10% ab	7%	9% a	9%
Don't know	71	14	14	9	1	12	**	9	4	16	29	49	22	12
	3%	3%	4%	2%	1%	5%	**	5%	3%	2%	4%	3%	6% b	8% bd
TOTAL CONFIDENT	1450	261	212	273	100	186	**	137	118	585	505	1208	241	90
	69%	65%	64%	68%	71%	72%	**	76% ab	83% cdef	75% cef	66%	71% ce	61%	63%
TOTAL NOT CONFIDENT	567	130	106	119	40	59	**	33	20	183	232	435	131	42
	27%	32% g	32% g	30% g	28%	23%	**	19%	14%	23%	30% ab	26% a	33% abd	29% a

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Very confident	510	148	212	150	282	222	165	115	114	112	415	53	26	**
	24%	30% c	26% c	20%	26%	23%	27% b	19%	28% b	25%	24%	27%	23%	**
Fairly confident	940	233	376	329	501	434	252	272	197	209	786	82	53	**
	45%	48%	45%	43%	46%	44%	42%	46%	48%	46%	46%	42%	46%	**
Not very confident	405	74	162	168	211	193	123	131	67	80	334	42	16	**
	19%	15%	19%	22% a	19%	20%	20%	22%	16%	18%	19%	22%	14%	**
Not at all confident	162	21	59	81	70	88	57	47	24	32	128	12	15	**
	8%	4%	7%	11% a	6%	9%	9%	8%	6%	7%	7%	6%	13%	**
Don't know	71	12	21	39	31	38	10	27	10	19	57	7	5	**
	3%	2%	3%	5% b	3%	4%	2%	5% a	2%	4%	3%	3%	4%	**
TOTAL CONFIDENT	1450	381	588	479	783	656	417	387	311	321	1201	135	79	**
	69%	78% bc	71% c	62%	71%	67%	69%	65%	75% b	71%	70%	69%	69%	**
TOTAL NOT CONFIDENT	567	96	221	249	281	281	180	178	91	112	462	54	31	**
	27%	20%	27% a	32% a	26%	29%	30%	30% c	22%	25%	27%	28%	27%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
Very confident	510	62	161	204	161	278	510	238	93	227	167
	24%	36% bc	24%	25%	26%	24%	24%	27%	22%	24%	31% ab
Fairly confident	940	72	290	382	268	528	940	396	199	434	236
	45%	41%	44%	46%	43%	47%	45%	45%	46%	46%	44%
Not very confident	405	27	138	160	117	228	405	162	82	192	85
	19%	16%	21%	19%	19%	20%	19%	18%	19%	20%	16%
Not at all confident	162	8	52	59	63	68	162	50	42	65	38
	8%	5%	8%	7%	10% b	6%	8%	6%	10%	7%	7%
Don't know	71	5	16	24	21	32	71	31	13	30	5
	3%	3%	2%	3%	3%	3%	3%	4%	3%	3% c	1%
TOTAL CONFIDENT	1450	134	451	585	429	806	1450	635	292	661	403
	69%	77%	69%	71%	68%	71%	69%	72%	68%	70%	76% a
TOTAL NOT CONFIDENT	567	35	190	219	181	296	567	212	124	257	123
	27%	20%	29%	26%	29%	26%	27%	24%	29%	27%	23%

Columns Tested: a,b,c - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
Very confident	510	510	217	96	61	**	87	**
	24%	24%	25%	19%	30%	**	24%	**
					c			
Fairly confident	940	940	377	227	105	**	192	**
	45%	45%	43%	46%	52%	**	52%	**
							b	
Not very confident	405	405	186	115	19	**	58	**
	19%	19%	21%	23%	10%	**	16%	**
		d	d	df				
Not at all confident	162	162	89	41	6	**	6	**
	8%	8%	10%	8%	3%	**	2%	**
		f	df	f				
Don't know	71	71	7	18	9	**	24	**
	3%	3%	1%	4%	5%	**	7%	**
		b		b	b		ab	
TOTAL CONFIDENT	1450	1450	594	322	165	**	280	**
	69%	69%	68%	65%	83%	**	76%	**
					abc		bc	
TOTAL NOT CONFIDENT	567	567	275	156	25	**	64	**
	27%	27%	31%	31%	13%	**	18%	**
		df	df	df				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	361	249	65	501	851
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	344	235	59	462	801
Total	2088	877	1210	1074	1014	1274	813	368	255	416	261	63	503	852
ACTIVE	876	375	501	453	423	642	235	328	255	147	101	**	240	366
	42%	43%	41%	42%	42%	50%	29%	89%	100%	35%	39%	**	48%	43%
						b		ab	abc				a	
BROWSERS	496	160	336	200	296	260	236	15	-	105	96	**	120	154
	24%	18%	28%	19%	29%	20%	29%	4%	-%	25%	37%	**	24%	18%
			a		a	cd	acd	d		e	ade		e	
DORMANT	200	112	88	136	64	131	69	-	-	30	9	**	53	108
	10%	13%	7%	13%	6%	10%	8%	-%	-%	7%	3%	**	11%	13%
		b		b		cd	cd						b	ab
RESIGNED	83	31	53	38	46	30	53	2	-	26	14	**	10	31
	4%	3%	4%	4%	4%	2%	7%	1%	-%	6%	5%	**	2%	4%
							acd			d				
APPREHENSIVE	368	173	195	212	156	175	193	20	-	94	33	**	65	168
	18%	20%	16%	20%	15%	14%	24%	5%	-%	23%	13%	**	13%	20%
						cd	acd	d		bd				d
UNMOTIVATED	64	27	37	36	28	36	28	3	-	13	9	**	15	27
	3%	3%	3%	3%	3%	3%	3%	1%	-%	3%	3%	**	3%	3%
						d	cd							

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's broadband service

		BROADBAND SUPPLIER							AGE					
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	VODA-FONE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	c	d	e	~f	g	a	b	c	d	e	f
Unweighted row	2020	391	313	399	128	257	74	164	137	746	752	1635	382	137
Effective Weighted Sample	1891	365	291	375	122	236	70	155	122	684	712	1516	373	134
Total	2088	405	332	401	141	257	78	179	141	784	766	1692	393	144
ACTIVE	876	189	121	176	55	126	**	66	67	377	298	742	134	41
	42%	47%	36%	44%	39%	49%	**	37%	47%	48%	39%	44%	34%	29%
		b				b			ef	cef		ef		
BROWSERS	496	104	80	104	38	58	**	38	33	162	187	382	114	39
	24%	26%	24%	26%	27%	22%	**	21%	23%	21%	24%	23%	29%	27%
													bd	
DORMANT	200	31	21	24	10	29	**	25	24	77	65	165	34	21
	10%	8%	6%	6%	7%	11%	**	14%	17%	10%	8%	10%	9%	15%
								bc	ce					
RESIGNED	83	13	22	19	10	5	**	4	4	24	41	69	14	5
	4%	3%	7%	5%	7%	2%	**	2%	3%	3%	5%	4%	4%	4%
			e											
APPREHENSIVE	368	55	75	65	26	34	**	41	14	120	142	276	91	37
	18%	14%	23%	16%	18%	13%	**	23%	10%	15%	19%	16%	23%	26%
			ae					a					abd	abd
UNMOTIVATED	64	13	13	13	2	6	**	5	-	25	33	58	6	-
	3%	3%	4%	3%	2%	2%	**	3%	-%	3%	4%	3%	2%	-%

Columns Tested: a,b,c,d,e,f,g - a,b,c,d,e,f

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
ACTIVE	876	235	367	274	494	377	293	244	172	161	719	84	48	**
	42%	48%	44%	36%	45%	39%	48%	41%	42%	36%	42%	43%	42%	**
		c	c		b		d							
BROWSERS	496	87	206	204	236	253	141	149	88	109	421	40	21	**
	24%	18%	25%	27%	22%	26%	23%	25%	21%	24%	24%	21%	18%	**
			a	a										
DORMANT	200	62	75	61	104	95	35	68	48	48	161	24	10	**
	10%	13%	9%	8%	10%	10%	6%	12%	12%	11%	9%	12%	9%	**
		c						a	a	a				
RESIGNED	83	14	32	37	35	48	26	23	13	17	70	6	5	**
	4%	3%	4%	5%	3%	5%	4%	4%	3%	4%	4%	3%	4%	**
APPREHENSIVE	368	75	128	165	189	176	93	94	72	106	299	33	26	**
	18%	15%	15%	21%	17%	18%	15%	16%	17%	23%	17%	17%	23%	**
				ab						ab				
UNMOTIVATED	64	15	23	26	36	27	18	14	19	12	50	9	5	**
	3%	3%	3%	3%	3%	3%	3%	2%	5%	3%	3%	4%	5%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		FIXED BROADBAND (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	2020	877	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	1891	825	385	850	487
Total	2088	174	656	828	631	1134	2088	877	429	948	530
ACTIVE	876	71	259	389	263	484	876	375	188	402	244
	42%	41%	39%	47% b	42%	43%	42%	43%	44%	42%	46%
BROWSERS	496	36	161	191	159	264	496	160	104	220	121
	24%	21%	25%	23%	25%	23%	24% b	18%	24%	23%	23%
DORMANT	200	21	66	78	61	104	200	112	31	84	66
	10%	12%	10%	9%	10%	9%	10%	13% a	7%	9%	12% a
RESIGNED	83	1	26	22	27	36	83	31	23	30	11
	4%	1%	4%	3%	4%	3%	4%	3%	5% c	3%	2%
APPREHENSIVE	368	30	132	123	95	216	368	173	79	181	63
	18%	17%	20% c	15%	15%	19%	18%	20%	18% c	19% c	12%
UNMOTIVATED	64	14	12	26	25	30	64	27	5	32	25
	3%	8% bc	2%	3%	4%	3%	3%	3%	1%	3%	5% a

Columns Tested: a,b,c - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's broadband service

		FIXED BROADBAND ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	d	~e	f	~g
Unweighted row	2020	2020	878	477	187	81	340	57
Effective Weighted Sample	1891	1891	812	451	176	79	321	55
Total	2088	2088	876	496	200	83	368	64
ACTIVE	876	876	876	-	-	**	-	**
	42%	42%	100%	-%	-%	**	-%	**
		cdf	acdf					
BROWSERS	496	496	-	496	-	**	-	**
	24%	24%	-%	100%	-%	**	-%	**
		bdf		abdf				
DORMANT	200	200	-	-	200	**	-	**
	10%	10%	-%	-%	100%	**	-%	**
		bcf			abcf			
RESIGNED	83	83	-	-	-	**	-	**
	4%	4%	-%	-%	-%	**	-%	**
		bcdf						
APPREHENSIVE	368	368	-	-	-	**	368	**
	18%	18%	-%	-%	-%	**	100%	**
		bcd					abcd	
UNMOTIVATED	64	64	-	-	-	**	-	**
	3%	3%	-%	-%	-%	**	-%	**
		bcf						

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Very satisfied	602	129	226	161	194	173	182	54	**	60	188	**	**	355	247
	41%	40%	37%	38%	38%	39%	37%	45%	**	39%	52% a	**	**	38%	48% a
Fairly satisfied	571	132	259	173	217	179	212	46	**	64	117	**	**	390	181
	39%	40%	42%	41%	42%	40%	43%	38%	**	41%	32%	**	**	42%	35%
Neither satisfied nor dissatisfied	178	41	67	55	52	50	57	11	**	25	46	**	**	107	71
	12%	12%	11%	13%	10%	11%	11%	9%	**	16%	13%	**	**	11%	14%
Fairly dissatisfied	68	15	45	22	38	24	36	3	**	4	4	**	**	60	9
	5%	5%	7%	5%	7%	5%	7%	2%	**	3%	1%	**	**	6% b	2%
Very dissatisfied	23	4	17	6	14	12	9	5	**	-	2	**	**	21	2
	2%	1%	3%	2%	3%	3%	2%	4%	**	-%	*%	**	**	2% b	*%
Don't know	14	5	2	7	-	4	3	2	**	2	6	**	**	7	8
	1%	1%	*%	2% b	-%	1%	1%	2%	**	1%	2%	**	**	1%	2%
TOTAL SATISFIED	1173	261	484	334	411	351	394	101	**	124	304	**	**	745	428
	81%	80%	79%	79%	80%	80%	79%	83%	**	80%	84%	**	**	79%	83%
TOTAL DISSATISFIED	91	19	62	28	52	36	44	8	**	4	6	**	**	81	10
	6%	6%	10%	7%	10%	8%	9%	6%	**	3%	2%	**	**	9% b	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Very satisfied	602	479	123	127	83	**	175	194	181	66	70	**
	41%	40%	47%	47% b	32%	**	42% b	43% b	37%	34%	44%	**
Fairly satisfied	571	477	94	102	109	**	178	159	212	82	63	**
	39%	40%	36%	38%	42%	**	42%	35%	43%	42%	39%	**
Neither satisfied nor dissatisfied	178	150	28	29	31	**	47	67	51	30	16	**
	12%	13%	11%	11%	12%	**	11%	15%	10%	15%	10%	**
Fairly dissatisfied	68	55	13	6	24	**	18	16	39	9	6	**
	5%	5%	5%	2%	9% ade	**	4%	4%	8%	4%	4%	**
Very dissatisfied	23	18	5	-	14	**	2	6	5	7	4	**
	2%	1%	2%	-%	5% ade	**	*%	1%	1%	4%	3%	**
Don't know	14	13	1	5	1	**	2	7	2	1	1	**
	1%	1%	*%	2%	*%	**	*%	2%	*%	*%	1%	**
TOTAL SATISFIED	1173	955	218	230	191	**	353	354	393	149	132	**
	81%	80%	82%	85% b	73%	**	84% b	79%	80%	76%	83%	**
TOTAL DISSATISFIED	91	73	18	6	38	**	19	22	44	16	10	**
	6%	6%	7%	2%	14% ade	**	5%	5%	9%	8%	6%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 202

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Very satisfied	602	**	226	217	478	122	58	137	224	239	321	279	198	156	112	131
	41%	**	43%	40%	41%	41%	48%	45%	39%	42%	43%	40%	42%	40%	40%	43%
Fairly satisfied	571	**	206	210	453	118	44	116	241	215	299	271	192	156	108	111
	39%	**	39%	39%	39%	39%	37%	38%	42%	38%	40%	39%	41%	40%	39%	37%
Neither satisfied nor dissatisfied	178	**	62	69	144	34	12	34	70	74	90	86	42	50	49	32
	12%	**	12%	13%	12%	11%	10%	11%	12%	13%	12%	12%	9%	13%	17% a	11%
Fairly dissatisfied	68	**	18	30	52	16	3	10	27	32	22	45	27	18	6	16
	5%	**	3%	6%	4%	6%	3%	3%	5%	6%	3%	6% a	6%	5%	2%	5%
Very dissatisfied	23	**	7	8	17	6	2	2	12	8	7	14	8	2	5	8
	2%	**	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	2%	*%	2%	3%
Don't know	14	**	6	2	11	3	-	7	4	3	6	8	3	7	-	4
	1%	**	1%	*%	1%	1%	-%	2%	1%	1%	1%	1%	1%	2%	-%	1%
TOTAL SATISFIED	1173	**	432	427	931	240	102	253	465	453	621	549	391	312	219	242
	81%	**	82%	80%	81%	80%	86%	83%	80%	79%	83%	78%	83%	80%	79%	80%
TOTAL DISSATISFIED	91	**	25	39	69	22	5	12	39	40	29	59	34	20	11	25
	6%	**	5%	7%	6%	7%	5%	4%	7%	7%	4%	8% a	7%	5%	4%	8%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Very satisfied	602	506	52	**	**	**	210	245	194	349	355	129
	41%	42%	42%	**	**	**	43%	42%	43%	43%	38%	40%
Fairly satisfied	571	465	51	**	**	**	188	240	164	334	390	132
	39%	39%	41%	**	**	**	39%	41%	36%	41%	42%	40%
Neither satisfied nor dissatisfied	178	142	15	**	**	**	52	72	54	93	107	41
	12%	12%	12%	**	**	**	11%	12%	12%	11%	11%	12%
Fairly dissatisfied	68	60	4	**	**	**	22	19	29	29	60	15
	5%	5%	3%	**	**	**	5%	3%	6%	4%	6%	5%
Very dissatisfied	23	19	2	**	**	**	7	8	12	5	21	4
	2%	2%	2%	**	**	**	2%	1%	3% b	1%	2%	1%
Don't know	14	12	1	**	**	**	6	6	3	7	7	5
	1%	1%	1%	**	**	**	1%	1%	1%	1%	1%	1%
TOTAL SATISFIED	1173	972	102	**	**	**	398	485	358	684	745	261
	81%	81%	82%	**	**	**	82%	82%	78%	84%	79%	80%
TOTAL DISSATISFIED	91	79	6	**	**	**	30	27	41	34	81	19
	6%	7%	5%	**	**	**	6%	5%	9% b	4%	9%	6%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q20. How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Very satisfied	602	355	143	95	**	**	74	**
	41%	38%	36%	35%	**	**	46%	**
Fairly satisfied	571	390	167	115	**	**	84	**
	39%	42%	42%	43%	**	**	52%	**
Neither satisfied nor dissatisfied	178	107	43	32	**	**	-	**
	12%	11%	11%	12%	**	**	-%	**
		f	f	f				
Fairly dissatisfied	68	60	31	17	**	**	-	**
	5%	6%	8%	6%	**	**	-%	**
		f	f	f				
Very dissatisfied	23	21	10	9	**	**	-	**
	2%	2%	2%	3%	**	**	-%	**
Don't know	14	7	2	1	**	**	3	**
	1%	1%	1%	*%	**	**	2%	**
TOTAL SATISFIED	1173	745	310	209	**	**	158	**
	81%	79%	78%	78%	**	**	98%	**
							abc	
TOTAL DISSATISFIED	91	81	41	26	**	**	-	**
	6%	9%	10%	10%	**	**	-%	**
		f	f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Looking for a deal for standalone service	52	37	4	42	-	35	7	19	**	6	4	**	**	42	10
	4%	11%	1%	10%	-%	8%	1%	16%	**	4%	1%	**	**	4%	2%
		b		b		b		ab							
Looking for a deal for service in bundle	26	-	26	-	26	15	11	6	**	-	-	**	**	26	-
	2%	-%	4%	-%	5%	4%	2%	5%	**	-%	-%	**	**	3%	-%
			a		a									b	
Looking for a deal for other services in the bundle, but not this	9	-	9	-	9	6	3	2	**	-	-	**	**	9	-
	1%	-%	1%	-%	2%	1%	1%	1%	**	-%	-%	**	**	1%	-%
					a										
Looking for a deal for the bundle but not sure which services	1	-	1	-	1	1	-	1	**	-	-	**	**	1	-
	*%	-%	*%	-%	*%	*%	-%	1%	**	-%	-%	**	**	*%	-%
Planning to look for a deal for standalone service	112	72	22	94	-	51	42	15	**	12	6	**	**	94	18
	8%	22%	4%	22%	-%	12%	9%	13%	**	8%	2%	**	**	10%	4%
		b		b						b				b	
Planning to look for a deal for bundle	118	-	118	-	118	59	59	14	**	-	-	**	**	118	-
	8%	-%	19%	-%	23%	13%	12%	11%	**	-%	-%	**	**	13%	-%
			a		a									b	
Not currently looking or planning to look for a new deal	1086	206	425	275	356	266	365	61	**	129	326	**	**	631	455
	75%	63%	69%	65%	69%	60%	73%	50%	**	83%	90%	**	**	67%	88%
							ac								a
Don't know	53	10	10	13	6	10	10	4	**	8	26	**	**	20	34
	4%	3%	2%	3%	1%	2%	2%	3%	**	5%	7%	**	**	2%	7%
															a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
SUMMARY															
Looking for deal for service or bundle	78	37	30	42	26	50	18	25	**	6	4	**	**	68	10
	5%	11%	5%	10%	5%	11%	4%	21%	**	4%	1%	**	**	7%	2%
		b		b		b		ab						b	
Planning to look for deal for service or bundle	230	72	140	94	118	110	101	29	**	12	6	**	**	212	18
	16%	22%	23%	22%	23%	25%	20%	24%	**	8%	2%	**	**	23%	4%
										b				b	

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Looking for a deal for standalone service	52	47	5	7	2	**	11	31	16	4	14	**
	4%	4%	2%	3%	1%	**	3%	7% bd	3%	2%	9% ab	**
Looking for a deal for service in bundle	26	24	2	-	5	**	17	-	12	3	11	**
	2%	2%	1%	-%	2% e	**	4% ae	-%	2%	1%	7% a	**
Looking for a deal for other services in the bundle, but not this	9	9	-	-	4	**	5	-	4	2	3	**
	1%	1%	-%	-%	2% e	**	1%	-%	1%	1%	2%	**
Looking for a deal for the bundle but not sure which services	1	1	-	-	-	**	1	-	-	-	1	**
	*%	*%	-%	-%	-%	**	*%	-%	-%	-%	1%	**
Planning to look for a deal for standalone service	112	103	9	18	9	**	26	59	60	6	21	**
	8%	9% b	3%	7%	3%	**	6%	13% bd	12% b	3%	13% b	**
Planning to look for a deal for bundle	118	106	11	-	52	**	55	-	60	32	20	**
	8%	9%	4%	-%	20% ae	**	13% ae	-%	12%	16%	13%	**
Not currently looking or planning to look for a new deal	1086	853	233	229	184	**	298	336	329	144	87	**
	75%	72%	88% a	85% bde	71%	**	71%	75%	67% c	74% c	55%	**
Don't know	53	49	5	15	4	**	10	23	10	3	4	**
	4%	4%	2%	6%	2%	**	2%	5%	2%	2%	2%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
SUMMARY												
Looking for deal for service or bundle	78	71	7	7	7	**	28	31	28	7	24	**
	5%	6%	3%	3%	3%	**	7%	7%	6%	4%	15% ab	**
Planning to look for deal for service or bundle	230	209	21	18	61	**	81	59	119	38	41	**
	16%	18% b	8%	7%	23% ae	**	19% a	13%	24%	19%	26%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 203

Any break column with 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/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Looking for a deal for standalone service	52	**	37	6	51	1	-	26	22	4	28	24	23	9	9	11
	4%	**	7%	1%	4%	*%	-%	8%	4%	1%	4%	3%	5%	2%	3%	4%
			cef		ce			bc	c							
Looking for a deal for service in bundle	26	**	12	7	21	5	1	7	12	7	15	11	9	8	3	6
	2%	**	2%	1%	2%	2%	1%	2%	2%	1%	2%	2%	2%	2%	1%	2%
Looking for a deal for other services in the bundle, but not this	9	**	3	5	9	-	-	3	5	1	3	6	1	3	1	2
	1%	**	1%	1%	1%	-%	-%	1%	1%	*%	*%	1%	*%	1%	*%	1%
Looking for a deal for the bundle but not sure which services	1	**	1	-	1	-	-	1	-	-	-	1	1	-	-	-
	*%	**	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%
Planning to look for a deal for standalone service	112	**	45	37	96	16	4	36	41	35	57	54	41	25	28	19
	8%	**	9%	7%	8%	5%	3%	12%	7%	6%	8%	8%	9%	6%	10%	6%
								c								
Planning to look for a deal for bundle	118	**	54	41	105	13	1	31	56	31	59	58	44	31	26	17
	8%	**	10%	8%	9%	4%	1%	10%	10%	5%	8%	8%	9%	8%	9%	6%
			ef	f	f			c	c							
Not currently looking or planning to look for a new deal	1086	**	355	420	830	254	110	193	420	471	560	522	340	296	206	233
	75%	**	68%	78%	72%	85%	92%	63%	73%	83%	75%	74%	72%	76%	74%	77%
				bd		bd	bcd		a	ab						
Don't know	53	**	19	21	44	9	3	9	22	22	26	27	13	17	6	14
	4%	**	4%	4%	4%	3%	3%	3%	4%	4%	4%	4%	3%	4%	2%	5%
SUMMARY																
Looking for deal for service or bundle	78	**	49	13	72	6	1	33	34	11	42	36	32	17	12	17
	5%	**	9%	2%	6%	2%	1%	11%	6%	2%	6%	5%	7%	4%	4%	6%
			cef		ce			bc	c							

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Planning to look for deal for service or bundle	230	**	99	77	201	29	5	67	97	66	116	112	85	56	54	36
	16%	**	19%	14%	17%	10%	4%	22%	17%	12%	15%	16%	18%	14%	19%	12%
			ef	f	ef			c								

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Looking for a deal for standalone service	52	44	7	**	**	**	15	27	20	24	42	37
	4%	4%	5%	**	**	**	3%	5%	4%	3%	4%	11% a
Looking for a deal for service in bundle	26	21	5	**	**	**	9	11	7	18	26	-
	2%	2%	4%	**	**	**	2%	2%	1%	2%	3% b	-%
Looking for a deal for other services in the bundle, but not this	9	6	1	**	**	**	5	3	5	3	9	-
	1%	1%	1%	**	**	**	1%	1%	1%	*%	1%	-%
Looking for a deal for the bundle but not sure which services	1	1	-	**	**	**	-	1	-	1	1	-
	*%	*%	-%	**	**	**	-%	*%	-%	*%	*%	-%
Planning to look for a deal for standalone service	112	95	10	**	**	**	38	46	38	58	94	72
	8%	8%	8%	**	**	**	8%	8%	8%	7%	10%	22% a
Planning to look for a deal for bundle	118	94	10	**	**	**	30	60	30	72	118	-
	8%	8%	8%	**	**	**	6%	10%	6%	9%	13% b	-%
Not currently looking or planning to look for a new deal	1086	904	86	**	**	**	369	425	337	622	631	206
	75%	75%	69%	**	**	**	76%	72%	74%	76%	67%	63%
Don't know	53	42	5	**	**	**	19	18	21	22	20	10
	4%	3%	4%	**	**	**	4%	3%	5%	3%	2%	3%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
SUMMARY												
Looking for deal for service or bundle	78	65	11	**	**	**	25	38	26	42	68	37
	5%	5%	9%	**	**	**	5%	6%	6%	5%	7%	11%
Planning to look for deal for service or bundle	230	188	21	**	**	**	67	106	67	130	212	72
	16%	16%	17%	**	**	**	14%	18%	15%	16%	23%	22%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Looking for a deal for standalone service	52	42	38	4	**	**	-	**
	4%	4%	10%	1%	**	**	-%	**
		f	acf					
Looking for a deal for service in bundle	26	26	25	1	**	**	-	**
	2%	3%	6%	*%	**	**	-%	**
			acf					
Looking for a deal for other services in the bundle, but not this	9	9	5	4	**	**	-	**
	1%	1%	1%	1%	**	**	-%	**
Looking for a deal for the bundle but not sure which services	1	1	1	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
Planning to look for a deal for standalone service	112	94	64	30	**	**	-	**
	8%	10%	16%	11%	**	**	-%	**
		f	af	f				
Planning to look for a deal for bundle	118	118	90	28	**	**	-	**
	8%	13%	23%	10%	**	**	-%	**
		f	acf	f				
Not currently looking or planning to look for a new deal	1086	631	169	200	**	**	154	**
	75%	67%	43%	74%	**	**	95%	**
		b		b			abc	
Don't know	53	20	4	3	**	**	8	**
	4%	2%	1%	1%	**	**	5%	**
							b	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q21/Q22. Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...
IF IN A PACKAGE: Are you looking for a new deal for all of the services in the package, or only some services? Which services?
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
SUMMARY								
Looking for deal for service or bundle	78	68	63	5	**	**	-	**
	5%	7%	16%	2%	**	**	-%	**
		cf	acf					
Planning to look for deal for service or bundle	230	212	154	58	**	**	-	**
	16%	23%	39%	21%	**	**	-%	**
		f	acf	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Discussed deals or offers with your provider	265	79	186	98	167	134	131	41	**	**	**	**	**	265	**
	28%	24%	30%	23%	32% a	30%	26%	34%	**	**	**	**	**	28%	**
Looked at alternative deals or offers from your provider	218	66	152	83	134	125	92	36	**	**	**	**	**	218	**
	23%	20%	25%	20%	26%	28% b	19%	30% b	**	**	**	**	**	23%	**
Received a discount from your provider	227	70	157	86	141	117	109	25	**	**	**	**	**	227	**
	24%	21%	26%	20%	27%	27%	22%	20%	**	**	**	**	**	24%	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	178	72	106	89	89	111	67	32	**	**	**	**	**	178	**
	19%	22%	17%	21%	17%	25% b	13%	27% b	**	**	**	**	**	19%	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	98	41	57	54	44	47	51	11	**	**	**	**	**	98	**
	10%	13%	9%	13%	9%	11%	10%	9%	**	**	**	**	**	10%	**
None of these	353	133	221	178	176	127	227	34	**	**	**	**	**	353	**
	38%	41%	36%	42%	34%	29%	46% ac	28%	**	**	**	**	**	38%	**
SUMMARY															
ANY CHANGE	586	193	393	246	340	315	271	87	**	**	**	**	**	586	**
	62%	59%	64%	58%	66%	71% b	54%	72% b	**	**	**	**	**	62%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Discussed deals or offers with your provider	265	237	29	**	82	**	104	44	149	59	46	**
	28%	28%	26%	**	31%	**	29%	24%	30%	30%	29%	**
Looked at alternative deals or offers from your provider	218	203	15	**	61	**	91	40	103	53	46	**
	23%	24%	14%	**	23%	**	26%	22%	21%	27%	29%	**
Received a discount from your provider	227	207	20	**	76	**	85	40	108	66	36	**
	24%	25%	18%	**	29%	**	24%	21%	22%	34% a	22%	**
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	178	171	7	**	35	**	65	47	90	28	47	**
	19%	21% b	6%	**	14%	**	18%	25% b	18%	14%	29% ab	**
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	98	92	6	**	20	**	36	26	64	12	17	**
	10%	11%	5%	**	8%	**	10%	14%	13%	6%	10%	**
None of these	353	297	56	**	99	**	123	67	187	59	53	**
	38%	36%	52% a	**	38%	**	35%	36%	38%	30%	33%	**
SUMMARY												
ANY CHANGE	586	534	52	**	162	**	229	120	303	136	106	**
	62%	64% b	48%	**	62%	**	65%	64%	62%	70%	67%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Discussed deals or offers with your provider	265	**	113	86	219	46	**	68	111	86	143	122	106	77	37	42
	28%	**	29%	27%	28%	30%	**	29%	28%	28%	30%	27%	34% cd	33% c	19%	23%
Looked at alternative deals or offers from your provider	218	**	99	82	196	21	**	65	96	57	113	105	89	59	34	35
	23%	**	25% e	26% e	25% e	14%	**	27%	24%	19%	23%	23%	28%	25%	18%	19%
Received a discount from your provider	227	**	108	69	194	33	**	65	101	61	119	108	89	62	34	41
	24%	**	28%	22%	25%	21%	**	27%	25%	20%	25%	24%	28%	26%	18%	22%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	178	**	98	43	164	14	**	78	72	29	102	75	88	35	32	22
	19%	**	25% ce	14%	21% ce	9%	**	32% bc	18% c	9%	21%	17%	28% bcd	15%	17%	12%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	98	**	50	28	89	9	**	34	46	18	46	52	37	25	23	13
	10%	**	13%	9%	11%	6%	**	14% c	12%	6%	10%	11%	12%	11%	12%	7%
None of these	353	**	131	132	280	72	**	72	141	140	163	187	100	83	81	85
	38%	**	34%	41%	36%	47% bd	**	30%	36%	46% ab	34%	41%	31%	35%	42%	46% a
SUMMARY																
ANY CHANGE	586	**	260	188	504	82	**	167	256	163	320	265	217	153	112	99
	62%	**	66% e	59%	64% e	53%	**	70% c	64% c	54%	66%	59%	69% d	65%	58%	54%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Discussed deals or offers with your provider	265	216	**	**	**	**	72	136	86	152	265	79
	28%	28%	**	**	**	**	23%	34% b	31%	28%	28%	24%
Looked at alternative deals or offers from your provider	218	185	**	**	**	**	68	109	68	127	218	66
	23%	24%	**	**	**	**	22%	27%	24%	23%	23%	20%
Received a discount from your provider	227	175	**	**	**	**	57	108	73	129	227	70
	24%	23%	**	**	**	**	18%	26%	26%	24%	24%	21%
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	178	147	**	**	**	**	40	103	61	104	178	72
	19%	19%	**	**	**	**	13%	25% b	22%	19%	19%	22%
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	98	82	**	**	**	**	34	41	29	62	98	41
	10%	11%	**	**	**	**	11%	10%	10%	11%	10%	13%
None of these	353	287	**	**	**	**	130	132	96	212	353	133
	38%	37%	**	**	**	**	42% c	33%	34%	39%	38%	41%
SUMMARY												
ANY CHANGE	586	480	**	**	**	**	177	274	184	335	586	193
	62%	63%	**	**	**	**	58%	67% b	66%	61%	62%	59%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Discussed deals or offers with your provider	265	265	162	103	**	**	-	**
	28%	28%	41%	39%	**	**	-%	**
		f	af	af				
Looked at alternative deals or offers from your provider	218	218	168	50	**	**	-	**
	23%	23%	42%	18%	**	**	-%	**
		f	acf	f				
Received a discount from your provider	227	227	117	94	**	**	7	**
	24%	24%	30%	35%	**	**	5%	**
		f	f	af				
Added extra or improved services with your provider (e.g. added channels or services to your TV package, moved to a faster broadband speed package or increased your mobile data allowance)	178	178	101	69	**	**	-	**
	19%	19%	26%	26%	**	**	-%	**
		f	af	f				
Reduced or downgraded services with your provider (e.g. removed channels or services from your TV package, moved to a slower broadband speed package or reduced your mobile data allowance)	98	98	66	28	**	**	-	**
	10%	10%	17%	10%	**	**	-%	**
		f	af	f				
None of these	353	353	40	61	**	**	154	**
	38%	38%	10%	23%	**	**	95%	**
		bc		b			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q23. Thinking about your current provider for your (SERVICE/S), in the last twelve months have you...
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
SUMMARY								
ANY CHANGE	586	586	356	207	**	**	7	**
	62%	62%	90%	77%	**	**	5%	**
		f	acf	af				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?

Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	240	78	162	95	145	129	111	34	13	-	-	-	-	240	-
Effective Weighted Sample	216	67	149	82	134	112	104	28	13	-	-	-	-	216	-
Total	227	70	157	86	141	117	109	25	13	-	-	-	-	227	-
I contacted my provider	148	**	109	**	104	76	72	**	**	**	**	**	**	148	**
	65%	**	70%	**	74%	65%	66%	**	**	**	**	**	**	65%	**
My provider contacted me	63	**	39	**	30	31	32	**	**	**	**	**	**	63	**
	28%	**	25%	**	21%	26%	29%	**	**	**	**	**	**	28%	**
Don't know/ can't remember	16	**	9	**	7	10	6	**	**	**	**	**	**	16	**
	7%	**	6%	**	5%	9%	5%	**	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d
Unweighted row	240	220	20	15	74	17	93	41	112	66	45	12
Effective Weighted Sample	216	196	20	13	70	14	84	37	103	62	35	11
Total	227	207	20	11	76	15	85	40	108	66	36	12
I contacted my provider	148	131	**	**	**	**	**	**	71	**	**	**
	65%	64%	**	**	**	**	**	**	66%	**	**	**
My provider contacted me	63	60	**	**	**	**	**	**	30	**	**	**
	28%	29%	**	**	**	**	**	**	28%	**	**	**
Don't know/ can't remember	16	15	**	**	**	**	**	**	7	**	**	**
	7%	7%	**	**	**	**	**	**	6%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	b	~c	a	b	a	~b	~c	~d
Unweighted row	240	21	109	76	206	34	8	69	106	65	123	117	106	61	30	42
Effective Weighted Sample	216	16	96	70	183	34	8	59	94	64	111	105	95	56	27	39
Total	227	17	108	69	194	33	7	65	101	61	119	108	89	62	34	41
I contacted my provider	148	**	59	**	123	**	**	**	63	**	80	68	59	**	**	**
	65%	**	54%	**	64%	**	**	**	62%	**	67%	63%	66%	**	**	**
My provider contacted me	63	**	39	**	57	**	**	**	27	**	31	31	26	**	**	**
	28%	**	36%	**	29%	**	**	**	27%	**	26%	29%	29%	**	**	**
Don't know/ can't remember	16	**	10	**	14	**	**	**	11	**	8	8	4	**	**	**
	7%	**	10%	**	7%	**	**	**	11%	**	7%	8%	5%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	~a	b	a	~b
Unweighted row	240	191	28	13	8	20	59	116	81	133	240	78
Effective Weighted Sample	216	172	24	13	8	18	54	102	71	121	216	67
Total	227	175	28	13	10	22	57	108	73	129	227	70
I contacted my provider	148	113	**	**	**	**	**	69	**	81	148	**
	65%	65%	**	**	**	**	**	64%	**	63%	65%	**
My provider contacted me	63	50	**	**	**	**	**	31	**	39	63	**
	28%	28%	**	**	**	**	**	29%	**	30%	28%	**
Don't know/ can't remember	16	12	**	**	**	**	**	8	**	9	16	**
	7%	7%	**	**	**	**	**	7%	**	7%	7%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24. Did you contact your provider to receive a discount or did they contact you?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	240	240	128	98	5	-	7	2
Effective Weighted Sample	216	216	112	91	5	-	7	2
Total	227	227	117	94	6	-	7	2
I contacted my provider	148	148	85	**	**	**	**	**
	65%	65%	73%	**	**	**	**	**
My provider contacted me	63	63	27	**	**	**	**	**
	28%	28%	23%	**	**	**	**	**
Don't know/ can't remember	16	16	5	**	**	**	**	**
	7%	7%	4%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	240	78	162	95	145	129	111	34	13	-	-	-	-	240	-
Effective Weighted Sample	216	67	149	82	134	112	104	28	13	-	-	-	-	216	-
Total	227	70	157	86	141	117	109	25	13	-	-	-	-	227	-
Yes	176	**	123	**	117	85	91	**	**	**	**	**	**	176	**
	77%	**	78%	**	83%	73%	83%	**	**	**	**	**	**	77%	**
No	39	**	26	**	17	25	15	**	**	**	**	**	**	39	**
	17%	**	17%	**	12%	21%	13%	**	**	**	**	**	**	17%	**
Don't know/ can't remember	12	**	8	**	7	8	4	**	**	**	**	**	**	12	**
	5%	**	5%	**	5%	6%	4%	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	a	~b	~c	~d
Unweighted row	240	220	20	15	74	17	93	41	112	66	45	12
Effective Weighted Sample	216	196	20	13	70	14	84	37	103	62	35	11
Total	227	207	20	11	76	15	85	40	108	66	36	12
Yes	176	158	**	**	**	**	**	**	85	**	**	**
	77%	76%	**	**	**	**	**	**	78%	**	**	**
No	39	38	**	**	**	**	**	**	16	**	**	**
	17%	18%	**	**	**	**	**	**	15%	**	**	**
Don't know/ can't remember	12	11	**	**	**	**	**	**	8	**	**	**
	5%	5%	**	**	**	**	**	**	7%	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	b	~c	a	b	a	~b	~c	~d
Unweighted row	240	21	109	76	206	34	8	69	106	65	123	117	106	61	30	42
Effective Weighted Sample	216	16	96	70	183	34	8	59	94	64	111	105	95	56	27	39
Total	227	17	108	69	194	33	7	65	101	61	119	108	89	62	34	41
Yes	176	**	76	**	144	**	**	**	73	**	94	82	77	**	**	**
	77%	**	70%	**	74%	**	**	**	72%	**	79%	76%	87%	**	**	**
No	39	**	25	**	38	**	**	**	19	**	17	22	9	**	**	**
	17%	**	23%	**	20%	**	**	**	19%	**	15%	20%	10%	**	**	**
Don't know/ can't remember	12	**	7	**	12	**	**	**	9	**	8	4	2	**	**	**
	5%	**	6%	**	6%	**	**	**	9%	**	6%	4%	2%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	~a	b	a	~b
Unweighted row	240	191	28	13	8	20	59	116	81	133	240	78
Effective Weighted Sample	216	172	24	13	8	18	54	102	71	121	216	67
Total	227	175	28	13	10	22	57	108	73	129	227	70
Yes	176	134	**	**	**	**	**	93	**	105	176	**
	77%	76%	**	**	**	**	**	86%	**	81%	77%	**
No	39	33	**	**	**	**	**	10	**	21	39	**
	17%	19%	**	**	**	**	**	10%	**	16%	17%	**
Don't know/ can't remember	12	8	**	**	**	**	**	4	**	3	12	**
	5%	5%	**	**	**	**	**	4%	**	3%	5%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24A. Did you extend or renew your contract with (PROVIDER) at the same time as you received this discount for your (SERVICE/S)?
Base: Those who have received a discount from their Pay TV service provider in the last twelve months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	240	240	128	98	5	-	7	2
Effective Weighted Sample	216	216	112	91	5	-	7	2
Total	227	227	117	94	6	-	7	2
Yes	176	176	90	**	**	**	**	**
	77%	77%	77%	**	**	**	**	**
No	39	39	20	**	**	**	**	**
	17%	17%	17%	**	**	**	**	**
Don't know/ can't remember	12	12	7	**	**	**	**	**
	5%	5%	6%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?

Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	~a	~b	a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	195	80	115	99	96	126	69	45	11	-	-	-	-	195	-
Effective Weighted Sample	171	68	102	85	85	107	64	38	11	-	-	-	-	171	-
Total	178	72	106	89	89	111	67	32	10	-	-	-	-	178	-
I contacted my provider	125	**	80	**	**	78	**	**	**	**	**	**	**	125	**
	71%	**	76%	**	**	70%	**	**	**	**	**	**	**	71%	**
My provider contacted me	44	**	23	**	**	28	**	**	**	**	**	**	**	44	**
	24%	**	21%	**	**	25%	**	**	**	**	**	**	**	24%	**
Don't know/ can't remember	9	**	3	**	**	5	**	**	**	**	**	**	**	9	**
	5%	**	3%	**	**	4%	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted row	195	188	7	15	36	20	72	53	93	29	59	6
Effective Weighted Sample	171	164	7	13	32	17	64	46	86	26	47	6
Total	178	171	7	15	35	17	65	47	90	28	47	6
I contacted my provider	125	119	**	**	**	**	**	**	**	**	**	**
	71%	69%	**	**	**	**	**	**	**	**	**	**
My provider contacted me	44	44	**	**	**	**	**	**	**	**	**	**
	24%	25%	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	9	9	**	**	**	**	**	**	**	**	**	**
	5%	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	~b	~c	a	~b	a	~b	~c	~d
Unweighted row	195	24	107	50	181	14	5	84	80	31	110	84	105	37	27	26
Effective Weighted Sample	171	20	91	46	157	14	5	71	70	31	95	74	91	34	24	23
Total	178	22	98	43	164	14	5	78	72	29	102	75	88	35	32	22
I contacted my provider	125	**	72	**	117	**	**	**	**	**	74	**	62	**	**	**
	71%	**	73%	**	72%	**	**	**	**	**	73%	**	71%	**	**	**
My provider contacted me	44	**	23	**	38	**	**	**	**	**	26	**	20	**	**	**
	24%	**	23%	**	23%	**	**	**	**	**	26%	**	22%	**	**	**
Don't know/ can't remember	9	**	4	**	9	**	**	**	**	**	1	**	6	**	**	**
	5%	**	4%	**	5%	**	**	**	**	**	1%	**	7%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	c	~a	b	a	~b
Unweighted row	195	162	22	4	7	10	41	117	68	112	195	80
Effective Weighted Sample	171	142	19	4	6	8	36	101	58	99	171	68
Total	178	147	21	4	6	8	40	103	61	104	178	72
I contacted my provider	125	107	**	**	**	**	**	75	**	77	125	**
	71%	73%	**	**	**	**	**	72%	**	74%	71%	**
My provider contacted me	44	34	**	**	**	**	**	23	**	24	44	**
	24%	23%	**	**	**	**	**	22%	**	23%	24%	**
Don't know/ can't remember	9	6	**	**	**	**	**	6	**	4	9	**
	5%	4%	**	**	**	**	**	6%	**	4%	5%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q25. Did you contact your provider to add extra or improved services or did they contact you?
Base: Those who have added extra or improved services with their Pay TV service provider in the last twelve months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	195	195	118	69	8	-	-	-
Effective Weighted Sample	171	171	99	64	7	-	-	-
Total	178	178	101	69	7	-	-	-
I contacted my provider	125	125	75	**	**	**	**	**
	71%	71%	74%	**	**	**	**	**
My provider contacted me	44	44	24	**	**	**	**	**
	24%	24%	24%	**	**	**	**	**
Don't know/ can't remember	9	9	2	**	**	**	**	**
	5%	5%	2%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	105	44	61	58	47	54	51	17	4	-	-	-	-	105	-
Effective Weighted Sample	94	39	55	52	42	46	48	13	4	-	-	-	-	94	-
Total	98	41	57	54	44	47	51	11	4	-	-	-	-	98	-
I contacted my provider	81	**	**	**	**	**	**	**	**	**	**	**	**	81	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	83%	**
My provider contacted me	8	**	**	**	**	**	**	**	**	**	**	**	**	8	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	8%	**
Don't know/ can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	9	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted row	105	99	6	12	20	8	40	27	65	14	21	4
Effective Weighted Sample	94	88	6	10	18	6	37	25	60	12	17	4
Total	98	92	6	11	20	7	36	26	64	12	17	5
I contacted my provider	81	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	8	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	9	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted row	105	11	54	30	95	10	3	38	47	20	48	57	47	26	19	13
Effective Weighted Sample	94	9	47	29	84	10	3	31	43	20	43	51	41	24	18	12
Total	98	11	50	28	89	9	2	34	46	18	46	52	37	25	23	13
I contacted my provider	81	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	9	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~a	~b	a	~b
Unweighted row	105	89	5	5	6	4	35	47	35	63	105	44
Effective Weighted Sample	94	80	4	5	5	3	32	41	30	57	94	39
Total	98	82	5	5	5	3	34	41	29	62	98	41
I contacted my provider	81	**	**	**	**	**	**	**	**	**	81	**
	83%	**	**	**	**	**	**	**	**	**	83%	**
My provider contacted me	8	**	**	**	**	**	**	**	**	**	8	**
	8%	**	**	**	**	**	**	**	**	**	8%	**
Don't know/ can't remember	9	**	**	**	**	**	**	**	**	**	9	**
	9%	**	**	**	**	**	**	**	**	**	9%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q26. Did you contact your provider to reduce or downgrade services or did they contact you?
Base: Those who have reduced or downgraded services with their Pay TV service provider in the last twelve months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	105	105	74	28	3	-	-	-
Effective Weighted Sample	94	94	65	26	3	-	-	-
Total	98	98	66	28	4	-	-	-
I contacted my provider	81	81	**	**	**	**	**	**
	83%	83%	**	**	**	**	**	**
My provider contacted me	8	8	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**
Don't know/ can't remember	9	9	**	**	**	**	**	**
	9%	9%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Received a discount	148	39	109	44	104	76	72	15	**	-	-	**	**	148	-
	10%	12%	18%	10%	20% a	17%	14%	13%	**	-%	-%	**	**	16% b	-%
Added extra or improved services	125	45	80	57	68	78	47	21	**	-	-	**	**	125	-
	9%	14%	13%	13%	13%	18% b	10%	17% b	**	-%	-%	**	**	13% b	-%
Reduced or downgraded services	81	34	47	46	36	35	46	10	**	-	-	**	**	81	-
	6%	10%	8%	11%	7%	8%	9%	8%	**	-%	-%	**	**	9% b	-%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	279	92	187	119	160	147	132	32	**	-	-	**	**	279	-
	19%	28%	30%	28%	31%	33%	27%	26%	**	-%	-%	**	**	30% b	-%
ALL 3 CHANGES	10	3	7	3	7	6	5	2	**	-	-	**	**	10	-
	1%	1%	1%	1%	1%	1%	1%	2%	**	-%	-%	**	**	1%	-%
DISCOUNT AND EXTRA SERVICES	24	4	20	4	20	15	9	4	**	-	-	**	**	24	-
	2%	1%	3%	1%	4% a	3%	2%	3%	**	-%	-%	**	**	3% b	-%
DISCOUNT AND REDUCED SERVICES	16	8	9	8	9	8	8	2	**	-	-	**	**	16	-
	1%	2%	1%	2%	2%	2%	2%	2%	**	-%	-%	**	**	2% b	-%
EXTRA SERVICES AND REDUCED SERVICES	15	9	6	11	4	8	7	4	**	-	-	**	**	15	-
	1%	3%	1%	3%	1%	2%	1%	3%	**	-%	-%	**	**	2% b	-%
DISCOUNT ONLY	98	25	73	30	67	48	50	7	**	-	-	**	**	98	-
	7%	8%	12%	7%	13% a	11%	10%	6%	**	-%	-%	**	**	10% b	-%
EXTRA SERVICES ONLY	77	30	47	39	37	50	27	11	**	-	-	**	**	77	-
	5%	9%	8%	9%	7%	11% b	5%	9%	**	-%	-%	**	**	8% b	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
REDUCED SERVICES ONLY	40	15	25	24	16	13	26	2	**	-	-	**	**	40	-
	3%	4%	4%	6%	3%	3%	5%	1%	**	-%	-%	**	**	4% b	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1177	233	427	305	355	294	366	90	**	155	362	**	**	660	517
	81%	72%	70%	72%	69%	67%	73%	74%	**	100%	100%	**	**	70%	100% a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Received a discount	148	131	17	8	57	**	53	22	71	51	14	**
	10%	11%	6%	3%	22%	**	13%	5%	15%	26%	9%	**
					ade		ae			ac		
Added extra or improved services	125	119	7	10	26	**	49	28	63	19	34	**
	9%	10%	3%	4%	10%	**	12%	6%	13%	10%	21%	**
		b			a		ae				ab	
Reduced or downgraded services	81	77	5	11	16	**	31	19	57	9	11	**
	6%	6%	2%	4%	6%	**	7%	4%	12%	4%	7%	**
		b							b			
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	279	256	23	22	77	**	104	57	145	67	45	**
	19%	21%	9%	8%	30%	**	25%	13%	30%	35%	28%	**
		b			ae		ae					
ALL 3 CHANGES	10	10	-	-	3	**	3	2	8	*	2	**
	1%	1%	-%	-%	1%	**	1%	*%	2%	*%	1%	**
DISCOUNT AND EXTRA SERVICES	24	22	2	-	9	**	11	2	14	5	3	**
	2%	2%	1%	-%	3%	**	3%	*%	3%	3%	2%	**
					ae		e					
DISCOUNT AND REDUCED SERVICES	16	13	3	3	5	**	5	3	9	5	2	**
	1%	1%	1%	1%	2%	**	1%	1%	2%	3%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	15	15	-	3	1	**	8	3	8	1	6	**
	1%	1%	-%	1%	*%	**	2%	1%	2%	*%	4%	**
DISCOUNT ONLY	98	86	12	5	40	**	34	15	41	40	7	**
	7%	7%	5%	2%	15%	**	8%	3%	8%	21%	5%	**
					ade		ae			ac		
EXTRA SERVICES ONLY	77	72	5	7	13	**	27	21	34	13	23	**
	5%	6%	2%	3%	5%	**	6%	5%	7%	7%	15%	**
		b									a	

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
REDUCED SERVICES ONLY	40	38	2	4	6	**	16	11	32	3	2	**
	3%	3%	1%	2%	2%	**	4%	3%	7% bc	1%	1%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1177	935	242	247	184	**	318	392	345	127	114	**
	81%	79%	91% a	92% bd	70%	**	75%	87% bd	70%	65%	72%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Received a discount	148	**	59	57	123	25	6	36	63	49	80	68	59	42	17	29
	10%	**	11%	11%	11%	8%	5%	12%	11%	9%	11%	10%	12%	11%	6%	10%
Added extra or improved services	125	**	72	31	117	8	4	56	51	19	74	50	62	24	25	15
	9%	**	14%	6%	10%	3%	3%	18%	9%	3%	10%	7%	13%	6%	9%	5%
			cef		ce			bc	c				bd			
Reduced or downgraded services	81	**	39	27	74	7	2	28	37	16	37	44	32	21	17	10
	6%	**	7%	5%	6%	2%	2%	9%	6%	3%	5%	6%	7%	5%	6%	3%
			e		e			c	c							
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	279	**	131	88	245	34	10	92	118	70	148	130	113	67	51	46
	19%	**	25%	16%	21%	11%	8%	30%	20%	12%	20%	19%	24%	17%	18%	15%
			cef		ef			bc	c				d			
ALL 3 CHANGES	10	**	4	6	10	-	-	2	5	3	7	3	6	3	1	-
	1%	**	1%	1%	1%	-%	-%	1%	1%	*%	1%	*%	1%	1%	*%	-%
DISCOUNT AND EXTRA SERVICES	24	**	12	7	22	2	1	9	10	4	12	12	15	4	1	4
	2%	**	2%	1%	2%	1%	1%	3%	2%	1%	2%	2%	3%	1%	*%	1%
								c								
DISCOUNT AND REDUCED SERVICES	16	**	6	6	13	4	2	4	7	5	8	8	5	6	2	4
	1%	**	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	15	**	12	2	15	-	-	10	4	1	8	6	8	3	3	1
	1%	**	2%	*%	1%	-%	-%	3%	1%	*%	1%	1%	2%	1%	1%	*%
			ce					bc								
DISCOUNT ONLY	98	**	36	38	79	19	4	20	40	38	52	45	33	29	13	22
	7%	**	7%	7%	7%	6%	3%	7%	7%	7%	7%	6%	7%	7%	5%	7%
EXTRA SERVICES ONLY	77	**	44	16	70	6	3	34	31	12	47	29	33	13	20	11
	5%	**	8%	3%	6%	2%	2%	11%	5%	2%	6%	4%	7%	3%	7%	3%
			ce		ce			bc	c							
REDUCED SERVICES ONLY	40	**	17	13	36	3	1	12	20	8	13	27	14	9	11	6
	3%	**	3%	2%	3%	1%	1%	4%	4%	1%	2%	4%	3%	2%	4%	2%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1177	**	394	449	910	265	109	214	460	501	599	573	358	322	227	256
	81%	**	75%	84%	79%	89%	92%	70%	80%	88%	80%	81%	76%	83%	82%	85%
				b		bd	bd		a	ab						a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Received a discount	148	113	21	**	**	**	39	69	52	81	148	39
	10%	9%	17% a	**	**	**	8%	12%	11%	10%	16%	12%
Added extra or improved services	125	107	14	**	**	**	30	75	43	77	125	45
	9%	9%	11%	**	**	**	6%	13% b	9%	9%	13%	14%
Reduced or downgraded services	81	68	4	**	**	**	27	34	27	50	81	34
	6%	6%	3%	**	**	**	6%	6%	6%	6%	9%	10%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	279	226	29	**	**	**	76	138	98	159	279	92
	19%	19%	24%	**	**	**	16%	23% b	21%	19%	30%	28%
ALL 3 CHANGES	10	10	1	**	**	**	3	4	4	6	10	3
	1%	1%	1%	**	**	**	1%	1%	1%	1%	1%	1%
DISCOUNT AND EXTRA SERVICES	24	18	5	**	**	**	7	14	3	19	24	4
	2%	2%	4%	**	**	**	1%	2%	1%	2%	3%	1%
DISCOUNT AND REDUCED SERVICES	16	11	2	**	**	**	4	6	7	9	16	8
	1%	1%	1%	**	**	**	1%	1%	2%	1%	2%	2%
EXTRA SERVICES AND REDUCED SERVICES	15	13	1	**	**	**	2	10	5	9	15	9
	1%	1%	1%	**	**	**	1%	2%	1%	1%	2%	3%
DISCOUNT ONLY	98	74	14	**	**	**	25	44	37	47	98	25
	7%	6%	11%	**	**	**	5%	8%	8%	6%	10%	8%
EXTRA SERVICES ONLY	77	65	7	**	**	**	17	46	31	43	77	30
	5%	5%	6%	**	**	**	4%	8% b	7%	5%	8%	9%
REDUCED SERVICES ONLY	40	34	-	**	**	**	17	13	10	26	40	15
	3%	3%	-%	**	**	**	4%	2%	2%	3%	4%	4%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1177	979	95	**	**	**	409	452	359	659	660	233
	81%	81%	76%	**	**	**	84% c	77%	79%	81%	70%	72%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Received a discount	148	148	85	63	**	**	-	**
	10%	16%	21%	23%	**	**	-%	**
		f	af	af				
Added extra or improved services	125	125	75	51	**	**	-	**
	9%	13%	19%	19%	**	**	-%	**
		f	af	f				
Reduced or downgraded services	81	81	54	27	**	**	-	**
	6%	9%	14%	10%	**	**	-%	**
		f	af	f				
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	279	279	163	116	**	**	-	**
	19%	30%	41%	43%	**	**	-%	**
		f	af	af				
ALL 3 CHANGES	10	10	8	3	**	**	-	**
	1%	1%	2%	1%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	24	24	14	9	**	**	-	**
	2%	3%	4%	3%	**	**	-%	**
DISCOUNT AND REDUCED SERVICES	16	16	10	7	**	**	-	**
	1%	2%	2%	3%	**	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	15	15	11	3	**	**	-	**
	1%	2%	3%	1%	**	**	-%	**
DISCOUNT ONLY	98	98	53	44	**	**	-	**
	7%	10%	13%	16%	**	**	-%	**
		f	f	af				
EXTRA SERVICES ONLY	77	77	41	35	**	**	-	**
	5%	8%	10%	13%	**	**	-%	**
		f	f	f				
REDUCED SERVICES ONLY	40	40	26	14	**	**	-	**
	3%	4%	6%	5%	**	**	-%	**
		f	f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1177	660	233	153	**	**	162	**
	81%	70%	59%	57%	**	**	100%	**
		bc					abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Received a discount	63	24	39	32	30	31	32	7	**	-	-	**	**	63	-
	4%	7%	6%	8%	6%	7%	6%	6%	**	-%	-%	**	**	7% b	-%
Added extra or improved services	44	21	23	25	19	28	16	12	**	-	-	**	**	44	-
	3%	6%	4%	6%	4%	6%	3%	10% b	**	-%	-%	**	**	5% b	-%
Reduced or downgraded services	8	2	6	2	6	6	2	1	**	-	-	**	**	8	-
	1%	1%	1%	*%	1%	1%	*%	1%	**	-%	-%	**	**	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	101	42	59	53	48	59	42	18	**	-	-	**	**	101	-
	7%	13%	10%	13%	9%	13%	9%	15%	**	-%	-%	**	**	11% b	-%
ALL 3 CHANGES	*	*	-	*	-	*	-	*	**	-	-	**	**	*	-
	*%	*%	-%	*%	-%	*%	-%	*%	**	-%	-%	**	**	*%	-%
DISCOUNT AND EXTRA SERVICES	10	3	7	5	5	4	6	*	**	-	-	**	**	10	-
	1%	1%	1%	1%	1%	1%	1%	*%	**	-%	-%	**	**	1%	-%
DISCOUNT AND REDUCED SERVICES	1	-	1	-	1	1	-	-	**	-	-	**	**	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	**	-%	-%	**	**	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	-	1	-	1	-	**	-	-	**	**	1	-
	*%	-%	*%	-%	*%	-%	*%	-%	**	-%	-%	**	**	*%	-%
DISCOUNT ONLY	51	20	31	27	23	25	25	7	**	-	-	**	**	51	-
	3%	6%	5%	6%	5%	6%	5%	5%	**	-%	-%	**	**	5% b	-%
EXTRA SERVICES ONLY	32	17	15	20	13	24	8	11	**	-	-	**	**	32	-
	2%	5%	2%	5%	2%	5% b	2%	9% b	**	-%	-%	**	**	3% b	-%
REDUCED SERVICES ONLY	5	1	4	1	4	4	1	*	**	-	-	**	**	5	-
	*%	*%	1%	*%	1%	1%	*%	*%	**	-%	-%	**	**	1%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1355	283	555	370	468	383	455	103	**	155	362	**	**	838	517
	93%	87%	90%	87%	91%	87%	91%	85%	**	100%	100%	**	**	89%	100% a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Received a discount	63	60	2	3	16	**	25	15	30	10	19	**
	4%	5%	1%	1%	6%	**	6%	3%	6%	5%	12%	**
		b			a		a					
Added extra or improved services	44	44	-	4	8	**	14	15	20	7	13	**
	3%	4%	-%	2%	3%	**	3%	3%	4%	4%	8%	**
		b										
Reduced or downgraded services	8	7	1	-	4	**	2	1	2	1	4	**
	1%	1%	1%	-%	2%	**	1%	*%	1%	1%	3%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	101	97	4	6	26	**	34	28	46	15	33	**
	7%	8%	1%	2%	10%	**	8%	6%	9%	8%	21%	**
		b			a		a				ab	
ALL 3 CHANGES	*	*	-	-	-	**	*	-	-	-	*	**
	*%	*%	-%	-%	-%	**	*%	-%	-%	-%	*%	**
DISCOUNT AND EXTRA SERVICES	10	10	-	1	3	**	4	2	6	3	*	**
	1%	1%	-%	*%	1%	**	1%	1%	1%	2%	*%	**
DISCOUNT AND REDUCED SERVICES	1	1	-	-	-	**	1	-	-	-	1	**
	*%	*%	-%	-%	-%	**	*%	-%	-%	-%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	-	**	1	-	1	-	-	**
	*%	*%	-%	-%	-%	**	*%	-%	*%	-%	-%	**
DISCOUNT ONLY	51	48	2	2	13	**	19	12	24	7	17	**
	3%	4%	1%	1%	5%	**	5%	3%	5%	4%	11%	**
					a						ab	
EXTRA SERVICES ONLY	32	32	-	4	5	**	8	12	14	4	12	**
	2%	3%	-%	1%	2%	**	2%	3%	3%	2%	7%	**
		b									a	
REDUCED SERVICES ONLY	5	4	1	-	4	**	-	1	2	1	2	**
	*%	*%	1%	-%	2%	**	-%	*%	*%	1%	2%	**
					d							

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1355	1094	261	263	235	**	387	421	444	180	126	**
	93%	92%	99%	98%	90%	**	92%	94%	91%	92%	79%	**
			a	bd					c	c		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Received a discount	63	**	39	11	57	6	1	25	27	10	31	31	26	17	13	7
	4%	**	7%	2%	5%	2%	1%	8%	5%	2%	4%	4%	5%	4%	5%	2%
			cef		c			c	c							
Added extra or improved services	44	**	23	10	38	6	1	19	16	9	26	17	20	10	8	6
	3%	**	4%	2%	3%	2%	1%	6%	3%	2%	3%	2%	4%	2%	3%	2%
								c								
Reduced or downgraded services	8	**	4	-	6	2	-	5	1	2	7	1	1	4	2	1
	1%	**	1%	-%	1%	1%	-%	2%	*%	*%	1%	*%	*%	1%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	101	**	59	18	91	10	2	43	41	17	58	43	40	26	23	12
	7%	**	11%	3%	8%	3%	2%	14%	7%	3%	8%	6%	8%	7%	8%	4%
			cef		ce			bc	c							
ALL 3 CHANGES	*	**	*	-	*	-	-	*	-	-	*	-	*	-	-	-
	*%	**	*%	-%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	**	4	3	7	3	-	3	3	4	5	6	6	3	-	1
	1%	**	1%	*%	1%	1%	-%	1%	1%	1%	1%	1%	1%	1%	-%	*%
DISCOUNT AND REDUCED SERVICES	1	**	1	-	1	-	-	1	-	-	-	1	-	1	-	-
	*%	**	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	**	-	-	-	1	-	-	-	1	1	-	-	-	-	1
	*%	**	-%	-%	-%	*%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%
DISCOUNT ONLY	51	**	33	8	48	3	1	20	24	6	26	24	19	13	13	6
	3%	**	6%	2%	4%	1%	1%	7%	4%	1%	4%	3%	4%	3%	5%	2%
			ce		ce			c	c							
EXTRA SERVICES ONLY	32	**	18	7	30	2	1	15	12	5	20	12	13	7	8	5
	2%	**	3%	1%	3%	1%	1%	5%	2%	1%	3%	2%	3%	2%	3%	1%
								c								
REDUCED SERVICES ONLY	5	**	2	-	4	1	-	3	1	1	5	-	1	2	2	-
	*%	**	*%	-%	*%	*%	-%	1%	*%	*%	1%	-%	*%	1%	1%	-%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1355	**	466	519	1065	289	117	262	538	554	689	660	431	363	256	290
	93%	**	89%	97%	92%	97%	98%	86%	93%	97%	92%	94%	92%	93%	92%	96%
				bd		bd	b		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Received a discount	63	50	5	**	**	**	16	31	20	39	63	24
	4%	4%	4%	**	**	**	3%	5%	4%	5%	7%	7%
Added extra or improved services	44	34	7	**	**	**	9	23	15	24	44	21
	3%	3%	5%	**	**	**	2%	4%	3%	3%	5%	6%
Reduced or downgraded services	8	6	2	**	**	**	4	4	2	6	8	2
	1%	1%	1%	**	**	**	1%	1%	1%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	101	77	14	**	**	**	28	49	31	62	101	42
	7%	6%	11%	**	**	**	6%	8%	7%	8%	11%	13%
ALL 3 CHANGES	*	*	-	**	**	**	-	*	*	-	*	*
	*%	*%	-%	**	**	**	-%	*%	*%	-%	*%	*%
DISCOUNT AND EXTRA SERVICES	10	9	-	**	**	**	2	6	5	5	10	3
	1%	1%	-%	**	**	**	*%	1%	1%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	1	1	-	**	**	**	-	1	-	1	1	-
	*%	*%	-%	**	**	**	-%	*%	-%	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	**	**	**	-	1	1	-	1	-
	*%	*%	-%	**	**	**	-%	*%	*%	-%	*%	-%
DISCOUNT ONLY	51	39	5	**	**	**	14	23	14	33	51	20
	3%	3%	4%	**	**	**	3%	4%	3%	4%	5%	6%
EXTRA SERVICES ONLY	32	23	7	**	**	**	8	16	9	19	32	17
	2%	2%	5%	**	**	**	2%	3%	2%	2%	3%	5%
REDUCED SERVICES ONLY	5	4	2	**	**	**	4	1	1	4	5	1
	*%	*%	1%	**	**	**	1%	*%	*%	1%	1%	*%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1355	1128	110	**	**	**	458	541	426	756	838	283
	93%	94%	89%	**	**	**	94%	92%	93%	92%	89%	87%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Received a discount	63	63	27	24	**	**	7	**
	4%	7%	7%	9%	**	**	4%	**
Added extra or improved services	44	44	24	13	**	**	-	**
	3%	5%	6%	5%	**	**	-%	**
		f	f	f				
Reduced or downgraded services	8	8	8	-	**	**	-	**
	1%	1%	2%	-%	**	**	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	101	101	53	31	**	**	7	**
	7%	11%	13%	12%	**	**	4%	**
		f	f	f				
ALL 3 CHANGES	*	*	*	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
DISCOUNT AND EXTRA SERVICES	10	10	4	5	**	**	-	**
	1%	1%	1%	2%	**	**	-%	**
DISCOUNT AND REDUCED SERVICES	1	1	1	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	1	-	**	**	-	**
	*%	*%	*%	-%	**	**	-%	**
DISCOUNT ONLY	51	51	22	18	**	**	7	**
	3%	5%	6%	7%	**	**	4%	**
EXTRA SERVICES ONLY	32	32	20	8	**	**	-	**
	2%	3%	5%	3%	**	**	-%	**
			f					
REDUCED SERVICES ONLY	5	5	5	-	**	**	-	**
	*%	1%	1%	-%	**	**	-%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1355	838	343	237	**	**	155	**
	93%	89%	87%	88%	**	**	96% abc	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Discussed deals or offers with any other provider	132	44	76	49	71	77	42	39	**	6	6	**	**	120	12
	9%	13%	12%	11%	14%	18%	9%	32%	**	4%	2%	**	**	13%	2%
						b		ab						b	
Looked at deals or offers from any other provider	291	74	172	96	151	155	91	41	**	32	13	**	**	246	45
	20%	23%	28%	23%	29%	35%	18%	34%	**	20%	4%	**	**	26%	9%
						b		b		b				b	
Talked with friends or family for recommendations about providers	230	63	121	71	112	111	73	33	**	21	25	**	**	184	46
	16%	19%	20%	17%	22%	25%	15%	27%	**	14%	7%	**	**	20%	9%
						b		b						b	
None of these	932	185	316	251	251	174	327	42	**	104	326	**	**	501	431
	64%	57%	51%	59%	49%	40%	66%	34%	**	67%	90%	**	**	53%	83%
				b			ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Discussed deals or offers with any other provider	132	124	8	7	23	**	63	32	54	19	36	**
	9%	10%	3%	3%	9%	**	15%	7%	11%	10%	23%	**
		b			a		ae				ab	
Looked at deals or offers from any other provider	291	263	28	19	61	**	120	76	118	60	47	**
	20%	22%	10%	7%	24%	**	29%	17%	24%	31%	30%	**
		b			a		ae	a				
Talked with friends or family for recommendations about providers	230	195	35	30	56	**	79	55	88	41	34	**
	16%	16%	13%	11%	22%	**	19%	12%	18%	21%	21%	**
					ae		e					
None of these	932	731	201	225	143	**	220	315	283	95	68	**
	64%	61%	76%	83%	55%	**	52%	70%	58%	49%	43%	**
			a	bde				bd	c			

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Discussed deals or offers with any other provider	132	**	81	27	120	12	2	51	57	24	87	45	59	36	19	17
	9%	**	15%	5%	10%	4%	2%	17%	10%	4%	12%	6%	13%	9%	7%	6%
			cdef		cef			bc	c		b		d			
Looked at deals or offers from any other provider	291	**	144	86	257	34	11	92	125	74	156	135	107	77	64	42
	20%	**	27%	16%	22%	11%	9%	30%	22%	13%	21%	19%	23%	20%	23%	14%
			cef		cef			bc	c				d		d	
Talked with friends or family for recommendations about providers	230	**	101	70	198	32	11	76	91	63	118	111	89	49	43	47
	16%	**	19%	13%	17%	11%	10%	25%	16%	11%	16%	16%	19%	13%	16%	16%
			ce		e			bc								
None of these	932	**	284	376	699	232	99	141	366	423	466	461	283	263	166	208
	64%	**	54%	70%	60%	77%	83%	46%	63%	74%	62%	66%	60%	68%	60%	69%
				bd		bd	bcd		a	ab						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Discussed deals or offers with any other provider	132	109	13	**	**	**	36	67	34	82	120	44
	9%	9%	10%	**	**	**	7%	11%	7%	10%	13%	13%
Looked at deals or offers from any other provider	291	242	31	**	**	**	93	137	91	165	246	74
	20%	20%	25%	**	**	**	19%	23%	20%	20%	26%	23%
Talked with friends or family for recommendations about providers	230	184	27	**	**	**	79	93	67	133	184	63
	16%	15%	22%	**	**	**	16%	16%	15%	16%	20%	19%
None of these	932	780	68	**	**	**	312	371	293	528	501	185
	64%	65%	54%	**	**	**	64%	63%	64%	64%	53%	57%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q27. Thinking about other providers of (SERVICES/S)... In the last twelve months, have you...
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Discussed deals or offers with any other provider	132	120	117	3	**	**	-	**
	9%	13%	29%	1%	**	**	-%	**
		cf	acf					
Looked at deals or offers from any other provider	291	246	230	16	**	**	-	**
	20%	26%	58%	6%	**	**	-%	**
		cf	acf	f				
Talked with friends or family for recommendations about providers	230	184	93	68	**	**	9	**
	16%	20%	24%	25%	**	**	5%	**
		f	f	f				
None of these	932	501	63	186	**	**	153	**
	64%	53%	16%	69%	**	**	95%	**
		b		ab			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service?
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Yes - in the last 6 months	59	13	31	15	29	44	-	44	**	14	-	**	**	44	14
	4%	4%	5%	3%	6%	10%	-%	36%	**	9%	-%	**	**	5%	3%
						b		ab		b					
Yes - 7 to 12 months ago	98	34	43	41	36	77	-	77	**	21	-	**	**	77	21
	7%	10%	7%	10%	7%	17%	-%	64%	**	13%	-%	**	**	8%	4%
						b		ab		b				b	
Yes - 13 to 18 months ago	62	14	29	19	24	43	-	-	**	19	-	**	**	43	19
	4%	4%	5%	5%	5%	10%	-%	-%	**	12%	-%	**	**	5%	4%
						bc				b					
Yes - 1.5 to 2 years ago	60	20	27	23	24	47	-	-	**	13	-	**	**	47	13
	4%	6%	4%	6%	5%	11%	-%	-%	**	8%	-%	**	**	5%	2%
						bc				b					
Yes - 2 to 3 years ago	85	28	42	36	33	70	-	-	**	15	-	**	**	70	15
	6%	9%	7%	9%	6%	16%	-%	-%	**	10%	-%	**	**	7%	3%
						bc				b				b	
Yes - More than 3 years ago	233	50	111	64	97	161	-	-	**	73	-	**	**	161	73
	16%	15%	18%	15%	19%	36%	-%	-%	**	47%	-%	**	**	17%	14%
						bc				b					
No - never changed provider	860	167	331	225	273	-	498	-	**	-	362	**	**	498	362
	59%	51%	54%	53%	53%	-%	100%	-%	**	-%	100%	**	**	53%	70%
							ac				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service?
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Yes - in the last 6 months	59	55	4	1	9	**	26	18	16	7	16	**
	4%	5%	1%	1%	3%	**	6% a	4% a	3%	3%	10% ab	**
Yes - 7 to 12 months ago	98	88	10	7	8	**	41	38	31	7	35	**
	7%	7%	4%	3%	3%	**	10% ab	9% ab	6%	3%	22% ab	**
Yes - 13 to 18 months ago	62	56	7	7	8	**	19	24	16	5	17	**
	4%	5%	2%	3%	3%	**	5%	5%	3%	3%	11% ab	**
Yes - 1.5 to 2 years ago	60	56	3	7	11	**	20	21	19	10	8	**
	4%	5%	1%	2%	4%	**	5%	5%	4%	5%	5%	**
Yes - 2 to 3 years ago	85	77	8	7	16	**	29	28	31	7	21	**
	6%	6%	3%	3%	6%	**	7%	6%	6%	4%	13% ab	**
Yes - More than 3 years ago	233	196	37	32	61	**	61	70	81	48	16	**
	16%	16%	14%	12%	23% ad	**	15%	16%	17%	25% c	10%	**
No - never changed provider	860	664	196	208	149	**	225	251	297	112	47	**
	59%	56%	74% a	77% bde	57%	**	53%	56%	60% c	57% c	29%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service?
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Yes - in the last 6 months	59	**	25	19	49	9	2	15	24	19	35	24	16	13	13	16
	4%	**	5%	3%	4%	3%	1%	5%	4%	3%	5%	3%	3%	3%	5%	5%
Yes - 7 to 12 months ago	98	**	50	25	90	7	4	45	35	17	59	39	37	22	20	18
	7%	**	10% ce	5%	8% e	2%	3%	15% bc	6%	3%	8%	6%	8%	6%	7%	6%
Yes - 13 to 18 months ago	62	**	27	18	57	5	1	22	29	11	37	25	12	14	21	15
	4%	**	5%	3%	5%	2%	1%	7% c	5% c	2%	5%	4%	3%	4%	8% a	5%
Yes - 1.5 to 2 years ago	60	**	26	16	52	7	3	22	22	16	26	32	20	14	19	7
	4%	**	5%	3%	5%	2%	3%	7% c	4%	3%	3%	5%	4%	3%	7%	2%
Yes - 2 to 3 years ago	85	**	49	23	79	6	2	32	32	21	41	44	36	22	18	9
	6%	**	9% cef	4%	7% e	2%	2%	10% bc	6%	4%	5%	6%	8% d	6%	7%	3%
Yes - More than 3 years ago	233	**	64	110	181	52	22	21	101	110	117	115	73	66	44	48
	16%	**	12%	20% b	16%	18%	19%	7%	18% a	19% a	16%	16%	15%	17%	16%	16%
No - never changed provider	860	**	284	326	647	212	86	149	335	375	433	423	276	239	144	190
	59%	**	54%	61%	56%	71% bcd	72% bd	49%	58% a	66% ab	58%	60%	59%	61%	52%	63%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service?
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Yes - in the last 6 months	59	49	7	**	**	**	17	21	15	32	44	13
	4%	4%	6%	**	**	**	4%	4%	3%	4%	5%	4%
Yes - 7 to 12 months ago	98	79	9	**	**	**	24	50	30	57	77	34
	7%	7%	7%	**	**	**	5%	8%	7%	7%	8%	10%
Yes - 13 to 18 months ago	62	51	8	**	**	**	29	24	24	31	43	14
	4%	4%	7%	**	**	**	6%	4%	5%	4%	5%	4%
Yes - 1.5 to 2 years ago	60	43	9	**	**	**	26	18	21	30	47	20
	4%	4%	7%	**	**	**	5%	3%	5%	4%	5%	6%
Yes - 2 to 3 years ago	85	70	6	**	**	**	25	38	25	52	70	28
	6%	6%	5%	**	**	**	5%	6%	5%	6%	7%	9%
Yes - More than 3 years ago	233	189	27	**	**	**	77	101	76	133	161	50
	16%	16%	22%	**	**	**	16%	17%	17%	16%	17%	15%
No - never changed provider	860	725	58	**	**	**	287	339	265	483	498	167
	59%	60% b	47%	**	**	**	59%	57%	58%	59%	53%	51%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

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Q28. Have you or your household ever changed the company that provides your TV service? IF YES - When did you most recently change provider for your TV service?
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Yes - in the last 6 months	59	44	40	4	**	**	-	**
	4%	5%	10%	1%	**	**	-%	**
		f	acf					
Yes - 7 to 12 months ago	98	77	71	3	**	**	4	**
	7%	8%	18%	1%	**	**	2%	**
		cf	acf					
Yes - 13 to 18 months ago	62	43	24	11	**	**	-	**
	4%	5%	6%	4%	**	**	-%	**
		f	f	f				
Yes - 1.5 to 2 years ago	60	47	23	11	**	**	-	**
	4%	5%	6%	4%	**	**	-%	**
		f	f					
Yes - 2 to 3 years ago	85	70	35	18	**	**	9	**
	6%	7%	9%	7%	**	**	6%	**
Yes - More than 3 years ago	233	161	59	60	**	**	27	**
	16%	17%	15%	22%	**	**	17%	**
No - never changed provider	860	498	143	162	**	**	121	**
	59%	53%	36%	60%	**	**	75%	**
		b		b			abc	

Columns Tested: a,b,c,d,e,f,g

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Q28D. Which provider did you previously use for your TV service?
Base: Those who have changed supplier in the last twelve months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	~b	~a	~b	a	~b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	187	63	89	75	77	152	-	152	79	35	-	35	25	152	35
Effective Weighted Sample	169	57	81	67	71	137	-	137	77	33	-	33	24	137	33
Total	157	47	74	56	65	121	-	121	70	35	-	35	26	121	35
Sky	39	**	**	**	**	25	**	25	**	**	**	**	**	25	**
	25%	**	**	**	**	20%	**	20%	**	**	**	**	**	20%	**
Virgin Media	38	**	**	**	**	31	**	31	**	**	**	**	**	31	**
	24%	**	**	**	**	26%	**	26%	**	**	**	**	**	26%	**
EE TV (billed by BT)	14	**	**	**	**	13	**	13	**	**	**	**	**	13	**
	9%	**	**	**	**	11%	**	11%	**	**	**	**	**	11%	**
EE TV (billed by EE)	13	**	**	**	**	12	**	12	**	**	**	**	**	12	**
	8%	**	**	**	**	10%	**	10%	**	**	**	**	**	10%	**
Freeview	12	**	**	**	**	9	**	9	**	**	**	**	**	9	**
	8%	**	**	**	**	7%	**	7%	**	**	**	**	**	7%	**
NOW/ NOW Broadband	10	**	**	**	**	9	**	9	**	**	**	**	**	9	**
	7%	**	**	**	**	8%	**	8%	**	**	**	**	**	8%	**
TalkTalk	9	**	**	**	**	8	**	8	**	**	**	**	**	8	**
	6%	**	**	**	**	7%	**	7%	**	**	**	**	**	7%	**
Freesat	6	**	**	**	**	2	**	2	**	**	**	**	**	2	**
	4%	**	**	**	**	2%	**	2%	**	**	**	**	**	2%	**
YouView	3	**	**	**	**	3	**	3	**	**	**	**	**	3	**
	2%	**	**	**	**	2%	**	2%	**	**	**	**	**	2%	**
Freely	2	**	**	**	**	1	**	1	**	**	**	**	**	1	**
	1%	**	**	**	**	1%	**	1%	**	**	**	**	**	1%	**
Other supplier	9	**	**	**	**	9	**	9	**	**	**	**	**	9	**
	6%	**	**	**	**	7%	**	7%	**	**	**	**	**	7%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q28D. Which provider did you previously use for your TV service?
Base: Those who have changed supplier in the last twelve months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted row	187	172	15	11	21	10	80	65	57	18	65	6
Effective Weighted Sample	169	154	15	9	18	8	74	60	53	16	57	6
Total	157	143	14	9	17	7	67	56	47	13	51	5
Sky	39	36	**	**	**	**	**	**	**	**	**	**
	25%	25%	**	**	**	**	**	**	**	**	**	**
Virgin Media	38	36	**	**	**	**	**	**	**	**	**	**
	24%	25%	**	**	**	**	**	**	**	**	**	**
EE TV (billed by BT)	14	12	**	**	**	**	**	**	**	**	**	**
	9%	8%	**	**	**	**	**	**	**	**	**	**
EE TV (billed by EE)	13	12	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**	**
Freeview	12	12	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	10	9	**	**	**	**	**	**	**	**	**	**
	7%	6%	**	**	**	**	**	**	**	**	**	**
TalkTalk	9	8	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**	**
Freesat	6	6	**	**	**	**	**	**	**	**	**	**
	4%	4%	**	**	**	**	**	**	**	**	**	**
YouView	3	3	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	**	**	**	**	**	**	**
Freely	2	2	**	**	**	**	**	**	**	**	**	**
	1%	1%	**	**	**	**	**	**	**	**	**	**
Other supplier	9	7	**	**	**	**	**	**	**	**	**	**
	6%	5%	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q28D. Which provider did you previously use for your TV service?
Base: Those who have changed supplier in the last twelve months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	~b	~c	d	~e	~f	~a	~b	~c	a	~b	~a	~b	~c	~d
Unweighted row	187	25	92	51	168	18	6	73	72	41	109	78	74	38	34	39
Effective Weighted Sample	169	22	80	49	150	18	6	64	65	40	99	70	65	36	31	37
Total	157	20	75	44	139	16	5	60	59	36	94	63	53	35	33	34
Sky	39	**	**	**	38	**	**	**	**	**	22	**	**	**	**	**
	25%	**	**	**	27%	**	**	**	**	**	23%	**	**	**	**	**
Virgin Media	38	**	**	**	31	**	**	**	**	**	21	**	**	**	**	**
	24%	**	**	**	22%	**	**	**	**	**	23%	**	**	**	**	**
EE TV (billed by BT)	14	**	**	**	12	**	**	**	**	**	11	**	**	**	**	**
	9%	**	**	**	9%	**	**	**	**	**	12%	**	**	**	**	**
EE TV (billed by EE)	13	**	**	**	12	**	**	**	**	**	6	**	**	**	**	**
	8%	**	**	**	9%	**	**	**	**	**	6%	**	**	**	**	**
Freeview	12	**	**	**	12	**	**	**	**	**	9	**	**	**	**	**
	8%	**	**	**	9%	**	**	**	**	**	10%	**	**	**	**	**
NOW/ NOW Broadband	10	**	**	**	10	**	**	**	**	**	8	**	**	**	**	**
	7%	**	**	**	7%	**	**	**	**	**	8%	**	**	**	**	**
TalkTalk	9	**	**	**	8	**	**	**	**	**	3	**	**	**	**	**
	6%	**	**	**	5%	**	**	**	**	**	4%	**	**	**	**	**
Freesat	6	**	**	**	6	**	**	**	**	**	3	**	**	**	**	**
	4%	**	**	**	4%	**	**	**	**	**	4%	**	**	**	**	**
YouView	3	**	**	**	3	**	**	**	**	**	2	**	**	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	2%	**	**	**	**	**
Freely	2	**	**	**	2	**	**	**	**	**	2	**	**	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	2%	**	**	**	**	**
Other supplier	9	**	**	**	6	**	**	**	**	**	7	**	**	**	**	**
	6%	**	**	**	4%	**	**	**	**	**	7%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q28D. Which provider did you previously use for your TV service?
Base: Those who have changed supplier in the last twelve months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	~b	~c	~a	b	a	~b
Unweighted row	187	153	19	9	6	14	48	91	57	104	152	63
Effective Weighted Sample	169	139	17	9	5	12	44	80	49	96	137	57
Total	157	128	17	8	4	11	41	71	45	89	121	47
Sky	39	30	**	**	**	**	**	**	**	24	25	**
	25%	24%	**	**	**	**	**	**	**	26%	20%	**
Virgin Media	38	32	**	**	**	**	**	**	**	22	31	**
	24%	25%	**	**	**	**	**	**	**	24%	26%	**
EE TV (billed by BT)	14	8	**	**	**	**	**	**	**	8	13	**
	9%	6%	**	**	**	**	**	**	**	9%	11%	**
EE TV (billed by EE)	13	12	**	**	**	**	**	**	**	8	12	**
	8%	9%	**	**	**	**	**	**	**	9%	10%	**
Freeview	12	12	**	**	**	**	**	**	**	6	9	**
	8%	9%	**	**	**	**	**	**	**	7%	7%	**
NOW/ NOW Broadband	10	9	**	**	**	**	**	**	**	8	9	**
	7%	7%	**	**	**	**	**	**	**	9%	8%	**
TalkTalk	9	9	**	**	**	**	**	**	**	4	8	**
	6%	7%	**	**	**	**	**	**	**	5%	7%	**
Freesat	6	5	**	**	**	**	**	**	**	3	2	**
	4%	4%	**	**	**	**	**	**	**	3%	2%	**
YouView	3	3	**	**	**	**	**	**	**	3	3	**
	2%	2%	**	**	**	**	**	**	**	3%	2%	**
Freely	2	2	**	**	**	**	**	**	**	2	1	**
	1%	2%	**	**	**	**	**	**	**	2%	1%	**
Other supplier	9	6	**	**	**	**	**	**	**	2	9	**
	6%	5%	**	**	**	**	**	**	**	2%	7%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q28D. Which provider did you previously use for your TV service?
Base: Those who have changed supplier in the last twelve months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	~c	~d	~e	~f	~g
Unweighted row	187	152	140	8	-	-	4	-
Effective Weighted Sample	169	137	126	7	-	-	4	-
Total	157	121	111	7	-	-	4	-
Sky	39	25	23	**	**	**	**	**
	25%	20%	21%	**	**	**	**	**
Virgin Media	38	31	26	**	**	**	**	**
	24%	26%	24%	**	**	**	**	**
EE TV (billed by BT)	14	13	12	**	**	**	**	**
	9%	11%	11%	**	**	**	**	**
EE TV (billed by EE)	13	12	12	**	**	**	**	**
	8%	10%	11%	**	**	**	**	**
Freeview	12	9	7	**	**	**	**	**
	8%	7%	6%	**	**	**	**	**
NOW/ NOW Broadband	10	9	9	**	**	**	**	**
	7%	8%	8%	**	**	**	**	**
TalkTalk	9	8	8	**	**	**	**	**
	6%	7%	7%	**	**	**	**	**
Freesat	6	2	1	**	**	**	**	**
	4%	2%	1%	**	**	**	**	**
YouView	3	3	3	**	**	**	**	**
	2%	2%	2%	**	**	**	**	**
Freely	2	1	1	**	**	**	**	**
	1%	1%	1%	**	**	**	**	**
Other supplier	9	9	8	**	**	**	**	**
	6%	7%	7%	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.
Base: Those who have ever changed supplier

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	~b	c	~d	a	~b	~c	~d	a	b
Unweighted row	611	169	297	213	253	466	-	152	79	145	-	35	25	466	145
Effective Weighted Sample	559	149	272	189	233	422	-	137	77	138	-	33	24	422	138
Total	596	159	283	199	243	442	-	121	70	155	-	35	26	442	155
Yes	166	60	73	73	60	133	**	52	**	33	**	**	**	133	33
	28%	38%	26%	37%	25%	30%	**	43%	**	21%	**	**	**	30%	21%
		b		b				a							
No	430	98	210	126	183	308	**	70	**	122	**	**	**	308	122
	72%	62%	74%	63%	75%	70%	**	57%	**	79%	**	**	**	70%	79%
			a		a	c									

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.
Base: Those who have ever changed supplier

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	b	~c	d	e	a	~b	c	~d
Unweighted row	611	543	68	58	108	32	212	202	199	86	131	26
Effective Weighted Sample	559	493	65	53	100	28	193	187	183	80	113	25
Total	596	528	69	62	112	28	197	198	194	83	113	27
Yes	166	157	**	**	19	**	63	69	58	**	49	**
	28%	30%	**	**	17%	**	32% b	35% b	30%	**	43%	**
No	430	371	**	**	93	**	134	130	136	**	64	**
	72%	70%	**	**	83% de	**	68%	65%	70%	**	57%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.
Base: Those who have ever changed supplier

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	611	56	244	221	521	89	33	161	249	200	316	293	223	154	114	114
Effective Weighted Sample	559	49	216	208	471	87	32	140	226	192	290	267	202	145	106	106
Total	596	56	241	211	509	87	33	157	243	195	314	280	195	150	134	112
Yes	166	**	85	43	149	**	**	68	60	39	92	74	67	33	39	28
	28%	**	35%	20%	29%	**	**	43%	25%	20%	29%	26%	34%	22%	29%	25%
			c					bc								
No	430	**	156	169	360	**	**	90	183	156	223	206	128	118	95	84
	72%	**	65%	80%	71%	**	**	57%	75%	80%	71%	74%	66%	78%	71%	75%
				b					a	a						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.
Base: Those who have ever changed supplier

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	611	500	63	27	21	39	195	272	197	339	466	169
Effective Weighted Sample	559	457	57	26	19	34	180	247	178	311	422	149
Total	596	481	66	28	21	42	199	251	191	336	442	159
Yes	166	139	**	**	**	**	42	88	65	89	133	60
	28%	29%	**	**	**	**	21%	35% b	34%	26%	30%	38%
No	430	342	**	**	**	**	156	164	126	247	308	98
	72%	71%	**	**	**	**	79% c	65%	66%	74%	70%	62%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29. Did you make this recent change of TV service provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the TV service you changed most recently.
Base: Those who have ever changed supplier

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	611	466	283	106	24	9	38	6
Effective Weighted Sample	559	422	252	97	23	9	36	6
Total	596	442	253	107	25	9	40	7
Yes	166	133	88	32	**	**	**	**
	28%	30%	35%	30%	**	**	**	**
No	430	308	165	75	**	**	**	**
	72%	70%	65%	70%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted row	1261	278	537	367	448	314	501	-	-	110	334	-	-	815	444
Effective Weighted Sample	1181	255	502	337	420	289	469	-	-	105	318	-	-	757	423
Total	1302	278	540	368	450	320	498	-	-	120	362	-	-	818	482
Yes	165	40	101	53	88	73	68	**	**	17	7	**	**	141	25
	13%	14%	19%	14%	19%	23% b	14%	**	**	15% b	2%	**	**	17% b	5%
No	1040	218	404	288	333	221	400	**	**	95	322	**	**	621	417
	80%	78%	75%	78%	74%	69%	80% a	**	**	80%	89%	**	**	76%	87% a
Not sure	96	20	36	27	29	26	30	**	**	7	33	**	**	56	40
	7%	7%	7%	7%	6%	8%	6%	**	**	6%	9%	**	**	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1261	1019	242	226	228	55	359	400	439	176	117	45
Effective Weighted Sample	1181	950	232	218	217	51	332	373	409	167	102	43
Total	1302	1051	251	262	244	56	354	394	443	182	108	45
Yes	165	146	19	17	47	**	57	39	74	42	19	**
	13%	14%	8%	6%	19%	**	16%	10%	17%	23%	18%	**
		b			ae		a					
No	1040	818	222	225	185	**	268	323	341	128	84	**
	80%	78%	88%	86%	76%	**	76%	82%	77%	70%	77%	**
			a	bd								
Not sure	96	86	10	20	13	**	29	32	28	12	6	**
	7%	8%	4%	8%	5%	**	8%	8%	6%	7%	5%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1261	68	421	493	982	278	111	231	502	527	616	639	439	352	200	256
Effective Weighted Sample	1181	60	388	464	911	271	108	208	466	508	578	599	415	334	189	240
Total	1302	73	450	495	1018	283	114	245	520	535	653	643	420	354	246	269
Yes	165	**	57	68	142	24	6	34	70	61	82	84	65	40	29	29
	13%	**	13%	14%	14%	8%	5%	14%	13%	11%	12%	13%	15%	11%	12%	11%
No	1040	**	348	394	789	250	107	179	409	451	541	495	322	286	202	221
	80%	**	77%	80%	77%	89%	94%	73%	79%	84%	83%	77%	77%	81%	82%	82%
						bcd	bcd			a	b					
Not sure	96	**	44	32	88	8	1	32	41	23	30	64	33	27	15	18
	7%	**	10%	7%	9%	3%	1%	13%	8%	4%	5%	10%	8%	8%	6%	7%
			ef		ef			c				a				

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1261	1056	100	62	43	76	420	516	403	699	815	278
Effective Weighted Sample	1181	988	93	59	41	71	392	484	377	654	757	255
Total	1302	1079	109	68	46	85	445	520	412	731	818	278
Yes	165	128	22	**	**	**	56	73	58	98	141	40
	13%	12%	20%	**	**	**	13%	14%	14%	13%	17%	14%
No	1040	868	82	**	**	**	362	414	323	591	621	218
	80%	81%	76%	**	**	**	81%	80%	78%	81%	76%	78%
Not sure	96	82	5	**	**	**	27	34	31	43	56	20
	7%	8%	5%	**	**	**	6%	6%	7%	6%	7%	7%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29A. And in the last 12 months did you or anyone in your household actively start looking at changing your TV service provider but then decide not to?
Base: Those who have not changed supplier in the last year

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1261	815	288	264	50	38	153	22
Effective Weighted Sample	1181	757	263	247	47	37	142	21
Total	1302	818	285	262	50	38	158	25
Yes	165	141	107	29	**	**	3	**
	13%	17%	37%	11%	**	**	2%	**
		f	acf	f				
No	1040	621	162	214	**	**	145	**
	80%	76%	57%	82%	**	**	91%	**
		b		b			abc	
Not sure	96	56	16	18	**	**	11	**
	7%	7%	6%	7%	**	**	7%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?
Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
Up to 6 months	73	15	38	17	35	44	8	44	**	14	6	**	**	52	20
	5%	5%	6%	4%	7%	10%	2%	36%	**	9%	2%	**	**	6%	4%
						b		ab		b					
7 to 12 months	109	34	50	42	43	77	7	77	**	21	4	**	**	85	25
	7%	11%	8%	10%	8%	17%	1%	64%	**	13%	1%	**	**	9%	5%
						b		ab		b				b	
13 to 18 months	81	17	41	25	32	43	14	-	**	19	5	**	**	57	24
	6%	5%	7%	6%	6%	10%	3%	-%	**	12%	1%	**	**	6%	5%
						bc				b					
1.5 years to 2 years	77	25	35	29	30	47	12	-	**	13	5	**	**	59	18
	5%	8%	6%	7%	6%	11%	2%	-%	**	8%	1%	**	**	6%	3%
						bc				b					
More than 2 years, up to 3 years	122	40	56	51	45	70	26	-	**	15	11	**	**	96	27
	8%	12%	9%	12%	9%	16%	5%	-%	**	10%	3%	**	**	10%	5%
						bc	c			b				b	
More than 3 years, up to 5 years	131	37	55	44	48	43	49	-	**	19	21	**	**	92	39
	9%	11%	9%	10%	9%	10%	10%	-%	**	12%	6%	**	**	10%	8%
						c	c								
More than 5 years, up to 10 years	248	38	100	46	92	51	86	-	**	23	87	**	**	137	110
	17%	12%	16%	11%	18%	12%	17%	-%	**	15%	24%	**	**	15%	21%
					a	c	c								a
More than 10 years	516	106	222	153	176	57	272	-	**	24	164	**	**	329	187
	35%	33%	36%	36%	34%	13%	55%	-%	**	15%	45%	**	**	35%	36%
						c	ac				a				
Don't know/ can't remember	100	14	18	19	14	10	22	-	**	7	60	**	**	33	67
	7%	4%	3%	4%	3%	2%	5%	-%	**	5%	17%	**	**	3%	13%
							c				a				a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?
Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
Up to 6 months	73	69	4	3	12	**	30	24	20	7	18	**
	5%	6%	1%	1%	5%	**	7%	5%	4%	4%	12%	**
		b					a	a			ab	
7 to 12 months	109	99	10	7	9	**	47	42	34	10	36	**
	7%	8%	4%	3%	4%	**	11%	9%	7%	5%	23%	**
							ab	ab			ab	
13 to 18 months	81	72	9	10	10	**	28	30	23	8	20	**
	6%	6%	3%	4%	4%	**	7%	7%	5%	4%	13%	**
											ab	
1.5 years to 2 years	77	72	5	8	12	**	26	28	23	12	8	**
	5%	6%	2%	3%	5%	**	6%	6%	5%	6%	5%	**
		b										
More than 2 years, up to 3 years	122	112	11	12	19	**	44	42	41	16	26	**
	8%	9%	4%	4%	7%	**	11%	9%	8%	8%	16%	**
		b					a				a	
More than 3 years, up to 5 years	131	118	13	18	19	**	43	45	40	21	17	**
	9%	10%	5%	7%	7%	**	10%	10%	8%	11%	11%	**
More than 5 years, up to 10 years	248	193	54	55	49	**	56	75	75	37	13	**
	17%	16%	21%	21%	19%	**	13%	17%	15%	19%	8%	**
										c		
More than 10 years	516	372	145	133	124	**	122	121	228	76	13	**
	35%	31%	55%	49%	47%	**	29%	27%	46%	39%	8%	**
			a	de	de				c	c		
Don't know/ can't remember	100	85	15	24	7	**	25	42	6	7	7	**
	7%	7%	6%	9%	3%	**	6%	9%	1%	4%	5%	**
				b				b				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?
Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
Up to 6 months	73	**	30	23	62	10	2	20	30	23	41	31	18	21	13	19
	5%	**	6%	4%	5%	3%	1%	6%	5%	4%	5%	4%	4%	5%	5%	6%
7 to 12 months	109	**	55	30	101	7	4	49	42	17	65	44	39	26	23	20
	7%	**	10%	6%	9%	2%	3%	16%	7%	3%	9%	6%	8%	7%	8%	7%
			ce		e			bc	c							
13 to 18 months	81	**	36	23	74	7	1	29	35	17	48	33	15	21	25	19
	6%	**	7%	4%	6%	2%	1%	9%	6%	3%	6%	5%	3%	5%	9%	6%
			ef		e			c							a	
1.5 years to 2 years	77	**	36	19	68	8	3	31	26	19	32	43	23	21	22	9
	5%	**	7%	4%	6%	3%	3%	10%	5%	3%	4%	6%	5%	5%	8%	3%
								bc								
More than 2 years, up to 3 years	122	**	72	33	114	8	3	46	48	28	57	65	51	33	24	15
	8%	**	14%	6%	10%	3%	3%	15%	8%	5%	8%	9%	11%	8%	8%	5%
			cef		ef			bc					d			
More than 3 years, up to 5 years	131	**	55	50	109	22	12	31	53	47	62	69	47	31	22	29
	9%	**	10%	9%	9%	7%	10%	10%	9%	8%	8%	10%	10%	8%	8%	10%
More than 5 years, up to 10 years	248	**	91	91	188	59	29	39	100	108	113	132	83	66	41	53
	17%	**	17%	17%	16%	20%	24%	13%	17%	19%	15%	19%	18%	17%	15%	18%
More than 10 years	516	**	106	231	354	163	55	38	198	280	282	233	165	141	90	117
	35%	**	20%	43%	31%	54%	46%	13%	34%	49%	38%	33%	35%	36%	32%	39%
				bd	b	bcd	bd		a	ab						
Don't know/ can't remember	100	**	44	37	84	15	11	23	46	31	46	54	30	29	19	20
	7%	**	8%	7%	7%	5%	9%	7%	8%	5%	6%	8%	6%	8%	7%	7%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?
Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
Up to 6 months	73	62	9	**	**	**	20	30	20	38	52	15
	5%	5%	7%	**	**	**	4%	5%	4%	5%	6%	5%
7 to 12 months	109	87	11	**	**	**	31	51	36	61	85	34
	7%	7%	9%	**	**	**	6%	9%	8%	7%	9%	11%
13 to 18 months	81	66	9	**	**	**	38	30	29	43	57	17
	6%	5%	7%	**	**	**	8%	5%	6%	5%	6%	5%
1.5 years to 2 years	77	57	10	**	**	**	34	23	25	39	59	25
	5%	5%	8%	**	**	**	7%	4%	5%	5%	6%	8%
More than 2 years, up to 3 years	122	105	7	**	**	**	38	54	39	74	96	40
	8%	9%	6%	**	**	**	8%	9%	8%	9%	10%	12%
More than 3 years, up to 5 years	131	106	17	**	**	**	44	62	39	79	92	37
	9%	9%	14%	**	**	**	9%	11%	9%	10%	10%	11%
More than 5 years, up to 10 years	248	210	15	**	**	**	85	103	82	131	137	38
	17%	17%	12%	**	**	**	18%	17%	18%	16%	15%	12%
More than 10 years	516	432	41	**	**	**	173	198	165	297	329	106
	35%	36%	33%	**	**	**	36%	34%	36%	36%	35%	33%
Don't know/ can't remember	100	81	4	**	**	**	23	39	22	57	33	14
	7%	7%	4%	**	**	**	5%	7%	5%	7%	3%	4%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29B. How long has (PROVIDER) been providing your TV service?
Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
Up to 6 months	73	52	44	6	**	**	-	**
	5%	6%	11%	2%	**	**	-%	**
		f	acf					
7 to 12 months	109	85	75	5	**	**	4	**
	7%	9%	19%	2%	**	**	2%	**
		cf	acf					
13 to 18 months	81	57	27	14	**	**	-	**
	6%	6%	7%	5%	**	**	-%	**
		f	f	f				
1.5 years to 2 years	77	59	26	13	**	**	-	**
	5%	6%	7%	5%	**	**	-%	**
		f	f	f				
More than 2 years, up to 3 years	122	96	44	25	**	**	18	**
	8%	10%	11%	9%	**	**	11%	**
More than 3 years, up to 5 years	131	92	35	27	**	**	22	**
	9%	10%	9%	10%	**	**	14%	**
More than 5 years, up to 10 years	248	137	49	42	**	**	34	**
	17%	15%	12%	16%	**	**	21%	**
More than 10 years	516	329	88	130	**	**	74	**
	35%	35%	22%	48%	**	**	46%	**
		b		ab			b	
Don't know/ can't remember	100	33	8	7	**	**	10	**
	7%	3%	2%	2%	**	**	6%	**
							b	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		~a	b	a	b	a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	290	90	121	109	102	132	79	-	-	44	35	-	-	211	79
Effective Weighted Sample	269	81	112	98	95	120	73	-	-	43	34	-	-	193	76
Total	297	92	122	110	104	136	78	-	-	47	37	-	-	214	83
This is my first contract with them	73	**	26	26	19	29	**	**	**	**	**	**	**	45	**
	25%	**	21%	24%	18%	22%	**	**	**	**	**	**	**	21%	**
I have renewed my contract with them	169	**	95	75	84	99	**	**	**	**	**	**	**	158	**
	57%	**	78%	68%	80%	73%	**	**	**	**	**	**	**	74%	**
Not sure	55	**	1	9	1	7	**	**	**	**	**	**	**	11	**
	19%	**	1%	8%	1%	5%	**	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	~b	~c	d	e	~a	~b	~c	~d
Unweighted row	290	266	24	33	38	9	102	108	91	44	41	21
Effective Weighted Sample	269	246	23	31	35	8	94	101	82	42	36	20
Total	297	271	26	37	43	9	100	109	93	45	40	21
This is my first contract with them	73	64	**	**	**	**	20	30	**	**	**	**
	25%	24%	**	**	**	**	20%	28%	**	**	**	**
I have renewed my contract with them	169	160	**	**	**	**	76	46	**	**	**	**
	57%	59%	**	**	**	**	77% e	43%	**	**	**	**
Not sure	55	47	**	**	**	**	4	32	**	**	**	**
	19%	17%	**	**	**	**	4%	30% d	**	**	**	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	~c	d	~e	~f	~a	b	~c	a	b	a	~b	~c	~d
Unweighted row	290	22	141	92	255	35	15	97	106	87	125	163	111	77	51	47
Effective Weighted Sample	269	20	129	86	236	34	15	88	98	83	116	151	103	71	48	44
Total	297	24	147	91	262	35	16	101	108	88	132	163	109	75	62	48
This is my first contract with them	73	**	27	**	59	**	**	**	25	**	34	40	21	**	**	**
	25%	**	18%	**	22%	**	**	**	23%	**	25%	24%	20%	**	**	**
I have renewed my contract with them	169	**	102	**	158	**	**	**	65	**	73	96	65	**	**	**
	57%	**	70%	**	60%	**	**	**	60%	**	55%	59%	60%	**	**	**
Not sure	55	**	17	**	45	**	**	**	18	**	26	27	22	**	**	**
	19%	**	12%	**	17%	**	**	**	17%	**	20%	17%	21%	**	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	~a	b	a	~b
Unweighted row	290	241	25	12	12	21	100	125	90	169	211	90
Effective Weighted Sample	269	223	23	11	12	19	94	114	84	157	193	81
Total	297	244	27	13	14	25	102	125	95	173	214	92
This is my first contract with them	73	56	**	**	**	**	34	24	**	37	45	**
	25%	23%	**	**	**	**	34%	19%	**	21%	21%	**
I have renewed my contract with them	169	139	**	**	**	**	51	84	**	104	158	**
	57%	57%	**	**	**	**	50%	67%	**	60%	74%	**
Not sure	55	49	**	**	**	**	17	18	**	33	11	**
	19%	20%	**	**	**	**	16%	14%	**	19%	5%	**

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q29D. Thinking about your current contract with (PROVIDER) for your TV service... Which of these best applies?
Base: Those in contract who have been with their supplier for more than 18 months

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	~b	~c	~d	~e	~f	~g
Unweighted row	290	211	90	55	21	6	35	4
Effective Weighted Sample	269	193	81	50	20	6	33	4
Total	297	214	89	56	21	6	37	4
This is my first contract with them	73	45	**	**	**	**	**	**
	25%	21%	**	**	**	**	**	**
I have renewed my contract with them	169	158	**	**	**	**	**	**
	57%	74%	**	**	**	**	**	**
Not sure	55	11	**	**	**	**	**	**
	19%	5%	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for Pay TV service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Yes	438	156	282	189	248	234	204	68	**	**	**	**	**	438	**
	47%	48%	46%	45%	48%	53% b	41%	56% b	**	**	**	**	**	47%	**
No	502	169	332	234	267	208	294	53	**	**	**	**	**	502	**
	53%	52%	54%	55%	52%	47%	59% ac	44%	**	**	**	**	**	53%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Yes	438	391	47	**	120	**	165	94	221	98	88	**
	47%	47%	43%	**	46%	**	47%	51%	45%	50%	55%	**
No	502	440	61	**	141	**	187	92	269	97	72	**
	53%	53%	57%	**	54%	**	53%	49%	55%	50%	45%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for Pay TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Yes	438	**	200	125	372	66	**	142	170	126	237	201	184	101	80	71
	47%	**	51%	39%	47%	43%	**	59%	43%	42%	49%	44%	58%	43%	42%	38%
			c					bc					bcd			
No	502	**	191	194	413	88	**	97	227	177	246	251	133	136	113	113
	53%	**	49%	61%	53%	57%	**	41%	57%	58%	51%	56%	42%	57%	58%	62%
				b					a	a				a	a	a

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for Pay TV service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Yes	438	367	**	**	**	**	121	218	136	253	438	156
	47%	48%	**	**	**	**	39%	54% b	49%	46%	47%	48%
No	502	401	**	**	**	**	187	188	144	294	502	169
	53%	52%	**	**	**	**	61% c	46%	51%	54%	53%	52%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33A. In the last 12 months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? (IF SWITCHED A SERVICE IN THE LAST 12 MONTHS This may have been from your previous provider (OLD PROVIDER/S) before you switched to (PROVIDER)). This may have been in the form of a letter, email or text and would tell you either that you are out of contract, or coming towards the end of your contract but may be able to get a better tariff elsewhere.

Base: Those responsible for Pay TV service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Yes	438	438	240	136	**	**	33	**
	47%	47%	61%	51%	**	**	20%	**
		f	acf	f				
No	502	502	156	132	**	**	129	**
	53%	53%	39%	49%	**	**	80%	**
		b		b			abc	

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted row	467	169	298	209	258	258	209	91	33	-	-	-	-	467	-
Effective Weighted Sample	422	149	273	185	237	226	196	80	32	-	-	-	-	422	-
Total	438	156	282	189	248	234	204	68	29	-	-	-	-	438	-
Looked into deals with my existing provider at that time	210	69	140	83	127	116	93	**	**	**	**	**	**	210	**
	48%	44%	50%	44%	51%	50%	46%	**	**	**	**	**	**	48%	**
Contacted my existing provider at that time	129	54	75	58	70	77	52	**	**	**	**	**	**	129	**
	29%	34%	27%	31%	28%	33%	25%	**	**	**	**	**	**	29%	**
Looked into deals with alternative provider/s	122	36	86	44	78	76	46	**	**	**	**	**	**	122	**
	28%	23%	31%	23%	31%	33%	23%	**	**	**	**	**	**	28%	**
Signed up for a contract with my existing provider at that time	113	50	63	56	57	66	47	**	**	**	**	**	**	113	**
	26%	32%	22%	30%	23%	28%	23%	**	**	**	**	**	**	26%	**
Contacted alternative provider/s	48	20	28	22	26	40	9	**	**	**	**	**	**	48	**
	11%	13%	10%	12%	11%	17%	4%	**	**	**	**	**	**	11%	**
						b									
Signed up for a contract with an alternative provider	34	14	19	14	19	30	3	**	**	**	**	**	**	34	**
	8%	9%	7%	8%	8%	13%	2%	**	**	**	**	**	**	8%	**
						b									
Something else	4	2	2	2	2	2	2	**	**	**	**	**	**	4	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**	**	**	1%	**
I did not take any action	67	18	48	27	40	27	40	**	**	**	**	**	**	67	**
	15%	12%	17%	14%	16%	12%	19%	**	**	**	**	**	**	15%	**
Can't remember	24	4	20	7	16	9	15	**	**	**	**	**	**	24	**
	5%	3%	7%	4%	7%	4%	7%	**	**	**	**	**	**	5%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	~b	~a	b	~c	d	e	a	~b	c	~d
Unweighted row	467	420	47	33	119	30	184	102	232	98	107	14
Effective Weighted Sample	422	377	45	30	112	26	165	91	213	92	90	13
Total	438	391	47	32	120	26	165	94	221	98	88	14
Looked into deals with my existing provider at that time	210	185	**	**	68	**	83	38	100	**	43	**
	48%	47%	**	**	56%	**	50%	40%	45%	**	49%	**
Contacted my existing provider at that time	129	114	**	**	36	**	44	32	59	**	34	**
	29%	29%	**	**	30%	**	26%	34%	27%	**	38%	**
Looked into deals with alternative provider/s	122	108	**	**	33	**	48	19	52	**	24	**
	28%	28%	**	**	28%	**	29%	20%	23%	**	28%	**
Signed up for a contract with my existing provider at that time	113	97	**	**	28	**	34	31	52	**	26	**
	26%	25%	**	**	23%	**	21%	33%	24%	**	30%	**
Contacted alternative provider/s	48	44	**	**	8	**	21	16	21	**	18	**
	11%	11%	**	**	6%	**	13%	17%	10%	**	20% a	**
Signed up for a contract with an alternative provider	34	32	**	**	3	**	15	11	16	**	12	**
	8%	8%	**	**	3%	**	9%	12% b	7%	**	14%	**
Something else	4	3	**	**	2	**	-	1	2	**	-	**
	1%	1%	**	**	2%	**	-%	1%	1%	**	-%	**
I did not take any action	67	58	**	**	19	**	28	12	34	**	8	**
	15%	15%	**	**	16%	**	17%	12%	15%	**	9%	**
Can't remember	24	22	**	**	10	**	10	1	16	**	3	**
	5%	6%	**	**	8%	**	6%	1%	7%	**	3%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	~e	~f	a	b	c	a	b	a	b	~c	~d
Unweighted row	467	48	216	135	399	68	24	151	185	131	248	219	213	106	72	73
Effective Weighted Sample	422	41	189	127	356	67	24	129	167	127	224	199	191	98	66	68
Total	438	46	200	125	372	66	23	142	170	126	237	201	184	101	80	71
Looked into deals with my existing provider at that time	210	**	93	65	179	**	**	65	81	64	114	95	96	53	**	**
	48%	**	47%	52%	48%	**	**	46%	47%	51%	48%	47%	52%	53%	**	**
Contacted my existing provider at that time	129	**	61	37	108	**	**	45	45	39	68	60	62	28	**	**
	29%	**	31%	30%	29%	**	**	32%	26%	31%	29%	30%	34%	28%	**	**
Looked into deals with alternative provider/s	122	**	56	45	109	**	**	37	53	32	78	44	49	35	**	**
	28%	**	28%	36%	29%	**	**	26%	31%	26%	33% b	22%	27%	34%	**	**
Signed up for a contract with my existing provider at that time	113	**	46	30	89	**	**	40	34	38	64	48	46	26	**	**
	26%	**	23%	24%	24%	**	**	28%	20%	31%	27%	24%	25%	26%	**	**
Contacted alternative provider/s	48	**	28	8	44	**	**	20	22	6	31	17	17	11	**	**
	11%	**	14%	7%	12%	**	**	14% c	13%	5%	13%	9%	9%	11%	**	**
Signed up for a contract with an alternative provider	34	**	20	2	30	**	**	21	9	3	20	14	14	7	**	**
	8%	**	10% c	1%	8% c	**	**	15% bc	5%	3%	8%	7%	8%	7%	**	**
Something else	4	**	1	-	1	**	**	1	-	3	3	1	2	-	**	**
	1%	**	*%	-%	*%	**	**	1%	-%	2%	1%	*%	1%	-%	**	**
I did not take any action	67	**	27	21	55	**	**	19	26	22	30	36	27	13	**	**
	15%	**	13%	17%	15%	**	**	14%	15%	17%	13%	18%	15%	13%	**	**
Can't remember	24	**	13	5	20	**	**	9	10	5	12	12	10	3	**	**
	5%	**	6%	4%	5%	**	**	6%	6%	4%	5%	6%	5%	3%	**	**

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	467	397	36	20	14	31	124	240	147	267	467	169
Effective Weighted Sample	422	359	32	19	12	27	114	213	130	242	422	149
Total	438	367	35	20	15	31	121	218	136	253	438	156
Looked into deals with my existing provider at that time	210	183	**	**	**	**	53	114	63	125	210	69
	48%	50%	**	**	**	**	44%	52%	46%	49%	48%	44%
Contacted my existing provider at that time	129	109	**	**	**	**	26	75	35	85	129	54
	29%	30%	**	**	**	**	22%	34%	26%	34%	29%	34%
Looked into deals with alternative provider/s	122	101	**	**	**	**	34	67	38	75	122	36
	28%	28%	**	**	**	**	28%	31%	28%	30%	28%	23%
Signed up for a contract with my existing provider at that time	113	94	**	**	**	**	29	60	43	62	113	50
	26%	26%	**	**	**	**	24%	27%	32%	25%	26%	32%
Contacted alternative provider/s	48	37	**	**	**	**	12	21	14	28	48	20
	11%	10%	**	**	**	**	10%	10%	10%	11%	11%	13%
Signed up for a contract with an alternative provider	34	28	**	**	**	**	15	12	12	18	34	14
	8%	8%	**	**	**	**	12%	5%	9%	7%	8%	9%
Something else	4	3	**	**	**	**	1	2	1	2	4	2
	1%	1%	**	**	**	**	1%	1%	1%	1%	1%	1%
I did not take any action	67	57	**	**	**	**	20	30	21	39	67	18
	15%	16%	**	**	**	**	16%	14%	16%	16%	15%	12%
Can't remember	24	21	**	**	**	**	7	8	8	9	24	4
	5%	6%	**	**	**	**	6%	4%	6%	3%	5%	3%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

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Q33B. Which of the following - if any - did you do as a result of receiving this information from your provider at that time?
Base: Those who have received notification

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	~f	~g
Unweighted row	467	467	268	141	13	7	30	8
Effective Weighted Sample	422	422	237	131	12	7	28	8
Total	438	438	240	136	13	7	33	8
Looked into deals with my existing provider at that time	210	210	123	63	**	**	**	**
	48%	48%	51%	46%	**	**	**	**
Contacted my existing provider at that time	129	129	87	34	**	**	**	**
	29%	29%	36%	25%	**	**	**	**
Looked into deals with alternative provider/s	122	122	100	20	**	**	**	**
	28%	28%	42%	14%	**	**	**	**
		c	ac					
Signed up for a contract with my existing provider at that time	113	113	56	46	**	**	**	**
	26%	26%	23%	34%	**	**	**	**
Contacted alternative provider/s	48	48	45	2	**	**	**	**
	11%	11%	19%	1%	**	**	**	**
		c	ac					
Signed up for a contract with an alternative provider	34	34	30	2	**	**	**	**
	8%	8%	13%	2%	**	**	**	**
			c					
Something else	4	4	2	2	**	**	**	**
	1%	1%	1%	1%	**	**	**	**
I did not take any action	67	67	18	23	**	**	**	**
	15%	15%	7%	17%	**	**	**	**
		b		b				
Can't remember	24	24	13	6	**	**	**	**
	5%	5%	6%	5%	**	**	**	**

Columns Tested: a,b,c,d,e,f,g

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Agree strongly	192	75	117	89	104	101	91	43	**	**	**	**	**	192	**
	20%	23%	19%	21%	20%	23%	18%	35% ab	**	**	**	**	**	20%	**
Agree slightly	328	104	224	137	191	172	157	41	**	**	**	**	**	328	**
	35%	32%	36%	32%	37%	39%	31%	34%	**	**	**	**	**	35%	**
Disagree slightly	199	70	129	98	101	85	114	17	**	**	**	**	**	199	**
	21%	21%	21%	23%	20%	19%	23%	14%	**	**	**	**	**	21%	**
Disagree strongly	137	49	87	65	72	59	78	12	**	**	**	**	**	137	**
	15%	15%	14%	15%	14%	13%	16%	9%	**	**	**	**	**	15%	**
Don't know	83	27	56	36	47	25	58	9	**	**	**	**	**	83	**
	9%	8%	9%	9%	9%	6%	12% a	7%	**	**	**	**	**	9%	**
TOTAL AGREE	521	179	342	226	295	273	248	84	**	**	**	**	**	521	**
	55%	55%	56%	53%	57%	62% b	50%	69% b	**	**	**	**	**	55%	**
TOTAL DISAGREE	336	119	217	162	174	143	192	29	**	**	**	**	**	336	**
	36%	37%	35%	38%	34%	32%	39% c	24%	**	**	**	**	**	36%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Agree strongly	192	176	17	**	42	**	80	43	95	33	44	**
	20%	21%	15%	**	16%	**	23%	23%	19%	17%	28%	**
Agree slightly	328	288	40	**	99	**	121	61	164	61	71	**
	35%	35%	37%	**	38%	**	34%	32%	33%	31%	44% a	**
Disagree slightly	199	177	22	**	53	**	79	42	107	54	20	**
	21%	21%	20%	**	20%	**	23%	23%	22% c	28% c	13%	**
Disagree strongly	137	122	15	**	36	**	48	30	78	30	18	**
	15%	15%	14%	**	14%	**	14%	16%	16%	16%	11%	**
Don't know	83	68	15	**	31	**	24	12	46	16	7	**
	9%	8%	14%	**	12%	**	7%	6%	9%	8%	4%	**
TOTAL AGREE	521	464	57	**	141	**	200	103	259	95	115	**
	55%	56%	52%	**	54%	**	57%	55%	53%	48%	72% ab	**
TOTAL DISAGREE	336	299	37	**	89	**	127	72	185	85	38	**
	36%	36%	34%	**	34%	**	36%	39%	38% c	43% c	24%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Agree strongly	192	**	93	50	161	31	**	68	69	54	102	89	68	50	36	39
	20%	**	24% c	16%	20%	20%	**	29% bc	17%	18%	21%	20%	21%	21%	19%	21%
Agree slightly	328	**	132	113	278	50	**	92	135	102	169	159	105	82	68	71
	35%	**	34%	36%	35%	33%	**	38%	34%	34%	35%	35%	33%	35%	35%	39%
Disagree slightly	199	**	87	71	169	30	**	39	99	61	104	94	57	53	46	37
	21%	**	22%	22%	22%	19%	**	16%	25%	20%	22%	21%	18%	22%	24%	20%
Disagree strongly	137	**	56	49	113	24	**	25	65	47	71	64	60	30	29	17
	15%	**	14%	15%	14%	16%	**	10%	16%	16%	15%	14%	19% d	13%	15%	9%
Don't know	83	**	23	37	64	19	**	14	29	39	37	46	26	22	14	20
	9%	**	6%	11% b	8%	13% b	**	6%	7%	13% a	8%	10%	8%	9%	7%	11%
TOTAL AGREE	521	**	225	163	439	81	**	160	204	156	271	248	173	132	104	110
	55%	**	58%	51%	56%	53%	**	67% bc	51%	52%	56%	55%	55%	56%	54%	60%
TOTAL DISAGREE	336	**	143	120	282	54	**	64	164	108	175	159	117	83	75	54
	36%	**	37%	37%	36%	35%	**	27%	41% a	36%	36%	35%	37%	35%	39%	29%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Agree strongly	192	156	**	**	**	**	59	86	68	100	192	75
	20%	20%	**	**	**	**	19%	21%	24%	18%	20%	23%
Agree slightly	328	262	**	**	**	**	109	149	94	199	328	104
	35%	34%	**	**	**	**	35%	37%	34%	36%	35%	32%
Disagree slightly	199	163	**	**	**	**	65	90	50	122	199	70
	21%	21%	**	**	**	**	21%	22%	18%	22%	21%	21%
Disagree strongly	137	119	**	**	**	**	45	54	41	82	137	49
	15%	16%	**	**	**	**	14%	13%	15%	15%	15%	15%
Don't know	83	68	**	**	**	**	29	28	28	43	83	27
	9%	9%	**	**	**	**	10%	7%	10%	8%	9%	8%
TOTAL AGREE	521	418	**	**	**	**	168	235	162	299	521	179
	55%	54%	**	**	**	**	55%	58%	58%	55%	55%	55%
TOTAL DISAGREE	336	282	**	**	**	**	110	143	90	204	336	119
	36%	37%	**	**	**	**	36%	35%	32%	37%	36%	37%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q33 - Statement A. To what extent do you agree or disagree - "The savings I could make on my (SERVICE) would be too low to make it worth spending time looking for a better deal"
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Agree strongly	192	192	85	49	**	**	34	**
	20%	20%	22%	18%	**	**	21%	**
Agree slightly	328	328	136	87	**	**	62	**
	35%	35%	34%	32%	**	**	38%	**
Disagree slightly	199	199	88	66	**	**	28	**
	21%	21%	22%	25%	**	**	17%	**
Disagree strongly	137	137	69	44	**	**	14	**
	15%	15%	18%	16%	**	**	9%	**
Don't know	83	83	18	23	**	**	23	**
	9%	9%	5%	8%	**	**	14%	**
		b					b	
TOTAL AGREE	521	521	221	136	**	**	96	**
	55%	55%	56%	51%	**	**	59%	**
TOTAL DISAGREE	336	336	157	110	**	**	43	**
	36%	36%	40%	41%	**	**	26%	**
			f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Agree strongly	182	80	102	93	89	102	79	33	**	**	**	**	**	182	**
	19%	25%	17%	22%	17%	23%	16%	27%	**	**	**	**	**	19%	**
		b				b		b							
Agree slightly	300	101	198	137	162	152	147	46	**	**	**	**	**	300	**
	32%	31%	32%	32%	31%	34%	30%	38%	**	**	**	**	**	32%	**
Disagree slightly	253	80	173	108	145	121	132	31	**	**	**	**	**	253	**
	27%	25%	28%	25%	28%	27%	26%	26%	**	**	**	**	**	27%	**
Disagree strongly	170	50	120	68	102	57	113	9	**	**	**	**	**	170	**
	18%	15%	20%	16%	20%	13%	23%	8%	**	**	**	**	**	18%	**
							ac								
Don't know	35	14	21	18	18	9	27	2	**	**	**	**	**	35	**
	4%	4%	3%	4%	3%	2%	5%	2%	**	**	**	**	**	4%	**
							a								
TOTAL AGREE	481	181	300	230	251	255	227	79	**	**	**	**	**	481	**
	51%	56%	49%	54%	49%	58%	46%	65%	**	**	**	**	**	51%	**
						b		b							
TOTAL DISAGREE	423	130	292	176	247	178	244	41	**	**	**	**	**	423	**
	45%	40%	48%	41%	48%	40%	49%	33%	**	**	**	**	**	45%	**
							ac								

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Agree strongly	182	171	10	**	35	**	78	46	89	29	39	**
	19%	21%	10%	**	14%	**	22%	24%	18%	15%	24%	**
		b					b	b				
Agree slightly	300	263	36	**	82	**	119	55	133	53	69	**
	32%	32%	33%	**	31%	**	34%	30%	27%	27%	43%	**
											ab	
Disagree slightly	253	218	35	**	72	**	91	47	138	71	30	**
	27%	26%	32%	**	27%	**	26%	25%	28%	36%	19%	**
										c		
Disagree strongly	170	151	19	**	60	**	53	31	117	36	13	**
	18%	18%	17%	**	23%	**	15%	17%	24%	19%	8%	**
									c	c		
Don't know	35	27	8	**	12	**	11	7	13	6	8	**
	4%	3%	7%	**	5%	**	3%	4%	3%	3%	5%	**
TOTAL AGREE	481	435	47	**	118	**	197	101	223	82	108	**
	51%	52%	43%	**	45%	**	56%	54%	45%	42%	68%	**
							b				ab	
TOTAL DISAGREE	423	369	54	**	132	**	143	78	255	107	43	**
	45%	44%	50%	**	50%	**	41%	42%	52%	55%	27%	**
									c	c		

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Agree strongly	182	**	99	41	166	16	**	79	72	30	97	83	60	45	52	25
	19%	**	25% ce	13%	21% ce	10%	**	33% bc	18% c	10%	20%	18%	19%	19%	27% d	13%
Agree slightly	300	**	137	84	247	52	**	81	129	89	150	150	107	73	58	59
	32%	**	35% c	26%	32%	33%	**	34%	32%	29%	31%	33%	34%	31%	30%	32%
Disagree slightly	253	**	85	106	204	48	**	47	111	95	133	120	74	68	50	58
	27%	**	22%	33% b	26%	31%	**	20%	28%	31% a	27%	27%	23%	29%	26%	31%
Disagree strongly	170	**	56	76	137	33	**	21	77	73	88	80	65	45	30	30
	18%	**	14%	24% b	17%	21%	**	9%	19% a	24% a	18%	18%	20%	19%	15%	16%
Don't know	35	**	14	12	30	6	**	11	8	16	16	20	11	5	5	13
	4%	**	3%	4%	4%	4%	**	5%	2%	5%	3%	4%	4%	2%	2%	7%
TOTAL AGREE	481	**	236	125	413	67	**	160	201	119	247	233	167	119	109	84
	51%	**	60% ce	39%	53% c	44%	**	67% bc	51% c	39%	51%	51%	53%	50%	57%	46%
TOTAL DISAGREE	423	**	141	182	341	81	**	67	188	168	220	200	138	113	79	88
	45%	**	36%	57% bd	44%	53% b	**	28%	47% a	55% a	46%	44%	44%	48%	41%	48%

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Agree strongly	182	142	**	**	**	**	65	77	54	108	182	80
	19%	19%	**	**	**	**	21%	19%	19%	20%	19%	25%
Agree slightly	300	247	**	**	**	**	101	136	94	174	300	101
	32%	32%	**	**	**	**	33%	33%	34%	32%	32%	31%
Disagree slightly	253	206	**	**	**	**	82	103	66	155	253	80
	27%	27%	**	**	**	**	27%	25%	24%	28%	27%	25%
Disagree strongly	170	142	**	**	**	**	52	79	56	94	170	50
	18%	19%	**	**	**	**	17%	19%	20%	17%	18%	15%
Don't know	35	30	**	**	**	**	8	12	10	17	35	14
	4%	4%	**	**	**	**	3%	3%	4%	3%	4%	4%
TOTAL AGREE	481	389	**	**	**	**	166	213	147	281	481	181
	51%	51%	**	**	**	**	54%	52%	53%	51%	51%	56%
TOTAL DISAGREE	423	348	**	**	**	**	133	182	122	249	423	130
	45%	45%	**	**	**	**	43%	45%	44%	45%	45%	40%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

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Q33 - Statement B. To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills"
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Agree strongly	182	182	75	46	**	**	30	**
	19%	19%	19%	17%	**	**	19%	**
Agree slightly	300	300	122	82	**	**	64	**
	32%	32%	31%	31%	**	**	39%	**
Disagree slightly	253	253	114	74	**	**	43	**
	27%	27%	29%	28%	**	**	27%	**
Disagree strongly	170	170	80	60	**	**	15	**
	18%	18%	20%	22%	**	**	9%	**
		f	f	f				
Don't know	35	35	5	6	**	**	10	**
	4%	4%	1%	2%	**	**	6%	**
							b	
TOTAL AGREE	481	481	197	129	**	**	94	**
	51%	51%	50%	48%	**	**	58%	**
TOTAL DISAGREE	423	423	194	134	**	**	58	**
	45%	45%	49%	50%	**	**	36%	**
			f	f				

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Agree strongly	237	103	134	121	116	112	125	38	**	**	**	**	**	237	**
	25%	32% b	22%	28%	23%	25%	25%	31%	**	**	**	**	**	25%	**
Agree slightly	377	115	262	160	217	197	180	55	**	**	**	**	**	377	**
	40%	35%	43%	38%	42%	45% b	36%	46%	**	**	**	**	**	40%	**
Disagree slightly	162	58	104	71	91	70	92	16	**	**	**	**	**	162	**
	17%	18%	17%	17%	18%	16%	18%	13%	**	**	**	**	**	17%	**
Disagree strongly	121	33	88	52	69	51	70	7	**	**	**	**	**	121	**
	13%	10%	14%	12%	13%	12%	14% c	6%	**	**	**	**	**	13%	**
Don't know	43	17	26	21	22	12	31	5	**	**	**	**	**	43	**
	5%	5%	4%	5%	4%	3%	6% a	4%	**	**	**	**	**	5%	**
TOTAL AGREE	614	218	396	280	334	309	305	93	**	**	**	**	**	614	**
	65%	67%	65%	66%	65%	70% b	61%	77% b	**	**	**	**	**	65%	**
TOTAL DISAGREE	283	91	192	123	160	121	162	23	**	**	**	**	**	283	**
	30%	28%	31%	29%	31%	27%	33% c	19%	**	**	**	**	**	30%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Agree strongly	237	209	28	**	51	**	88	57	124	40	50	**
	25%	25%	26%	**	20%	**	25%	31% b	25%	21%	31%	**
Agree slightly	377	336	41	**	101	**	152	68	199	70	71	**
	40%	40%	37%	**	39%	**	43%	37%	41%	36%	44%	**
Disagree slightly	162	147	15	**	49	**	62	35	79	48	21	**
	17%	18%	14%	**	19%	**	17%	19%	16%	24% c	13%	**
Disagree strongly	121	104	18	**	45	**	39	19	69	31	11	**
	13%	12%	17%	**	17%	**	11%	10%	14%	16%	7%	**
Don't know	43	36	7	**	14	**	11	7	19	6	7	**
	5%	4%	7%	**	5%	**	3%	4%	4%	3%	4%	**
TOTAL AGREE	614	545	69	**	153	**	241	126	323	110	120	**
	65%	66%	63%	**	58%	**	68%	67%	66%	57%	76% b	**
TOTAL DISAGREE	283	250	33	**	94	**	100	54	148	78	32	**
	30%	30%	30%	**	36%	**	28%	29%	30% c	40% c	20%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Agree strongly	237	**	116	59	199	37	**	80	98	58	123	113	84	54	61	37
	25%	**	30%	18%	25%	24%	**	34%	25%	19%	25%	25%	27%	23%	31%	20%
			c					c								
Agree slightly	377	**	162	119	319	58	**	106	160	112	204	173	130	92	65	84
	40%	**	42%	37%	41%	38%	**	44%	40%	37%	42%	38%	41%	39%	34%	46%
Disagree slightly	162	**	60	67	135	27	**	31	72	59	86	74	49	47	40	25
	17%	**	15%	21%	17%	17%	**	13%	18%	20%	18%	16%	15%	20%	21%	14%
Disagree strongly	121	**	38	55	97	24	**	14	57	50	52	67	46	34	18	24
	13%	**	10%	17%	12%	16%	**	6%	14%	17%	11%	15%	15%	14%	9%	13%
				b					a	a						
Don't know	43	**	14	20	35	7	**	9	10	24	18	25	7	10	9	14
	5%	**	4%	6%	4%	5%	**	4%	3%	8%	4%	6%	2%	4%	5%	8%
										b						a
TOTAL AGREE	614	**	279	177	518	95	**	186	258	169	327	286	214	146	126	121
	65%	**	71%	56%	66%	62%	**	78%	65%	56%	68%	63%	68%	62%	65%	66%
			c		c			bc								
TOTAL DISAGREE	283	**	98	122	232	51	**	44	129	110	138	142	95	80	58	49
	30%	**	25%	38%	30%	33%	**	19%	32%	36%	29%	31%	30%	34%	30%	27%
				bd					a	a						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Agree strongly	237	187	**	**	**	**	78	106	78	139	237	103
	25%	24%	**	**	**	**	25%	26%	28%	25%	25%	32%
Agree slightly	377	311	**	**	**	**	124	175	102	230	377	115
	40%	41%	**	**	**	**	40%	43%	37%	42%	40%	35%
Disagree slightly	162	131	**	**	**	**	53	65	34	104	162	58
	17%	17%	**	**	**	**	17%	16%	12%	19% a	17%	18%
Disagree strongly	121	105	**	**	**	**	35	51	50	55	121	33
	13%	14%	**	**	**	**	11%	13%	18% b	10%	13%	10%
Don't know	43	34	**	**	**	**	18	9	16	19	43	17
	5%	4%	**	**	**	**	6%	2%	6%	4%	5%	5%
TOTAL AGREE	614	498	**	**	**	**	202	281	180	368	614	218
	65%	65%	**	**	**	**	66%	69%	64%	67%	65%	67%
TOTAL DISAGREE	283	236	**	**	**	**	88	116	84	159	283	91
	30%	31%	**	**	**	**	29%	29%	30%	29%	30%	28%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement C. To what extent do you agree or disagree - "Even if I could save money by getting a different deal for my (SERVICE), I am happy enough with my current deal"
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Agree strongly	237	237	86	67	**	**	52	**
	25%	25%	22%	25%	**	**	32%	**
							b	
Agree slightly	377	377	153	109	**	**	69	**
	40%	40%	39%	40%	**	**	43%	**
Disagree slightly	162	162	80	50	**	**	22	**
	17%	17%	20%	18%	**	**	13%	**
Disagree strongly	121	121	69	38	**	**	5	**
	13%	13%	17%	14%	**	**	3%	**
		f	f	f				
Don't know	43	43	9	5	**	**	13	**
	5%	5%	2%	2%	**	**	8%	**
							bc	
TOTAL AGREE	614	614	239	175	**	**	121	**
	65%	65%	60%	65%	**	**	75%	**
							b	
TOTAL DISAGREE	283	283	148	88	**	**	27	**
	30%	30%	37%	33%	**	**	17%	**
		f	af	f				

Columns Tested: a,b,c,d,e,f,g

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Agree strongly	240	90	150	104	135	126	114	44	**	**	**	**	**	240	**
	26%	28%	24%	25%	26%	29%	23%	36% b	**	**	**	**	**	26%	**
Agree slightly	307	110	197	147	160	152	155	42	**	**	**	**	**	307	**
	33%	34%	32%	35%	31%	34%	31%	35%	**	**	**	**	**	33%	**
Disagree slightly	194	66	128	91	103	85	109	19	**	**	**	**	**	194	**
	21%	20%	21%	21%	20%	19%	22%	15%	**	**	**	**	**	21%	**
Disagree strongly	149	42	107	59	90	62	87	14	**	**	**	**	**	149	**
	16%	13%	17%	14%	17%	14%	17%	11%	**	**	**	**	**	16%	**
Don't know	50	18	32	23	27	16	34	3	**	**	**	**	**	50	**
	5%	5%	5%	5%	5%	4%	7%	2%	**	**	**	**	**	5%	**
TOTAL AGREE	546	199	347	251	295	278	269	86	**	**	**	**	**	546	**
	58%	61%	57%	59%	57%	63% b	54%	71% b	**	**	**	**	**	58%	**
TOTAL DISAGREE	343	108	235	150	193	148	195	32	**	**	**	**	**	343	**
	37%	33%	38%	35%	38%	33%	39% c	27%	**	**	**	**	**	37%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Agree strongly	240	216	24	**	68	**	88	48	128	40	51	**
	26%	26%	22%	**	26%	**	25%	26%	26%	20%	32%	**
Agree slightly	307	275	32	**	78	**	118	66	150	68	58	**
	33%	33%	29%	**	30%	**	34%	35%	31%	35%	36%	**
Disagree slightly	194	170	24	**	52	**	72	40	109	43	26	**
	21%	20%	22%	**	20%	**	20%	21%	22%	22%	16%	**
Disagree strongly	149	128	21	**	50	**	55	24	83	36	17	**
	16%	15%	19%	**	19%	**	15%	13%	17%	18%	10%	**
Don't know	50	42	8	**	14	**	19	9	20	9	8	**
	5%	5%	7%	**	5%	**	5%	5%	4%	4%	5%	**
TOTAL AGREE	546	491	56	**	146	**	207	114	278	108	109	**
	58%	59%	51%	**	56%	**	59%	61%	57%	55%	69% ab	**
TOTAL DISAGREE	343	298	45	**	102	**	127	64	192	79	42	**
	37%	36%	41%	**	39%	**	36%	34%	39% c	40% c	26%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Agree strongly	240	**	121	62	204	35	**	82	95	62	126	112	85	62	47	45
	26%	**	31%	19%	26%	23%	**	35%	24%	21%	26%	25%	27%	26%	25%	24%
			c					bc								
Agree slightly	307	**	124	105	260	47	**	78	136	92	165	141	106	83	56	58
	33%	**	32%	33%	33%	30%	**	33%	34%	30%	34%	31%	33%	35%	29%	31%
Disagree slightly	194	**	74	80	168	26	**	40	91	63	100	94	61	42	52	37
	21%	**	19%	25%	21%	17%	**	17%	23%	21%	21%	21%	19%	18%	27%	20%
Disagree strongly	149	**	54	54	111	38	**	27	58	65	73	75	49	41	26	31
	16%	**	14%	17%	14%	25%	**	11%	14%	21%	15%	17%	15%	17%	13%	17%
						bd				a						
Don't know	50	**	17	18	42	8	**	12	17	21	20	30	16	8	12	13
	5%	**	4%	6%	5%	5%	**	5%	4%	7%	4%	7%	5%	3%	6%	7%
TOTAL AGREE	546	**	245	167	464	82	**	160	231	154	290	253	191	145	103	103
	58%	**	63%	52%	59%	53%	**	67%	58%	51%	60%	56%	60%	61%	53%	56%
			c					c								
TOTAL DISAGREE	343	**	128	134	279	64	**	67	148	128	173	169	109	84	78	69
	37%	**	33%	42%	36%	42%	**	28%	37%	42%	36%	37%	35%	35%	40%	37%
										a						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

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Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Agree strongly	240	196	**	**	**	**	71	107	82	128	240	90
	26%	25%	**	**	**	**	23%	26%	29%	23%	26%	28%
Agree slightly	307	248	**	**	**	**	118	128	88	183	307	110
	33%	32%	**	**	**	**	38%	31%	32%	33%	33%	34%
Disagree slightly	194	151	**	**	**	**	62	93	54	117	194	66
	21%	20%	**	**	**	**	20%	23%	19%	21%	21%	20%
Disagree strongly	149	131	**	**	**	**	43	66	43	95	149	42
	16%	17%	**	**	**	**	14%	16%	15%	17%	16%	13%
Don't know	50	42	**	**	**	**	12	13	13	25	50	18
	5%	5%	**	**	**	**	4%	3%	5%	5%	5%	5%
TOTAL AGREE	546	443	**	**	**	**	190	234	170	311	546	199
	58%	58%	**	**	**	**	62%	58%	61%	57%	58%	61%
TOTAL DISAGREE	343	283	**	**	**	**	106	159	97	212	343	108
	37%	37%	**	**	**	**	34%	39%	35%	39%	37%	33%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q33 - Statement D. To what extent do you agree or disagree - "I would like to save money on my (SERVICE) but I don't have time to look into different deals"
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Agree strongly	240	240	122	65	**	**	29	**
	26%	26%	31% f	24%	**	**	18%	**
Agree slightly	307	307	136	83	**	**	56	**
	33%	33%	34%	31%	**	**	35%	**
Disagree slightly	194	194	70	64	**	**	38	**
	21%	21%	18%	24%	**	**	24%	**
Disagree strongly	149	149	61	52	**	**	21	**
	16%	16%	15%	19%	**	**	13%	**
Don't know	50	50	7	5	**	**	17	**
	5%	5% b	2%	2%	**	**	11% abc	**
TOTAL AGREE	546	546	258	148	**	**	85	**
	58%	58%	65% cf	55%	**	**	53%	**
TOTAL DISAGREE	343	343	131	116	**	**	59	**
	37%	37%	33%	43% b	**	**	37%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's Pay television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	~a	~b	~c	~d	a	~b
Unweighted row	967	341	626	442	525	466	501	152	79	-	-	-	-	967	-
Effective Weighted Sample	891	309	582	401	490	422	469	137	77	-	-	-	-	891	-
Total	939	325	614	424	516	442	498	121	70	-	-	-	-	939	-
Very confident	235	92	143	114	121	111	124	44	**	**	**	**	**	235	**
	25%	28%	23%	27%	24%	25%	25%	36% ab	**	**	**	**	**	25%	**
Fairly confident	419	134	285	175	245	215	204	59	**	**	**	**	**	419	**
	45%	41%	46%	41%	47%	49%	41%	49%	**	**	**	**	**	45%	**
Not very confident	176	61	115	84	92	76	100	14	**	**	**	**	**	176	**
	19%	19%	19%	20%	18%	17%	20%	12%	**	**	**	**	**	19%	**
Not at all confident	71	21	50	31	40	26	45	2	**	**	**	**	**	71	**
	8%	7%	8%	7%	8%	6%	9% c	2%	**	**	**	**	**	8%	**
Don't know	37	17	21	21	17	12	25	2	**	**	**	**	**	37	**
	4%	5%	3%	5%	3%	3%	5%	2%	**	**	**	**	**	4%	**
TOTAL CONFIDENT	655	226	429	288	366	327	328	103	**	**	**	**	**	655	**
	70%	69%	70%	68%	71%	74% b	66%	85% ab	**	**	**	**	**	70%	**
TOTAL NOT CONFIDENT	247	83	165	115	133	103	145	16	**	**	**	**	**	247	**
	26%	25%	27%	27%	26%	23% c	29% c	13%	**	**	**	**	**	26%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's Pay television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	~a	b	~c	d	e	a	b	c	~d
Unweighted row	967	857	110	81	249	65	378	201	496	194	182	51
Effective Weighted Sample	891	784	106	75	235	59	348	183	460	182	159	48
Total	939	831	108	85	261	63	352	187	490	195	160	50
Very confident	235	217	18	**	43	**	107	49	117	47	51	**
	25%	26%	16%	**	16%	**	30% b	26%	24%	24%	32%	**
Fairly confident	419	369	50	**	131	**	151	76	202	95	81	**
	45%	44%	46%	**	50%	**	43%	41%	41%	49%	51%	**
Not very confident	176	154	22	**	46	**	68	36	100	36	17	**
	19%	19%	20%	**	18%	**	19%	19%	20% c	19%	10%	**
Not at all confident	71	61	11	**	27	**	21	15	50	13	5	**
	8%	7%	10%	**	10%	**	6%	8%	10% c	7%	3%	**
Don't know	37	30	8	**	14	**	6	11	20	4	6	**
	4%	4%	7%	**	5% d	**	2%	6% d	4%	2%	3%	**
TOTAL CONFIDENT	655	587	68	**	174	**	257	125	319	142	132	**
	70%	71%	62%	**	67%	**	73%	67%	65%	73%	83% a	**
TOTAL NOT CONFIDENT	247	215	33	**	73	**	89	50	151	49	22	**
	26%	26%	30%	**	28%	**	25%	27%	31% c	25% c	14%	**

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's Pay television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted row	967	76	393	336	805	161	55	246	403	317	486	477	362	246	166	183
Effective Weighted Sample	891	65	353	316	733	158	54	216	369	307	447	441	332	231	154	173
Total	939	75	391	319	785	154	52	239	397	303	483	453	316	237	193	184
Very confident	235	**	134	54	211	24	**	93	94	48	128	106	103	45	51	35
	25%	**	34%	17%	27%	16%	**	39%	24%	16%	27%	23%	32%	19%	26%	19%
			cde		ce			bc	c				bd			
Fairly confident	419	**	163	146	349	70	**	102	177	140	225	195	123	114	93	87
	45%	**	42%	46%	44%	45%	**	43%	45%	46%	47%	43%	39%	48%	48%	47%
Not very confident	176	**	59	69	137	39	**	30	80	66	87	88	54	43	36	41
	19%	**	15%	22%	17%	25%	**	13%	20%	22%	18%	19%	17%	18%	19%	22%
						b				a						
Not at all confident	71	**	20	35	57	14	**	7	31	33	27	43	27	21	9	14
	8%	**	5%	11%	7%	9%	**	3%	8%	11%	6%	10%	8%	9%	5%	8%
				b						a						
Don't know	37	**	14	15	31	7	**	6	15	16	16	21	11	15	3	8
	4%	**	4%	5%	4%	4%	**	3%	4%	5%	3%	5%	3%	6%	1%	4%
TOTAL CONFIDENT	655	**	297	201	560	94	**	195	271	188	353	300	225	159	145	121
	70%	**	76%	63%	71%	61%	**	82%	68%	62%	73%	66%	71%	67%	75%	66%
			ce		c			bc								
TOTAL NOT CONFIDENT	247	**	79	104	195	53	**	38	110	99	114	131	80	64	46	55
	26%	**	20%	33%	25%	34%	**	16%	28%	33%	24%	29%	25%	27%	24%	30%
				bd		b			a	a						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's Pay television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	~b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	967	801	86	46	34	60	304	433	294	556	967	341
Effective Weighted Sample	891	738	77	44	32	54	281	395	268	513	891	309
Total	939	768	88	49	35	62	308	406	280	547	939	325
Very confident	235	197	**	**	**	**	62	122	72	143	235	92
	25%	26%	**	**	**	**	20%	30% b	26%	26%	25%	28%
Fairly confident	419	335	**	**	**	**	143	180	109	257	419	134
	45%	44%	**	**	**	**	46%	44%	39%	47%	45%	41%
Not very confident	176	150	**	**	**	**	70	64	60	95	176	61
	19%	20%	**	**	**	**	23%	16%	21%	17%	19%	19%
Not at all confident	71	59	**	**	**	**	22	24	28	30	71	21
	8%	8%	**	**	**	**	7%	6%	10%	6%	8%	7%
Don't know	37	26	**	**	**	**	10	15	11	22	37	17
	4%	3%	**	**	**	**	3%	4%	4%	4%	4%	5%
TOTAL CONFIDENT	655	532	**	**	**	**	205	303	181	400	655	226
	70%	69%	**	**	**	**	67%	74%	65%	73%	70%	69%
TOTAL NOT CONFIDENT	247	209	**	**	**	**	92	88	88	125	247	83
	26%	27%	**	**	**	**	30%	22%	31% b	23%	26%	25%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34CON. How confident are you that the *current* deal you have for your (SERVICE), is the best deal for you?
Base: Those responsible for the household's Pay television service

		PAY TV ENGAGEMENT INDEX						
	Total	TOTAL	ACTIVE	BROWSERS	DORMANT	RESI-GNED	APPRE-HENSIVE	UNMOT-IVATED
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	967	967	428	272	50	38	157	22
Effective Weighted Sample	891	891	386	254	47	37	146	21
Total	939	939	396	269	50	38	162	25
Very confident	235	235	104	59	**	**	37	**
	25%	25%	26%	22%	**	**	23%	**
Fairly confident	419	419	168	124	**	**	81	**
	45%	45%	42%	46%	**	**	50%	**
Not very confident	176	176	84	50	**	**	24	**
	19%	19%	21%	19%	**	**	15%	**
Not at all confident	71	71	36	25	**	**	6	**
	8%	8%	9%	9%	**	**	4%	**
Don't know	37	37	3	11	**	**	13	**
	4%	4%	1%	4%	**	**	8%	**
		b		b			b	
TOTAL CONFIDENT	655	655	272	183	**	**	118	**
	70%	70%	69%	68%	**	**	73%	**
TOTAL NOT CONFIDENT	247	247	121	75	**	**	31	**
	26%	26%	30%	28%	**	**	19%	**
			f					

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's television service

		PAY TV - SIMPLE		PAY TV - REGARD		PAY TV SWITCH				FREE TV SWITCH				MAIN TV	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	~c	~d	a	b
Unweighted row	1446	341	626	442	525	466	501	152	79	145	334	35	25	967	479
Effective Weighted Sample	1344	309	582	401	490	422	469	137	77	138	318	33	24	891	456
Total	1456	325	614	424	516	442	498	121	70	155	362	35	26	939	517
ACTIVE	433	129	267	159	237	253	143	111	**	36	1	**	**	396	37
	30%	40%	43%	38%	46%	57%	29%	92%	**	23%	*%	**	**	42%	7%
					a	b		ab		b				b	
BROWSERS	311	85	184	118	150	107	162	7	**	16	25	**	**	269	42
	21%	26%	30%	28%	29%	24%	32%	5%	**	11%	7%	**	**	29%	8%
						c	ac							b	
DORMANT	89	14	35	21	29	25	25	-	**	22	17	**	**	50	39
	6%	4%	6%	5%	6%	6%	5%	-%	**	14%	5%	**	**	5%	8%
						c	c			b					
RESIGNED	89	16	22	17	20	9	28	-	**	12	40	**	**	38	52
	6%	5%	4%	4%	4%	2%	6%	-%	**	8%	11%	**	**	4%	10%
							ac								a
APPREHENSIVE	458	73	88	96	65	40	121	4	**	54	242	**	**	162	296
	31%	23%	14%	23%	13%	9%	24%	3%	**	35%	67%	**	**	17%	57%
		b		b			ac				a				a
UNMOTIVATED	77	7	18	12	13	7	18	-	**	15	37	**	**	25	51
	5%	2%	3%	3%	3%	2%	4%	-%	**	9%	10%	**	**	3%	10%
															a

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's television service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	EE	NOW
Significance Level: 99%		a	b	a	b	~c	d	e	a	b	c	~d
Unweighted row	1446	1189	257	236	249	65	439	464	496	194	182	51
Effective Weighted Sample	1344	1099	246	225	235	59	404	431	460	182	159	48
Total	1456	1191	265	270	261	63	421	449	490	195	160	50
ACTIVE	433	394	39	23	93	**	185	110	189	87	90	**
	30%	33%	15%	9%	36%	**	44%	24%	39%	45%	56%	**
		b			ae		ae	a			a	
BROWSERS	311	267	44	46	96	**	84	64	157	57	37	**
	21%	22%	16%	17%	37%	**	20%	14%	32%	29%	23%	**
					ade							
DORMANT	89	79	10	10	9	**	26	42	21	13	9	**
	6%	7%	4%	4%	4%	**	6%	9%	4%	6%	5%	**
								ab				
RESIGNED	89	67	22	21	13	**	16	36	19	7	3	**
	6%	6%	8%	8%	5%	**	4%	8%	4%	4%	2%	**
								d				
APPREHENSIVE	458	324	134	142	38	**	101	168	87	28	19	**
	31%	27%	51%	53%	15%	**	24%	37%	18%	14%	12%	**
			a	bde			b	bd				
UNMOTIVATED	77	60	16	27	11	**	9	29	18	4	2	**
	5%	5%	6%	10%	4%	**	2%	6%	4%	2%	2%	**
				d				d				

Columns Tested: a,b - a,b,c,d,e - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's television service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE
Significance Level: 99%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted row	1446	93	513	542	1148	296	117	304	573	567	725	715	511	390	234	295
Effective Weighted Sample	1344	81	465	510	1055	288	114	270	528	546	674	666	475	369	219	276
Total	1456	94	525	537	1155	299	119	306	578	570	747	703	471	389	279	302
ACTIVE	433	**	207	134	378	54	11	134	184	114	241	192	161	116	81	72
	30%	**	39%	25%	33%	18%	9%	44%	32%	20%	32%	27%	34%	30%	29%	24%
			cdef	f	cef			bc	c				d			
BROWSERS	311	**	103	118	248	62	24	58	139	114	146	161	97	78	67	65
	21%	**	20%	22%	21%	21%	20%	19%	24%	20%	20%	23%	21%	20%	24%	21%
DORMANT	89	**	41	28	79	10	4	23	37	29	40	49	19	28	25	16
	6%	**	8%	5%	7%	3%	3%	8%	6%	5%	5%	7%	4%	7%	9%	5%
			e												a	
RESIGNED	89	**	27	39	67	22	11	11	37	41	47	40	26	26	19	15
	6%	**	5%	7%	6%	7%	9%	4%	6%	7%	6%	6%	6%	7%	7%	5%
APPREHENSIVE	458	**	130	175	322	135	63	72	153	232	227	230	142	126	73	114
	31%	**	25%	33%	28%	45%	53%	23%	26%	41%	30%	33%	30%	32%	26%	38%
				b		bcd	bcd			ab						c
UNMOTIVATED	77	**	17	43	61	16	7	8	28	40	47	30	25	16	15	21
	5%	**	3%	8%	5%	5%	6%	3%	5%	7%	6%	4%	5%	4%	5%	7%
				b						a						

Columns Tested: a,b,c,d,e,f - a,b,c - a,b - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's television service

		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		PAY TV (SIMPLE)	
	Total	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	STANDALONE
Significance Level: 99%		a	b	~c	~d	~a	b	c	a	b	a	b
Unweighted row	1446	1208	118	71	49	90	467	606	460	801	967	341
Effective Weighted Sample	1344	1123	108	68	46	83	434	560	425	746	891	309
Total	1456	1205	124	76	50	96	485	590	457	818	939	325
ACTIVE	433	357	46	**	**	**	125	208	125	250	396	129
	30%	30%	37%	**	**	**	26%	35% b	27%	31%	42%	40%
BROWSERS	311	253	28	**	**	**	114	116	112	166	269	85
	21%	21%	23%	**	**	**	24%	20%	25%	20%	29%	26%
DORMANT	89	71	6	**	**	**	32	32	23	50	50	14
	6%	6%	5%	**	**	**	7%	5%	5%	6%	5%	4%
RESIGNED	89	77	5	**	**	**	23	38	34	43	38	16
	6%	6%	4%	**	**	**	5%	6%	8%	5%	4%	5%
APPREHENSIVE	458	387	30	**	**	**	169	166	135	269	162	73
	31%	32%	24%	**	**	**	35%	28%	30%	33%	17%	23%
UNMOTIVATED	77	60	9	**	**	**	23	31	28	40	25	7
	5%	5%	8%	**	**	**	5%	5%	6%	5%	3%	2%

Columns Tested: a,b,c,d - a,b,c - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's television service

		PAY TV ENGAGEMENT INDEX						
	Total	**TOTAL**	**ACTIVE**	**BROWSERS**	**DORMANT**	**RESI-GNED**	**APPRE-HENSIVE**	**UNMOT-IVATED**
Significance Level: 99%		a	b	c	~d	~e	f	~g
Unweighted row	1446	967	428	272	50	38	157	22
Effective Weighted Sample	1344	891	386	254	47	37	146	21
Total	1456	939	396	269	50	38	162	25
ACTIVE	433	396	396	-	**	**	-	**
	30%	42% cf	100% acf	-%	**	**	-%	**
BROWSERS	311	269	-	269	**	**	-	**
	21%	29% bf	-%	100% abf	**	**	-%	**
DORMANT	89	50	-	-	**	**	-	**
	6%	5% bcf	-%	-%	**	**	-%	**
RESIGNED	89	38	-	-	**	**	-	**
	6%	4% bc	-%	-%	**	**	-%	**
APPREHENSIVE	458	162	-	-	**	**	162	**
	31%	17% bc	-%	-%	**	**	100% abc	**
UNMOTIVATED	77	25	-	-	**	**	-	**
	5%	3% bc	-%	-%	**	**	-%	**

Columns Tested: a,b,c,d,e,f,g

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
SWITCHED IN LAST 12 MONTHS	112	31	80	41	71	112	-	112	**	67	24	74	18	63	29	32
	11%	17%	9%	14%	9%	20%	-%	100%	**	9%	12%	9%	13%	11%	8%	28%
		b				b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	80	18	61	25	55	66	13	21	**	46	15	51	10	47	14	18
	8%	10%	7%	9%	7%	12%	3%	19%	**	6%	7%	6%	7%	8%	4%	16%
						b		b						b		b
NEITHER	876	140	736	230	646	410	466	-	**	630	167	680	117	454	343	71
	84%	78%	85%	80%	85%	72%	97%	-%	**	86%	83%	85%	83%	82%	90%	62%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
SWITCHED IN LAST 12 MONTHS	112	**	79	22	70	85	7	75	**	15	30	18	26
	11%	**	9%	12%	9%	16%	2%	71%	**	11%	8%	10%	8%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	80	**	56	12	50	44	17	15	**	11	26	18	19
	8%	**	6%	7%	7%	8%	4%	14%	**	8%	7%	10%	6%
								b					
NEITHER	876	**	741	149	653	410	392	25	**	110	326	155	280
	84%	**	86%	83%	86%	78%	94%	24%	**	82%	87%	82%	88%
						c	ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
SWITCHED IN LAST 12 MONTHS	112	32	13	**	**	**	14	**	**	45	22	85	26
	11%	15% b	4%	**	**	**	7%	**	**	9%	9%	11%	10%
CURRENTLY LOOKING FOR A NEW DEAL	80	24	13	**	**	**	6	**	**	37	12	67	13
	8%	11% b	4%	**	**	**	3%	**	**	7%	5%	8%	5%
NEITHER	876	161	274	**	**	**	182	**	**	435	225	657	219
	84%	76%	93% a	**	**	**	91%	**	**	86%	88%	83%	86%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
SWITCHED IN LAST 12 MONTHS	112	41	17	**	20	27	68	40	**	**	32	42	85	27	14
	11%	10%	6%	**	12%	19%	14%	8%	**	**	11%	10%	11%	9%	10%
						ab	b								
CURRENTLY LOOKING FOR A NEW DEAL	80	30	14	**	13	18	46	28	**	**	32	28	70	9	5
	8%	7%	5%	**	8%	12%	9%	6%	**	**	11%	7%	9%	3%	4%
											e		e		
NEITHER	876	350	232	**	138	111	388	416	**	**	238	360	623	251	115
	84%	84%	89%	**	83%	75%	80%	87%	**	**	81%	85%	82%	88%	87%
			e					a							

Columns Tested: a,b,c,d,e - 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.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
SWITCHED IN LAST 12 MONTHS	112	33	36	43	64	46	49	25	17	21	84	**	**	**
	11%	20%	9%	9%	12%	9%	14%	9%	9%	9%	10%	**	**	**
		bc												
CURRENTLY LOOKING FOR A NEW DEAL	80	26	33	20	41	39	28	19	16	14	62	**	**	**
	8%	16%	9%	4%	8%	8%	8%	7%	8%	6%	7%	**	**	**
		c	c											
NEITHER	876	116	324	434	448	423	282	225	162	200	716	**	**	**
	84%	70%	84%	88%	83%	84%	80%	85%	86%	86%	85%	**	**	**
			a	a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
SWITCHED IN LAST 12 MONTHS	112	**	28	52	27	64	31	16	**	**	53	18	20	38	23
	11%	**	8%	13%	8%	11%	17%	18%	**	**	9%	11%	9%	9%	11%
CURRENTLY LOOKING FOR A NEW DEAL	80	**	28	32	31	35	18	14	**	**	32	17	31	19	9
	8%	**	8%	8%	9%	6%	10%	16%	**	**	5%	11%	14% bc	5%	4%
NEITHER	876	**	294	321	275	476	140	63	**	**	513	136	176	361	184
	84%	**	85%	81%	85%	84%	78%	73%	**	**	86%	82%	80%	87%	86%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
SWITCHED IN LAST 12 MONTHS	84	18	66	26	59	84	-	84	**	55	18	59	14	46	27	21
	8%	10%	8%	9%	8%	15%	-%	75%	**	8%	9%	7%	10%	8%	7%	18%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	80	18	61	25	55	66	13	21	**	46	15	51	10	47	14	18
	8%	10%	7%	9%	7%	12%	3%	19%	**	6%	7%	6%	7%	8%	4%	16%
						b		b						b		b
NEITHER	890	145	745	237	653	424	466	14	**	637	171	689	118	464	344	78
	85%	81%	86%	83%	86%	75%	97%	13%	**	87%	84%	87%	84%	84%	90%	67%
						c	ac							c	c	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
SWITCHED IN LAST 12 MONTHS	84	**	67	15	59	68	6	59	**	11	23	13	21
	8%	**	8%	9%	8%	13% b	2%	56% ab	**	8%	6%	7%	6%
CURRENTLY LOOKING FOR A NEW DEAL	80	**	56	12	50	44	17	15	**	11	26	18	19
	8%	**	6%	7%	7%	8%	4%	14% b	**	8%	7%	10%	6%
NEITHER	890	**	749	152	660	420	392	35	**	111	331	158	284
	85%	**	86%	85%	86%	80% c	95% ac	33%	**	83%	88%	84%	89%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
SWITCHED IN LAST 12 MONTHS	84	22	11	**	**	**	13	**	**	34	20	59	25
	8%	11% b	4%	**	**	**	6%	**	**	7%	8%	7%	10%
CURRENTLY LOOKING FOR A NEW DEAL	80	24	13	**	**	**	6	**	**	37	12	67	13
	8%	11% b	4%	**	**	**	3%	**	**	7%	5%	8%	5%
NEITHER	890	167	275	**	**	**	183	**	**	442	226	671	219
	85%	78%	93% a	**	**	**	91%	**	**	87%	88%	85%	86%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
SWITCHED IN LAST 12 MONTHS	84	36	13	**	16	15	51	31	**	**	17	36	59	26	13
	8%	9%	5%	**	10%	10%	11%	6%	**	**	6%	8%	8%	9%	10%
CURRENTLY LOOKING FOR A NEW DEAL	80	30	14	**	13	18	46	28	**	**	32	28	70	9	5
	8%	7%	5%	**	8%	12%	9%	6%	**	**	11%	7%	9%	3%	4%
											e		e		
NEITHER	890	354	235	**	139	116	393	423	**	**	245	365	638	251	115
	85%	85%	90%	**	83%	79%	81%	88%	**	**	84%	86%	84%	88%	87%
			e					a							

Columns Tested: a,b,c,d,e - 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.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
SWITCHED IN LAST 12 MONTHS	84	17	26	40	47	36	34	21	12	17	64	**	**	**
	8%	11%	7%	8%	9%	7%	10%	8%	6%	7%	8%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	80	26	33	20	41	39	28	19	16	14	62	**	**	**
	8%	16% c	9% c	4%	8%	8%	8%	7%	8%	6%	7%	**	**	**
NEITHER	890	124	330	435	457	427	290	227	164	202	725	**	**	**
	85%	75%	86% a	88% a	85%	85%	83%	86%	86%	87%	86%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
SWITCHED IN LAST 12 MONTHS	84	**	21	41	17	55	18	7	**	**	46	9	13	31	19
	8%	**	6%	10%	5%	10%	10%	8%	**	**	8%	5%	6%	7%	9%
CURRENTLY LOOKING FOR A NEW DEAL	80	**	28	32	31	35	18	14	**	**	32	17	31	19	9
	8%	**	8%	8%	9%	6%	10%	16%	**	**	5%	11%	14% bc	5%	4%
NEITHER	890	**	298	327	278	481	145	67	**	**	518	140	177	366	187
	85%	**	86%	82%	86%	85%	81%	77%	**	**	87%	85%	81%	88%	87%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
SWITCHED ONLY	68	15	53	22	45	68	-	68	**	44	14	48	10	37	22	15
	6%	8%	6%	8%	6%	12%	-%	61%	**	6%	7%	6%	7%	7%	6%	13%
						b		ab								
INITIATED CHANGE ONLY	192	27	165	37	155	105	87	12	**	135	39	141	33	124	50	32
	18%	15%	19%	13%	20%	19%	18%	11%	**	18%	19%	18%	23%	22%	13%	28%
					a									b		b
BOTH SWITCHED AND INITIATED CHANGE	16	3	13	3	13	16	-	16	**	11	3	11	3	9	5	6
	2%	2%	2%	1%	2%	3%	-%	15%	**	1%	2%	1%	2%	2%	1%	5%
						b		ab								
NEITHER	770	135	635	223	547	377	393	16	**	545	146	596	95	385	306	63
	74%	75%	73%	78%	72%	67%	82%	14%	**	74%	72%	75%	67%	69%	80%	54%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
SWITCHED ONLY	68	**	54	14	47	56	5	49	**	9	18	10	17
	6%	**	6%	8%	6%	11%	1%	47%	**	7%	5%	5%	5%
						b		ab					
INITIATED CHANGE ONLY	192	**	161	21	151	87	84	9	**	20	99	29	91
	18%	**	19%	11%	20%	16%	20%	9%	**	15%	26%	15%	28%
							c				a		a
BOTH SWITCHED AND INITIATED CHANGE	16	**	12	1	12	12	1	10	**	2	5	3	4
	2%	**	1%	1%	2%	2%	*%	10%	**	2%	1%	2%	1%
								ab					
NEITHER	770	**	639	144	553	373	324	37	**	102	254	147	209
	74%	**	74%	80%	73%	71%	78%	35%	**	77%	68%	78%	65%
						c	c					b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 234

Any break column with 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 TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
SWITCHED ONLY	68	17	10	**	**	**	9	**	**	27	14	47	21
	6%	8%	3%	**	**	**	5%	**	**	5%	5%	6%	8%
INITIATED CHANGE ONLY	192	63	56	**	**	**	20	**	**	119	24	166	26
	18%	30%	19%	**	**	**	10%	**	**	23%	9%	21%	10%
		b								b		b	
BOTH SWITCHED AND INITIATED CHANGE	16	6	1	**	**	**	4	**	**	7	6	12	4
	2%	3%	*%	**	**	**	2%	**	**	1%	2%	2%	2%
NEITHER	770	127	229	**	**	**	168	**	**	356	213	565	205
	74%	60%	77%	**	**	**	84%	**	**	70%	83%	72%	80%
			a								a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
SWITCHED ONLY	68	31	10	**	13	12	42	23	**	**	13	29	44	24	12
	6%	7%	4%	**	8%	8%	9%	5%	**	**	4%	7%	6%	8%	9%
INITIATED CHANGE ONLY	192	54	71	**	20	25	103	84	**	**	70	71	152	40	12
	18%	13%	27%	**	12%	17%	21%	18%	**	**	24%	17%	20%	14%	9%
			ad								ef		f		
BOTH SWITCHED AND INITIATED CHANGE	16	6	3	**	3	3	9	8	**	**	4	7	15	2	1
	2%	1%	1%	**	2%	2%	2%	2%	**	**	2%	2%	2%	1%	1%
NEITHER	770	326	178	**	131	107	331	363	**	**	206	317	548	220	108
	74%	78%	68%	**	79%	73%	68%	76%	**	**	70%	75%	72%	77%	81%
		b						a							

Columns Tested: a,b,c,d,e - 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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
SWITCHED ONLY	68	12	24	32	35	31	29	15	11	14	54	**	**	**
	6%	7%	6%	6%	7%	6%	8%	6%	6%	6%	6%	**	**	**
INITIATED CHANGE ONLY	192	47	72	72	106	86	78	45	29	37	149	**	**	**
	18%	29% bc	19%	15%	20%	17%	22%	17%	15%	16%	18%	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	16	6	2	9	12	4	5	7	1	3	10	**	**	**
	2%	3%	1%	2%	2%	1%	2%	3%	1%	1%	1%	**	**	**
NEITHER	770	100	286	382	386	379	239	197	149	179	633	**	**	**
	74%	61%	74% a	77% a	72%	76%	68%	75%	78%	77%	75%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
SWITCHED ONLY	68	**	19	33	11	46	15	5	**	**	36	8	11	25	14
	6%	**	5%	8%	4%	8% a	8%	6%	**	**	6%	5%	5%	6%	6%
INITIATED CHANGE ONLY	192	**	60	85	67	107	27	16	**	**	113	32	37	68	59
	18%	**	17%	21%	21%	19%	15%	18%	**	**	19%	19%	17%	16%	27% b
BOTH SWITCHED AND INITIATED CHANGE	16	**	2	8	6	9	3	2	**	**	10	1	2	6	5
	2%	**	1%	2%	2%	2%	2%	3%	**	**	2%	1%	1%	1%	2%
NEITHER	770	**	263	270	239	404	135	63	**	**	435	124	168	316	137
	74%	**	76%	68%	74%	71%	75%	74%	**	**	73%	75%	77% c	76% c	64%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
ACTIVE	388	71	317	102	286	266	123	104	**	266	73	289	51	225	114	63
	37%	40%	37%	36%	38%	47%	26%	93%	**	36%	36%	36%	36%	41%	30%	54%
						b		ab						b		ab
BROWSERS	292	34	258	57	235	139	153	6	**	203	59	218	44	161	101	32
	28%	19%	30%	20%	31%	25%	32%	5%	**	28%	29%	27%	32%	29%	26%	27%
			a		a	c	c									
DORMANT	71	16	55	25	46	46	25	-	**	43	19	48	14	32	30	8
	7%	9%	6%	9%	6%	8%	5%	-%	**	6%	9%	6%	10%	6%	8%	7%
						c	c									
RESIGNED	67	12	55	27	40	22	45	-	**	55	10	58	6	30	35	4
	6%	7%	6%	10%	5%	4%	9%	-%	**	7%	5%	7%	5%	5%	9%	4%
							ac									
APPREHENSIVE	192	40	153	63	130	82	111	2	**	141	36	154	22	91	86	8
	18%	22%	18%	22%	17%	14%	23%	2%	**	19%	18%	19%	16%	16%	22%	7%
						c	ac							c	c	
UNMOTIVATED	36	7	28	11	24	13	23	-	**	27	6	29	4	15	17	1
	3%	4%	3%	4%	3%	2%	5%	-%	**	4%	3%	4%	3%	3%	4%	1%
							c									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
ACTIVE	388	**	308	57	279	213	123	81	**	45	141	67	119
	37%	**	36%	32%	37%	40%	30%	77%	**	34%	38%	35%	37%
						b		ab					
BROWSERS	292	**	261	38	238	134	141	11	**	30	121	42	110
	28%	**	30%	21%	31%	25%	34%	10%	**	22%	32%	22%	34%
					a	c	ac						a
DORMANT	71	**	57	18	48	52	13	4	**	4	21	8	17
	7%	**	7%	10%	6%	10%	3%	4%	**	3%	6%	4%	5%
						b							
RESIGNED	67	**	56	20	40	21	39	-	**	13	23	18	17
	6%	**	7%	11%	5%	4%	9%	-%	**	10%	6%	10%	5%
				b			ac						
APPREHENSIVE	192	**	155	41	132	87	86	7	**	31	54	41	44
	18%	**	18%	23%	17%	16%	21%	7%	**	23%	14%	22%	14%
						c	c						
UNMOTIVATED	36	**	30	6	27	20	12	2	**	10	16	13	12
	3%	**	3%	3%	3%	4%	3%	2%	**	7%	4%	7%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
ACTIVE	388	98	88	**	**	**	56	**	**	186	77	311	77
	37%	46%	30%	**	**	**	28%	**	**	37%	30%	39%	30%
		b											
BROWSERS	292	63	88	**	**	**	68	**	**	151	84	222	70
	28%	29%	30%	**	**	**	34%	**	**	30%	33%	28%	27%
DORMANT	71	13	12	**	**	**	14	**	**	26	22	59	12
	7%	6%	4%	**	**	**	7%	**	**	5%	9%	7%	5%
RESIGNED	67	7	28	**	**	**	12	**	**	36	13	43	25
	6%	3%	10%	**	**	**	6%	**	**	7%	5%	5%	10%
			a										
APPREHENSIVE	192	23	63	**	**	**	50	**	**	85	59	127	66
	18%	11%	21%	**	**	**	25%	**	**	17%	23%	16%	26%
			a										a
UNMOTIVATED	36	9	17	**	**	**	-	**	**	25	3	28	7
	3%	4%	6%	**	**	**	-%	**	**	5%	1%	4%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
ACTIVE	388	148	97	**	56	63	211	159	**	**	120	155	304	83	33
	37%	36%	37%	**	33%	43%	44% b	33%	**	**	41% ef	37%	40% ef	29%	25%
BROWSERS	292	110	94	**	43	24	127	140	**	**	81	114	201	91	43
	28%	27%	36% e	**	26%	17%	26%	29%	**	**	28%	27%	26%	32%	32%
DORMANT	71	32	6	**	19	12	27	33	**	**	27	21	51	19	9
	7%	8% b	2%	**	12% b	8% b	5%	7%	**	**	9%	5%	7%	7%	7%
RESIGNED	67	30	16	**	6	11	21	38	**	**	16	35	51	16	7
	6%	7%	6%	**	4%	7%	4%	8%	**	**	5%	8%	7%	6%	5%
APPREHENSIVE	192	84	37	**	36	31	82	91	**	**	39	77	120	72	41
	18%	20%	14%	**	22%	21%	17%	19%	**	**	13%	18%	16%	25% bd	31% bcd
UNMOTIVATED	36	11	12	**	7	5	18	18	**	**	10	22	31	4	-
	3%	3%	5%	**	4%	4%	4%	4%	**	**	3%	5%	4%	1%	-%

Columns Tested: a,b,c,d,e - 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.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
ACTIVE	388	93	141	154	215	171	162	95	60	69	307	**	**	**
	37%	56%	37%	31%	40%	34%	46%	36%	32%	29%	36%	**	**	**
		bc					cd							
BROWSERS	292	31	116	144	145	146	86	84	53	64	245	**	**	**
	28%	19%	30%	29%	27%	29%	24%	32%	28%	28%	29%	**	**	**
			a	a										
DORMANT	71	12	26	31	40	30	19	18	15	18	51	**	**	**
	7%	7%	7%	6%	7%	6%	6%	7%	8%	8%	6%	**	**	**
RESIGNED	67	4	24	39	26	41	21	17	13	16	59	**	**	**
	6%	2%	6%	8%	5%	8%	6%	7%	7%	7%	7%	**	**	**
APPREHENSIVE	192	20	67	105	97	93	54	43	36	56	160	**	**	**
	18%	12%	18%	21%	18%	19%	16%	17%	19%	24%	19%	**	**	**
				a						a				
UNMOTIVATED	36	5	10	21	16	19	8	6	12	9	24	**	**	**
	3%	3%	3%	4%	3%	4%	2%	2%	6%	4%	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Landline

Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
ACTIVE	388	**	116	178	113	220	71	41	**	**	216	65	83	139	93
	37%	**	34%	45% b	35%	39%	40%	48%	**	**	36%	40%	38%	34%	43%
BROWSERS	292	**	100	111	99	154	34	15	**	**	165	42	71	118	60
	28%	**	29%	28%	31%	27%	19%	17%	**	**	28%	26%	32%	28%	28%
DORMANT	71	**	22	26	18	39	16	4	**	**	34	10	10	33	18
	7%	**	6%	6%	5%	7%	9%	5%	**	**	6%	6%	5%	8%	9%
RESIGNED	67	**	26	15	22	34	12	7	**	**	47	8	11	26	8
	6%	**	8%	4%	7%	6%	7%	9%	**	**	8%	5%	5%	6%	4%
APPREHENSIVE	192	**	69	59	54	109	40	16	**	**	111	34	40	85	21
	18%	**	20%	15%	17%	19%	22%	19%	**	**	19%	21%	18%	20% c	10%
UNMOTIVATED	36	**	11	7	18	10	7	3	**	**	21	5	3	14	15
	3%	**	3%	2%	6% b	2%	4%	3%	**	**	4%	3%	1%	3%	7% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c
Unweighted row	206	206	-	206	-	134	72	57	17	94	19	101	12	73	40	26
Effective Weighted Sample	170	170	-	170	-	102	68	39	17	84	16	90	10	62	38	20
Total	180	180	-	180	-	105	75	31	18	95	17	102	11	67	46	22
SWITCHED IN LAST 12 MONTHS	31	31	**	31	**	31	**	**	**	**	**	13	**	**	**	**
	17%	17%	**	17%	**	30%	**	**	**	**	**	13%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	18	**	18	**	17	**	**	**	**	**	5	**	**	**	**
	10%	10%	**	10%	**	16%	**	**	**	**	**	5%	**	**	**	**
NEITHER	140	140	**	140	**	66	**	**	**	**	**	86	**	**	**	**
	78%	78%	**	78%	**	63%	**	**	**	**	**	85%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	206	67	28	74	21	70	25	31	14	33	22	40	15
Effective Weighted Sample	170	57	25	64	18	59	24	25	14	27	20	33	14
Total	180	64	30	71	22	63	31	23	15	30	22	36	16
SWITCHED IN LAST 12 MONTHS	31	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	140	**	**	**	**	**	**	**	**	**	**	**	**
	78%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	206	30	25	11	2	6	23	2	2	55	29	167	39
Effective Weighted Sample	170	23	24	8	2	5	22	2	2	47	28	133	37
Total	180	24	28	6	2	6	25	2	2	52	31	142	38
SWITCHED IN LAST 12 MONTHS	31	**	**	**	**	**	**	**	**	**	**	28	**
	17%	**	**	**	**	**	**	**	**	**	**	20%	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	**	**	**	**	**	16	**
	10%	**	**	**	**	**	**	**	**	**	**	11%	**
NEITHER	140	**	**	**	**	**	**	**	**	**	**	108	**
	78%	**	**	**	**	**	**	**	**	**	**	76%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	206	-	-	-	33	173	115	79	12	26	81	48	155	50	30
Effective Weighted Sample	170	-	-	-	29	141	90	70	12	19	59	42	120	49	29
Total	180	-	-	-	33	147	86	80	13	19	64	44	128	52	30
SWITCHED IN LAST 12 MONTHS	31	**	**	**	**	27	20	**	**	**	**	**	27	**	**
	17%	**	**	**	**	19%	24%	**	**	**	**	**	21%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	18	15	**	**	**	**	**	18	**	**
	10%	**	**	**	**	12%	17%	**	**	**	**	**	14%	**	**
NEITHER	140	**	**	**	**	111	59	**	**	**	**	**	93	**	**
	78%	**	**	**	**	75%	69%	**	**	**	**	**	73%	**	**

Columns Tested: a,b,c,d,e - 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.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	72	62	71	111	93	84	40	40	40	171	15	9	11
Effective Weighted Sample	170	52	52	66	91	78	67	34	31	36	143	13	6	8
Total	180	51	58	70	95	83	67	35	38	38	151	14	7	8
SWITCHED IN LAST 12 MONTHS	31	**	**	**	20	**	**	**	**	**	25	**	**	**
	17%	**	**	**	21%	**	**	**	**	**	17%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	12	**	**	**	**	**	13	**	**	**
	10%	**	**	**	13%	**	**	**	**	**	9%	**	**	**
NEITHER	140	**	**	**	69	**	**	**	**	**	119	**	**	**
	78%	**	**	**	73%	**	**	**	**	**	79%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
SWITCHED IN LAST 12 MONTHS	31	**	**	**	**	**	31	16	**	**	**	**	**	**	**
	17%	**	**	**	**	**	17%	18%	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	18	14	**	**	**	**	**	**	**
	10%	**	**	**	**	**	10%	16%	**	**	**	**	**	**	**
NEITHER	140	**	**	**	**	**	140	63	**	**	**	**	**	**	**
	78%	**	**	**	**	**	78%	73%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c
Unweighted row	206	206	-	206	-	134	72	57	17	94	19	101	12	73	40	26
Effective Weighted Sample	170	170	-	170	-	102	68	39	17	84	16	90	10	62	38	20
Total	180	180	-	180	-	105	75	31	18	95	17	102	11	67	46	22
SWITCHED IN LAST 12 MONTHS	18	18	**	18	**	18	**	**	**	**	**	8	**	**	**	**
	10%	10%	**	10%	**	17%	**	**	**	**	**	8%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	18	**	18	**	17	**	**	**	**	**	5	**	**	**	**
	10%	10%	**	10%	**	16%	**	**	**	**	**	5%	**	**	**	**
NEITHER	145	145	**	145	**	72	**	**	**	**	**	89	**	**	**	**
	81%	81%	**	81%	**	68%	**	**	**	**	**	87%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	206	67	28	74	21	70	25	31	14	33	22	40	15
Effective Weighted Sample	170	57	25	64	18	59	24	25	14	27	20	33	14
Total	180	64	30	71	22	63	31	23	15	30	22	36	16
SWITCHED IN LAST 12 MONTHS	18	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	**	**	**	**	**	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	145	**	**	**	**	**	**	**	**	**	**	**	**
	81%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	206	30	25	11	2	6	23	2	2	55	29	167	39
Effective Weighted Sample	170	23	24	8	2	5	22	2	2	47	28	133	37
Total	180	24	28	6	2	6	25	2	2	52	31	142	38
SWITCHED IN LAST 12 MONTHS	18	**	**	**	**	**	**	**	**	**	**	15	**
	10%	**	**	**	**	**	**	**	**	**	**	10%	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	**	**	**	**	**	16	**
	10%	**	**	**	**	**	**	**	**	**	**	11%	**
NEITHER	145	**	**	**	**	**	**	**	**	**	**	113	**
	81%	**	**	**	**	**	**	**	**	**	**	79%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	206	-	-	-	33	173	115	79	12	26	81	48	155	50	30
Effective Weighted Sample	170	-	-	-	29	141	90	70	12	19	59	42	120	49	29
Total	180	-	-	-	33	147	86	80	13	19	64	44	128	52	30
SWITCHED IN LAST 12 MONTHS	18	**	**	**	**	15	11	**	**	**	**	**	13	**	**
	10%	**	**	**	**	10%	13%	**	**	**	**	**	10%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	18	15	**	**	**	**	**	18	**	**
	10%	**	**	**	**	12%	17%	**	**	**	**	**	14%	**	**
NEITHER	145	**	**	**	**	116	62	**	**	**	**	**	98	**	**
	81%	**	**	**	**	79%	71%	**	**	**	**	**	77%	**	**

Columns Tested: a,b,c,d,e - 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.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	72	62	71	111	93	84	40	40	40	171	15	9	11
Effective Weighted Sample	170	52	52	66	91	78	67	34	31	36	143	13	6	8
Total	180	51	58	70	95	83	67	35	38	38	151	14	7	8
SWITCHED IN LAST 12 MONTHS	18	**	**	**	10	**	**	**	**	**	14	**	**	**
	10%	**	**	**	11%	**	**	**	**	**	9%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	12	**	**	**	**	**	13	**	**	**
	10%	**	**	**	13%	**	**	**	**	**	9%	**	**	**
NEITHER	145	**	**	**	74	**	**	**	**	**	124	**	**	**
	81%	**	**	**	78%	**	**	**	**	**	82%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
SWITCHED IN LAST 12 MONTHS	18	**	**	**	**	**	18	7	**	**	**	**	**	**	**
	10%	**	**	**	**	**	10%	8%	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	18	**	**	**	**	**	18	14	**	**	**	**	**	**	**
	10%	**	**	**	**	**	10%	16%	**	**	**	**	**	**	**
NEITHER	145	**	**	**	**	**	145	67	**	**	**	**	**	**	**
	81%	**	**	**	**	**	81%	77%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c
Unweighted row	206	206	-	206	-	134	72	57	17	94	19	101	12	73	40	26
Effective Weighted Sample	170	170	-	170	-	102	68	39	17	84	16	90	10	62	38	20
Total	180	180	-	180	-	105	75	31	18	95	17	102	11	67	46	22
SWITCHED ONLY	15	15	**	15	**	15	**	**	**	**	**	7	**	**	**	**
	8%	8%	**	8%	**	14%	**	**	**	**	**	7%	**	**	**	**
INITIATED CHANGE ONLY	27	27	**	27	**	19	**	**	**	**	**	18	**	**	**	**
	15%	15%	**	15%	**	18%	**	**	**	**	**	17%	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	3	**	3	**	3	**	**	**	**	**	1	**	**	**	**
	2%	2%	**	2%	**	3%	**	**	**	**	**	1%	**	**	**	**
NEITHER	135	135	**	135	**	68	**	**	**	**	**	76	**	**	**	**
	75%	75%	**	75%	**	65%	**	**	**	**	**	75%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	206	67	28	74	21	70	25	31	14	33	22	40	15
Effective Weighted Sample	170	57	25	64	18	59	24	25	14	27	20	33	14
Total	180	64	30	71	22	63	31	23	15	30	22	36	16
SWITCHED ONLY	15	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	27	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	135	**	**	**	**	**	**	**	**	**	**	**	**
	75%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	206	30	25	11	2	6	23	2	2	55	29	167	39
Effective Weighted Sample	170	23	24	8	2	5	22	2	2	47	28	133	37
Total	180	24	28	6	2	6	25	2	2	52	31	142	38
SWITCHED ONLY	15	**	**	**	**	**	**	**	**	**	**	11	**
	8%	**	**	**	**	**	**	**	**	**	**	8%	**
INITIATED CHANGE ONLY	27	**	**	**	**	**	**	**	**	**	**	26	**
	15%	**	**	**	**	**	**	**	**	**	**	18%	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
NEITHER	135	**	**	**	**	**	**	**	**	**	**	101	**
	75%	**	**	**	**	**	**	**	**	**	**	71%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	206	-	-	-	33	173	115	79	12	26	81	48	155	50	30
Effective Weighted Sample	170	-	-	-	29	141	90	70	12	19	59	42	120	49	29
Total	180	-	-	-	33	147	86	80	13	19	64	44	128	52	30
SWITCHED ONLY	15	**	**	**	**	12	9	**	**	**	**	**	10	**	**
	8%	**	**	**	**	8%	11%	**	**	**	**	**	8%	**	**
INITIATED CHANGE ONLY	27	**	**	**	**	25	20	**	**	**	**	**	26	**	**
	15%	**	**	**	**	17%	23%	**	**	**	**	**	20%	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	3	2	**	**	**	**	**	3	**	**
	2%	**	**	**	**	2%	3%	**	**	**	**	**	3%	**	**
NEITHER	135	**	**	**	**	107	55	**	**	**	**	**	88	**	**
	75%	**	**	**	**	73%	64%	**	**	**	**	**	69%	**	**

Columns Tested: a,b,c,d,e - 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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	72	62	71	111	93	84	40	40	40	171	15	9	11
Effective Weighted Sample	170	52	52	66	91	78	67	34	31	36	143	13	6	8
Total	180	51	58	70	95	83	67	35	38	38	151	14	7	8
SWITCHED ONLY	15	**	**	**	8	**	**	**	**	**	12	**	**	**
	8%	**	**	**	9%	**	**	**	**	**	8%	**	**	**
INITIATED CHANGE ONLY	27	**	**	**	16	**	**	**	**	**	24	**	**	**
	15%	**	**	**	17%	**	**	**	**	**	16%	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	2	**	**	**	**	**	2	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	1%	**	**	**
NEITHER	135	**	**	**	68	**	**	**	**	**	113	**	**	**
	75%	**	**	**	72%	**	**	**	**	**	75%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
SWITCHED ONLY	15	**	**	**	**	**	15	5	**	**	**	**	**	**	**
	8%	**	**	**	**	**	8%	6%	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	27	**	**	**	**	**	27	16	**	**	**	**	**	**	**
	15%	**	**	**	**	**	15%	18%	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	3	**	**	**	**	**	3	2	**	**	**	**	**	**	**
	2%	**	**	**	**	**	2%	3%	**	**	**	**	**	**	**
NEITHER	135	**	**	**	**	**	135	63	**	**	**	**	**	**	**
	75%	**	**	**	**	**	75%	74%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c
Unweighted row	206	206	-	206	-	134	72	57	17	94	19	101	12	73	40	26
Effective Weighted Sample	170	170	-	170	-	102	68	39	17	84	16	90	10	62	38	20
Total	180	180	-	180	-	105	75	31	18	95	17	102	11	67	46	22
Received a discount	20	20	**	20	**	15	**	**	**	**	**	14	**	**	**	**
	11%	11%	**	11%	**	14%	**	**	**	**	**	14%	**	**	**	**
Added extra or improved services	14	14	**	14	**	9	**	**	**	**	**	8	**	**	**	**
	8%	8%	**	8%	**	9%	**	**	**	**	**	8%	**	**	**	**
Reduced or downgraded services	7	7	**	7	**	5	**	**	**	**	**	4	**	**	**	**
	4%	4%	**	4%	**	5%	**	**	**	**	**	4%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	30	**	30	**	23	**	**	**	**	**	19	**	**	**	**
	17%	17%	**	17%	**	22%	**	**	**	**	**	19%	**	**	**	**
ALL 3 CHANGES	2	2	**	2	**	*	**	**	**	**	**	2	**	**	**	**
	1%	1%	**	1%	**	*%	**	**	**	**	**	2%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	4	**	4	**	2	**	**	**	**	**	2	**	**	**	**
	2%	2%	**	2%	**	2%	**	**	**	**	**	2%	**	**	**	**
DISCOUNT AND REDUCED SERVICES	2	2	**	2	**	2	**	**	**	**	**	-	**	**	**	**
	1%	1%	**	1%	**	2%	**	**	**	**	**	-%	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	**	1	**	1	**	**	**	**	**	1	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	1%	**	**	**	**
DISCOUNT ONLY	13	13	**	13	**	10	**	**	**	**	**	10	**	**	**	**
	7%	7%	**	7%	**	10%	**	**	**	**	**	10%	**	**	**	**
EXTRA SERVICES ONLY	8	8	**	8	**	5	**	**	**	**	**	2	**	**	**	**
	4%	4%	**	4%	**	5%	**	**	**	**	**	2%	**	**	**	**
REDUCED SERVICES ONLY	2	2	**	2	**	2	**	**	**	**	**	1	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	1%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	150	**	150	**	82	**	**	**	**	**	83	**	**	**	**
	83%	83%	**	83%	**	78%	**	**	**	**	**	81%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	206	67	28	74	21	70	25	31	14	33	22	40	15
Effective Weighted Sample	170	57	25	64	18	59	24	25	14	27	20	33	14
Total	180	64	30	71	22	63	31	23	15	30	22	36	16
Received a discount	20	**	**	**	**	**	**	**	**	**	**	**	**
	11%	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	14	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	7	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**
ALL 3 CHANGES	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	13	**	**	**	**	**	**	**	**	**	**	**	**
	7%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	**	**	**	**	**	**	**	**	**	**	**	**
	83%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	206	30	25	11	2	6	23	2	2	55	29	167	39
Effective Weighted Sample	170	23	24	8	2	5	22	2	2	47	28	133	37
Total	180	24	28	6	2	6	25	2	2	52	31	142	38
Received a discount	20	**	**	**	**	**	**	**	**	**	**	19	**
	11%	**	**	**	**	**	**	**	**	**	**	13%	**
Added extra or improved services	14	**	**	**	**	**	**	**	**	**	**	13	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**
Reduced or downgraded services	7	**	**	**	**	**	**	**	**	**	**	7	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	**	**	**	**	**	**	**	29	**
	17%	**	**	**	**	**	**	**	**	**	**	21%	**
ALL 3 CHANGES	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	**	**	**	**	**	**	2	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT ONLY	13	**	**	**	**	**	**	**	**	**	**	13	**
	7%	**	**	**	**	**	**	**	**	**	**	9%	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	**	**	**	**	**	8	**
	4%	**	**	**	**	**	**	**	**	**	**	5%	**
REDUCED SERVICES ONLY	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	**	**	**	**	**	**	**	**	**	**	113	**
	83%	**	**	**	**	**	**	**	**	**	**	79%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	206	-	-	-	33	173	115	79	12	26	81	48	155	50	30
Effective Weighted Sample	170	-	-	-	29	141	90	70	12	19	59	42	120	49	29
Total	180	-	-	-	33	147	86	80	13	19	64	44	128	52	30
Received a discount	20	**	**	**	**	18	13	**	**	**	**	**	19	**	**
	11%	**	**	**	**	12%	15%	**	**	**	**	**	15%	**	**
Added extra or improved services	14	**	**	**	**	14	12	**	**	**	**	**	13	**	**
	8%	**	**	**	**	10%	14%	**	**	**	**	**	10%	**	**
Reduced or downgraded services	7	**	**	**	**	6	3	**	**	**	**	**	7	**	**
	4%	**	**	**	**	4%	3%	**	**	**	**	**	5%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	**	28	22	**	**	**	**	**	29	**	**
	17%	**	**	**	**	19%	25%	**	**	**	**	**	23%	**	**
ALL 3 CHANGES	2	**	**	**	**	2	*	**	**	**	**	**	2	**	**
	1%	**	**	**	**	1%	*%	**	**	**	**	**	2%	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	4	4	**	**	**	**	**	2	**	**
	2%	**	**	**	**	2%	4%	**	**	**	**	**	2%	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	2	1	**	**	**	**	**	2	**	**
	1%	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	1	1	**	**	**	**	**	1	**	**
	1%	**	**	**	**	1%	2%	**	**	**	**	**	1%	**	**
DISCOUNT ONLY	13	**	**	**	**	10	9	**	**	**	**	**	13	**	**
	7%	**	**	**	**	7%	10%	**	**	**	**	**	10%	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	8	7	**	**	**	**	**	8	**	**
	4%	**	**	**	**	5%	8%	**	**	**	**	**	6%	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	2	*	**	**	**	**	**	2	**	**
	1%	**	**	**	**	1%	*%	**	**	**	**	**	1%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	**	**	**	**	119	64	**	**	**	**	**	98	**	**
	83%	**	**	**	**	81%	75%	**	**	**	**	**	77%	**	**

Columns Tested: a,b,c,d,e - 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/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's standalone landline service (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	72	62	71	111	93	84	40	40	40	171	15	9	11
Effective Weighted Sample	170	52	52	66	91	78	67	34	31	36	143	13	6	8
Total	180	51	58	70	95	83	67	35	38	38	151	14	7	8
Received a discount	20	**	**	**	12	**	**	**	**	**	17	**	**	**
	11%	**	**	**	12%	**	**	**	**	**	11%	**	**	**
Added extra or improved services	14	**	**	**	8	**	**	**	**	**	13	**	**	**
	8%	**	**	**	8%	**	**	**	**	**	8%	**	**	**
Reduced or downgraded services	7	**	**	**	3	**	**	**	**	**	6	**	**	**
	4%	**	**	**	3%	**	**	**	**	**	4%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	18	**	**	**	**	**	26	**	**	**
	17%	**	**	**	19%	**	**	**	**	**	17%	**	**	**
ALL 3 CHANGES	2	**	**	**	-	**	**	**	**	**	2	**	**	**
	1%	**	**	**	-%	**	**	**	**	**	1%	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	2	**	**	**	**	**	3	**	**	**
	2%	**	**	**	2%	**	**	**	**	**	2%	**	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	2	**	**	**	**	**	2	**	**	**
	1%	**	**	**	2%	**	**	**	**	**	1%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	*	**	**	**	**	**	1	**	**	**
	1%	**	**	**	*%	**	**	**	**	**	1%	**	**	**
DISCOUNT ONLY	13	**	**	**	8	**	**	**	**	**	10	**	**	**
	7%	**	**	**	9%	**	**	**	**	**	7%	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	5	**	**	**	**	**	6	**	**	**
	4%	**	**	**	6%	**	**	**	**	**	4%	**	**	**
REDUCED SERVICES ONLY	2	**	**	**	1	**	**	**	**	**	2	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	1%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	**	**	**	77	**	**	**	**	**	125	**	**	**
	83%	**	**	**	81%	**	**	**	**	**	83%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
Received a discount	20	**	**	**	**	**	20	11	**	**	**	**	**	**	**
	11%	**	**	**	**	**	11%	13%	**	**	**	**	**	**	**
Added extra or improved services	14	**	**	**	**	**	14	9	**	**	**	**	**	**	**
	8%	**	**	**	**	**	8%	10%	**	**	**	**	**	**	**
Reduced or downgraded services	7	**	**	**	**	**	7	*	**	**	**	**	**	**	**
	4%	**	**	**	**	**	4%	*%	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	30	**	**	**	**	**	30	18	**	**	**	**	**	**	**
	17%	**	**	**	**	**	17%	21%	**	**	**	**	**	**	**
ALL 3 CHANGES	2	**	**	**	**	**	2	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	-%	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	4	**	**	**	**	**	4	2	**	**	**	**	**	**	**
	2%	**	**	**	**	**	2%	3%	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	**	2	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	-%	**	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	**	**	**	1	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	-%	**	**	**	**	**	**	**
DISCOUNT ONLY	13	**	**	**	**	**	13	9	**	**	**	**	**	**	**
	7%	**	**	**	**	**	7%	10%	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	8	**	**	**	**	**	8	7	**	**	**	**	**	**	**
	4%	**	**	**	**	**	4%	8%	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	2	**	**	**	**	**	2	*	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	*%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	150	**	**	**	**	**	150	68	**	**	**	**	**	**	**
	83%	**	**	**	**	**	83%	79%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	a	~b	~a	~b	~c
Unweighted row	206	206	-	206	-	134	72	57	17	94	19	101	12	73	40	26
Effective Weighted Sample	170	170	-	170	-	102	68	39	17	84	16	90	10	62	38	20
Total	180	180	-	180	-	105	75	31	18	95	17	102	11	67	46	22
Received a discount	11	11	**	11	**	8	**	**	**	**	**	3	**	**	**	**
	6%	6%	**	6%	**	7%	**	**	**	**	**	3%	**	**	**	**
Added extra or improved services	11	11	**	11	**	8	**	**	**	**	**	2	**	**	**	**
	6%	6%	**	6%	**	7%	**	**	**	**	**	2%	**	**	**	**
Reduced or downgraded services	1	1	**	1	**	1	**	**	**	**	**	-	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	-%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	21	**	21	**	15	**	**	**	**	**	4	**	**	**	**
	12%	12%	**	12%	**	14%	**	**	**	**	**	4%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	2	**	2	**	1	**	**	**	**	**	*	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	*%	**	**	**	**
DISCOUNT AND REDUCED SERVICES	1	1	**	1	**	1	**	**	**	**	**	-	**	**	**	**
	*%	*%	**	*%	**	1%	**	**	**	**	**	-%	**	**	**	**
DISCOUNT ONLY	9	9	**	9	**	6	**	**	**	**	**	3	**	**	**	**
	5%	5%	**	5%	**	6%	**	**	**	**	**	3%	**	**	**	**
EXTRA SERVICES ONLY	10	10	**	10	**	7	**	**	**	**	**	1	**	**	**	**
	5%	5%	**	5%	**	7%	**	**	**	**	**	1%	**	**	**	**
REDUCED SERVICES ONLY	*	*	**	*	**	*	**	**	**	**	**	-	**	**	**	**
	*%	*%	**	*%	**	*%	**	**	**	**	**	-%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	159	**	159	**	90	**	**	**	**	**	97	**	**	**	**
	88%	88%	**	88%	**	86%	**	**	**	**	**	96%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's standalone landline service (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	206	67	28	74	21	70	25	31	14	33	22	40	15
Effective Weighted Sample	170	57	25	64	18	59	24	25	14	27	20	33	14
Total	180	64	30	71	22	63	31	23	15	30	22	36	16
Received a discount	11	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	11	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	9	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	10	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	**	**	**	**	**	**	**	**	**	**	**	**
	88%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	206	30	25	11	2	6	23	2	2	55	29	167	39
Effective Weighted Sample	170	23	24	8	2	5	22	2	2	47	28	133	37
Total	180	24	28	6	2	6	25	2	2	52	31	142	38
Received a discount	11	**	**	**	**	**	**	**	**	**	**	9	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**
Added extra or improved services	11	**	**	**	**	**	**	**	**	**	**	10	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**
Reduced or downgraded services	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	**	**	**	**	**	**	**	19	**
	12%	**	**	**	**	**	**	**	**	**	**	14%	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	9	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	6%	**
EXTRA SERVICES ONLY	10	**	**	**	**	**	**	**	**	**	**	10	**
	5%	**	**	**	**	**	**	**	**	**	**	7%	**
REDUCED SERVICES ONLY	*	**	**	**	**	**	**	**	**	**	**	*	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	**	**	**	**	**	**	**	**	**	**	123	**
	88%	**	**	**	**	**	**	**	**	**	**	86%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	206	-	-	-	33	173	115	79	12	26	81	48	155	50	30
Effective Weighted Sample	170	-	-	-	29	141	90	70	12	19	59	42	120	49	29
Total	180	-	-	-	33	147	86	80	13	19	64	44	128	52	30
Received a discount	11	**	**	**	**	11	7	**	**	**	**	**	9	**	**
	6%	**	**	**	**	7%	9%	**	**	**	**	**	7%	**	**
Added extra or improved services	11	**	**	**	**	8	4	**	**	**	**	**	10	**	**
	6%	**	**	**	**	5%	4%	**	**	**	**	**	8%	**	**
Reduced or downgraded services	1	**	**	**	**	1	*	**	**	**	**	**	1	**	**
	1%	**	**	**	**	1%	*%	**	**	**	**	**	1%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	**	18	10	**	**	**	**	**	19	**	**
	12%	**	**	**	**	12%	12%	**	**	**	**	**	15%	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	1	1	**	**	**	**	**	1	**	**
	1%	**	**	**	**	1%	1%	**	**	**	**	**	1%	**	**
DISCOUNT AND REDUCED SERVICES	1	**	**	**	**	1	-	**	**	**	**	**	1	**	**
	*%	**	**	**	**	*%	-%	**	**	**	**	**	*%	**	**
DISCOUNT ONLY	9	**	**	**	**	9	6	**	**	**	**	**	8	**	**
	5%	**	**	**	**	6%	7%	**	**	**	**	**	6%	**	**
EXTRA SERVICES ONLY	10	**	**	**	**	7	2	**	**	**	**	**	10	**	**
	5%	**	**	**	**	4%	3%	**	**	**	**	**	8%	**	**
REDUCED SERVICES ONLY	*	**	**	**	**	*	*	**	**	**	**	**	*	**	**
	*%	**	**	**	**	*%	*%	**	**	**	**	**	*%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	**	**	**	**	129	76	**	**	**	**	**	109	**	**
	88%	**	**	**	**	88%	88%	**	**	**	**	**	85%	**	**

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's standalone landline service (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	206	72	62	71	111	93	84	40	40	40	171	15	9	11
Effective Weighted Sample	170	52	52	66	91	78	67	34	31	36	143	13	6	8
Total	180	51	58	70	95	83	67	35	38	38	151	14	7	8
Received a discount	11	**	**	**	5	**	**	**	**	**	10	**	**	**
	6%	**	**	**	6%	**	**	**	**	**	6%	**	**	**
Added extra or improved services	11	**	**	**	5	**	**	**	**	**	8	**	**	**
	6%	**	**	**	5%	**	**	**	**	**	5%	**	**	**
Reduced or downgraded services	1	**	**	**	*	**	**	**	**	**	1	**	**	**
	1%	**	**	**	*%	**	**	**	**	**	1%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	10	**	**	**	**	**	16	**	**	**
	12%	**	**	**	10%	**	**	**	**	**	11%	**	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	1	**	**	**	**	**	1	**	**	**
	1%	**	**	**	1%	**	**	**	**	**	1%	**	**	**
DISCOUNT AND REDUCED SERVICES	1	**	**	**	-	**	**	**	**	**	1	**	**	**
	*%	**	**	**	-%	**	**	**	**	**	*%	**	**	**
DISCOUNT ONLY	9	**	**	**	4	**	**	**	**	**	8	**	**	**
	5%	**	**	**	5%	**	**	**	**	**	5%	**	**	**
EXTRA SERVICES ONLY	10	**	**	**	4	**	**	**	**	**	6	**	**	**
	5%	**	**	**	4%	**	**	**	**	**	4%	**	**	**
REDUCED SERVICES ONLY	*	**	**	**	*	**	**	**	**	**	*	**	**	**
	*%	**	**	**	*%	**	**	**	**	**	*%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	**	**	**	85	**	**	**	**	**	135	**	**	**
	88%	**	**	**	90%	**	**	**	**	**	89%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's standalone landline service (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	a	b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	206	21	54	75	78	90	206	111	95	64	70	29	25	36	27
Effective Weighted Sample	170	15	45	59	61	76	170	89	82	55	65	22	19	31	25
Total	180	14	50	63	57	86	180	86	94	55	77	22	20	34	31
Received a discount	11	**	**	**	**	**	11	7	**	**	**	**	**	**	**
	6%	**	**	**	**	**	6%	8%	**	**	**	**	**	**	**
Added extra or improved services	11	**	**	**	**	**	11	7	**	**	**	**	**	**	**
	6%	**	**	**	**	**	6%	8%	**	**	**	**	**	**	**
Reduced or downgraded services	1	**	**	**	**	**	1	-	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	-%	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	21	**	**	**	**	**	21	12	**	**	**	**	**	**	**
	12%	**	**	**	**	**	12%	14%	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	2	1	**	**	**	**	**	**	**
	1%	**	**	**	**	**	1%	1%	**	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	1	**	**	**	**	**	1	-	**	**	**	**	**	**	**
	*%	**	**	**	**	**	*%	-%	**	**	**	**	**	**	**
DISCOUNT ONLY	9	**	**	**	**	**	9	6	**	**	**	**	**	**	**
	5%	**	**	**	**	**	5%	7%	**	**	**	**	**	**	**
EXTRA SERVICES ONLY	10	**	**	**	**	**	10	5	**	**	**	**	**	**	**
	5%	**	**	**	**	**	5%	6%	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	*	**	**	**	**	**	*	-	**	**	**	**	**	**	**
	*%	**	**	**	**	**	*%	-%	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	159	**	**	**	**	**	159	74	**	**	**	**	**	**	**
	88%	**	**	**	**	**	88%	86%	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2345	113	750	207	656	479	384	113	68	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2172	99	703	187	615	436	367	93	67	1810	362	1938	234	1349	823	356
Total	2376	113	824	217	720	506	431	92	73	1973	403	2113	263	1466	909	375
SWITCHED IN LAST 12 MONTHS	375	22	94	35	81	85	31	32	**	306	68	326	49	375	-	375
	16%	19%	11%	16%	11%	17%	7%	35%	**	16%	17%	15%	18%	26%	-%	100%
						b		ab						b		ab
CURRENTLY LOOKING FOR A NEW DEAL	171	10	44	14	40	37	16	11	**	140	32	146	25	129	42	60
	7%	9%	5%	7%	5%	7%	4%	12%	**	7%	8%	7%	10%	9%	5%	16%
								b						b		ab
NEITHER	1890	84	698	174	608	398	384	57	**	1573	317	1688	202	1022	867	-
	80%	75%	85%	80%	84%	79%	89%	62%	**	80%	79%	80%	77%	70%	95%	-%
			a			c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2345	625	1084	809	900	1062	647	322	225	292	589	387	494
Effective Weighted Sample	2172	591	1013	763	841	991	612	300	218	266	547	352	460
Total	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
SWITCHED IN LAST 12 MONTHS	375	101	146	130	117	187	60	97	60	48	75	61	61
	16%	16%	13%	16%	12%	17%	9%	32%	27%	17%	13%	16%	13%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	171	35	67	43	59	80	22	30	12	34	35	39	29
	7%	6%	6%	5%	6%	7%	3%	10%	5%	12%	6%	11%	6%
						b		b		b			
NEITHER	1890	505	959	662	802	853	611	189	153	207	480	283	403
	80%	80%	83%	81%	83%	78%	88%	63%	70%	75%	83%	76%	83%
						cd	acd				a		

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2345	412	469	136	74	138	318	30	21	881	456	1908	437
Effective Weighted Sample	2172	372	440	123	72	131	303	28	20	812	434	1755	417
Total	2376	389	468	109	66	147	346	30	22	857	493	1925	451
SWITCHED IN LAST 12 MONTHS	375	87	36	48	**	22	33	**	**	122	55	330	45
	16%	22%	8%	44%	**	15%	9%	**	**	14%	11%	17%	10%
		b		ab								b	
CURRENTLY LOOKING FOR A NEW DEAL	171	52	16	19	**	7	11	**	**	68	18	161	11
	7%	13%	3%	17%	**	5%	3%	**	**	8%	4%	8%	2%
		b		b						b		b	
NEITHER	1890	268	418	57	**	118	304	**	**	687	422	1492	398
	80%	69%	89%	52%	**	80%	88%	**	**	80%	86%	78%	88%
		c	ac										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2345	334	238	65	516	1199	473	681	82	270	893	805	1968	374	143
Effective Weighted Sample	2172	320	225	59	472	1109	432	643	78	241	810	756	1805	364	139
Total	2376	390	251	63	511	1169	500	784	95	278	908	805	1992	381	148
SWITCHED IN LAST 12 MONTHS	375	42	28	**	72	220	69	120	**	77	172	89	339	35	15
	16%	11%	11%	**	14%	19%	14%	15%	**	28%	19%	11%	17%	9%	10%
						ab				bcdef	ce		ce		
CURRENTLY LOOKING FOR A NEW DEAL	171	18	15	**	35	99	47	50	**	27	101	37	165	6	2
	7%	5%	6%	**	7%	8%	9%	6%	**	10%	11%	5%	8%	2%	1%
										cef	cef	e	cef		
NEITHER	1890	335	210	**	417	888	399	632	**	186	678	684	1548	340	131
	80%	86%	84%	**	82%	76%	80%	81%	**	67%	75%	85%	78%	89%	89%
		e	e		e							abd	a	abd	abd

Columns Tested: a,b,c,d,e - 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.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2345	693	896	753	1184	1139	700	642	418	540	1954	208	112	71
Effective Weighted Sample	2172	622	825	723	1094	1058	649	605	384	504	1811	190	106	65
Total	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	71
SWITCHED IN LAST 12 MONTHS	375	172	125	77	217	155	101	112	94	64	316	42	10	**
	16%	25%	14%	10%	18%	14%	15%	17%	19%	12%	16%	19%	8%	**
		bc			b			d	d			c		
CURRENTLY LOOKING FOR A NEW DEAL	171	81	64	26	113	58	67	42	45	16	141	24	3	**
	7%	12%	7%	3%	9%	5%	10%	7%	9%	3%	7%	11%	3%	**
		bc	c		b		d	d	d			c		
NEITHER	1890	486	737	664	934	936	508	503	365	475	1566	158	104	**
	80%	70%	81%	87%	76%	83%	78%	78%	76%	87%	79%	73%	89%	**
			a	ab		a				abc			b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base: Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2345	218	713	891	726	1231	113	35	78	16	1567	436	340	759	461
Effective Weighted Sample	2172	196	658	826	665	1141	99	30	69	15	1475	381	316	709	435
Total	2376	219	742	886	723	1262	113	32	81	17	1601	425	358	795	476
SWITCHED IN LAST 12 MONTHS	375	37	104	161	125	175	22	**	**	**	238	81	57	99	75
	16%	17%	14%	18%	17%	14%	19%	**	**	**	15%	19%	16%	12%	16%
CURRENTLY LOOKING FOR A NEW DEAL	171	15	53	74	58	83	10	**	**	**	99	54	37	41	23
	7%	7%	7%	8%	8%	7%	9%	**	**	**	6%	13% a	10% bc	5%	5%
NEITHER	1890	178	600	679	565	1027	84	**	**	**	1289	317	281	663	383
	80%	81%	81%	77%	78%	81%	75%	**	**	**	81% b	75%	78%	83%	80%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2345	113	750	207	656	479	384	113	68	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2172	99	703	187	615	436	367	93	67	1810	362	1938	234	1349	823	356
Total	2376	113	824	217	720	506	431	92	73	1973	403	2113	263	1466	909	375
SWITCHED ONLY	278	16	68	26	57	60	24	18	**	237	40	250	28	278	-	278
	12%	14%	8%	12%	8%	12%	6%	20%	**	12%	10%	12%	11%	19%	-%	74%
						b		b						b		ab
INITIATED CHANGE ONLY	248	9	73	14	68	46	36	6	**	178	70	194	54	140	108	-
	10%	8%	9%	6%	9%	9%	8%	7%	**	9%	17%	9%	21%	10%	12%	-%
											a		a	c	c	
BOTH SWITCHED AND INITIATED CHANGE	97	6	26	9	24	25	7	14	**	69	28	76	21	97	-	97
	4%	5%	3%	4%	3%	5%	2%	15%	**	3%	7%	4%	8%	7%	-%	26%
						b		ab			a		a	b		ab
NEITHER	1754	82	658	168	571	375	364	53	**	1489	265	1593	160	952	802	-
	74%	72%	80%	77%	79%	74%	84%	58%	**	75%	66%	75%	61%	65%	88%	-%
						c	ac			b		b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2345	625	1084	809	900	1062	647	322	225	292	589	387	494
Effective Weighted Sample	2172	591	1013	763	841	991	612	300	218	266	547	352	460
Total	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
SWITCHED ONLY	278	85	105	107	83	140	50	68	47	28	54	39	42
	12%	14%	9%	13%	9%	13%	7%	23%	22%	10%	9%	11%	9%
		b		b		b		ab	ab				
INITIATED CHANGE ONLY	248	62	130	82	110	118	73	26	14	45	66	57	54
	10%	10%	11%	10%	11%	11%	11%	9%	7%	16%	11%	15%	11%
BOTH SWITCHED AND INITIATED CHANGE	97	16	41	23	34	47	10	29	13	20	21	22	19
	4%	3%	4%	3%	4%	4%	1%	10%	6%	7%	4%	6%	4%
						b		ab	b				
NEITHER	1754	466	878	610	735	787	558	176	145	184	439	253	370
	74%	74%	76%	74%	76%	72%	81%	59%	66%	66%	76%	68%	76%
						c	acd				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2345	412	469	136	74	138	318	30	21	881	456	1908	437
Effective Weighted Sample	2172	372	440	123	72	131	303	28	20	812	434	1755	417
Total	2376	389	468	109	66	147	346	30	22	857	493	1925	451
SWITCHED ONLY	278	51	30	28	**	17	28	**	**	82	45	239	39
	12%	13%	7%	25%	**	11%	8%	**	**	10%	9%	12%	9%
		b		ab									
INITIATED CHANGE ONLY	248	64	47	10	**	7	24	**	**	111	32	225	23
	10%	16%	10%	9%	**	5%	7%	**	**	13%	6%	12%	5%
		b								b		b	
BOTH SWITCHED AND INITIATED CHANGE	97	35	5	20	**	6	4	**	**	41	10	91	6
	4%	9%	1%	18%	**	4%	1%	**	**	5%	2%	5%	1%
		b		ab								b	
NEITHER	1754	239	385	51	**	117	289	**	**	624	406	1370	383
	74%	61%	82%	47%	**	80%	83%	**	**	73%	82%	71%	85%
		c	ac								a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2345	334	238	65	516	1199	473	681	82	270	893	805	1968	374	143
Effective Weighted Sample	2172	320	225	59	472	1109	432	643	78	241	810	756	1805	364	139
Total	2376	390	251	63	511	1169	500	784	95	278	908	805	1992	381	148
SWITCHED ONLY	278	33	24	**	48	169	42	88	**	56	118	74	248	29	14
	12%	9%	9%	**	9%	14%	8%	11%	**	20%	13%	9%	12%	8%	9%
						ad				bcdef	e		e		
INITIATED CHANGE ONLY	248	29	19	**	79	110	61	87	**	36	126	63	225	22	6
	10%	7%	8%	**	15%	9%	12%	11%	**	13%	14%	8%	11%	6%	4%
					abe					ef	cef		cef		
BOTH SWITCHED AND INITIATED CHANGE	97	9	4	**	24	52	27	32	**	21	54	15	91	6	1
	4%	2%	2%	**	5%	4%	5%	4%	**	8%	6%	2%	5%	2%	1%
										cef	cef		ce		
NEITHER	1754	319	204	**	360	839	369	578	**	166	610	653	1429	324	126
	74%	82%	81%	**	71%	72%	74%	74%	**	60%	67%	81%	72%	85%	85%
		de	de									abd	a	abd	abd

Columns Tested: a,b,c,d,e - 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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2345	693	896	753	1184	1139	700	642	418	540	1954	208	112	71
Effective Weighted Sample	2172	622	825	723	1094	1058	649	605	384	504	1811	190	106	65
Total	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	71
SWITCHED ONLY	278	115	99	63	160	116	71	86	66	50	239	27	8	**
	12%	16%	11%	8%	13%	10%	11%	13%	14%	9%	12%	13%	7%	**
		bc												
INITIATED CHANGE ONLY	248	99	98	50	140	106	74	64	56	50	214	13	12	**
	10%	14%	11%	7%	11%	9%	11%	10%	12%	9%	11%	6%	10%	**
		c	c											
BOTH SWITCHED AND INITIATED CHANGE	97	57	27	13	58	39	30	26	28	14	77	15	1	**
	4%	8%	3%	2%	5%	3%	5%	4%	6%	2%	4%	7%	1%	**
		bc												
NEITHER	1754	427	688	638	867	869	480	471	334	435	1441	162	95	**
	74%	61%	75%	83%	71%	77%	73%	73%	69%	79%	73%	74%	82%	**
			a	ab		a				c				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2345	218	713	891	726	1231	113	35	78	16	1567	436	340	759	461
Effective Weighted Sample	2172	196	658	826	665	1141	99	30	69	15	1475	381	316	709	435
Total	2376	219	742	886	723	1262	113	32	81	17	1601	425	358	795	476
SWITCHED ONLY	278	28	73	118	91	124	16	**	**	**	191	52	41	74	62
	12%	13%	10%	13%	13%	10%	14%	**	**	**	12%	12%	11%	9%	13%
INITIATED CHANGE ONLY	248	25	61	114	74	146	9	**	**	**	150	39	30	99	52
	10%	11%	8%	13% b	10%	12%	8%	**	**	**	9%	9%	8%	12%	11%
BOTH SWITCHED AND INITIATED CHANGE	97	9	31	43	33	50	6	**	**	**	47	29	16	25	13
	4%	4%	4%	5%	5%	4%	5%	**	**	**	3%	7% a	5%	3%	3%
NEITHER	1754	157	577	611	524	941	82	**	**	**	1213	306	271	597	348
	74%	72%	78% c	69%	73%	75%	72%	**	**	**	76%	72%	76%	75%	73%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
SWITCHED IN LAST 12 MONTHS	368	**	82	34	71	90	16	75	**	224	74	253	45	215	83	97
	18%	**	10%	17%	10%	17%	4%	82%	**	16%	20%	16%	19%	20%	12%	39%
				b		b		ab						b		ab
CURRENTLY LOOKING FOR A NEW DEAL	154	**	58	19	50	50	18	12	**	90	35	102	23	91	34	34
	7%	**	7%	9%	7%	10%	4%	13%	**	6%	9%	7%	9%	8%	5%	14%
						b		b						b		ab
NEITHER	1610	**	719	151	632	385	398	14	**	1110	278	1208	181	813	576	132
	77%	**	85%	76%	85%	75%	93%	15%	**	79%	74%	78%	75%	74%	84%	54%
					a	c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
SWITCHED IN LAST 12 MONTHS	368	206	162	240	128	368	-	368	255	47	80	61	66
	18%	23%	13%	22%	13%	29%	-%	100%	100%	19%	13%	18%	13%
		b		b		b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	154	67	87	81	73	115	39	45	13	23	36	31	28
	7%	8%	7%	8%	7%	9%	5%	12%	5%	9%	6%	9%	6%
						b		bd					
NEITHER	1610	633	977	783	827	836	774	-	-	182	481	257	407
	77%	72%	81%	73%	82%	66%	95%	-%	-%	75%	81%	76%	82%
			a		a	cd	acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 243

Any break column with 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 - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
SWITCHED IN LAST 12 MONTHS	368	91	36	69	**	35	41	**	**	127	76	318	50
	18%	25%	8%	69%	**	26%	13%	**	**	15%	17%	19%	12%
		b		ab		b						b	
CURRENTLY LOOKING FOR A NEW DEAL	154	36	23	16	**	15	10	**	**	59	25	135	20
	7%	10%	5%	16%	**	11%	3%	**	**	7%	5%	8%	5%
		b		b		b							
NEITHER	1610	255	408	26	**	86	268	**	**	663	353	1267	344
	77%	69%	88%	26%	**	64%	85%	**	**	79%	79%	75%	84%
		c	ac				a						a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
SWITCHED IN LAST 12 MONTHS	368	41	19	**	103	200	80	129	**	36	170	113	318	49	19
	18%	10%	7%	**	21%	23%	16%	16%	**	25%	22%	15%	19%	12%	13%
					ab	ab				ce	ce		e		
CURRENTLY LOOKING FOR A NEW DEAL	154	30	15	**	40	65	47	64	**	16	75	49	140	14	5
	7%	7%	6%	**	8%	8%	9%	8%	**	11%	10%	6%	8%	4%	3%
										ef	e		e		
NEITHER	1610	352	229	**	370	616	394	634	**	98	567	613	1277	331	121
	77%	84%	88%	**	73%	72%	78%	78%	**	69%	72%	80%	76%	84%	84%
		de	de									ab		abd	ab

Columns Tested: a,b,c,d,e - 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.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
SWITCHED IN LAST 12 MONTHS	368	130	138	99	203	161	112	101	82	70	304	38	17	**
	18%	27%	17%	13%	19%	16%	19%	17%	20%	15%	18%	19%	15%	**
		bc												
CURRENTLY LOOKING FOR A NEW DEAL	154	52	68	34	90	62	50	37	34	30	129	17	5	**
	7%	11%	8%	4%	8%	6%	8%	6%	8%	7%	7%	9%	4%	**
		c	c											
NEITHER	1610	332	638	638	831	768	461	464	307	363	1328	144	92	**
	77%	68%	77%	83%	76%	79%	76%	78%	74%	80%	77%	74%	81%	**
			a	ab										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 243

Any break column with 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 - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
SWITCHED IN LAST 12 MONTHS	368	28	104	161	106	201	**	**	**	**	179	54	78	156	111
	18%	16%	16%	19%	17%	18%	**	**	**	**	15%	19%	18%	16%	21%
CURRENTLY LOOKING FOR A NEW DEAL	154	23	47	60	57	73	**	**	**	**	72	30	66	62	23
	7%	13%	7%	7%	9%	6%	**	**	**	**	6%	11%	15%	7%	4%
												a	bc		
NEITHER	1610	131	518	625	483	880	**	**	**	**	935	204	312	742	400
	77%	75%	79%	75%	77%	78%	**	**	**	**	80%	73%	73%	78%	75%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
SWITCHED IN LAST 12 MONTHS	255	**	62	23	54	65	12	59	**	170	50	190	29	150	70	60
	12%	**	7%	12%	7%	13%	3%	64%	**	12%	13%	12%	12%	14%	10%	24%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	154	**	58	19	50	50	18	12	**	90	35	102	23	91	34	34
	7%	**	7%	9%	7%	10%	4%	13%	**	6%	9%	7%	9%	8%	5%	14%
						b		b						b		ab
NEITHER	1691	**	735	158	645	402	401	25	**	1156	295	1260	191	863	588	156
	81%	**	87%	79%	87%	78%	93%	28%	**	82%	78%	82%	79%	79%	86%	63%
						c	ac							c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
SWITCHED IN LAST 12 MONTHS	255	137	118	163	92	255	-	255	255	31	57	41	47
	12%	16%	10%	15%	9%	20%	-%	69%	100%	13%	10%	12%	9%
		b		b		b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	154	67	87	81	73	115	39	45	13	23	36	31	28
	7%	8%	7%	8%	7%	9%	5%	12%	5%	9%	6%	9%	6%
						b		bd					
NEITHER	1691	679	1012	836	855	917	774	81	-	191	502	267	425
	81%	77%	84%	78%	84%	72%	95%	22%	-%	78%	85%	79%	86%
			a		a	cd	acd	d					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
SWITCHED IN LAST 12 MONTHS	255	58	30	41	**	26	37	**	**	88	63	211	44
	12%	16%	6%	41%	**	19%	12%	**	**	11%	14%	13%	11%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	154	36	23	16	**	15	10	**	**	59	25	135	20
	7%	10%	5%	16%	**	11%	3%	**	**	7%	5%	8%	5%
		b		b		b							
NEITHER	1691	279	414	44	**	94	272	**	**	693	365	1343	348
	81%	75%	89%	44%	**	70%	86%	**	**	83%	81%	80%	85%
		c	ac				a						

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
SWITCHED IN LAST 12 MONTHS	255	33	13	**	72	134	48	84	**	16	96	95	207	47	19
	12%	8%	5%	**	14%	16%	10%	10%	**	12%	12%	12%	12%	12%	13%
					ab	ab									
CURRENTLY LOOKING FOR A NEW DEAL	154	30	15	**	40	65	47	64	**	16	75	49	140	14	5
	7%	7%	6%	**	8%	8%	9%	8%	**	11%	10%	6%	8%	4%	3%
										ef	e		e		
NEITHER	1691	357	234	**	394	659	412	669	**	110	620	626	1356	333	121
	81%	86%	90%	**	78%	77%	82%	83%	**	78%	79%	82%	80%	85%	84%
		de	de												

Columns Tested: a,b,c,d,e - 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.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
SWITCHED IN LAST 12 MONTHS	255	61	102	91	135	117	74	69	57	53	205	30	12	**
	12%	13%	12%	12%	12%	12%	12%	12%	14%	12%	12%	15%	11%	**
CURRENTLY LOOKING FOR A NEW DEAL	154	52	68	34	90	62	50	37	34	30	129	17	5	**
	7%	11%	8%	4%	8%	6%	8%	6%	8%	7%	7%	9%	4%	**
		c	c											
NEITHER	1691	380	665	644	875	803	486	490	326	373	1397	150	97	**
	81%	78%	80%	84%	80%	82%	80%	83%	79%	82%	81%	77%	85%	**
				a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
SWITCHED IN LAST 12 MONTHS	255	16	72	109	68	147	**	**	**	**	140	32	37	107	90
	12%	9%	11%	13%	11%	13%	**	**	**	**	12%	11%	9%	11%	17%
															ab
CURRENTLY LOOKING FOR A NEW DEAL	154	23	47	60	57	73	**	**	**	**	72	30	66	62	23
	7%	13%	7%	7%	9%	6%	**	**	**	**	6%	11%	15%	7%	4%
												a	bc		
NEITHER	1691	137	540	665	510	920	**	**	**	**	968	219	332	783	419
	81%	79%	82%	80%	81%	81%	**	**	**	**	83%	78%	77%	83%	79%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 245

Any break column with 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 TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
SWITCHED ONLY	219	**	51	19	46	54	10	48	**	152	37	167	22	125	64	46
	10%	**	6%	9%	6%	11%	2%	52%	**	11%	10%	11%	9%	11%	9%	19%
						b		ab								ab
INITIATED CHANGE ONLY	380	**	166	28	155	95	88	11	**	237	80	255	62	217	101	45
	18%	**	20%	14%	21%	19%	20%	12%	**	17%	21%	17%	26%	20%	15%	18%
													a	b		
BOTH SWITCHED AND INITIATED CHANGE	36	**	10	4	8	11	1	11	**	18	13	23	8	25	6	14
	2%	**	1%	2%	1%	2%	*%	12%	**	1%	3%	1%	3%	2%	1%	6%
								ab			a					ab
NEITHER	1453	**	621	147	535	353	330	22	**	998	248	1096	150	731	515	142
	70%	**	73%	74%	72%	69%	77%	24%	**	71%	66%	71%	62%	67%	75%	57%
						c	ac					b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
SWITCHED ONLY	219	119	99	140	79	219	-	219	219	28	48	34	41
	10%	14%	8%	13%	8%	17%	-%	59%	86%	11%	8%	10%	8%
		b		b		b		ab	abc				
INITIATED CHANGE ONLY	380	117	263	144	235	227	153	38	-	47	162	63	146
	18%	13%	22%	13%	23%	18%	19%	10%	-%	19%	27%	19%	29%
			a		a	cd	cd	d					a
BOTH SWITCHED AND INITIATED CHANGE	36	17	19	23	13	36	-	36	36	3	9	7	5
	2%	2%	2%	2%	1%	3%	-%	10%	14%	1%	2%	2%	1%
						b		ab	ab				
NEITHER	1453	624	829	767	686	793	660	75	-	167	373	235	305
	70%	71%	69%	71%	68%	62%	81%	20%	-%	68%	63%	69%	61%
						cd	acd	d					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 245

Any break column with 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 TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
SWITCHED ONLY	219	49	26	36	**	23	33	**	**	75	55	179	40
	10%	13%	6%	36%	**	17%	10%	**	**	9%	12%	11%	10%
		b		ab									
INITIATED CHANGE ONLY	380	106	103	18	**	20	27	**	**	209	47	337	43
	18%	29%	22%	18%	**	15%	8%	**	**	25%	10%	20%	10%
										b		b	
BOTH SWITCHED AND INITIATED CHANGE	36	9	4	5	**	3	5	**	**	13	8	33	4
	2%	2%	1%	5%	**	2%	1%	**	**	2%	2%	2%	1%
				b									
NEITHER	1453	207	332	42	**	87	253	**	**	539	340	1132	321
	70%	56%	71%	42%	**	65%	80%	**	**	65%	76%	67%	79%
		c	ac				a				a		a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
SWITCHED ONLY	219	30	12	**	57	118	41	71	**	11	80	81	172	46	19
	10%	7%	5%	**	11% b	14% ab	8%	9%	**	8%	10%	11%	10%	12%	13%
INITIATED CHANGE ONLY	380	56	73	**	115	115	111	170	**	32	159	133	324	55	12
	18%	14%	28% ae	**	23% ae	13%	22%	21%	**	23% f	20% f	17% f	19% f	14%	8%
BOTH SWITCHED AND INITIATED CHANGE	36	3	1	**	15	15	7	12	**	5	15	15	35	1	-
	2%	1%	*%	**	3%	2%	1%	2%	**	4% e	2%	2%	2%	*%	-%
NEITHER	1453	327	175	**	316	604	343	558	**	93	529	538	1160	291	113
	70%	78% bde	67%	**	63%	71% d	68%	69%	**	66%	68%	70%	69%	74%	78%

Columns Tested: a,b,c,d,e - 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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
SWITCHED ONLY	219	47	91	79	117	99	65	58	48	45	176	23	12	**
	10%	10%	11%	10%	11%	10%	11%	10%	12%	10%	10%	12%	11%	**
INITIATED CHANGE ONLY	380	106	165	109	216	163	130	99	65	84	311	38	20	**
	18%	22% c	20% c	14%	20%	17%	21%	17%	16%	19%	18%	19%	17%	**
BOTH SWITCHED AND INITIATED CHANGE	36	14	11	12	18	18	9	10	9	8	29	7	-	**
	2%	3%	1%	2%	2%	2%	1%	2%	2%	2%	2%	4%	-%	**
NEITHER	1453	321	563	567	744	695	404	425	290	315	1204	128	82	**
	70%	66%	68%	74% ab	68%	71%	66%	72%	70%	70%	70%	65%	72%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
SWITCHED ONLY	219	11	62	93	55	124	**	**	**	**	125	29	32	87	81
	10%	6%	9%	11%	9%	11%	**	**	**	**	11%	10%	8%	9%	15% ab
INITIATED CHANGE ONLY	380	37	115	163	122	213	**	**	**	**	198	53	72	172	115
	18%	21%	18%	20%	19%	19%	**	**	**	**	17%	19%	17%	18%	22%
BOTH SWITCHED AND INITIATED CHANGE	36	5	11	16	13	22	**	**	**	**	16	3	5	21	9
	2%	3%	2%	2%	2%	2%	**	**	**	**	1%	1%	1%	2%	2%
NEITHER	1453	121	469	556	441	775	**	**	**	**	833	195	320	669	325
	70%	70%	71%	67%	70%	68%	**	**	**	**	71%	70%	75% c	71% c	61%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
ACTIVE	876	**	313	78	278	225	131	78	**	580	165	638	107	502	243	150
	42%	**	37%	39%	37%	44%	30%	85%	**	41%	44%	41%	44%	46%	35%	60%
						b		ab						b		ab
BROWSERS	496	**	252	42	229	133	137	4	**	327	97	356	67	266	158	46
	24%	**	30%	21%	31%	26%	32%	5%	**	23%	26%	23%	28%	24%	23%	19%
					a	c	c									
DORMANT	200	**	51	19	43	43	18	6	**	125	40	142	22	98	66	19
	10%	**	6%	10%	6%	8%	4%	7%	**	9%	11%	9%	9%	9%	10%	8%
RESIGNED	83	**	47	7	42	18	32	-	**	61	10	64	7	33	38	4
	4%	**	6%	4%	6%	3%	7%	-%	**	4%	3%	4%	3%	3%	6%	2%
							ac								a	
APPREHENSIVE	368	**	158	48	128	82	95	3	**	268	54	288	33	164	157	25
	18%	**	19%	24%	17%	16%	22%	4%	**	19%	14%	19%	14%	15%	23%	10%
						c	c								ac	
UNMOTIVATED	64	**	28	4	24	11	17	-	**	46	13	53	6	35	24	4
	3%	**	3%	2%	3%	2%	4%	-%	**	3%	3%	3%	2%	3%	3%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
ACTIVE	876	375	501	453	423	642	235	328	255	100	268	142	225
	42%	43%	41%	42%	42%	50% b	29%	89% ab	100% abc	41%	45%	42%	45%
BROWSERS	496	160	336	200	296	260	236	15	-	48	174	74	148
	24%	18%	28% a	19%	29% a	20% cd	29% acd	4% d	-%	20%	29% a	22%	30% a
DORMANT	200	112	88	136	64	131	69	-	-	16	41	25	32
	10%	13% b	7%	13% b	6%	10% cd	8% cd	-%	-%	7%	7%	7%	6%
RESIGNED	83	31	53	38	46	30	53	2	-	12	22	13	21
	4%	3%	4%	4%	4%	2%	7% acd	1%	-%	5%	4%	4%	4%
APPREHENSIVE	368	173	195	212	156	175	193	20	-	60	70	72	58
	18%	20%	16%	20%	15%	14% cd	24% acd	5% d	-%	25% b	12%	21% b	12%
UNMOTIVATED	64	27	37	36	28	36	28	3	-	8	16	13	12
	3%	3%	3%	3%	3%	3% d	3% cd	1%	-%	3%	3%	4%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
ACTIVE	876	200	168	76	**	63	102	**	**	368	165	742	135
	42%	54%	36%	75%	**	47%	32%	**	**	44%	37%	44%	33%
		b		ab		b						b	
BROWSERS	496	96	126	14	**	28	83	**	**	222	111	389	107
	24%	26%	27%	14%	**	21%	26%	**	**	27%	25%	23%	26%
		c	c										
DORMANT	200	22	35	3	**	18	36	**	**	57	54	170	30
	10%	6%	7%	3%	**	14%	11%	**	**	7%	12%	10%	7%
											a		
RESIGNED	83	6	28	-	**	2	14	**	**	34	16	59	25
	4%	2%	6%	-%	**	2%	4%	**	**	4%	4%	3%	6%
			ac										
APPREHENSIVE	368	40	90	4	**	17	77	**	**	130	94	268	100
	18%	11%	19%	4%	**	13%	24%	**	**	16%	21%	16%	25%
			ac				a						a
UNMOTIVATED	64	8	17	3	**	5	5	**	**	25	10	53	11
	3%	2%	4%	3%	**	4%	2%	**	**	3%	2%	3%	3%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
ACTIVE	876	147	101	**	240	366	221	343	**	67	377	298	742	134	41
	42%	35%	39%	**	48% a	43%	44%	42%	**	47% ef	48% cef	39%	44% ef	34%	29%
BROWSERS	496	105	96	**	120	154	126	203	**	33	162	187	382	114	39
	24%	25% e	37% ade	**	24% e	18%	25%	25%	**	23%	21%	24%	23%	29% bd	27%
DORMANT	200	30	9	**	53	108	33	66	**	24	77	65	165	34	21
	10%	7%	3%	**	11% b	13% ab	7%	8%	**	17% ce	10%	8%	10%	9%	15%
RESIGNED	83	26	14	**	10	31	14	37	**	4	24	41	69	14	5
	4%	6% d	5%	**	2%	4%	3%	5%	**	3%	3%	5%	4%	4%	4%
APPREHENSIVE	368	94	33	**	65	168	96	134	**	14	120	142	276	91	37
	18%	23% bd	13%	**	13%	20% d	19%	17%	**	10%	15%	19%	16%	23% abd	26% abd
UNMOTIVATED	64	13	9	**	15	27	14	28	**	-	25	33	58	6	-
	3%	3%	3%	**	3%	3%	3%	3%	**	-%	3%	4%	3%	2%	-%

Columns Tested: a,b,c,d,e - 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.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
ACTIVE	876	235	367	274	494	377	293	244	172	161	719	84	48	**
	42%	48%	44%	36%	45%	39%	48%	41%	42%	36%	42%	43%	42%	**
		c	c		b		d							
BROWSERS	496	87	206	204	236	253	141	149	88	109	421	40	21	**
	24%	18%	25%	27%	22%	26%	23%	25%	21%	24%	24%	21%	18%	**
			a	a										
DORMANT	200	62	75	61	104	95	35	68	48	48	161	24	10	**
	10%	13%	9%	8%	10%	10%	6%	12%	12%	11%	9%	12%	9%	**
		c						a	a	a				
RESIGNED	83	14	32	37	35	48	26	23	13	17	70	6	5	**
	4%	3%	4%	5%	3%	5%	4%	4%	3%	4%	4%	3%	4%	**
APPREHENSIVE	368	75	128	165	189	176	93	94	72	106	299	33	26	**
	18%	15%	15%	21%	17%	18%	15%	16%	17%	23%	17%	17%	23%	**
				ab						ab				
UNMOTIVATED	64	15	23	26	36	27	18	14	19	12	50	9	5	**
	3%	3%	3%	3%	3%	3%	3%	2%	5%	3%	3%	4%	5%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR Broadband

Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
ACTIVE	876	71	259	389	263	484	**	**	**	**	483	127	188	402	244
	42%	41%	39%	47% b	42%	43%	**	**	**	**	41%	46%	44%	42%	46%
BROWSERS	496	36	161	191	159	264	**	**	**	**	277	52	104	220	121
	24%	21%	25%	23%	25%	23%	**	**	**	**	24%	18%	24%	23%	23%
DORMANT	200	21	66	78	61	104	**	**	**	**	103	24	31	84	66
	10%	12%	10%	9%	10%	9%	**	**	**	**	9%	9%	7%	9%	12% a
RESIGNED	83	1	26	22	27	36	**	**	**	**	49	11	23	30	11
	4%	1%	4%	3%	4%	3%	**	**	**	**	4%	4%	5% c	3%	2%
APPREHENSIVE	368	30	132	123	95	216	**	**	**	**	220	56	79	181	63
	18%	17%	20% c	15%	15%	19%	**	**	**	**	19%	20%	18% c	19% c	12%
UNMOTIVATED	64	14	12	26	25	30	**	**	**	**	39	9	5	32	25
	3%	8% bc	2%	3%	4%	3%	**	**	**	**	3%	3%	1%	3%	5% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
SWITCHED IN LAST 12 MONTHS	121	**	35	8	34	33	8	**	**	68	42	76	33	88	22	48
	13%	**	8%	8%	8%	13%	3%	**	**	11%	19%	11%	21%	17%	6%	39%
						b					a		a	b		ab
CURRENTLY LOOKING FOR A NEW DEAL	77	**	27	8	24	27	5	**	**	42	23	49	16	48	17	25
	8%	**	6%	8%	6%	11%	2%	**	**	7%	10%	7%	10%	9%	5%	20%
						b										ab
NEITHER	768	**	401	88	356	201	244	**	**	538	166	589	115	396	307	65
	82%	**	88%	87%	87%	79%	96%	**	**	84%	75%	84%	74%	77%	89%	53%
							a			b		b		c	ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
SWITCHED IN LAST 12 MONTHS	121	20	80	30	71	87	13	69	**	47	74	56	65
	13%	16%	11%	13%	12%	18%	4%	54%	**	15%	12%	13%	13%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	77	14	45	22	37	43	16	15	**	37	39	42	35
	8%	10%	6%	10%	6%	9%	5%	11%	**	11%	6%	10%	7%
								b		b			
NEITHER	768	104	592	181	516	375	321	54	**	258	510	345	423
	82%	80%	84%	81%	84%	77%	92%	42%	**	79%	83%	81%	82%
						c	ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
SWITCHED IN LAST 12 MONTHS	121	121	-	121	**	**	**	**	**	121	**	110	12
	13%	27%	-%	100%	**	**	**	**	**	13%	**	13%	11%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	77	56	21	27	**	**	**	**	**	77	**	74	3
	8%	13%	4%	22%	**	**	**	**	**	8%	**	9%	3%
		b		ab									
NEITHER	768	292	477	-	**	**	**	**	**	768	**	674	94
	82%	66%	96%	-%	**	**	**	**	**	82%	**	81%	87%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
SWITCHED IN LAST 12 MONTHS	121	**	17	**	62	30	30	44	**	**	57	31	106	15	**
	13%	**	7%	**	18% b	16% b	11%	12%	**	**	15%	10%	14%	9%	**
CURRENTLY LOOKING FOR A NEW DEAL	77	**	11	**	33	26	31	25	**	**	47	15	71	6	**
	8%	**	4%	**	9%	14% b	11%	7%	**	**	12% ce	5%	9%	4%	**
NEITHER	768	**	234	**	269	144	226	319	**	**	308	276	635	134	**
	82%	**	89% de	**	76%	77%	82%	84%	**	**	79%	87% b	81%	87%	**

Columns Tested: a,b,c,d,e - 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.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
SWITCHED IN LAST 12 MONTHS	121	51	42	28	75	46	47	23	21	29	99	**	**	**
	13%	21%	11%	9%	16%	10%	15%	10%	11%	16%	13%	**	**	**
		bc												
CURRENTLY LOOKING FOR A NEW DEAL	77	33	33	11	43	34	31	18	12	15	62	**	**	**
	8%	14%	8%	4%	9%	8%	10%	8%	6%	8%	8%	**	**	**
		c	c											
NEITHER	768	172	332	265	382	382	255	199	165	143	630	**	**	**
	82%	72%	84%	87%	79%	84%	81%	84%	85%	78%	82%	**	**	**
			a	a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
SWITCHED IN LAST 12 MONTHS	121	**	29	59	35	68	**	**	**	**	51	27	25	47	23
	13%	**	9%	15%	12%	12%	**	**	**	**	10%	19% a	17%	12%	10%
CURRENTLY LOOKING FOR A NEW DEAL	77	**	26	35	29	40	**	**	**	**	31	16	18	31	9
	8%	**	8%	9%	10%	7%	**	**	**	**	6%	12%	13% c	8%	4%
NEITHER	768	**	256	329	225	456	**	**	**	**	455	103	110	328	194
	82%	**	83%	81%	81%	83%	**	**	**	**	86% b	74%	75%	83%	87% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
SWITCHED IN LAST 12 MONTHS	70	**	25	2	25	21	5	**	**	45	21	49	17	48	18	20
	7%	**	5%	2%	6%	8% b	2%	**	**	7%	10%	7%	11%	9%	5%	16% b
CURRENTLY LOOKING FOR A NEW DEAL	77	**	27	8	24	27	5	**	**	42	23	49	16	48	17	25
	8%	**	6%	8%	6%	11% b	2%	**	**	7%	10%	7%	10%	9%	5%	20% ab
NEITHER	800	**	407	93	361	209	245	**	**	554	180	609	125	424	310	82
	85%	**	89%	91%	88%	82%	96% a	**	**	87%	81%	87%	81%	83% c	90% ac	67%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
SWITCHED IN LAST 12 MONTHS	70	8	52	11	49	49	10	42	**	22	48	25	45
	7%	6%	7%	5%	8%	10%	3%	33%	**	7%	8%	6%	9%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	77	14	45	22	37	43	16	15	**	37	39	42	35
	8%	10%	6%	10%	6%	9%	5%	11%	**	11%	6%	10%	7%
								b		b			
NEITHER	800	111	613	192	532	400	323	73	**	272	529	363	438
	85%	85%	87%	87%	87%	82%	92%	57%	**	84%	86%	86%	85%
						c	ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
SWITCHED IN LAST 12 MONTHS	70	70	-	70	**	**	**	**	**	70	**	58	12
	7%	16%	-%	57%	**	**	**	**	**	7%	**	7%	11%
		b		ab									
CURRENTLY LOOKING FOR A NEW DEAL	77	56	21	27	**	**	**	**	**	77	**	74	3
	8%	13%	4%	22%	**	**	**	**	**	8%	**	9%	3%
		b		ab									
NEITHER	800	324	477	32	**	**	**	**	**	800	**	706	94
	85%	73%	96%	26%	**	**	**	**	**	85%	**	85%	87%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
SWITCHED IN LAST 12 MONTHS	70	**	13	**	35	12	19	20	**	**	23	25	54	15	**
	7%	**	5%	**	10%	6%	7%	5%	**	**	6%	8%	7%	9%	**
CURRENTLY LOOKING FOR A NEW DEAL	77	**	11	**	33	26	31	25	**	**	47	15	71	6	**
	8%	**	4%	**	9%	14% b	11%	7%	**	**	12% ce	5%	9%	4%	**
NEITHER	800	**	237	**	286	153	231	336	**	**	326	281	667	134	**
	85%	**	91% de	**	81%	82%	83%	89%	**	**	83%	88%	85%	87%	**

Columns Tested: a,b,c,d,e - 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.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
SWITCHED IN LAST 12 MONTHS	70	17	28	24	41	29	21	16	10	21	56	**	**	**
	7%	7%	7%	8%	9%	6%	7%	7%	5%	12%	7%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	77	33	33	11	43	34	31	18	12	15	62	**	**	**
	8%	14%	8%	4%	9%	8%	10%	8%	6%	8%	8%	**	**	**
		c	c											
NEITHER	800	193	339	269	404	393	269	205	172	148	655	**	**	**
	85%	81%	85%	89%	84%	87%	85%	87%	89%	80%	85%	**	**	**
				a										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
SWITCHED IN LAST 12 MONTHS	70	**	21	27	15	41	**	**	**	**	37	10	7	29	19
	7%	**	7%	7%	5%	7%	**	**	**	**	7%	7%	5%	7%	8%
CURRENTLY LOOKING FOR A NEW DEAL	77	**	26	35	29	40	**	**	**	**	31	16	18	31	9
	8%	**	8%	9%	10%	7%	**	**	**	**	6%	12%	13% c	8%	4%
NEITHER	800	**	261	349	236	474	**	**	**	**	466	113	123	339	197
	85%	**	85%	86%	84%	87%	**	**	**	**	88%	82%	83%	86%	88%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
SWITCHED ONLY	60	**	19	1	19	15	5	**	**	39	17	43	14	39	17	17
	6%	**	4%	1%	5%	6%	2%	**	**	6%	8%	6%	9%	8%	5%	14% b
INITIATED CHANGE ONLY	269	**	128	17	121	75	64	**	**	180	60	195	46	161	80	34
	29%	**	28%	17%	30%	29%	25%	**	**	28%	27%	28%	29%	31% b	23%	28%
BOTH SWITCHED AND INITIATED CHANGE	10	**	5	1	5	6	-	**	**	6	4	6	4	9	1	3
	1%	**	1%	1%	1%	2%	-%	**	**	1%	2%	1%	2%	2%	*%	2%
NEITHER	601	**	304	82	262	159	186	**	**	412	139	459	92	305	246	69
	64%	**	67%	81% b	64%	62%	73%	**	**	65%	63%	65%	59%	59%	72% ac	56%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
SWITCHED ONLY	60	5	45	7	43	42	8	38	**	19	41	21	38
	6%	4%	6%	3%	7%	9%	2%	30%	**	6%	7%	5%	7%
						b		ab					
INITIATED CHANGE ONLY	269	28	206	47	187	140	95	23	**	90	179	115	154
	29%	22%	29%	21%	30%	29%	27%	18%	**	28%	29%	27%	30%
					a	c							
BOTH SWITCHED AND INITIATED CHANGE	10	3	6	4	6	7	2	4	**	3	8	3	7
	1%	2%	1%	2%	1%	1%	1%	3%	**	1%	1%	1%	1%
NEITHER	601	94	448	164	379	297	245	62	**	214	386	284	317
	64%	72%	64%	74%	62%	61%	70%	49%	**	66%	63%	67%	61%
				b		c	ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
SWITCHED ONLY	60	60	-	60	**	**	**	**	**	60	**	50	10
	6%	13%	-%	49%	**	**	**	**	**	6%	**	6%	9%
		b		ab									
INITIATED CHANGE ONLY	269	137	132	22	**	**	**	**	**	269	**	247	22
	29%	31%	27%	18%	**	**	**	**	**	29%	**	30%	20%
		c											
BOTH SWITCHED AND INITIATED CHANGE	10	10	-	10	**	**	**	**	**	10	**	8	2
	1%	2%	-%	8%	**	**	**	**	**	1%	**	1%	2%
		b		ab									
NEITHER	601	235	366	30	**	**	**	**	**	601	**	525	75
	64%	53%	73%	25%	**	**	**	**	**	64%	**	63%	69%
		c	ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
SWITCHED ONLY	60	**	11	**	30	10	13	17	**	**	17	23	45	14	**
	6%	**	4%	**	9%	5%	5%	4%	**	**	4%	7%	6%	9%	**
INITIATED CHANGE ONLY	269	**	75	**	99	55	88	105	**	**	125	86	236	33	**
	29%	**	29%	**	28%	30%	32%	28%	**	**	32%	27%	30%	22%	**
BOTH SWITCHED AND INITIATED CHANGE	10	**	2	**	5	2	5	3	**	**	5	2	9	1	**
	1%	**	1%	**	1%	1%	2%	1%	**	**	1%	1%	1%	1%	**
NEITHER	601	**	173	**	218	119	170	253	**	**	243	209	494	106	**
	64%	**	66%	**	62%	64%	61%	67%	**	**	62%	65%	63%	69%	**

Columns Tested: a,b,c,d,e - 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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
SWITCHED ONLY	60	11	25	23	35	24	15	14	10	19	48	**	**	**
	6%	5%	6%	8%	7%	5%	5%	6%	5%	10%	6%	**	**	**
INITIATED CHANGE ONLY	269	86	114	69	142	126	107	65	51	44	218	**	**	**
	29%	36% c	29%	23%	29%	28%	34%	28%	27%	24%	28%	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	10	6	4	1	6	4	6	2	-	2	8	**	**	**
	1%	2%	1%	*%	1%	1%	2%	1%	-%	1%	1%	**	**	**
NEITHER	601	136	255	210	299	298	188	155	132	119	494	**	**	**
	64%	57%	64%	69% a	62%	66%	59%	66%	68%	65%	64%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
SWITCHED ONLY	60	**	18	21	15	32	**	**	**	**	33	7	6	23	16
	6%	**	6%	5%	5%	6%	**	**	**	**	6%	5%	4%	6%	7%
INITIATED CHANGE ONLY	269	**	73	132	98	151	**	**	**	**	146	44	37	106	81
	29%	**	24%	32%	35%	28%	**	**	**	**	27%	32%	25%	27%	36%
BOTH SWITCHED AND INITIATED CHANGE	10	**	3	6	-	8	**	**	**	**	5	3	2	6	2
	1%	**	1%	2%	-%	1%	**	**	**	**	1%	2%	1%	1%	1%
NEITHER	601	**	214	247	167	356	**	**	**	**	348	84	103	260	124
	64%	**	69%	61%	60%	65%	**	**	**	**	65%	61%	70% c	66%	56%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	967	55	445	103	397	265	235	64	34	646	235	716	165	540	341	141
Effective Weighted Sample	891	47	413	90	370	236	224	52	34	601	212	665	148	492	320	121
Total	939	52	457	101	408	254	255	45	34	637	220	702	155	513	344	122
ACTIVE	396	**	157	32	145	103	75	**	**	253	101	278	76	234	120	71
	42%	**	34%	32%	36%	41% b	29%	**	**	40%	46%	40%	49%	46% b	35%	58% ab
BROWSERS	269	**	154	28	142	89	81	**	**	191	58	208	41	155	94	30
	29%	**	34%	28%	35%	35%	32%	**	**	30%	26%	30%	26%	30%	27%	25%
DORMANT	50	**	16	4	15	11	8	**	**	38	9	41	6	27	20	9
	5%	**	3%	4%	4%	4%	3%	**	**	6%	4%	6%	4%	5%	6%	7%
RESIGNED	38	**	22	4	21	6	18	**	**	29	6	31	4	18	17	2
	4%	**	5%	4%	5%	2%	7%	**	**	5%	3%	4%	3%	4%	5%	2%
APPREHENSIVE	162	**	91	28	70	38	61	**	**	107	42	123	26	68	80	9
	17%	**	20%	28%	17%	15%	24%	**	**	17%	19%	17%	17%	13%	23% ac	8%
UNMOTIVATED	25	**	16	5	14	6	13	**	**	19	4	21	2	10	13	1
	3%	**	4%	5%	3%	3%	5%	**	**	3%	2%	3%	1%	2%	4%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	967	139	713	235	617	509	343	154	98	341	626	442	525
Effective Weighted Sample	891	128	661	216	573	467	322	141	95	309	582	401	490
Total	939	130	706	222	614	486	350	127	88	325	614	424	516
ACTIVE	396	43	292	73	261	217	118	89	**	129	267	159	237
	42%	33%	41%	33%	43%	45%	34%	70%	**	40%	43%	38%	46%
						b		ab					a
BROWSERS	269	35	213	55	192	139	108	21	**	85	184	118	150
	29%	27%	30%	25%	31%	29%	31%	16%	**	26%	30%	28%	29%
						c	c						
DORMANT	50	11	36	16	31	29	17	3	**	14	35	21	29
	5%	8%	5%	7%	5%	6%	5%	2%	**	4%	6%	5%	6%
RESIGNED	38	8	25	10	23	15	18	2	**	16	22	17	20
	4%	6%	4%	4%	4%	3%	5%	1%	**	5%	4%	4%	4%
APPREHENSIVE	162	31	119	60	89	75	74	11	**	73	88	96	65
	17%	24%	17%	27%	15%	15%	21%	9%	**	23%	14%	23%	13%
				b			c			b		b	
UNMOTIVATED	25	3	22	8	17	11	14	2	**	7	18	12	13
	3%	2%	3%	4%	3%	2%	4%	2%	**	2%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 250

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted row	967	466	501	152	79	-	-	-	-	967	-	857	110
Effective Weighted Sample	891	422	469	137	77	-	-	-	-	891	-	784	106
Total	939	442	498	121	70	-	-	-	-	939	-	831	108
ACTIVE	396	253	143	111	**	**	**	**	**	396	**	360	36
	42%	57%	29%	92%	**	**	**	**	**	42%	**	43%	33%
		b		ab									
BROWSERS	269	107	162	7	**	**	**	**	**	269	**	237	32
	29%	24%	32%	5%	**	**	**	**	**	29%	**	28%	30%
		c	ac										
DORMANT	50	25	25	-	**	**	**	**	**	50	**	47	3
	5%	6%	5%	-%	**	**	**	**	**	5%	**	6%	3%
		c	c										
RESIGNED	38	9	28	-	**	**	**	**	**	38	**	31	7
	4%	2%	6%	-%	**	**	**	**	**	4%	**	4%	6%
			ac										
APPREHENSIVE	162	40	121	4	**	**	**	**	**	162	**	137	25
	17%	9%	24%	3%	**	**	**	**	**	17%	**	16%	23%
			ac										
UNMOTIVATED	25	7	18	-	**	**	**	**	**	25	**	20	5
	3%	2%	4%	-%	**	**	**	**	**	3%	**	2%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	967	81	249	65	378	201	281	349	38	76	393	336	805	161	55
Effective Weighted Sample	891	75	235	59	348	183	253	330	37	65	353	316	733	158	54
Total	939	85	261	63	352	187	277	378	40	75	391	319	785	154	52
ACTIVE	396	**	93	**	178	83	126	150	**	**	191	117	344	51	**
	42%	**	36%	**	51% b	44%	45%	40%	**	**	49% ce	37%	44%	33%	**
BROWSERS	269	**	96	**	78	46	88	105	**	**	89	104	215	54	**
	29%	**	37% de	**	22%	24%	32%	28%	**	**	23%	32% b	27%	35% b	**
DORMANT	50	**	9	**	24	13	8	18	**	**	30	11	45	5	**
	5%	**	4%	**	7%	7%	3%	5%	**	**	8%	3%	6%	3%	**
RESIGNED	38	**	13	**	8	11	6	18	**	**	10	20	30	7	**
	4%	**	5%	**	2%	6%	2%	5%	**	**	3%	6%	4%	5%	**
APPREHENSIVE	162	**	38	**	57	32	43	72	**	**	63	53	127	35	**
	17%	**	15%	**	16%	17%	15%	19%	**	**	16%	17%	16%	22%	**
UNMOTIVATED	25	**	11	**	7	3	7	14	**	**	9	15	23	2	**
	3%	**	4%	**	2%	2%	3%	4%	**	**	2%	5%	3%	1%	**

Columns Tested: a,b,c,d,e - 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.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	967	246	403	317	486	477	362	246	166	183	801	86	46	34
Effective Weighted Sample	891	216	369	307	447	441	332	231	154	173	738	77	44	32
Total	939	239	397	303	483	453	316	237	193	184	768	88	49	35
ACTIVE	396	125	168	102	224	172	151	102	72	69	327	**	**	**
	42%	52%	42%	34%	46%	38%	48%	43%	37%	37%	43%	**	**	**
		c			b									
BROWSERS	269	49	121	98	126	140	88	69	54	54	219	**	**	**
	29%	21%	31%	32%	26%	31%	28%	29%	28%	29%	28%	**	**	**
			a	a										
DORMANT	50	14	26	11	21	28	13	13	14	9	42	**	**	**
	5%	6%	6%	3%	4%	6%	4%	6%	7%	5%	5%	**	**	**
RESIGNED	38	5	13	20	18	19	11	9	12	5	32	**	**	**
	4%	2%	3%	7%	4%	4%	3%	4%	6%	3%	4%	**	**	**
APPREHENSIVE	162	42	59	62	82	79	48	39	31	43	130	**	**	**
	17%	17%	15%	20%	17%	18%	15%	16%	16%	23%	17%	**	**	**
UNMOTIVATED	25	4	11	10	11	14	5	5	11	4	18	**	**	**
	3%	1%	3%	3%	2%	3%	2%	2%	6%	2%	2%	**	**	**
									a					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

ENGAGEMENT INDEX FOR TV

Base: Those responsible for the household's Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	967	60	304	433	294	556	55	11	44	6	536	149	152	401	228
Effective Weighted Sample	891	54	281	395	268	513	47	9	37	5	505	127	137	370	213
Total	939	62	308	406	280	547	52	11	41	6	531	138	148	394	224
ACTIVE	396	**	113	194	118	225	**	**	**	**	205	70	68	157	93
	42%	**	37%	48% b	42%	41%	**	**	**	**	39%	51% a	46%	40%	42%
BROWSERS	269	**	97	105	98	145	**	**	**	**	169	28	39	113	74
	29%	**	31%	26%	35% b	26%	**	**	**	**	32% b	21%	27%	29%	33%
DORMANT	50	**	16	21	8	32	**	**	**	**	33	6	11	17	11
	5%	**	5%	5%	3%	6%	**	**	**	**	6%	4%	8%	4%	5%
RESIGNED	38	**	12	14	13	20	**	**	**	**	22	6	6	15	8
	4%	**	4%	3%	5%	4%	**	**	**	**	4%	5%	4%	4%	4%
APPREHENSIVE	162	**	63	64	35	112	**	**	**	**	87	23	20	80	29
	17%	**	20%	16%	12%	20% a	**	**	**	**	16%	16%	14%	20%	13%
UNMOTIVATED	25	**	7	9	9	14	**	**	**	**	15	4	3	13	8
	3%	**	2%	2%	3%	3%	**	**	**	**	3%	3%	2%	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	479	29	189	59	159	117	101	21	17	395	61	424	32	290	166	55
Effective Weighted Sample	456	28	183	57	154	113	98	19	17	376	58	404	30	276	158	51
Total	517	31	226	67	189	139	118	22	20	423	69	457	36	313	180	55
SWITCHED IN LAST 12 MONTHS	35	**	4	**	3	5	1	**	**	25	**	29	**	23	7	**
	7%	**	2%	**	2%	3%	1%	**	**	6%	**	6%	**	7%	4%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	5	**	5	4	1	**	**	10	**	10	**	9	1	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	3%	1%	**
NEITHER	477	**	219	**	183	133	115	**	**	395	**	424	**	287	172	**
	92%	**	97%	**	97%	96%	98%	**	**	93%	**	93%	**	92%	95%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	479	193	214	240	167	269	138	76	62	-	-	-	-
Effective Weighted Sample	456	184	208	229	162	257	133	73	61	-	-	-	-
Total	517	196	254	251	199	294	156	76	63	-	-	-	-
SWITCHED IN LAST 12 MONTHS	35	18	8	23	3	22	4	**	**	**	**	**	**
	7%	9%	3%	9%	1%	8%	2%	**	**	**	**	**	**
				b									
CURRENTLY LOOKING FOR A NEW DEAL	10	1	4	1	4	5	-	**	**	**	**	**	**
	2%	1%	2%	*%	2%	2%	-%	**	**	**	**	**	**
NEITHER	477	178	243	227	194	269	152	**	**	**	**	**	**
	92%	91%	96%	91%	97%	91%	98%	**	**	**	**	**	**
					a								

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 251

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted row	479	-	-	-	-	145	334	35	25	-	479	332	147
Effective Weighted Sample	456	-	-	-	-	138	318	33	24	-	456	315	140
Total	517	-	-	-	-	155	362	35	26	-	517	360	157
SWITCHED IN LAST 12 MONTHS	35	**	**	**	**	35	-	**	**	**	35	33	2
	7%	**	**	**	**	23% b	-%	**	**	**	7%	9% b	1%
CURRENTLY LOOKING FOR A NEW DEAL	10	**	**	**	**	6	4	**	**	**	10	6	4
	2%	**	**	**	**	4%	1%	**	**	**	2%	2%	3%
NEITHER	477	**	**	**	**	119	358	**	**	**	477	326	152
	92%	**	**	**	**	77%	99% a	**	**	**	92%	90%	97%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	479	155	-	-	61	263	100	151	22	17	120	206	343	135	62
Effective Weighted Sample	456	151	-	-	58	249	97	146	21	16	113	195	323	132	60
Total	517	185	-	-	69	263	118	182	27	19	134	218	371	145	67
SWITCHED IN LAST 12 MONTHS	35	4	**	**	**	27	8	12	**	**	18	13	33	2	**
	7%	2%	**	**	**	10%	7%	6%	**	**	13%	6%	9%	1%	**
						a					e		e		
CURRENTLY LOOKING FOR A NEW DEAL	10	4	**	**	**	6	4	4	**	**	6	3	10	-	**
	2%	2%	**	**	**	2%	3%	2%	**	**	5%	1%	3%	-%	**
NEITHER	477	178	**	**	**	235	108	169	**	**	114	203	333	143	**
	92%	96%	**	**	**	89%	92%	93%	**	**	85%	93%	90%	99%	**
		e												bd	

Columns Tested: a,b,c,d,e - 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.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	479	58	170	250	239	238	149	144	68	112	407	32	25	15
Effective Weighted Sample	456	55	159	241	228	226	145	139	65	103	387	31	24	14
Total	517	67	181	267	264	251	155	153	85	118	438	37	28	15
SWITCHED IN LAST 12 MONTHS	35	**	17	8	18	17	6	12	**	5	29	**	**	**
	7%	**	9% c	3%	7%	7%	4%	8%	**	4%	7%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	6	1	3	7	2	2	**	4	9	**	**	**
	2%	**	3%	*%	1%	3%	2%	1%	**	4%	2%	**	**	**
NEITHER	477	**	160	259	246	230	149	140	**	109	405	**	**	**
	92%	**	88%	97% b	93%	92%	96%	92%	**	92%	92%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Free TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	479	30	163	173	166	245	29	12	17	11	324	75	96	177	91
Effective Weighted Sample	456	28	153	167	158	234	28	12	16	11	312	68	93	167	88
Total	517	34	178	184	177	271	31	11	19	10	348	79	111	195	96
SWITCHED IN LAST 12 MONTHS	35	**	13	12	10	21	**	**	**	**	16	**	**	12	**
	7%	**	7%	6%	6%	8%	**	**	**	**	4%	**	**	6%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	3	6	2	5	**	**	**	**	8	**	**	3	**
	2%	**	2%	3%	1%	2%	**	**	**	**	2%	**	**	2%	**
NEITHER	477	**	164	171	166	248	**	**	**	**	329	**	**	181	**
	92%	**	92%	93%	94%	92%	**	**	**	**	94%	**	**	93%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	479	29	189	59	159	117	101	21	17	395	61	424	32	290	166	55
Effective Weighted Sample	456	28	183	57	154	113	98	19	17	376	58	404	30	276	158	51
Total	517	31	226	67	189	139	118	22	20	423	69	457	36	313	180	55
SWITCHED IN LAST 12 MONTHS	26	**	3	**	2	4	1	**	**	17	**	22	**	17	4	**
	5%	**	1%	**	1%	3%	1%	**	**	4%	**	5%	**	6%	2%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	5	**	5	4	1	**	**	10	**	10	**	9	1	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	3%	1%	**
NEITHER	485	**	219	**	184	133	115	**	**	400	**	429	**	290	174	**
	94%	**	97%	**	97%	96%	98%	**	**	94%	**	94%	**	93%	97%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	479	193	214	240	167	269	138	76	62	-	-	-	-
Effective Weighted Sample	456	184	208	229	162	257	133	73	61	-	-	-	-
Total	517	196	254	251	199	294	156	76	63	-	-	-	-
SWITCHED IN LAST 12 MONTHS	26	13	8	18	2	18	3	**	**	**	**	**	**
	5%	7%	3%	7% b	1%	6%	2%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	10	1	4	1	4	5	-	**	**	**	**	**	**
	2%	1%	2%	*%	2%	2%	-%	**	**	**	**	**	**
NEITHER	485	183	243	232	194	273	153	**	**	**	**	**	**
	94%	93%	96%	93%	97%	93%	98%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted row	479	-	-	-	-	145	334	35	25	-	479	332	147
Effective Weighted Sample	456	-	-	-	-	138	318	33	24	-	456	315	140
Total	517	-	-	-	-	155	362	35	26	-	517	360	157
SWITCHED IN LAST 12 MONTHS	26	**	**	**	**	26	-	**	**	**	26	25	1
	5%	**	**	**	**	17% b	-%	**	**	**	5%	7% b	1%
CURRENTLY LOOKING FOR A NEW DEAL	10	**	**	**	**	6	4	**	**	**	10	6	4
	2%	**	**	**	**	4%	1%	**	**	**	2%	2%	3%
NEITHER	485	**	**	**	**	127	358	**	**	**	485	333	152
	94%	**	**	**	**	82%	99% a	**	**	**	94%	92%	97%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	e	a	b	~c	~a	b	c	d	e	~f
Unweighted row	479	155	-	-	61	263	100	151	22	17	120	206	343	135	62
Effective Weighted Sample	456	151	-	-	58	249	97	146	21	16	113	195	323	132	60
Total	517	185	-	-	69	263	118	182	27	19	134	218	371	145	67
SWITCHED IN LAST 12 MONTHS	26	3	**	**	**	18	6	7	**	**	11	12	24	2	**
	5%	2%	**	**	**	7%	5%	4%	**	**	8% e	5%	6%	1%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	4	**	**	**	6	4	4	**	**	6	3	10	-	**
	2%	2%	**	**	**	2%	3%	2%	**	**	5%	1%	3%	-%	**
NEITHER	485	178	**	**	**	242	110	171	**	**	120	203	341	143	**
	94%	96%	**	**	**	92%	93%	94%	**	**	89%	93%	92%	99% bd	**

Columns Tested: a,b,c,d,e - 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.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	d	a	~b	~c	~d
Unweighted row	479	58	170	250	239	238	149	144	68	112	407	32	25	15
Effective Weighted Sample	456	55	159	241	228	226	145	139	65	103	387	31	24	14
Total	517	67	181	267	264	251	155	153	85	118	438	37	28	15
SWITCHED IN LAST 12 MONTHS	26	**	12	7	12	14	5	12	**	2	19	**	**	**
	5%	**	7%	3%	5%	5%	3%	8%	**	2%	4%	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	6	1	3	7	2	2	**	4	9	**	**	**
	2%	**	3%	*%	1%	3%	2%	1%	**	4%	2%	**	**	**
NEITHER	485	**	164	259	252	231	149	140	**	111	412	**	**	**
	94%	**	91%	97%	95%	92%	97%	92%	**	94%	94%	**	**	**
				b										

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base: Those responsible for the household's Free TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	479	30	163	173	166	245	29	12	17	11	324	75	96	177	91
Effective Weighted Sample	456	28	153	167	158	234	28	12	16	11	312	68	93	167	88
Total	517	34	178	184	177	271	31	11	19	10	348	79	111	195	96
SWITCHED IN LAST 12 MONTHS	26	**	8	10	6	16	**	**	**	**	13	**	**	9	**
	5%	**	4%	5%	3%	6%	**	**	**	**	4%	**	**	5%	**
CURRENTLY LOOKING FOR A NEW DEAL	10	**	3	6	2	5	**	**	**	**	8	**	**	3	**
	2%	**	2%	3%	1%	2%	**	**	**	**	2%	**	**	2%	**
NEITHER	485	**	167	172	169	253	**	**	**	**	330	**	**	184	**
	94%	**	94%	93%	95%	93%	**	**	**	**	95%	**	**	94%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	361	-	361	49	312	199	162	42	33	327	7	332	2	208	126	41
Effective Weighted Sample	344	-	344	47	297	188	156	38	33	313	7	318	2	197	123	37
Total	416	-	416	56	360	227	189	41	36	382	8	388	2	240	150	42
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	**	47	**	40	43	3	**	**	42	**	43	**	26	17	**
	11%	**	11%	**	11%	19% b	2%	**	**	11%	**	11%	**	11%	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	**	41	**	34	38	3	**	**	38	**	39	**	22	17	**
	10%	**	10%	**	10%	17% b	2%	**	**	10%	**	10%	**	9%	11%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	361	-	361	49	312	211	150	42	30	74	7	79	2
Effective Weighted Sample	344	-	344	47	297	199	145	38	30	68	7	73	2
Total	416	-	416	56	360	239	178	41	33	77	8	83	2
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	**	47	**	40	46	1	**	**	**	**	**	**
	11%	**	11%	**	11%	19% b	1%	**	**	**	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	**	41	**	34	40	1	**	**	**	**	**	**
	10%	**	10%	**	10%	17% b	1%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	b	~c	~d	~a	b	a	b
Unweighted row	361	26	55	7	4	32	123	4	3	81	155	257	104
Effective Weighted Sample	344	22	53	6	4	31	120	4	3	75	151	242	102
Total	416	24	61	5	4	38	147	4	3	85	185	293	124
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	**	**	**	**	**	10	**	**	**	16	33	14
	11%	**	**	**	**	**	7%	**	**	**	9%	11%	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	**	**	**	**	**	10	**	**	**	16	27	14
	10%	**	**	**	**	**	7%	**	**	**	9%	9%	11%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	a	b	~c	~a	~b	c	d	e	~f
Unweighted row	361	361	-	-	7	-	165	169	27	10	74	167	251	109	49
Effective Weighted Sample	344	344	-	-	7	-	157	161	26	7	68	161	236	108	49
Total	416	416	-	-	8	-	188	197	31	9	90	194	292	123	56
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	47	**	**	**	**	26	19	**	**	**	23	34	13	**
	11%	11%	**	**	**	**	14%	9%	**	**	**	12%	12%	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	41	**	**	**	**	25	16	**	**	**	21	28	13	**
	10%	10%	**	**	**	**	13%	8%	**	**	**	11%	10%	11%	**

Columns Tested: a,b,c,d,e - 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.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	361	40	119	201	189	170	137	84	50	86	297	38	18	8
Effective Weighted Sample	344	34	113	197	180	162	132	81	47	83	284	35	17	8
Total	416	44	142	229	223	191	144	98	65	105	344	42	22	9
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	**	16	24	26	20	24	**	**	**	37	**	**	**
	11%	**	12%	11%	12%	10%	17%	**	**	**	11%	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	**	14	24	24	16	22	**	**	**	33	**	**	**
	10%	**	10%	11%	11%	8%	16%	**	**	**	10%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	361	26	116	134	106	194	-	-	-	-	258	69	97	162	66
Effective Weighted Sample	344	24	111	127	102	185	-	-	-	-	250	64	93	154	62
Total	416	29	141	149	124	225	-	-	-	-	299	83	111	188	76
SWITCHED ANY SERVICE IN LAST 12 MONTHS	47	**	12	22	9	28	**	**	**	**	29	**	**	20	**
	11%	**	9%	14%	7%	13%	**	**	**	**	10%	**	**	10%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	41	**	9	20	7	28	**	**	**	**	27	**	**	16	**
	10%	**	7%	14%	5%	12%	**	**	**	**	9%	**	**	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	361	-	361	49	312	199	162	42	33	327	7	332	2	208	126	41
Effective Weighted Sample	344	-	344	47	297	188	156	38	33	313	7	318	2	197	123	37
Total	416	-	416	56	360	227	189	41	36	382	8	388	2	240	150	42
Received a discount	44	**	44	**	39	24	20	**	**	40	**	40	**	28	12	**
	11%	**	11%	**	11%	10%	11%	**	**	10%	**	10%	**	12%	8%	**
Added extra or improved services	12	**	12	**	11	7	5	**	**	10	**	10	**	6	4	**
	3%	**	3%	**	3%	3%	2%	**	**	3%	**	3%	**	3%	2%	**
Reduced or downgraded services	16	**	16	**	14	10	6	**	**	14	**	14	**	11	2	**
	4%	**	4%	**	4%	4%	3%	**	**	4%	**	4%	**	5%	2%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	**	62	**	55	35	27	**	**	56	**	56	**	39	17	**
	15%	**	15%	**	15%	15%	15%	**	**	15%	**	14%	**	16%	11%	**
DISCOUNT AND EXTRA SERVICES	3	**	3	**	3	2	1	**	**	2	**	2	**	*	1	**
	1%	**	1%	**	1%	1%	1%	**	**	*%	**	*%	**	*%	1%	**
DISCOUNT AND REDUCED SERVICES	7	**	7	**	6	5	2	**	**	6	**	6	**	6	-	**
	2%	**	2%	**	2%	2%	1%	**	**	2%	**	2%	**	2%	-%	**
DISCOUNT ONLY	34	**	34	**	31	17	17	**	**	32	**	32	**	22	11	**
	8%	**	8%	**	9%	8%	9%	**	**	8%	**	8%	**	9%	7%	**
EXTRA SERVICES ONLY	9	**	9	**	8	6	3	**	**	8	**	8	**	6	2	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	3%	2%	**
REDUCED SERVICES ONLY	10	**	10	**	8	5	5	**	**	9	**	9	**	6	2	**
	2%	**	2%	**	2%	2%	3%	**	**	2%	**	2%	**	3%	2%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	49	**	-	16	33	**	**	47	**	48	**	24	25	**
	12%	**	12%	**	-%	7%	17%	**	**	12%	**	12%	**	10%	17%	**
							a									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	361	-	361	49	312	211	150	42	30	74	7	79	2
Effective Weighted Sample	344	-	344	47	297	199	145	38	30	68	7	73	2
Total	416	-	416	56	360	239	178	41	33	77	8	83	2
Received a discount	44	**	44	**	39	21	23	**	**	**	**	**	**
	11%	**	11%	**	11%	9%	13%	**	**	**	**	**	**
Added extra or improved services	12	**	12	**	11	7	5	**	**	**	**	**	**
	3%	**	3%	**	3%	3%	3%	**	**	**	**	**	**
Reduced or downgraded services	16	**	16	**	14	9	7	**	**	**	**	**	**
	4%	**	4%	**	4%	4%	4%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	**	62	**	55	32	30	**	**	**	**	**	**
	15%	**	15%	**	15%	13%	17%	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	3	**	3	**	3	2	1	**	**	**	**	**	**
	1%	**	1%	**	1%	1%	1%	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	7	**	7	**	6	4	3	**	**	**	**	**	**
	2%	**	2%	**	2%	2%	2%	**	**	**	**	**	**
DISCOUNT ONLY	34	**	34	**	31	16	18	**	**	**	**	**	**
	8%	**	8%	**	9%	7%	10%	**	**	**	**	**	**
EXTRA SERVICES ONLY	9	**	9	**	8	6	3	**	**	**	**	**	**
	2%	**	2%	**	2%	2%	2%	**	**	**	**	**	**
REDUCED SERVICES ONLY	10	**	10	**	8	5	5	**	**	**	**	**	**
	2%	**	2%	**	2%	2%	3%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	49	**	-	25	24	**	**	**	**	**	**
	12%	**	12%	**	-%	11%	13%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	b	~c	~d	~a	b	a	b
Unweighted row	361	26	55	7	4	32	123	4	3	81	155	257	104
Effective Weighted Sample	344	22	53	6	4	31	120	4	3	75	151	242	102
Total	416	24	61	5	4	38	147	4	3	85	185	293	124
Received a discount	44	**	**	**	**	**	15	**	**	**	19	37	7
	11%	**	**	**	**	**	10%	**	**	**	10%	13%	5%
Added extra or improved services	12	**	**	**	**	**	1	**	**	**	2	9	2
	3%	**	**	**	**	**	1%	**	**	**	1%	3%	2%
Reduced or downgraded services	16	**	**	**	**	**	3	**	**	**	6	13	3
	4%	**	**	**	**	**	2%	**	**	**	3%	4%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	**	**	**	**	**	19	**	**	**	23	51	11
	15%	**	**	**	**	**	13%	**	**	**	13%	17%	9%
DISCOUNT AND EXTRA SERVICES	3	**	**	**	**	**	-	**	**	**	-	3	-
	1%	**	**	**	**	**	-%	**	**	**	-%	1%	-%
DISCOUNT AND REDUCED SERVICES	7	**	**	**	**	**	1	**	**	**	4	6	1
	2%	**	**	**	**	**	1%	**	**	**	2%	2%	1%
DISCOUNT ONLY	34	**	**	**	**	**	14	**	**	**	15	29	6
	8%	**	**	**	**	**	10%	**	**	**	8%	10%	5%
EXTRA SERVICES ONLY	9	**	**	**	**	**	1	**	**	**	2	7	2
	2%	**	**	**	**	**	1%	**	**	**	1%	2%	2%
REDUCED SERVICES ONLY	10	**	**	**	**	**	2	**	**	**	3	8	2
	2%	**	**	**	**	**	2%	**	**	**	2%	3%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	**	**	**	**	23	**	**	**	26	28	21
	12%	**	**	**	**	**	15%	**	**	**	14%	10%	17%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	a	b	~c	~a	~b	c	d	e	~f
Unweighted row	361	361	-	-	7	-	165	169	27	10	74	167	251	109	49
Effective Weighted Sample	344	344	-	-	7	-	157	161	26	7	68	161	236	108	49
Total	416	416	-	-	8	-	188	197	31	9	90	194	292	123	56
Received a discount	44	44	**	**	**	**	22	22	**	**	**	22	31	12	**
	11%	11%	**	**	**	**	12%	11%	**	**	**	11%	11%	10%	**
Added extra or improved services	12	12	**	**	**	**	8	4	**	**	**	5	10	2	**
	3%	3%	**	**	**	**	4%	2%	**	**	**	3%	3%	2%	**
Reduced or downgraded services	16	16	**	**	**	**	5	11	**	**	**	6	10	6	**
	4%	4%	**	**	**	**	3%	6%	**	**	**	3%	4%	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	62	**	**	**	**	31	31	**	**	**	27	45	17	**
	15%	15%	**	**	**	**	17%	16%	**	**	**	14%	15%	14%	**
DISCOUNT AND EXTRA SERVICES	3	3	**	**	**	**	1	1	**	**	**	1	2	1	**
	1%	1%	**	**	**	**	1%	1%	**	**	**	1%	1%	1%	**
DISCOUNT AND REDUCED SERVICES	7	7	**	**	**	**	2	5	**	**	**	5	5	2	**
	2%	2%	**	**	**	**	1%	2%	**	**	**	2%	2%	2%	**
DISCOUNT ONLY	34	34	**	**	**	**	18	16	**	**	**	16	25	9	**
	8%	8%	**	**	**	**	10%	8%	**	**	**	8%	9%	7%	**
EXTRA SERVICES ONLY	9	9	**	**	**	**	6	3	**	**	**	4	8	1	**
	2%	2%	**	**	**	**	3%	1%	**	**	**	2%	3%	1%	**
REDUCED SERVICES ONLY	10	10	**	**	**	**	3	7	**	**	**	2	7	4	**
	2%	2%	**	**	**	**	2%	4%	**	**	**	1%	2%	3%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	49	**	**	**	**	18	30	**	**	**	21	31	18	**
	12%	12%	**	**	**	**	9%	15%	**	**	**	11%	11%	15%	**

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's Dual Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	361	40	119	201	189	170	137	84	50	86	297	38	18	8
Effective Weighted Sample	344	34	113	197	180	162	132	81	47	83	284	35	17	8
Total	416	44	142	229	223	191	144	98	65	105	344	42	22	9
Received a discount	44	**	16	24	27	17	18	**	**	**	35	**	**	**
	11%	**	12%	11%	12%	9%	12%	**	**	**	10%	**	**	**
Added extra or improved services	12	**	5	5	8	3	4	**	**	**	8	**	**	**
	3%	**	4%	2%	4%	2%	3%	**	**	**	2%	**	**	**
Reduced or downgraded services	16	**	4	8	10	6	3	**	**	**	12	**	**	**
	4%	**	3%	4%	4%	3%	2%	**	**	**	4%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	**	20	33	40	23	22	**	**	**	49	**	**	**
	15%	**	14%	14%	18%	12%	15%	**	**	**	14%	**	**	**
DISCOUNT AND EXTRA SERVICES	3	**	1	1	3	-	1	**	**	**	2	**	**	**
	1%	**	1%	*%	1%	-%	1%	**	**	**	*%	**	**	**
DISCOUNT AND REDUCED SERVICES	7	**	4	3	3	4	2	**	**	**	4	**	**	**
	2%	**	3%	1%	1%	2%	1%	**	**	**	1%	**	**	**
DISCOUNT ONLY	34	**	12	20	21	13	14	**	**	**	29	**	**	**
	8%	**	8%	9%	9%	7%	10%	**	**	**	8%	**	**	**
EXTRA SERVICES ONLY	9	**	4	4	6	3	3	**	**	**	6	**	**	**
	2%	**	3%	2%	3%	2%	2%	**	**	**	2%	**	**	**
REDUCED SERVICES ONLY	10	**	-	6	7	4	1	**	**	**	9	**	**	**
	2%	**	-%	3%	3%	2%	1%	**	**	**	3%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	16	28	22	27	19	**	**	**	38	**	**	**
	12%	**	11%	12%	10%	14%	13%	**	**	**	11%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's Dual Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	361	26	116	134	106	194	-	-	-	-	258	69	97	162	66
Effective Weighted Sample	344	24	111	127	102	185	-	-	-	-	250	64	93	154	62
Total	416	29	141	149	124	225	-	-	-	-	299	83	111	188	76
Received a discount	44	**	13	18	14	25	**	**	**	**	38	**	**	17	**
	11%	**	9%	12%	12%	11%	**	**	**	**	13%	**	**	9%	**
Added extra or improved services	12	**	4	4	2	8	**	**	**	**	5	**	**	4	**
	3%	**	3%	2%	2%	4%	**	**	**	**	2%	**	**	2%	**
Reduced or downgraded services	16	**	7	4	7	8	**	**	**	**	14	**	**	7	**
	4%	**	5%	3%	6%	3%	**	**	**	**	5%	**	**	4%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	62	**	19	23	19	38	**	**	**	**	50	**	**	22	**
	15%	**	14%	15%	15%	17%	**	**	**	**	17%	**	**	12%	**
DISCOUNT AND EXTRA SERVICES	3	**	1	1	*	1	**	**	**	**	-	**	**	1	**
	1%	**	1%	1%	*%	1%	**	**	**	**	-%	**	**	1%	**
DISCOUNT AND REDUCED SERVICES	7	**	4	2	5	1	**	**	**	**	6	**	**	5	**
	2%	**	2%	1%	4%	*%	**	**	**	**	2%	**	**	3%	**
DISCOUNT ONLY	34	**	8	14	9	22	**	**	**	**	32	**	**	11	**
	8%	**	6%	10%	8%	10%	**	**	**	**	11%	**	**	6%	**
EXTRA SERVICES ONLY	9	**	3	3	2	7	**	**	**	**	5	**	**	3	**
	2%	**	2%	2%	1%	3%	**	**	**	**	2%	**	**	2%	**
REDUCED SERVICES ONLY	10	**	4	2	4	7	**	**	**	**	9	**	**	3	**
	2%	**	3%	2%	3%	3%	**	**	**	**	3%	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	49	**	17	16	12	30	**	**	**	**	31	**	**	19	**
	12%	**	12%	10%	9%	13%	**	**	**	**	10%	**	**	10%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	361	-	361	49	312	199	162	42	33	327	7	332	2	208	126	41
Effective Weighted Sample	344	-	344	47	297	188	156	38	33	313	7	318	2	197	123	37
Total	416	-	416	56	360	227	189	41	36	382	8	388	2	240	150	42
Received a discount	25	**	25	**	21	17	9	**	**	23	**	23	**	16	7	**
	6%	**	6%	**	6%	7%	5%	**	**	6%	**	6%	**	7%	5%	**
Added extra or improved services	9	**	9	**	9	6	3	**	**	6	**	6	**	4	2	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	2%	2%	**
Reduced or downgraded services	2	**	2	**	2	1	2	**	**	2	**	2	**	2	-	**
	1%	**	1%	**	1%	*%	1%	**	**	1%	**	*%	**	1%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	**	34	**	30	23	10	**	**	30	**	30	**	20	9	**
	8%	**	8%	**	8%	10%	5%	**	**	8%	**	8%	**	8%	6%	**
DISCOUNT AND EXTRA SERVICES	1	**	1	**	1	*	1	**	**	-	**	-	**	-	-	**
	*%	**	*%	**	*%	*%	1%	**	**	-%	**	-%	**	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	**	2	*	2	**	**	2	**	2	**	2	-	**
	*%	**	*%	**	1%	*%	1%	**	**	*%	**	*%	**	1%	-%	**
DISCOUNT ONLY	24	**	24	**	20	16	8	**	**	23	**	23	**	16	7	**
	6%	**	6%	**	6%	7%	4%	**	**	6%	**	6%	**	7%	5%	**
EXTRA SERVICES ONLY	6	**	6	**	6	6	-	**	**	5	**	5	**	2	2	**
	1%	**	1%	**	2%	3%	-%	**	**	1%	**	1%	**	1%	2%	**
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	*	**	*	**	*	-	**
	*%	**	*%	**	*%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	52	**	-	16	36	**	**	50	**	51	**	29	23	**
	12%	**	12%	**	-%	7%	19%	**	**	13%	**	13%	**	12%	16%	**
							a									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Dual Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	361	-	361	49	312	211	150	42	30	74	7	79	2
Effective Weighted Sample	344	-	344	47	297	199	145	38	30	68	7	73	2
Total	416	-	416	56	360	239	178	41	33	77	8	83	2
Received a discount	25	**	25	**	21	17	9	**	**	**	**	**	**
	6%	**	6%	**	6%	7%	5%	**	**	**	**	**	**
Added extra or improved services	9	**	9	**	9	8	1	**	**	**	**	**	**
	2%	**	2%	**	2%	3%	1%	**	**	**	**	**	**
Reduced or downgraded services	2	**	2	**	2	2	-	**	**	**	**	**	**
	1%	**	1%	**	1%	1%	-%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	**	34	**	30	25	9	**	**	**	**	**	**
	8%	**	8%	**	8%	10%	5%	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	**	1	**	1	*	1	**	**	**	**	**	**
	*%	**	*%	**	*%	*%	1%	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	**	2	2	-	**	**	**	**	**	**
	*%	**	*%	**	1%	1%	-%	**	**	**	**	**	**
DISCOUNT ONLY	24	**	24	**	20	16	8	**	**	**	**	**	**
	6%	**	6%	**	6%	7%	4%	**	**	**	**	**	**
EXTRA SERVICES ONLY	6	**	6	**	6	6	-	**	**	**	**	**	**
	1%	**	1%	**	2%	2%	-%	**	**	**	**	**	**
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	**	**	**	**
	*%	**	*%	**	*%	*%	-%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	52	**	-	25	27	**	**	**	**	**	**
	12%	**	12%	**	-%	11%	15%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	b	~c	~d	~a	b	a	b
Unweighted row	361	26	55	7	4	32	123	4	3	81	155	257	104
Effective Weighted Sample	344	22	53	6	4	31	120	4	3	75	151	242	102
Total	416	24	61	5	4	38	147	4	3	85	185	293	124
Received a discount	25	**	**	**	**	**	8	**	**	**	11	21	5
	6%	**	**	**	**	**	5%	**	**	**	6%	7%	4%
Added extra or improved services	9	**	**	**	**	**	1	**	**	**	1	9	-
	2%	**	**	**	**	**	1%	**	**	**	1%	3%	-%
Reduced or downgraded services	2	**	**	**	**	**	-	**	**	**	*	2	-
	1%	**	**	**	**	**	-%	**	**	**	*%	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	**	**	**	**	**	9	**	**	**	12	29	5
	8%	**	**	**	**	**	6%	**	**	**	7%	10%	4%
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	**	-	**	**	**	-	1	-
	*%	**	**	**	**	**	-%	**	**	**	-%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	**	**	**	**	**	-	**	**	**	-	2	-
	*%	**	**	**	**	**	-%	**	**	**	-%	1%	-%
DISCOUNT ONLY	24	**	**	**	**	**	8	**	**	**	11	19	5
	6%	**	**	**	**	**	5%	**	**	**	6%	7%	4%
EXTRA SERVICES ONLY	6	**	**	**	**	**	1	**	**	**	1	6	-
	1%	**	**	**	**	**	1%	**	**	**	1%	2%	-%
REDUCED SERVICES ONLY	1	**	**	**	**	**	-	**	**	**	*	1	-
	*%	**	**	**	**	**	-%	**	**	**	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	**	**	**	**	24	**	**	**	27	31	21
	12%	**	**	**	**	**	16%	**	**	**	15%	11%	17%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	a	b	~c	~a	~b	c	d	e	~f
Unweighted row	361	361	-	-	7	-	165	169	27	10	74	167	251	109	49
Effective Weighted Sample	344	344	-	-	7	-	157	161	26	7	68	161	236	108	49
Total	416	416	-	-	8	-	188	197	31	9	90	194	292	123	56
Received a discount	25	25	**	**	**	**	12	12	**	**	**	9	20	5	**
	6%	6%	**	**	**	**	6%	6%	**	**	**	5%	7%	4%	**
Added extra or improved services	9	9	**	**	**	**	7	2	**	**	**	2	6	2	**
	2%	2%	**	**	**	**	4%	1%	**	**	**	1%	2%	2%	**
Reduced or downgraded services	2	2	**	**	**	**	1	2	**	**	**	-	1	2	**
	1%	1%	**	**	**	**	*%	1%	**	**	**	-%	*%	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	34	**	**	**	**	18	14	**	**	**	11	26	8	**
	8%	8%	**	**	**	**	9%	7%	**	**	**	6%	9%	6%	**
DISCOUNT AND EXTRA SERVICES	1	1	**	**	**	**	1	*	**	**	**	-	1	-	**
	*%	*%	**	**	**	**	1%	*%	**	**	**	-%	*%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	2	**	**	**	**	*	2	**	**	**	-	*	2	**
	*%	*%	**	**	**	**	*%	1%	**	**	**	-%	*%	1%	**
DISCOUNT ONLY	24	24	**	**	**	**	10	12	**	**	**	9	19	5	**
	6%	6%	**	**	**	**	6%	6%	**	**	**	5%	6%	4%	**
EXTRA SERVICES ONLY	6	6	**	**	**	**	6	-	**	**	**	2	5	1	**
	1%	1%	**	**	**	**	3%	-%	**	**	**	1%	2%	1%	**
REDUCED SERVICES ONLY	1	1	**	**	**	**	*	*	**	**	**	-	1	-	**
	*%	*%	**	**	**	**	*%	*%	**	**	**	-%	*%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	52	**	**	**	**	19	32	**	**	**	23	33	19	**
	12%	12%	**	**	**	**	10%	16%	**	**	**	12%	11%	16%	**

Columns Tested: a,b,c,d,e - 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/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Dual Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	361	40	119	201	189	170	137	84	50	86	297	38	18	8
Effective Weighted Sample	344	34	113	197	180	162	132	81	47	83	284	35	17	8
Total	416	44	142	229	223	191	144	98	65	105	344	42	22	9
Received a discount	25	**	12	8	14	10	11	**	**	**	21	**	**	**
	6%	**	8%	3%	6%	5%	7%	**	**	**	6%	**	**	**
Added extra or improved services	9	**	2	3	7	2	7	**	**	**	6	**	**	**
	2%	**	2%	2%	3%	1%	5%	**	**	**	2%	**	**	**
Reduced or downgraded services	2	**	*	2	2	*	1	**	**	**	*	**	**	**
	1%	**	*%	1%	1%	*%	*%	**	**	**	*%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	**	14	11	20	12	17	**	**	**	26	**	**	**
	8%	**	10%	5%	9%	6%	12%	**	**	**	8%	**	**	**
DISCOUNT AND EXTRA SERVICES	1	**	-	-	1	-	1	**	**	**	1	**	**	**
	*%	**	-%	-%	1%	-%	1%	**	**	**	*%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	-	2	2	*	*	**	**	**	-	**	**	**
	*%	**	-%	1%	1%	*%	*%	**	**	**	-%	**	**	**
DISCOUNT ONLY	24	**	12	8	13	10	10	**	**	**	20	**	**	**
	6%	**	8%	3%	6%	5%	7%	**	**	**	6%	**	**	**
EXTRA SERVICES ONLY	6	**	2	2	4	2	6	**	**	**	5	**	**	**
	1%	**	2%	1%	2%	1%	4%	**	**	**	1%	**	**	**
REDUCED SERVICES ONLY	1	**	*	-	1	-	*	**	**	**	*	**	**	**
	*%	**	*%	-%	*%	-%	*%	**	**	**	*%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	17	30	23	29	18	**	**	**	41	**	**	**
	12%	**	12%	13%	10%	15%	13%	**	**	**	12%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Dual Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	361	26	116	134	106	194	-	-	-	-	258	69	97	162	66
Effective Weighted Sample	344	24	111	127	102	185	-	-	-	-	250	64	93	154	62
Total	416	29	141	149	124	225	-	-	-	-	299	83	111	188	76
Received a discount	25	**	7	10	10	13	**	**	**	**	22	**	**	17	**
	6%	**	5%	7%	8%	6%	**	**	**	**	7%	**	**	9%	**
Added extra or improved services	9	**	3	5	-	6	**	**	**	**	5	**	**	6	**
	2%	**	2%	4%	-%	3%	**	**	**	**	2%	**	**	3%	**
Reduced or downgraded services	2	**	2	1	-	1	**	**	**	**	2	**	**	1	**
	1%	**	1%	*%	-%	*%	**	**	**	**	1%	**	**	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	**	9	14	10	17	**	**	**	**	26	**	**	22	**
	8%	**	7%	10%	8%	8%	**	**	**	**	9%	**	**	11%	**
DISCOUNT AND EXTRA SERVICES	1	**	-	1	-	1	**	**	**	**	-	**	**	1	**
	*%	**	-%	1%	-%	1%	**	**	**	**	-%	**	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	2	**	2	*	-	*	**	**	**	**	2	**	**	-	**
	*%	**	1%	*%	-%	*%	**	**	**	**	1%	**	**	-%	**
DISCOUNT ONLY	24	**	7	9	10	11	**	**	**	**	22	**	**	15	**
	6%	**	5%	6%	8%	5%	**	**	**	**	7%	**	**	8%	**
EXTRA SERVICES ONLY	6	**	1	4	-	4	**	**	**	**	3	**	**	4	**
	1%	**	1%	2%	-%	2%	**	**	**	**	1%	**	**	2%	**
REDUCED SERVICES ONLY	1	**	*	*	-	*	**	**	**	**	-	**	**	1	**
	*%	**	*%	*%	-%	*%	**	**	**	**	-%	**	**	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	52	**	20	15	14	30	**	**	**	**	35	**	**	20	**
	12%	**	14%	10%	11%	13%	**	**	**	**	12%	**	**	11%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	335	-	335	-	335	199	136	39	30	290	18	307	1	193	115	36
Effective Weighted Sample	320	-	320	-	320	188	132	35	30	278	18	295	1	183	112	32
Total	389	-	389	-	389	228	161	38	33	340	22	361	1	224	139	38
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	**	42	**	42	40	2	**	**	36	**	38	**	21	17	**
	11%	**	11%	**	11%	18% b	1%	**	**	11%	**	11%	**	9%	12%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	**	37	**	37	34	2	**	**	32	**	34	**	17	17	**
	9%	**	9%	**	9%	15% b	1%	**	**	9%	**	10%	**	8%	12%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	335	-	335	-	335	203	132	39	27	66	16	81	1
Effective Weighted Sample	320	-	320	-	320	192	128	35	27	61	15	75	1
Total	389	-	389	-	389	232	157	37	30	68	20	87	1
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	**	42	**	42	41	1	**	**	**	**	**	**
	11%	**	11%	**	11%	18% b	1%	**	**	**	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	**	37	**	37	35	1	**	**	**	**	**	**
	9%	**	9%	**	9%	15% b	1%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	b	~c	~d	~a	b	a	~b
Unweighted row	335	29	53	7	4	30	107	3	2	82	137	243	92
Effective Weighted Sample	320	25	50	6	4	29	105	3	2	76	133	230	90
Total	389	29	59	5	4	36	129	3	2	88	164	278	110
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	**	**	**	**	**	7	**	**	**	11	31	**
	11%	**	**	**	**	**	5%	**	**	**	7%	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	**	**	**	**	**	7	**	**	**	10	25	**
	9%	**	**	**	**	**	5%	**	**	**	6%	9%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	335	312	10	1	17	-	158	151	26	8	75	157	240	94	43
Effective Weighted Sample	320	297	10	1	17	-	151	144	25	6	69	152	226	93	43
Total	389	360	12	1	21	-	183	175	31	7	92	183	281	106	49
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	40	**	**	**	**	24	16	**	**	**	20	30	**	**
	11%	11%	**	**	**	**	13%	9%	**	**	**	11%	11%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	34	**	**	**	**	23	14	**	**	**	18	25	**	**
	9%	10%	**	**	**	**	13%	8%	**	**	**	10%	9%	**	**

Columns Tested: a,b,c,d,e - 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.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	335	38	117	179	181	152	125	79	50	79	279	34	16	6
Effective Weighted Sample	320	32	112	176	172	146	120	77	47	76	267	31	15	6
Total	389	42	141	205	214	172	130	93	66	97	325	37	19	7
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	**	14	21	24	17	20	**	**	**	31	**	**	**
	11%	**	10%	10%	11%	10%	15%	**	**	**	10%	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	**	11	21	22	14	18	**	**	**	27	**	**	**
	9%	**	8%	10%	10%	8%	14%	**	**	**	8%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Dual Play package (REGARD)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	335	26	106	130	103	178	-	-	-	-	232	58	87	154	62
Effective Weighted Sample	320	24	102	124	99	170	-	-	-	-	225	53	83	147	59
Total	389	30	130	145	122	207	-	-	-	-	271	69	100	181	72
SWITCHED ANY SERVICE IN LAST 12 MONTHS	42	**	11	20	10	25	**	**	**	**	26	**	**	20	**
	11%	**	8%	14%	8%	12%	**	**	**	**	10%	**	**	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	37	**	8	19	8	24	**	**	**	**	23	**	**	16	**
	9%	**	6%	13%	6%	12%	**	**	**	**	9%	**	**	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	**	27	**	27	23	4	**	**	26	**	26	**	15	11	**
	10%	**	10%	**	11%	18% b	3%	**	**	10%	**	10%	**	11%	10%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	**	22	**	22	20	2	**	**	21	**	21	**	10	11	**
	8%	**	8%	**	9%	15% b	1%	**	**	8%	**	8%	**	7%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	**	27	**	27	22	5	**	**	**	27	**	26
	10%	**	10%	**	11%	18% b	3%	**	**	**	10%	**	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	**	22	**	22	18	4	**	**	**	22	**	21
	8%	**	8%	**	9%	15% b	3%	**	**	**	8%	**	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	23	4	**	**	**	**	**	**	27	**	18	**
	10%	21% b	3%	**	**	**	**	**	**	10%	**	9%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	18	4	**	**	**	**	**	**	22	**	13	**
	8%	16% b	3%	**	**	**	**	**	**	8%	**	7%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	249	-	249	-	-	-	113	115	21	6	59	120	185	64	25
Effective Weighted Sample	235	-	235	-	-	-	104	110	20	5	54	115	172	64	25
Total	261	-	261	-	-	-	117	122	22	7	67	124	198	63	24
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	**	27	**	**	**	18	7	**	**	**	11	19	**	**
	10%	**	10%	**	**	**	15%	6%	**	**	**	9%	10%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	**	22	**	**	**	15	5	**	**	**	9	14	**	**
	8%	**	8%	**	**	**	13%	4%	**	**	**	7%	7%	**	**

Columns Tested: a,b,c,d,e - 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.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	249	23	111	115	126	121	82	74	38	52	199	23	13	14
Effective Weighted Sample	235	21	103	113	119	115	80	71	36	49	188	22	13	13
Total	261	28	116	117	135	124	78	77	49	54	207	26	13	15
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	**	14	9	16	12	**	**	**	**	19	**	**	**
	10%	**	12%	8%	11%	9%	**	**	**	**	9%	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	**	12	8	12	10	**	**	**	**	17	**	**	**
	8%	**	11%	7%	9%	8%	**	**	**	**	8%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
SWITCHED ANY SERVICE IN LAST 12 MONTHS	27	**	**	11	**	15	**	**	**	**	23	**	**	13	**
	10%	**	**	10%	**	11%	**	**	**	**	11%	**	**	12%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	22	**	**	9	**	11	**	**	**	**	19	**	**	11	**
	8%	**	**	9%	**	8%	**	**	**	**	9%	**	**	11%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	**	23	**	23	21	2	**	**	22	**	22	**	12	10	**
	9%	**	9%	**	10%	16% b	1%	**	**	9%	**	9%	**	9%	9%	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	**	19	**	19	18	1	**	**	18	**	18	**	8	10	**
	7%	**	7%	**	8%	14% b	1%	**	**	7%	**	7%	**	6%	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	**	23	**	23	21	2	**	**	**	23	**	22
	9%	**	9%	**	10%	17% b	1%	**	**	**	9%	**	10%
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	**	19	**	19	17	2	**	**	**	19	**	18
	7%	**	7%	**	8%	14% b	1%	**	**	**	7%	**	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	19	4	**	**	**	**	**	**	23	**	16	**
	9%	17% b	3%	**	**	**	**	**	**	9%	**	8%	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	15	4	**	**	**	**	**	**	19	**	12	**
	7%	13% b	3%	**	**	**	**	**	**	7%	**	6%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	249	-	249	-	-	-	113	115	21	6	59	120	185	64	25
Effective Weighted Sample	235	-	235	-	-	-	104	110	20	5	54	115	172	64	25
Total	261	-	261	-	-	-	117	122	22	7	67	124	198	63	24
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	**	23	**	**	**	16	7	**	**	**	8	16	**	**
	9%	**	9%	**	**	**	13%	5%	**	**	**	6%	8%	**	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	**	19	**	**	**	13	5	**	**	**	7	12	**	**
	7%	**	7%	**	**	**	11%	4%	**	**	**	5%	6%	**	**

Columns Tested: a,b,c,d,e - 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.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	249	23	111	115	126	121	82	74	38	52	199	23	13	14
Effective Weighted Sample	235	21	103	113	119	115	80	71	36	49	188	22	13	13
Total	261	28	116	117	135	124	78	77	49	54	207	26	13	15
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	**	12	7	14	10	**	**	**	**	17	**	**	**
	9%	**	11%	6%	10%	8%	**	**	**	**	8%	**	**	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	**	10	7	10	9	**	**	**	**	15	**	**	**
	7%	**	8%	6%	7%	7%	**	**	**	**	7%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS	23	**	**	8	**	12	**	**	**	**	20	**	**	11	**
	9%	**	**	8%	**	9%	**	**	**	**	9%	**	**	11%	**
SWITCHED ANY LL OR BB SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	19	**	**	7	**	8	**	**	**	**	16	**	**	10	**
	7%	**	**	7%	**	6%	**	**	**	**	7%	**	**	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
Received a discount	57	**	57	**	57	29	27	**	**	56	**	56	**	37	19	**
	22%	**	22%	**	24%	23%	21%	**	**	22%	**	22%	**	26%	17%	**
Added extra or improved services	28	**	28	**	26	21	7	**	**	28	**	28	**	20	8	**
	11%	**	11%	**	11%	16% b	5%	**	**	11%	**	11%	**	15%	7%	**
Reduced or downgraded services	16	**	16	**	15	10	6	**	**	15	**	15	**	9	6	**
	6%	**	6%	**	6%	8%	5%	**	**	6%	**	6%	**	6%	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	75	45	33	**	**	76	**	76	**	52	24	**
	30%	**	30%	**	31%	35%	25%	**	**	30%	**	30%	**	38% b	21%	**
ALL 3 CHANGES	3	**	3	**	3	1	2	**	**	3	**	3	**	1	2	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	2%	**
DISCOUNT AND EXTRA SERVICES	10	**	10	**	10	8	2	**	**	10	**	10	**	7	3	**
	4%	**	4%	**	4%	6%	2%	**	**	4%	**	4%	**	5%	3%	**
DISCOUNT AND REDUCED SERVICES	5	**	5	**	5	3	2	**	**	5	**	5	**	3	2	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	2%	2%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	**	1	1	-	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	1%	1%	-%	**	**	*%	**	*%	**	1%	-%	**
DISCOUNT ONLY	40	**	40	**	40	18	22	**	**	39	**	39	**	27	12	**
	15%	**	15%	**	16%	14%	17%	**	**	16%	**	16%	**	19%	11%	**
EXTRA SERVICES ONLY	14	**	14	**	12	11	3	**	**	14	**	14	**	11	3	**
	5%	**	5%	**	5%	8%	2%	**	**	5%	**	5%	**	8%	2%	**
REDUCED SERVICES ONLY	6	**	6	**	5	4	2	**	**	5	**	5	**	3	2	**
	2%	**	2%	**	2%	3%	2%	**	**	2%	**	2%	**	2%	2%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	24	**	8	9	15	**	**	23	**	23	**	12	10	**
	9%	**	9%	**	3%	7%	12%	**	**	9%	**	9%	**	9%	9%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
Received a discount	57	**	57	**	57	27	30	**	**	**	57	**	56
	22%	**	22%	**	23%	22%	21%	**	**	**	22%	**	24%
Added extra or improved services	28	**	28	**	27	18	10	**	**	**	28	**	22
	11%	**	11%	**	11%	15%	7%	**	**	**	11%	**	10%
Reduced or downgraded services	16	**	16	**	15	11	5	**	**	**	16	**	13
	6%	**	6%	**	6%	9%	3%	**	**	**	6%	**	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	76	44	34	**	**	**	78	**	71
	30%	**	30%	**	31%	36%	25%	**	**	**	30%	**	30%
ALL 3 CHANGES	3	**	3	**	3	1	2	**	**	**	3	**	3
	1%	**	1%	**	1%	1%	1%	**	**	**	1%	**	1%
DISCOUNT AND EXTRA SERVICES	10	**	10	**	10	7	3	**	**	**	10	**	9
	4%	**	4%	**	4%	6%	2%	**	**	**	4%	**	4%
DISCOUNT AND REDUCED SERVICES	5	**	5	**	5	3	2	**	**	**	5	**	5
	2%	**	2%	**	2%	3%	1%	**	**	**	2%	**	2%
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	**	1	*	1	**	**	**	1	**	*
	*%	**	*%	**	1%	*%	1%	**	**	**	*%	**	*%
DISCOUNT ONLY	40	**	40	**	40	17	23	**	**	**	40	**	39
	15%	**	15%	**	16%	14%	16%	**	**	**	15%	**	17%
EXTRA SERVICES ONLY	14	**	14	**	13	10	4	**	**	**	14	**	10
	5%	**	5%	**	5%	8%	3%	**	**	**	5%	**	4%
REDUCED SERVICES ONLY	6	**	6	**	5	6	-	**	**	**	6	**	4
	2%	**	2%	**	2%	5%	-%	**	**	**	2%	**	2%
						b							

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	24	**	9	10	14	**	**	**	24	**	3
	9%	**	9%	**	4%	8%	10%	**	**	**	9%	**	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
Received a discount	57	26	31	**	**	**	**	**	**	57	**	47	**
	22%	23%	21%	**	**	**	**	**	**	22%	**	23%	**
Added extra or improved services	28	19	9	**	**	**	**	**	**	28	**	24	**
	11%	17% b	6%	**	**	**	**	**	**	11%	**	12%	**
Reduced or downgraded services	16	8	8	**	**	**	**	**	**	16	**	13	**
	6%	7%	5%	**	**	**	**	**	**	6%	**	7%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	40	38	**	**	**	**	**	**	78	**	65	**
	30%	36%	25%	**	**	**	**	**	**	30%	**	32%	**
ALL 3 CHANGES	3	1	2	**	**	**	**	**	**	3	**	3	**
	1%	1%	1%	**	**	**	**	**	**	1%	**	2%	**
DISCOUNT AND EXTRA SERVICES	10	7	3	**	**	**	**	**	**	10	**	8	**
	4%	6%	2%	**	**	**	**	**	**	4%	**	4%	**
DISCOUNT AND REDUCED SERVICES	5	3	2	**	**	**	**	**	**	5	**	3	**
	2%	3%	1%	**	**	**	**	**	**	2%	**	2%	**
EXTRA SERVICES AND REDUCED SERVICES	1	*	1	**	**	**	**	**	**	1	**	1	**
	*%	*%	1%	**	**	**	**	**	**	*%	**	1%	**
DISCOUNT ONLY	40	16	24	**	**	**	**	**	**	40	**	32	**
	15%	14%	16%	**	**	**	**	**	**	15%	**	16%	**
EXTRA SERVICES ONLY	14	11	3	**	**	**	**	**	**	14	**	12	**
	5%	10% b	2%	**	**	**	**	**	**	5%	**	6%	**
REDUCED SERVICES ONLY	6	3	3	**	**	**	**	**	**	6	**	5	**
	2%	3%	2%	**	**	**	**	**	**	2%	**	3%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	8	16	**	**	**	**	**	**	24	**	20	**
	9%	7%	11%	**	**	**	**	**	**	9%	**	10%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	249	-	249	-	-	-	113	115	21	6	59	120	185	64	25
Effective Weighted Sample	235	-	235	-	-	-	104	110	20	5	54	115	172	64	25
Total	261	-	261	-	-	-	117	122	22	7	67	124	198	63	24
Received a discount	57	**	57	**	**	**	24	30	**	**	**	32	43	**	**
	22%	**	22%	**	**	**	20%	25%	**	**	**	26%	22%	**	**
Added extra or improved services	28	**	28	**	**	**	15	12	**	**	**	12	23	**	**
	11%	**	11%	**	**	**	13%	9%	**	**	**	10%	12%	**	**
Reduced or downgraded services	16	**	16	**	**	**	5	10	**	**	**	11	14	**	**
	6%	**	6%	**	**	**	4%	8%	**	**	**	9%	7%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	**	**	33	41	**	**	**	40	61	**	**
	30%	**	30%	**	**	**	28%	33%	**	**	**	33%	31%	**	**
ALL 3 CHANGES	3	**	3	**	**	**	*	3	**	**	**	3	3	**	**
	1%	**	1%	**	**	**	*%	2%	**	**	**	3%	2%	**	**
DISCOUNT AND EXTRA SERVICES	10	**	10	**	**	**	7	3	**	**	**	2	7	**	**
	4%	**	4%	**	**	**	6%	3%	**	**	**	2%	3%	**	**
DISCOUNT AND REDUCED SERVICES	5	**	5	**	**	**	3	2	**	**	**	4	4	**	**
	2%	**	2%	**	**	**	3%	2%	**	**	**	3%	2%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	**	**	**	-	*	**	**	**	1	1	**	**
	*%	**	*%	**	**	**	-%	*%	**	**	**	1%	1%	**	**
DISCOUNT ONLY	40	**	40	**	**	**	13	23	**	**	**	22	29	**	**
	15%	**	15%	**	**	**	12%	19%	**	**	**	18%	15%	**	**
EXTRA SERVICES ONLY	14	**	14	**	**	**	8	5	**	**	**	6	12	**	**
	5%	**	5%	**	**	**	7%	4%	**	**	**	5%	6%	**	**
REDUCED SERVICES ONLY	6	**	6	**	**	**	1	5	**	**	**	2	5	**	**
	2%	**	2%	**	**	**	1%	4%	**	**	**	2%	3%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	24	**	**	**	8	15	**	**	**	6	21	**	**
	9%	**	9%	**	**	**	7%	12%	**	**	**	5%	11%	**	**

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	249	23	111	115	126	121	82	74	38	52	199	23	13	14
Effective Weighted Sample	235	21	103	113	119	115	80	71	36	49	188	22	13	13
Total	261	28	116	117	135	124	78	77	49	54	207	26	13	15
Received a discount	57	**	24	28	31	26	**	**	**	**	41	**	**	**
	22%	**	20%	24%	23%	21%	**	**	**	**	20%	**	**	**
Added extra or improved services	28	**	10	11	20	7	**	**	**	**	22	**	**	**
	11%	**	9%	9%	15%	6%	**	**	**	**	11%	**	**	**
Reduced or downgraded services	16	**	8	7	8	8	**	**	**	**	10	**	**	**
	6%	**	7%	6%	6%	6%	**	**	**	**	5%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	33	34	46	32	**	**	**	**	59	**	**	**
	30%	**	29%	29%	34%	26%	**	**	**	**	28%	**	**	**
ALL 3 CHANGES	3	**	*	3	2	1	**	**	**	**	2	**	**	**
	1%	**	*%	2%	2%	1%	**	**	**	**	1%	**	**	**
DISCOUNT AND EXTRA SERVICES	10	**	4	3	7	3	**	**	**	**	7	**	**	**
	4%	**	4%	3%	5%	3%	**	**	**	**	4%	**	**	**
DISCOUNT AND REDUCED SERVICES	5	**	3	2	2	3	**	**	**	**	2	**	**	**
	2%	**	3%	2%	2%	2%	**	**	**	**	1%	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	-	1	*	1	**	**	**	**	1	**	**	**
	*%	**	-%	1%	*%	1%	**	**	**	**	*%	**	**	**
DISCOUNT ONLY	40	**	16	21	21	19	**	**	**	**	31	**	**	**
	15%	**	13%	18%	15%	15%	**	**	**	**	15%	**	**	**
EXTRA SERVICES ONLY	14	**	5	4	11	3	**	**	**	**	12	**	**	**
	5%	**	4%	3%	8%	2%	**	**	**	**	6%	**	**	**
REDUCED SERVICES ONLY	6	**	4	1	3	3	**	**	**	**	5	**	**	**
	2%	**	4%	1%	2%	2%	**	**	**	**	2%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	16	5	13	11	**	**	**	**	17	**	**	**
	9%	**	14%	4%	10%	9%	**	**	**	**	8%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
Received a discount	57	**	**	24	**	32	**	**	**	**	46	**	**	18	**
	22%	**	**	23%	**	24%	**	**	**	**	21%	**	**	17%	**
Added extra or improved services	28	**	**	15	**	15	**	**	**	**	24	**	**	14	**
	11%	**	**	14%	**	11%	**	**	**	**	11%	**	**	14%	**
Reduced or downgraded services	16	**	**	8	**	10	**	**	**	**	13	**	**	8	**
	6%	**	**	8%	**	7%	**	**	**	**	6%	**	**	8%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	**	37	**	43	**	**	**	**	66	**	**	30	**
	30%	**	**	35%	**	31%	**	**	**	**	31%	**	**	28%	**
ALL 3 CHANGES	3	**	**	1	**	*	**	**	**	**	3	**	**	2	**
	1%	**	**	1%	**	*%	**	**	**	**	1%	**	**	2%	**
DISCOUNT AND EXTRA SERVICES	10	**	**	4	**	8	**	**	**	**	6	**	**	5	**
	4%	**	**	4%	**	6%	**	**	**	**	3%	**	**	4%	**
DISCOUNT AND REDUCED SERVICES	5	**	**	2	**	4	**	**	**	**	4	**	**	1	**
	2%	**	**	2%	**	3%	**	**	**	**	2%	**	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	**	1	**	1	**	**	**	**	1	**	**	*	**
	*%	**	**	1%	**	1%	**	**	**	**	1%	**	**	*%	**
DISCOUNT ONLY	40	**	**	16	**	20	**	**	**	**	34	**	**	11	**
	15%	**	**	16%	**	14%	**	**	**	**	16%	**	**	11%	**
EXTRA SERVICES ONLY	14	**	**	8	**	6	**	**	**	**	14	**	**	7	**
	5%	**	**	8%	**	4%	**	**	**	**	6%	**	**	7%	**
REDUCED SERVICES ONLY	6	**	**	3	**	4	**	**	**	**	5	**	**	4	**
	2%	**	**	3%	**	3%	**	**	**	**	2%	**	**	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	**	5	**	4	**	**	**	**	18	**	**	7	**
	9%	**	**	5%	**	3%	**	**	**	**	8%	**	**	7%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	249	-	249	16	233	127	122	20	13	238	-	238	-	134	104	28
Effective Weighted Sample	235	-	235	15	220	119	117	18	13	225	-	225	-	126	99	24
Total	261	-	261	19	242	131	130	17	13	251	-	251	-	140	111	28
Received a discount	18	**	18	**	16	11	7	**	**	17	**	17	**	9	8	**
	7%	**	7%	**	7%	8%	5%	**	**	7%	**	7%	**	6%	7%	**
Added extra or improved services	10	**	10	**	9	5	5	**	**	10	**	10	**	2	8	**
	4%	**	4%	**	4%	4%	4%	**	**	4%	**	4%	**	1%	8%	**
Reduced or downgraded services	4	**	4	**	4	4	-	**	**	4	**	4	**	4	-	**
	2%	**	2%	**	2%	3%	-%	**	**	2%	**	2%	**	3%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	**	28	**	24	17	11	**	**	26	**	26	**	15	12	**
	11%	**	11%	**	10%	13%	8%	**	**	10%	**	10%	**	10%	11%	**
DISCOUNT AND EXTRA SERVICES	5	**	5	**	5	4	1	**	**	5	**	5	**	-	5	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	-%	4%	**
DISCOUNT ONLY	13	**	13	**	12	7	6	**	**	12	**	12	**	9	3	**
	5%	**	5%	**	5%	6%	5%	**	**	5%	**	5%	**	6%	3%	**
EXTRA SERVICES ONLY	5	**	5	**	4	2	4	**	**	5	**	5	**	2	4	**
	2%	**	2%	**	2%	1%	3%	**	**	2%	**	2%	**	1%	3%	**
REDUCED SERVICES ONLY	4	**	4	**	4	4	-	**	**	4	**	4	**	4	-	**
	2%	**	2%	**	2%	3%	-%	**	**	2%	**	2%	**	3%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	**	26	**	10	11	15	**	**	25	**	25	**	13	12	**
	10%	**	10%	**	4%	9%	11%	**	**	10%	**	10%	**	10%	10%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	249	-	249	14	235	118	131	22	13	-	249	23	226
Effective Weighted Sample	235	-	235	13	222	110	125	20	13	-	235	22	214
Total	261	-	261	17	244	123	138	19	13	-	261	28	233
Received a discount	18	**	18	**	16	10	8	**	**	**	18	**	13
	7%	**	7%	**	7%	8%	6%	**	**	**	7%	**	6%
Added extra or improved services	10	**	10	**	10	5	5	**	**	**	10	**	8
	4%	**	4%	**	4%	4%	4%	**	**	**	4%	**	4%
Reduced or downgraded services	4	**	4	**	4	3	1	**	**	**	4	**	4
	2%	**	2%	**	2%	2%	1%	**	**	**	2%	**	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	**	28	**	26	16	12	**	**	**	28	**	23
	11%	**	11%	**	11%	13%	8%	**	**	**	11%	**	10%
DISCOUNT AND EXTRA SERVICES	5	**	5	**	5	2	3	**	**	**	5	**	3
	2%	**	2%	**	2%	1%	2%	**	**	**	2%	**	1%
DISCOUNT ONLY	13	**	13	**	12	8	5	**	**	**	13	**	10
	5%	**	5%	**	5%	7%	4%	**	**	**	5%	**	4%
EXTRA SERVICES ONLY	5	**	5	**	5	3	2	**	**	**	5	**	5
	2%	**	2%	**	2%	3%	2%	**	**	**	2%	**	2%
REDUCED SERVICES ONLY	4	**	4	**	4	3	1	**	**	**	4	**	4
	2%	**	2%	**	2%	2%	1%	**	**	**	2%	**	2%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	**	26	**	11	12	14	**	**	**	26	**	3
	10%	**	10%	**	4%	10%	10%	**	**	**	10%	**	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	249	108	141	21	14	-	-	-	-	249	-	191	58
Effective Weighted Sample	235	100	135	18	14	-	-	-	-	235	-	179	57
Total	261	112	149	17	13	-	-	-	-	261	-	201	61
Received a discount	18	9	9	**	**	**	**	**	**	18	**	16	**
	7%	8%	6%	**	**	**	**	**	**	7%	**	8%	**
Added extra or improved services	10	3	7	**	**	**	**	**	**	10	**	10	**
	4%	3%	5%	**	**	**	**	**	**	4%	**	5%	**
Reduced or downgraded services	4	3	1	**	**	**	**	**	**	4	**	3	**
	2%	2%	1%	**	**	**	**	**	**	2%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	13	14	**	**	**	**	**	**	28	**	24	**
	11%	12%	10%	**	**	**	**	**	**	11%	**	12%	**
DISCOUNT AND EXTRA SERVICES	5	2	3	**	**	**	**	**	**	5	**	5	**
	2%	1%	2%	**	**	**	**	**	**	2%	**	2%	**
DISCOUNT ONLY	13	7	6	**	**	**	**	**	**	13	**	11	**
	5%	6%	4%	**	**	**	**	**	**	5%	**	5%	**
EXTRA SERVICES ONLY	5	2	4	**	**	**	**	**	**	5	**	5	**
	2%	1%	3%	**	**	**	**	**	**	2%	**	3%	**
REDUCED SERVICES ONLY	4	3	1	**	**	**	**	**	**	4	**	3	**
	2%	2%	1%	**	**	**	**	**	**	2%	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	9	17	**	**	**	**	**	**	26	**	20	**
	10%	8%	11%	**	**	**	**	**	**	10%	**	10%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER

Base: Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	249	-	249	-	-	-	113	115	21	6	59	120	185	64	25
Effective Weighted Sample	235	-	235	-	-	-	104	110	20	5	54	115	172	64	25
Total	261	-	261	-	-	-	117	122	22	7	67	124	198	63	24
Received a discount	18	**	18	**	**	**	11	7	**	**	**	3	14	**	**
	7%	**	7%	**	**	**	9%	6%	**	**	**	2%	7%	**	**
Added extra or improved services	10	**	10	**	**	**	6	5	**	**	**	3	7	**	**
	4%	**	4%	**	**	**	5%	4%	**	**	**	2%	4%	**	**
Reduced or downgraded services	4	**	4	**	**	**	4	-	**	**	**	-	3	**	**
	2%	**	2%	**	**	**	3%	-%	**	**	**	-%	1%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	**	28	**	**	**	18	10	**	**	**	5	21	**	**
	11%	**	11%	**	**	**	15%	8%	**	**	**	4%	11%	**	**
DISCOUNT AND EXTRA SERVICES	5	**	5	**	**	**	3	2	**	**	**	-	3	**	**
	2%	**	2%	**	**	**	2%	2%	**	**	**	-%	1%	**	**
DISCOUNT ONLY	13	**	13	**	**	**	8	5	**	**	**	3	11	**	**
	5%	**	5%	**	**	**	7%	4%	**	**	**	2%	6%	**	**
EXTRA SERVICES ONLY	5	**	5	**	**	**	3	3	**	**	**	3	4	**	**
	2%	**	2%	**	**	**	3%	2%	**	**	**	2%	2%	**	**
REDUCED SERVICES ONLY	4	**	4	**	**	**	4	-	**	**	**	-	3	**	**
	2%	**	2%	**	**	**	3%	-%	**	**	**	-%	1%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	**	26	**	**	**	9	15	**	**	**	10	21	**	**
	10%	**	10%	**	**	**	8%	12%	**	**	**	8%	11%	**	**

Columns Tested: a,b,c,d,e - 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/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	249	23	111	115	126	121	82	74	38	52	199	23	13	14
Effective Weighted Sample	235	21	103	113	119	115	80	71	36	49	188	22	13	13
Total	261	28	116	117	135	124	78	77	49	54	207	26	13	15
Received a discount	18	**	8	5	10	8	**	**	**	**	16	**	**	**
	7%	**	7%	4%	8%	6%	**	**	**	**	8%	**	**	**
Added extra or improved services	10	**	3	4	7	3	**	**	**	**	7	**	**	**
	4%	**	3%	3%	5%	3%	**	**	**	**	4%	**	**	**
Reduced or downgraded services	4	**	-	1	4	-	**	**	**	**	2	**	**	**
	2%	**	-%	1%	3%	-%	**	**	**	**	1%	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	**	10	9	19	9	**	**	**	**	21	**	**	**
	11%	**	9%	7%	14%	7%	**	**	**	**	10%	**	**	**
DISCOUNT AND EXTRA SERVICES	5	**	1	2	3	2	**	**	**	**	5	**	**	**
	2%	**	1%	2%	2%	2%	**	**	**	**	2%	**	**	**
DISCOUNT ONLY	13	**	7	3	8	6	**	**	**	**	11	**	**	**
	5%	**	6%	3%	6%	4%	**	**	**	**	5%	**	**	**
EXTRA SERVICES ONLY	5	**	2	2	4	1	**	**	**	**	3	**	**	**
	2%	**	2%	2%	3%	1%	**	**	**	**	1%	**	**	**
REDUCED SERVICES ONLY	4	**	-	1	4	-	**	**	**	**	2	**	**	**
	2%	**	-%	1%	3%	-%	**	**	**	**	1%	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	**	15	9	15	11	**	**	**	**	21	**	**	**
	10%	**	13%	7%	11%	9%	**	**	**	**	10%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER
Base: Those responsible for the household's Triple Play package (SIMPLE)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	249	14	79	101	88	129	-	-	-	-	205	33	45	102	74
Effective Weighted Sample	235	13	75	95	83	122	-	-	-	-	195	30	43	95	71
Total	261	17	85	104	90	138	-	-	-	-	216	35	48	106	78
Received a discount	18	**	**	9	**	10	**	**	**	**	13	**	**	8	**
	7%	**	**	9%	**	7%	**	**	**	**	6%	**	**	8%	**
Added extra or improved services	10	**	**	5	**	5	**	**	**	**	8	**	**	4	**
	4%	**	**	5%	**	4%	**	**	**	**	3%	**	**	3%	**
Reduced or downgraded services	4	**	**	-	**	3	**	**	**	**	2	**	**	4	**
	2%	**	**	-%	**	2%	**	**	**	**	1%	**	**	4%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	28	**	**	11	**	16	**	**	**	**	19	**	**	13	**
	11%	**	**	11%	**	11%	**	**	**	**	9%	**	**	12%	**
DISCOUNT AND EXTRA SERVICES	5	**	**	3	**	3	**	**	**	**	4	**	**	4	**
	2%	**	**	3%	**	2%	**	**	**	**	2%	**	**	3%	**
DISCOUNT ONLY	13	**	**	6	**	7	**	**	**	**	10	**	**	5	**
	5%	**	**	6%	**	5%	**	**	**	**	4%	**	**	5%	**
EXTRA SERVICES ONLY	5	**	**	2	**	2	**	**	**	**	4	**	**	-	**
	2%	**	**	2%	**	2%	**	**	**	**	2%	**	**	-%	**
REDUCED SERVICES ONLY	4	**	**	-	**	3	**	**	**	**	2	**	**	4	**
	2%	**	**	-%	**	2%	**	**	**	**	1%	**	**	4%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	26	**	**	8	**	7	**	**	**	**	21	**	**	10	**
	10%	**	**	8%	**	5%	**	**	**	**	10%	**	**	10%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	227	-	227	-	227	115	112	19	12	212	5	217	-	124	93	25
Effective Weighted Sample	215	-	215	-	215	108	107	17	12	201	5	205	-	116	89	22
Total	234	-	234	-	234	117	117	16	12	219	5	225	-	128	97	24
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	**	26	**	26	22	4	**	**	25	**	25	**	14	**	**
	11%	**	11%	**	11%	19% b	3%	**	**	11%	**	11%	**	11%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	**	21	**	21	19	2	**	**	20	**	20	**	9	**	**
	9%	**	9%	**	9%	16% b	2%	**	**	9%	**	9%	**	7%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted row	227	-	227	-	227	106	121	22	13	-	227	-	227
Effective Weighted Sample	215	-	215	-	215	99	116	20	13	-	215	-	215
Total	234	-	234	-	234	109	126	19	13	-	234	-	234
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	**	26	**	26	21	5	**	**	**	26	**	26
	11%	**	11%	**	11%	20% b	4%	**	**	**	11%	**	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	**	21	**	21	17	4	**	**	**	21	**	21
	9%	**	9%	**	9%	16% b	3%	**	**	**	9%	**	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	227	100	127	21	14	-	-	-	-	227	-	176	51
Effective Weighted Sample	215	93	122	18	14	-	-	-	-	215	-	165	50
Total	234	102	132	17	13	-	-	-	-	234	-	181	53
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	22	4	**	**	**	**	**	**	26	**	18	**
	11%	22% b	3%	**	**	**	**	**	**	11%	**	10%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	17	4	**	**	**	**	**	**	21	**	13	**
	9%	17% b	3%	**	**	**	**	**	**	9%	**	7%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	b	~c	~d	~e	a	b	~c	~a	~b	c	d	~e	~f
Unweighted row	227	-	222	5	-	-	105	103	19	6	50	111	167	60	23
Effective Weighted Sample	215	-	210	5	-	-	97	99	18	5	45	106	156	60	23
Total	234	-	229	5	-	-	106	108	20	7	53	115	175	59	23
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	**	26	**	**	**	18	6	**	**	**	11	19	**	**
	11%	**	11%	**	**	**	17%	6%	**	**	**	9%	11%	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	**	21	**	**	**	15	4	**	**	**	9	14	**	**
	9%	**	9%	**	**	**	14% b	4%	**	**	**	8%	8%	**	**

Columns Tested: a,b,c,d,e - 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.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	227	20	100	107	113	112	78	68	32	47	183	19	11	14
Effective Weighted Sample	215	18	93	105	107	106	75	65	30	45	174	18	11	13
Total	234	24	101	109	119	113	75	71	39	48	187	21	11	15
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	**	14	8	15	12	**	**	**	**	18	**	**	**
	11%	**	14%	7%	12%	10%	**	**	**	**	10%	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	**	12	7	11	10	**	**	**	**	16	**	**	**
	9%	**	12%	6%	10%	9%	**	**	**	**	9%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base: Those responsible for the household's Triple Play package (REGARD)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b	~a	~b	~c
Unweighted row	227	11	72	97	74	125	-	-	-	-	183	29	36	96	68
Effective Weighted Sample	215	10	69	91	70	118	-	-	-	-	175	26	34	89	66
Total	234	12	77	99	73	133	-	-	-	-	190	30	37	98	71
SWITCHED ANY SERVICE IN LAST 12 MONTHS	26	**	**	**	**	15	**	**	**	**	22	**	**	**	**
	11%	**	**	**	**	11%	**	**	**	**	12%	**	**	**	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	21	**	**	**	**	11	**	**	**	**	18	**	**	**	**
	9%	**	**	**	**	8%	**	**	**	**	10%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Landline phone service	303	-	-	-	-	-	-	-	**	215	45	232	28	187	74	70
	11%	-%	-%	-%	-%	-%	-%	-%	**	11%	11%	11%	11%	13% b	8%	19% ab
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	31	10	32	9	28	13	12	**	155	12	156	11	131	36	57
	7%	17% b	1%	11% b	1%	5%	3%	11% ab	**	8% b	3%	7%	4%	9% b	4%	15% ab
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	18	25	20	24	29	15	9	**	117	23	120	20	90	49	29
	6%	10% b	3%	7% b	3%	5%	3%	8% b	**	6%	6%	6%	8%	6%	5%	8%
Mobile phone	72	15	8	15	8	18	5	11	**	-	-	-	-	-	-	-
	3%	8% b	1%	5% b	1%	3%	1%	9% ab	**	-%	-%	-%	-%	-%	-%	-%
None of these	2111	121	831	225	727	500	452	85	**	1540	326	1659	207	1100	767	233
	76%	67%	96% a	79%	96% a	88% c	94% ac	76%	**	78%	81%	79%	79%	75% c	84% ac	62%
ANY SERVICES	656	59	35	61	33	67	28	27	**	433	77	454	56	367	143	141
	24%	33% b	4%	21% b	4%	12% b	6%	24% ab	**	22%	19%	21%	21%	25% b	16%	38% ab

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Landline phone service	303	148	75	170	54	174	49	83	54	51	50	60	41
	11%	17%	6%	16%	5%	14%	6%	23%	21%	16%	8%	14%	8%
		b		b		b		ab	ab	b		b	
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	-	-	-	-	-	-	-	-	34	7	35	7
	7%	-%	-%	-%	-%	-%	-%	-%	-%	10%	1%	8%	1%
										b		b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	65	35	67	33	76	24	33	14	-	-	-	-
	6%	7%	3%	6%	3%	6%	3%	9%	6%	-%	-%	-%	-%
		b		b		b		b					
Mobile phone	72	41	11	41	11	40	12	18	5	13	9	13	9
	3%	5%	1%	4%	1%	3%	1%	5%	2%	4%	2%	3%	2%
		b		b				b					
None of these	2111	644	1094	818	920	1002	735	242	184	239	551	328	462
	76%	73%	90%	76%	91%	79%	90%	66%	72%	74%	90%	77%	90%
			a		a	c	acd				a		a
ANY SERVICES	656	234	117	256	94	272	78	126	71	86	63	96	53
	24%	27%	10%	24%	9%	21%	10%	34%	28%	26%	10%	23%	10%
		b		b		b		ab	b	b		b	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Landline phone service	303	66	35	37	**	26	28	**	**	101	54	262	41
	11%	15%	7%	30%	**	17%	8%	**	**	11%	10%	12%	8%
		b		ab		b						b	
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	34	7	12	**	7	3	**	**	41	10	183	10
	7%	8%	1%	10%	**	5%	1%	**	**	4%	2%	8%	2%
		b		b		b						b	
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	-	-	-	**	-	-	**	**	-	-	160	14
	6%	-%	-%	-%	**	-%	-%	**	**	-%	-%	7%	3%
												b	
Mobile phone	72	16	7	7	**	3	2	**	**	23	5	71	1
	3%	4%	1%	5%	**	2%	1%	**	**	2%	1%	3%	*%
				b								b	
None of these	2111	336	454	70	**	119	331	**	**	790	450	1637	473
	76%	76%	91%	58%	**	77%	91%	**	**	84%	87%	73%	89%
		c	ac				a						a
ANY SERVICES	656	106	44	51	**	36	31	**	**	149	67	598	58
	24%	24%	9%	42%	**	23%	9%	**	**	16%	13%	27%	11%
		b		ab		b						b	

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Landline phone service	303	-	-	**	79	224	27	91	**	32	113	108	253	49	12
	11%	-%	-%	**	15%	15%	4%	10%	**	10%	11%	12%	11%	10%	7%
					ab	ab		a							
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	-	-	**	15	177	48	36	**	76	77	33	186	6	5
	7%	-%	-%	**	3%	12%	8%	4%	**	23%	7%	4%	8%	1%	3%
					ab	abd	b			bcdef	ce		ce		
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	17	-	**	23	134	35	60	**	39	86	42	167	7	1
	6%	4%	-%	**	4%	9%	6%	6%	**	12%	8%	5%	7%	1%	*%
		b			b	abd				cdef	cef	ef	cef		
Mobile phone	72	4	2	**	7	59	27	29	**	13	47	9	69	3	1
	3%	1%	1%	**	1%	4%	4%	3%	**	4%	4%	1%	3%	1%	*%
						ad				ce	cef		ce		
None of these	2111	398	259	**	418	981	509	734	**	189	771	740	1700	408	168
	76%	96%	99%	**	78%	65%	82%	79%	**	57%	73%	81%	74%	87%	91%
		de	de		e						a	abd	a	abd	abcd
ANY SERVICES	656	18	2	**	117	519	112	199	**	143	281	169	593	63	17
	24%	4%	1%	**	22%	35%	18%	21%	**	43%	27%	19%	26%	13%	9%
					ab	abd				bcdef	cef	f	cef		

Columns Tested: a,b,c,d,e - 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.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Landline phone service	303	95	102	105	171	130	83	71	81	64	251	33	12	**
	11%	12%	10%	12%	12%	10%	11%	9%	14%	10%	11%	13%	9%	**
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	118	57	17	114	77	60	41	53	37	156	19	8	**
	7%	14%	6%	2%	8%	6%	8%	5%	9%	6%	7%	8%	6%	**
		bc	c											
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	83	66	25	99	74	42	47	46	35	148	17	5	**
	6%	10%	6%	3%	7%	6%	6%	6%	8%	6%	6%	7%	4%	**
		bc	c											
Mobile phone	72	44	24	4	47	25	21	17	23	11	64	6	*	**
	3%	5%	2%	*%	3%	2%	3%	2%	4%	2%	3%	3%	*%	**
		bc	c											
None of these	2111	527	814	767	1061	1024	570	604	403	498	1743	188	116	**
	76%	64%	79%	85%	74%	79%	75%	80%	70%	79%	76%	75%	83%	**
			a	ab		a		c		c				
ANY SERVICES	656	300	217	139	378	276	189	149	175	135	550	64	24	**
	24%	36%	21%	15%	26%	21%	25%	20%	30%	21%	24%	25%	17%	**
		bc	c		b				bd					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AA. Are there any services which you had and were the decision maker for about 12 months ago, but you no longer have these services?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Landline phone service	303	39	93	116	96	170	-	-	**	**	168	56	45	102	57
	11%	15%	11%	11%	11%	12%	-%	-%	**	**	11%	13%	10%	11%	11%
Fixed broadband internet access (through a phone line, fibre connection or cable service, perhaps using a wi-fi router)	192	28	78	55	61	90	31	31	**	**	100	60	-	-	-
	7%	11%	9%	5%	7%	6%	17%	36%	**	**	6%	14%	-%	-%	-%
		c	c					a				a			
A TV service (free or paid for) that can be used to watch broadcast TV channels like BBC and ITV	174	25	58	55	57	82	18	8	**	**	78	44	26	48	21
	6%	10%	7%	5%	7%	6%	10%	10%	**	**	5%	10%	6%	5%	4%
		c										a			
Mobile phone	72	8	25	21	25	33	15	10	**	**	-	-	10	35	6
	3%	3%	3%	2%	3%	2%	8%	11%	**	**	-%	-%	2%	4%	1%
														c	
None of these	2111	172	656	787	639	1120	121	41	**	**	1292	283	354	777	449
	76%	67%	75%	78%	75%	77%	67%	48%	**	**	81%	66%	83%	82%	85%
			a	a			b				b				
ANY SERVICES	656	86	217	223	212	330	59	45	**	**	309	143	75	171	82
	24%	33%	25%	22%	25%	23%	33%	52%	**	**	19%	34%	17%	18%	15%
		bc						a				a			

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	320	-	-	-	-	-	-	-	-	228	48	245	31	200	76	76
Effective Weighted Sample	296	-	-	-	-	-	-	-	-	211	45	227	28	184	71	70
Total	303	-	-	-	-	-	-	-	-	215	45	232	28	187	74	70
BT	89	**	**	**	**	**	**	**	**	57	**	64	**	49	**	**
	29%	**	**	**	**	**	**	**	**	26%	**	28%	**	26%	**	**
Virgin Media	47	**	**	**	**	**	**	**	**	42	**	42	**	28	**	**
	16%	**	**	**	**	**	**	**	**	19%	**	18%	**	15%	**	**
EE	40	**	**	**	**	**	**	**	**	23	**	28	**	30	**	**
	13%	**	**	**	**	**	**	**	**	11%	**	12%	**	16%	**	**
Sky	38	**	**	**	**	**	**	**	**	21	**	23	**	20	**	**
	12%	**	**	**	**	**	**	**	**	10%	**	10%	**	11%	**	**
TalkTalk	21	**	**	**	**	**	**	**	**	20	**	20	**	14	**	**
	7%	**	**	**	**	**	**	**	**	9%	**	9%	**	8%	**	**
Plusnet	20	**	**	**	**	**	**	**	**	15	**	16	**	13	**	**
	6%	**	**	**	**	**	**	**	**	7%	**	7%	**	7%	**	**
Vodafone	17	**	**	**	**	**	**	**	**	15	**	15	**	11	**	**
	6%	**	**	**	**	**	**	**	**	7%	**	7%	**	6%	**	**
Community Fibre	7	**	**	**	**	**	**	**	**	7	**	7	**	6	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	3%	**	3%	**	**
NOW/ NOW Broadband	6	**	**	**	**	**	**	**	**	2	**	3	**	3	**	**
	2%	**	**	**	**	**	**	**	**	1%	**	1%	**	2%	**	**
Hyperoptic	4	**	**	**	**	**	**	**	**	3	**	3	**	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	2%	**	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	2	**	2	**	3	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Gigaclear	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Zen	1	**	**	**	**	**	**	**	**	1	**	1	**	-	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	-%	**	**
KCOM	1	**	**	**	**	**	**	**	**	1	**	1	**	*	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	*%	**	**
POP Telecom	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	*%	**	**	**	**	**	**	**	**	*%	**	*%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	320	-	-	-	-	-	-	-	-	228	48	245	31	200	76	76
Effective Weighted Sample	296	-	-	-	-	-	-	-	-	211	45	227	28	184	71	70
Total	303	-	-	-	-	-	-	-	-	215	45	232	28	187	74	70
Other supplier	5	**	**	**	**	**	**	**	**	4	**	4	**	3	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	320	151	81	173	59	184	48	89	61	55	58	66	47
Effective Weighted Sample	296	142	77	163	56	174	45	86	59	51	54	61	44
Total	303	148	75	170	54	174	49	83	54	51	50	60	41
BT	89	44	**	54	**	55	**	**	**	**	**	**	**
	29%	30%	**	32%	**	32%	**	**	**	**	**	**	**
Virgin Media	47	20	**	22	**	22	**	**	**	**	**	**	**
	16%	14%	**	13%	**	13%	**	**	**	**	**	**	**
EE	40	11	**	16	**	21	**	**	**	**	**	**	**
	13%	7%	**	10%	**	12%	**	**	**	**	**	**	**
Sky	38	19	**	22	**	22	**	**	**	**	**	**	**
	12%	13%	**	13%	**	13%	**	**	**	**	**	**	**
TalkTalk	21	14	**	14	**	12	**	**	**	**	**	**	**
	7%	9%	**	8%	**	7%	**	**	**	**	**	**	**
Plusnet	20	15	**	17	**	17	**	**	**	**	**	**	**
	6%	10%	**	10%	**	9%	**	**	**	**	**	**	**
Vodafone	17	9	**	9	**	8	**	**	**	**	**	**	**
	6%	6%	**	5%	**	5%	**	**	**	**	**	**	**
Community Fibre	7	3	**	3	**	2	**	**	**	**	**	**	**
	2%	2%	**	2%	**	1%	**	**	**	**	**	**	**
NOW/ NOW Broadband	6	4	**	5	**	5	**	**	**	**	**	**	**
	2%	3%	**	3%	**	3%	**	**	**	**	**	**	**
Hyperoptic	4	1	**	1	**	1	**	**	**	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	**	**
Utility Warehouse	3	2	**	2	**	3	**	**	**	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	**	**
Gigaclear	2	2	**	2	**	2	**	**	**	**	**	**	**
	1%	1%	**	1%	**	1%	**	**	**	**	**	**	**
Zen	1	-	**	-	**	1	**	**	**	**	**	**	**
	*%	-%	**	-%	**	1%	**	**	**	**	**	**	**
KCOM	1	1	**	1	**	1	**	**	**	**	**	**	**
	*%	1%	**	1%	**	*%	**	**	**	**	**	**	**
POP Telecom	1	-	**	-	**	-	**	**	**	**	**	**	**
	*%	-%	**	-%	**	-%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	~b	a	~b	a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	320	151	81	173	59	184	48	89	61	55	58	66	47
Effective Weighted Sample	296	142	77	163	56	174	45	86	59	51	54	61	44
Total	303	148	75	170	54	174	49	83	54	51	50	60	41
Other supplier	5	4	**	4	**	2	**	**	**	**	**	**	**
	2%	3%	**	2%	**	1%	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	320	73	40	43	22	26	29	12	6	113	55	277	43
Effective Weighted Sample	296	67	38	41	21	25	27	12	6	104	52	255	41
Total	303	66	35	37	17	26	28	13	6	101	54	262	41
BT	89	**	**	**	**	**	**	**	**	32	**	75	**
	29%	**	**	**	**	**	**	**	**	31%	**	29%	**
Virgin Media	47	**	**	**	**	**	**	**	**	23	**	38	**
	16%	**	**	**	**	**	**	**	**	23%	**	15%	**
EE	40	**	**	**	**	**	**	**	**	19	**	38	**
	13%	**	**	**	**	**	**	**	**	19%	**	14%	**
Sky	38	**	**	**	**	**	**	**	**	10	**	36	**
	12%	**	**	**	**	**	**	**	**	10%	**	14%	**
TalkTalk	21	**	**	**	**	**	**	**	**	5	**	16	**
	7%	**	**	**	**	**	**	**	**	5%	**	6%	**
Plusnet	20	**	**	**	**	**	**	**	**	3	**	17	**
	6%	**	**	**	**	**	**	**	**	3%	**	7%	**
Vodafone	17	**	**	**	**	**	**	**	**	4	**	16	**
	6%	**	**	**	**	**	**	**	**	4%	**	6%	**
Community Fibre	7	**	**	**	**	**	**	**	**	2	**	7	**
	2%	**	**	**	**	**	**	**	**	2%	**	3%	**
NOW/ NOW Broadband	6	**	**	**	**	**	**	**	**	1	**	6	**
	2%	**	**	**	**	**	**	**	**	1%	**	2%	**
Hyperoptic	4	**	**	**	**	**	**	**	**	-	**	4	**
	1%	**	**	**	**	**	**	**	**	-%	**	2%	**
Utility Warehouse	3	**	**	**	**	**	**	**	**	-	**	1	**
	1%	**	**	**	**	**	**	**	**	-%	**	*%	**
Gigaclear	2	**	**	**	**	**	**	**	**	-	**	2	**
	1%	**	**	**	**	**	**	**	**	-%	**	1%	**
Zen	1	**	**	**	**	**	**	**	**	1	**	1	**
	*%	**	**	**	**	**	**	**	**	1%	**	*%	**
KCOM	1	**	**	**	**	**	**	**	**	1	**	1	**
	*%	**	**	**	**	**	**	**	**	1%	**	*%	**
POP Telecom	1	**	**	**	**	**	**	**	**	-	**	1	**
	*%	**	**	**	**	**	**	**	**	-%	**	*%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	320	73	40	43	22	26	29	12	6	113	55	277	43
Effective Weighted Sample	296	67	38	41	21	25	27	12	6	104	52	255	41
Total	303	66	35	37	17	26	28	13	6	101	54	262	41
Other supplier	5	**	**	**	**	**	**	**	**	1	**	3	**
	2%	**	**	**	**	**	**	**	**	1%	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	c	d	~e	~f
Unweighted row	320	-	-	-	86	234	25	80	-	32	115	117	264	55	15
Effective Weighted Sample	296	-	-	-	81	216	22	76	-	29	105	109	242	53	15
Total	303	-	-	-	79	224	27	91	-	32	113	108	253	49	12
BT	89	**	**	**	**	60	**	**	**	**	23	40	66	**	**
	29%	**	**	**	**	27%	**	**	**	**	20%	37% b	26%	**	**
Virgin Media	47	**	**	**	**	33	**	**	**	**	17	19	41	**	**
	16%	**	**	**	**	15%	**	**	**	**	15%	17%	16%	**	**
EE	40	**	**	**	**	25	**	**	**	**	21	7	40	**	**
	13%	**	**	**	**	11%	**	**	**	**	19% c	6%	16%	**	**
Sky	38	**	**	**	**	29	**	**	**	**	18	10	31	**	**
	12%	**	**	**	**	13%	**	**	**	**	16%	10%	12%	**	**
TalkTalk	21	**	**	**	**	19	**	**	**	**	9	7	16	**	**
	7%	**	**	**	**	8%	**	**	**	**	8%	6%	6%	**	**
Plusnet	20	**	**	**	**	17	**	**	**	**	5	10	15	**	**
	6%	**	**	**	**	8%	**	**	**	**	4%	9%	6%	**	**
Vodafone	17	**	**	**	**	15	**	**	**	**	6	6	17	**	**
	6%	**	**	**	**	7%	**	**	**	**	5%	6%	7%	**	**
Community Fibre	7	**	**	**	**	7	**	**	**	**	5	1	7	**	**
	2%	**	**	**	**	3%	**	**	**	**	4%	1%	3%	**	**
NOW/ NOW Broadband	6	**	**	**	**	5	**	**	**	**	3	4	6	**	**
	2%	**	**	**	**	2%	**	**	**	**	2%	3%	2%	**	**
Hyperoptic	4	**	**	**	**	4	**	**	**	**	2	-	4	**	**
	1%	**	**	**	**	2%	**	**	**	**	2%	-%	2%	**	**
Utility Warehouse	3	**	**	**	**	2	**	**	**	**	-	3	3	**	**
	1%	**	**	**	**	1%	**	**	**	**	-%	2%	1%	**	**
Gigaclear	2	**	**	**	**	2	**	**	**	**	2	-	2	**	**
	1%	**	**	**	**	1%	**	**	**	**	2%	-%	1%	**	**
Zen	1	**	**	**	**	-	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	-%	**	**	**	**	1%	-%	1%	**	**
KCOM	1	**	**	**	**	1	**	**	**	**	-	-	*	**	**
	*%	**	**	**	**	1%	**	**	**	**	-%	-%	*%	**	**
POP Telecom	1	**	**	**	**	1	**	**	**	**	1	-	1	**	**
	*%	**	**	**	**	*%	**	**	**	**	1%	-%	*%	**	**

Columns Tested: a,b,c,d,e - 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.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	c	d	~e	~f
Unweighted row	320	-	-	-	86	234	25	80	-	32	115	117	264	55	15
Effective Weighted Sample	296	-	-	-	81	216	22	76	-	29	105	109	242	53	15
Total	303	-	-	-	79	224	27	91	-	32	113	108	253	49	12
Other supplier	5	**	**	**	**	5	**	**	**	**	1	2	3	**	**
	2%	**	**	**	**	2%	**	**	**	**	1%	2%	1%	**	**

Columns Tested: a,b,c,d,e - 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.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	320	96	106	117	176	141	98	80	70	68	267	32	14	7
Effective Weighted Sample	296	87	98	111	163	131	91	74	67	64	247	30	13	7
Total	303	95	102	105	171	130	83	71	81	64	251	33	12	7
BT	89	**	28	50	51	38	**	**	**	**	65	**	**	**
	29%	**	27%	48% b	30%	29%	**	**	**	**	26%	**	**	**
Virgin Media	47	**	25	13	23	24	**	**	**	**	43	**	**	**
	16%	**	24%	12%	13%	19%	**	**	**	**	17%	**	**	**
EE	40	**	8	2	25	15	**	**	**	**	35	**	**	**
	13%	**	8%	2%	15%	12%	**	**	**	**	14%	**	**	**
Sky	38	**	10	14	24	14	**	**	**	**	32	**	**	**
	12%	**	10%	13%	14%	10%	**	**	**	**	13%	**	**	**
TalkTalk	21	**	8	7	11	9	**	**	**	**	16	**	**	**
	7%	**	8%	6%	7%	7%	**	**	**	**	6%	**	**	**
Plusnet	20	**	8	11	13	7	**	**	**	**	16	**	**	**
	6%	**	7%	11%	8%	5%	**	**	**	**	6%	**	**	**
Vodafone	17	**	7	1	7	10	**	**	**	**	14	**	**	**
	6%	**	7%	1%	4%	8%	**	**	**	**	6%	**	**	**
Community Fibre	7	**	1	1	4	3	**	**	**	**	7	**	**	**
	2%	**	1%	1%	2%	2%	**	**	**	**	3%	**	**	**
NOW/ NOW Broadband	6	**	3	2	3	3	**	**	**	**	6	**	**	**
	2%	**	3%	2%	2%	2%	**	**	**	**	3%	**	**	**
Hyperoptic	4	**	1	-	4	-	**	**	**	**	4	**	**	**
	1%	**	1%	-%	2%	-%	**	**	**	**	2%	**	**	**
Utility Warehouse	3	**	2	1	2	1	**	**	**	**	3	**	**	**
	1%	**	2%	1%	1%	1%	**	**	**	**	1%	**	**	**
Gigaclear	2	**	2	-	2	-	**	**	**	**	2	**	**	**
	1%	**	2%	-%	1%	-%	**	**	**	**	1%	**	**	**
Zen	1	**	-	-	-	1	**	**	**	**	1	**	**	**
	*%	**	-%	-%	-%	1%	**	**	**	**	1%	**	**	**
KCOM	1	**	-	1	-	1	**	**	**	**	1	**	**	**
	*%	**	-%	1%	-%	1%	**	**	**	**	*%	**	**	**
POP Telecom	1	**	-	-	-	1	**	**	**	**	1	**	**	**
	*%	**	-%	-%	-%	1%	**	**	**	**	*%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	320	96	106	117	176	141	98	80	70	68	267	32	14	7
Effective Weighted Sample	296	87	98	111	163	131	91	74	67	64	247	30	13	7
Total	303	95	102	105	171	130	83	71	81	64	251	33	12	7
Other supplier	5	**	-	4	2	3	**	**	**	**	5	**	**	**
	2%	**	-%	4%	1%	3%	**	**	**	**	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	320	39	96	128	99	182	-	-	-	-	177	59	47	102	63
Effective Weighted Sample	296	36	88	120	91	169	-	-	-	-	166	52	44	95	61
Total	303	39	93	116	96	170	-	-	-	-	168	56	45	102	57
BT	89	**	**	35	**	58	**	**	**	**	44	**	**	38	**
	29%	**	**	30%	**	34%	**	**	**	**	26%	**	**	37%	**
Virgin Media	47	**	**	16	**	25	**	**	**	**	36	**	**	11	**
	16%	**	**	14%	**	15%	**	**	**	**	21%	**	**	11%	**
EE	40	**	**	17	**	22	**	**	**	**	18	**	**	12	**
	13%	**	**	15%	**	13%	**	**	**	**	11%	**	**	12%	**
Sky	38	**	**	11	**	19	**	**	**	**	17	**	**	13	**
	12%	**	**	10%	**	11%	**	**	**	**	10%	**	**	13%	**
TalkTalk	21	**	**	8	**	11	**	**	**	**	16	**	**	8	**
	7%	**	**	7%	**	6%	**	**	**	**	10%	**	**	8%	**
Plusnet	20	**	**	12	**	14	**	**	**	**	14	**	**	8	**
	6%	**	**	11%	**	9%	**	**	**	**	8%	**	**	8%	**
Vodafone	17	**	**	5	**	8	**	**	**	**	10	**	**	1	**
	6%	**	**	4%	**	5%	**	**	**	**	6%	**	**	1%	**
Community Fibre	7	**	**	4	**	3	**	**	**	**	3	**	**	3	**
	2%	**	**	3%	**	2%	**	**	**	**	2%	**	**	3%	**
NOW/ NOW Broadband	6	**	**	3	**	2	**	**	**	**	1	**	**	2	**
	2%	**	**	3%	**	1%	**	**	**	**	*%	**	**	2%	**
Hyperoptic	4	**	**	-	**	1	**	**	**	**	1	**	**	-	**
	1%	**	**	-%	**	1%	**	**	**	**	*%	**	**	-%	**
Utility Warehouse	3	**	**	-	**	1	**	**	**	**	2	**	**	2	**
	1%	**	**	-%	**	1%	**	**	**	**	1%	**	**	2%	**
Gigaclear	2	**	**	-	**	1	**	**	**	**	-	**	**	2	**
	1%	**	**	-%	**	1%	**	**	**	**	-%	**	**	2%	**
Zen	1	**	**	1	**	1	**	**	**	**	1	**	**	-	**
	*%	**	**	1%	**	1%	**	**	**	**	1%	**	**	-%	**
KCOM	1	**	**	-	**	1	**	**	**	**	*	**	**	-	**
	*%	**	**	-%	**	1%	**	**	**	**	*%	**	**	-%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AB. Which provider did you use for your Landline service?

Base: Those who were the decision maker for a landline phone or line rental service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	~a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	320	39	96	128	99	182	-	-	-	-	177	59	47	102	63
Effective Weighted Sample	296	36	88	120	91	169	-	-	-	-	166	52	44	95	61
Total	303	39	93	116	96	170	-	-	-	-	168	56	45	102	57
POP Telecom	1	**	**	1	**	-	**	**	**	**	1	**	**	-	**
	*%	**	**	1%	**	-%	**	**	**	**	1%	**	**	-%	**
Other supplier	5	**	**	2	**	2	**	**	**	**	4	**	**	2	**
	2%	**	**	2%	**	1%	**	**	**	**	2%	**	**	2%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted row	87	28	10	28	10	33	5	22	5	-	-	-	-	-	-	-
Effective Weighted Sample	69	20	8	20	8	24	5	15	5	-	-	-	-	-	-	-
Total	72	15	8	15	8	18	5	11	5	-	-	-	-	-	-	-
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	87	43	14	43	14	46	11	22	5	16	10	16	10
Effective Weighted Sample	69	36	11	36	11	38	9	19	5	13	9	13	9
Total	72	41	11	41	11	40	12	18	5	13	9	13	9
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	87	43	14	43	14	46	11	22	5	16	10	16	10
Effective Weighted Sample	69	36	11	36	11	38	9	19	5	13	9	13	9
Total	72	41	11	41	11	40	12	18	5	13	9	13	9
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	87	18	8	9	1	3	2	2	1	26	5	86	1
Effective Weighted Sample	69	15	7	8	1	2	2	1	1	22	4	68	1
Total	72	16	7	7	1	3	2	2	*	23	5	71	1
EE	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?
Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	~e	~a	~b	~c	~a	~b	~c	~d	~e	~f
Unweighted row	87	6	2	-	8	71	41	26	1	16	56	12	84	3	1
Effective Weighted Sample	69	4	2	-	7	56	30	23	1	13	44	10	66	3	1
Total	72	4	2	-	7	59	27	29	1	13	47	9	69	3	1
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e - 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.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d
Unweighted row	87	56	26	5	55	32	30	19	25	13	75	9	1	2
Effective Weighted Sample	69	43	22	5	44	25	23	16	20	11	61	6	1	1
Total	72	44	24	4	47	25	21	17	23	11	64	6	*	1
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	87	10	29	29	34	38	28	19	9	16	-	-	15	37	5
Effective Weighted Sample	69	8	23	22	27	30	20	13	7	12	-	-	13	31	5
Total	72	8	25	21	25	33	15	10	5	9	-	-	10	35	6
EE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
O2 (including Virgin Mobile)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Sky	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
GiffGaff	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
VOXI	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lebara	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Lycamobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Tesco Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Smarty	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AC. Which provider did you use for your Mobile Phone service?

Base: Those who were the decision maker for a mobile phone service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	87	10	29	29	34	38	28	19	9	16	-	-	15	37	5
Effective Weighted Sample	69	8	23	22	27	30	20	13	7	12	-	-	13	31	5
Total	72	8	25	21	25	33	15	10	5	9	-	-	10	35	6
iD Mobile	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	226	47	14	48	13	47	14	28	5	170	19	172	17	150	39	69
Effective Weighted Sample	187	34	10	35	10	33	12	19	5	146	15	148	13	125	36	55
Total	192	31	10	32	9	28	13	12	5	155	12	156	11	131	36	57
EE	41	**	**	**	**	**	**	**	**	30	**	31	**	29	**	**
	21%	**	**	**	**	**	**	**	**	19%	**	20%	**	22%	**	**
Sky	34	**	**	**	**	**	**	**	**	29	**	29	**	26	**	**
	18%	**	**	**	**	**	**	**	**	19%	**	18%	**	20%	**	**
BT	33	**	**	**	**	**	**	**	**	26	**	27	**	18	**	**
	17%	**	**	**	**	**	**	**	**	17%	**	17%	**	14%	**	**
Virgin Media	29	**	**	**	**	**	**	**	**	25	**	25	**	19	**	**
	15%	**	**	**	**	**	**	**	**	16%	**	16%	**	15%	**	**
Vodafone	14	**	**	**	**	**	**	**	**	10	**	10	**	9	**	**
	8%	**	**	**	**	**	**	**	**	6%	**	6%	**	7%	**	**
'3'/ Three	12	**	**	**	**	**	**	**	**	9	**	9	**	9	**	**
	6%	**	**	**	**	**	**	**	**	6%	**	6%	**	7%	**	**
TalkTalk	7	**	**	**	**	**	**	**	**	7	**	7	**	3	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**	2%	**	**
Hyperoptic	7	**	**	**	**	**	**	**	**	6	**	6	**	6	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**	5%	**	**
Community Fibre	4	**	**	**	**	**	**	**	**	4	**	4	**	4	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	3%	**	**
POP Telecom	3	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Plusnet	2	**	**	**	**	**	**	**	**	2	**	2	**	2	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Gigaclear	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	*%	**	*%	**	*%	**	**
KCOM	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	*%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	226	47	14	48	13	47	14	28	5	170	19	172	17	150	39	69
Effective Weighted Sample	187	34	10	35	10	33	12	19	5	146	15	148	13	125	36	55
Total	192	31	10	32	9	28	13	12	5	155	12	156	11	131	36	57
Other supplier	1	**	**	**	**	**	**	**	**	1	**	1	**	1	**	**
	1%	**	**	**	**	**	**	**	**	1%	**	1%	**	1%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?
Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	226	-	-	-	-	-	-	-	-	37	11	38	10
Effective Weighted Sample	187	-	-	-	-	-	-	-	-	33	9	34	8
Total	192	-	-	-	-	-	-	-	-	34	7	35	7
EE	41	**	**	**	**	**	**	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	**	**	**
Sky	34	**	**	**	**	**	**	**	**	**	**	**	**
	18%	**	**	**	**	**	**	**	**	**	**	**	**
BT	33	**	**	**	**	**	**	**	**	**	**	**	**
	17%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	29	**	**	**	**	**	**	**	**	**	**	**	**
	15%	**	**	**	**	**	**	**	**	**	**	**	**
Vodafone	14	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
'3'/ Three	12	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	7	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Hyperoptic	7	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Community Fibre	4	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
POP Telecom	3	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Gigaclear	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
KCOM	1	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	226	-	-	-	-	-	-	-	-	37	11	38	10
Effective Weighted Sample	187	-	-	-	-	-	-	-	-	33	9	34	8
Total	192	-	-	-	-	-	-	-	-	34	7	35	7
Other supplier	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	226	41	7	18	7	7	3	2	2	48	10	216	10
Effective Weighted Sample	187	35	7	17	7	6	3	2	2	42	9	178	9
Total	192	34	7	12	5	7	3	2	2	41	10	183	10
EE	41	**	**	**	**	**	**	**	**	**	**	39	**
	21%	**	**	**	**	**	**	**	**	**	**	21%	**
Sky	34	**	**	**	**	**	**	**	**	**	**	34	**
	18%	**	**	**	**	**	**	**	**	**	**	19%	**
BT	33	**	**	**	**	**	**	**	**	**	**	31	**
	17%	**	**	**	**	**	**	**	**	**	**	17%	**
Virgin Media	29	**	**	**	**	**	**	**	**	**	**	27	**
	15%	**	**	**	**	**	**	**	**	**	**	15%	**
Vodafone	14	**	**	**	**	**	**	**	**	**	**	14	**
	8%	**	**	**	**	**	**	**	**	**	**	8%	**
'3'/ Three	12	**	**	**	**	**	**	**	**	**	**	12	**
	6%	**	**	**	**	**	**	**	**	**	**	6%	**
TalkTalk	7	**	**	**	**	**	**	**	**	**	**	7	**
	4%	**	**	**	**	**	**	**	**	**	**	4%	**
Hyperoptic	7	**	**	**	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	3%	**
Community Fibre	4	**	**	**	**	**	**	**	**	**	**	4	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
POP Telecom	3	**	**	**	**	**	**	**	**	**	**	3	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Plusnet	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
NOW/ NOW Broadband	2	**	**	**	**	**	**	**	**	**	**	2	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Gigaclear	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
Utility Warehouse	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**
KCOM	1	**	**	**	**	**	**	**	**	**	**	1	**
	*%	**	**	**	**	**	**	**	**	**	**	*%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	226	41	7	18	7	7	3	2	2	48	10	216	10
Effective Weighted Sample	187	35	7	17	7	6	3	2	2	42	9	178	9
Total	192	34	7	12	5	7	3	2	2	41	10	183	10
Other supplier	1	**	**	**	**	**	**	**	**	**	**	1	**
	1%	**	**	**	**	**	**	**	**	**	**	1%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?
Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	226	-	-	-	22	204	64	33	1	82	98	39	219	7	6
Effective Weighted Sample	187	-	-	-	17	171	47	28	1	69	79	33	181	7	6
Total	192	-	-	-	15	177	48	36	*	76	77	33	186	6	5
EE	41	**	**	**	**	36	**	**	**	**	**	**	41	**	**
	21%	**	**	**	**	20%	**	**	**	**	**	**	22%	**	**
Sky	34	**	**	**	**	31	**	**	**	**	**	**	32	**	**
	18%	**	**	**	**	18%	**	**	**	**	**	**	17%	**	**
BT	33	**	**	**	**	30	**	**	**	**	**	**	33	**	**
	17%	**	**	**	**	17%	**	**	**	**	**	**	18%	**	**
Virgin Media	29	**	**	**	**	28	**	**	**	**	**	**	27	**	**
	15%	**	**	**	**	16%	**	**	**	**	**	**	15%	**	**
Vodafone	14	**	**	**	**	13	**	**	**	**	**	**	14	**	**
	8%	**	**	**	**	7%	**	**	**	**	**	**	8%	**	**
'3'/ Three	12	**	**	**	**	11	**	**	**	**	**	**	12	**	**
	6%	**	**	**	**	6%	**	**	**	**	**	**	6%	**	**
TalkTalk	7	**	**	**	**	7	**	**	**	**	**	**	7	**	**
	4%	**	**	**	**	4%	**	**	**	**	**	**	4%	**	**
Hyperoptic	7	**	**	**	**	6	**	**	**	**	**	**	6	**	**
	4%	**	**	**	**	4%	**	**	**	**	**	**	3%	**	**
Community Fibre	4	**	**	**	**	4	**	**	**	**	**	**	4	**	**
	2%	**	**	**	**	2%	**	**	**	**	**	**	2%	**	**
POP Telecom	3	**	**	**	**	3	**	**	**	**	**	**	3	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**	**
Plusnet	2	**	**	**	**	2	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**	**
NOW/ NOW Broadband	2	**	**	**	**	2	**	**	**	**	**	**	2	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**	**
Gigaclear	1	**	**	**	**	1	**	**	**	**	**	**	-	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	-%	**	**
Utility Warehouse	1	**	**	**	**	1	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**	**
KCOM	1	**	**	**	**	1	**	**	**	**	**	**	1	**	**
	*%	**	**	**	**	*%	**	**	**	**	**	**	*%	**	**

Columns Tested: a,b,c,d,e - 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.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	226	-	-	-	22	204	64	33	1	82	98	39	219	7	6
Effective Weighted Sample	187	-	-	-	17	171	47	28	1	69	79	33	181	7	6
Total	192	-	-	-	15	177	48	36	*	76	77	33	186	6	5
Other supplier	1	**	**	**	**	1	**	**	**	**	**	**	1	**	**
	1%	**	**	**	**	1%	**	**	**	**	**	**	1%	**	**

Columns Tested: a,b,c,d,e - 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.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	226	140	66	20	131	94	76	48	58	42	183	21	12	10
Effective Weighted Sample	187	114	55	18	107	79	62	41	46	37	153	18	9	8
Total	192	118	57	17	114	77	60	41	53	37	156	19	8	9
EE	41	27	**	**	26	**	**	**	**	**	33	**	**	**
	21%	23%	**	**	23%	**	**	**	**	**	21%	**	**	**
Sky	34	21	**	**	23	**	**	**	**	**	30	**	**	**
	18%	18%	**	**	20%	**	**	**	**	**	19%	**	**	**
BT	33	25	**	**	19	**	**	**	**	**	24	**	**	**
	17%	21%	**	**	16%	**	**	**	**	**	15%	**	**	**
Virgin Media	29	10	**	**	16	**	**	**	**	**	23	**	**	**
	15%	8%	**	**	14%	**	**	**	**	**	15%	**	**	**
Vodafone	14	8	**	**	8	**	**	**	**	**	11	**	**	**
	8%	7%	**	**	7%	**	**	**	**	**	7%	**	**	**
'3'/ Three	12	9	**	**	6	**	**	**	**	**	11	**	**	**
	6%	8%	**	**	5%	**	**	**	**	**	7%	**	**	**
TalkTalk	7	3	**	**	1	**	**	**	**	**	6	**	**	**
	4%	2%	**	**	1%	**	**	**	**	**	4%	**	**	**
Hyperoptic	7	5	**	**	5	**	**	**	**	**	5	**	**	**
	4%	4%	**	**	5%	**	**	**	**	**	4%	**	**	**
Community Fibre	4	4	**	**	3	**	**	**	**	**	3	**	**	**
	2%	3%	**	**	3%	**	**	**	**	**	2%	**	**	**
POP Telecom	3	3	**	**	1	**	**	**	**	**	3	**	**	**
	1%	2%	**	**	1%	**	**	**	**	**	2%	**	**	**
Plusnet	2	1	**	**	2	**	**	**	**	**	2	**	**	**
	1%	1%	**	**	2%	**	**	**	**	**	1%	**	**	**
NOW/ NOW Broadband	2	1	**	**	1	**	**	**	**	**	2	**	**	**
	1%	1%	**	**	1%	**	**	**	**	**	1%	**	**	**
Gigaclear	1	-	**	**	1	**	**	**	**	**	1	**	**	**
	1%	-%	**	**	1%	**	**	**	**	**	1%	**	**	**
Utility Warehouse	1	*	**	**	1	**	**	**	**	**	*	**	**	**
	1%	*%	**	**	*%	**	**	**	**	**	*%	**	**	**
KCOM	1	*	**	**	1	**	**	**	**	**	*	**	**	**
	*%	*%	**	**	1%	**	**	**	**	**	*%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	226	140	66	20	131	94	76	48	58	42	183	21	12	10
Effective Weighted Sample	187	114	55	18	107	79	62	41	46	37	153	18	9	8
Total	192	118	57	17	114	77	60	41	53	37	156	19	8	9
Other supplier	1	1	**	**	-	**	**	**	**	**	1	**	**	**
	1%	1%	**	**	-%	**	**	**	**	**	1%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AD. Which provider did you use for your Fixed Broadband service?
Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b	~a	~b	~c
Unweighted row	226	40	84	67	79	103	47	47	-	-	106	73	-	-	-
Effective Weighted Sample	187	31	71	56	63	85	34	34	-	-	92	61	-	-	-
Total	192	28	78	55	61	90	31	31	-	-	100	60	-	-	-
EE	41	**	**	**	**	22	**	**	**	**	20	**	**	**	**
	21%	**	**	**	**	24%	**	**	**	**	20%	**	**	**	**
Sky	34	**	**	**	**	15	**	**	**	**	22	**	**	**	**
	18%	**	**	**	**	16%	**	**	**	**	22%	**	**	**	**
BT	33	**	**	**	**	17	**	**	**	**	15	**	**	**	**
	17%	**	**	**	**	19%	**	**	**	**	15%	**	**	**	**
Virgin Media	29	**	**	**	**	16	**	**	**	**	16	**	**	**	**
	15%	**	**	**	**	18%	**	**	**	**	16%	**	**	**	**
Vodafone	14	**	**	**	**	11	**	**	**	**	6	**	**	**	**
	8%	**	**	**	**	12%	**	**	**	**	6%	**	**	**	**
'3'/ Three	12	**	**	**	**	3	**	**	**	**	7	**	**	**	**
	6%	**	**	**	**	3%	**	**	**	**	7%	**	**	**	**
TalkTalk	7	**	**	**	**	1	**	**	**	**	5	**	**	**	**
	4%	**	**	**	**	1%	**	**	**	**	5%	**	**	**	**
Hyperoptic	7	**	**	**	**	1	**	**	**	**	4	**	**	**	**
	4%	**	**	**	**	1%	**	**	**	**	4%	**	**	**	**
Community Fibre	4	**	**	**	**	1	**	**	**	**	1	**	**	**	**
	2%	**	**	**	**	2%	**	**	**	**	1%	**	**	**	**
POP Telecom	3	**	**	**	**	-	**	**	**	**	-	**	**	**	**
	1%	**	**	**	**	-%	**	**	**	**	-%	**	**	**	**
Plusnet	2	**	**	**	**	1	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	**	1%	**	**	**	**
NOW/ NOW Broadband	2	**	**	**	**	*	**	**	**	**	*	**	**	**	**
	1%	**	**	**	**	*%	**	**	**	**	*%	**	**	**	**
Gigaclear	1	**	**	**	**	1	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	1%	**	**	**	**	1%	**	**	**	**
Utility Warehouse	1	**	**	**	**	*	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	*%	**	**	**	**	1%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q34AD. Which provider did you use for your Fixed Broadband service?

Base: Those who were the decision maker for a fixed broadband service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	b	~a	~b	~c	~d	a	~b	~a	~b	~c
Unweighted row	226	40	84	67	79	103	47	47	-	-	106	73	-	-	-
Effective Weighted Sample	187	31	71	56	63	85	34	34	-	-	92	61	-	-	-
Total	192	28	78	55	61	90	31	31	-	-	100	60	-	-	-
KCOM	1	**	**	**	**	1	**	**	**	**	1	**	**	**	**
	*%	**	**	**	**	1%	**	**	**	**	1%	**	**	**	**
Other supplier	1	**	**	**	**	-	**	**	**	**	1	**	**	**	**
	1%	**	**	**	**	-%	**	**	**	**	1%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted row	174	24	25	26	23	36	13	16	6	113	20	116	17	90	43	32
Effective Weighted Sample	152	17	21	19	19	27	11	12	6	102	17	105	14	78	40	27
Total	174	18	25	20	24	29	15	9	6	117	23	120	20	90	49	29
Sky	60	**	**	**	**	**	**	**	**	42	**	44	**	**	**	**
	35%	**	**	**	**	**	**	**	**	36%	**	37%	**	**	**	**
Freeview	24	**	**	**	**	**	**	**	**	22	**	22	**	**	**	**
	14%	**	**	**	**	**	**	**	**	18%	**	18%	**	**	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	15	**	15	**	**	**	**
	12%	**	**	**	**	**	**	**	**	13%	**	13%	**	**	**	**
EE TV (billed by EE)	15	**	**	**	**	**	**	**	**	8	**	8	**	**	**	**
	8%	**	**	**	**	**	**	**	**	7%	**	6%	**	**	**	**
NOW/ NOW Broadband	11	**	**	**	**	**	**	**	**	5	**	6	**	**	**	**
	6%	**	**	**	**	**	**	**	**	4%	**	5%	**	**	**	**
EE TV (billed by BT)	11	**	**	**	**	**	**	**	**	4	**	4	**	**	**	**
	6%	**	**	**	**	**	**	**	**	3%	**	3%	**	**	**	**
TalkTalk	8	**	**	**	**	**	**	**	**	3	**	3	**	**	**	**
	5%	**	**	**	**	**	**	**	**	2%	**	2%	**	**	**	**
Freely	6	**	**	**	**	**	**	**	**	4	**	4	**	**	**	**
	4%	**	**	**	**	**	**	**	**	4%	**	4%	**	**	**	**
Freesat	5	**	**	**	**	**	**	**	**	3	**	3	**	**	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	3%	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	4	**	4	**	**	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	3%	**	**	**	**
YouView	3	**	**	**	**	**	**	**	**	3	**	3	**	**	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	2%	**	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	4	**	4	**	**	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	3%	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	174	66	30	68	28	75	21	37	14	-	-	-	-
Effective Weighted Sample	152	60	26	61	24	66	19	34	14	-	-	-	-
Total	174	65	35	67	33	76	24	33	14	-	-	-	-
Sky	60	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	24	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**
EE TV (billed by EE)	15	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	11	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
EE TV (billed by BT)	11	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	8	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**
Freely	6	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**
YouView	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	174	-	-	-	-	-	-	-	-	-	-	160	14
Effective Weighted Sample	152	-	-	-	-	-	-	-	-	-	-	139	13
Total	174	-	-	-	-	-	-	-	-	-	-	160	14
Sky	60	**	**	**	**	**	**	**	**	**	**	58	**
	35%	**	**	**	**	**	**	**	**	**	**	36%	**
Freeview	24	**	**	**	**	**	**	**	**	**	**	22	**
	14%	**	**	**	**	**	**	**	**	**	**	14%	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	**	18	**
	12%	**	**	**	**	**	**	**	**	**	**	11%	**
EE TV (billed by EE)	15	**	**	**	**	**	**	**	**	**	**	14	**
	8%	**	**	**	**	**	**	**	**	**	**	9%	**
NOW/ NOW Broadband	11	**	**	**	**	**	**	**	**	**	**	9	**
	6%	**	**	**	**	**	**	**	**	**	**	6%	**
EE TV (billed by BT)	11	**	**	**	**	**	**	**	**	**	**	11	**
	6%	**	**	**	**	**	**	**	**	**	**	7%	**
TalkTalk	8	**	**	**	**	**	**	**	**	**	**	8	**
	5%	**	**	**	**	**	**	**	**	**	**	5%	**
Freely	6	**	**	**	**	**	**	**	**	**	**	5	**
	4%	**	**	**	**	**	**	**	**	**	**	3%	**
Freesat	5	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**
YouView	3	**	**	**	**	**	**	**	**	**	**	3	**
	2%	**	**	**	**	**	**	**	**	**	**	2%	**
Other supplier	5	**	**	**	**	**	**	**	**	**	**	4	**
	3%	**	**	**	**	**	**	**	**	**	**	3%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	174	16	-	-	20	138	39	52	5	40	85	42	167	7	1
Effective Weighted Sample	152	14	-	-	17	122	31	46	5	35	73	38	146	7	1
Total	174	17	-	-	23	134	35	60	7	39	86	42	167	7	1
Sky	60	**	**	**	**	46	**	**	**	**	**	**	58	**	**
	35%	**	**	**	**	34%	**	**	**	**	**	**	35%	**	**
Freeview	24	**	**	**	**	19	**	**	**	**	**	**	24	**	**
	14%	**	**	**	**	14%	**	**	**	**	**	**	14%	**	**
Virgin Media	21	**	**	**	**	16	**	**	**	**	**	**	19	**	**
	12%	**	**	**	**	12%	**	**	**	**	**	**	12%	**	**
EE TV (billed by EE)	15	**	**	**	**	8	**	**	**	**	**	**	13	**	**
	8%	**	**	**	**	6%	**	**	**	**	**	**	8%	**	**
NOW/ NOW Broadband	11	**	**	**	**	9	**	**	**	**	**	**	10	**	**
	6%	**	**	**	**	7%	**	**	**	**	**	**	6%	**	**
EE TV (billed by BT)	11	**	**	**	**	7	**	**	**	**	**	**	11	**	**
	6%	**	**	**	**	5%	**	**	**	**	**	**	7%	**	**
TalkTalk	8	**	**	**	**	7	**	**	**	**	**	**	8	**	**
	5%	**	**	**	**	5%	**	**	**	**	**	**	5%	**	**
Freely	6	**	**	**	**	6	**	**	**	**	**	**	6	**	**
	4%	**	**	**	**	5%	**	**	**	**	**	**	4%	**	**
Freesat	5	**	**	**	**	5	**	**	**	**	**	**	5	**	**
	3%	**	**	**	**	4%	**	**	**	**	**	**	3%	**	**
Plusnet	5	**	**	**	**	5	**	**	**	**	**	**	5	**	**
	3%	**	**	**	**	4%	**	**	**	**	**	**	3%	**	**
YouView	3	**	**	**	**	1	**	**	**	**	**	**	3	**	**
	2%	**	**	**	**	1%	**	**	**	**	**	**	2%	**	**
Other supplier	5	**	**	**	**	5	**	**	**	**	**	**	5	**	**
	3%	**	**	**	**	4%	**	**	**	**	**	**	3%	**	**

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	174	84	65	25	97	75	47	46	44	33	144	16	8	6
Effective Weighted Sample	152	72	57	23	85	66	39	42	38	30	129	13	6	5
Total	174	83	66	25	99	74	42	47	46	35	148	17	5	4
Sky	60	**	**	**	**	**	**	**	**	**	57	**	**	**
	35%	**	**	**	**	**	**	**	**	**	39%	**	**	**
Freeview	24	**	**	**	**	**	**	**	**	**	17	**	**	**
	14%	**	**	**	**	**	**	**	**	**	11%	**	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	15	**	**	**
	12%	**	**	**	**	**	**	**	**	**	10%	**	**	**
EE TV (billed by EE)	15	**	**	**	**	**	**	**	**	**	11	**	**	**
	8%	**	**	**	**	**	**	**	**	**	8%	**	**	**
NOW/ NOW Broadband	11	**	**	**	**	**	**	**	**	**	9	**	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**
EE TV (billed by BT)	11	**	**	**	**	**	**	**	**	**	9	**	**	**
	6%	**	**	**	**	**	**	**	**	**	6%	**	**	**
TalkTalk	8	**	**	**	**	**	**	**	**	**	8	**	**	**
	5%	**	**	**	**	**	**	**	**	**	5%	**	**	**
Freely	6	**	**	**	**	**	**	**	**	**	6	**	**	**
	4%	**	**	**	**	**	**	**	**	**	4%	**	**	**
Freesat	5	**	**	**	**	**	**	**	**	**	3	**	**	**
	3%	**	**	**	**	**	**	**	**	**	2%	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	**	5	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**
YouView	3	**	**	**	**	**	**	**	**	**	3	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	**	4	**	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q34AE. Which provider did you use for your TV service?

Base: Those who were the decision maker for a TV service about 12 months ago but no longer have this service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	174	22	57	60	58	81	24	12	12	7	76	41	31	42	18
Effective Weighted Sample	152	20	50	51	49	72	17	8	9	5	69	36	26	39	16
Total	174	25	58	55	57	82	18	8	10	5	78	44	26	48	21
Sky	60	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freeview	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	21	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	12%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV (billed by EE)	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	8%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOW/ NOW Broadband	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
EE TV (billed by BT)	11	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	8	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freely	6	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Freesat	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Plusnet	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
YouView	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other supplier	5	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	~a	b	~a	~b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted row	401	22	159	48	133	96	85	13	13	336	47	359	24	241	142	42
Effective Weighted Sample	382	21	155	46	130	94	82	13	13	320	46	342	23	231	135	40
Total	430	23	190	54	159	115	98	15	15	357	55	384	28	258	154	43
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	**	10	**	7	**	**	**	**	16	**	19	**	14	6	**
	5%	**	5%	**	5%	**	**	**	**	5%	**	5%	**	6%	4%	**
NOW	19	**	7	**	7	**	**	**	**	17	**	17	**	11	7	**
	4%	**	4%	**	4%	**	**	**	**	5%	**	4%	**	4%	5%	**
Virgin TV (cable TV)	9	**	3	**	3	**	**	**	**	6	**	6	**	6	2	**
	2%	**	1%	**	2%	**	**	**	**	2%	**	2%	**	2%	1%	**
EE TV (billed by BT)	5	**	2	**	2	**	**	**	**	3	**	5	**	4	1	**
	1%	**	1%	**	1%	**	**	**	**	1%	**	1%	**	2%	1%	**
Other satellite TV	1	**	1	**	1	**	**	**	**	1	**	1	**	1	-	**
	*%	**	1%	**	1%	**	**	**	**	*%	**	*%	**	1%	-%	**
Plusnet TV	1	**	-	**	-	**	**	**	**	1	**	1	**	1	-	**
	*%	**	-%	**	-%	**	**	**	**	*%	**	*%	**	*%	-%	**
No, I have not	373	**	167	**	138	**	**	**	**	312	**	335	**	221	137	**
	87%	**	88%	**	87%	**	**	**	**	87%	**	87%	**	86%	89%	**
ANY PAID-FOR TV SERVICES	57	**	23	**	20	**	**	**	**	45	**	49	**	37	17	**
	13%	**	12%	**	13%	**	**	**	**	13%	**	13%	**	14%	11%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted row	401	159	181	198	142	219	121	61	52	-	-	-	-
Effective Weighted Sample	382	152	176	190	138	210	117	59	51	-	-	-	-
Total	430	160	214	206	168	238	136	61	52	-	-	-	-
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	8	12	12	8	16	4	**	**	**	**	**	**
	5%	5%	6%	6%	5%	7%	3%	**	**	**	**	**	**
NOW	19	7	8	7	8	12	2	**	**	**	**	**	**
	4%	4%	4%	3%	5%	5%	2%	**	**	**	**	**	**
Virgin TV (cable TV)	9	5	3	5	3	5	2	**	**	**	**	**	**
	2%	3%	1%	2%	2%	2%	1%	**	**	**	**	**	**
EE TV (billed by BT)	5	1	3	2	2	4	-	**	**	**	**	**	**
	1%	1%	2%	1%	1%	2%	-%	**	**	**	**	**	**
Other satellite TV	1	-	1	-	1	1	-	**	**	**	**	**	**
	*%	-%	1%	-%	1%	1%	-%	**	**	**	**	**	**
Plusnet TV	1	-	-	-	-	-	-	**	**	**	**	**	**
	*%	-%	-%	-%	-%	-%	-%	**	**	**	**	**	**
No, I have not	373	141	186	181	146	199	128	**	**	**	**	**	**
	87%	88%	87%	88%	87%	84%	94% a	**	**	**	**	**	**
ANY PAID-FOR TV SERVICES	57	19	28	25	22	39	8	**	**	**	**	**	**
	13%	12%	13%	12%	13%	16% b	6%	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted row	401	-	-	-	-	110	291	25	21	-	401	258	143
Effective Weighted Sample	382	-	-	-	-	105	277	24	20	-	382	246	136
Total	430	-	-	-	-	118	312	26	22	-	430	277	152
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	**	**	**	**	19	3	**	**	**	22	17	4
	5%	**	**	**	**	16% b	1%	**	**	**	5%	6%	3%
NOW	19	**	**	**	**	3	16	**	**	**	19	17	2
	4%	**	**	**	**	2%	5%	**	**	**	4%	6%	1%
Virgin TV (cable TV)	9	**	**	**	**	7	2	**	**	**	9	6	3
	2%	**	**	**	**	6% b	1%	**	**	**	2%	2%	2%
EE TV (billed by BT)	5	**	**	**	**	3	2	**	**	**	5	4	1
	1%	**	**	**	**	3%	1%	**	**	**	1%	2%	1%
Other satellite TV	1	**	**	**	**	1	-	**	**	**	1	1	-
	*%	**	**	**	**	1%	-%	**	**	**	*%	1%	-%
Plusnet TV	1	**	**	**	**	1	-	**	**	**	1	1	-
	*%	**	**	**	**	1%	-%	**	**	**	*%	*%	-%
No, I have not	373	**	**	**	**	85	288	**	**	**	373	231	142
	87%	**	**	**	**	72%	92% a	**	**	**	87%	83%	93% a
ANY PAID-FOR TV SERVICES	57	**	**	**	**	33	23	**	**	**	57	46	10
	13%	**	**	**	**	28% b	8%	**	**	**	13%	17% b	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	~b	~c	~d	e	~a	b	~c	~a	~b	c	d	e	~f
Unweighted row	401	134	-	-	47	220	81	125	16	12	92	166	270	130	57
Effective Weighted Sample	382	130	-	-	46	209	80	121	15	11	87	157	255	127	55
Total	430	159	-	-	55	216	96	150	19	13	105	172	290	139	61
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	8	**	**	**	9	**	11	**	**	**	8	17	5	**
	5%	5%	**	**	**	4%	**	7%	**	**	**	5%	6%	4%	**
NOW	19	7	**	**	**	11	**	6	**	**	**	9	16	3	**
	4%	4%	**	**	**	5%	**	4%	**	**	**	5%	5%	2%	**
Virgin TV (cable TV)	9	1	**	**	**	6	**	3	**	**	**	5	6	3	**
	2%	1%	**	**	**	3%	**	2%	**	**	**	3%	2%	2%	**
EE TV (billed by BT)	5	1	**	**	**	2	**	3	**	**	**	3	3	2	**
	1%	1%	**	**	**	1%	**	2%	**	**	**	2%	1%	2%	**
Other satellite TV	1	1	**	**	**	-	**	-	**	**	**	1	1	-	**
	*%	1%	**	**	**	-%	**	-%	**	**	**	1%	1%	-%	**
Plusnet TV	1	-	**	**	**	1	**	-	**	**	**	-	1	-	**
	*%	-%	**	**	**	1%	**	-%	**	**	**	-%	*%	-%	**
No, I have not	373	140	**	**	**	187	**	127	**	**	**	146	246	126	**
	87%	88%	**	**	**	87%	**	85%	**	**	**	85%	85%	90%	**
ANY PAID-FOR TV SERVICES	57	19	**	**	**	29	**	23	**	**	**	26	43	13	**
	13%	12%	**	**	**	13%	**	15%	**	**	**	15%	15%	10%	**

Columns Tested: a,b,c,d,e - 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.

Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	~b	~c	~d
Unweighted row	401	44	132	224	196	204	123	120	56	98	341	24	22	14
Effective Weighted Sample	382	42	124	216	187	194	119	117	54	91	325	23	21	13
Total	430	51	140	237	214	215	127	127	71	102	365	27	24	14
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	**	9	10	12	10	5	10	**	**	16	**	**	**
	5%	**	6%	4%	6%	5%	4%	8%	**	**	5%	**	**	**
NOW	19	**	7	7	10	9	8	7	**	**	16	**	**	**
	4%	**	5%	3%	5%	4%	6%	5%	**	**	4%	**	**	**
Virgin TV (cable TV)	9	**	5	3	2	7	3	1	**	**	9	**	**	**
	2%	**	4%	1%	1%	3%	2%	1%	**	**	2%	**	**	**
EE TV (billed by BT)	5	**	2	3	2	3	1	2	**	**	5	**	**	**
	1%	**	1%	1%	1%	2%	1%	2%	**	**	1%	**	**	**
Other satellite TV	1	**	-	1	-	1	-	-	**	**	-	**	**	**
	*%	**	-%	1%	-%	1%	-%	-%	**	**	-%	**	**	**
Plusnet TV	1	**	1	-	1	-	-	-	**	**	1	**	**	**
	*%	**	1%	-%	1%	-%	-%	-%	**	**	*%	**	**	**
No, I have not	373	**	117	212	187	185	110	107	**	**	318	**	**	**
	87%	**	83%	89%	87%	86%	87%	84%	**	**	87%	**	**	**
ANY PAID-FOR TV SERVICES	57	**	23	25	27	30	17	20	**	**	47	**	**	**
	13%	**	17%	11%	13%	14%	13%	16%	**	**	13%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q34AF. In the last 12 months has your household stopped using a paid-for TV service from any of these providers?
Base: Those responsible for the household's TV service who do not have a Pay TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	401	24	146	138	144	206	22	11	11	11	280	59	85	140	78
Effective Weighted Sample	382	23	138	134	138	197	21	11	11	11	269	54	82	133	76
Total	430	28	159	145	150	228	23	10	13	10	299	61	98	153	81
Sky TV (satellite TV or Sky Glass or Sky Stream, monthly subscription)	22	**	8	8	6	10	**	**	**	**	15	**	**	9	**
	5%	**	5%	5%	4%	4%	**	**	**	**	5%	**	**	6%	**
NOW	19	**	10	7	8	9	**	**	**	**	17	**	**	9	**
	4%	**	7%	5%	5%	4%	**	**	**	**	6%	**	**	6%	**
Virgin TV (cable TV)	9	**	6	-	3	6	**	**	**	**	6	**	**	3	**
	2%	**	4%	-%	2%	3%	**	**	**	**	2%	**	**	2%	**
EE TV (billed by BT)	5	**	4	1	3	2	**	**	**	**	3	**	**	2	**
	1%	**	3%	1%	2%	1%	**	**	**	**	1%	**	**	1%	**
Other satellite TV	1	**	-	1	1	-	**	**	**	**	1	**	**	-	**
	*%	**	-%	1%	1%	-%	**	**	**	**	*%	**	**	-%	**
Plusnet TV	1	**	1	-	-	1	**	**	**	**	-	**	**	-	**
	*%	**	1%	-%	-%	1%	**	**	**	**	-%	**	**	-%	**
No, I have not	373	**	130	128	128	200	**	**	**	**	257	**	**	131	**
	87%	**	82%	88%	85%	88%	**	**	**	**	86%	**	**	86%	**
ANY PAID-FOR TV SERVICES	57	**	29	17	22	28	**	**	**	**	42	**	**	22	**
	13%	**	18%	12%	15%	12%	**	**	**	**	14%	**	**	14%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
I regularly keep an eye on deals in the market	381	36	112	51	97	98	51	25	**	275	54	288	40	244	85	100
	14%	20%	13%	18%	13%	17%	11%	22%	**	14%	13%	14%	15%	17%	9%	27%
		b				b		b						b		ab
I occasionally look at deals in the market	817	53	255	84	224	173	135	38	**	580	118	620	77	463	235	118
	30%	29%	29%	29%	30%	30%	28%	34%	**	29%	29%	29%	29%	32%	26%	31%
														b		
I only look at deals when my contract is ending	918	41	302	71	272	190	153	31	**	632	153	690	96	499	287	107
	33%	23%	35%	25%	36%	33%	32%	28%	**	32%	38%	33%	36%	34%	32%	29%
			a		a											
TOTAL EVER LOOK AT DEALS	2116	130	669	206	593	460	339	94	**	1487	325	1598	213	1205	606	325
	76%	72%	77%	72%	78%	81%	71%	84%	**	75%	81%	76%	81%	82%	67%	87%
						b		b						b		b
I don't ever look at deals in the market	502	43	170	65	148	91	122	15	**	368	64	394	37	209	223	32
	18%	24%	20%	23%	19%	16%	25%	13%	**	19%	16%	19%	14%	14%	24%	9%
							ac							c	ac	
Don't know	148	7	27	15	19	16	18	3	**	118	15	120	12	52	80	17
	5%	4%	3%	5%	3%	3%	4%	2%	**	6%	4%	6%	5%	4%	9%	5%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
I regularly keep an eye on deals in the market	381	116	150	136	130	194	72	78	41	60	80	75	66
	14%	13%	12%	13%	13%	15% b	9%	21% ab	16% b	18%	13%	18%	13%
I occasionally look at deals in the market	817	266	360	323	303	388	238	114	79	108	184	136	156
	30%	30%	30%	30%	30%	30%	29%	31%	31%	33%	30%	32%	30%
I only look at deals when my contract is ending	918	303	429	371	361	457	275	121	96	93	214	129	178
	33%	35%	35%	35%	36%	36%	34%	33%	38%	29%	35%	30%	35%
TOTAL EVER LOOK AT DEALS	2116	685	939	829	795	1040	584	313	215	261	479	340	400
	76%	78%	78%	77%	78%	82% b	72%	85% b	84% b	80%	78%	80%	78%
I don't ever look at deals in the market	502	142	232	185	189	181	193	35	26	53	113	69	96
	18%	16%	19%	17%	19%	14%	24% acd	9%	10%	16%	18%	16%	19%
Don't know	148	51	39	60	30	54	36	20	14	12	22	15	20
	5%	6% b	3%	6% b	3%	4%	4%	6%	6%	4%	4%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
I regularly keep an eye on deals in the market	381	89	52	32	**	18	33	**	**	140	50	341	40
	14%	20%	10%	27%	**	11%	9%	**	**	15%	10%	15%	8%
		b		b						b		b	
I occasionally look at deals in the market	817	150	142	42	**	48	110	**	**	292	158	691	127
	30%	34%	28%	34%	**	31%	30%	**	**	31%	30%	31%	24%
												b	
I only look at deals when my contract is ending	918	130	177	33	**	60	110	**	**	307	171	732	187
	33%	29%	36%	27%	**	39%	30%	**	**	33%	33%	33%	35%
TOTAL EVER LOOK AT DEALS	2116	369	371	107	**	126	253	**	**	740	378	1763	353
	76%	84%	74%	88%	**	81%	70%	**	**	79%	73%	79%	67%
		b		b		b						b	
I don't ever look at deals in the market	502	61	105	12	**	24	86	**	**	165	110	355	147
	18%	14%	21%	10%	**	16%	24%	**	**	18%	21%	16%	28%
			ac										a
Don't know	148	12	23	2	**	5	23	**	**	35	28	117	31
	5%	3%	5%	2%	**	3%	6%	**	**	4%	5%	5%	6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
I regularly keep an eye on deals in the market	381	47	36	**	66	221	104	127	**	62	173	116	351	30	10
	14%	11%	14%	**	12%	15%	17%	14%	**	19%	16%	13%	15%	6%	5%
										cef	ef	ef	ef		
I occasionally look at deals in the market	817	121	88	**	156	441	183	286	**	108	330	261	699	118	47
	30%	29%	34%	**	29%	29%	30%	31%	**	33%	31%	29%	30%	25%	25%
I only look at deals when my contract is ending	918	150	79	**	193	472	205	293	**	79	334	336	748	167	57
	33%	36%	30%	**	36%	31%	33%	31%	**	24%	32%	37%	33%	36%	31%
											a	a	a	a	
TOTAL EVER LOOK AT DEALS	2116	318	203	**	415	1133	492	706	**	249	836	713	1798	315	113
	76%	76%	78%	**	78%	76%	79%	76%	**	75%	80%	78%	78%	67%	61%
										f	ef	ef	ef		
I don't ever look at deals in the market	502	86	50	**	98	262	111	172	**	47	150	160	358	144	67
	18%	21%	19%	**	18%	17%	18%	18%	**	14%	14%	18%	16%	31%	36%
														abcd	abcd
Don't know	148	12	8	**	22	105	18	54	**	36	65	36	137	12	4
	5%	3%	3%	**	4%	7%	3%	6%	**	11%	6%	4%	6%	2%	2%
						a		a		bcdef	e		e		

Columns Tested: a,b,c,d,e - 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.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
I regularly keep an eye on deals in the market	381	160	142	79	242	137	133	82	96	64	313	43	16	**
	14%	19% bc	14% c	9%	17% b	11%	17% bd	11%	17% bd	10%	14%	17%	11%	**
I occasionally look at deals in the market	817	243	322	251	462	349	242	217	178	168	670	85	41	**
	30%	29%	31%	28%	32% b	27%	32%	29%	31%	26%	29%	34%	29%	**
I only look at deals when my contract is ending	918	236	365	315	432	474	240	278	185	205	772	81	42	**
	33%	29%	35% a	35% a	30%	37% a	32%	37%	32%	32%	34%	32%	30%	**
TOTAL EVER LOOK AT DEALS	2116	639	829	645	1136	960	615	577	460	437	1755	209	98	**
	76%	77% c	80% c	71%	79% b	74%	81% d	77% d	80% d	69%	77%	83% c	70%	**
I don't ever look at deals in the market	502	124	145	233	229	266	117	130	95	151	417	33	30	**
	18%	15%	14%	26% ab	16%	20% a	15%	17%	16%	24% abc	18%	13%	21%	**
Don't know	148	63	57	28	74	73	28	45	22	44	122	10	12	**
	5%	8% c	5%	3%	5%	6%	4%	6%	4%	7% a	5%	4%	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q34. Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
I regularly keep an eye on deals in the market	381	44	117	149	113	205	36	19	**	**	215	74	78	102	79
	14%	17%	13%	15%	13%	14%	20%	22%	**	**	13%	17%	18% b	11%	15%
I occasionally look at deals in the market	817	64	284	334	245	454	53	20	**	**	463	142	123	321	147
	30%	25%	32%	33%	29%	31%	29%	23%	**	**	29%	33%	29%	34%	28%
I only look at deals when my contract is ending	918	78	275	353	276	504	41	19	**	**	543	99	132	324	210
	33%	30%	31%	35%	32%	35%	23%	22%	**	**	34% b	23%	31%	34%	40% a
TOTAL EVER LOOK AT DEALS	2116	187	675	836	634	1164	130	58	**	**	1221	315	333	747	436
	76%	72%	77%	83% ab	74%	80% a	72%	67%	**	**	76%	74%	78%	79%	82%
I don't ever look at deals in the market	502	58	165	144	184	242	43	25	**	**	285	87	81	170	72
	18%	22% c	19% c	14%	22% b	17%	24%	29%	**	**	18%	20%	19%	18%	14%
Don't know	148	14	34	30	33	45	7	3	**	**	95	24	15	31	22
	5%	5%	4%	3%	4%	3%	4%	3%	**	**	6%	6%	4%	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2140	157	619	227	549	471	305	133	65	1479	328	1589	218	1219	588	354
Effective Weighted Sample	1956	124	574	187	510	409	288	101	64	1366	295	1469	193	1113	548	310
Total	2116	130	669	206	593	460	339	94	70	1487	325	1598	213	1205	606	325
Own provider only	368	27	111	46	92	65	73	17	**	228	81	244	65	173	136	69
	17%	21%	17%	22%	15%	14%	22%	18%	**	15%	25%	15%	31%	14%	22%	21%
							a				a		a		a	a
Other providers only	184	18	27	21	24	36	9	10	**	125	16	130	11	114	27	51
	9%	14%	4%	10%	4%	8%	3%	10%	**	8%	5%	8%	5%	9%	4%	16%
		b		b		b		b						b		ab
Both own provider and others	1479	80	511	133	459	342	249	60	**	1075	214	1161	129	874	415	197
	70%	62%	76%	64%	77%	74%	73%	64%	**	72%	66%	73%	60%	73%	69%	61%
			a		a							b		c		
Don't know	85	4	21	7	19	17	8	7	**	59	13	64	8	44	27	8
	4%	3%	3%	3%	3%	4%	2%	8%	**	4%	4%	4%	4%	4%	5%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2140	691	897	833	755	1036	552	345	224	277	493	359	411
Effective Weighted Sample	1956	649	831	780	700	960	519	320	217	248	455	322	380
Total	2116	685	939	829	795	1040	584	313	215	261	479	340	400
Own provider only	368	89	172	114	146	136	124	43	15	62	90	80	71
	17%	13%	18%	14%	18%	13%	21%	14%	7%	24%	19%	24%	18%
			a				acd						
Other providers only	184	51	38	59	30	73	16	29	9	27	22	31	18
	9%	7%	4%	7%	4%	7%	3%	9%	4%	10%	5%	9%	4%
		b		b		b		b		b			
Both own provider and others	1479	515	697	620	592	796	416	227	178	169	355	223	301
	70%	75%	74%	75%	74%	77%	71%	73%	82%	65%	74%	66%	75%
									bc		a		a
Don't know	85	30	32	36	26	35	27	13	13	3	12	6	9
	4%	4%	3%	4%	3%	3%	5%	4%	6%	1%	3%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2140	394	376	137	66	118	232	29	21	770	350	1795	345
Effective Weighted Sample	1956	353	350	123	64	111	220	27	20	703	332	1628	328
Total	2116	369	371	107	57	126	253	28	21	740	378	1763	353
Own provider only	368	68	83	26	**	15	27	**	**	152	42	320	47
	17%	19%	22%	24%	**	12%	11%	**	**	21% b	11%	18%	13%
Other providers only	184	39	9	12	**	6	5	**	**	48	11	176	8
	9%	11% b	2%	11% b	**	5%	2%	**	**	7%	3%	10% b	2%
Both own provider and others	1479	254	270	68	**	103	205	**	**	524	308	1203	276
	70%	69%	73%	64%	**	82%	81%	**	**	71%	81% a	68%	78% a
Don't know	85	8	8	1	**	2	16	**	**	15	17	63	22
	4%	2%	2%	1%	**	1%	6%	**	**	2%	5%	4%	6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2140	278	195	56	428	1189	498	625	62	250	848	725	1823	313	111
Effective Weighted Sample	1956	263	183	51	388	1082	437	586	59	216	757	677	1648	304	108
Total	2116	318	203	55	415	1133	492	706	72	249	836	713	1798	315	113
Own provider only	368	47	32	**	90	188	106	119	**	54	172	93	318	50	22
	17%	15%	16%	**	22%	17%	22%	17%	**	22%	21%	13%	18%	16%	20%
										c	c		c		
Other providers only	184	10	11	**	22	140	48	65	**	59	87	28	173	11	6
	9%	3%	6%	**	5%	12%	10%	9%	**	24%	10%	4%	10%	3%	6%
						abd				bcdef	ce		ce		
Both own provider and others	1479	248	157	**	285	754	323	501	**	123	548	568	1238	239	78
	70%	78%	77%	**	69%	67%	66%	71%	**	49%	65%	80%	69%	76%	69%
		de	e								a	abd	a	ab	a
Don't know	85	12	3	**	18	51	15	21	**	13	30	25	68	16	6
	4%	4%	2%	**	4%	5%	3%	3%	**	5%	4%	3%	4%	5%	6%

Columns Tested: a,b,c,d,e - 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. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	2140	660	834	642	1132	987	677	585	405	443	1781	202	99	58
Effective Weighted Sample	1956	575	763	615	1031	905	617	549	367	409	1630	183	91	52
Total	2116	639	829	645	1136	960	615	577	460	437	1755	209	98	54
Own provider only	368	157	118	93	204	161	133	75	79	75	321	34	**	**
	17%	25%	14%	14%	18%	17%	22%	13%	17%	17%	18%	16%	**	**
		bc					b							
Other providers only	184	110	52	22	105	78	43	47	56	36	155	19	**	**
	9%	17%	6%	3%	9%	8%	7%	8%	12%	8%	9%	9%	**	**
		bc							a					
Both own provider and others	1479	349	624	503	790	672	422	435	304	303	1217	149	**	**
	70%	55%	75%	78%	70%	70%	69%	75%	66%	69%	69%	71%	**	**
			a	a				ac						
Don't know	85	23	35	26	36	48	17	21	21	23	63	7	**	**
	4%	4%	4%	4%	3%	5%	3%	4%	5%	5%	4%	3%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q35. Do you tend to look at deals from your own provider, from other providers or both?
Base: Those who look at deals for communications services such as mobile, landline, broadband and TV

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2140	193	664	860	658	1155	157	82	75	38	1202	329	326	725	430
Effective Weighted Sample	1956	167	606	789	590	1060	124	62	63	31	1127	281	298	672	406
Total	2116	187	675	836	634	1164	130	58	72	30	1221	315	333	747	436
Own provider only	368	42	110	152	124	197	27	**	**	**	175	73	68	112	66
	17%	23%	16%	18%	20%	17%	21%	**	**	**	14%	23% a	20%	15%	15%
Other providers only	184	25	71	62	74	76	18	**	**	**	84	46	23	52	11
	9%	13% c	11%	7%	12% b	7%	14%	**	**	**	7%	15% a	7% c	7% c	3%
Both own provider and others	1479	110	473	598	409	855	80	**	**	**	915	182	227	559	344
	70%	59%	70% a	72% a	65%	73% a	62%	**	**	**	75% b	58%	68%	75%	79% a
Don't know	85	9	21	23	26	36	4	**	**	**	47	14	15	24	15
	4%	5%	3%	3%	4%	3%	3%	**	**	**	4%	4%	4%	3%	3%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Very confident	856	61	244	92	212	180	125	34	**	612	130	662	80	492	250	140
	31%	34%	28%	32%	28%	32%	26%	31%	**	31%	32%	31%	30%	34% b	28%	37% b
Fairly confident	1275	73	409	117	365	269	212	53	**	915	188	975	128	684	419	163
	46%	40%	47%	41%	48%	47%	44%	47%	**	46%	47%	46%	49%	47%	46%	43%
Not very confident	410	29	139	45	123	76	92	15	**	281	58	304	35	203	136	47
	15%	16%	16%	16%	16%	13%	19%	13%	**	14%	14%	14%	13%	14%	15%	13%
Not at all confident	121	12	53	21	45	30	35	9	**	77	16	81	12	53	41	14
	4%	7%	6%	7%	6%	5%	7%	8%	**	4%	4%	4%	5%	4%	4%	4%
Don't know	105	5	22	11	16	12	15	1	**	87	11	91	7	35	63	11
	4%	3%	3%	4%	2%	2%	3%	1%	**	4%	3%	4%	3%	2%	7% ac	3%
TOTAL CONFIDENT	2131	133	652	209	577	449	337	87	**	1528	318	1637	208	1176	669	302
	77%	74%	75%	73%	76%	79% b	70%	78%	**	77%	79%	77%	79%	80% b	74%	81% b
TOTAL NOT CONFIDENT	530	42	192	66	168	106	127	24	**	358	74	385	47	256	177	61
	19%	23%	22%	23%	22%	19%	26% a	21%	**	18%	18%	18%	18%	17%	19%	16%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Very confident	856	306	362	375	293	443	226	139	83	114	187	152	149
	31%	35%	30%	35% b	29%	35% b	28%	38% b	32%	35%	30%	36%	29%
Fairly confident	1275	392	569	474	487	590	371	171	125	155	282	192	244
	46%	45%	47%	44%	48%	46%	46%	47%	49%	48%	46%	45%	47%
Not very confident	410	121	182	146	158	166	137	39	31	35	98	51	81
	15%	14%	15%	14%	16%	13%	17% c	11%	12%	11%	16%	12%	16%
Not at all confident	121	28	64	37	55	46	46	11	8	14	30	18	26
	4%	3%	5%	3%	5%	4%	6%	3%	3%	4%	5%	4%	5%
Don't know	105	29	33	42	21	30	33	7	7	7	18	10	15
	4%	3%	3%	4%	2%	2%	4%	2%	3%	2%	3%	2%	3%
TOTAL CONFIDENT	2131	698	931	849	781	1033	597	310	208	269	469	345	393
	77%	80%	77%	79%	77%	81% b	73%	84% b	81% b	83%	76%	81%	76%
TOTAL NOT CONFIDENT	530	150	246	184	212	212	184	50	40	49	127	69	107
	19%	17%	20%	17%	21%	17%	23% ac	14%	16%	15%	21%	16%	21%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Very confident	856	153	148	51	**	46	88	**	**	301	133	725	131
	31%	35%	30%	42% b	**	30%	24%	**	**	32%	26%	32% b	25%
Fairly confident	1275	206	230	52	**	86	181	**	**	437	266	1036	240
	46%	47%	46%	43%	**	55%	50%	**	**	46%	52%	46%	45%
Not very confident	410	54	79	14	**	17	62	**	**	133	79	320	90
	15%	12%	16%	11%	**	11%	17%	**	**	14%	15%	14%	17%
Not at all confident	121	22	22	3	**	5	21	**	**	44	25	79	42
	4%	5%	4%	2%	**	3%	6%	**	**	5%	5%	4%	8% a
Don't know	105	7	18	2	**	2	11	**	**	25	13	77	29
	4%	2%	4%	2%	**	1%	3%	**	**	3%	2%	3%	5%
TOTAL CONFIDENT	2131	359	378	103	**	131	269	**	**	738	400	1760	371
	77%	81%	76%	85%	**	85%	74%	**	**	79%	77%	79% b	70%
TOTAL NOT CONFIDENT	530	75	101	16	**	22	83	**	**	176	104	398	132
	19%	17%	20%	13%	**	14%	23%	**	**	19%	20%	18%	25% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Very confident	856	116	70	**	174	479	188	295	**	95	387	275	757	99	33
	31%	28%	27%	**	32%	32%	30%	32%	**	29%	37%	30%	33%	21%	18%
										f	acef	ef	ef		
Fairly confident	1275	193	129	**	255	678	295	428	**	159	471	432	1063	209	80
	46%	46%	49%	**	48%	45%	48%	46%	**	48%	45%	48%	46%	44%	44%
Not very confident	410	70	37	**	69	219	95	139	**	45	129	133	307	103	41
	15%	17%	14%	**	13%	15%	15%	15%	**	14%	12%	15%	13%	22%	22%
														abcd	bd
Not at all confident	121	25	18	**	20	55	37	38	**	8	31	35	74	46	23
	4%	6%	7%	**	4%	4%	6%	4%	**	3%	3%	4%	3%	10%	12%
														abcd	abcd
Don't know	105	12	7	**	17	70	6	33	**	24	33	34	91	14	8
	4%	3%	3%	**	3%	5%	1%	3%	**	7%	3%	4%	4%	3%	4%
								a		bcde					
TOTAL CONFIDENT	2131	309	199	**	429	1157	483	723	**	254	858	707	1820	307	113
	77%	74%	76%	**	80%	77%	78%	78%	**	76%	82%	78%	79%	65%	61%
										ef	ef	ef	ef		
TOTAL NOT CONFIDENT	530	95	55	**	89	274	131	177	**	54	160	168	381	149	64
	19%	23%	21%	**	17%	18%	21%	19%	**	16%	15%	18%	17%	32%	34%
														abcd	abcd

Columns Tested: a,b,c,d,e - 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.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Very confident	856	297	333	226	515	335	263	227	181	174	716	81	39	**
	31%	36%	32%	25%	36%	26%	35%	30%	31%	27%	31%	32%	28%	**
		c	c		b		d							
Fairly confident	1275	366	495	410	633	629	352	366	256	284	1068	112	61	**
	46%	44%	48%	45%	44%	48%	46%	49%	44%	45%	47%	44%	44%	**
Not very confident	410	98	135	177	193	210	108	106	85	102	331	38	26	**
	15%	12%	13%	20%	13%	16%	14%	14%	15%	16%	14%	15%	19%	**
				ab										
Not at all confident	121	26	34	61	45	74	25	28	25	39	96	13	5	**
	4%	3%	3%	7%	3%	6%	3%	4%	4%	6%	4%	5%	4%	**
				ab		a				a				
Don't know	105	40	33	33	54	51	11	26	30	35	82	8	9	**
	4%	5%	3%	4%	4%	4%	2%	3%	5%	6%	4%	3%	6%	**
									a	a				
TOTAL CONFIDENT	2131	664	828	635	1148	965	615	593	437	457	1784	193	100	**
	77%	80%	80%	70%	80%	74%	81%	79%	76%	72%	78%	77%	71%	**
		c	c		b		d	d						
TOTAL NOT CONFIDENT	530	123	169	238	238	284	133	134	110	141	428	51	31	**
	19%	15%	16%	26%	17%	22%	18%	18%	19%	22%	19%	20%	22%	**
				ab		a								

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36A. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about comparing the costs of the various deals available in the market?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Very confident	856	86	249	361	261	463	61	26	**	**	498	138	130	288	223
	31%	33%	28%	36% b	31%	32%	34%	30%	**	**	31%	32%	30%	30%	42% ab
Fairly confident	1275	121	418	475	360	725	73	30	**	**	759	183	184	477	223
	46%	47%	48%	47%	42%	50% a	40%	35%	**	**	47%	43%	43%	50% c	42%
Not very confident	410	28	137	128	151	180	29	19	**	**	223	61	78	127	58
	15%	11%	16%	13%	18% b	12%	16%	22%	**	**	14%	14%	18% c	13%	11%
Not at all confident	121	7	53	25	50	43	12	9	**	**	57	20	25	36	10
	4%	3%	6% c	2%	6% b	3%	7%	10%	**	**	4%	5%	6% c	4%	2%
Don't know	105	16	18	21	30	39	5	3	**	**	63	24	11	21	16
	4%	6% bc	2%	2%	3%	3%	3%	3%	**	**	4%	6%	3%	2%	3%
TOTAL CONFIDENT	2131	207	667	836	621	1187	133	56	**	**	1257	320	314	765	447
	77%	80%	76%	83% b	73%	82% a	74%	65%	**	**	79%	75%	73%	81% a	84% a
TOTAL NOT CONFIDENT	530	35	189	153	201	223	42	28	**	**	280	81	104	163	67
	19%	14%	22% ac	15%	24% b	15%	23%	32%	**	**	18%	19%	24% bc	17%	13%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Very confident	882	67	278	104	241	204	141	39	**	601	161	661	101	479	283	125
	32%	37%	32%	36%	32%	36%	30%	35%	**	30%	40% a	31%	38%	33%	31%	33%
Fairly confident	1176	67	382	116	333	239	211	50	**	838	180	894	125	640	379	159
	42%	37%	44%	40%	44%	42%	44%	45%	**	42%	45%	42%	47%	44%	42%	42%
Not very confident	450	27	125	36	116	76	76	16	**	333	40	349	24	228	145	64
	16%	15%	14%	13%	15%	13%	16%	14%	**	17% b	10%	17% b	9%	16%	16%	17%
Not at all confident	148	13	55	17	50	32	35	4	**	108	16	115	9	77	47	15
	5%	7%	6%	6%	7%	6%	7%	3%	**	5%	4%	5%	3%	5%	5%	4%
Don't know	111	6	25	13	19	15	16	3	**	92	6	94	4	42	56	12
	4%	4%	3%	4%	2%	3%	3%	3%	**	5% b	1%	4%	2%	3%	6% a	3%
TOTAL CONFIDENT	2058	134	661	220	575	443	352	89	**	1439	341	1555	226	1119	661	284
	74%	75%	76%	77%	76%	78%	73%	80%	**	73%	85% a	74%	86% a	76%	73%	76%
TOTAL NOT CONFIDENT	598	39	180	53	167	108	111	19	**	441	57	465	33	305	193	78
	22%	22%	21%	19%	22%	19%	23%	17%	**	22% b	14%	22% b	13%	21%	21%	21%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Very confident	882	276	406	352	330	445	237	135	87	119	217	157	179
	32%	31%	34%	33%	33%	35% b	29%	37% b	34%	36%	35%	37%	35%
Fairly confident	1176	365	531	450	445	553	343	158	109	139	254	181	211
	42%	42%	44%	42%	44%	43%	42%	43%	43%	43%	41%	43%	41%
Not very confident	450	157	172	176	154	179	150	50	41	47	85	57	75
	16%	18%	14%	16%	15%	14%	18% a	14%	16%	14%	14%	13%	15%
Not at all confident	148	41	69	49	61	60	50	14	8	13	41	20	35
	5%	5%	6%	5%	6%	5%	6%	4%	3%	4%	7%	5%	7%
Don't know	111	37	32	46	24	37	33	10	9	8	17	9	16
	4%	4%	3%	4%	2%	3%	4%	3%	4%	2%	3%	2%	3%
TOTAL CONFIDENT	2058	641	937	803	775	998	580	293	196	257	471	339	390
	74%	73%	77%	75%	76%	78% b	71%	80% b	77%	79%	77%	80%	76%
TOTAL NOT CONFIDENT	598	199	241	225	215	240	200	65	50	60	126	76	110
	22%	23%	20%	21%	21%	19%	25% ac	18%	19%	18%	20%	18%	21%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Very confident	882	171	165	55	**	54	94	**	**	336	148	730	153
	32%	39%	33%	45%	**	35%	26%	**	**	36%	29%	33%	29%
				b						b			
Fairly confident	1176	177	216	42	**	69	154	**	**	392	223	955	221
	42%	40%	43%	35%	**	45%	42%	**	**	42%	43%	43%	42%
Not very confident	450	63	68	14	**	24	73	**	**	132	98	373	77
	16%	14%	14%	11%	**	16%	20%	**	**	14%	19%	17%	14%
Not at all confident	148	24	30	6	**	4	22	**	**	54	26	100	48
	5%	5%	6%	5%	**	3%	6%	**	**	6%	5%	4%	9%
													a
Don't know	111	7	18	4	**	3	19	**	**	25	22	78	33
	4%	2%	4%	3%	**	2%	5%	**	**	3%	4%	3%	6%
													a
TOTAL CONFIDENT	2058	347	381	98	**	123	248	**	**	728	371	1684	374
	74%	79%	77%	81%	**	80%	68%	**	**	78%	72%	75%	70%
TOTAL NOT CONFIDENT	598	87	99	20	**	28	96	**	**	186	124	473	125
	22%	20%	20%	16%	**	18%	26%	**	**	20%	24%	21%	24%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Very confident	882	118	81	**	200	457	219	297	**	85	366	299	749	133	57
	32%	28%	31%	**	37% ae	30%	35%	32%	**	25%	35% a	33%	33% a	28%	31%
Fairly confident	1176	184	118	**	233	620	260	408	**	137	459	387	983	190	70
	42%	44%	45%	**	44%	41%	42%	44%	**	41%	44%	43%	43%	40%	38%
Not very confident	450	75	32	**	67	270	94	150	**	76	143	142	361	87	32
	16%	18%	12%	**	13%	18% d	15%	16%	**	23% bcd	14%	16%	16%	19%	17%
Not at all confident	148	25	22	**	22	75	40	42	**	17	50	38	104	44	19
	5%	6%	9%	**	4%	5%	6%	4%	**	5%	5%	4%	5%	9% bcd	10% bcd
Don't know	111	15	8	**	12	78	8	36	**	18	34	43	95	15	7
	4%	4%	3%	**	2%	5% d	1%	4% a	**	6%	3%	5%	4%	3%	4%
TOTAL CONFIDENT	2058	302	199	**	434	1077	479	705	**	221	825	686	1732	324	127
	74%	73%	76%	**	81% ae	72%	77%	76%	**	67%	78% aef	76% ae	76% ae	69%	69%
TOTAL NOT CONFIDENT	598	100	55	**	89	346	133	192	**	92	193	180	465	131	51
	22%	24% d	21%	**	17%	23% d	21%	21%	**	28% bcd	18%	20%	20%	28% bcd	27% b

Columns Tested: a,b,c,d,e - 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.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Very confident	882	271	336	276	508	372	289	213	179	188	745	79	37	**
	32%	33%	33%	30%	35%	29%	38%	28%	31%	30%	32%	31%	27%	**
					b		bcd							
Fairly confident	1176	336	468	370	597	567	319	336	250	254	971	111	63	**
	42%	41%	45%	41%	41%	44%	42%	45%	43%	40%	42%	44%	45%	**
Not very confident	450	141	149	158	214	227	105	132	106	100	372	32	27	**
	16%	17%	14%	17%	15%	17%	14%	18%	18%	16%	16%	13%	19%	**
Not at all confident	148	41	45	62	60	83	30	35	27	54	122	16	5	**
	5%	5%	4%	7%	4%	6%	4%	5%	5%	9%	5%	6%	3%	**
										ab				
Don't know	111	37	33	40	59	51	16	37	15	37	83	14	8	**
	4%	4%	3%	4%	4%	4%	2%	5%	3%	6%	4%	6%	6%	**
								a		a				
TOTAL CONFIDENT	2058	607	804	645	1105	939	608	549	429	442	1716	190	101	**
	74%	73%	78%	71%	77%	72%	80%	73%	74%	70%	75%	75%	72%	**
			c		b		bd							
TOTAL NOT CONFIDENT	598	183	194	220	275	309	135	167	133	155	494	49	31	**
	22%	22%	19%	24%	19%	24%	18%	22%	23%	24%	22%	19%	22%	**
				b		a				a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36B. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about speaking to your current provider about new deals?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Very confident	882	90	263	362	261	487	67	30	**	**	483	144	141	298	210
	32%	35%	30%	36% b	31%	34%	37%	34%	**	**	30%	34%	33%	31%	40% b
Fairly confident	1176	104	375	461	339	663	67	30	**	**	682	179	169	436	208
	42%	40%	43%	46%	40%	46% a	37%	35%	**	**	43%	42%	39%	46%	39%
Not very confident	450	48	161	125	162	203	27	15	**	**	276	60	79	150	66
	16%	18%	18% c	12%	19% b	14%	15%	17%	**	**	17%	14%	18%	16%	12%
Not at all confident	148	10	55	42	60	62	13	9	**	**	89	20	27	41	25
	5%	4%	6%	4%	7% b	4%	7%	10%	**	**	6%	5%	6%	4%	5%
Don't know	111	7	20	19	30	35	6	3	**	**	71	22	14	23	22
	4%	3%	2%	2%	3%	2%	4%	4%	**	**	4%	5%	3%	2%	4%
TOTAL CONFIDENT	2058	194	639	823	600	1150	134	60	**	**	1165	324	310	734	418
	74%	75%	73%	81% b	70%	79% a	75%	69%	**	**	73%	76%	72%	77%	79%
TOTAL NOT CONFIDENT	598	57	215	168	222	265	39	24	**	**	365	80	106	191	91
	22%	22%	25% c	17%	26% b	18%	22%	28%	**	**	23%	19%	25% c	20%	17%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Very confident	736	60	211	84	187	152	119	35	**	511	127	551	86	408	229	120
	27%	33%	24%	29%	25%	27%	25%	32%	**	26%	32%	26%	33%	28%	25%	32%
Fairly confident	1187	67	386	113	340	252	201	46	**	847	178	913	112	657	368	167
	43%	37%	45%	39%	45%	44%	42%	42%	**	43%	44%	43%	43%	45%	40%	45%
Not very confident	575	32	184	59	157	114	102	18	**	422	66	445	43	286	201	56
	21%	18%	21%	21%	21%	20%	21%	16%	**	21%	16%	21%	16%	20%	22% c	15%
Not at all confident	178	16	64	20	60	36	43	8	**	117	26	126	17	81	63	18
	6%	9%	7%	7%	8%	6%	9%	7%	**	6%	6%	6%	6%	6%	7%	5%
Don't know	91	5	21	10	16	13	14	5	**	76	6	78	5	35	48	13
	3%	3%	2%	4%	2%	2%	3%	4%	**	4%	2%	4%	2%	2%	5% a	4%
TOTAL CONFIDENT	1923	127	597	197	527	404	320	82	**	1357	305	1464	198	1065	597	287
	70%	71%	69%	69%	69%	71%	67%	73%	**	69%	76% a	69%	76%	73% b	66%	77% b
TOTAL NOT CONFIDENT	753	48	248	79	217	150	146	25	**	539	92	571	59	367	264	74
	27%	27%	29%	28%	29%	27%	30%	23%	**	27%	23%	27%	23%	25%	29% c	20%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Very confident	736	246	311	300	256	371	186	117	70	109	149	134	123
	27%	28%	26%	28%	25%	29%	23%	32%	27%	33%	24%	32%	24%
						b		b		b		b	
Fairly confident	1187	371	538	451	458	563	347	161	115	140	277	186	230
	43%	42%	44%	42%	45%	44%	43%	44%	45%	43%	45%	44%	45%
Not very confident	575	182	252	228	207	243	192	64	47	52	130	73	109
	21%	21%	21%	21%	20%	19%	24%	17%	18%	16%	21%	17%	21%
Not at all confident	178	51	81	61	71	70	62	20	17	18	42	22	37
	6%	6%	7%	6%	7%	5%	8%	5%	7%	5%	7%	5%	7%
Don't know	91	27	28	34	22	28	27	7	7	7	17	8	16
	3%	3%	2%	3%	2%	2%	3%	2%	3%	2%	3%	2%	3%
TOTAL CONFIDENT	1923	617	849	751	715	933	533	278	185	249	426	321	354
	70%	70%	70%	70%	70%	73%	65%	76%	73%	76%	69%	76%	69%
						b		b					
TOTAL NOT CONFIDENT	753	233	333	289	277	313	254	83	63	70	172	95	146
	27%	27%	28%	27%	27%	25%	31%	23%	25%	21%	28%	22%	28%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Very confident	736	134	123	48	**	42	87	**	**	258	129	629	107
	27%	30%	25%	39% b	**	27%	24%	**	**	27%	25%	28% b	20%
Fairly confident	1187	195	222	49	**	67	154	**	**	417	221	981	206
	43%	44%	45%	40%	**	43%	42%	**	**	44%	43%	44%	39%
Not very confident	575	80	101	19	**	34	84	**	**	182	117	439	136
	21%	18%	20%	15%	**	22%	23%	**	**	19%	23%	20%	26% a
Not at all confident	178	25	35	3	**	11	27	**	**	60	38	122	56
	6%	6%	7%	3%	**	7%	7%	**	**	6%	7%	5%	11% a
Don't know	91	7	17	3	**	1	11	**	**	24	12	65	26
	3%	2%	3%	2%	**	1%	3%	**	**	3%	2%	3%	5%
TOTAL CONFIDENT	1923	329	345	96	**	109	241	**	**	674	350	1610	313
	70%	75%	69%	80%	**	70%	67%	**	**	72%	68%	72% b	59%
TOTAL NOT CONFIDENT	753	105	136	22	**	45	110	**	**	241	155	560	192
	27%	24%	27%	18%	**	29%	30%	**	**	26%	30%	25%	36% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Very confident	736	100	55	**	166	403	170	252	**	92	346	228	666	69	21
	27%	24%	21%	**	31% b	27%	27%	27%	**	28% ef	33% cef	25% ef	29% ef	15%	12%
Fairly confident	1187	177	123	**	231	628	277	403	**	130	443	412	985	199	71
	43%	43%	47%	**	43%	42%	45%	43%	**	39%	42%	45%	43%	42%	38%
Not very confident	575	102	54	**	95	313	117	201	**	71	182	189	442	133	59
	21%	24%	21%	**	18%	21%	19%	22%	**	21%	17%	21%	19%	28% bcd	32% abcd
Not at all confident	178	26	22	**	31	94	51	52	**	21	46	51	118	60	30
	6%	6%	8%	**	6%	6%	8%	6%	**	6%	4%	6%	5%	13% abcd	16% abcd
Don't know	91	11	7	**	12	62	5	26	**	18	35	29	82	10	4
	3%	3%	3%	**	2%	4%	1%	3% a	**	5%	3%	3%	4%	2%	2%
TOTAL CONFIDENT	1923	277	178	**	397	1031	447	655	**	222	789	640	1651	268	92
	70%	67%	68%	**	74%	69%	72%	70%	**	67% ef	75% aef	70% ef	72% ef	57%	50%
TOTAL NOT CONFIDENT	753	128	76	**	126	407	168	253	**	92	228	240	560	193	88
	27%	31%	29%	**	24%	27%	27%	27%	**	28%	22%	26%	24%	41% abcd	48% abcd

Columns Tested: a,b,c,d,e - 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.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Very confident	736	287	270	178	463	267	249	189	146	145	611	81	27	**
	27%	35% bc	26% c	20%	32% b	21%	33% bcd	25%	25%	23%	27%	32% c	19%	**
Fairly confident	1187	315	480	388	643	533	331	333	243	264	997	94	61	**
	43%	38%	47% a	43%	45%	41%	44%	44%	42%	42%	43%	37%	44%	**
Not very confident	575	149	199	227	231	336	127	154	148	130	471	53	36	**
	21%	18%	19%	25% ab	16%	26% a	17%	20%	26% a	21%	21%	21%	26%	**
Not at all confident	178	40	48	90	64	112	40	51	26	57	147	11	9	**
	6%	5%	5%	10% ab	4%	9% a	5%	7%	4%	9% ac	6%	4%	6%	**
Don't know	91	36	33	22	38	51	12	25	15	38	67	14	7	**
	3%	4%	3%	2%	3%	4%	2%	3%	3%	6% ac	3%	5%	5%	**
TOTAL CONFIDENT	1923	603	750	566	1106	800	581	523	389	408	1609	174	88	**
	70%	73% c	73% c	63%	77% b	62%	76% bcd	69%	67%	64%	70%	69%	63%	**
TOTAL NOT CONFIDENT	753	188	247	317	295	448	167	205	174	187	618	64	45	**
	27%	23%	24%	35% ab	20%	34% a	22%	27%	30% a	30% a	27%	25%	32%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36C. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the language and terminology used by providers?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Very confident	736	75	209	324	216	408	60	28	**	**	410	125	111	233	196
	27%	29%	24%	32% b	25%	28%	33%	32%	**	**	26%	29%	26%	25%	37% ab
Fairly confident	1187	122	371	446	328	682	67	30	**	**	687	179	161	446	234
	43%	47%	42%	44%	39%	47% a	37%	35%	**	**	43%	42%	38%	47% a	44%
Not very confident	575	39	219	180	216	263	32	17	**	**	356	74	116	200	66
	21%	15%	25% ac	18%	25% b	18%	18%	19%	**	**	22%	17%	27% c	21% c	13%
Not at all confident	178	11	63	47	69	66	16	10	**	**	89	28	33	52	17
	6%	4%	7%	5%	8% b	5%	9%	12%	**	**	6%	7%	8% c	5%	3%
Don't know	91	11	11	13	22	30	5	2	**	**	58	18	8	17	16
	3%	4% bc	1%	1%	3%	2%	3%	2%	**	**	4%	4%	2%	2%	3%
TOTAL CONFIDENT	1923	196	580	770	544	1090	127	58	**	**	1097	305	273	679	430
	70%	76% b	66%	76% b	64%	75% a	71%	67%	**	**	69%	72%	64%	72% a	81% ab
TOTAL NOT CONFIDENT	753	51	283	227	286	329	48	27	**	**	446	102	149	252	84
	27%	20%	32% ac	22%	34% b	23%	27%	31%	**	**	28%	24%	35% bc	27% c	16%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Very confident	770	60	208	79	190	157	112	32	**	546	116	586	76	421	241	127
	28%	33% b	24%	28%	25%	28%	23%	29%	**	28%	29%	28%	29%	29%	26%	34% b
Fairly confident	1204	70	385	117	338	247	208	47	**	854	198	919	133	666	386	164
	44%	39%	44%	41%	44%	44%	43%	42%	**	43%	49%	43%	51%	45%	42%	44%
Not very confident	544	32	192	61	162	117	106	22	**	395	60	421	33	277	178	55
	20%	18%	22%	21%	21%	21%	22%	20%	**	20%	15%	20% b	13%	19%	20%	15%
Not at all confident	151	14	55	17	52	32	37	7	**	97	21	103	14	67	50	18
	5%	8%	6%	6%	7%	6%	8%	6%	**	5%	5%	5%	5%	5%	5%	5%
Don't know	99	4	26	12	19	14	16	4	**	81	9	83	7	35	55	10
	4%	2%	3%	4%	2%	3%	3%	3%	**	4%	2%	4%	3%	2%	6% a	3%
TOTAL CONFIDENT	1973	130	593	196	527	403	320	79	**	1400	313	1505	209	1087	627	291
	71%	72%	69%	69%	69%	71%	67%	71%	**	71%	78% a	71%	80% a	74% b	69%	78% b
TOTAL NOT CONFIDENT	695	46	246	78	214	149	143	29	**	492	80	525	47	345	227	74
	25%	25%	28%	27%	28%	26%	30%	26%	**	25%	20%	25%	18%	24%	25%	20%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Very confident	770	278	310	326	262	379	209	121	69	108	153	130	131
	28%	32% b	26%	30%	26%	30%	26%	33%	27%	33% b	25%	31%	25%
Fairly confident	1204	362	545	446	462	563	344	165	118	146	283	200	228
	44%	41%	45%	42%	46%	44%	42%	45%	46%	45%	46%	47%	44%
Not very confident	544	166	254	213	206	237	182	58	48	51	122	67	106
	20%	19%	21%	20%	20%	19%	22% c	16%	19%	16%	20%	16%	21%
Not at all confident	151	47	66	52	60	62	51	15	10	13	40	18	34
	5%	5%	5%	5%	6%	5%	6%	4%	4%	4%	6%	4%	7%
Don't know	99	25	35	36	23	33	27	9	9	7	18	9	16
	4%	3%	3%	3%	2%	3%	3%	3%	4%	2%	3%	2%	3%
TOTAL CONFIDENT	1973	640	855	772	723	942	553	286	187	254	435	330	359
	71%	73%	71%	72%	71%	74% b	68%	78% b	73%	78%	71%	78% b	70%
TOTAL NOT CONFIDENT	695	212	320	266	267	299	233	73	59	64	161	85	140
	25%	24%	26%	25%	26%	24%	29% c	20%	23%	20%	26%	20%	27% a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Very confident	770	136	125	48	**	46	82	**	**	261	128	665	105
	28%	31%	25%	39% b	**	29%	23%	**	**	28%	25%	30% b	20%
Fairly confident	1204	194	234	52	**	70	162	**	**	428	232	992	212
	44%	44%	47%	43%	**	45%	45%	**	**	46%	45%	44%	40%
Not very confident	544	77	96	17	**	30	81	**	**	173	111	404	140
	20%	17%	19%	14%	**	19%	22%	**	**	18%	21%	18%	26% a
Not at all confident	151	26	26	3	**	7	24	**	**	53	31	104	47
	5%	6%	5%	2%	**	5%	7%	**	**	6%	6%	5%	9% a
Don't know	99	8	17	2	**	2	13	**	**	25	15	70	28
	4%	2%	3%	2%	**	1%	4%	**	**	3%	3%	3%	5%
TOTAL CONFIDENT	1973	330	359	100	**	116	244	**	**	689	360	1657	316
	71%	75%	72%	82%	**	75%	67%	**	**	73%	70%	74% b	59%
TOTAL NOT CONFIDENT	695	103	123	20	**	37	105	**	**	226	142	508	187
	25%	23%	25%	16%	**	24%	29%	**	**	24%	27%	23%	35% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Very confident	770	100	57	**	158	443	184	250	**	99	360	237	696	74	23
	28%	24%	22%	**	29%	30%	30%	27%	**	30% ef	34% cef	26% ef	30% ef	16%	13%
Fairly confident	1204	175	119	**	252	629	269	417	**	123	468	416	1007	193	69
	44%	42%	46%	**	47%	42%	43%	45%	**	37%	45%	46% a	44%	41%	38%
Not very confident	544	105	56	**	87	285	116	189	**	71	152	187	411	132	59
	20%	25% de	21%	**	16%	19%	19%	20%	**	22% b	14%	21% b	18%	28% bcd	32% abcd
Not at all confident	151	21	23	**	23	81	40	51	**	20	39	35	94	57	24
	5%	5%	9%	**	4%	5%	6%	5%	**	6%	4%	4%	4%	12% abcd	13% abcd
Don't know	99	16	7	**	15	61	13	26	**	19	33	34	85	14	9
	4%	4%	3%	**	3%	4%	2%	3%	**	6%	3%	4%	4%	3%	5%
TOTAL CONFIDENT	1973	275	176	**	409	1072	453	667	**	222	828	653	1703	267	93
	71%	66%	67%	**	77% ab	71%	73%	72%	**	67% ef	79% acdef	72% ef	74% aef	57%	50%
TOTAL NOT CONFIDENT	695	126	78	**	110	366	155	240	**	91	191	223	505	189	83
	25%	30% d	30% d	**	21%	24%	25%	26%	**	27% b	18%	24% b	22%	40% abcd	45% abcd

Columns Tested: a,b,c,d,e - 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.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Very confident	770	296	296	178	476	286	241	201	154	165	642	73	35	**
	28%	36% bc	29% c	20%	33% b	22%	32%	27%	27%	26%	28%	29%	25%	**
Fairly confident	1204	325	494	382	635	554	332	325	271	258	1004	114	51	**
	44%	39%	48% a	42%	44%	43%	44%	43%	47%	41%	44%	45%	37%	**
Not very confident	544	133	171	239	235	304	137	160	101	132	446	45	36	**
	20%	16%	17%	26% ab	16%	23% a	18%	21%	18%	21%	19%	18%	26%	**
Not at all confident	151	40	34	77	51	99	37	39	29	43	126	10	8	**
	5%	5%	3%	8% ab	4%	8% a	5%	5%	5%	7%	5%	4%	6%	**
Don't know	99	33	35	31	42	56	12	27	21	35	75	10	9	**
	4%	4%	3%	3%	3%	4%	2%	4%	4%	6% a	3%	4%	6%	**
TOTAL CONFIDENT	1973	620	790	559	1111	840	573	526	426	423	1647	187	87	**
	71%	75% c	77% c	62%	77% b	65%	75% d	70%	74%	67%	72%	74%	62%	**
TOTAL NOT CONFIDENT	695	173	205	316	286	404	174	200	131	175	572	56	45	**
	25%	21%	20%	35% ab	20%	31% a	23%	27%	23%	28%	25%	22%	32%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36D. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the different options for the services in the market?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Very confident	770	84	227	321	227	431	60	25	**	**	437	132	120	251	196
	28%	33%	26%	32% b	27%	30%	33%	29%	**	**	27%	31%	28%	26%	37% ab
Fairly confident	1204	118	382	463	353	673	70	32	**	**	704	177	151	453	240
	44%	46%	44%	46%	42%	46%	39%	38%	**	**	44%	42%	35%	48% a	45% a
Not very confident	544	39	193	171	183	263	32	19	**	**	319	79	120	178	63
	20%	15%	22% c	17%	22%	18%	18%	22%	**	**	20%	19%	28% bc	19% c	12%
Not at all confident	151	9	58	39	63	53	14	8	**	**	79	19	25	48	14
	5%	4%	7% c	4%	7% b	4%	8%	10%	**	**	5%	4%	6%	5%	3%
Don't know	99	8	14	16	24	31	4	2	**	**	63	18	14	17	18
	4%	3%	2%	2%	3%	2%	2%	2%	**	**	4%	4%	3%	2%	3%
TOTAL CONFIDENT	1973	202	610	784	581	1103	130	58	**	**	1140	309	271	705	436
	71%	78% b	70%	78% b	68%	76% a	72%	67%	**	**	71%	73%	63%	74% a	82% ab
TOTAL NOT CONFIDENT	695	48	250	210	247	316	46	27	**	**	398	98	144	226	77
	25%	19%	29% ac	21%	29% b	22%	25%	31%	**	**	25%	23%	34% bc	24% c	14%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
Very confident	617	**	208	61	186	142	105	24	**	399	126	444	81	352	173	88
	30%	**	24%	31%	25%	28%	24%	26%	**	28%	33%	29%	33%	32% b	25%	35% b
Fairly confident	709	**	303	75	259	177	157	35	**	476	131	519	88	378	229	94
	34%	**	36%	38%	35%	35%	36%	38%	**	34%	35%	34%	36%	34%	33%	38%
Not very confident	497	**	217	38	193	123	108	20	**	357	78	392	42	249	186	39
	24%	**	26%	19%	26%	24%	25%	22%	**	25%	21%	25% b	18%	23%	27% c	16%
Not at all confident	201	**	100	16	91	57	50	9	**	127	35	137	25	94	67	20
	10%	**	12%	8%	12%	11%	12%	9%	**	9%	9%	9%	10%	9%	10%	8%
Don't know	64	**	21	9	15	14	10	4	**	47	8	49	6	25	30	6
	3%	**	2%	4%	2%	3%	2%	4%	**	3%	2%	3%	3%	2%	4%	3%
TOTAL CONFIDENT	1326	**	510	136	445	320	262	59	**	875	256	963	168	729	402	182
	63%	**	60%	69%	60%	62%	61%	64%	**	62%	68%	62%	70%	66% b	59%	73% b
TOTAL NOT CONFIDENT	699	**	317	54	284	180	158	29	**	483	113	529	67	343	254	59
	33%	**	37%	27%	38% a	35%	37%	32%	**	34%	30%	34%	28%	31%	37% c	24%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
Very confident	617	290	326	341	276	413	204	133	83	85	150	101	134
	30%	33%	27%	32%	27%	32%	25%	36%	32%	35%	25%	30%	27%
		b				b		b		b			
Fairly confident	709	291	418	361	348	415	294	127	83	94	207	138	163
	34%	33%	35%	34%	34%	33%	36%	34%	33%	39%	35%	41%	33%
Not very confident	497	196	301	248	250	300	197	77	65	43	149	65	126
	24%	22%	25%	23%	25%	24%	24%	21%	26%	17%	25%	19%	25%
Not at all confident	201	68	133	82	119	112	90	24	19	18	68	27	59
	10%	8%	11%	8%	12%	9%	11%	7%	7%	7%	12%	8%	12%
					a								
Don't know	64	32	32	42	21	35	29	7	5	4	17	8	14
	3%	4%	3%	4%	2%	3%	4%	2%	2%	2%	3%	2%	3%
TOTAL CONFIDENT	1326	581	744	702	624	828	498	259	166	179	357	239	298
	63%	66%	62%	65%	62%	65%	61%	71%	65%	74%	60%	71%	60%
								b		b		b	
TOTAL NOT CONFIDENT	699	265	434	330	369	412	287	101	84	60	217	92	185
	33%	30%	36%	31%	36%	32%	35%	28%	33%	25%	37%	27%	37%
			a		a		c				a		a

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
Very confident	617	123	113	43	**	39	96	**	**	235	135	524	93
	30%	33%	24%	43%	**	29%	30%	**	**	28%	30%	31%	23%
		b		b								b	
Fairly confident	709	121	180	34	**	50	90	**	**	301	140	581	128
	34%	33%	39%	34%	**	37%	29%	**	**	36%	31%	35%	31%
Not very confident	497	78	113	14	**	27	97	**	**	192	124	385	113
	24%	21%	24%	14%	**	20%	31%	**	**	23%	27%	23%	28%
Not at all confident	201	43	43	7	**	16	23	**	**	86	38	145	56
	10%	12%	9%	7%	**	12%	7%	**	**	10%	9%	9%	14%
													a
Don't know	64	6	16	2	**	2	10	**	**	22	12	46	18
	3%	2%	3%	2%	**	2%	3%	**	**	3%	3%	3%	4%
TOTAL CONFIDENT	1326	244	293	77	**	88	187	**	**	536	275	1105	221
	63%	66%	63%	77%	**	66%	59%	**	**	64%	61%	66%	54%
				b								b	
TOTAL NOT CONFIDENT	699	121	156	21	**	42	120	**	**	277	162	530	169
	33%	33%	34%	21%	**	32%	38%	**	**	33%	36%	32%	41%
			c										a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
Very confident	617	97	55	**	165	285	153	232	**	45	273	203	520	96	28
	30%	23%	21%	**	33%	33%	30%	29%	**	32%	35%	26%	31%	24%	20%
					ab	ab					cef		f		
Fairly confident	709	148	95	**	163	280	189	287	**	52	264	272	589	118	47
	34%	35%	36%	**	32%	33%	38%	35%	**	37%	34%	36%	35%	30%	33%
Not very confident	497	114	71	**	112	190	102	191	**	28	163	195	386	111	43
	24%	27%	27%	**	22%	22%	20%	24%	**	20%	21%	25%	23%	28%	30%
														b	
Not at all confident	201	46	34	**	48	66	51	76	**	9	64	71	144	58	22
	10%	11%	13%	**	9%	8%	10%	9%	**	6%	8%	9%	8%	15%	15%
			e											bcd	bd
Don't know	64	11	7	**	15	32	8	25	**	8	20	25	53	11	3
	3%	3%	3%	**	3%	4%	2%	3%	**	6%	3%	3%	3%	3%	2%
TOTAL CONFIDENT	1326	245	150	**	329	565	342	519	**	97	537	475	1109	213	76
	63%	59%	57%	**	65%	66%	68%	64%	**	68%	68%	62%	66%	54%	53%
						b				ef	cef		ef		
TOTAL NOT CONFIDENT	699	160	105	**	160	256	153	267	**	37	227	266	530	169	65
	33%	38%	40%	**	32%	30%	31%	33%	**	26%	29%	35%	31%	43%	45%
		e	e											abcd	abd

Columns Tested: a,b,c,d,e - 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.

Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
Very confident	617	177	240	199	434	179	222	160	123	109	522	59	21	**
	30%	36% bc	29%	26%	40% b	18%	37% bd	27%	30%	24%	30% c	30%	18%	**
Fairly confident	709	169	295	243	402	304	206	214	137	143	582	69	40	**
	34%	35%	35%	32%	37% b	31%	34%	36%	33%	32%	34%	35%	35%	**
Not very confident	497	100	192	205	175	317	113	152	96	128	402	47	33	**
	24%	21%	23%	27%	16%	33% a	19%	26% a	23%	28% a	23%	24%	29%	**
Not at all confident	201	29	76	97	58	140	59	48	42	49	162	16	14	**
	10%	6%	9%	13% a	5%	14% a	10%	8%	10%	11%	9%	8%	13%	**
Don't know	64	13	27	24	27	35	8	19	13	23	52	5	6	**
	3%	3%	3%	3%	2%	4%	1%	3%	3%	5% a	3%	2%	5%	**
TOTAL CONFIDENT	1326	346	535	442	836	483	428	373	261	252	1104	127	61	**
	63%	71% c	64% c	58%	76% b	50%	70% bd	63%	63%	56%	64%	65%	53%	**
TOTAL NOT CONFIDENT	699	129	268	301	233	457	171	200	139	177	564	63	48	**
	33%	27%	32%	39% ab	21%	47% a	28%	34%	34%	39% a	33%	32%	42%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q36E. In terms of communications services such as mobile, landline, broadband and TV... How confident are you about understanding the difference between full-fibre and part-fibre broadband services?
Base: Those responsible for the household's fixed broadband service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
Very confident	617	53	164	295	164	364	**	**	**	**	339	79	105	258	237
	30%	30%	25%	36% b	26%	32% a	**	**	**	**	29%	28%	25%	27%	45% ab
Fairly confident	709	58	232	274	196	401	**	**	**	**	380	113	130	358	176
	34%	33%	35%	33%	31%	35%	**	**	**	**	32%	41%	30%	38% a	33%
Not very confident	497	43	175	174	178	252	**	**	**	**	304	58	126	226	85
	24%	25%	27%	21%	28% b	22%	**	**	**	**	26%	21%	29% c	24% c	16%
Not at all confident	201	14	74	71	72	99	**	**	**	**	109	21	57	84	17
	10%	8%	11%	9%	11%	9%	**	**	**	**	9%	7%	13% c	9% c	3%
Don't know	64	6	11	14	20	18	**	**	**	**	38	9	11	21	16
	3%	3%	2%	2%	3%	2%	**	**	**	**	3%	3%	3%	2%	3%
TOTAL CONFIDENT	1326	110	396	569	360	765	**	**	**	**	719	192	235	616	412
	63%	64%	60%	69% b	57%	67% a	**	**	**	**	61%	69%	55%	65% a	78% ab
TOTAL NOT CONFIDENT	699	57	250	246	250	351	**	**	**	**	414	79	183	310	102
	33%	33%	38% c	30%	40% b	31%	**	**	**	**	35%	28%	43% bc	33% c	19%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1700	110	494	164	439	337	266	72	**	1221	253	1302	172	932	542	259
	61%	61%	57%	57%	58%	59%	56%	65%	**	62%	63%	62%	65%	64%	60%	69% b
Disagree	605	41	208	66	183	140	109	20	**	422	92	458	56	324	190	73
	22%	23%	24%	23%	24%	25%	23%	18%	**	21%	23%	22%	21%	22%	21%	20%
Don't know	461	29	164	56	138	90	103	20	**	329	59	353	35	210	178	42
	17%	16%	19%	20%	18%	16%	22%	18%	**	17%	15%	17%	13%	14%	20% ac	11%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1700	559	728	674	613	820	467	248	166	226	384	294	316
	61%	64%	60%	63%	60%	64%	57%	67%	65%	70%	63%	69%	61%
						b		b				b	
Disagree	605	200	274	243	230	294	180	74	50	55	131	73	113
	22%	23%	23%	23%	23%	23%	22%	20%	20%	17%	21%	17%	22%
Don't know	461	119	208	157	170	161	167	47	39	44	99	57	86
	17%	14%	17%	15%	17%	13%	20%	13%	15%	13%	16%	13%	17%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1700	300	311	84	**	93	205	**	**	611	298	1425	275
	61%	68%	62%	69%	**	60%	57%	**	**	65% b	58%	64% b	52%
Disagree	605	85	101	19	**	37	91	**	**	186	127	473	133
	22%	19%	20%	16%	**	24%	25%	**	**	20%	25%	21%	25%
Don't know	461	57	86	18	**	25	66	**	**	143	91	338	123
	17%	13%	17%	15%	**	16%	18%	**	**	15%	18%	15%	23% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available

Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1700	240	148	**	349	931	382	569	**	195	754	529	1479	217	88
	61%	58%	57%	**	65%	62%	62%	61%	**	59%	72%	58%	65%	46%	47%
										e	acdef	ef	cef		
Disagree	605	95	63	**	113	321	136	214	**	82	178	216	476	129	44
	22%	23%	24%	**	21%	21%	22%	23%	**	25%	17%	24%	21%	27%	24%
										b		b	b	bd	
Don't know	461	81	50	**	73	248	103	150	**	55	119	163	337	124	53
	17%	20%	19%	**	14%	17%	17%	16%	**	16%	11%	18%	15%	26%	29%
												b	b	abcd	abcd

Columns Tested: a,b,c,d,e - 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.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1700	575	666	455	891	794	489	480	367	346	1418	160	73	**
	61%	70%	65%	50%	62%	61%	64%	64%	64%	55%	62%	64%	52%	**
		c	c				d	d	d					
Disagree	605	156	213	236	340	257	160	161	128	146	495	54	38	**
	22%	19%	21%	26%	24%	20%	21%	21%	22%	23%	22%	22%	27%	**
				ab										
Don't know	461	95	151	215	207	248	110	111	81	141	381	38	29	**
	17%	12%	15%	24%	14%	19%	15%	15%	14%	22%	17%	15%	21%	**
				ab		a				abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37A. AGREEMENT WITH STATEMENTS - I trust comparison sites to show me the best deal available
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1700	161	542	690	499	962	110	54	**	**	985	282	252	616	331
	61%	62%	62%	68% b	59%	66% a	61%	63%	**	**	62%	66%	59%	65%	62%
Disagree	605	54	209	203	202	286	41	11	**	**	344	83	101	205	127
	22%	21%	24%	20%	24%	20%	23%	13%	**	**	22%	20%	24%	22%	24%
Don't know	461	44	123	118	150	203	29	21	**	**	271	60	75	127	72
	17%	17%	14%	12%	18%	14%	16%	24%	**	**	17%	14%	18%	13%	14%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1779	121	560	188	493	362	318	84	**	1256	268	1350	174	943	581	253
	64%	67%	65%	66%	65%	64%	66%	75% a	**	64%	67%	64%	66%	64%	64%	67%
Disagree	594	37	193	63	167	133	97	21	**	435	85	467	53	342	178	83
	21%	20%	22%	22%	22%	23%	20%	18%	**	22%	21%	22%	20%	23%	20%	22%
Don't know	394	23	113	35	100	71	64	7	**	281	50	296	35	181	150	39
	14%	13%	13%	12%	13%	13%	13%	6%	**	14%	12%	14%	13%	12%	16% ac	10%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1779	563	791	689	665	832	522	254	163	236	407	304	339
	64%	64%	65%	64%	66%	65%	64%	69%	64%	73%	66%	72%	66%
Disagree	594	177	267	223	221	274	170	78	62	60	140	84	115
	21%	20%	22%	21%	22%	22%	21%	21%	24%	18%	23%	20%	22%
Don't know	394	137	152	162	128	168	122	36	30	30	67	36	61
	14%	16%	13%	15%	13%	13%	15%	10%	12%	9%	11%	8%	12%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1779	301	341	87	**	106	222	**	**	643	329	1461	318
	64%	68%	69%	72%	**	69%	61%	**	**	68%	64%	65%	60%
Disagree	594	95	104	23	**	31	72	**	**	199	103	469	125
	21%	22%	21%	19%	**	20%	20%	**	**	21%	20%	21%	23%
Don't know	394	45	52	12	**	17	68	**	**	97	85	306	89
	14%	10%	11%	10%	**	11%	19%	**	**	10%	17%	14%	17%
											a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1779	265	175	**	353	949	416	586	**	216	684	586	1485	291	107
	64%	64%	67%	**	66%	63%	67%	63%	**	65%	65%	64%	65%	62%	58%
Disagree	594	90	54	**	119	315	126	222	**	75	227	193	495	99	44
	21%	22%	21%	**	22%	21%	20%	24%	**	23%	22%	21%	22%	21%	24%
Don't know	394	61	32	**	62	236	79	125	**	42	141	130	313	80	34
	14%	15%	12%	**	12%	16%	13%	13%	**	13%	13%	14%	14%	17%	18%

Columns Tested: a,b,c,d,e - 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.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1779	542	669	565	928	829	516	448	387	407	1480	168	79	**
	64%	66%	65%	62%	64%	64%	68%	59%	67%	64%	65%	66%	57%	**
							b		b					
Disagree	594	179	223	193	319	269	172	177	114	121	492	54	32	**
	21%	22%	22%	21%	22%	21%	23%	23%	20%	19%	21%	21%	23%	**
Don't know	394	106	138	148	192	202	71	128	76	105	322	31	28	**
	14%	13%	13%	16%	13%	16%	9%	17%	13%	17%	14%	12%	20%	**
								a		a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37B. AGREEMENT WITH STATEMENTS - Providers will always find a way to get you paying more than you expect to
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1779	173	570	675	572	935	121	59	**	**	1036	261	292	609	342
	64%	67%	65%	67%	67%	64%	67%	69%	**	**	65%	61%	68%	64%	64%
Disagree	594	52	190	227	169	335	37	15	**	**	337	106	81	213	129
	21%	20%	22%	22%	20%	23%	20%	17%	**	**	21%	25%	19%	22%	24%
Don't know	394	33	113	108	111	180	23	12	**	**	228	58	56	127	59
	14%	13%	13%	11%	13%	12%	13%	14%	**	**	14%	14%	13%	13%	11%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1968	138	611	214	534	420	329	83	**	1397	311	1510	199	1086	623	290
	71%	77%	71%	75%	70%	74%	69%	74%	**	71%	77% a	71%	76%	74% b	69%	77% b
Disagree	492	24	160	38	146	89	95	19	**	353	56	369	41	236	173	54
	18%	13%	18%	13%	19%	16%	20%	17%	**	18%	14%	17%	16%	16%	19%	14%
Don't know	306	18	95	34	80	58	55	10	**	222	35	234	23	145	113	31
	11%	10%	11%	12%	10%	10%	11%	9%	**	11%	9%	11%	9%	10%	12%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1968	636	872	780	727	938	569	272	176	248	447	323	372
	71%	72%	72%	73%	72%	74%	70%	74%	69%	76%	73%	76%	72%
Disagree	492	150	213	180	183	214	150	61	48	53	113	69	97
	18%	17%	18%	17%	18%	17%	18%	17%	19%	16%	18%	16%	19%
Don't know	306	92	126	114	103	123	95	35	30	24	54	31	46
	11%	10%	10%	11%	10%	10%	12%	9%	12%	7%	9%	7%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1968	325	370	92	**	114	247	**	**	695	361	1603	366
	71%	74%	74%	76%	**	74%	68%	**	**	74%	70%	72%	69%
Disagree	492	77	89	21	**	26	67	**	**	166	93	388	104
	18%	17%	18%	17%	**	17%	18%	**	**	18%	18%	17%	20%
Don't know	306	40	38	8	**	15	48	**	**	78	63	245	61
	11%	9%	8%	7%	**	9%	13%	**	**	8%	12%	11%	12%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1968	289	176	**	412	1051	457	674	**	228	774	647	1649	316	122
	71%	69%	68%	**	77% be	70%	74%	72%	**	69%	74%	71%	72%	67%	66%
Disagree	492	74	59	**	79	271	108	150	**	68	162	167	397	94	36
	18%	18%	22% d	**	15%	18%	17%	16%	**	20%	15%	18%	17%	20%	20%
Don't know	306	54	26	**	44	178	56	109	**	36	115	96	246	60	27
	11%	13%	10%	**	8%	12%	9%	12%	**	11%	11%	11%	11%	13%	15%

Columns Tested: a,b,c,d,e - 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.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1968	597	753	615	1121	830	582	521	418	427	1625	193	102	**
	71%	72%	73%	68%	78%	64%	77%	69%	72%	67%	71%	76%	73%	**
					b		bd							
Disagree	492	144	164	183	191	292	124	128	105	125	405	37	25	**
	18%	17%	16%	20%	13%	23%	16%	17%	18%	20%	18%	15%	18%	**
						a								
Don't know	306	85	113	107	127	177	53	104	55	82	263	22	13	**
	11%	10%	11%	12%	9%	14%	7%	14%	9%	13%	11%	9%	9%	**
						a		a		a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37C. AGREEMENT WITH STATEMENTS - I' m comfortable working out how much services really cost
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1968	188	615	767	578	1093	138	60	**	**	1133	313	303	690	432
	71%	73%	70%	76% b	68%	75% a	77%	70%	**	**	71%	74%	71%	73%	81% ab
Disagree	492	42	177	160	179	236	24	16	**	**	291	63	80	167	62
	18%	16%	20%	16%	21% b	16%	13%	18%	**	**	18%	15%	19% c	18% c	12%
Don't know	306	29	82	83	94	121	18	11	**	**	176	49	46	91	36
	11%	11%	9%	8%	11%	8%	10%	12%	**	**	11%	11%	11%	10%	7%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1357	99	395	157	338	264	230	62	**	949	195	1010	134	681	464	194
	49%	55%	46%	55% b	44%	47%	48%	55%	**	48%	48%	48%	51%	46%	51%	52%
Disagree	1085	56	366	95	328	241	182	39	**	808	151	874	85	635	325	156
	39%	31%	42% a	33%	43% a	43%	38%	35%	**	41%	38%	41% b	32%	43% b	36%	42%
Don't know	325	24	105	35	94	61	68	11	**	215	56	228	43	151	121	25
	12%	14%	12%	12%	12%	11%	14%	10%	**	11%	14%	11%	16% a	10%	13% c	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1357	425	553	513	465	613	365	183	114	172	286	224	234
	49%	48%	46%	48%	46%	48%	45%	50%	45%	53%	47%	53%	45%
Disagree	1085	355	511	442	425	534	332	153	114	123	263	161	225
	39%	40%	42%	41%	42%	42%	41%	41%	45%	38%	43%	38%	44%
Don't know	325	97	146	119	124	127	116	32	27	31	65	39	56
	12%	11%	12%	11%	12%	10%	14%	9%	10%	10%	11%	9%	11%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1357	209	249	55	**	79	151	**	**	458	230	1106	251
	49%	47%	50%	45%	**	51%	42%	**	**	49%	44%	49%	47%
Disagree	1085	192	194	54	**	63	155	**	**	386	218	880	205
	39%	43%	39%	45%	**	41%	43%	**	**	41%	42%	39%	39%
Don't know	325	42	54	13	**	13	56	**	**	96	69	250	75
	12%	9%	11%	10%	**	8%	15%	**	**	10%	13%	11%	14%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1357	182	122	**	258	773	308	450	**	174	528	453	1155	201	82
	49%	44%	47%	**	48%	52%	50%	48%	**	52%	50%	50%	50%	43%	44%
						a				e	e		e		
Disagree	1085	183	108	**	219	553	250	369	**	124	420	356	900	183	62
	39%	44%	42%	**	41%	37%	40%	40%	**	37%	40%	39%	39%	39%	33%
Don't know	325	51	31	**	58	174	62	114	**	34	103	100	237	87	42
	12%	12%	12%	**	11%	12%	10%	12%	**	10%	10%	11%	10%	18%	23%
														abcd	abcd

Columns Tested: a,b,c,d,e - 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.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1357	418	521	417	702	641	349	352	318	318	1118	131	67	**
	49%	51%	51%	46%	49%	49%	46%	47%	55% ab	50%	49%	52%	48%	**
Disagree	1085	333	400	350	603	468	340	310	199	220	899	104	52	**
	39%	40%	39%	39%	42% b	36%	45% cd	41%	35%	35%	39%	41%	37%	**
Don't know	325	75	110	139	134	190	70	90	60	95	277	18	21	**
	12%	9%	11%	15% ab	9%	15% a	9%	12%	10%	15% a	12%	7%	15%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37D. AGREEMENT WITH STATEMENTS - There s no real difference in service between providers, it s just about getting a cheaper deal
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1357	140	448	499	403	739	99	57	**	**	771	211	214	480	206
	49%	54%	51%	49%	47%	51%	55%	66%	**	**	48%	50%	50% c	51% c	39%
Disagree	1085	97	339	423	346	578	56	18	**	**	662	164	162	358	288
	39%	38%	39%	42%	41%	40%	31%	20%	**	**	41%	39%	38%	38%	54% ab
Don't know	325	21	87	88	102	133	24	12	**	**	168	50	53	110	37
	12%	8%	10%	9%	12%	9%	14%	14%	**	**	11%	12%	12% c	12% c	7%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1435	103	457	152	408	262	298	52	**	983	236	1048	171	683	536	197
	52%	57%	53%	53%	54%	46%	62%	47%	**	50%	59%	50%	65%	47%	59%	52%
							ac				a		a		a	
Disagree	1123	60	366	107	320	266	160	49	**	834	145	901	78	685	294	154
	41%	33%	42%	37%	42%	47%	33%	44%	**	42%	36%	43%	30%	47%	32%	41%
						b						b		b		b
Don't know	209	16	43	27	32	38	21	10	**	156	22	164	14	98	79	24
	8%	9%	5%	9%	4%	7%	4%	9%	**	8%	5%	8%	5%	7%	9%	6%
				b												

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1435	403	636	494	545	577	461	167	91	181	344	227	299
	52%	46%	53%	46%	54%	45%	57%	45%	36%	56%	56%	53%	58%
			a		a	d	acd						
Disagree	1123	404	507	493	418	616	295	182	151	120	240	168	192
	41%	46%	42%	46%	41%	48%	36%	49%	59%	37%	39%	40%	37%
						b		b	ab				
Don't know	209	70	68	87	51	81	57	19	13	24	30	30	25
	8%	8%	6%	8%	5%	6%	7%	5%	5%	8%	5%	7%	5%
				b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1435	249	277	72	**	66	160	**	**	525	225	1182	253
	52%	56%	56%	60%	**	42%	44%	**	**	56% b	44%	53%	48%
Disagree	1123	164	195	44	**	79	173	**	**	359	252	885	239
	41%	37%	39%	37%	**	51%	48%	**	**	38%	49% a	40%	45%
Don't know	209	28	26	4	**	10	30	**	**	55	40	169	40
	8%	6%	5%	4%	**	7%	8%	**	**	6%	8%	8%	7%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1435	193	149	**	300	758	366	496	**	197	588	413	1198	236	105
	52%	46%	57%	**	56% a	51%	59%	53%	**	59% c	56% c	45%	52% c	50%	57% c
Disagree	1123	198	101	**	205	603	225	373	**	103	388	432	922	197	67
	41%	48% de	39%	**	38%	40%	36%	40%	**	31%	37%	48% abdf	40% a	42% a	36%
Don't know	209	25	12	**	30	139	29	64	**	32	76	64	172	37	13
	8%	6%	4%	**	6%	9% d	5%	7%	**	10%	7%	7%	8%	8%	7%

Columns Tested: a,b,c,d,e - 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.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1435	493	521	420	770	659	407	328	338	345	1162	144	79	**
	52%	60% bc	51%	46%	53%	51%	54% b	44%	59% b	54% b	51%	57%	56%	**
Disagree	1123	274	427	419	569	533	308	362	211	225	960	90	48	**
	41%	33%	41% a	46% a	40%	41%	41%	48% acd	37%	36%	42%	36%	35%	**
Don't know	209	60	83	67	100	107	45	62	29	63	172	18	13	**
	8%	7%	8%	7%	7%	8%	6%	8%	5%	10% ac	7%	7%	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37E. AGREEMENT WITH STATEMENTS - I feel some loyalty to the providers I use so I would need a good reason to change
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1435	163	484	518	491	751	103	57	**	**	758	265	224	505	237
	52%	63%	55%	51%	58%	52%	57%	66%	**	**	47%	62%	52%	53%	45%
		c			b							a		c	
Disagree	1123	72	342	441	308	621	60	26	**	**	723	122	182	388	265
	41%	28%	39%	44%	36%	43%	33%	30%	**	**	45%	29%	42%	41%	50%
			a	a		a					b				b
Don't know	209	23	48	51	52	79	16	3	**	**	120	38	23	55	28
	8%	9%	5%	5%	6%	5%	9%	4%	**	**	7%	9%	5%	6%	5%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1514	101	475	159	418	289	287	61	**	1045	244	1122	167	743	545	198
	55%	56%	55%	55%	55%	51%	60% a	55%	**	53%	61% a	53%	64% a	51%	60% a	53%
Disagree	1050	70	334	113	292	244	160	45	**	776	139	834	81	634	281	154
	38%	39%	39%	39%	38%	43% b	33%	40%	**	39%	35%	39% b	31%	43% b	31%	41% b
Don't know	203	9	57	15	51	33	32	5	**	152	20	157	14	89	83	23
	7%	5%	7%	5%	7%	6%	7%	5%	**	8%	5%	7%	6%	6%	9% a	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1514	473	652	578	547	632	493	187	115	200	331	262	269
	55%	54%	54%	54%	54%	50%	61%	51%	45%	61%	54%	62%	52%
							acd					b	
Disagree	1050	336	487	418	406	572	251	170	130	106	245	139	212
	38%	38%	40%	39%	40%	45%	31%	46%	51%	33%	40%	33%	41%
						b		b	b				a
Don't know	203	68	71	79	61	70	69	11	10	19	38	24	34
	7%	8%	6%	7%	6%	6%	9%	3%	4%	6%	6%	6%	7%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1514	251	280	78	**	79	186	**	**	531	265	1245	269
	55%	57%	56%	65%	**	51%	51%	**	**	57%	51%	56%	51%
Disagree	1050	167	184	36	**	70	144	**	**	351	214	829	221
	38%	38%	37%	30%	**	45%	40%	**	**	37%	41%	37%	42%
Don't know	203	24	34	7	**	6	32	**	**	58	39	161	42
	7%	5%	7%	6%	**	4%	9%	**	**	6%	7%	7%	8%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider

Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1514	215	139	**	298	824	355	522	**	198	614	450	1262	252	106
	55%	52%	53%	**	56%	55%	57%	56%	**	60%	58%	49%	55%	54%	57%
										c	c		c		
Disagree	1050	172	104	**	214	549	230	344	**	99	372	397	868	180	58
	38%	41%	40%	**	40%	37%	37%	37%	**	30%	35%	44%	38%	38%	31%
												abdf	a		
Don't know	203	29	18	**	23	127	35	67	**	35	66	62	163	39	21
	7%	7%	7%	**	4%	8%	6%	7%	**	11%	6%	7%	7%	8%	11%
						d				b					

Columns Tested: a,b,c,d,e - 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.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1514	511	546	458	726	775	423	385	334	348	1247	143	74	**
	55%	62% bc	53%	51%	50%	60% a	56%	51%	58%	55%	54%	57%	53%	**
Disagree	1050	259	406	382	612	424	289	308	215	225	883	92	53	**
	38%	31%	39% a	42% a	43% b	33%	38%	41%	37%	36%	38%	37%	38%	**
Don't know	203	57	78	66	101	101	47	60	28	60	164	17	13	**
	7%	7%	8%	7%	7%	8%	6%	8%	5%	10% c	7%	7%	9%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37F. AGREEMENT WITH STATEMENTS - I would worry about things going wrong if I changed provider
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1514	157	493	549	507	780	101	55	**	**	827	259	266	512	239
	55%	61%	56%	54%	60% b	54%	56%	63%	**	**	52%	61% a	62% bc	54% c	45%
Disagree	1050	77	332	410	292	590	70	28	**	**	657	131	139	376	258
	38%	30%	38%	41% a	34%	41% a	39%	33%	**	**	41% b	31%	32%	40%	49% ab
Don't know	203	25	49	51	52	80	9	3	**	**	117	35	24	61	32
	7%	10% c	6%	5%	6%	6%	5%	4%	**	**	7%	8%	6%	6%	6%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1794	119	526	174	471	377	268	77	**	1274	280	1373	181	1040	514	280
	65%	66%	61%	61%	62%	67% b	56%	69% b	**	65%	69%	65%	69%	71% b	57%	75% b
Disagree	598	45	219	79	185	120	144	23	**	430	69	452	46	257	242	66
	22%	25%	25%	28%	24%	21%	30% a	20%	**	22%	17%	21%	18%	18%	27% ac	18%
Don't know	375	16	121	33	104	69	67	12	**	268	55	288	35	170	153	28
	14%	9%	14%	12%	14%	12%	14%	10%	**	14%	14%	14%	13%	12%	17% ac	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1794	604	778	728	655	907	475	290	197	218	410	293	335
	65%	69%	64%	68%	65%	71%	58%	79%	77%	67%	67%	69%	65%
						b		ab	b				
Disagree	598	167	272	212	227	229	210	49	34	69	143	85	128
	22%	19%	22%	20%	22%	18%	26%	13%	13%	21%	23%	20%	25%
							acd						
Don't know	375	106	160	134	132	138	129	29	24	38	61	46	53
	14%	12%	13%	12%	13%	11%	16%	8%	10%	12%	10%	11%	10%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1794	307	321	92	**	107	217	**	**	628	324	1499	295
	65%	69%	65%	76% b	**	69%	60%	**	**	67%	63%	67% b	55%
Disagree	598	99	113	19	**	28	80	**	**	212	109	451	147
	22%	22%	23%	16%	**	18%	22%	**	**	23%	21%	20%	28% a
Don't know	375	36	63	10	**	19	65	**	**	99	84	285	89
	14%	8%	13%	8%	**	12%	18%	**	**	11%	16% a	13%	17%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1794	241	166	**	371	980	405	614	**	205	746	584	1535	257	85
	65%	58%	64%	**	69% a	65% a	65%	66%	**	62% f	71% acef	64% ef	67% ef	55%	46%
Disagree	598	107	72	**	93	312	135	209	**	79	181	187	448	149	74
	22%	26% d	27% d	**	17%	21%	22%	22%	**	24% b	17%	21%	20%	32% bcd	40% abcd
Don't know	375	69	23	**	70	208	80	110	**	47	124	138	309	64	26
	14%	16% b	9%	**	13%	14%	13%	12%	**	14%	12%	15%	14%	14%	14%

Columns Tested: a,b,c,d,e - 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.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1794	568	696	528	1001	775	532	491	384	366	1490	170	89	**
	65%	69%	68%	58%	70%	60%	70%	65%	66%	58%	65%	67%	64%	**
		c	c		b		d	d	d					
Disagree	598	167	190	241	284	309	166	153	120	149	495	53	26	**
	22%	20%	18%	27%	20%	24%	22%	20%	21%	24%	22%	21%	19%	**
				ab										
Don't know	375	92	145	137	154	216	61	109	73	118	308	30	24	**
	14%	11%	14%	15%	11%	17%	8%	14%	13%	19%	13%	12%	17%	**
						a		a	a	ac				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37G. AGREEMENT WITH STATEMENTS - I'm prepared to spend the time it takes to find a better deal
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1794	167	572	707	535	987	119	49	**	**	1047	269	283	643	392
	65%	65%	65%	70%	63%	68% a	66%	57%	**	**	65%	63%	66%	68%	74% a
Disagree	598	51	198	209	215	288	45	31	**	**	336	103	89	198	95
	22%	20%	23%	21%	25% b	20%	25%	36%	**	**	21%	24%	21%	21%	18%
Don't know	375	39	104	94	101	175	16	7	**	**	217	53	57	107	43
	14%	15% c	12%	9%	12%	12%	9%	8%	**	**	14%	13%	13%	11%	8%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1616	122	480	183	420	325	278	69	**	1125	250	1206	170	828	548	218
	58%	68% b	55%	64%	55%	57%	58%	62%	**	57%	62%	57%	65%	56%	60%	58%
Disagree	784	47	257	74	230	168	136	32	**	580	101	621	60	454	227	121
	28%	26%	30%	26%	30%	30%	28%	28%	**	29%	25%	29%	23%	31% b	25%	32% b
Don't know	368	11	129	30	110	74	66	11	**	268	52	286	33	184	135	35
	13%	6%	15% a	10%	14%	13%	14%	9%	**	14%	13%	14%	13%	13%	15% c	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1616	509	676	616	570	719	466	217	135	185	348	241	292
	58%	58%	56%	57%	56%	56%	57%	59%	53%	57%	57%	57%	57%
Disagree	784	265	362	325	302	403	225	115	92	102	180	128	154
	28%	30%	30%	30%	30%	32%	28%	31%	36% b	31%	29%	30%	30%
Don't know	368	103	173	134	142	153	122	36	28	39	86	55	69
	13%	12%	14%	12%	14%	12%	15%	10%	11%	12%	14%	13%	13%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1616	254	279	76	**	91	215	**	**	533	306	1312	304
	58%	58%	56%	63%	**	59%	59%	**	**	57%	59%	59%	57%
Disagree	784	130	152	29	**	43	96	**	**	282	139	634	149
	28%	29%	31%	24%	**	28%	27%	**	**	30%	27%	28%	28%
Don't know	368	57	67	16	**	21	51	**	**	124	72	290	78
	13%	13%	13%	13%	**	14%	14%	**	**	13%	14%	13%	15%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1616	214	142	**	330	897	375	532	**	216	607	488	1310	304	125
	58%	51%	54%	**	62% a	60% a	60%	57%	**	65% cd	58%	54%	57%	65% cd	68% cd
Disagree	784	135	82	**	144	413	170	276	**	81	311	287	678	102	36
	28%	32%	31%	**	27%	28%	27%	30%	**	24%	30% ef	32% ef	30% ef	22%	19%
Don't know	368	68	37	**	60	190	76	125	**	35	134	134	304	64	24
	13%	16%	14%	**	11%	13%	12%	13%	**	11%	13%	15%	13%	14%	13%

Columns Tested: a,b,c,d,e - 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.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1616	507	574	533	860	739	470	411	351	358	1341	150	74	**
	58%	61%	56%	59%	60%	57%	62% b	55%	61%	57%	58%	60%	53%	**
Disagree	784	229	312	240	407	366	218	229	161	165	650	75	41	**
	28%	28%	30%	27%	28%	28%	29%	30% a	28%	26% ac	28%	30%	29%	**
Don't know	368	91	144	132	172	195	72	112	65	110	303	27	24	**
	13%	11%	14%	15%	12%	15%	9%	15% a	11%	17% ac	13%	11%	17%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37H. AGREEMENT WITH STATEMENTS - I would be suspicious of a deal that was a lot cheaper than my current deal
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1616	152	509	601	517	845	122	67	**	**	898	269	246	550	291
	58%	59%	58%	60%	61%	58%	68%	78%	**	**	56%	63% a	57%	58%	55%
Disagree	784	81	257	295	232	433	47	14	**	**	484	103	136	266	183
	28%	31%	29%	29%	27%	30%	26%	17%	**	**	30%	24%	32%	28%	35%
Don't know	368	26	108	114	101	172	11	5	**	**	218	53	47	132	56
	13%	10%	12%	11%	12%	12%	6%	6%	**	**	14%	13%	11%	14%	11%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1564	106	501	147	460	344	263	64	**	1083	262	1155	190	834	511	237
	57%	59%	58%	51%	61% a	61%	55%	58%	**	55%	65% a	55%	72% a	57%	56%	63%
Disagree	612	45	163	78	130	112	96	25	**	454	67	490	32	339	183	79
	22%	25%	19%	27% b	17%	20%	20%	23%	**	23% b	17%	23% b	12%	23%	20%	21%
Don't know	591	28	202	61	170	111	120	22	**	436	73	468	41	293	216	58
	21%	16%	23%	21%	22%	20%	25%	20%	**	22%	18%	22%	16%	20%	24% c	16%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1564	449	724	543	630	722	451	220	136	192	394	247	339
	57%	51%	60% a	51%	62% a	57%	55%	60%	53%	59%	64%	58%	66%
Disagree	612	234	221	284	171	313	142	89	69	81	112	110	83
	22%	27% b	18%	26% b	17%	25% b	17%	24% b	27% b	25%	18%	26% b	16%
Don't know	591	194	265	247	212	239	221	60	49	52	108	66	94
	21%	22%	22%	23%	21%	19%	27% ac	16%	19%	16%	18%	16%	18%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1564	298	288	84	**	90	169	**	**	586	260	1310	253
	57%	67% b	58%	69%	**	58%	47%	**	**	62% b	50%	59% b	48%
Disagree	612	86	107	19	**	41	72	**	**	193	113	482	130
	22%	19%	22%	16%	**	26%	20%	**	**	21%	22%	22%	24%
Don't know	591	58	103	18	**	24	121	**	**	160	144	443	148
	21%	13%	21% a	15%	**	15%	33% a	**	**	17%	28% a	20%	28% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1564	206	173	**	343	804	367	555	**	187	652	500	1339	224	81
	57%	50%	66%	**	64%	54%	59%	59%	**	56%	62%	55%	58%	48%	44%
			ae		ae					f	cef	ef	ef		
Disagree	612	89	38	**	100	378	128	189	**	86	222	195	503	107	44
	22%	21%	15%	**	19%	25%	21%	20%	**	26%	21%	21%	22%	23%	24%
						bd									
Don't know	591	121	50	**	91	318	125	189	**	59	178	213	450	139	60
	21%	29%	19%	**	17%	21%	20%	20%	**	18%	17%	23%	20%	30%	33%
		bde										b		abd	abcd

Columns Tested: a,b,c,d,e - 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.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1564	506	602	455	850	703	466	413	343	326	1289	159	65	**
	57%	61%	58%	50%	59%	54%	61%	55%	59%	51%	56%	63%	46%	**
		c	c		b		bd		d			c		
Disagree	612	187	220	203	344	256	160	160	149	132	514	50	34	**
	22%	23%	21%	22%	24%	20%	21%	21%	26%	21%	22%	20%	24%	**
					b									
Don't know	591	133	208	248	244	340	133	179	85	175	491	43	41	**
	21%	16%	20%	27%	17%	26%	18%	24%	15%	28%	21%	17%	29%	**
				ab		a		ac		ac			b	

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37I. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider means you can expect a better deal
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1564	147	507	611	470	878	106	50	**	**	873	255	245	541	307
	57%	57%	58%	60%	55%	61%	59%	57%	**	**	55%	60%	57%	57%	58%
Disagree	612	61	189	230	197	306	45	19	**	**	373	85	79	217	132
	22%	24%	22%	23%	23%	21%	25%	23%	**	**	23%	20%	18%	23%	25%
Don't know	591	50	178	169	185	267	28	17	**	**	354	86	105	190	91
	21%	19%	20%	17%	22%	18%	16%	20%	**	**	22%	20%	25% c	20%	17%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1342	102	408	148	362	283	227	62	**	933	205	996	142	713	425	199
	49%	57%	47%	52%	48%	50%	47%	56%	**	47%	51%	47%	54%	49%	47%	53%
Disagree	933	56	314	93	278	204	167	34	**	675	144	735	84	519	300	128
	34%	31%	36%	32%	37%	36%	35%	31%	**	34%	36%	35%	32%	35%	33%	34%
Don't know	492	21	144	45	120	80	85	15	**	365	55	383	37	235	184	47
	18%	12%	17%	16%	16%	14%	18%	14%	**	18%	14%	18%	14%	16%	20%	13%
															ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1342	403	563	482	484	606	360	179	105	170	292	205	257
	49%	46%	47%	45%	48%	48%	44%	49%	41%	52%	47%	48%	50%
Disagree	933	300	453	377	376	488	265	141	109	110	241	158	193
	34%	34%	37%	35%	37%	38% b	33%	38%	43% b	34%	39%	37%	37%
Don't know	492	174	195	215	154	180	189	48	41	46	82	61	66
	18%	20%	16%	20% b	15%	14%	23% ac	13%	16%	14%	13%	14%	13%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1342	232	229	76	**	71	150	**	**	461	221	1098	244
	49%	53%	46%	63% b	**	46%	42%	**	**	49%	43%	49%	46%
Disagree	933	158	192	33	**	60	123	**	**	351	183	763	170
	34%	36%	39%	27%	**	39%	34%	**	**	37%	35%	34%	32%
Don't know	492	51	76	12	**	24	89	**	**	127	113	375	117
	18%	12%	15%	10%	**	16%	24%	**	**	14%	22% a	17%	22% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1342	184	124	**	262	745	339	440	**	185	539	384	1108	232	96
	49%	44%	47%	**	49%	50%	55%	47%	**	56%	51%	42%	48%	49%	52%
							b			c	c		c		
Disagree	933	146	105	**	198	464	204	338	**	93	354	346	794	137	46
	34%	35%	40%	**	37%	31%	33%	36%	**	28%	34%	38%	35%	29%	25%
			e		e							aef	f		
Don't know	492	86	32	**	74	291	77	155	**	54	158	178	390	101	43
	18%	21%	12%	**	14%	19%	12%	17%	**	16%	15%	20%	17%	21%	23%
		bd				bd						b		b	b

Columns Tested: a,b,c,d,e - 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.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1342	465	459	417	721	604	413	347	286	280	1105	129	65	**
	49%	56%	45%	46%	50%	47%	54%	46%	50%	44%	48%	51%	46%	**
		bc					bd							
Disagree	933	246	379	307	523	404	250	254	202	213	771	91	48	**
	34%	30%	37%	34%	36%	31%	33%	34%	35%	34%	34%	36%	34%	**
			a		b									
Don't know	492	116	193	182	195	291	96	152	90	140	417	32	27	**
	18%	14%	19%	20%	14%	22%	13%	20%	16%	22%	18%	13%	19%	**
			a	a		a		a		ac				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37J. AGREEMENT WITH STATEMENTS - Taking multiple services from one provider makes it more complicated to look for a cheaper deal elsewhere
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1342	141	426	516	438	715	102	54	**	**	746	222	227	433	231
	49%	55%	49%	51%	51%	49%	57%	63%	**	**	47%	52%	53% c	46%	44%
Disagree	933	81	314	349	259	512	56	20	**	**	555	133	121	363	228
	34%	31%	36%	35%	30%	35%	31%	23%	**	**	35%	31%	28%	38% a	43% a
Don't know	492	36	134	144	154	224	21	12	**	**	300	70	81	152	71
	18%	14%	15%	14%	18%	15%	12%	14%	**	**	19%	17%	19%	16%	13%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	911	73	221	104	190	151	143	42	**	617	153	658	111	491	279	169
	33%	40%	26%	36%	25%	27%	30%	37%	**	31%	38%	31%	42%	33%	31%	45%
		b		b				a					a			ab
Disagree	1528	89	553	154	488	354	288	58	**	1116	209	1202	123	816	509	171
	55%	49%	64%	54%	64%	62%	60%	52%	**	57%	52%	57%	47%	56%	56%	46%
			a		a							b		c	c	
Don't know	328	19	92	27	83	62	48	12	**	240	41	253	29	160	121	34
	12%	10%	11%	10%	11%	11%	10%	10%	**	12%	10%	12%	11%	11%	13%	9%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	911	283	343	339	288	393	234	147	74	143	193	181	155
	33%	32%	28%	32%	28%	31%	29%	40% abd	29%	44% b	31%	43% b	30%
Disagree	1528	497	739	617	619	756	480	199	165	155	352	207	299
	55%	57%	61%	57%	61%	59%	59%	54%	65% c	48%	57% a	49%	58% a
Don't know	328	97	129	119	106	126	100	22	16	28	70	36	61
	12%	11%	11%	11%	10%	10%	12% cd	6%	6%	9%	11%	8%	12%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	911	190	146	66	**	36	76	**	**	336	112	801	110
	33%	43%	29%	54%	**	23%	21%	**	**	36%	22%	36%	21%
		b		b						b		b	
Disagree	1528	212	294	45	**	106	239	**	**	506	345	1183	345
	55%	48%	59%	37%	**	68%	66%	**	**	54%	67%	53%	65%
			ac								a		a
Don't know	328	39	58	11	**	13	48	**	**	97	60	252	76
	12%	9%	12%	9%	**	8%	13%	**	**	10%	12%	11%	14%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	911	90	62	**	198	540	204	314	**	165	436	252	852	59	22
	33%	22%	24%	**	37%	36%	33%	34%	**	50%	41%	28%	37%	13%	12%
					ab	ab				bcdef	cef	ef	cef		
Disagree	1528	284	165	**	282	769	362	502	**	124	492	558	1174	351	136
	55%	68%	63%	**	53%	51%	58%	54%	**	37%	47%	61%	51%	75%	73%
		de	de								a	abd	a	abcd	abcd
Don't know	328	42	33	**	55	191	55	117	**	44	124	98	266	61	27
	12%	10%	13%	**	10%	13%	9%	13%	**	13%	12%	11%	12%	13%	15%

Columns Tested: a,b,c,d,e - 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.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	911	399	343	169	436	468	231	200	239	229	741	101	42	**
	33%	48%	33%	19%	30%	36%	30%	27%	41%	36%	32%	40%	30%	**
		bc	c			a			ab	b				
Disagree	1528	336	554	634	837	672	474	457	264	313	1275	128	82	**
	55%	41%	54%	70%	58%	52%	62%	61%	46%	49%	56%	51%	58%	**
			a	ab	b		cd	cd						
Don't know	328	91	133	103	165	160	55	96	74	91	277	23	16	**
	12%	11%	13%	11%	11%	12%	7%	13%	13%	14%	12%	9%	11%	**
								a	a	a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37K. AGREEMENT WITH STATEMENTS - I would rather give up going out for a month than give up my social media
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	911	113	314	307	328	455	73	37	**	**	475	182	159	292	131
	33%	44%	36%	30%	39%	31%	40%	43%	**	**	30%	43%	37%	31%	25%
		c			b							a	c		
Disagree	1528	114	471	613	433	858	89	40	**	**	931	195	227	561	350
	55%	44%	54%	61%	51%	59%	49%	47%	**	**	58%	46%	53%	59%	66%
			a	ab		a					b				ab
Don't know	328	31	89	90	90	136	19	9	**	**	195	49	44	95	49
	12%	12%	10%	9%	11%	9%	10%	10%	**	**	12%	11%	10%	10%	9%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1504	102	463	157	408	307	258	70	**	1049	229	1117	160	760	518	211
	54%	57%	53%	55%	54%	54%	54%	63%	**	53%	57%	53%	61%	52%	57%	56%
Disagree	1006	62	329	98	292	218	172	33	**	732	149	795	85	606	275	138
	36%	34%	38%	34%	38%	39%	36%	30%	**	37%	37%	38%	33%	41% b	30%	37%
Don't know	256	16	74	30	60	41	49	9	**	193	25	200	17	100	117	25
	9%	9%	9%	11%	8%	7%	10%	8%	**	10%	6%	9%	7%	7%	13% ac	7%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1504	472	647	571	548	656	464	193	112	200	353	256	297
	54%	54%	53%	53%	54%	51%	57%	53%	44%	61%	57%	60%	58%
							d						
Disagree	1006	337	463	414	385	530	270	154	125	102	213	137	177
	36%	38%	38%	39%	38%	42%	33%	42%	49%	31%	35%	32%	34%
						b		b	b				
Don't know	256	68	100	88	80	89	80	21	18	24	48	31	42
	9%	8%	8%	8%	8%	7%	10%	6%	7%	7%	8%	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1504	273	280	85	**	70	169	**	**	553	239	1262	243
	54%	62%	56%	70%	**	45%	47%	**	**	59%	46%	56%	46%
				b						b		b	
Disagree	1006	140	175	31	**	72	161	**	**	314	232	777	229
	36%	32%	35%	25%	**	46%	44%	**	**	33%	45%	35%	43%
											a		a
Don't know	256	29	43	6	**	13	32	**	**	72	46	197	59
	9%	7%	9%	5%	**	9%	9%	**	**	8%	9%	9%	11%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1504	209	144	**	302	815	355	507	**	208	628	456	1292	212	89
	54%	50%	55%	**	57%	54%	57%	54%	**	63% cef	60% cef	50%	56% ce	45%	48%
Disagree	1006	167	95	**	198	532	219	333	**	82	329	388	799	203	69
	36%	40%	36%	**	37%	35%	35%	36%	**	25%	31%	43% abd	35% a	43% abd	37% a
Don't know	256	41	22	**	35	153	46	94	**	42	95	64	201	55	26
	9%	10%	8%	**	6%	10% d	7%	10%	**	13% c	9%	7%	9%	12% c	14% c

Columns Tested: a,b,c,d,e - 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.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1504	525	557	421	723	764	428	364	342	350	1255	129	80	**
	54%	64%	54%	47%	50%	59%	56%	48%	59%	55%	55%	51%	57%	**
		bc	c			a	b		b					
Disagree	1006	222	382	398	596	400	278	309	193	211	826	105	43	**
	36%	27%	37%	44%	41%	31%	37%	41%	33%	33%	36%	42%	31%	**
			a	ab	b			cd						
Don't know	256	79	91	86	119	136	53	79	43	72	212	19	16	**
	9%	10%	9%	10%	8%	10%	7%	11%	7%	11%	9%	7%	12%	**
										a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37L. AGREEMENT WITH STATEMENTS - The risk of being without service while changing puts me off looking for alternative providers
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1504	158	493	551	517	768	102	53	**	**	834	257	251	526	249
	54%	61%	56%	55%	61% b	53%	57%	61%	**	**	52%	60% a	58% c	56% c	47%
Disagree	1006	75	321	384	270	574	62	24	**	**	618	123	144	354	246
	36%	29%	37%	38% a	32%	40% a	34%	28%	**	**	39% b	29%	34%	37%	46% ab
Don't know	256	25	60	74	65	108	16	10	**	**	148	45	34	67	36
	9%	10%	7%	7%	8%	7%	9%	11%	**	**	9%	11%	8%	7%	7%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Agree	1038	76	300	116	261	207	169	52	**	718	162	771	109	526	354	170
	38%	42%	35%	40%	34%	36%	35%	46%	**	36%	40%	37%	41%	36%	39%	45% a
Disagree	1269	79	397	127	349	276	200	42	**	928	169	998	99	725	373	162
	46%	44%	46%	44%	46%	49%	42%	38%	**	47%	42%	47% b	38%	49% b	41%	43%
Don't know	460	25	169	43	151	83	110	18	**	326	72	343	55	216	183	43
	17%	14%	20%	15%	20%	15%	23% a	16%	**	17%	18%	16%	21%	15%	20% ac	11%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Agree	1038	300	427	369	358	439	288	141	79	135	216	174	177
	38%	34%	35%	34%	35%	34%	35%	38%	31%	42%	35%	41%	34%
Disagree	1269	452	560	547	466	654	358	178	134	145	289	189	245
	46%	52%	46%	51%	46%	51%	44%	48%	53%	45%	47%	45%	47%
						b							
Don't know	460	125	224	159	190	181	168	49	41	45	109	60	94
	17%	14%	18%	15%	19%	14%	21%	13%	16%	14%	18%	14%	18%
							ac						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Agree	1038	176	176	64	**	59	107	**	**	351	166	853	185
	38%	40%	35%	53% ab	**	38%	30%	**	**	37%	32%	38%	35%
Disagree	1269	204	230	36	**	75	182	**	**	434	257	1049	221
	46%	46% c	46% c	29%	**	48%	50%	**	**	46%	50%	47%	42%
Don't know	460	62	92	21	**	21	73	**	**	154	94	334	126
	17%	14%	19%	18%	**	14%	20%	**	**	16%	18%	15%	24% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Agree	1038	139	90	**	212	580	248	354	**	152	419	330	901	137	56
	38%	34%	34%	**	40%	39%	40%	38%	**	46%	40%	36%	39%	29%	30%
										cef	e	e	e		
Disagree	1269	193	124	**	236	691	268	425	**	136	507	422	1066	201	61
	46%	46%	47%	**	44%	46%	43%	46%	**	41%	48%	46%	46%	43%	33%
											f	f	f		
Don't know	460	84	47	**	87	229	105	154	**	44	126	156	326	132	67
	17%	20%	18%	**	16%	15%	17%	16%	**	13%	12%	17%	14%	28%	37%
												b		abcd	abcd

Columns Tested: a,b,c,d,e - 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.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Agree	1038	358	383	297	577	451	286	226	256	254	862	95	49	**
	38%	43%	37%	33%	40%	35%	38%	30%	44%	40%	38%	38%	35%	**
		bc			b		b		b	b				
Disagree	1269	378	499	390	676	578	366	384	266	240	1051	121	65	**
	46%	46%	48%	43%	47%	45%	48%	51%	46%	38%	46%	48%	46%	**
							d	d	d					
Don't know	460	91	148	219	185	270	107	143	56	140	381	35	27	**
	17%	11%	14%	24%	13%	21%	14%	19%	10%	22%	17%	14%	19%	**
				ab		a		ac		ac				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37M. AGREEMENT WITH STATEMENTS - There's no big difference in mobile coverage between providers
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Agree	1038	116	349	377	319	546	76	45	**	**	561	190	165	350	166
	38%	45%	40%	37%	37%	38%	42%	52%	**	**	35%	45% a	38%	37%	31%
Disagree	1269	109	392	509	383	692	79	28	**	**	788	154	184	453	306
	46%	42%	45%	50%	45%	48%	44%	32%	**	**	49% b	36%	43%	48%	58% ab
Don't know	460	33	133	124	149	212	25	14	**	**	252	81	80	146	57
	17%	13%	15%	12%	17%	15%	14%	16%	**	**	16%	19%	19% c	15%	11%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	999	206	793	302	697	567	432	152	79	667	196	724	139	527	336	127
Effective Weighted Sample	911	170	742	259	653	500	411	118	78	627	175	680	122	481	321	105
Total	1046	180	866	286	760	567	479	112	84	735	202	796	141	555	383	116
I am the **primary** decision maker and the account holder	763	131	633	212	552	405	358	86	**	541	148	587	101	400	288	89
	73%	73%	73%	74%	73%	71%	75%	77%	**	74%	73%	74%	72%	72%	75%	77%
I am the **primary** decision maker but **not** the account holder	50	18	31	23	26	36	13	8	**	30	7	32	4	23	14	6
	5%	10% b	4%	8% b	3%	6% b	3%	7%	**	4%	3%	4%	3%	4%	4%	5%
I am the **joint** decision maker and the account holder	159	23	136	35	124	89	69	12	**	112	32	120	24	93	52	13
	15%	13%	16%	12%	16%	16%	14%	11%	**	15%	16%	15%	17%	17%	13%	11%
I am the **joint** decision maker but **not** the account holder	60	5	56	10	50	28	32	5	**	42	13	45	10	31	24	5
	6%	3%	6%	4%	7%	5%	7%	4%	**	6%	7%	6%	7%	6%	6%	4%
I'm not sure	14	4	11	6	8	7	7	1	**	11	2	12	1	8	5	2
	1%	2%	1%	2%	1%	1%	1%	1%	**	1%	1%	1%	1%	1%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted row	999	79	786	171	694	498	367	123	71	135	365	186	314
Effective Weighted Sample	911	68	739	154	652	456	351	105	70	120	340	166	294
Total	1046	76	866	179	763	528	415	105	77	133	376	189	320
I am the **primary** decision maker and the account holder	763	**	631	130	552	389	294	82	**	106	271	150	227
	73%	**	73%	73%	72%	74%	71%	78%	**	79%	72%	79%	71%
I am the **primary** decision maker but **not** the account holder	50	**	32	12	28	22	18	5	**	6	18	12	13
	5%	**	4%	7%	4%	4%	4%	5%	**	5%	5%	6%	4%
I am the **joint** decision maker and the account holder	159	**	137	25	126	88	62	12	**	15	55	20	49
	15%	**	16%	14%	16%	17%	15%	11%	**	11%	15%	11%	15%
I am the **joint** decision maker but **not** the account holder	60	**	54	9	48	23	34	5	**	5	29	6	28
	6%	**	6%	5%	6%	4%	8%	5%	**	4%	8%	3%	9%
I'm not sure	14	**	13	4	9	6	7	1	**	1	3	1	3
	1%	**	1%	2%	1%	1%	2%	1%	**	1%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted row	999	222	278	58	27	49	169	7	5	500	218	768	231
Effective Weighted Sample	911	196	264	47	26	46	165	6	5	460	211	688	223
Total	1046	213	296	41	26	56	201	6	5	509	256	790	256
I am the **primary** decision maker and the account holder	763	160	217	**	**	**	142	**	**	377	178	572	191
	73%	75%	73%	**	**	**	71%	**	**	74%	70%	72%	75%
I am the **primary** decision maker but **not** the account holder	50	15	10	**	**	**	3	**	**	24	7	44	6
	5%	7%	3%	**	**	**	2%	**	**	5%	3%	6%	2%
I am the **joint** decision maker and the account holder	159	24	45	**	**	**	36	**	**	69	50	117	42
	15%	11%	15%	**	**	**	18%	**	**	14%	20%	15%	16%
I am the **joint** decision maker but **not** the account holder	60	13	21	**	**	**	15	**	**	34	17	45	15
	6%	6%	7%	**	**	**	7%	**	**	7%	7%	6%	6%
I'm not sure	14	1	4	**	**	**	4	**	**	4	4	13	1
	1%	*%	1%	**	**	**	2%	**	**	1%	1%	2%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	999	361	249	65	158	173	491	435	73	49	288	392	729	268	126
Effective Weighted Sample	911	344	235	59	141	141	435	407	70	37	240	371	647	264	124
Total	1046	416	261	63	167	147	485	479	82	41	293	424	758	286	133
I am the **primary** decision maker and the account holder	763	306	188	**	121	108	361	347	**	**	212	312	549	214	102
	73%	74%	72%	**	73%	74%	74%	73%	**	**	72%	74%	72%	75%	76%
I am the **primary** decision maker but **not** the account holder	50	12	12	**	9	15	24	21	**	**	18	14	39	11	3
	5%	3%	5%	**	6%	10% a	5%	4%	**	**	6%	3%	5%	4%	3%
I am the **joint** decision maker and the account holder	159	67	40	**	24	19	69	76	**	**	42	65	111	46	19
	15%	16%	15%	**	14%	13%	14%	16%	**	**	14%	15%	15%	16%	15%
I am the **joint** decision maker but **not** the account holder	60	23	17	**	10	4	29	27	**	**	18	27	49	11	6
	6%	6%	7%	**	6%	3%	6%	6%	**	**	6%	6%	6%	4%	4%
I'm not sure	14	7	3	**	2	1	2	8	**	**	4	6	11	4	2
	1%	2%	1%	**	1%	1%	*%	2%	**	**	1%	1%	1%	1%	2%

Columns Tested: a,b,c,d,e - 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.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	~b	~c	~d
Unweighted row	999	181	356	460	510	482	374	247	158	211	810	97	56	36
Effective Weighted Sample	911	141	323	447	463	442	338	232	141	198	740	88	51	32
Total	1046	165	384	495	539	500	351	263	189	233	846	105	59	35
I am the **primary** decision maker and the account holder	763	120	277	366	411	348	259	187	130	179	602	**	**	**
	73%	72%	72%	74%	76%	70%	74%	71%	69%	77%	71%	**	**	**
I am the **primary** decision maker but **not** the account holder	50	17	16	17	26	22	12	15	16	8	41	**	**	**
	5%	10% bc	4%	3%	5%	4%	3%	6%	8%	3%	5%	**	**	**
I am the **joint** decision maker and the account holder	159	17	61	79	80	76	57	44	31	26	142	**	**	**
	15%	10%	16%	16%	15%	15%	16%	17%	16%	11%	17%	**	**	**
I am the **joint** decision maker but **not** the account holder	60	8	26	26	11	49	17	17	10	16	51	**	**	**
	6%	5%	7%	5%	2%	10% a	5%	6%	5%	7%	6%	**	**	**
I'm not sure	14	4	4	7	9	5	7	1	3	4	11	**	**	**
	1%	2%	1%	1%	2%	1%	2%	*%	1%	2%	1%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AA. You said earlier that you are the primary or joint decision maker for the landline phone service. From the list below, please select the option that best describes you and the landline phone service account. By 'account holder' we mean the person whose name is shown on the landline phone service account and who all communications would go to.
Base: Those responsible for the household's landline service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	999	68	314	392	322	526	206	111	95	64	536	161	204	380	194
Effective Weighted Sample	911	57	289	352	287	484	170	89	82	55	512	137	187	352	183
Total	1046	68	345	396	323	565	180	86	94	55	594	165	218	415	215
I am the **primary** decision maker and the account holder	763	**	260	293	248	403	131	65	**	**	431	129	164	302	153
	73%	**	75%	74%	77%	71%	73%	76%	**	**	73%	78%	75%	73%	71%
I am the **primary** decision maker but **not** the account holder	50	**	19	19	15	28	18	9	**	**	21	10	5	22	9
	5%	**	6%	5%	5%	5%	10%	10%	**	**	4%	6%	2%	5%	4%
I am the **joint** decision maker and the account holder	159	**	45	61	41	97	23	9	**	**	99	15	38	66	32
	15%	**	13%	15%	13%	17%	13%	10%	**	**	17%	9%	17%	16%	15%
I am the **joint** decision maker but **not** the account holder	60	**	16	22	19	31	5	2	**	**	34	8	10	23	18
	6%	**	5%	6%	6%	5%	3%	3%	**	**	6%	5%	4%	6%	8%
I'm not sure	14	**	5	1	-	6	4	1	**	**	8	2	1	2	3
	1%	**	1%	*%	-%	1%	2%	2%	**	**	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AB. You said earlier that you are the primary or joint decision maker for the mobile phone service. From the list below, please select the option that best describes you and the mobile phone service account. By 'account holder' we mean the person whose name is shown on the mobile phone service account and who all communications would go to.
Base: Those responsible for a mobile phone

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2345	113	750	207	656	479	384	113	68	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2172	99	703	187	615	436	367	93	67	1810	362	1938	234	1349	823	356
Total	2376	113	824	217	720	506	431	92	73	1973	403	2113	263	1466	909	375
I am the **primary** decision maker and the account holder	1840	94	692	181	604	413	373	75	**	1542	299	1650	190	1113	727	281
	77%	83%	84%	84%	84%	82%	86%	82%	**	78%	74%	78%	72%	76%	80%	75%
I am the **primary** decision maker but **not** the account holder	135	6	17	8	14	12	11	2	**	111	24	115	20	99	36	39
	6%	5%	2%	4%	2%	2%	2%	2%	**	6%	6%	5%	7%	7% b	4%	10% b
I am the **joint** decision maker and the account holder	236	6	80	15	71	53	34	8	**	185	51	201	35	165	71	32
	10%	5%	10%	7%	10%	10%	8%	9%	**	9%	13%	10%	13%	11% b	8%	8%
I am the **joint** decision maker but **not** the account holder	117	7	25	11	22	22	11	4	**	89	28	99	18	61	56	18
	5%	6%	3%	5%	3%	4%	3%	4%	**	5%	7%	5%	7%	4%	6%	5%
I'm not sure	48	-	10	1	9	7	3	2	**	46	2	47	1	29	19	5
	2%	-%	1%	1%	1%	1%	1%	3%	**	2%	*%	2%	*%	2%	2%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AB. You said earlier that you are the primary or joint decision maker for the mobile phone service. From the list below, please select the option that best describes you and the mobile phone service account. By 'account holder' we mean the person whose name is shown on the mobile phone service account and who all communications would go to.
Base: Those responsible for a mobile phone

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2345	625	1084	809	900	1062	647	322	225	292	589	387	494
Effective Weighted Sample	2172	591	1013	763	841	991	612	300	218	266	547	352	460
Total	2376	629	1154	822	962	1092	692	298	220	277	580	371	486
I am the **primary** decision maker and the account holder	1840	505	937	658	784	873	569	235	169	219	461	295	385
	77%	80%	81%	80%	82%	80%	82%	79%	77%	79%	80%	80%	79%
I am the **primary** decision maker but **not** the account holder	135	29	41	37	34	45	26	15	9	16	31	22	25
	6%	5%	4%	4%	4%	4%	4%	5%	4%	6%	5%	6%	5%
I am the **joint** decision maker and the account holder	236	61	116	80	97	120	57	34	28	29	59	34	54
	10%	10%	10%	10%	10%	11%	8%	11%	13%	11%	10%	9%	11%
I am the **joint** decision maker but **not** the account holder	117	27	46	39	35	43	31	12	11	12	24	18	17
	5%	4%	4%	5%	4%	4%	5%	4%	5%	4%	4%	5%	4%
I'm not sure	48	7	14	9	12	12	9	3	3	1	4	1	4
	2%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for a mobile phone

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2345	412	469	136	74	138	318	30	21	881	456	1908	437
Effective Weighted Sample	2172	372	440	123	72	131	303	28	20	812	434	1755	417
Total	2376	389	468	109	66	147	346	30	22	857	493	1925	451
I am the **primary** decision maker and the account holder	1840	296	384	84	**	105	295	**	**	680	401	1466	374
	77%	76%	82%	77%	**	72%	85%	**	**	79%	81%	76%	83%
							a						a
I am the **primary** decision maker but **not** the account holder	135	31	16	15	**	9	1	**	**	47	9	121	14
	6%	8%	3%	14%	**	6%	*%	**	**	5%	2%	6%	3%
		b		b		b				b			
I am the **joint** decision maker and the account holder	236	42	46	6	**	21	30	**	**	88	51	201	35
	10%	11%	10%	5%	**	14%	9%	**	**	10%	10%	10%	8%
I am the **joint** decision maker but **not** the account holder	117	18	18	4	**	9	15	**	**	36	24	100	17
	5%	5%	4%	3%	**	6%	4%	**	**	4%	5%	5%	4%
I'm not sure	48	2	4	1	**	2	6	**	**	6	8	37	11
	2%	1%	1%	1%	**	2%	2%	**	**	1%	2%	2%	2%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Base: Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2345	334	238	65	516	1199	473	681	82	270	893	805	1968	374	143
Effective Weighted Sample	2172	320	225	59	472	1109	432	643	78	241	810	756	1805	364	139
Total	2376	390	251	63	511	1169	500	784	95	278	908	805	1992	381	148
I am the **primary** decision maker and the account holder	1840	339	210	**	381	866	411	605	**	147	727	660	1533	304	125
	77%	87% de	84% de	**	75%	74%	82%	77%	**	53%	80% a	82% ad	77% a	80% a	84% a
I am the **primary** decision maker but **not** the account holder	135	5	6	**	37	88	12	47	**	43	51	33	127	8	3
	6%	1%	2%	**	7% ab	8% ab	2%	6% a	**	15% bcdef	6% e	4%	6% e	2%	2%
I am the **joint** decision maker and the account holder	236	31	26	**	57	114	57	80	**	30	83	73	187	49	17
	10%	8%	10%	**	11%	10%	11%	10%	**	11%	9%	9%	9%	13%	11%
I am the **joint** decision maker but **not** the account holder	117	7	6	**	32	68	14	40	**	38	37	26	102	15	4
	5%	2%	2%	**	6% a	6% a	3%	5%	**	14% bcdef	4%	3%	5%	4%	3%
I'm not sure	48	7	3	**	3	34	6	12	**	20	11	13	43	4	-
	2%	2%	1%	**	1%	3% d	1%	2%	**	7% bcdef	1%	2%	2%	1%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2345	693	896	753	1184	1139	700	642	418	540	1954	208	112	71
Effective Weighted Sample	2172	622	825	723	1094	1058	649	605	384	504	1811	190	106	65
Total	2376	697	911	765	1224	1130	655	646	484	549	1972	217	116	71
I am the **primary** decision maker and the account holder	1840	479	734	625	976	851	527	484	365	432	1525	181	83	**
	77%	69%	81%	82%	80%	75%	80%	75%	75%	79%	77%	83%	71%	**
			a	a										
I am the **primary** decision maker but **not** the account holder	135	70	44	21	62	70	20	45	32	35	113	11	6	**
	6%	10%	5%	3%	5%	6%	3%	7%	7%	6%	6%	5%	5%	**
		bc						a	a	a				
I am the **joint** decision maker and the account holder	236	70	87	79	131	103	69	62	59	45	197	16	18	**
	10%	10%	10%	10%	11%	9%	11%	10%	12%	8%	10%	7%	15%	**
I am the **joint** decision maker but **not** the account holder	117	53	35	28	29	84	33	36	25	22	96	5	6	**
	5%	8%	4%	4%	2%	7%	5%	6%	5%	4%	5%	2%	5%	**
		bc				a								
I'm not sure	48	26	11	11	26	22	7	19	2	15	40	4	3	**
	2%	4%	1%	1%	2%	2%	1%	3%	1%	3%	2%	2%	3%	**
		bc						ac						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2345	218	713	891	726	1231	113	35	78	16	1567	436	340	759	461
Effective Weighted Sample	2172	196	658	826	665	1141	99	30	69	15	1475	381	316	709	435
Total	2376	219	742	886	723	1262	113	32	81	17	1601	425	358	795	476
I am the **primary** decision maker and the account holder	1840	168	599	712	561	1002	94	**	**	**	1254	329	293	650	387
	77%	77%	81%	80%	78%	79%	83%	**	**	**	78%	77%	82%	82%	81%
I am the **primary** decision maker but **not** the account holder	135	24	47	36	57	56	6	**	**	**	81	37	17	34	16
	6%	11% c	6%	4%	8% b	4%	5%	**	**	**	5%	9% a	5%	4%	3%
I am the **joint** decision maker and the account holder	236	15	58	97	65	131	6	**	**	**	158	32	36	76	45
	10%	7%	8%	11%	9%	10%	5%	**	**	**	10%	7%	10%	10%	9%
I am the **joint** decision maker but **not** the account holder	117	10	29	37	33	59	7	**	**	**	76	13	9	31	22
	5%	5%	4%	4%	5%	5%	6%	**	**	**	5%	3%	3%	4%	5%
I'm not sure	48	2	9	5	6	14	-	**	**	**	32	14	2	5	6
	2%	1%	1%	1%	1%	1%	-%	**	**	**	2%	3%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Base: Those responsible for the household's fixed broadband service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2020	95	770	189	676	485	380	110	69	1343	366	1475	234	1071	638	256
Effective Weighted Sample	1891	82	725	170	636	443	364	92	68	1268	335	1392	211	998	605	230
Total	2088	94	849	199	744	513	429	92	74	1405	378	1542	242	1098	686	247
I am the **primary** decision maker and the account holder	1475	**	639	149	557	378	327	70	**	1019	273	1123	169	773	519	176
	71%	**	75%	75%	75%	74%	76%	77%	**	73%	72%	73%	70%	70%	76%	71%
I am the **primary** decision maker but **not** the account holder	124	**	26	12	21	15	19	1	**	79	13	80	11	62	30	13
	6%	**	3%	6%	3%	3%	4%	1%	**	6%	3%	5%	5%	6%	4%	5%
I am the **joint** decision maker and the account holder	293	**	120	26	108	83	51	14	**	189	55	206	37	172	72	38
	14%	**	14%	13%	14%	16%	12%	15%	**	13%	14%	13%	15%	16% b	10%	15%
I am the **joint** decision maker but **not** the account holder	173	**	57	12	51	34	29	5	**	104	36	117	24	82	58	18
	8%	**	7%	6%	7%	7%	7%	6%	**	7%	10%	8%	10%	7%	8%	7%
I'm not sure	23	**	7	-	7	4	3	1	**	15	2	16	1	9	8	2
	1%	**	1%	-%	1%	1%	1%	1%	**	1%	1%	1%	*%	1%	1%	1%

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		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2020	877	1143	1066	954	1254	766	400	263	253	599	349	503
Effective Weighted Sample	1891	825	1068	1001	891	1167	724	373	255	231	558	318	470
Total	2088	877	1210	1074	1014	1274	813	368	255	244	592	338	497
I am the **primary** decision maker and the account holder	1475	578	897	729	746	907	567	255	167	180	427	256	352
	71%	66%	74% a	68%	74% a	71%	70%	69%	66%	74%	72%	76%	71%
I am the **primary** decision maker but **not** the account holder	124	77	47	82	42	70	54	22	10	17	31	22	26
	6%	9% b	4%	8% b	4%	5%	7%	6%	4%	7%	5%	6%	5%
I am the **joint** decision maker and the account holder	293	122	171	143	150	192	101	61	50	28	87	35	81
	14%	14%	14%	13%	15%	15%	12%	16%	20% b	12%	15%	10%	16%
I am the **joint** decision maker but **not** the account holder	173	86	86	105	68	94	79	26	23	17	44	25	36
	8%	10%	7%	10%	7%	7%	10%	7%	9%	7%	7%	7%	7%
I'm not sure	23	15	9	15	8	12	12	4	4	2	3	2	3
	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%

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		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2020	387	465	122	66	124	283	27	21	852	407	1640	380
Effective Weighted Sample	1891	352	437	110	64	118	272	25	20	789	390	1525	366
Total	2088	371	465	100	60	133	317	26	21	836	450	1680	407
I am the **primary** decision maker and the account holder	1475	266	341	75	**	88	233	**	**	607	321	1178	297
	71%	72%	73%	74%	**	66%	73%	**	**	73%	71%	70%	73%
I am the **primary** decision maker but **not** the account holder	124	26	22	11	**	8	12	**	**	48	20	104	20
	6%	7%	5%	11%	**	6%	4%	**	**	6%	5%	6%	5%
I am the **joint** decision maker and the account holder	293	53	63	11	**	23	43	**	**	115	66	243	50
	14%	14%	14%	11%	**	18%	14%	**	**	14%	15%	14%	12%
I am the **joint** decision maker but **not** the account holder	173	25	36	3	**	12	26	**	**	60	38	139	33
	8%	7%	8%	3%	**	9%	8%	**	**	7%	8%	8%	8%
I'm not sure	23	2	3	1	**	1	3	**	**	5	4	16	8
	1%	1%	1%	1%	**	1%	1%	**	**	1%	1%	1%	2%

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		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2020	361	249	65	501	851	475	710	74	137	746	752	1635	382	137
Effective Weighted Sample	1891	344	235	59	462	801	438	673	71	122	684	712	1516	373	134
Total	2088	416	261	63	503	852	503	811	85	141	784	766	1692	393	144
I am the **primary** decision maker and the account holder	1475	318	195	**	355	566	381	572	**	68	546	556	1171	301	112
	71%	76% e	75%	**	71%	66%	76%	71%	**	48%	70% a	73% a	69% a	77% ad	78% a
I am the **primary** decision maker but **not** the account holder	124	14	9	**	27	74	15	54	**	15	59	38	112	12	3
	6%	3%	3%	**	5%	9% ab	3%	7% a	**	11% cef	8% e	5%	7% e	3%	2%
I am the **joint** decision maker and the account holder	293	58	39	**	73	114	70	119	**	20	110	107	238	55	21
	14%	14%	15%	**	15%	13%	14%	15%	**	14%	14%	14%	14%	14%	14%
I am the **joint** decision maker but **not** the account holder	173	22	15	**	45	84	36	59	**	31	61	58	151	22	7
	8%	5%	6%	**	9%	10% a	7%	7%	**	22% bcdef	8%	8%	9%	6%	5%
I'm not sure	23	4	3	**	2	15	1	7	**	7	8	6	21	2	1
	1%	1%	1%	**	*%	2%	*%	1%	**	5% bcde	1%	1%	1%	1%	*%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Base: Those responsible for the household's fixed broadband service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2020	473	799	745	1042	961	642	581	341	432	1673	184	107	56
Effective Weighted Sample	1891	428	743	718	974	901	601	554	319	407	1568	169	102	52
Total	2088	488	830	767	1095	975	607	592	412	453	1721	195	114	57
I am the **primary** decision maker and the account holder	1475	310	592	570	844	623	449	404	265	337	1189	165	80	**
	71%	64%	71% a	74% a	77% b	64%	74% c	68%	64%	74% c	69%	85% ac	70%	**
I am the **primary** decision maker but **not** the account holder	124	44	49	31	48	74	27	33	31	34	105	7	10	**
	6%	9% c	6%	4%	4%	8% a	4%	6%	7%	8%	6%	4%	9%	**
I am the **joint** decision maker and the account holder	293	65	117	110	145	144	86	91	72	41	256	14	17	**
	14%	13%	14%	14%	13%	15%	14%	15% d	17% d	9%	15% b	7%	15%	**
I am the **joint** decision maker but **not** the account holder	173	56	64	53	44	125	40	56	40	36	151	8	6	**
	8%	11% c	8%	7%	4%	13% a	7%	10%	10%	8%	9%	4%	5%	**
I'm not sure	23	12	8	4	14	9	6	8	4	5	20	1	2	**
	1%	2% c	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	2%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	2020	159	617	826	619	1086	95	-	95	-	1125	264	416	913	516
Effective Weighted Sample	1891	147	576	772	575	1018	82	-	82	-	1070	236	385	850	487
Total	2088	174	656	828	631	1134	94	-	94	-	1171	279	429	948	530
I am the **primary** decision maker and the account holder	1475	130	489	595	456	805	**	**	**	**	846	208	310	668	386
	71%	75%	75%	72%	72%	71%	**	**	**	**	72%	74%	72%	70%	73%
I am the **primary** decision maker but **not** the account holder	124	14	38	45	48	58	**	**	**	**	66	17	24	64	25
	6%	8%	6%	5%	8%	5%	**	**	**	**	6%	6%	6%	7%	5%
I am the **joint** decision maker and the account holder	293	16	78	128	73	174	**	**	**	**	161	34	65	133	66
	14%	9%	12%	15%	12%	15%	**	**	**	**	14%	12%	15%	14%	12%
I am the **joint** decision maker but **not** the account holder	173	13	49	55	50	92	**	**	**	**	87	17	27	76	48
	8%	7%	7%	7%	8%	8%	**	**	**	**	7%	6%	6%	8%	9%
I'm not sure	23	1	2	5	3	4	**	**	**	**	12	3	3	7	5
	1%	1%	*%	1%	*%	*%	**	**	**	**	1%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

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Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	b	a	b	a	b	~c	~d	a	b	a	b	a	b	c
Unweighted row	1580	91	673	175	589	413	351	95	60	1142	319	1257	204	911	550	214
Effective Weighted Sample	1473	81	633	159	555	377	336	79	59	1074	291	1181	184	845	520	189
Total	1596	91	728	184	635	429	389	78	64	1165	316	1282	198	911	570	197
I am the **primary** decision maker and the account holder	1102	**	526	141	452	309	284	**	**	816	219	899	136	622	413	142
	69%	**	72%	77%	71%	72%	73%	**	**	70%	69%	70%	69%	68%	72%	72%
I am the **primary** decision maker but **not** the account holder	65	**	17	5	16	13	8	**	**	43	11	46	8	40	14	12
	4%	**	2%	3%	2%	3%	2%	**	**	4%	3%	4%	4%	4%	2%	6%
I am the **joint** decision maker and the account holder	259	**	120	20	110	69	61	**	**	187	50	206	31	164	73	30
	16%	**	16%	11%	17%	16%	16%	**	**	16%	16%	16%	15%	18% b	13%	15%
I am the **joint** decision maker but **not** the account holder	138	**	51	12	45	30	27	**	**	94	31	106	19	67	58	10
	9%	**	7%	7%	7%	7%	7%	**	**	8%	10%	8%	10%	7%	10%	5%
I'm not sure	34	**	14	6	12	9	9	**	**	24	5	25	4	18	12	3
	2%	**	2%	3%	2%	2%	2%	**	**	2%	2%	2%	2%	2%	2%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1580	400	981	560	821	857	524	256	180	341	626	442	525
Effective Weighted Sample	1473	377	918	525	769	798	496	238	175	309	582	401	490
Total	1596	393	1021	559	855	865	549	231	172	325	614	424	516
I am the **primary** decision maker and the account holder	1102	260	732	384	609	602	390	159	115	221	435	295	361
	69%	66%	72%	69%	71%	70%	71%	69%	66%	68%	71%	70%	70%
I am the **primary** decision maker but **not** the account holder	65	19	30	23	26	30	20	14	6	20	28	25	23
	4%	5%	3%	4%	3%	3%	4%	6%	4%	6%	5%	6%	5%
I am the **joint** decision maker and the account holder	259	69	163	85	146	150	82	35	31	46	97	55	88
	16%	18%	16%	15%	17%	17%	15%	15%	18%	14%	16%	13%	17%
I am the **joint** decision maker but **not** the account holder	138	31	80	51	59	64	47	18	17	33	50	43	39
	9%	8%	8%	9%	7%	7%	9%	8%	10%	10%	8%	10%	8%
I'm not sure	34	14	17	15	15	20	10	5	3	5	4	5	4
	2%	3%	2%	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1580	466	501	152	79	145	334	35	25	967	479	1304	276
Effective Weighted Sample	1473	422	469	137	77	138	318	33	24	891	456	1209	264
Total	1596	442	498	121	70	155	362	35	26	939	517	1312	285
I am the **primary** decision maker and the account holder	1102	305	351	91	**	97	259	**	**	656	356	888	214
	69%	69%	71%	75%	**	63%	72%	**	**	70%	69%	68%	75%
I am the **primary** decision maker but **not** the account holder	65	29	20	13	**	11	5	**	**	48	16	59	6
	4%	6%	4%	10%	**	7%	1%	**	**	5%	3%	4%	2%
				b		b							
I am the **joint** decision maker and the account holder	259	67	77	12	**	29	57	**	**	143	86	221	37
	16%	15%	15%	10%	**	19%	16%	**	**	15%	17%	17%	13%
I am the **joint** decision maker but **not** the account holder	138	37	46	5	**	14	25	**	**	83	39	120	17
	9%	8%	9%	4%	**	9%	7%	**	**	9%	8%	9%	6%
I'm not sure	34	4	5	1	**	4	17	**	**	9	21	22	11
	2%	1%	1%	1%	**	3%	5%	**	**	1%	4%	2%	4%
											a		

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	~a	b	c	d	e	f
Unweighted row	1580	267	249	65	462	544	399	539	64	99	576	590	1265	313	124
Effective Weighted Sample	1473	256	235	59	426	508	367	512	62	87	526	556	1167	305	121
Total	1596	305	261	63	447	528	416	606	72	100	591	587	1278	316	127
I am the **primary** decision maker and the account holder	1102	225	190	**	304	342	303	423	**	**	407	415	870	230	99
	69%	74%	73%	**	68%	65%	73%	70%	**	**	69%	71%	68%	73%	78%
I am the **primary** decision maker but **not** the account holder	65	5	9	**	23	28	14	26	**	**	30	16	61	4	-
	4%	2%	3%	**	5%	5%	3%	4%	**	**	5% e	3%	5% e	1%	-%
I am the **joint** decision maker and the account holder	259	48	42	**	75	86	65	95	**	**	99	102	211	47	15
	16%	16%	16%	**	17%	16%	16%	16%	**	**	17%	17%	17%	15%	12%
I am the **joint** decision maker but **not** the account holder	138	19	17	**	41	54	28	50	**	**	46	42	112	26	9
	9%	6%	7%	**	9%	10%	7%	8%	**	**	8%	7%	9%	8%	7%
I'm not sure	34	8	3	**	4	17	5	12	**	**	9	12	24	9	4
	2%	3%	1%	**	1%	3%	1%	2%	**	**	2%	2%	2%	3%	3%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1580	347	630	601	786	782	548	435	254	325	1315	133	79	53
Effective Weighted Sample	1473	311	582	579	732	730	512	413	238	304	1226	123	76	50
Total	1596	350	637	607	812	771	507	438	302	332	1318	140	84	54
I am the **primary** decision maker and the account holder	1102	226	433	441	602	495	362	286	191	250	900	109	**	**
	69%	65%	68%	73% a	74% b	64%	71%	65%	63%	75% bc	68%	78%	**	**
I am the **primary** decision maker but **not** the account holder	65	29	24	12	31	33	18	18	15	14	55	5	**	**
	4%	8% bc	4%	2%	4%	4%	4%	4%	5%	4%	4%	4%	**	**
I am the **joint** decision maker and the account holder	259	48	113	97	125	130	78	88	58	33	217	20	**	**
	16%	14%	18%	16%	15%	17%	15%	20% d	19% d	10%	16%	15%	**	**
I am the **joint** decision maker but **not** the account holder	138	40	54	44	39	95	36	41	30	31	117	4	**	**
	9%	11%	9%	7%	5%	12% a	7%	9%	10%	9%	9%	3%	**	**
I'm not sure	34	7	13	14	15	19	14	6	8	5	28	1	**	**
	2%	2%	2%	2%	2%	2%	3%	1%	3%	2%	2%	1%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q37AD. You said earlier that you are the primary or joint decision maker for the TV service. From the list below, please select the option that best describes you and the TV service account. By 'account holder' we mean the person whose name is shown on the TV service account and who all communications would go to.
Base: Those responsible for the household's TV service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	~a	~b	~c	~d	a	b	a	b	c
Unweighted row	1580	107	495	665	495	872	91	25	66	19	952	234	265	636	353
Effective Weighted Sample	1473	99	461	617	459	814	81	23	58	17	905	204	246	592	334
Total	1596	113	514	654	491	893	91	24	67	18	975	228	278	650	355
I am the **primary** decision maker and the account holder	1102	82	380	451	355	604	**	**	**	**	668	175	199	467	246
	69%	72%	74%	69%	72%	68%	**	**	**	**	69%	77%	71%	72%	69%
I am the **primary** decision maker but **not** the account holder	65	4	17	24	24	30	**	**	**	**	33	14	11	23	13
	4%	3%	3%	4%	5%	3%	**	**	**	**	3%	6%	4%	3%	4%
I am the **joint** decision maker and the account holder	259	13	71	120	63	163	**	**	**	**	168	26	47	103	60
	16%	12%	14%	18%	13%	18% a	**	**	**	**	17%	11%	17%	16%	17%
I am the **joint** decision maker but **not** the account holder	138	13	41	47	38	83	**	**	**	**	84	10	16	48	29
	9%	11%	8%	7%	8%	9%	**	**	**	**	9%	4%	6%	7%	8%
I'm not sure	34	2	5	11	11	12	**	**	**	**	21	3	6	10	7
	2%	2%	1%	2%	2%	1%	**	**	**	**	2%	1%	2%	1%	2%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Gas supplier	1870	120	682	190	611	434	367	86	**	1320	325	1437	208	1028	617	242
	68%	67%	79% a	66%	80% a	77%	77%	77%	**	67%	81% a	68%	79% a	70%	68%	65%
Electricity supplier	2172	139	784	228	695	499	424	93	**	1539	351	1669	221	1167	723	272
	78%	77%	91% a	80%	92% a	88%	89%	83%	**	78%	87% a	79%	84%	80% c	80% c	73%
Bank current account	2202	137	777	229	685	486	428	88	**	1606	343	1730	219	1198	752	282
	80%	76%	90% a	80%	90% a	86%	89% c	79%	**	81%	85%	82%	83%	82% c	83% c	75%
None of these	189	10	25	14	21	20	15	6	**	141	14	143	13	90	66	29
	7%	5%	3%	5%	3%	4%	3%	5%	**	7% b	4%	7%	5%	6%	7%	8%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Gas supplier	1870	603	959	748	814	982	580	271	197	227	498	303	421
	68%	69%	79%	70%	80%	77%	71%	74%	77%	70%	81%	71%	82%
			a		a	b					a		a
Electricity supplier	2172	715	1084	888	911	1114	685	306	214	263	543	350	457
	78%	81%	90%	83%	90%	87%	84%	83%	84%	81%	88%	83%	89%
			a		a						a		a
Bank current account	2202	678	1064	850	892	1056	686	292	206	260	540	346	454
	80%	77%	88%	79%	88%	83%	84%	79%	81%	80%	88%	82%	88%
			a		a						a		a
None of these	189	57	35	63	30	54	38	18	13	16	20	17	19
	7%	7%	3%	6%	3%	4%	5%	5%	5%	5%	3%	4%	4%
		b		b									

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Gas supplier	1870	341	383	100	**	114	271	**	**	724	385	1503	367
	68%	77%	77%	82%	**	74%	75%	**	**	77%	75%	67%	69%
Electricity supplier	2172	384	422	108	**	136	324	**	**	806	460	1730	442
	78%	87%	85%	89%	**	88%	90%	**	**	86%	89%	77%	83% a
Bank current account	2202	362	437	102	**	131	311	**	**	800	442	1755	446
	80%	82%	88%	84%	**	85%	86%	**	**	85%	85%	79%	84% a
None of these	189	14	23	1	**	8	16	**	**	36	24	155	34
	7%	3%	5%	1%	**	5%	4%	**	**	4%	5%	7%	6%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Gas supplier	1870	320	217	**	428	864	451	664	**	126	702	705	1533	335	126
	68%	77%	83%	**	80%	58%	73%	71%	**	38%	67%	78%	67%	71%	68%
		e	e		e						a	abdf	a	a	a
Electricity supplier	2172	379	239	**	466	1042	519	775	**	153	809	800	1762	408	156
	78%	91%	91%	**	87%	69%	84%	83%	**	46%	77%	88%	77%	87%	85%
		e	e		e						a	abd	a	abd	a
Bank current account	2202	373	240	**	444	1093	507	748	**	233	808	757	1798	401	163
	80%	90%	92%	**	83%	73%	82%	80%	**	70%	77%	83%	78%	85%	88%
		de	de		e							abd	a	abd	abd
None of these	189	9	8	**	21	150	28	51	**	52	75	43	169	19	6
	7%	2%	3%	**	4%	10%	4%	5%	**	16%	7%	5%	7%	4%	3%
						abd				bcdef			ce		

Columns Tested: a,b,c,d,e - 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.

Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Gas supplier	1870	433	761	675	982	877	543	506	387	416	1564	176	95	**
	68%	52%	74%	74%	68%	67%	72%	67%	67%	66%	68%	70%	68%	**
			a	a										
Electricity supplier	2172	523	851	796	1150	1009	621	602	437	488	1777	212	118	**
	78%	63%	83%	88%	80%	78%	82%	80%	76%	77%	77%	84%	85%	**
			a	ab			c							
Bank current account	2202	594	844	760	1152	1029	595	609	453	515	1818	203	116	**
	80%	72%	82%	84%	80%	79%	78%	81%	78%	81%	79%	80%	83%	**
			a	a										
None of these	189	95	52	41	92	92	40	52	34	56	161	15	8	**
	7%	11%	5%	5%	6%	7%	5%	7%	6%	9%	7%	6%	6%	**
		bc								a				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q38. Which, if any, of these services are you the primary or joint decision maker for - in terms of deciding which provider to use?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Gas supplier	1870	154	614	743	555	1052	120	52	**	**	1095	264	301	731	403
	68%	60%	70% a	74% a	65%	73% a	67%	60%	**	**	68%	62%	70%	77% a	76%
Electricity supplier	2172	178	722	860	668	1196	139	63	**	**	1260	323	363	830	459
	78%	69%	83% a	85% a	79%	82%	77%	73%	**	**	79%	76%	85%	88%	86%
Bank current account	2202	205	722	830	691	1197	137	61	**	**	1335	312	339	810	446
	80%	79%	83%	82%	81%	83%	76%	71%	**	**	83% b	73%	79%	85% a	84%
None of these	189	21	44	38	41	74	10	5	**	**	105	38	22	30	23
	7%	8% c	5%	4%	5%	5%	5%	6%	**	**	7%	9%	5%	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	1875	140	633	205	568	442	331	121	63	1301	327	1416	212	1033	595	265
Effective Weighted Sample	1729	114	591	174	531	389	316	93	62	1214	295	1322	188	949	560	234
Total	1870	120	682	190	611	434	367	86	67	1320	325	1437	208	1028	617	242
Yes - in the last 6 months	123	10	28	11	27	27	11	15	**	86	21	93	13	88	19	36
	7%	8%	4%	6%	4%	6%	3%	17%	**	7%	6%	7%	6%	9%	3%	15%
								ab						b		ab
Yes - 7 to 12 months ago	143	13	27	17	23	29	11	14	**	94	32	104	22	94	31	36
	8%	11%	4%	9%	4%	7%	3%	16%	**	7%	10%	7%	11%	9%	5%	15%
		b		b				ab						b		ab
Yes - 13 to 18 months ago	118	8	34	12	29	27	14	9	**	78	21	88	12	74	25	20
	6%	6%	5%	7%	5%	6%	4%	11%	**	6%	7%	6%	6%	7%	4%	8%
								b								
Yes - 1.5 to 2 years ago	127	10	42	16	36	37	16	7	**	82	29	94	17	78	33	13
	7%	8%	6%	9%	6%	8%	4%	8%	**	6%	9%	7%	8%	8%	5%	6%
Yes - 2 to 3 years ago	184	7	80	19	68	66	21	11	**	134	33	145	21	123	44	16
	10%	6%	12%	10%	11%	15%	6%	13%	**	10%	10%	10%	10%	12%	7%	7%
						b								b		
Yes - More than 3 years ago	475	20	232	34	218	144	109	16	**	352	68	381	39	286	134	48
	25%	17%	34%	18%	36%	33%	30%	18%	**	27%	21%	26%	19%	28%	22%	20%
			a		a	c								bc		
No - never changed provider	699	52	238	81	209	105	185	14	**	495	120	532	83	285	330	73
	37%	43%	35%	43%	34%	24%	50%	17%	**	37%	37%	37%	40%	28%	53%	30%
							ac								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	1875	607	915	749	773	974	548	301	206	241	511	321	431
Effective Weighted Sample	1729	571	854	703	721	904	520	279	200	216	474	289	402
Total	1870	603	959	748	814	982	580	271	197	227	498	303	421
Yes - in the last 6 months	123	33	52	43	42	65	20	42	22	10	25	14	21
	7%	6%	5%	6%	5%	7% b	3%	15% ab	11% b	4%	5%	5%	5%
Yes - 7 to 12 months ago	143	56	54	68	42	87	23	43	22	24	34	35	24
	8%	9% b	6%	9% b	5%	9% b	4%	16% ab	11% b	11%	7%	11% b	6%
Yes - 13 to 18 months ago	118	45	52	56	41	74	23	18	15	11	26	15	22
	6%	7%	5%	7%	5%	7% b	4%	7%	8%	5%	5%	5%	5%
Yes - 1.5 to 2 years ago	127	44	64	59	50	92	16	21	18	18	32	26	23
	7%	7%	7%	8%	6%	9% b	3%	8% b	9% b	8%	6%	9%	6%
Yes - 2 to 3 years ago	184	54	102	74	82	120	36	33	29	22	47	32	37
	10%	9%	11%	10%	10%	12% b	6%	12% b	15% b	10%	9%	11%	9%
Yes - More than 3 years ago	475	142	292	170	265	287	147	44	39	52	149	70	131
	25%	24%	30% a	23%	32% a	29% cd	25% c	16%	20%	23%	30%	23%	31%
No - never changed provider	699	228	344	279	293	258	314	70	53	89	185	112	163
	37%	38%	36%	37%	36%	26%	54% acd	26%	27%	39%	37%	37%	39%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	1875	369	383	127	66	108	252	26	20	752	360	1520	355
Effective Weighted Sample	1729	331	360	114	64	102	240	24	19	690	342	1390	339
Total	1870	341	383	100	58	114	271	25	20	724	385	1503	367
Yes - in the last 6 months	123	25	9	16	**	11	10	**	**	35	22	107	16
	7%	7%	2%	16%	**	10%	4%	**	**	5%	6%	7%	4%
		b		ab									
Yes - 7 to 12 months ago	143	42	17	23	**	7	15	**	**	59	22	122	21
	8%	12%	4%	23%	**	6%	6%	**	**	8%	6%	8%	6%
		b		ab									
Yes - 13 to 18 months ago	118	25	11	7	**	7	11	**	**	36	17	99	20
	6%	7%	3%	7%	**	6%	4%	**	**	5%	5%	7%	5%
		b											
Yes - 1.5 to 2 years ago	127	27	22	6	**	5	11	**	**	49	16	108	19
	7%	8%	6%	6%	**	4%	4%	**	**	7%	4%	7%	5%
Yes - 2 to 3 years ago	184	40	29	5	**	12	30	**	**	69	43	147	37
	10%	12%	8%	5%	**	11%	11%	**	**	10%	11%	10%	10%
Yes - More than 3 years ago	475	94	107	18	**	40	92	**	**	201	132	353	122
	25%	28%	28%	18%	**	35%	34%	**	**	28%	34%	23%	33%
													a
No - never changed provider	699	88	187	26	**	32	102	**	**	275	134	567	132
	37%	26%	49%	26%	**	28%	38%	**	**	38%	35%	38%	36%
			ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	1875	280	207	53	439	903	451	586	61	130	701	709	1540	333	124
Effective Weighted Sample	1729	267	196	47	402	829	402	552	59	111	628	666	1404	323	120
Total	1870	320	217	50	428	864	451	664	67	126	702	705	1533	335	126
Yes - in the last 6 months	123	16	9	**	30	67	23	36	**	15	59	32	106	17	6
	7%	5%	4%	**	7%	8%	5%	5%	**	12% c	8% c	4%	7%	5%	5%
Yes - 7 to 12 months ago	143	10	7	**	39	86	31	45	**	21	67	41	129	15	4
	8%	3%	3%	**	9% ab	10% ab	7%	7%	**	17% cdef	10% ce	6%	8%	4%	3%
Yes - 13 to 18 months ago	118	15	12	**	24	64	26	45	**	17	46	39	102	16	4
	6%	5%	5%	**	6%	7%	6%	7%	**	13% bcdef	7%	6%	7%	5%	3%
Yes - 1.5 to 2 years ago	127	19	10	**	35	60	33	46	**	8	56	41	105	23	9
	7%	6%	4%	**	8%	7%	7%	7%	**	6%	8%	6%	7%	7%	7%
Yes - 2 to 3 years ago	184	37	24	**	37	79	54	59	**	8	66	70	144	39	11
	10%	12%	11%	**	9%	9%	12%	9%	**	7%	9%	10%	9%	12%	8%
Yes - More than 3 years ago	475	111	81	**	95	174	128	176	**	3	105	249	357	117	38
	25%	35% de	37% de	**	22%	20%	29%	27%	**	2%	15% a	35% abd	23% ab	35% abd	30% ab
No - never changed provider	699	111	75	**	168	334	155	257	**	54	302	234	591	108	54
	37%	35%	35%	**	39%	39%	34%	39%	**	43%	43% ce	33%	39%	32%	43%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	~c	~d
Unweighted row	1875	448	756	669	965	899	596	508	338	413	1574	170	94	37
Effective Weighted Sample	1729	391	695	641	888	831	548	477	310	386	1455	155	87	32
Total	1870	433	761	675	982	877	543	506	387	416	1564	176	95	35
Yes - in the last 6 months	123	52	39	31	67	55	42	33	22	24	112	7	**	**
	7%	12% bc	5%	5%	7%	6%	8%	7%	6%	6%	7%	4%	**	**
Yes - 7 to 12 months ago	143	63	52	28	77	66	53	35	28	26	126	11	**	**
	8%	15% bc	7%	4%	8%	8%	10%	7%	7%	6%	8%	6%	**	**
Yes - 13 to 18 months ago	118	37	50	32	68	50	35	33	28	22	99	10	**	**
	6%	8%	7%	5%	7%	6%	7%	7%	7%	5%	6%	6%	**	**
Yes - 1.5 to 2 years ago	127	30	59	39	81	47	46	35	29	17	103	16	**	**
	7%	7%	8%	6%	8%	5%	9% d	7%	7%	4%	7%	9%	**	**
Yes - 2 to 3 years ago	184	35	76	72	98	85	41	55	43	43	159	17	**	**
	10%	8%	10%	11%	10%	10%	8%	11%	11%	10%	10%	10%	**	**
Yes - More than 3 years ago	475	27	192	255	242	230	142	141	84	104	405	37	**	**
	25%	6%	25% a	38% ab	25%	26%	26%	28%	22%	25%	26%	21%	**	**
No - never changed provider	699	189	293	217	349	345	183	173	153	181	560	78	**	**
	37%	44% c	39%	32%	36%	39%	34%	34%	39%	43% ab	36%	45%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q39A. Have you or your household ever changed your gas supplier? IF YES - When did you most recently change your gas supplier?
Base: Those who are the decision maker for the household's gas service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	1875	153	600	762	576	1036	140	69	71	40	1070	277	292	708	397
Effective Weighted Sample	1729	136	552	701	527	956	114	54	61	33	1011	239	268	659	376
Total	1870	154	614	743	555	1052	120	52	68	33	1095	264	301	731	403
Yes - in the last 6 months	123	16	29	56	44	62	10	**	**	**	66	24	23	33	25
	7%	10% b	5%	7%	8%	6%	8%	**	**	**	6%	9%	8%	5%	6%
Yes - 7 to 12 months ago	143	8	44	63	38	83	13	**	**	**	75	24	27	52	27
	8%	5%	7%	9%	7%	8%	11%	**	**	**	7%	9%	9%	7%	7%
Yes - 13 to 18 months ago	118	9	37	53	39	64	8	**	**	**	67	16	25	47	22
	6%	6%	6%	7%	7%	6%	6%	**	**	**	6%	6%	8%	6%	5%
Yes - 1.5 to 2 years ago	127	14	43	53	33	75	10	**	**	**	70	17	25	49	27
	7%	9%	7%	7%	6%	7%	8%	**	**	**	6%	6%	8%	7%	7%
Yes - 2 to 3 years ago	184	10	61	84	59	108	7	**	**	**	117	20	29	79	38
	10%	6%	10%	11%	11%	10%	6%	**	**	**	11%	8%	10%	11%	9%
Yes - More than 3 years ago	475	31	155	192	153	259	20	**	**	**	305	47	73	193	124
	25%	20%	25%	26%	27%	25%	17%	**	**	**	28% b	18%	24%	26%	31%
No - never changed provider	699	67	245	243	189	401	52	**	**	**	395	116	100	278	141
	37%	43%	40% c	33%	34%	38%	43%	**	**	**	36%	44%	33%	38%	35%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2165	153	720	233	640	492	381	123	70	1519	347	1645	221	1173	693	298
Effective Weighted Sample	2002	129	675	203	600	440	363	98	69	1416	315	1534	196	1078	652	262
Total	2172	139	784	228	695	499	424	93	75	1539	351	1669	221	1167	723	272
Yes - in the last 6 months	143	7	40	9	38	34	13	13	**	94	21	102	13	91	24	30
	7%	5%	5%	4%	5%	7%	3%	14%	**	6%	6%	6%	6%	8%	3%	11%
								ab						b		b
Yes - 7 to 12 months ago	161	14	35	17	32	38	10	14	**	109	28	122	15	106	32	44
	7%	10%	4%	7%	5%	8%	2%	15%	**	7%	8%	7%	7%	9%	4%	16%
		b				b		ab						b		ab
Yes - 13 to 18 months ago	148	10	39	16	33	30	19	12	**	105	21	115	11	91	35	25
	7%	7%	5%	7%	5%	6%	4%	13%	**	7%	6%	7%	5%	8%	5%	9%
								ab								b
Yes - 1.5 to 2 years ago	143	10	44	15	39	40	14	8	**	89	33	101	21	89	32	14
	7%	7%	6%	7%	6%	8%	3%	8%	**	6%	9%	6%	9%	8%	4%	5%
						b								b		
Yes - 2 to 3 years ago	223	11	92	24	79	68	35	9	**	164	35	177	23	138	61	18
	10%	8%	12%	10%	11%	14%	8%	10%	**	11%	10%	11%	10%	12%	8%	7%
														c		
Yes - More than 3 years ago	567	26	271	49	248	168	129	17	**	422	81	455	48	335	168	56
	26%	18%	35%	21%	36%	34%	30%	18%	**	27%	23%	27%	22%	29%	23%	21%
			a		a	c	c							bc		
No - never changed provider	786	62	263	98	227	121	204	19	**	556	131	597	90	316	371	84
	36%	45%	34%	43%	33%	24%	48%	21%	**	36%	37%	36%	41%	27%	51%	31%
		b		b			ac								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2165	715	1026	882	859	1092	649	334	223	277	557	367	467
Effective Weighted Sample	2002	675	959	831	803	1018	614	312	216	251	517	333	435
Total	2172	715	1084	888	911	1114	685	306	214	263	543	350	457
Yes - in the last 6 months	143	50	66	61	54	78	37	43	23	11	28	16	24
	7%	7%	6%	7%	6%	7%	5%	14% ab	11% b	4%	5%	5%	5%
Yes - 7 to 12 months ago	161	64	62	75	51	105	21	55	28	24	39	33	30
	7%	9%	6%	8%	6%	9% b	3%	18% ab	13% b	9%	7%	9%	7%
Yes - 13 to 18 months ago	148	59	50	71	38	81	28	27	20	13	27	18	22
	7%	8% b	5%	8% b	4%	7% b	4%	9% b	9% b	5%	5%	5%	5%
Yes - 1.5 to 2 years ago	143	44	70	60	54	97	17	18	14	20	37	29	29
	7%	6%	6%	7%	6%	9% b	2%	6% b	6% b	8%	7%	8%	6%
Yes - 2 to 3 years ago	223	65	119	87	98	136	49	34	29	32	57	43	46
	10%	9%	11%	10%	11%	12% b	7%	11%	14% b	12%	10%	12%	10%
Yes - More than 3 years ago	567	174	342	215	301	336	180	52	45	58	165	80	142
	26%	24%	31% a	24%	33% a	30% cd	26% c	17%	21%	22%	30%	23%	31% a
No - never changed provider	786	259	376	320	315	282	353	76	55	104	190	130	164
	36%	36%	35%	36%	35%	25%	51% acd	25%	26%	40%	35%	37%	36%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2165	406	428	134	70	127	298	31	21	834	425	1737	428
Effective Weighted Sample	2002	367	401	122	68	120	285	29	20	768	405	1593	410
Total	2172	384	422	108	61	136	324	31	22	806	460	1730	442
Yes - in the last 6 months	143	25	14	16	**	18	10	**	**	40	28	116	27
	7%	7%	3%	15%	**	13%	3%	**	**	5%	6%	7%	6%
				ab		b							
Yes - 7 to 12 months ago	161	45	18	20	**	9	16	**	**	63	26	137	25
	7%	12%	4%	18%	**	7%	5%	**	**	8%	6%	8%	6%
		b		b									
Yes - 13 to 18 months ago	148	26	14	7	**	11	14	**	**	40	26	118	30
	7%	7%	3%	7%	**	8%	4%	**	**	5%	6%	7%	7%
Yes - 1.5 to 2 years ago	143	36	22	10	**	6	18	**	**	57	24	123	20
	7%	9%	5%	9%	**	4%	5%	**	**	7%	5%	7%	5%
Yes - 2 to 3 years ago	223	47	42	6	**	14	33	**	**	89	47	183	41
	10%	12%	10%	6%	**	10%	10%	**	**	11%	10%	11%	9%
Yes - More than 3 years ago	567	104	118	19	**	46	116	**	**	222	162	420	147
	26%	27%	28%	18%	**	34%	36%	**	**	28%	35%	24%	33%
											a		a
No - never changed provider	786	101	193	30	**	32	117	**	**	294	149	633	152
	36%	26%	46%	27%	**	23%	36%	**	**	37%	32%	37%	34%
			ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2165	329	228	57	474	1084	510	680	73	157	803	800	1760	403	153
Effective Weighted Sample	2002	315	215	51	434	999	459	644	70	136	721	753	1609	392	149
Total	2172	379	239	54	466	1042	519	775	81	153	809	800	1762	408	156
Yes - in the last 6 months	143	24	13	**	30	75	30	42	**	15	63	39	118	25	8
	7%	6%	5%	**	6%	7%	6%	5%	**	10%	8%	5%	7%	6%	5%
Yes - 7 to 12 months ago	161	14	10	**	38	97	35	51	**	21	75	47	143	18	6
	7%	4%	4%	**	8%	9%	7%	7%	**	14%	9%	6%	8%	4%	4%
						a				cef	e				
Yes - 13 to 18 months ago	148	14	12	**	23	94	32	61	**	21	64	44	129	18	5
	7%	4%	5%	**	5%	9%	6%	8%	**	14%	8%	6%	7%	4%	3%
						ad				cdef					
Yes - 1.5 to 2 years ago	143	19	11	**	39	69	32	56	**	14	59	46	120	24	9
	7%	5%	5%	**	8%	7%	6%	7%	**	9%	7%	6%	7%	6%	6%
Yes - 2 to 3 years ago	223	47	24	**	44	101	64	73	**	11	78	82	171	51	17
	10%	12%	10%	**	10%	10%	12%	9%	**	7%	10%	10%	10%	12%	11%
Yes - More than 3 years ago	567	134	93	**	106	218	155	201	**	5	127	289	420	147	50
	26%	35%	39%	**	23%	21%	30%	26%	**	3%	16%	36%	24%	36%	32%
		de	de								a	abd	ab	abd	ab
No - never changed provider	786	127	76	**	186	387	171	291	**	64	343	253	660	125	60
	36%	33%	32%	**	40%	37%	33%	37%	**	42%	42%	32%	37%	31%	39%
											ce		c		

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2165	537	841	785	1122	1029	672	603	381	483	1782	202	116	65
Effective Weighted Sample	2002	472	775	755	1034	956	621	567	349	452	1650	185	108	60
Total	2172	523	851	796	1150	1009	621	602	437	488	1777	212	118	65
Yes - in the last 6 months	143	56	45	42	80	62	45	44	23	32	125	12	2	**
	7%	11% bc	5%	5%	7%	6%	7%	7%	5%	6%	7%	6%	2%	**
Yes - 7 to 12 months ago	161	62	68	31	87	73	54	44	32	30	132	12	10	**
	7%	12% c	8% c	4%	8%	7%	9%	7%	7%	6%	7%	5%	9%	**
Yes - 13 to 18 months ago	148	52	57	38	82	65	45	37	35	31	120	16	8	**
	7%	10% c	7%	5%	7%	6%	7%	6%	8%	6%	7%	7%	6%	**
Yes - 1.5 to 2 years ago	143	38	64	42	93	50	50	43	32	18	110	16	8	**
	7%	7%	8%	5%	8% b	5%	8% d	7%	7%	4%	6%	8%	7%	**
Yes - 2 to 3 years ago	223	47	85	90	123	100	54	65	50	51	191	22	9	**
	10%	9%	10%	11%	11%	10%	9%	11%	11%	11%	11%	10%	8%	**
Yes - More than 3 years ago	567	39	218	310	295	270	175	164	100	125	479	43	35	**
	26%	8%	26% a	39% ab	26%	27%	28%	27%	23%	26%	27%	20%	30%	**
No - never changed provider	786	230	314	243	390	389	197	206	167	202	619	91	46	**
	36%	44% bc	37% c	30%	34%	39%	32%	34%	38%	41% a	35%	43%	39%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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Q39B. Have you or your household ever changed your electricity supplier? IF YES - When did you most recently change your electricity supplier?
Base: Those who are the decision maker for the household's electricity service

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2165	179	697	871	685	1173	153	79	74	42	1236	329	346	801	450
Effective Weighted Sample	2002	160	643	806	626	1088	129	65	65	38	1167	286	321	747	426
Total	2172	178	722	860	668	1196	139	63	76	40	1260	323	363	830	459
Yes - in the last 6 months	143	15	44	57	55	69	7	**	**	**	81	16	22	46	35
	7%	8%	6%	7%	8%	6%	5%	**	**	**	6%	5%	6%	6%	8%
Yes - 7 to 12 months ago	161	18	42	75	49	90	14	**	**	**	81	30	32	55	33
	7%	10%	6%	9%	7%	8%	10%	**	**	**	6%	9%	9%	7%	7%
Yes - 13 to 18 months ago	148	8	49	62	53	74	10	**	**	**	84	27	28	50	26
	7%	5%	7%	7%	8%	6%	7%	**	**	**	7%	8%	8%	6%	6%
Yes - 1.5 to 2 years ago	143	12	45	62	34	85	10	**	**	**	76	20	25	53	30
	7%	7%	6%	7%	5%	7%	7%	**	**	**	6%	6%	7%	6%	6%
Yes - 2 to 3 years ago	223	8	79	100	71	130	11	**	**	**	141	27	36	94	41
	10%	5%	11% a	12% a	11%	11%	8%	**	**	**	11%	8%	10%	11%	9%
Yes - More than 3 years ago	567	45	185	227	191	310	26	**	**	**	365	61	93	231	145
	26%	25%	26%	26%	29%	26%	18%	**	**	**	29% b	19%	26%	28%	32%
No - never changed provider	786	73	278	276	215	439	62	**	**	**	431	142	126	301	150
	36%	41%	38% c	32%	32%	37%	45%	**	**	**	34%	44% a	35%	36%	33%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2176	145	710	229	626	470	385	111	67	1569	339	1690	218	1186	722	298
Effective Weighted Sample	2014	125	664	203	586	423	366	91	66	1464	308	1577	196	1094	679	264
Total	2202	137	777	229	685	486	428	88	72	1606	343	1730	219	1198	752	282
Yes - in the last 6 months	83	1	18	2	17	16	4	7	**	64	8	67	4	58	13	29
	4%	1%	2%	1%	3%	3%	1%	8%	**	4%	2%	4%	2%	5%	2%	10%
								b						b		ab
Yes - 7 to 12 months ago	86	8	16	8	16	19	4	14	**	58	12	61	9	59	11	28
	4%	6%	2%	3%	2%	4%	1%	16%	**	4%	4%	4%	4%	5%	1%	10%
						b		ab						b		ab
Yes - 13 to 18 months ago	74	8	17	9	16	20	5	5	**	47	14	53	8	50	11	18
	3%	6%	2%	4%	2%	4%	1%	6%	**	3%	4%	3%	4%	4%	1%	6%
						b		b						b		b
Yes - 1.5 to 2 years ago	80	10	21	12	18	19	12	2	**	47	17	50	14	48	16	8
	4%	7%	3%	5%	3%	4%	3%	3%	**	3%	5%	3%	6%	4%	2%	3%
		b											a			
Yes - 2 to 3 years ago	75	5	29	10	24	24	10	2	**	51	9	53	7	44	16	10
	3%	4%	4%	4%	3%	5%	2%	2%	**	3%	2%	3%	3%	4%	2%	3%
Yes - More than 3 years ago	524	26	208	48	185	150	83	24	**	404	71	431	44	351	124	64
	24%	19%	27%	21%	27%	31%	19%	27%	**	25%	21%	25%	20%	29%	16%	23%
						b								b		
No - never changed provider	1281	78	469	139	409	237	310	33	**	936	212	1014	134	588	560	126
	58%	57%	60%	61%	60%	49%	72%	38%	**	58%	62%	59%	61%	49%	74%	45%
							ac								ac	

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2176	677	1005	843	839	1036	646	320	214	274	551	362	463
Effective Weighted Sample	2014	637	938	791	783	964	609	298	207	247	510	327	431
Total	2202	678	1064	850	892	1056	686	292	206	260	540	346	454
Yes - in the last 6 months	83	26	28	29	25	41	13	25	8	9	18	13	15
	4%	4%	3%	3%	3%	4%	2%	9%	4%	3%	3%	4%	3%
								ab					
Yes - 7 to 12 months ago	86	22	21	25	18	39	4	20	8	20	12	21	11
	4%	3%	2%	3%	2%	4%	1%	7%	4%	8%	2%	6%	2%
						b		b	b	b		b	
Yes - 13 to 18 months ago	74	24	24	29	19	35	13	11	5	11	12	13	10
	3%	4%	2%	3%	2%	3%	2%	4%	2%	4%	2%	4%	2%
Yes - 1.5 to 2 years ago	80	22	31	23	30	44	10	10	7	13	17	15	15
	4%	3%	3%	3%	3%	4%	1%	3%	3%	5%	3%	4%	3%
						b							
Yes - 2 to 3 years ago	75	20	35	26	30	42	14	11	7	8	16	12	12
	3%	3%	3%	3%	3%	4%	2%	4%	3%	3%	3%	3%	3%
Yes - More than 3 years ago	524	176	281	219	237	326	130	80	65	48	149	72	125
	24%	26%	26%	26%	27%	31%	19%	27%	32%	18%	28%	21%	27%
						b		b	b		a		
No - never changed provider	1281	387	644	499	532	529	503	135	107	151	315	201	266
	58%	57%	61%	59%	60%	50%	73%	46%	52%	58%	58%	58%	59%
							acd						

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2176	385	440	129	72	123	287	27	21	825	410	1744	432
Effective Weighted Sample	2014	347	411	117	70	117	273	25	20	758	390	1602	412
Total	2202	362	437	102	63	131	311	25	21	800	442	1755	446
Yes - in the last 6 months	83	15	12	9	**	3	8	**	**	27	11	76	7
	4%	4%	3%	9%	**	2%	3%	**	**	3%	3%	4%	2%
				b								b	
Yes - 7 to 12 months ago	86	25	7	15	**	4	7	**	**	32	11	78	8
	4%	7%	2%	15%	**	3%	2%	**	**	4%	3%	4%	2%
		b		ab								b	
Yes - 13 to 18 months ago	74	16	7	5	**	7	6	**	**	23	13	58	16
	3%	5%	2%	4%	**	6%	2%	**	**	3%	3%	3%	4%
		b											
Yes - 1.5 to 2 years ago	80	16	14	3	**	3	7	**	**	30	10	69	10
	4%	5%	3%	3%	**	2%	2%	**	**	4%	2%	4%	2%
Yes - 2 to 3 years ago	75	18	6	6	**	5	4	**	**	24	9	63	11
	3%	5%	1%	6%	**	4%	1%	**	**	3%	2%	4%	3%
		b		b									
Yes - More than 3 years ago	524	115	82	22	**	39	74	**	**	197	113	388	135
	24%	32%	19%	21%	**	30%	24%	**	**	25%	26%	22%	30%
		b											a
No - never changed provider	1281	156	310	41	**	70	205	**	**	467	275	1023	258
	58%	43%	71%	41%	**	53%	66%	**	**	58%	62%	58%	58%
			ac										

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2176	323	228	61	452	1119	488	655	77	225	792	758	1775	398	161
Effective Weighted Sample	2014	308	215	55	414	1034	442	618	74	201	715	712	1626	386	156
Total	2202	373	240	59	444	1093	507	748	87	233	808	757	1798	401	163
Yes - in the last 6 months	83	8	7	**	13	53	15	27	**	17	45	18	80	3	-
	4%	2%	3%	**	3%	5%	3%	4%	**	7% cef	6% cef	2%	4% ef	1%	-%
Yes - 7 to 12 months ago	86	7	3	**	14	61	18	23	**	30	38	13	81	5	1
	4%	2%	1%	**	3%	6% ab	4%	3%	**	13% bcdef	5% ce	2%	4% ce	1%	1%
Yes - 13 to 18 months ago	74	8	2	**	12	48	23	20	**	14	35	18	67	7	3
	3%	2%	1%	**	3%	4%	4%	3%	**	6% ce	4%	2%	4%	2%	2%
Yes - 1.5 to 2 years ago	80	7	6	**	20	46	19	35	**	18	37	17	73	7	4
	4%	2%	2%	**	4%	4%	4%	5%	**	8% cde	5%	2%	4%	2%	2%
Yes - 2 to 3 years ago	75	18	7	**	15	36	24	12	**	15	31	18	64	10	7
	3%	5%	3%	**	3%	3%	5% b	2%	**	6% c	4%	2%	4%	3%	5%
Yes - More than 3 years ago	524	97	77	**	95	237	115	178	**	16	139	234	389	134	49
	24%	26%	32% de	**	21%	22%	23%	24%	**	7%	17% a	31% abd	22% ab	33% abd	30% ab
No - never changed provider	1281	228	137	**	277	613	293	451	**	123	484	437	1044	235	99
	58%	61%	57%	**	62%	56%	58%	60%	**	53%	60%	58%	58%	59%	60%

Columns Tested: a,b,c,d,e - 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.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2176	593	827	753	1118	1037	637	607	388	512	1803	195	113	65
Effective Weighted Sample	2014	529	761	722	1032	963	591	572	357	476	1670	179	106	59
Total	2202	594	844	760	1152	1029	595	609	453	515	1818	203	116	64
Yes - in the last 6 months	83	44	28	11	47	35	22	24	19	16	71	10	3	**
	4%	7% bc	3%	1%	4%	3%	4%	4%	4%	3%	4%	5%	2%	**
Yes - 7 to 12 months ago	86	56	20	10	56	30	24	25	18	17	75	5	4	**
	4%	9% bc	2%	1%	5%	3%	4%	4%	4%	3%	4%	2%	3%	**
Yes - 13 to 18 months ago	74	32	26	16	42	32	23	19	15	16	57	9	5	**
	3%	5% c	3%	2%	4%	3%	4%	3%	3%	3%	3%	4%	4%	**
Yes - 1.5 to 2 years ago	80	30	35	14	51	29	20	20	24	15	63	8	5	**
	4%	5% c	4% c	2%	4%	3%	3%	3%	5%	3%	3%	4%	4%	**
Yes - 2 to 3 years ago	75	32	22	21	37	38	17	22	20	15	62	9	2	**
	3%	5% b	3%	3%	3%	4%	3%	4%	4%	3%	3%	4%	2%	**
Yes - More than 3 years ago	524	63	221	239	311	207	145	157	91	124	428	50	34	**
	24%	11%	26% a	31% a	27% b	20%	24%	26%	20%	24%	24%	24%	29%	**
No - never changed provider	1281	337	492	450	608	659	344	340	265	312	1063	113	64	**
	58%	57%	58%	59%	53%	64% a	58%	56%	59%	61%	58%	56%	55%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q39C. Have you or your household ever changed your main bank account provider? IF YES - When did you most recently change your main bank account provider?
Base: Those responsible for a bank current account

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2176	198	695	839	700	1169	145	70	75	49	1298	315	324	780	434
Effective Weighted Sample	2014	180	641	776	643	1083	125	61	65	44	1223	277	301	725	409
Total	2202	205	722	830	691	1197	137	61	75	44	1335	312	339	810	446
Yes - in the last 6 months	83	16	21	32	27	36	1	**	**	**	47	18	15	23	13
	4%	8% b	3%	4%	4%	3%	1%	**	**	**	4%	6%	4%	3%	3%
Yes - 7 to 12 months ago	86	10	28	37	33	33	8	**	**	**	39	23	13	23	5
	4%	5%	4%	4%	5%	3%	6%	**	**	**	3%	8% a	4%	3%	1%
Yes - 13 to 18 months ago	74	9	31	28	27	39	8	**	**	**	38	11	14	18	12
	3%	4%	4%	3%	4%	3%	6%	**	**	**	3%	4%	4%	2%	3%
Yes - 1.5 to 2 years ago	80	6	31	30	19	47	10	**	**	**	36	12	13	25	11
	4%	3%	4%	4%	3%	4%	7%	**	**	**	3%	4%	4%	3%	2%
Yes - 2 to 3 years ago	75	3	23	27	25	35	5	**	**	**	41	11	15	29	10
	3%	1%	3%	3%	4%	3%	4%	**	**	**	3%	4%	4%	4%	2%
Yes - More than 3 years ago	524	47	164	211	186	275	26	**	**	**	359	53	68	220	132
	24%	23%	23%	25%	27%	23%	19%	**	**	**	27% b	17%	20%	27%	30% a
No - never changed provider	1281	114	424	465	373	732	78	**	**	**	775	183	202	473	262
	58%	56%	59%	56%	54%	61% a	57%	**	**	**	58%	59%	59%	58%	59%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	312	41	66	47	60	87	20	58	12	199	64	218	45	211	52	92
Effective Weighted Sample	270	28	53	33	48	62	19	39	12	177	54	194	37	183	48	77
Total	266	23	54	28	50	56	22	28	13	180	53	197	35	182	51	72
Yes - Previous supplier went out of business	68	**	**	**	**	**	**	**	**	46	**	46	**	48	**	**
	26%	**	**	**	**	**	**	**	**	25%	**	23%	**	26%	**	**
No - This was not a factor	190	**	**	**	**	**	**	**	**	128	**	144	**	131	**	**
	71%	**	**	**	**	**	**	**	**	71%	**	73%	**	72%	**	**
Can't remember	9	**	**	**	**	**	**	**	**	7	**	7	**	4	**	**
	3%	**	**	**	**	**	**	**	**	4%	**	3%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	~b	a	~b	c	~d	~a	~b	~a	~b
Unweighted row	312	97	122	122	97	175	44	104	45	47	72	64	55
Effective Weighted Sample	270	89	106	111	83	154	41	91	44	39	62	54	47
Total	266	90	106	111	85	152	43	85	44	35	59	48	45
Yes - Previous supplier went out of business	68	**	19	20	**	35	**	26	**	**	**	**	**
	26%	**	18%	18%	**	23%	**	31%	**	**	**	**	**
No - This was not a factor	190	**	86	86	**	113	**	56	**	**	**	**	**
	71%	**	82%	77%	**	74%	**	66%	**	**	**	**	**
Can't remember	9	**	-	6	**	5	**	3	**	**	**	**	**
	3%	**	-%	5%	**	3%	**	3%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	312	90	29	55	14	19	26	8	4	119	45	274	38
Effective Weighted Sample	270	76	26	46	14	18	24	7	4	101	41	233	37
Total	266	67	26	38	12	18	25	6	4	93	43	229	37
Yes - Previous supplier went out of business	68	**	**	**	**	**	**	**	**	20	**	62	**
	26%	**	**	**	**	**	**	**	**	22%	**	27%	**
No - This was not a factor	190	**	**	**	**	**	**	**	**	72	**	161	**
	71%	**	**	**	**	**	**	**	**	77%	**	70%	**
Can't remember	9	**	**	**	**	**	**	**	**	1	**	6	**
	3%	**	**	**	**	**	**	**	**	1%	**	2%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	~c	d	~e	~f
Unweighted row	312	28	19	7	82	178	81	78	7	42	156	83	281	31	10
Effective Weighted Sample	270	24	16	5	72	156	59	71	6	35	131	75	241	30	10
Total	266	26	16	5	69	153	55	80	8	35	126	73	234	32	10
Yes - Previous supplier went out of business	68	**	**	**	**	46	**	**	**	**	43	**	66	**	**
	26%	**	**	**	**	30%	**	**	**	**	34%	**	28%	**	**
No - This was not a factor	190	**	**	**	**	98	**	**	**	**	78	**	160	**	**
	71%	**	**	**	**	64%	**	**	**	**	61%	**	68%	**	**
Can't remember	9	**	**	**	**	9	**	**	**	**	6	**	9	**	**
	3%	**	**	**	**	6%	**	**	**	**	5%	**	4%	**	**

Columns Tested: a,b,c,d,e - 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. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	312	140	110	62	166	145	121	79	52	56	276	21	11	4
Effective Weighted Sample	270	116	95	59	142	127	103	70	45	50	241	17	10	4
Total	266	116	92	59	144	121	95	69	50	50	238	18	9	1
Yes - Previous supplier went out of business	68	44	18	**	37	30	27	**	**	**	59	**	**	**
	26%	38% b	19%	**	26%	25%	29%	**	**	**	25%	**	**	**
No - This was not a factor	190	69	68	**	104	85	66	**	**	**	170	**	**	**
	71%	60%	75%	**	72%	70%	70%	**	**	**	71%	**	**	**
Can't remember	9	2	5	**	3	6	2	**	**	**	9	**	**	**
	3%	2%	6%	**	2%	5%	2%	**	**	**	4%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40A. When you recently changed Gas supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's gas service supplier in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	a	b	~a	~b	~c	~d	a	~b	~a	~b	~c
Unweighted row	312	34	80	144	106	161	41	22	19	9	147	67	56	95	57
Effective Weighted Sample	270	27	69	124	89	142	28	16	14	7	136	53	47	84	53
Total	266	24	73	119	82	144	23	9	15	4	141	48	49	85	52
Yes - Previous supplier went out of business	68	**	**	27	26	28	**	**	**	**	27	**	**	**	**
	26%	**	**	23%	31%	20%	**	**	**	**	19%	**	**	**	**
No - This was not a factor	190	**	**	89	55	114	**	**	**	**	108	**	**	**	**
	71%	**	**	75%	66%	79%	**	**	**	**	77%	**	**	**	**
Can't remember	9	**	**	3	2	2	**	**	**	**	6	**	**	**	**
	3%	**	**	2%	2%	1%	**	**	**	**	4%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	346	33	83	39	77	94	22	48	15	227	57	249	35	226	58	94
Effective Weighted Sample	307	24	71	29	65	73	21	34	15	204	50	224	30	200	54	78
Total	305	21	75	26	69	72	23	28	16	204	50	225	29	198	56	75
Yes - Previous supplier went out of business	66	**	**	**	**	**	**	**	**	45	**	48	**	47	**	**
	22%	**	**	**	**	**	**	**	**	22%	**	21%	**	24%	**	**
No - This was not a factor	230	**	**	**	**	**	**	**	**	153	**	172	**	146	**	**
	76%	**	**	**	**	**	**	**	**	75%	**	77%	**	74%	**	**
Can't remember	8	**	**	**	**	**	**	**	**	5	**	5	**	4	**	**
	3%	**	**	**	**	**	**	**	**	2%	**	2%	**	2%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	~b	c	~d	~a	~b	~a	~b
Unweighted row	346	122	139	147	114	200	61	115	53	47	79	63	63
Effective Weighted Sample	307	114	123	137	101	180	56	103	52	41	70	55	55
Total	305	113	128	136	106	183	59	98	51	36	67	49	54
Yes - Previous supplier went out of business	66	24	22	26	19	44	**	27	**	**	**	**	**
	22%	21%	17%	19%	18%	24%	**	27%	**	**	**	**	**
No - This was not a factor	230	85	104	104	84	135	**	68	**	**	**	**	**
	76%	75%	81%	77%	80%	74%	**	69%	**	**	**	**	**
Can't remember	8	5	2	5	2	4	**	3	**	**	**	**	**
	3%	5%	2%	4%	2%	2%	**	3%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	346	88	38	49	13	28	27	11	6	126	55	294	52
Effective Weighted Sample	307	76	34	43	13	26	25	10	6	110	51	257	50
Total	305	70	33	36	11	27	27	10	6	103	54	253	52
Yes - Previous supplier went out of business	66	**	**	**	**	**	**	**	**	22	**	60	**
	22%	**	**	**	**	**	**	**	**	21%	**	24%	**
No - This was not a factor	230	**	**	**	**	**	**	**	**	78	**	186	**
	76%	**	**	**	**	**	**	**	**	76%	**	74%	**
Can't remember	8	**	**	**	**	**	**	**	**	2	**	6	**
	3%	**	**	**	**	**	**	**	**	2%	**	3%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	~c	d	~e	~f
Unweighted row	346	37	27	8	77	199	85	89	5	44	165	94	303	43	14
Effective Weighted Sample	307	33	23	6	69	178	67	82	5	37	142	87	265	41	13
Total	305	38	23	6	69	172	66	93	6	37	138	87	261	43	14
Yes - Previous supplier went out of business	66	**	**	**	**	43	**	**	**	**	44	**	63	**	**
	22%	**	**	**	**	25%	**	**	**	**	32%	**	24%	**	**
No - This was not a factor	230	**	**	**	**	122	**	**	**	**	90	**	190	**	**
	76%	**	**	**	**	71%	**	**	**	**	65%	**	73%	**	**
Can't remember	8	**	**	**	**	6	**	**	**	**	4	**	8	**	**
	3%	**	**	**	**	4%	**	**	**	**	3%	**	3%	**	**

Columns Tested: a,b,c,d,e - 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. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	346	140	130	76	184	159	123	97	56	68	293	26	15	12
Effective Weighted Sample	307	118	116	73	162	143	109	88	49	61	261	22	14	11
Total	305	117	114	74	167	136	100	87	55	61	258	24	13	10
Yes - Previous supplier went out of business	66	39	21	**	36	30	23	**	**	**	50	**	**	**
	22%	33% b	18%	**	22%	22%	23%	**	**	**	19%	**	**	**
No - This was not a factor	230	75	90	**	126	102	74	**	**	**	202	**	**	**
	76%	64%	79% a	**	76%	75%	74%	**	**	**	78%	**	**	**
Can't remember	8	4	3	**	4	4	3	**	**	**	6	**	**	**
	3%	3%	2%	**	3%	3%	3%	**	**	**	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q40B. When you recently changed Electricity supplier, was this change forced on you because the previous supplier had gone out of business?
Base: Those who have changed their household's electricity service supplier in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	346	43	90	154	126	172	33	16	17	2	172	63	59	110	73
Effective Weighted Sample	307	34	81	138	106	157	24	12	14	2	160	49	51	100	68
Total	305	32	85	132	104	158	21	7	14	1	162	47	55	100	68
Yes - Previous supplier went out of business	66	**	**	28	28	26	**	**	**	**	24	**	**	21	**
	22%	**	**	21%	27%	16%	**	**	**	**	15%	**	**	21%	**
No - This was not a factor	230	**	**	101	72	130	**	**	**	**	134	**	**	74	**
	76%	**	**	76%	69%	82%	**	**	**	**	82%	**	**	73%	**
Can't remember	8	**	**	3	4	3	**	**	**	**	5	**	**	6	**
	3%	**	**	3%	4%	2%	**	**	**	**	3%	**	**	6%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	312	41	66	47	60	87	20	58	12	199	64	218	45	211	52	92
Effective Weighted Sample	270	28	53	33	48	62	19	39	12	177	54	194	37	183	48	77
Total	266	23	54	28	50	56	22	28	13	180	53	197	35	182	51	72
Yes	128	**	**	**	**	**	**	**	**	87	**	93	**	90	**	**
	48%	**	**	**	**	**	**	**	**	48%	**	47%	**	50%	**	**
No	138	**	**	**	**	**	**	**	**	93	**	104	**	92	**	**
	52%	**	**	**	**	**	**	**	**	52%	**	53%	**	50%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	b	a	~b	a	~b	c	~d	~a	~b	~a	~b
Unweighted row	312	97	122	122	97	175	44	104	45	47	72	64	55
Effective Weighted Sample	270	89	106	111	83	154	41	91	44	39	62	54	47
Total	266	90	106	111	85	152	43	85	44	35	59	48	45
Yes	128	**	45	52	**	66	**	45	**	**	**	**	**
	48%	**	42%	47%	**	43%	**	53%	**	**	**	**	**
No	138	**	61	59	**	86	**	40	**	**	**	**	**
	52%	**	58%	53%	**	57%	**	47%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	312	90	29	55	14	19	26	8	4	119	45	274	38
Effective Weighted Sample	270	76	26	46	14	18	24	7	4	101	41	233	37
Total	266	67	26	38	12	18	25	6	4	93	43	229	37
Yes	128	**	**	**	**	**	**	**	**	42	**	114	**
	48%	**	**	**	**	**	**	**	**	45%	**	50%	**
No	138	**	**	**	**	**	**	**	**	51	**	114	**
	52%	**	**	**	**	**	**	**	**	55%	**	50%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	~c	d	~e	~f
Unweighted row	312	28	19	7	82	178	81	78	7	42	156	83	281	31	10
Effective Weighted Sample	270	24	16	5	72	156	59	71	6	35	131	75	241	30	10
Total	266	26	16	5	69	153	55	80	8	35	126	73	234	32	10
Yes	128	**	**	**	**	80	**	**	**	**	78	**	124	**	**
	48%	**	**	**	**	52%	**	**	**	**	62%	**	53%	**	**
No	138	**	**	**	**	73	**	**	**	**	49	**	111	**	**
	52%	**	**	**	**	48%	**	**	**	**	38%	**	47%	**	**

Columns Tested: a,b,c,d,e - 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. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	312	140	110	62	166	145	121	79	52	56	276	21	11	4
Effective Weighted Sample	270	116	95	59	142	127	103	70	45	50	241	17	10	4
Total	266	116	92	59	144	121	95	69	50	50	238	18	9	1
Yes	128	76	39	**	68	59	45	**	**	**	116	**	**	**
	48%	66% b	43%	**	47%	49%	48%	**	**	**	49%	**	**	**
No	138	40	52	**	76	62	49	**	**	**	122	**	**	**
	52%	34%	57% a	**	53%	51%	52%	**	**	**	51%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41A. Did you make this recent change of Gas supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Gas supplier service you changed most recently.
Base: Those who have changed their household's gas service supplier in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	a	b	~a	~b	~c	~d	a	~b	~a	~b	~c
Unweighted row	312	34	80	144	106	161	41	22	19	9	147	67	56	95	57
Effective Weighted Sample	270	27	69	124	89	142	28	16	14	7	136	53	47	84	53
Total	266	24	73	119	82	144	23	9	15	4	141	48	49	85	52
Yes	128	**	**	60	48	63	**	**	**	**	63	**	**	**	**
	48%	**	**	51%	58%	43%	**	**	**	**	44%	**	**	**	**
No	138	**	**	59	35	82	**	**	**	**	78	**	**	**	**
	52%	**	**	49%	42%	57%	**	**	**	**	56%	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	346	33	83	39	77	94	22	48	15	227	57	249	35	226	58	94
Effective Weighted Sample	307	24	71	29	65	73	21	34	15	204	50	224	30	200	54	78
Total	305	21	75	26	69	72	23	28	16	204	50	225	29	198	56	75
Yes	137	**	**	**	**	**	**	**	**	89	**	96	**	87	**	**
	45%	**	**	**	**	**	**	**	**	44%	**	43%	**	44%	**	**
No	168	**	**	**	**	**	**	**	**	114	**	129	**	111	**	**
	55%	**	**	**	**	**	**	**	**	56%	**	57%	**	56%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	~b	c	~d	~a	~b	~a	~b
Unweighted row	346	122	139	147	114	200	61	115	53	47	79	63	63
Effective Weighted Sample	307	114	123	137	101	180	56	103	52	41	70	55	55
Total	305	113	128	136	106	183	59	98	51	36	67	49	54
Yes	137	56	44	65	34	77	**	51	**	**	**	**	**
	45%	49%	34%	48%	32%	42%	**	51%	**	**	**	**	**
No	168	58	84	70	71	106	**	48	**	**	**	**	**
	55%	51%	66%	52%	68%	58%	**	49%	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	~b
Unweighted row	346	88	38	49	13	28	27	11	6	126	55	294	52
Effective Weighted Sample	307	76	34	43	13	26	25	10	6	110	51	257	50
Total	305	70	33	36	11	27	27	10	6	103	54	253	52
Yes	137	**	**	**	**	**	**	**	**	46	**	119	**
	45%	**	**	**	**	**	**	**	**	44%	**	47%	**
No	168	**	**	**	**	**	**	**	**	57	**	133	**
	55%	**	**	**	**	**	**	**	**	56%	**	53%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	b	~c	d	~e	~f
Unweighted row	346	37	27	8	77	199	85	89	5	44	165	94	303	43	14
Effective Weighted Sample	307	33	23	6	69	178	67	82	5	37	142	87	265	41	13
Total	305	38	23	6	69	172	66	93	6	37	138	87	261	43	14
Yes	137	**	**	**	**	91	**	**	**	**	84	**	129	**	**
	45%	**	**	**	**	53%	**	**	**	**	61%	**	49%	**	**
No	168	**	**	**	**	81	**	**	**	**	54	**	132	**	**
	55%	**	**	**	**	47%	**	**	**	**	39%	**	51%	**	**

Columns Tested: a,b,c,d,e - 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.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	~c	a	b	a	~b	~c	~d	a	~b	~c	~d
Unweighted row	346	140	130	76	184	159	123	97	56	68	293	26	15	12
Effective Weighted Sample	307	118	116	73	162	143	109	88	49	61	261	22	14	11
Total	305	117	114	74	167	136	100	87	55	61	258	24	13	10
Yes	137	78	44	**	71	64	44	**	**	**	117	**	**	**
	45%	66% b	39%	**	43%	47%	44%	**	**	**	46%	**	**	**
No	168	39	69	**	96	72	56	**	**	**	140	**	**	**
	55%	34%	61% a	**	57%	53%	56%	**	**	**	54%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41B. Did you make this recent change of Electricity supplier at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Electricity supplier service you changed most recently.
Base: Those who have changed their household's electricity service supplier in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	c	a	b	~a	~b	~c	~d	a	~b	~a	b	~c
Unweighted row	346	43	90	154	126	172	33	16	17	2	172	63	59	110	73
Effective Weighted Sample	307	34	81	138	106	157	24	12	14	2	160	49	51	100	68
Total	305	32	85	132	104	158	21	7	14	1	162	47	55	100	68
Yes	137	**	**	67	59	63	**	**	**	**	65	**	**	50	**
	45%	**	**	51%	56% b	40%	**	**	**	**	40%	**	**	49%	**
No	168	**	**	65	46	95	**	**	**	**	97	**	**	51	**
	55%	**	**	49%	44%	60% a	**	**	**	**	60%	**	**	51%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted row	193	15	43	18	40	51	7	36	11	132	25	141	16	132	25	71
Effective Weighted Sample	167	11	34	13	32	38	7	26	11	116	21	123	13	113	23	58
Total	169	9	34	10	33	35	8	21	12	121	20	128	13	117	24	57
Yes	84	**	**	**	**	**	**	**	**	55	**	59	**	57	**	**
	50%	**	**	**	**	**	**	**	**	45%	**	46%	**	48%	**	**
No	85	**	**	**	**	**	**	**	**	66	**	69	**	60	**	**
	50%	**	**	**	**	**	**	**	**	55%	**	54%	**	52%	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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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.

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted row	193	54	57	62	49	92	19	55	16	37	36	43	30
Effective Weighted Sample	167	50	47	57	41	81	17	48	16	32	29	37	25
Total	169	48	49	54	43	80	17	45	15	29	30	33	26
Yes	84	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	a	~b
Unweighted row	193	51	22	35	6	8	16	5	2	73	24	176	17
Effective Weighted Sample	167	42	20	30	6	7	15	4	2	62	22	151	16
Total	169	40	19	24	5	7	16	4	2	59	23	154	15
Yes	84	**	**	**	**	**	**	**	**	**	**	81	**
	50%	**	**	**	**	**	**	**	**	**	**	53%	**
No	85	**	**	**	**	**	**	**	**	**	**	73	**
	50%	**	**	**	**	**	**	**	**	**	**	47%	**

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		~a	~b	~c	~d	e	~a	~b	~c	~a	~b	~c	d	~e	~f
Unweighted row	193	17	13	5	31	127	48	47	2	52	98	35	185	8	1
Effective Weighted Sample	167	14	11	3	26	112	35	43	2	44	84	31	159	8	1
Total	169	15	11	3	27	113	33	51	2	47	82	31	161	8	1
Yes	84	**	**	**	**	57	**	**	**	**	**	**	84	**	**
	50%	**	**	**	**	50%	**	**	**	**	**	**	52%	**	**
No	85	**	**	**	**	56	**	**	**	**	**	**	77	**	**
	50%	**	**	**	**	50%	**	**	**	**	**	**	48%	**	**

Columns Tested: a,b,c,d,e - 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.

Q41C. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	~b	~c	a	~b	~a	~b	~c	~d	a	~b	~c	~d
Unweighted row	193	116	55	22	113	78	60	55	38	37	166	17	7	3
Effective Weighted Sample	167	98	48	20	97	68	52	48	31	33	144	15	6	3
Total	169	101	48	20	103	64	46	50	37	33	146	14	7	2
Yes	84	57	**	**	59	**	**	**	**	**	75	**	**	**
	50%	56%	**	**	57%	**	**	**	**	**	52%	**	**	**
No	85	44	**	**	44	**	**	**	**	**	71	**	**	**
	50%	44%	**	**	43%	**	**	**	**	**	48%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 300

Any break column with 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. Did you make this recent change of Main bank account provider at the same time as moving home? IF CHANGED PROVIDER MORE THAN ONCE - Think about the Main bank account service you changed most recently.
Base: Those who have changed their main bank account provider in the last 12 months

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c
Unweighted row	193	31	54	82	72	79	15	11	4	8	90	51	31	54	20
Effective Weighted Sample	167	26	48	71	61	69	11	8	3	6	81	42	27	48	17
Total	169	27	48	70	61	69	9	6	2	5	86	41	27	47	18
Yes	84	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	85	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	50%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2401	176	714	258	632	499	391	135	71	1675	364	1798	241	1296	743	342
Effective Weighted Sample	2205	143	667	220	590	438	372	104	70	1554	329	1669	214	1186	697	300
Total	2401	151	779	239	691	497	433	97	75	1701	365	1825	241	1292	775	314
Hearing: Partial hearing, having tinnitus or are D/deaf	177	19	66	29	57	42	43	12	**	124	25	131	18	97	52	26
	7%	13%	8%	12%	8%	8%	10%	12%	**	7%	7%	7%	7%	8%	7%	8%
Eyesight: Colour blindness, partial sight, or are blind	125	14	33	16	31	27	20	8	**	92	13	96	10	70	35	25
	5%	9%	4%	7%	5%	5%	5%	8%	**	5%	4%	5%	4%	5%	5%	8%
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	6	8	6	8	9	5	4	**	39	6	40	5	36	9	12
	2%	4%	1%	2%	1%	2%	1%	4%	**	2%	2%	2%	2%	3%	1%	4%
		b														b
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	21	65	24	61	46	40	7	**	137	22	141	18	96	63	23
	8%	14%	8%	10%	9%	9%	9%	7%	**	8%	6%	8%	7%	7%	8%	7%
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	15	40	17	38	32	23	9	**	70	13	74	9	60	23	11
	4%	10%	5%	7%	5%	6%	5%	10%	**	4%	3%	4%	4%	5%	3%	4%
Breathing: Breathlessness or chest pains	140	10	55	16	50	35	31	7	**	100	23	103	20	71	51	20
	6%	7%	7%	7%	7%	7%	7%	7%	**	6%	6%	6%	8%	6%	7%	6%
Other physical condition	79	2	38	12	29	20	20	4	**	60	10	62	8	35	34	5
	3%	2%	5%	5%	4%	4%	5%	4%	**	4%	3%	3%	3%	3%	4%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2401	176	714	258	632	499	391	135	71	1675	364	1798	241	1296	743	342
Effective Weighted Sample	2205	143	667	220	590	438	372	104	70	1554	329	1669	214	1186	697	300
Total	2401	151	779	239	691	497	433	97	75	1701	365	1825	241	1292	775	314
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	13	32	15	30	28	17	7	**	72	14	74	11	57	29	12
	4%	9%	4%	6%	4%	6%	4%	7%	**	4%	4%	4%	5%	4%	4%	4%
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	5	36	6	35	24	17	5	**	116	23	123	16	86	53	22
	7%	3%	5%	3%	5%	5%	4%	5%	**	7%	6%	7%	7%	7%	7%	7%
Your mental health: such as anxiety, depression, trauma-related conditions	339	16	92	24	85	52	56	6	**	254	48	267	34	197	105	45
	14%	11%	12%	10%	12%	10%	13%	6%	**	15%	13%	15%	14%	15%	14%	14%
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	8	76	14	70	43	41	3	**	126	20	133	14	97	49	15
	7%	5%	10%	6%	10%	9%	10%	3%	**	7%	6%	7%	6%	8%	6%	5%
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	86	479	142	424	303	262	64	**	1024	238	1113	149	783	480	175
	60%	57%	62%	59%	61%	61%	61%	66%	**	60%	65%	61%	62%	61%	62%	56%
Prefer not to say	99	8	33	11	31	21	20	6	**	68	13	71	10	45	36	15
	4%	5%	4%	4%	4%	4%	5%	6%	**	4%	4%	4%	4%	3%	5%	5%
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	57	266	87	236	173	150	27	**	608	115	641	81	464	258	125
	35%	38%	34%	36%	34%	35%	35%	28%	**	36%	31%	35%	34%	36%	33%	40%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2401	751	1026	913	864	1105	672	353	233	313	568	401	480
Effective Weighted Sample	2205	706	957	858	805	1027	634	329	226	283	527	363	446
Total	2401	754	1084	920	918	1122	716	324	226	301	555	385	471
Hearing: Partial hearing, having tinnitus or are D/ deaf	177	58	82	70	69	87	53	27	20	17	35	25	27
	7%	8%	8%	8%	8%	8%	7%	8%	9%	6%	6%	7%	6%
Eyesight: Colour blindness, partial sight, or are blind	125	35	44	40	39	43	36	13	6	15	27	23	18
	5%	5%	4%	4%	4%	4%	5%	4%	3%	5%	5%	6%	4%
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	18	15	21	12	22	11	7	2	11	9	14	7
	2%	2%	1%	2%	1%	2%	2%	2%	1%	4%	2%	4%	1%
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	43	87	51	79	73	57	17	14	17	45	22	39
	8%	6%	8%	6%	9%	7%	8%	5%	6%	6%	8%	6%	8%
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	21	49	26	44	42	28	10	6	18	20	21	17
	4%	3%	5%	3%	5%	4%	4%	3%	3%	6%	4%	6%	4%
Breathing: Breathlessness or chest pains	140	39	73	50	63	61	52	17	11	18	37	24	31
	6%	5%	7%	5%	7%	5%	7%	5%	5%	6%	7%	6%	7%
Other physical condition	79	17	46	25	38	31	33	7	6	9	21	13	17
	3%	2%	4%	3%	4%	3%	5%	2%	3%	3%	4%	3%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2401	751	1026	913	864	1105	672	353	233	313	568	401	480
Effective Weighted Sample	2205	706	957	858	805	1027	634	329	226	283	527	363	446
Total	2401	754	1084	920	918	1122	716	324	226	301	555	385	471
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	24	43	29	38	35	33	7	3	14	18	15	17
	4%	3%	4%	3%	4%	3%	5%	2%	1%	5%	3%	4%	4%
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	57	60	63	54	63	53	23	16	17	29	21	25
	7%	8%	6%	7%	6%	6%	7%	7%	7%	6%	5%	5%	5%
Your mental health: such as anxiety, depression, trauma-related conditions	339	105	143	122	127	147	101	41	23	24	84	34	74
	14%	14%	13%	13%	14%	13%	14%	13%	10%	8%	15% a	9%	16% a
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	47	98	59	87	82	64	21	16	16	56	24	47
	7%	6%	9%	6%	9%	7%	9%	6%	7%	5%	10%	6%	10%
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	467	667	576	558	701	433	201	147	209	339	259	288
	60%	62%	62%	63%	61%	62%	60%	62%	65%	69%	61%	67%	61%
Prefer not to say	99	33	40	37	37	47	27	17	11	10	19	10	19
	4%	4%	4%	4%	4%	4%	4%	5%	5%	3%	3%	3%	4%
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	254	377	307	324	374	256	106	68	82	197	116	164
	35%	34%	35%	33%	35%	33%	36%	33%	30%	27%	36%	30%	35%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2401	427	454	140	68	134	290	31	22	881	424	1967	434
Effective Weighted Sample	2205	385	425	126	66	128	277	30	21	809	404	1793	413
Total	2401	405	450	111	60	145	318	32	23	856	463	1954	447
Hearing: Partial hearing, having tinnitus or are D/ deaf	177	24	28	6	**	16	36	**	**	52	51	126	52
	7%	6%	6%	6%	**	11%	11%	**	**	6%	11% a	6%	12% a
Eyesight: Colour blindness, partial sight, or are blind	125	24	17	7	**	5	10	**	**	42	15	101	24
	5%	6%	4%	6%	**	4%	3%	**	**	5%	3%	5%	5%
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	16	5	6	**	5	1	**	**	21	6	50	4
	2%	4% b	1%	5% b	**	3%	*%	**	**	2%	1%	3%	1%
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	33	28	8	**	11	35	**	**	61	47	150	42
	8%	8%	6%	7%	**	8%	11%	**	**	7%	10%	8%	9%
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	26	12	7	**	7	18	**	**	38	25	79	25
	4%	7% b	3%	6%	**	5%	6%	**	**	4%	5%	4%	6%
Breathing: Breathlessness or chest pains	140	27	29	7	**	11	17	**	**	55	29	109	31
	6%	7%	6%	7%	**	8%	5%	**	**	6%	6%	6%	7%
Other physical condition	79	10	20	2	**	6	14	**	**	30	20	54	25
	3%	3%	4%	2%	**	4%	5%	**	**	4%	4%	3%	6% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2401	427	454	140	68	134	290	31	22	881	424	1967	434
Effective Weighted Sample	2205	385	425	126	66	128	277	30	21	809	404	1793	413
Total	2401	405	450	111	60	145	318	32	23	856	463	1954	447
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	20	12	6	**	7	14	**	**	32	21	82	20
	4%	5%	3%	5%	**	5%	4%	**	**	4%	5%	4%	4%
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	26	20	8	**	5	19	**	**	46	24	141	19
	7%	7%	4%	7%	**	3%	6%	**	**	5%	5%	7%	4%
Your mental health: such as anxiety, depression, trauma-related conditions	339	52	56	16	**	22	44	**	**	108	65	297	41
	14%	13%	12%	14%	**	15%	14%	**	**	13%	14%	15% b	9%
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	29	42	3	**	12	27	**	**	71	39	129	42
	7%	7%	9% c	2%	**	8%	9%	**	**	8%	9%	7%	9%
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	251	296	68	**	85	186	**	**	547	271	1199	251
	60%	62%	66%	62%	**	59%	59%	**	**	64%	59%	61%	56%
Prefer not to say	99	17	12	8	**	6	8	**	**	29	15	71	29
	4%	4%	3%	7%	**	4%	3%	**	**	3%	3%	4%	6% a
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	138	142	35	**	53	123	**	**	280	177	684	167
	35%	34%	32%	32%	**	37%	39%	**	**	33%	38%	35%	37%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2401	317	225	61	490	1314	542	739	79	273	898	817	1988	411	162
Effective Weighted Sample	2205	302	212	55	447	1200	480	697	75	240	803	763	1805	400	157
Total	2401	368	235	58	481	1266	545	838	90	274	897	814	1985	413	165
Hearing: Partial hearing, having tinnitus or are D/deaf	177	32	16	**	31	94	49	70	**	14	38	39	91	86	54
	7%	9%	7%	**	7%	7%	9%	8%	**	5%	4%	5%	5%	21% abcd	33% abcde
Eyesight: Colour blindness, partial sight, or are blind	125	10	14	**	20	79	29	52	**	29	43	29	101	24	17
	5%	3%	6%	**	4%	6%	5%	6%	**	10% bcd	5%	4%	5%	6%	11% bcd
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	4	2	**	10	38	10	20	**	18	25	8	51	3	-
	2%	1%	1%	**	2%	3%	2%	2%	**	7% bcdef	3% c	1%	3% c	1%	-%
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	31	23	**	33	102	54	74	**	21	48	66	135	57	30
	8%	8%	10%	**	7%	8%	10%	9%	**	8%	5%	8%	7%	14% bcd	18% abcd
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	21	10	**	15	55	39	37	**	12	26	32	71	33	22
	4%	6%	4%	**	3%	4%	7%	4%	**	5%	3%	4%	4%	8% bcd	13% abcd
Breathing: Breathlessness or chest pains	140	26	15	**	30	64	39	48	**	16	41	49	107	33	16
	6%	7%	6%	**	6%	5%	7%	6%	**	6%	5%	6%	5%	8%	10% b
Other physical condition	79	17	15	**	14	32	20	29	**	3	22	31	56	24	13
	3%	5%	6% e	**	3%	3%	4%	3%	**	1%	2%	4%	3%	6% abd	8% abd

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2401	317	225	61	490	1314	542	739	79	273	898	817	1988	411	162
Effective Weighted Sample	2205	302	212	55	447	1200	480	697	75	240	803	763	1805	400	157
Total	2401	368	235	58	481	1266	545	838	90	274	897	814	1985	413	165
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	18	7	**	16	57	27	37	**	24	31	30	85	17	11
	4%	5%	3%	**	3%	4%	5%	4%	**	9% bcd	3%	4%	4%	4%	7%
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	24	8	**	30	96	32	44	**	40	92	27	159	1	1
	7%	7%	4%	**	6%	8%	6%	5%	**	15% cdef	10% cef	3% e	8% cef	*%	1%
Your mental health: such as anxiety, depression, trauma-related conditions	339	41	34	**	69	187	57	111	**	62	150	108	320	18	7
	14%	11%	14%	**	14%	15%	10%	13%	**	23% cdef	17% ef	13% ef	16% ef	4%	4%
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	30	36	**	29	72	37	66	**	12	40	72	124	47	19
	7%	8%	15% de	**	6%	6%	7%	8%	**	4%	4%	9% b	6%	11% abd	12% abd
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	225	138	**	309	748	336	506	**	143	575	510	1229	220	63
	60%	61%	59%	**	64%	59%	62%	60%	**	52% f	64% aef	63% aef	62% aef	53% f	38%
Prefer not to say	99	19	8	**	14	56	24	33	**	15	30	36	81	18	13
	4%	5%	3%	**	3%	4%	4%	4%	**	6%	3%	4%	4%	4%	8% b
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	124	90	**	159	462	185	299	**	116	292	268	675	175	89
	35%	34%	38%	**	33%	37%	34%	36%	**	42% bcd	33%	33%	34%	42% bcd	54% bcd

Columns Tested: a,b,c,d,e - 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.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2401	711	888	800	1200	1182	730	659	438	542	1990	209	127	75
Effective Weighted Sample	2205	625	813	767	1098	1090	667	620	400	504	1829	190	118	69
Total	2401	698	895	807	1221	1159	665	656	504	547	1984	215	128	73
Hearing: Partial hearing, having tinnitus or are D/deaf	177	31	35	111	97	79	53	35	37	52	139	22	9	**
	7%	4%	4%	14% ab	8%	7%	8%	5%	7%	10% b	7%	10%	7%	**
Eyesight: Colour blindness, partial sight, or are blind	125	55	32	38	75	50	36	22	27	40	108	7	4	**
	5%	8% b	4%	5%	6%	4%	5%	3%	5%	7% b	5%	3%	3%	**
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	35	12	7	35	16	11	10	18	14	50	1	1	**
	2%	5% bc	1%	1%	3%	1%	2%	1%	4%	3%	3%	1%	1%	**
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	45	54	93	83	106	41	29	39	77	155	20	10	**
	8%	6%	6%	11% ab	7%	9%	6%	4%	8%	14% abc	8%	9%	8%	**
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	34	23	47	43	59	32	11	13	47	75	19	5	**
	4%	5%	3%	6% b	4%	5%	5% b	2%	2%	9% abc	4%	9% a	4%	**
Breathing: Breathlessness or chest pains	140	38	39	62	66	72	28	19	38	52	111	16	8	**
	6%	6%	4%	8% b	5%	6%	4%	3%	8% b	9% ab	6%	8%	6%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2401	711	888	800	1200	1182	730	659	438	542	1990	209	127	75
Effective Weighted Sample	2205	625	813	767	1098	1090	667	620	400	504	1829	190	118	69
Total	2401	698	895	807	1221	1159	665	656	504	547	1984	215	128	73
Other physical condition	79	8	37	34	24	56	15	15	9	38	68	6	2	**
	3%	1%	4% a	4% a	2%	5% a	2%	2%	2%	7% abc	3%	3%	2%	**
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	42	28	31	41	57	22	14	18	44	82	11	4	**
	4%	6% b	3%	4%	3%	5%	3%	2%	4%	8% abc	4%	5%	3%	**
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	94	51	15	62	86	37	43	34	44	136	18	4	**
	7%	14% bc	6% c	2%	5%	7%	6%	7%	7%	8%	7%	9%	3%	**
Your mental health: such as anxiety, depression, trauma-related conditions	339	138	136	65	129	197	43	77	74	138	269	37	24	**
	14%	20% c	15% c	8%	11%	17% a	6%	12% a	15% a	25% abc	14%	17%	19%	**
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	27	62	82	67	100	29	46	29	65	144	16	9	**
	7%	4%	7% a	10% a	5%	9% a	4%	7%	6%	12% abc	7%	7%	7%	**
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	406	575	468	786	659	458	433	305	246	1217	117	74	**
	60%	58%	64% c	58%	64% b	57%	69% cd	66% d	60% d	45%	61%	54%	57%	**
Prefer not to say	99	26	38	36	41	58	27	20	16	30	78	10	7	**
	4%	4%	4%	5%	3%	5%	4%	3%	3%	5%	4%	5%	6%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2401	711	888	800	1200	1182	730	659	438	542	1990	209	127	75
Effective Weighted Sample	2205	625	813	767	1098	1090	667	620	400	504	1829	190	118	69
Total	2401	698	895	807	1221	1159	665	656	504	547	1984	215	128	73
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	266	282	302	393	442	180	203	183	271	689	89	47	**
	35%	38%	31%	38%	32%	38%	27%	31%	36%	50%	35%	41%	37%	**
		b		b		a			a	abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2401	226	779	944	872	1428	176	95	81	56	1350	378	361	820	450
Effective Weighted Sample	2205	199	715	869	793	1319	143	75	70	47	1269	327	334	762	425
Total	2401	222	798	926	851	1450	151	71	80	46	1382	368	372	853	462
Hearing: Partial hearing, having tinnitus or are D/deaf	177	22	74	45	177	-	19	**	**	**	110	17	38	63	26
	7%	10% c	9% c	5%	21% b	-%	13%	**	**	**	8%	5%	10%	7%	6%
Eyesight: Colour blindness, partial sight, or are blind	125	19	51	34	125	-	14	**	**	**	63	32	23	32	14
	5%	9% c	6% c	4%	15% b	-%	9%	**	**	**	5%	9% a	6%	4%	3%
Speech: Difficulty with speech for example due to a stroke, stutter or stammer	54	6	21	18	54	-	6	**	**	**	30	11	9	15	6
	2%	3%	3%	2%	6% b	-%	4%	**	**	**	2%	3%	2%	2%	1%
Mobility: Cannot walk at all, use a wheelchair or mobility scooter, cannot walk very far or manage stairs or can only do so with difficulty	192	17	99	31	192	-	21	**	**	**	106	34	32	52	32
	8%	8% c	12% c	3%	23% b	-%	14%	**	**	**	8%	9%	9%	6%	7%
Dexterity: Limited ability to reach, difficulty opening things with your hands, difficulty using a telephone handset, television remote control or computer keyboard	104	10	54	25	104	-	15	**	**	**	50	23	22	23	16
	4%	4%	7% c	3%	12% b	-%	10%	**	**	**	4%	6%	6% b	3%	4%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2401	226	779	944	872	1428	176	95	81	56	1350	378	361	820	450
Effective Weighted Sample	2205	199	715	869	793	1319	143	75	70	47	1269	327	334	762	425
Total	2401	222	798	926	851	1450	151	71	80	46	1382	368	372	853	462
Breathing: Breathlessness or chest pains	140	12	72	32	140	-	10	**	**	**	81	20	25	46	28
	6%	5%	9% c	3%	16% b	-%	7%	**	**	**	6%	6%	7%	5%	6%
Other physical condition	79	12	35	11	79	-	2	**	**	**	47	13	14	22	13
	3%	5% c	4% c	1%	9% b	-%	2%	**	**	**	3%	3%	4%	3%	3%
Memory/cognitive: learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	101	13	51	12	101	-	13	**	**	**	58	17	18	30	11
	4%	6% c	6% c	1%	12% b	-%	9%	**	**	**	4%	5%	5%	4%	2%
Neurodiversity: such as autism, attention deficit disorder (ADHD), dyslexia	160	18	50	57	160	-	5	**	**	**	100	20	27	52	27
	7%	8%	6%	6%	19% b	-%	3%	**	**	**	7%	5%	7%	6%	6%
Your mental health: such as anxiety, depression, trauma-related conditions	339	53	148	74	339	-	16	**	**	**	204	56	51	121	50
	14%	24% c	18% c	8%	40% b	-%	11%	**	**	**	15%	15%	14%	14%	11%
Other long-term conditions which impact or limit your daily activities or the work you can do: such as diabetes, epilepsy, cancer, heart condition, auto-immune conditions	171	20	77	37	171	-	8	**	**	**	111	15	28	75	30
	7%	9% c	10% c	4%	20% b	-%	5%	**	**	**	8% b	4%	7%	9%	6%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C1. Which of these - if any - impact or limit your daily activities or the work you can do?
Base: All respondents (giving their consent to answer this question)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2401	226	779	944	872	1428	176	95	81	56	1350	378	361	820	450
Effective Weighted Sample	2205	199	715	869	793	1319	143	75	70	47	1269	327	334	762	425
Total	2401	222	798	926	851	1450	151	71	80	46	1382	368	372	853	462
Nothing - no conditions that impact or limit your daily activities or the work you can do	1450	111	429	680	-	1450	86	**	**	**	843	217	208	530	308
	60%	50%	54%	73%	-%	100%	57%	**	**	**	61%	59%	56%	62%	67%
				ab		a									a
Prefer not to say	99	6	17	24	-	-	8	**	**	**	47	22	15	32	20
	4%	3%	2%	3%	-%	-%	5%	**	**	**	3%	6%	4%	4%	4%
SUMMARY - ANY IMPACTING OR LIMITING CONDITION	851	105	352	221	851	-	57	**	**	**	492	129	149	292	134
	35%	47%	44%	24%	100%	-%	38%	**	**	**	36%	35%	40%	34%	29%
		c	c		b								c		

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2502	183	735	272	646	521	397	140	74	1745	378	1876	247	1357	766	370
Effective Weighted Sample	2299	150	687	232	604	458	378	108	73	1619	342	1742	220	1244	718	325
Total	2501	157	802	254	705	518	441	102	79	1768	382	1902	248	1352	798	340
WHITE																
British	1341	84	477	137	424	315	246	55	**	972	199	1043	128	732	440	155
	54%	54%	59%	54%	60%	61%	56%	54%	**	55%	52%	55%	52%	54% c	55% c	46%
English	393	27	135	44	118	81	82	13	**	270	66	298	38	218	117	53
	16%	17%	17%	17%	17%	16%	19%	13%	**	15%	17%	16%	15%	16%	15%	16%
Scottish	137	7	45	16	35	25	26	7	**	90	23	98	14	69	43	21
	5%	4%	6%	6%	5%	5%	6%	7%	**	5%	6%	5%	6%	5%	5%	6%
Welsh	64	4	29	9	23	15	17	8	**	43	11	48	6	30	24	5
	3%	2%	4%	4%	3%	3%	4%	8% a	**	2%	3%	3%	2%	2%	3%	2%
Irish	42	4	10	5	9	10	4	3	**	36	3	36	2	16	23	6
	2%	3%	1%	2%	1%	2%	1%	3%	**	2%	1%	2%	1%	1%	3% a	2%
Gypsy, Traveller or Irish Traveller	4	1	-	1	-	1	-	-	**	1	1	1	1	1	1	1
	*%	*%	-%	*%	-%	*%	-%	-%	**	*%	*%	*%	*%	*%	*%	*%
Any other white background	114	3	31	5	29	16	18	2	**	85	12	91	7	69	28	15
	5%	2%	4%	2%	4%	3%	4%	2%	**	5%	3%	5%	3%	5%	4%	4%
MIXED/ MULTIPLE ETHIC GROUPS																
White and Black Caribbean	23	1	5	2	3	4	1	3	**	17	3	19	1	16	3	7
	1%	*%	1%	1%	*%	1%	*%	3% b	**	1%	1%	1%	*%	1%	*%	2% b
White and Black African	21	1	5	4	2	4	2	2	**	14	5	16	3	15	4	9
	1%	1%	1%	2%	*%	1%	1%	2%	**	1%	1%	1%	1%	1%	1%	3% b
White and Asian	29	-	5	-	5	4	1	1	**	24	1	24	1	18	8	4
	1%	-%	1%	-%	1%	1%	*%	1%	**	1%	*%	1%	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	12	*	1	1	-	*	1	-	**	9	2	11	-	7	5	-
	*%	*%	*%	1%	-%	*%	*%	-%	**	1%	1%	1%	-%	*%	1%	-%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2502	183	735	272	646	521	397	140	74	1745	378	1876	247	1357	766	370
Effective Weighted Sample	2299	150	687	232	604	458	378	108	73	1619	342	1742	220	1244	718	325
Total	2501	157	802	254	705	518	441	102	79	1768	382	1902	248	1352	798	340
ASIAN AND BRITISH ASIAN																
Indian	51	5	10	5	10	8	7	1	**	30	9	31	8	27	12	9
	2%	3%	1%	2%	1%	2%	2%	1%	**	2%	2%	2%	3%	2%	2%	3%
Pakistani	45	5	7	7	6	7	5	1	**	30	6	31	5	23	13	8
	2%	3%	1%	3%	1%	1%	1%	1%	**	2%	2%	2%	2%	2%	2%	2%
		b														
Bangladeshi	16	-	3	-	3	3	-	-	**	10	2	11	1	9	3	5
	1%	-%	*%	-%	*%	*%	-%	-%	**	1%	*%	1%	*%	1%	*%	1%
Any other Asian background	28	-	2	1	*	*	1	-	**	22	2	22	2	14	10	3
	1%	-%	*%	*%	*%	*%	*%	-%	**	1%	1%	1%	1%	1%	1%	1%
BLACK AND BLACK BRITISH																
Caribbean	26	-	8	-	8	3	5	-	**	19	3	20	1	14	8	7
	1%	-%	1%	-%	1%	1%	1%	-%	**	1%	1%	1%	1%	1%	1%	2%
African	110	11	20	12	19	17	14	3	**	62	29	67	24	54	37	28
	4%	7%	2%	5%	3%	3%	3%	3%	**	4%	7%	4%	9%	4%	5%	8%
		b									a		a			a
Any other black/ African/ Caribbean background	21	2	7	2	7	2	7	1	**	15	5	15	5	10	10	1
	1%	1%	1%	1%	1%	*%	2%	1%	**	1%	1%	1%	2%	1%	1%	*%
OTHER ETHNIC GROUP	13	1	-	1	-	1	-	-	**	7	1	7	1	5	3	1
	1%	1%	-%	*%	-%	*%	-%	-%	**	*%	*%	*%	*%	*%	*%	*%
Prefer not to say	12	-	3	1	2	1	2	1	**	11	-	11	-	5	6	1
	*%	-%	*%	*%	*%	*%	*%	1%	**	1%	-%	1%	-%	*%	1%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2502	785	1062	959	888	1154	693	375	244	322	583	417	488
Effective Weighted Sample	2299	737	990	900	828	1072	654	349	237	291	541	377	455
Total	2501	787	1122	967	942	1170	739	343	237	306	573	399	480
WHITE													
British	1341	422	639	515	545	646	414	184	136	168	342	225	285
	54%	54%	57%	53%	58%	55%	56%	54%	57%	55%	60%	56%	59%
English	393	124	189	157	156	191	122	45	29	35	81	50	66
	16%	16%	17%	16%	17%	16%	17%	13%	12%	11%	14%	13%	14%
Scottish	137	37	66	52	52	67	36	18	15	16	33	18	31
	5%	5%	6%	5%	5%	6%	5%	5%	6%	5%	6%	4%	7%
Welsh	64	19	34	28	25	30	23	10	8	5	15	9	11
	3%	2%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	2%
Irish	42	13	19	15	16	21	10	9	7	7	12	9	11
	2%	2%	2%	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%
Gypsy, Traveller or Irish Traveller	4	1	1	1	1	1	1	1	1	1	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%
Any other white background	114	47	44	54	38	59	32	20	14	9	15	9	15
	5%	6%	4%	6%	4%	5%	4%	6%	6%	3%	3%	2%	3%
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	23	6	7	10	3	11	2	9	5	4	5	6	2
	1%	1%	1%	1%	*%	1%	*%	3%	2%	1%	1%	2%	1%
								b	b				
White and Black African	21	2	8	5	5	6	4	4	2	4	5	5	3
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
White and Asian	29	13	7	14	6	15	6	6	3	1	6	2	5
	1%	2%	1%	1%	1%	1%	1%	2%	1%	*%	1%	*%	1%
Any other mixed/ multiple ethnic background	12	5	3	7	1	3	5	1	1	1	2	2	1
	*%	1%	*%	1%	*%	*%	1%	*%	*%	*%	*%	1%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2502	785	1062	959	888	1154	693	375	244	322	583	417	488
Effective Weighted Sample	2299	737	990	900	828	1072	654	349	237	291	541	377	455
Total	2501	787	1122	967	942	1170	739	343	237	306	573	399	480
ASIAN AND BRITISH ASIAN													
Indian	51	17	19	19	17	18	18	6	2	10	9	11	8
	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%	2%	3%	2%
Pakistani	45	17	11	20	8	14	13	7	4	7	6	9	5
	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%
Bangladeshi	16	5	6	6	6	9	2	2	1	1	4	2	3
	1%	1%	1%	1%	1%	1%	*%	1%	*%	*%	1%	*%	1%
Any other Asian background	28	13	2	13	2	6	8	1	1	2	2	3	1
	1%	2% b	*%	1% b	*%	1%	1%	*%	1%	*%	*%	1%	*%
BLACK AND BLACK BRITISH													
Caribbean	26	9	9	9	9	11	7	4	2	4	2	4	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%
African	110	24	46	29	41	48	21	14	5	25	28	28	25
	4%	3%	4%	3%	4%	4%	3%	4%	2%	8%	5%	7%	5%
Any other black/ African/ Caribbean background	21	2	7	3	7	4	6	2	-	5	5	5	4
	1%	*%	1%	*%	1%	*%	1%	1%	-%	2%	1%	1%	1%
OTHER ETHNIC GROUP	13	8	1	8	1	6	4	-	-	1	-	1	-
	1%	1% b	*%	1%	*%	*%	1%	-%	-%	*%	-%	*%	-%
Prefer not to say	12	2	3	3	2	2	3	1	1	1	1	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2502	437	468	145	72	140	304	34	24	905	444	2057	445
Effective Weighted Sample	2299	395	437	131	70	133	289	32	23	832	421	1876	423
Total	2501	413	466	115	64	149	331	34	24	879	480	2044	457
WHITE													
British	1341	224	286	56	**	80	203	**	**	510	283	1104	237
	54%	54%	61% c	48%	**	54%	61%	**	**	58%	59%	54%	52%
English	393	55	61	11	**	34	71	**	**	116	105	296	97
	16%	13%	13%	10%	**	23%	21%	**	**	13%	22% a	14%	21% a
Scottish	137	32	17	7	**	12	11	**	**	49	23	112	25
	5%	8% b	4%	6%	**	8%	3%	**	**	6%	5%	5%	6%
Welsh	64	6	14	2	**	1	12	**	**	20	13	48	16
	3%	2%	3%	2%	**	1%	4%	**	**	2%	3%	2%	3%
Irish	42	9	10	3	**	-	3	**	**	19	3	32	10
	2%	2%	2%	2%	**	-%	1%	**	**	2%	1%	2%	2%
Gypsy, Traveller or Irish Traveller	4	1	1	1	**	-	-	**	**	2	-	4	-
	*%	*%	*%	1%	**	-%	-%	**	**	*%	-%	*%	-%
Any other white background	114	9	16	4	**	6	16	**	**	24	22	95	19
	5%	2%	3%	3%	**	4%	5%	**	**	3%	5%	5%	4%
MIXED/ MULTIPLE ETHIC GROUPS													
White and Black Caribbean	23	5	4	2	**	2	2	**	**	9	4	23	-
	1%	1%	1%	2%	**	1%	1%	**	**	1%	1%	1%	-%
White and Black African	21	4	4	2	**	1	-	**	**	8	1	19	2
	1%	1%	1%	1%	**	1%	-%	**	**	1%	*%	1%	1%
White and Asian	29	6	1	5	**	1	2	**	**	7	3	25	4
	1%	1%	*%	4% b	**	1%	1%	**	**	1%	1%	1%	1%
Any other mixed/ multiple ethnic background	12	3	-	-	**	-	4	**	**	3	4	10	2
	*%	1%	-%	-%	**	-%	1%	**	**	*%	1%	*%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2502	437	468	145	72	140	304	34	24	905	444	2057	445
Effective Weighted Sample	2299	395	437	131	70	133	289	32	23	832	421	1876	423
Total	2501	413	466	115	64	149	331	34	24	879	480	2044	457
ASIAN AND BRITISH ASIAN													
Indian	51	7	12	*	**	-	-	**	**	19	-	43	7
	2%	2%	3%	*%	**	-%	-%	**	**	2% b	-%	2%	2%
Pakistani	45	5	8	3	**	2	-	**	**	13	2	39	5
	2%	1%	2%	2%	**	1%	-%	**	**	2%	*%	2%	1%
Bangladeshi	16	1	3	-	**	-	-	**	**	5	-	13	3
	1%	*%	1%	-%	**	-%	-%	**	**	1%	-%	1%	1%
Any other Asian background	28	4	-	2	**	2	-	**	**	4	2	20	8
	1%	1%	-%	1%	**	1%	-%	**	**	*%	*%	1%	2%
BLACK AND BLACK BRITISH													
Caribbean	26	2	4	1	**	1	1	**	**	6	3	20	6
	1%	*%	1%	1%	**	1%	*%	**	**	1%	1%	1%	1%
African	110	33	20	15	**	3	1	**	**	53	5	102	8
	4%	8%	4%	13% b	**	2%	*%	**	**	6% b	1%	5% b	2%
Any other black/ African/ Caribbean background	21	4	6	2	**	1	1	**	**	10	2	21	-
	1%	1%	1%	2%	**	1%	*%	**	**	1%	*%	1%	-%
OTHER ETHNIC GROUP	13	1	-	-	**	-	2	**	**	1	2	10	3
	1%	*%	-%	-%	**	-%	*%	**	**	*%	*%	1%	1%
Prefer not to say	12	2	-	1	**	1	2	**	**	2	3	9	3
	*%	*%	-%	1%	**	1%	1%	**	**	*%	1%	*%	1%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2502	330	229	64	507	1379	558	763	82	289	948	846	2083	417	164
Effective Weighted Sample	2299	314	216	58	463	1260	496	718	78	254	849	792	1893	405	159
Total	2501	379	241	62	500	1327	561	866	94	290	949	841	2080	419	166
WHITE															
British	1341	221	150	**	267	671	317	472	**	126	499	477	1102	237	87
	54%	58%	62%	**	53%	51%	56%	55%	**	44%	53%	57%	53%	57%	52%
			e								a	a	a	a	
English	393	70	34	**	81	200	93	124	**	38	84	158	280	111	51
	16%	19%	14%	**	16%	15%	17%	14%	**	13%	9%	19%	13%	27%	31%
												bd	b	abcd	abcd
Scottish	137	24	12	**	30	69	41	42	**	15	53	39	107	30	11
	5%	6%	5%	**	6%	5%	7%	5%	**	5%	6%	5%	5%	7%	6%
Welsh	64	12	7	**	12	30	17	22	**	5	18	26	48	16	8
	3%	3%	3%	**	2%	2%	3%	3%	**	2%	2%	3%	2%	4%	5%
Irish	42	4	6	**	9	23	7	19	**	4	15	15	34	8	4
	2%	1%	3%	**	2%	2%	1%	2%	**	1%	2%	2%	2%	2%	2%
Gypsy, Traveller or Irish Traveller	4	-	-	**	1	3	-	3	**	-	2	1	4	-	-
	*%	-%	-%	**	*%	*%	-%	*%	**	-%	*%	*%	*%	-%	-%
Any other white background	114	20	6	**	17	69	13	40	**	9	67	32	107	7	2
	5%	5%	2%	**	3%	5%	2%	5%	**	3%	7%	4%	5%	2%	1%
											cef		e		
MIXED/ MULTIPLE ETHIC GROUPS															
White and Black Caribbean	23	2	1	**	6	14	4	7	**	6	11	6	23	-	-
	1%	*%	1%	**	1%	1%	1%	1%	**	2%	1%	1%	1%	-%	-%
										e					
White and Black African	21	1	2	**	7	11	5	4	**	3	17	1	21	-	-
	1%	*%	1%	**	1%	1%	1%	*%	**	1%	2%	*%	1%	-%	-%
											ce				
White and Asian	29	3	3	**	3	21	3	10	**	8	12	8	28	1	1
	1%	1%	1%	**	1%	2%	1%	1%	**	3%	1%	1%	1%	*%	1%
										e					
Any other mixed/ multiple ethnic background	12	-	-	**	3	9	1	5	**	4	6	2	12	-	-
	*%	-%	-%	**	1%	1%	*%	1%	**	1%	1%	*%	1%	-%	-%

Columns Tested: a,b,c,d,e - 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.

C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2502	330	229	64	507	1379	558	763	82	289	948	846	2083	417	164
Effective Weighted Sample	2299	314	216	58	463	1260	496	718	78	254	849	792	1893	405	159
Total	2501	379	241	62	500	1327	561	866	94	290	949	841	2080	419	166
ASIAN AND BRITISH ASIAN															
Indian	51	1	7	**	11	32	5	26	**	14	23	12	49	2	1
	2%	*%	3%	**	2%	2%	1%	3%	**	5%	2%	1%	2%	*%	1%
			a					a		ce	e				
Pakistani	45	3	3	**	5	33	11	12	**	12	24	7	43	2	2
	2%	1%	1%	**	1%	2%	2%	1%	**	4%	3%	1%	2%	*%	1%
										ce	ce				
Bangladeshi	16	2	-	**	5	10	5	3	**	4	7	5	16	-	-
	1%	*%	-%	**	1%	1%	1%	*%	**	1%	1%	1%	1%	-%	-%
Any other Asian background	28	-	-	**	2	26	2	7	**	10	11	7	27	1	-
	1%	-%	-%	**	*%	2%	*%	1%	**	3%	1%	1%	1%	*%	-%
										ce					
BLACK AND BLACK BRITISH															
Caribbean	26	5	1	**	4	16	4	10	**	3	7	14	25	1	-
	1%	1%	*%	**	1%	1%	1%	1%	**	1%	1%	2%	1%	*%	-%
African	110	6	6	**	33	60	25	40	**	23	71	15	109	1	-
	4%	2%	2%	**	7%	5%	4%	5%	**	8%	7%	2%	5%	*%	-%
					a					cef	cef		cef		
Any other black/ African/ Caribbean background	21	3	1	**	6	11	5	10	**	2	16	4	21	-	-
	1%	1%	1%	**	1%	1%	1%	1%	**	1%	2%	*%	1%	-%	-%
											ce				
OTHER ETHNIC GROUP	13	-	-	**	1	12	2	5	**	2	5	6	12	1	-
	1%	-%	-%	**	*%	1%	*%	1%	**	1%	*%	1%	1%	*%	-%
Prefer not to say	12	2	1	**	-	9	1	3	**	3	1	8	11	1	-
	*%	1%	*%	**	-%	1%	*%	*%	**	1%	*%	1%	1%	*%	-%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2502	745	938	817	1264	1217	753	691	459	568	2080	218	126	78
Effective Weighted Sample	2299	656	859	784	1156	1124	688	650	420	528	1914	198	117	71
Total	2501	732	945	822	1284	1195	688	689	528	568	2073	224	127	76
WHITE														
British	1341	345	521	474	632	699	356	390	271	305	1187	52	55	**
	54%	47%	55% a	58% a	49%	58% a	52%	57%	51%	54%	57% bc	23%	43% b	**
English	393	64	147	181	232	155	105	87	85	111	375	10	5	**
	16%	9%	16% a	22% ab	18% b	13%	15%	13%	16%	20% b	18% bc	4%	4%	**
Scottish	137	39	49	49	74	63	27	31	40	37	10	124	2	**
	5%	5%	5%	6%	6%	5%	4%	5%	8% a	7%	*%	55% ac	1%	**
Welsh	64	13	16	36	28	37	14	15	14	21	11	1	52	**
	3%	2%	2%	4% ab	2%	3%	2%	2%	3%	4%	1%	*%	41% ab	**
Irish	42	11	14	17	24	17	18	8	8	8	18	3	-	**
	2%	1%	2%	2%	2%	1%	3%	1%	1%	1%	1%	2%	-%	**
Gypsy, Traveller or Irish Traveller	4	2	1	1	1	2	3	1	-	-	4	-	-	**
	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	-%	**
Any other white background	114	34	59	21	56	58	33	39	21	21	94	15	3	**
	5%	5%	6% c	3%	4%	5%	5%	6%	4%	4%	5%	7%	2%	**
MIXED/ MULTIPLE ETHIC GROUPS														
White and Black Caribbean	23	13	8	3	12	11	4	4	9	6	19	2	2	**
	1%	2% c	1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	1%	**
White and Black African	21	13	8	-	17	4	10	4	3	3	18	2	1	**
	1%	2% c	1% c	-%	1%	*%	2%	1%	1%	1%	1%	1%	1%	**
White and Asian	29	15	8	5	20	8	8	9	5	7	27	1	1	**
	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2502	745	938	817	1264	1217	753	691	459	568	2080	218	126	78
Effective Weighted Sample	2299	656	859	784	1156	1124	688	650	420	528	1914	198	117	71
Total	2501	732	945	822	1284	1195	688	689	528	568	2073	224	127	76
Any other mixed/ multiple ethnic background	12	9	2	-	5	7	5	4	1	1	12	-	-	**
	*%	1% c	*%	-%	*%	1%	1%	1%	*%	*%	1%	-%	-%	**
ASIAN AND BRITISH ASIAN														
Indian	51	27	18	6	33	18	13	17	15	5	50	1	-	**
	2%	4% c	2%	1%	3%	2%	2%	3%	3%	1%	2%	*%	-%	**
Pakistani	45	18	24	3	22	21	7	12	14	10	42	3	-	**
	2%	3% c	3% c	*%	2%	2%	1%	2%	3%	2%	2%	1%	-%	**
Bangladeshi	16	7	8	-	9	7	2	4	4	5	15	-	1	**
	1%	1% c	1% c	-%	1%	1%	*%	1%	1%	1%	1%	-%	1%	**
Any other Asian background	28	15	11	2	17	11	5	12	5	6	23	2	2	**
	1%	2% c	1%	*%	1%	1%	1%	2%	1%	1%	1%	1%	2%	**
BLACK AND BLACK BRITISH														
Caribbean	26	11	6	10	15	11	9	7	5	6	24	1	2	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**
African	110	76	29	5	63	46	46	32	23	8	101	7	1	**
	4%	10% bc	3% c	1%	5%	4%	7% d	5% d	4% d	1%	5%	3%	1%	**
Any other black/ African/ Caribbean background	21	11	7	3	9	13	15	5	*	1	21	-	-	**
	1%	2%	1%	*%	1%	1%	2% cd	1%	*%	*%	1%	-%	-%	**
OTHER ETHNIC GROUP	13	6	5	2	9	4	3	4	4	2	13	-	*	**
	1%	1%	1%	*%	1%	*%	1%	1%	1%	*%	1%	-%	*%	**
Prefer not to say	12	3	4	5	7	3	3	4	1	4	9	1	-	**
	*%	*%	*%	1%	1%	*%	*%	1%	*%	1%	*%	1%	-%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2502	236	804	979	848	1401	183	95	88	55	1405	395	375	852	463
Effective Weighted Sample	2299	208	740	901	771	1294	150	75	75	46	1321	343	346	792	437
Total	2501	233	825	961	829	1423	157	72	85	46	1434	385	385	887	474
WHITE															
British	1341	107	456	521	461	767	84	**	**	**	800	195	199	493	278
	54%	46%	55%	54%	56%	54%	54%	**	**	**	56%	51%	52%	56%	59%
English	393	39	150	130	149	209	27	**	**	**	226	49	63	151	67
	16%	17%	18% c	13%	18%	15%	17%	**	**	**	16%	13%	16%	17%	14%
Scottish	137	13	63	39	56	68	7	**	**	**	75	21	21	51	22
	5%	5%	8% c	4%	7%	5%	4%	**	**	**	5%	6%	5%	6%	5%
Welsh	64	8	20	20	24	38	4	**	**	**	35	7	13	18	13
	3%	3%	2%	2%	3%	3%	2%	**	**	**	2%	2%	3%	2%	3%
Irish	42	2	17	19	14	20	4	**	**	**	29	6	6	15	10
	2%	1%	2%	2%	2%	1%	3%	**	**	**	2%	2%	2%	2%	2%
Gypsy, Traveller or Irish Traveller	4	1	-	2	1	2	1	**	**	**	1	-	1	1	-
	*%	*%	-%	*%	*%	*%	*%	**	**	**	*%	-%	*%	*%	-%
Any other white background	114	11	18	59	24	78	3	**	**	**	67	18	26	37	23
	5%	5%	2%	6% b	3%	5% a	2%	**	**	**	5%	5%	7%	4%	5%
MIXED/ MULTIPLE ETHIC GROUPS															
White and Black Caribbean	23	4	7	6	8	11	1	**	**	**	12	6	1	10	2
	1%	2%	1%	1%	1%	1%	*%	**	**	**	1%	1%	*%	1%	*%
White and Black African	21	3	*	17	5	13	1	**	**	**	9	8	1	6	4
	1%	1% b	*%	2% b	1%	1%	1%	**	**	**	1%	2% a	*%	1%	1%
White and Asian	29	3	9	10	9	16	-	**	**	**	22	3	4	11	5
	1%	1%	1%	1%	1%	1%	-%	**	**	**	2%	1%	1%	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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C2. Which one of these groups best describes your ethnic group or background?
Base: All respondents (giving their consent to answer this question)

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2502	236	804	979	848	1401	183	95	88	55	1405	395	375	852	463
Effective Weighted Sample	2299	208	740	901	771	1294	150	75	75	46	1321	343	346	792	437
Total	2501	233	825	961	829	1423	157	72	85	46	1434	385	385	887	474
Any other mixed/ multiple ethnic background	12	2	3	3	5	5	*	**	**	**	8	1	-	4	1
	*%	1%	*%	*%	1%	*%	*%	**	**	**	1%	*%	-%	*%	*%
ASIAN AND BRITISH ASIAN															
Indian	51	4	18	17	15	25	5	**	**	**	25	7	6	15	14
	2%	2%	2%	2%	2%	2%	3%	**	**	**	2%	2%	2%	2%	3%
Pakistani	45	10	11	9	12	21	5	**	**	**	25	5	11	9	7
	2%	4% bc	1%	1%	1%	2%	3%	**	**	**	2%	1%	3%	1%	2%
Bangladeshi	16	3	6	5	5	7	-	**	**	**	10	*	1	3	6
	1%	1%	1%	1%	1%	*%	-%	**	**	**	1%	*%	*%	*%	1%
Any other Asian background	28	2	9	7	4	17	-	**	**	**	15	10	1	8	4
	1%	1%	1%	1%	*%	1%	-%	**	**	**	1%	3%	*%	1%	1%
BLACK AND BLACK BRITISH															
Caribbean	26	4	10	13	10	15	-	**	**	**	15	4	3	11	4
	1%	2%	1%	1%	1%	1%	-%	**	**	**	1%	1%	1%	1%	1%
African	110	12	24	60	22	80	11	**	**	**	36	34	26	29	11
	4%	5%	3%	6% b	3%	6% a	7%	**	**	**	3%	9% a	7% bc	3%	2%
Any other black/ African/ Caribbean background	21	1	2	18	3	17	2	**	**	**	7	8	1	8	-
	1%	*%	*%	2% b	*%	1%	1%	**	**	**	*%	2% a	*%	1%	-%
OTHER ETHNIC GROUP	13	2	3	5	3	9	1	**	**	**	7	-	-	5	3
	1%	1%	*%	1%	*%	1%	1%	**	**	**	1%	-%	-%	1%	1%
Prefer not to say	12	3	1	2	2	5	-	**	**	**	9	2	2	2	1
	*%	1% b	*%	*%	*%	*%	-%	**	**	**	1%	1%	1%	*%	*%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
1	582	38	216	67	187	128	127	21	**	442	84	478	48	305	221	68
	21%	21%	25%	23%	25%	23%	26%	19%	**	22%	21%	23%	18%	21%	24%	18%
2	839	52	311	91	271	183	180	40	**	610	112	658	64	444	277	96
	30%	29%	36%	32%	36%	32%	38%	36%	**	31%	28%	31%	24%	30%	30%	26%
3	493	30	126	43	113	90	67	17	**	342	77	363	56	267	152	76
	18%	17%	15%	15%	15%	16%	14%	15%	**	17%	19%	17%	21%	18%	17%	20%
4	470	25	136	45	116	87	73	19	**	305	80	327	58	253	132	74
	17%	14%	16%	16%	15%	15%	15%	17%	**	15%	20%	15%	22% a	17%	15%	20%
5+	234	26	47	28	44	57	16	8	**	168	31	176	24	125	75	38
	8%	14% b	5%	10%	6%	10% b	3%	7%	**	9%	8%	8%	9%	9%	8%	10%
Refused	143	9	30	12	28	23	16	6	**	104	15	109	10	67	52	20
	5%	5%	3%	4%	4%	4%	3%	6%	**	5%	4%	5%	4%	5%	6%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

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C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
1	582	173	283	229	227	259	197	68	47	44	117	65	96
	21%	20%	23%	21%	22%	20%	24%	18%	19%	14%	19%	15%	19%
2	839	255	412	314	353	380	287	113	92	72	205	99	178
	30%	29%	34%	29%	35% a	30%	35%	31%	36%	22%	33% a	23%	35% a
3	493	161	204	195	171	235	130	75	48	75	116	104	87
	18%	18%	17%	18%	17%	18%	16%	20%	19%	23%	19%	25% b	17%
4	470	157	191	187	161	233	115	68	37	77	109	90	96
	17%	18%	16%	17%	16%	18%	14%	18%	14%	24%	18%	21%	19%
5+	234	80	73	90	63	110	43	27	19	43	45	49	39
	8%	9% b	6%	8%	6%	9% b	5%	7%	7%	13% b	7%	12%	8%
Refused	143	50	44	58	36	56	38	17	12	12	21	14	18
	5%	6%	4%	5%	4%	4%	5%	5%	5%	4%	3%	3%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
1	582	67	94	20	**	38	114	**	**	161	151	361	221
	21%	15%	19%	17%	**	24%	31%	**	**	17%	29% a	16%	42% a
2	839	114	163	29	**	54	128	**	**	277	182	646	192
	30%	26%	33%	24%	**	35%	35%	**	**	30%	35%	29%	36% a
3	493	88	104	24	**	38	51	**	**	191	88	454	39
	18%	20%	21%	20%	**	24% b	14%	**	**	20%	17%	20% b	7%
4	470	107	79	31	**	17	39	**	**	186	56	440	30
	17%	24% b	16%	26% b	**	11%	11%	**	**	20% b	11%	20% b	6%
5+	234	48	41	10	**	8	17	**	**	88	26	214	20
	8%	11%	8%	9%	**	5%	5%	**	**	9% b	5%	10% b	4%
Refused	143	16	17	6	**	-	14	**	**	32	14	114	28
	5%	4%	3%	5%	**	-%	4%	**	**	3%	3%	5%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
1	582	116	61	**	103	292	123	200	**	49	135	224	408	172	83
	21%	28% de	23%	**	19%	19%	20%	21%	**	15%	13%	25% abd	18% b	37% abcd	45% abcd
2	839	155	94	**	161	414	212	289	**	73	216	300	589	248	88
	30%	37% e	36% e	**	30%	28%	34%	31%	**	22%	21%	33% abd	26% b	53% abcd	47% abcd
3	493	57	41	**	108	277	91	185	**	73	226	175	474	19	5
	18%	14%	16%	**	20%	18%	15%	20%	**	22% ef	21% ef	19% ef	21% ef	4%	3%
4	470	55	41	**	100	263	115	154	**	60	287	114	461	9	3
	17%	13%	16%	**	19%	17%	19%	16%	**	18% ef	27% acdef	13% ef	20% cef	2%	2%
5+	234	20	15	**	40	154	53	69	**	42	127	62	231	3	-
	8%	5%	6%	**	7%	10% a	9%	7%	**	13% cef	12% cef	7% ef	10% cef	1%	-%
Refused	143	14	9	**	19	98	26	34	**	33	57	33	123	18	6
	5%	3%	4%	**	4%	7%	4%	4%	**	10% bcdef	5%	4%	5%	4%	3%

Columns Tested: a,b,c,d,e - 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.

C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
1	582	113	175	293	324	254	108	178	102	182	459	74	31	**
	21%	14%	17%	32% ab	23%	20%	14%	24% a	18%	29% ac	20%	29% a	22%	**
2	839	184	214	439	422	409	227	237	149	214	696	71	54	**
	30%	22%	21%	48% ab	29%	31%	30%	32%	26%	34% c	30%	28%	39%	**
3	493	179	230	84	268	222	121	136	125	104	412	47	21	**
	18%	22% c	22% c	9%	19%	17%	16%	18%	22% a	16%	18%	19%	15%	**
4	470	193	241	36	240	226	190	108	106	60	402	35	17	**
	17%	23% c	23% c	4%	17%	17%	25% bcd	14% d	18% d	10%	18%	14%	12%	**
5+	234	91	124	19	116	116	74	52	65	41	195	12	13	**
	8%	11% c	12% c	2%	8%	9%	10%	7%	11% bd	6%	9%	5%	9%	**
Refused	143	63	43	35	65	71	37	41	27	30	122	13	4	**
	5%	8% bc	4%	4%	4%	5%	5%	5%	5%	5%	5%	5%	3%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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C3. What is the total number of people in the household (including yourself and any children)?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
1	582	52	213	206	226	267	38	20	**	**	340	112	108	206	86
	21%	20%	24%	20%	27% b	18%	21%	23%	**	**	21%	26%	25% c	22%	16%
2	839	29	286	339	278	441	52	25	**	**	524	91	135	288	173
	30%	11%	33% a	34% a	33%	30%	29%	28%	**	**	33% b	21%	31%	30%	33%
3	493	23	224	151	160	266	30	13	**	**	278	75	62	182	101
	18%	9%	26% ac	15% a	19%	18%	17%	15%	**	**	17%	18%	14%	19%	19%
4	470	55	129	210	110	298	25	12	**	**	248	77	63	174	95
	17%	21%	15%	21% b	13%	21% a	14%	14%	**	**	15%	18%	15%	18%	18%
5+	234	83	22	84	53	132	26	12	**	**	129	43	36	58	51
	8%	32% bc	3%	8% b	6%	9%	14%	14%	**	**	8%	10%	8%	6%	10%
Refused	143	16	-	15	25	42	9	5	**	**	82	22	23	38	25
	5%	6% bc	-%	2% b	3%	3%	5%	6%	**	**	5%	5%	5%	4%	5%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
None	1681	98	588	174	513	351	335	64	**	1225	231	1315	141	899	557	203
	61%	55%	68% a	61%	67%	62%	70% ac	57%	**	62%	57%	62% b	54%	61% c	61%	54%
1	420	34	100	46	88	76	59	20	**	298	63	319	42	217	144	64
	15%	19% b	12%	16%	12%	13%	12%	18%	**	15%	16%	15%	16%	15%	16%	17%
2	396	22	118	37	103	79	61	16	**	256	72	274	53	206	122	67
	14%	12%	14%	13%	14%	14%	13%	14%	**	13%	18% a	13%	20% a	14%	13%	18%
3	88	9	18	9	18	23	4	3	**	61	19	66	14	49	31	14
	3%	5%	2%	3%	2%	4% b	1%	3%	**	3%	5%	3%	5%	3%	3%	4%
4	27	2	7	4	5	7	2	1	**	20	3	20	3	13	10	1
	1%	1%	1%	1%	1%	1%	*%	1%	**	1%	1%	1%	1%	1%	1%	*%
5+	10	3	2	3	2	3	2	-	**	5	3	8	*	6	2	2
	*%	1%	*%	1%	*%	1%	*%	-%	**	*%	1%	*%	*%	*%	*%	1%
Refused	144	12	32	14	30	28	16	8	**	109	11	111	9	77	43	23
	5%	7%	4%	5%	4%	5%	3%	7%	**	6%	3%	5%	3%	5%	5%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
None	1681	519	788	649	658	756	551	206	156	161	368	215	314
	61%	59%	65% a	60%	65%	59%	68% ac	56%	61%	49%	60% a	51%	61% a
1	420	135	162	163	134	192	105	66	40	59	99	82	76
	15%	15%	13%	15%	13%	15%	13%	18%	15%	18%	16%	19%	15%
2	396	129	170	152	147	201	98	67	39	71	99	87	83
	14%	15%	14%	14%	14%	16%	12%	18% b	15%	22%	16%	20%	16%
3	88	38	30	45	23	49	19	9	5	19	21	23	18
	3%	4%	2%	4%	2%	4%	2%	3%	2%	6%	3%	5%	3%
4	27	8	11	11	9	15	4	2	2	4	5	6	3
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
5+	10	1	4	2	2	3	2	1	1	2	3	2	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%
Refused	144	47	45	52	40	58	34	16	11	9	20	10	19
	5%	5%	4%	5%	4%	5%	4%	4%	4%	3%	3%	2%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
None	1681	216	312	57	**	105	269	**	**	529	374	1237	444
	61%	49%	63% ac	47%	**	68%	74%	**	**	56%	72% a	55%	83% a
1	420	78	80	18	**	25	37	**	**	158	62	397	22
	15%	18%	16%	15%	**	16%	10%	**	**	17%	12%	18% b	4%
2	396	101	69	32	**	19	33	**	**	170	52	371	26
	14%	23% b	14%	26% b	**	12%	9%	**	**	18% b	10%	17% b	5%
3	88	22	18	7	**	2	7	**	**	40	9	84	5
	3%	5%	4%	6%	**	1%	2%	**	**	4%	2%	4% b	1%
4	27	5	4	-	**	1	2	**	**	9	3	21	6
	1%	1%	1%	-%	**	1%	1%	**	**	1%	1%	1%	1%
5+	10	3	1	-	**	1	-	**	**	4	1	10	-
	*%	1%	*%	-%	**	1%	-%	**	**	*%	*%	*%	-%
Refused	144	16	13	7	**	2	14	**	**	29	16	116	29
	5%	4%	3%	6%	**	1%	4%	**	**	3%	3%	5%	5%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
None	1681	299	174	**	303	872	391	565	**	193	402	638	1234	444	178
	61%	72%	67%	**	57%	58%	63%	61%	**	58%	38%	70%	54%	94%	96%
		de	d							b		abd	b	abcd	abcd
1	420	35	39	**	97	245	80	144	**	71	210	132	413	6	2
	15%	8%	15%	**	18%	16%	13%	15%	**	21%	20%	15%	18%	1%	1%
					a	a				cef	cef	ef	ef		
2	396	53	30	**	94	208	98	139	**	26	286	82	394	2	-
	14%	13%	11%	**	18%	14%	16%	15%	**	8%	27%	9%	17%	1%	-%
										ef	acdef	ef	acef		
3	88	5	6	**	19	55	17	26	**	4	69	15	88	-	-
	3%	1%	2%	**	4%	4%	3%	3%	**	1%	7%	2%	4%	-%	-%
											acdef	e	cef		
4	27	5	3	**	5	15	4	10	**	1	19	7	27	-	-
	1%	1%	1%	**	1%	1%	1%	1%	**	*%	2%	1%	1%	-%	-%
											e				
5+	10	-	1	**	2	6	3	4	**	2	7	-	9	1	1
	*%	-%	*%	**	*%	*%	*%	*%	**	1%	1%	-%	*%	*%	*%
Refused	144	20	8	**	14	99	28	46	**	34	58	34	126	17	5
	5%	5%	3%	**	3%	7%	5%	5%	**	10%	6%	4%	6%	4%	2%
						d				bcdef					

Columns Tested: a,b,c,d,e - 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.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
None	1681	406	449	822	913	749	409	504	316	433	1383	163	89	**
	61%	49%	44%	91%	63%	58%	54%	67%	55%	68%	60%	65%	64%	**
				ab	b			ac		ac				
1	420	164	223	33	200	219	101	97	118	94	353	34	18	**
	15%	20%	22%	4%	14%	17%	13%	13%	20%	15%	15%	14%	13%	**
		c	c						ab					
2	396	154	228	15	203	190	170	95	75	51	334	35	17	**
	14%	19%	22%	2%	14%	15%	22%	13%	13%	8%	15%	14%	12%	**
		c	c				bcd	d	d					
3	88	30	57	1	40	49	30	19	24	14	72	3	8	**
	3%	4%	6%	*%	3%	4%	4%	3%	4%	2%	3%	1%	6%	**
		c	c											
4	27	5	21	2	12	15	4	4	10	8	21	4	2	**
	1%	1%	2%	*%	1%	1%	1%	1%	2%	1%	1%	2%	1%	**
			ac											
5+	10	2	7	1	5	6	6	*	3	1	9	-	-	**
	*%	*%	1%	*%	*%	*%	1%	*%	*%	*%	*%	-%	-%	**
Refused	144	65	45	33	67	73	39	33	32	33	122	12	6	**
	5%	8%	4%	4%	5%	6%	5%	4%	5%	5%	5%	5%	5%	**
		bc												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
None	1681	101	585	629	577	859	98	47	**	**	1026	217	275	572	316
	61%	39%	67% a	62% a	68% b	59%	55%	55%	**	**	64% b	51%	64%	60%	60%
1	420	39	177	126	135	220	34	13	**	**	236	71	46	164	77
	15%	15%	20% c	12%	16%	15%	19%	15%	**	**	15%	17%	11%	17% a	14%
2	396	61	101	191	81	260	22	13	**	**	199	79	59	151	76
	14%	24% b	12%	19% b	9%	18% a	12%	14%	**	**	12%	18% a	14%	16%	14%
3	88	34	11	36	19	54	9	2	**	**	47	18	23	20	24
	3%	13% bc	1%	4% b	2%	4%	5%	2%	**	**	3%	4%	5% b	2%	4% b
4	27	11	-	8	6	12	2	1	**	**	13	8	3	7	7
	1%	4% bc	-%	1%	1%	1%	1%	1%	**	**	1%	2%	1%	1%	1%
5+	10	3	-	5	1	7	3	3	**	**	2	3	1	2	1
	*%	1% b	-%	*%	*%	*%	1%	3%	**	**	*%	1%	*%	*%	*%
Refused	144	9	-	16	33	38	12	9	**	**	78	30	23	32	29
	5%	4% b	-%	2% b	4%	3%	7%	10%	**	**	5%	7%	5%	3%	6%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

How long have you lived in your current home?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Up to 1 year	93	7	14	10	11	16	6	7	**	63	16	67	12	58	20	31
	3%	4%	2%	4%	1%	3%	1%	6%	**	3%	4%	3%	4%	4%	2%	8%
								b								ab
Over 1 year, up to 3 years	200	19	29	22	25	27	21	8	**	154	27	160	21	119	62	50
	7%	10%	3%	8%	3%	5%	4%	7%	**	8%	7%	8%	8%	8%	7%	13%
		b		b												ab
Over 3 years, up to 5 years	216	22	35	26	30	33	23	12	**	131	44	141	34	107	68	42
	8%	12%	4%	9%	4%	6%	5%	11%	**	7%	11%	7%	13%	7%	7%	11%
		b		b				b			a		a			
Over 5 years, up to 10 years	219	10	66	19	57	37	39	7	**	148	44	157	35	119	73	33
	8%	6%	8%	7%	7%	6%	8%	6%	**	7%	11%	7%	13%	8%	8%	9%
													a			
Over 10 years	413	30	152	48	134	94	88	13	**	308	56	325	39	210	154	53
	15%	17%	18%	17%	18%	17%	18%	11%	**	16%	14%	15%	15%	14%	17%	14%
Prefer not to say	25	1	*	1	*	1	-	1	**	23	1	24	-	19	5	7
	1%	1%	*%	*%	*%	*%	-%	1%	**	1%	*%	1%	-%	1%	1%	2%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

How long have you lived in your current home?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Up to 1 year	93	22	25	29	18	37	10	26	11	11	18	17	12
	3%	2%	2%	3%	2%	3%	1%	7%	4%	3%	3%	4%	2%
								ab	b				
Over 1 year, up to 3 years	200	46	56	52	50	70	32	26	12	23	32	27	28
	7%	5%	5%	5%	5%	5%	4%	7%	5%	7%	5%	6%	5%
Over 3 years, up to 5 years	216	66	75	80	61	96	45	33	9	48	45	55	38
	8%	8%	6%	7%	6%	8%	6%	9%	3%	15%	7%	13%	7%
								d		b		b	
Over 5 years, up to 10 years	219	64	100	80	84	96	67	26	10	40	70	56	54
	8%	7%	8%	7%	8%	8%	8%	7%	4%	12%	11%	13%	10%
Over 10 years	413	104	194	133	166	165	133	33	24	62	104	77	89
	15%	12%	16%	12%	16%	13%	16%	9%	9%	19%	17%	18%	17%
			a				cd						
Prefer not to say	25	5	2	6	*	4	3	*	-	1	*	1	*
	1%	1%	*%	1%	*%	*%	*%	*%	-%	*%	*%	*%	*%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

How long have you lived in your current home?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Up to 1 year	93	21	8	12	**	4	5	**	**	29	8	84	9
	3%	5%	2%	10%	**	2%	1%	**	**	3%	2%	4%	2%
		b		b									
Over 1 year, up to 3 years	200	34	21	14	**	2	10	**	**	55	13	190	11
	7%	8%	4%	11%	**	1%	3%	**	**	6%	2%	8%	2%
				b						b		b	
Over 3 years, up to 5 years	216	57	36	14	**	11	15	**	**	93	26	208	8
	8%	13%	7%	11%	**	7%	4%	**	**	10%	5%	9%	2%
		b								b		b	
Over 5 years, up to 10 years	219	61	49	16	**	10	16	**	**	110	26	192	27
	8%	14%	10%	13%	**	7%	4%	**	**	12%	5%	9%	5%
										b		b	
Over 10 years	413	77	89	20	**	23	42	**	**	166	66	338	75
	15%	17%	18%	16%	**	15%	12%	**	**	18%	13%	15%	14%
Prefer not to say	25	*	1	*	**	2	3	**	**	1	5	23	2
	1%	*%	*%	*%	**	2%	1%	**	**	*%	1%	1%	*%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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How long have you lived in your current home?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Up to 1 year	93	7	2	**	19	63	17	29	**	37	42	14	93	*	*
	3%	2%	1%	**	3%	4%	3%	3%	**	11%	4%	2%	4%	*%	*%
										bcdef	cef		cef		
Over 1 year, up to 3 years	200	12	9	**	40	138	38	55	**	62	110	28	199	1	1
	7%	3%	4%	**	7%	9%	6%	6%	**	19%	10%	3%	9%	*%	1%
					a	ab				bcdef	cef	e	cef		
Over 3 years, up to 5 years	216	15	7	**	59	133	60	72	**	48	136	32	216	-	-
	8%	4%	3%	**	11%	9%	10%	8%	**	14%	13%	4%	9%	-%	-%
					ab	ab				cdef	cdef	ef	cef		
Over 5 years, up to 10 years	219	17	26	**	58	108	44	95	**	31	124	62	217	1	-
	8%	4%	10%	**	11%	7%	7%	10%	**	9%	12%	7%	9%	*%	-%
			a		ae					ef	cef	ef	ef		
Over 10 years	413	64	56	**	79	210	107	152	**	52	120	223	395	18	3
	15%	15%	22%	**	15%	14%	17%	16%	**	16%	11%	25%	17%	4%	1%
			e							ef	ef	abdef	bef		
Prefer not to say	25	-	*	**	1	24	3	3	**	12	9	4	25	-	-
	1%	-%	*%	**	*%	2%	*%	*%	**	4%	1%	*%	1%	-%	-%
										bcdef					

Columns Tested: a,b,c,d,e - 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.

How long have you lived in your current home?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Up to 1 year	93	63	25	6	55	39	16	19	36	21	83	7	2	**
	3%	8%	2%	1%	4%	3%	2%	3%	6%	3%	4%	3%	1%	**
		bc	c						ab					
Over 1 year, up to 3 years	200	129	64	7	109	89	48	45	61	43	165	20	9	**
	7%	16%	6%	1%	8%	7%	6%	6%	11%	7%	7%	8%	7%	**
		bc	c						ab					
Over 3 years, up to 5 years	216	138	59	19	121	95	88	42	65	20	182	22	9	**
	8%	17%	6%	2%	8%	7%	12%	6%	11%	3%	8%	9%	6%	**
		bc	c				bd		bd					
Over 5 years, up to 10 years	219	76	119	24	117	101	55	41	60	62	175	20	15	**
	8%	9%	12%	3%	8%	8%	7%	5%	10%	10%	8%	8%	11%	**
		c	c						b	b				
Over 10 years	413	91	194	127	218	192	63	77	134	133	329	51	18	**
	15%	11%	19%	14%	15%	15%	8%	10%	23%	21%	14%	20%	13%	**
			ac						ab	ab				
Prefer not to say	25	19	4	2	13	13	6	7	7	4	19	2	2	**
	1%	2%	*%	*%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**
		bc												

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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How long have you lived in your current home?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Up to 1 year	93	19	31	28	34	40	7	5	**	**	33	33	18	21	7
	3%	7%	4%	3%	4%	3%	4%	6%	**	**	2%	8%	4%	2%	1%
		bc										a	c		
Over 1 year, up to 3 years	200	25	79	64	66	110	19	6	**	**	103	56	22	48	26
	7%	10%	9%	6%	8%	8%	10%	8%	**	**	6%	13%	5%	5%	5%
												a			
Over 3 years, up to 5 years	216	27	64	106	67	122	22	12	**	**	89	54	37	76	25
	8%	11%	7%	10%	8%	8%	12%	13%	**	**	6%	13%	9%	8%	5%
												a			
Over 5 years, up to 10 years	219	33	67	88	65	130	10	4	**	**	100	64	31	97	29
	8%	13%	8%	9%	8%	9%	6%	4%	**	**	6%	15%	7%	10%	5%
		b										a		c	
Over 10 years	413	47	186	117	122	247	30	15	**	**	237	86	65	145	66
	15%	18%	21%	12%	14%	17%	17%	18%	**	**	15%	20%	15%	15%	13%
		c	c									a			
Prefer not to say	25	1	4	1	8	8	1	1	**	**	16	7	1	4	1
	1%	*%	1%	*%	1%	1%	1%	1%	**	**	1%	2%	*%	*%	*%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
I have no formal qualifications (and I am not still studying)	99	14	31	17	28	18	27	2	**	73	11	76	8	41	43	11
	4%	8%	4%	6%	4%	3%	6%	2%	**	4%	3%	4%	3%	3%	5%	3%
Entry level qualification such as ESOL, ELC or Skills for Life	25	2	6	3	4	5	3	3	**	17	3	18	2	13	7	3
	1%	1%	1%	1%	1%	1%	1%	3%	**	1%	1%	1%	1%	1%	1%	1%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	18	48	19	46	33	32	7	**	158	22	164	16	106	75	29
	8%	10%	5%	7%	6%	6%	7%	6%	**	8%	5%	8%	6%	7%	8%	8%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	23	133	38	118	69	87	12	**	268	48	287	29	194	122	45
	13%	13%	15%	13%	16%	12%	18% a	11%	**	14%	12%	14%	11%	13%	13%	12%
Level 1-2 vocational qualification or intermediate apprenticeship	71	5	14	6	13	13	6	5	**	55	7	58	3	30	32	10
	3%	3%	2%	2%	2%	2%	1%	4%	**	3%	2%	3%	1%	2%	4%	3%
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	11	87	17	80	56	41	8	**	164	60	182	41	151	72	39
	9%	6%	10%	6%	11%	10%	9%	7%	**	8%	15% a	9%	16% a	10%	8%	10%
Level 3 vocational qualification or advanced apprenticeship	156	8	40	13	36	34	14	6	**	114	21	123	11	95	39	23
	6%	5%	5%	4%	5%	6%	3%	5%	**	6%	5%	6%	4%	6%	4%	6%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	20	86	36	70	54	52	9	**	170	29	182	18	119	81	28
	9%	11%	10%	13%	9%	10%	11%	8%	**	9%	7%	9%	7%	8%	9%	7%
Level 4-5 vocational qualification or higher apprenticeship	63	1	26	5	22	19	7	1	**	50	7	52	5	41	16	6
	2%	1%	3%	2%	3%	3%	1%	1%	**	3%	2%	2%	2%	3%	2%	1%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	34	179	53	160	121	92	29	**	446	88	483	52	342	193	94
	22%	19%	21%	19%	21%	21%	19%	26%	**	23%	22%	23%	20%	23%	21%	25%
Level 6 vocational qualification or degree apprenticeship	23	3	8	5	6	6	5	3	**	15	6	17	4	14	7	3
	1%	2%	1%	2%	1%	1%	1%	3%	**	1%	1%	1%	2%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	439	28	153	51	130	108	73	20	**	294	76	314	55	239	130	67
	16%	15%	18%	18%	17%	19%	15%	18%	**	15%	19%	15%	21% a	16%	14%	18%
Still studying/ still at school	25	1	-	1	-	-	1	-	**	19	2	20	1	12	10	4
	1%	1%	-%	*%	-%	-%	*%	-%	**	1%	1%	1%	*%	1%	1%	1%
Prefer not to say	141	8	39	14	33	24	24	6	**	88	17	93	12	52	53	8
	5%	5%	5%	5%	4%	4%	5%	5%	**	4%	4%	4%	5%	4%	6% ac	2%
Don't know	57	4	17	8	14	6	15	2	**	41	6	43	4	18	29	4
	2%	2%	2%	3%	2%	1%	3%	2%	**	2%	2%	2%	2%	1%	3% a	1%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
I have no formal qualifications (and I am not still studying)	99	24	39	29	34	28	34	7	6	10	25	11	24
	4%	3%	3%	3%	3%	2%	4%	2%	2%	3%	4%	3%	5%
Entry level qualification such as ESOL, ELC or Skills for Life	25	7	6	8	5	8	5	6	1	3	3	4	1
	1%	1%	*%	1%	*%	1%	1%	2%	*%	1%	*%	1%	*%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	70	69	74	66	82	58	29	16	14	44	17	41
	8%	8%	6%	7%	7%	6%	7%	8%	6%	4%	7%	4%	8%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	102	176	125	152	158	119	40	33	33	104	53	84
	13%	12%	15%	12%	15%	12%	15%	11%	13%	10%	17% a	12%	16%
Level 1-2 vocational qualification or intermediate apprenticeship	71	18	28	26	21	31	15	12	7	5	17	9	13
	3%	2%	2%	2%	2%	2%	2%	3%	3%	1%	3%	2%	2%
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	70	120	87	102	122	67	27	19	35	62	41	55
	9%	8%	10%	8%	10%	10%	8%	7%	8%	11%	10%	10%	11%
Level 3 vocational qualification or advanced apprenticeship	156	54	58	63	49	80	32	25	22	25	31	33	24
	6%	6%	5%	6%	5%	6%	4%	7%	9% b	8%	5%	8%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	84	112	106	90	115	81	32	21	31	40	41	30
	9%	10%	9%	10%	9%	9%	10%	9%	8%	9%	7%	10%	6%
Level 4-5 vocational qualification or higher apprenticeship	63	20	34	25	30	38	17	5	5	6	18	9	15
	2%	2%	3%	2%	3%	3%	2%	1%	2%	2%	3%	2%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	204	268	252	219	304	167	93	67	79	124	99	104
	22%	23%	22%	23%	22%	24%	21%	25%	26%	24%	20%	23%	20%
Level 6 vocational qualification or degree apprenticeship	23	5	12	8	9	12	5	5	4	-	4	1	3
	1%	1%	1%	1%	1%	1%	1%	1%	2%	-%	1%	*%	1%
University higher degree (e.g. Masters, PhD or equivalent)	439	143	210	182	170	217	136	64	32	73	99	91	81
	16%	16%	17%	17%	17%	17%	17%	17%	13%	22%	16%	22%	16%
Still studying/ still at school	25	12	1	13	-	5	8	1	1	1	1	1	1
	1%	1% b	*%	1% b	-%	*%	1%	*%	*%	*%	*%	*%	*%
Prefer not to say	141	50	54	59	45	57	47	18	16	7	24	7	24
	5%	6%	4%	5%	4%	5%	6%	5%	6%	2%	4%	2%	5% a
Don't know	57	16	23	19	21	16	24	5	5	5	17	7	15
	2%	2%	2%	2%	2%	1%	3% a	1%	2%	1%	3%	2%	3%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
I have no formal qualifications (and I am not still studying)	99	11	23	2	**	1	12	**	**	34	13	64	35
	4%	2%	5%	2%	**	1%	3%	**	**	4%	2%	3%	7% a
Entry level qualification such as ESOL, ELC or Skills for Life	25	3	2	2	**	1	2	**	**	5	3	20	5
	1%	1%	*%	2%	**	*%	1%	**	**	1%	1%	1%	1%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	32	27	13	**	13	21	**	**	59	33	176	32
	8%	7%	5%	11%	**	8%	6%	**	**	6%	6%	8%	6%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	59	78	18	**	27	57	**	**	137	85	284	77
	13%	13%	16%	15%	**	18%	16%	**	**	15%	16%	13%	15%
Level 1-2 vocational qualification or intermediate apprenticeship	71	12	9	1	**	4	6	**	**	22	10	57	14
	3%	3%	2%	1%	**	3%	2%	**	**	2%	2%	3%	3%
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	46	50	10	**	22	27	**	**	97	49	210	40
	9%	11%	10%	8%	**	14%	7%	**	**	10%	9%	9%	8%
Level 3 vocational qualification or advanced apprenticeship	156	32	24	7	**	6	16	**	**	56	22	134	22
	6%	7%	5%	6%	**	4%	4%	**	**	6%	4%	6%	4%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

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C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	28	43	5	**	10	44	**	**	71	54	186	51
	9%	6%	9%	4%	**	6%	12%	**	**	8%	10%	8%	10%
Level 4-5 vocational qualification or higher apprenticeship	63	13	11	-	**	5	12	**	**	24	17	49	14
	2%	3%	2%	-%	**	3%	3%	**	**	3%	3%	2%	3%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	95	108	25	**	41	82	**	**	203	123	523	87
	22%	22%	22%	20%	**	26%	23%	**	**	22%	24%	23% b	16%
Level 6 vocational qualification or degree apprenticeship	23	2	2	1	**	1	5	**	**	4	6	19	4
	1%	*%	*%	1%	**	1%	1%	**	**	*%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	439	87	85	33	**	16	59	**	**	172	76	366	74
	16%	20%	17%	27% b	**	11%	16%	**	**	18%	15%	16%	14%
Still studying/ still at school	25	-	2	-	**	1	2	**	**	2	4	19	5
	1%	-%	*%	-%	**	1%	1%	**	**	*%	1%	1%	1%
Prefer not to say	141	11	21	3	**	5	15	**	**	31	20	92	50
	5%	2%	4%	2%	**	3%	4%	**	**	3%	4%	4%	9% a
Don't know	57	10	12	2	**	1	4	**	**	21	5	37	20
	2%	2%	2%	2%	**	1%	1%	**	**	2%	1%	2%	4% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
I have no formal qualifications (and I am not still studying)	99	9	15	**	13	60	21	30	**	7	23	39	69	30	15
	4%	2%	6%	**	2%	4%	3%	3%	**	2%	2%	4%	3%	6%	8%
												b		abd	abd
Entry level qualification such as ESOL, ELC or Skills for Life	25	2	1	**	3	19	7	5	**	3	8	13	24	1	1
	1%	1%	*%	**	1%	1%	1%	1%	**	1%	1%	1%	1%	*%	1%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	19	14	**	38	135	36	72	**	30	63	101	193	15	4
	8%	4%	5%	**	7%	9%	6%	8%	**	9%	6%	11%	8%	3%	2%
						a				ef		bef	ef		
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	60	51	**	70	178	81	132	**	41	101	151	293	68	27
	13%	14%	19%	**	13%	12%	13%	14%	**	12%	10%	17%	13%	14%	15%
			e									bd	b	b	
Level 1-2 vocational qualification or intermediate apprenticeship	71	6	6	**	15	42	15	16	**	17	20	24	61	10	3
	3%	1%	2%	**	3%	3%	2%	2%	**	5%	2%	3%	3%	2%	2%
										b					
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	35	21	**	56	125	60	85	**	60	79	76	215	33	12
	9%	8%	8%	**	11%	8%	10%	9%	**	18%	7%	8%	9%	7%	7%
										bcdef					
Level 3 vocational qualification or advanced apprenticeship	156	19	15	**	25	95	28	60	**	22	64	53	139	17	4
	6%	4%	6%	**	5%	6%	5%	6%	**	7%	6%	6%	6%	4%	2%

Columns Tested: a,b,c,d,e - a,b,c - a,b,c,d,e,f

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C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	51	22	**	35	125	67	77	**	22	74	94	189	48	13
	9%	12%	8%	**	7%	8%	11%	8%	**	7%	7%	10%	8%	10%	7%
		d										b			
Level 4-5 vocational qualification or higher apprenticeship	63	12	10	**	13	28	17	22	**	4	21	16	41	22	12
	2%	3%	4%	**	2%	2%	3%	2%	**	1%	2%	2%	2%	5%	6%
														abcd	abcd
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	95	50	**	128	329	127	210	**	64	285	173	523	87	36
	22%	23%	19%	**	24%	22%	20%	23%	**	19%	27%	19%	23%	18%	20%
											acde				
Level 6 vocational qualification or degree apprenticeship	23	4	1	**	7	11	2	14	**	2	9	6	17	6	1
	1%	1%	*%	**	1%	1%	*%	1%	**	1%	1%	1%	1%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	439	81	38	**	98	212	118	140	**	24	251	113	388	50	13
	16%	19%	15%	**	18%	14%	19%	15%	**	7%	24%	12%	17%	11%	7%
											acdef		acef		
Still studying/ still at school	25	-	-	**	2	23	1	1	**	21	2	1	23	1	1
	1%	-%	-%	**	*%	2%	*%	*%	**	6%	*%	*%	1%	*%	1%
										bcdef			c		
Prefer not to say	141	20	9	**	22	86	30	45	**	8	38	38	84	57	30
	5%	5%	3%	**	4%	6%	5%	5%	**	3%	4%	4%	4%	12%	16%
														abcd	abcd
Don't know	57	4	8	**	10	33	9	23	**	7	14	12	33	24	11
	2%	1%	3%	**	2%	2%	2%	2%	**	2%	1%	1%	1%	5%	6%
														bcd	bcd

Columns Tested: a,b,c,d,e - 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.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
I have no formal qualifications (and I am not still studying)	99	14	34	51	45	55	6	10	21	59	80	6	8	**
	4%	2%	3%	6%	3%	4%	1%	1%	4%	9%	3%	2%	6%	**
				a					ab	abc				
Entry level qualification such as ESOL, ELC or Skills for Life	25	6	12	8	14	12	3	2	7	13	21	3	1	**
	1%	1%	1%	1%	1%	1%	*%	*%	1%	2%	1%	1%	1%	**
										ab				
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	48	92	68	115	92	17	32	72	85	174	23	10	**
	8%	6%	9%	8%	8%	7%	2%	4%	13%	13%	8%	9%	7%	**
									ab	ab				
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	74	128	159	172	188	46	63	107	140	296	28	25	**
	13%	9%	12%	18%	12%	14%	6%	8%	19%	22%	13%	11%	18%	**
				ab					ab	ab				
Level 1-2 vocational qualification or intermediate apprenticeship	71	22	33	16	35	34	10	7	31	22	60	7	2	**
	3%	3%	3%	2%	2%	3%	1%	1%	5%	3%	3%	3%	2%	**
									ab	ab				
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	101	81	67	119	127	46	87	66	50	214	18	8	**
	9%	12%	8%	7%	8%	10%	6%	12%	11%	8%	9%	7%	6%	**
		bc						a	a					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Level 3 vocational qualification or advanced apprenticeship	156	50	68	38	82	71	17	37	68	31	136	10	8	**
	6%	6%	7%	4%	6%	5%	2%	5% a	12% abd	5% a	6%	4%	6%	**
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	53	84	100	127	108	70	60	57	44	184	34	14	**
	9%	6%	8%	11% a	9%	8%	9%	8%	10%	7%	8%	14% a	10%	**
Level 4-5 vocational qualification or higher apprenticeship	63	12	20	31	34	29	17	24	15	7	58	3	2	**
	2%	1%	2%	3% a	2%	2%	2%	3%	3%	1%	3%	1%	2%	**
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	210	243	157	296	306	232	236	79	61	506	58	27	**
	22%	25% c	24% c	17%	21%	24%	31% cd	31% cd	14%	10%	22%	23%	19%	**
Level 6 vocational qualification or degree apprenticeship	23	6	10	7	18	5	8	9	3	2	18	3	1	**
	1%	1%	1%	1%	1% b	*%	1%	1%	1%	*%	1%	1%	1%	**
University higher degree (e.g. Masters, PhD or equivalent)	439	170	172	96	258	176	255	138	16	27	370	32	20	**
	16%	21% c	17% c	11%	18% b	14%	34% bcd	18% cd	3%	4%	16%	13%	14%	**
Still studying/ still at school	25	22	2	1	16	9	2	15	4	3	19	3	-	**
	1%	3% bc	*%	*%	1%	1%	*%	2% a	1%	*%	1%	1%	-%	**
Prefer not to say	141	23	41	76	80	60	23	22	22	66	118	12	8	**
	5%	3%	4%	8% ab	6%	5%	3%	3%	4%	10% abc	5%	5%	6%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

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C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Don't know	57	15	10	32	29	29	6	11	11	23	40	11	5	**
	2%	2%	1%	4% b	2%	2%	1%	2%	2%	4% a	2%	4% a	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
I have no formal qualifications (and I am not still studying)	99	22	43	4	54	31	14	10	**	**	49	24	18	26	7
	4%	9%	5%	*%	6%	2%	8%	11%	**	**	3%	6%	4%	3%	1%
		c	c		b							a	c		
Entry level qualification such as ESOL, ELC or Skills for Life	25	2	11	2	10	9	2	1	**	**	16	2	5	3	2
	1%	1%	1%	*%	1%	1%	1%	1%	**	**	1%	1%	1%	*%	*%
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - but not Maths and not English	208	21	100	46	68	104	18	9	**	**	125	39	31	61	29
	8%	8%	11%	5%	8%	7%	10%	11%	**	**	8%	9%	7%	6%	6%
			c												
GCSE/ O Level/ CSE/ National Qualifications/ Standard Grades - including Maths or English	362	45	156	74	136	178	23	13	**	**	202	69	49	131	67
	13%	18%	18%	7%	16%	12%	13%	15%	**	**	13%	16%	11%	14%	13%
		c	c												
Level 1-2 vocational qualification or intermediate apprenticeship	71	15	25	13	37	27	5	4	**	**	39	17	10	22	8
	3%	6%	3%	1%	4%	2%	3%	4%	**	**	2%	4%	2%	2%	2%
		c			b										
A level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent)	250	26	98	80	81	142	11	4	**	**	139	28	38	83	50
	9%	10%	11%	8%	9%	10%	6%	5%	**	**	9%	7%	9%	9%	9%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

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C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Level 3 vocational qualification or advanced apprenticeship	156	15	70	46	69	77	8	3	**	**	94	21	15	54	37
	6%	6%	8% c	5%	8% b	5%	5%	4%	**	**	6%	5%	3%	6%	7%
Diploma in higher education (HNC/ HND/ BTEC Higher or equivalent)	237	26	72	98	81	117	20	9	**	**	143	30	37	92	56
	9%	10%	8%	10%	9%	8%	11%	10%	**	**	9%	7%	9%	10%	11%
Level 4-5 vocational qualification or higher apprenticeship	63	5	26	19	23	32	1	-	**	**	44	6	11	28	10
	2%	2%	3%	2%	3%	2%	1%	-%	**	**	3%	1%	3%	3%	2%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	610	40	154	311	150	370	34	13	**	**	374	91	99	227	116
	22%	16%	18%	31% ab	18%	26% a	19%	16%	**	**	23%	21%	23%	24%	22%
Level 6 vocational qualification or degree apprenticeship	23	1	3	13	3	19	3	1	**	**	15	1	-	12	5
	1%	*%	*%	1%	*%	1%	2%	2%	**	**	1%	*%	-%	1%	1%
University higher degree (e.g. Masters, PhD or equivalent)	439	23	73	284	89	284	28	11	**	**	235	76	78	155	104
	16%	9%	8%	28% ab	10%	20% a	15%	13%	**	**	15%	18%	18%	16%	20%
Still studying/ still at school	25	6	6	-	7	10	1	-	**	**	17	2	3	7	3
	1%	2% c	1% c	-%	1%	1%	1%	-%	**	**	1%	1%	1%	1%	1%
Prefer not to say	141	4	25	8	32	32	8	4	**	**	74	14	22	38	29
	5%	1%	3% c	1%	4%	2%	5%	4%	**	**	5%	3%	5%	4%	5%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. Which one of these - if any - is the highest educational or professional qualification that you currently have?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Don't know	57	6	14	9	12	20	4	3	**	**	36	5	13	8	7
	2%	2%	2%	1%	1%	1%	2%	4%	**	**	2%	1%	3% b	1%	1%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Up to 199 per week/ Up to 10,399 per year	115	7	19	8	17	13	12	4	**	92	12	100	3	61	42	17
	4%	4%	2%	3%	2%	2%	3%	3%	**	5%	3%	5%	1%	4%	5%	5%
From 200 to 299 per week/ From 10,400 to 15,599 per year	199	19	71	33	56	42	47	6	**	152	21	163	10	94	78	30
	7%	10%	8%	11%	7%	7%	10%	6%	**	8%	5%	8%	4%	6%	9%	8%
From 300 to 499 per week/ From 15,600 to 25,999 per year	340	13	113	25	102	73	54	11	**	232	54	249	37	175	111	34
	12%	7%	13%	9%	13%	13%	11%	10%	**	12%	14%	12%	14%	12%	12%	9%
From 500 to 699 per week/ From 26,000 to 36,399 per year	386	20	123	38	105	80	63	15	**	283	54	301	36	219	118	53
	14%	11%	14%	13%	14%	14%	13%	14%	**	14%	13%	14%	14%	15%	13%	14%
From 700 to 999 per week/ From 36,400 to 51,999 per year	421	26	138	40	124	88	76	22	**	290	66	314	43	240	117	53
	15%	14%	16%	14%	16%	16%	16%	20%	**	15%	16%	15%	16%	16%	13%	14%
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336	17	104	23	97	67	54	16	**	238	48	253	33	196	91	55
	12%	9%	12%	8%	13%	12%	11%	14%	**	12%	12%	12%	13%	13%	10%	15%
1,500 and above per week/ 78,000 and above per year	377	31	117	47	101	90	58	16	**	249	83	276	56	210	122	67
	14%	17%	13%	17%	13%	16%	12%	15%	**	13%	21% a	13%	21% a	14%	13%	18%
Don't know	136	9	28	11	25	15	22	2	**	103	9	104	9	60	53	15
	5%	5%	3%	4%	3%	3%	5%	2%	**	5%	2%	5%	3%	4%	6%	4%
Prefer not to say	455	38	154	60	131	98	94	18	**	333	55	352	36	211	177	49
	16%	21%	18%	21%	17%	17%	20%	16%	**	17%	14%	17%	14%	14%	19% ac	13%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Up to 199 per week/ Up to 10,399 per year	115 4%	39 4%	32 3%	49 5% b	22 2%	39 3%	32 4%	10 3%	6 2%	10 3%	8 1%	11 3%	6 1%
From 200 to 299 per week/ From 10,400 to 15,599 per year	199 7%	46 5%	92 8%	61 6%	76 8%	80 6%	58 7%	28 8%	20 8%	17 5%	49 8%	23 5%	43 8%
From 300 to 499 per week/ From 15,600 to 25,999 per year	340 12%	109 12%	154 13%	132 12%	131 13%	159 12%	104 13%	39 11%	21 8%	33 10%	75 12%	44 10%	64 12%
From 500 to 699 per week/ From 26,000 to 36,399 per year	386 14%	111 13%	174 14%	142 13%	143 14%	179 14%	106 13%	41 11%	27 11%	40 12%	84 14%	61 14%	63 12%
From 700 to 999 per week/ From 36,400 to 51,999 per year	421 15%	146 17%	195 16%	178 17%	162 16%	216 17%	124 15%	69 19%	58 23% b	59 18%	94 15%	73 17%	81 16%
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336 12%	123 14%	151 12%	138 13%	135 13%	185 15%	88 11%	58 16%	35 14%	40 12%	90 15%	52 12%	78 15%
1,500 and above per week/ 78,000 and above per year	377 14%	119 14%	185 15%	151 14%	153 15%	195 15%	109 13%	54 15%	33 13%	82 25% b	102 17%	101 24% b	83 16%
Don't know	136 5%	40 5%	38 3%	43 4%	34 3%	32 3%	46 6% a	12 3%	7 3%	7 2%	22 4%	11 3%	18 4%
Prefer not to say	455 16%	145 17%	190 16%	179 17%	156 15%	189 15%	147 18%	56 15%	47 18%	38 12%	89 14%	48 11%	79 15%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Up to 199 per week/ Up to 10,399 per year	115	8	10	2	**	6	12	**	**	17	18	75	41
	4%	2%	2%	2%	**	4%	3%	**	**	2%	4%	3%	8% a
From 200 to 299 per week/ From 10,400 to 15,599 per year	199	31	34	9	**	12	31	**	**	66	43	136	63
	7%	7%	7%	8%	**	8%	9%	**	**	7%	8%	6%	12% a
From 300 to 499 per week/ From 15,600 to 25,999 per year	340	46	62	13	**	23	50	**	**	108	73	264	76
	12%	10%	13%	10%	**	15%	14%	**	**	12%	14%	12%	14%
From 500 to 699 per week/ From 26,000 to 36,399 per year	386	55	69	13	**	20	52	**	**	124	72	321	65
	14%	12%	14%	10%	**	13%	14%	**	**	13%	14%	14%	12%
From 700 to 999 per week/ From 36,400 to 51,999 per year	421	79	74	19	**	30	48	**	**	153	78	356	66
	15%	18%	15%	15%	**	19%	13%	**	**	16%	15%	16%	12%
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336	63	67	16	**	19	37	**	**	130	56	316	20
	12%	14%	14%	13%	**	12%	10%	**	**	14%	11%	14% b	4%
1,500 and above per week/ 78,000 and above per year	377	91	94	28	**	16	41	**	**	184	57	354	23
	14%	21%	19%	23%	**	10%	11%	**	**	20% b	11%	16% b	4%
Don't know	136	14	15	4	**	3	16	**	**	29	19	105	32
	5%	3%	3%	3%	**	2%	4%	**	**	3%	4%	5%	6%
Prefer not to say	455	55	72	18	**	26	75	**	**	127	101	310	145
	16%	12%	15%	15%	**	17%	21%	**	**	14%	19% a	14%	27% a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Up to 199 per week/ Up to 10,399 per year	115	14	2	**	17	83	17	31	**	18	35	45	99	15	5
	4%	3%	1%	**	3%	5% b	3%	3%	**	6%	3%	5%	4%	3%	3%
From 200 to 299 per week/ From 10,400 to 15,599 per year	199	36	22	**	33	103	39	81	**	29	53	73	156	43	20
	7%	9%	8%	**	6%	7%	6%	9%	**	9%	5%	8% b	7%	9% b	11% b
From 300 to 499 per week/ From 15,600 to 25,999 per year	340	46	38	**	67	182	88	102	**	44	89	131	264	77	32
	12%	11%	15%	**	13%	12%	14%	11%	**	13%	8%	14% b	12% b	16% bd	17% b
From 500 to 699 per week/ From 26,000 to 36,399 per year	386	67	33	**	73	206	79	150	**	46	148	123	317	69	26
	14%	16%	12%	**	14%	14%	13%	16%	**	14%	14%	14%	14%	15%	14%
From 700 to 999 per week/ From 36,400 to 51,999 per year	421	64	39	**	89	220	99	138	**	49	161	142	352	68	22
	15%	15%	15%	**	17%	15%	16%	15%	**	15%	15%	16%	15%	14%	12%
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336	41	45	**	64	181	77	117	**	39	165	107	311	26	6
	12%	10%	17% a	**	12%	12%	12%	13%	**	12% ef	16% ef	12% ef	14% ef	5%	3%
1,500 and above per week/ 78,000 and above per year	377	53	28	**	111	175	93	134	**	19	231	108	359	18	4
	14%	13%	11%	**	21% abe	12%	15%	14%	**	6%	22% acdef	12% aef	16% acef	4%	2%
Don't know	136	14	8	**	17	95	23	39	**	46	50	26	122	14	7
	5%	3%	3%	**	3%	6% d	4%	4%	**	14% bcdef	5%	3%	5% c	3%	4%
Prefer not to say	455	82	46	**	65	255	106	141	**	43	119	152	314	140	63
	16%	20% d	18%	**	12%	17% d	17%	15%	**	13%	11%	17% b	14%	30% abcd	34% abcd

Columns Tested: a,b,c,d,e - 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.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Up to 199 per week/ Up to 10,399 per year	115	35	40	39	53	61	10	22	23	59	90	13	11	**
	4%	4%	4%	4%	4%	5%	1%	3%	4%	9%	4%	5%	8%	**
									a	abc				
From 200 to 299 per week/ From 10,400 to 15,599 per year	199	42	73	85	92	107	16	19	44	120	156	19	18	**
	7%	5%	7%	9%	6%	8%	2%	3%	8%	19%	7%	7%	13%	**
				a					ab	abc			a	
From 300 to 499 per week/ From 15,600 to 25,999 per year	340	82	123	135	174	159	38	78	88	131	282	36	12	**
	12%	10%	12%	15%	12%	12%	5%	10%	15%	21%	12%	14%	9%	**
				a				a	a	ab				
From 500 to 699 per week/ From 26,000 to 36,399 per year	386	113	140	133	222	162	72	129	114	67	309	47	16	**
	14%	14%	14%	15%	15%	12%	9%	17%	20%	11%	13%	19%	11%	**
								ad	ad					
From 700 to 999 per week/ From 36,400 to 51,999 per year	421	117	171	132	212	207	108	149	107	51	360	33	16	**
	15%	14%	17%	15%	15%	16%	14%	20%	19%	8%	16%	13%	12%	**
							d	ad	d					
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336	116	147	74	197	137	129	128	63	16	282	27	20	**
	12%	14%	14%	8%	14%	11%	17%	17%	11%	3%	12%	11%	15%	**
		c	c				cd	cd	d					
1,500 and above per week/ 78,000 and above per year	377	155	167	55	232	144	253	86	29	8	326	22	15	**
	14%	19%	16%	6%	16%	11%	33%	11%	5%	1%	14%	9%	11%	**
		c	c		b		bcd	cd	d					
Don't know	136	76	35	26	51	81	19	26	35	47	115	13	5	**
	5%	9%	3%	3%	4%	6%	2%	3%	6%	7%	5%	5%	4%	**
		bc				a			a	ab				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Prefer not to say	455	91	136	226	206	241	116	116	75	134	373	41	25	**
	16%	11%	13%	25%	14%	19%	15%	15%	13%	21%	16%	16%	18%	**
				ab		a				abc				

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Up to 199 per week/ Up to 10,399 per year	115	115	-	-	52	45	7	4	**	**	56	37	20	29	13
	4%	45% bc	-%	-%	6% b	3%	4%	5%	**	**	3%	9% a	5%	3%	3%
From 200 to 299 per week/ From 10,400 to 15,599 per year	199	38	158	-	107	66	19	12	**	**	107	48	40	63	18
	7%	15% c	18% c	-%	13% b	5%	10%	14%	**	**	7%	11% a	9% c	7%	3%
From 300 to 499 per week/ From 15,600 to 25,999 per year	340	57	275	-	162	145	13	6	**	**	184	55	65	115	56
	12%	22% c	31% ac	-%	19% b	10%	7%	7%	**	**	12%	13%	15%	12%	11%
From 500 to 699 per week/ From 26,000 to 36,399 per year	386	26	267	87	126	213	20	13	**	**	229	63	63	147	55
	14%	10%	31% ac	9%	15%	15%	11%	15%	**	**	14%	15%	15%	15% c	10%
From 700 to 999 per week/ From 36,400 to 51,999 per year	421	21	174	209	112	256	26	13	**	**	251	42	69	158	92
	15%	8%	20% a	21% a	13%	18% a	14%	15%	**	**	16% b	10%	16%	17%	17%
From 1,000 to 1,499 per week/ From 52,000 to 77,999 per year	336	-	-	336	77	230	17	6	**	**	216	30	37	130	95
	12%	-%	-%	33% ab	9%	16% a	9%	7%	**	**	13% b	7%	9%	14% a	18% a
1,500 and above per week/ 78,000 and above per year	377	-	-	377	56	277	31	9	**	**	205	67	55	138	104
	14%	-%	-%	37% ab	7%	19% a	17%	11%	**	**	13%	16%	13%	15%	20% a

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. Which one of these bands describes your total household income before tax or any other deductions are made?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Don't know	136	-	-	-	54	51	9	4	**	**	81	22	24	29	13
	5%	-%	-%	-%	6% b	3%	5%	5%	**	**	5%	5%	6%	3%	2%
Prefer not to say	455	-	-	-	106	166	38	20	**	**	271	62	55	139	84
	16%	-%	-%	-%	12%	11%	21%	23%	**	**	17%	15%	13%	15%	16%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2767	206	793	302	697	567	432	152	79	1946	399	2083	262	1469	876	404
Effective Weighted Sample	2549	170	742	259	653	500	411	118	78	1810	362	1938	234	1349	823	356
Total	2767	180	866	286	760	567	479	112	84	1973	403	2113	263	1466	909	375
Doing well	726	62	254	100	216	177	139	38	**	507	114	543	78	380	241	105
	26%	34%	29%	35%	28%	31%	29%	34%	**	26%	28%	26%	30%	26%	26%	28%
Getting by	1369	76	436	127	385	269	243	51	**	962	210	1036	137	756	417	179
	49%	42%	50%	44%	51%	47%	51%	45%	**	49%	52%	49%	52%	52% b	46%	48%
Struggling	524	28	129	39	117	88	69	15	**	398	60	422	36	268	190	73
	19%	16%	15%	14%	15%	15%	14%	13%	**	20%	15%	20%	14%	18%	21%	20%
Don't know	10	2	1	3	-	3	1	2	**	5	-	5	-	3	3	-
	*%	1%	*%	1% b	-%	*%	*%	2%	**	*%	-%	*%	-%	*%	*%	-%
Prefer not to say	139	12	47	16	42	31	28	7	**	100	18	107	11	60	59	17
	5%	7%	5%	6%	6%	5%	6%	6%	**	5%	4%	5%	4%	4%	6%	4%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2767	877	1143	1066	954	1254	766	400	263	341	626	442	525
Effective Weighted Sample	2549	825	1068	1001	891	1167	724	373	255	309	582	401	490
Total	2767	877	1210	1074	1014	1274	813	368	255	325	614	424	516
Doing well	726	205	346	264	287	331	220	103	54	104	180	130	154
	26%	23%	29% a	25%	28%	26%	27%	28%	21%	32%	29%	31%	30%
Getting by	1369	458	604	550	512	670	393	182	137	169	296	219	245
	49%	52%	50%	51%	51%	53%	48%	49%	54%	52%	48%	52%	48%
Struggling	524	165	201	200	165	213	152	66	49	43	113	65	92
	19%	19%	17%	19%	16%	17%	19%	18%	19%	13%	18%	15%	18%
Don't know	10	3	1	4	-	1	3	-	-	-	-	-	-
	*%	*%	*%	*%	-%	*%	*%	-%	-%	-%	-%	-%	-%
Prefer not to say	139	46	59	55	50	59	46	17	15	9	25	10	24
	5%	5%	5%	5%	5%	5%	6%	4%	6%	3%	4%	2%	5%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2767	466	501	152	79	145	334	35	25	967	479	2247	520
Effective Weighted Sample	2549	422	469	137	77	138	318	33	24	891	456	2054	495
Total	2767	442	498	121	70	155	362	35	26	939	517	2236	531
Doing well	726	127	156	40	**	35	108	**	**	284	143	585	141
	26%	29%	31%	33%	**	22%	30%	**	**	30%	28%	26%	26%
Getting by	1369	229	236	65	**	84	170	**	**	465	254	1130	238
	49%	52%	47%	53%	**	54%	47%	**	**	49%	49%	51%	45%
Struggling	524	69	88	14	**	26	59	**	**	157	85	420	104
	19%	16%	18%	12%	**	17%	16%	**	**	17%	16%	19%	20%
Don't know	10	-	-	-	**	-	1	**	**	-	1	5	5
	*%	-%	-%	-%	**	-%	*%	**	**	-%	*%	*%	1%
Prefer not to say	139	17	17	3	**	10	24	**	**	34	34	95	43
	5%	4%	4%	2%	**	7%	7%	**	**	4%	7%	4%	8%
													a

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2767	361	249	65	542	1557	613	822	93	330	1049	915	2294	468	183
Effective Weighted Sample	2549	344	235	59	496	1427	547	774	89	292	943	857	2091	455	178
Total	2767	416	261	63	535	1500	621	933	107	332	1051	909	2292	470	185
Doing well	726	124	74	**	152	358	215	246	**	79	284	189	552	172	73
	26%	30%	28%	**	28%	24%	35%	26%	**	24%	27%	21%	24%	37%	39%
							b				c			abcd	abcd
Getting by	1369	211	124	**	264	739	282	490	**	170	506	456	1132	236	82
	49%	51%	47%	**	49%	49%	45%	52%	**	51%	48%	50%	49%	50%	44%
								a							
Struggling	524	56	50	**	96	316	88	156	**	64	217	218	499	24	6
	19%	14%	19%	**	18%	21%	14%	17%	**	19%	21%	24%	22%	5%	3%
						a				ef	ef	ef	ef		
Don't know	10	1	-	**	-	9	2	2	**	3	2	4	9	1	1
	*%	*%	-%	**	-%	1%	*%	*%	**	1%	*%	*%	*%	*%	*%
Prefer not to say	139	24	14	**	22	78	34	40	**	16	43	42	101	38	23
	5%	6%	5%	**	4%	5%	5%	4%	**	5%	4%	5%	4%	8%	13%
														bcd	abcd

Columns Tested: a,b,c,d,e - 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.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2767	841	1020	901	1412	1326	826	756	504	633	2301	245	138	83
Effective Weighted Sample	2549	745	937	864	1297	1226	759	711	461	589	2122	223	129	75
Total	2767	827	1030	906	1439	1299	759	753	577	633	2293	252	140	81
Doing well	726	252	203	270	438	286	342	195	106	76	621	53	33	**
	26%	30%	20%	30%	30%	22%	45%	26%	18%	12%	27%	21%	23%	**
		b		b	b		bcd	cd	d					
Getting by	1369	384	532	452	674	685	321	402	325	305	1135	128	62	**
	49%	46%	52%	50%	47%	53%	42%	53%	56%	48%	49%	51%	44%	**
						a		a	ad					
Struggling	524	149	257	117	258	256	53	108	133	216	419	53	37	**
	19%	18%	25%	13%	18%	20%	7%	14%	23%	34%	18%	21%	27%	**
		c	ac					a	ab	abc				
Don't know	10	5	2	3	5	4	3	3	-	3	9	1	-	**
	*%	1%	*%	*%	*%	*%	*%	*%	-%	1%	*%	*%	-%	**
Prefer not to say	139	37	37	64	65	69	41	44	14	33	110	17	8	**
	5%	4%	4%	7%	4%	5%	5%	6%	2%	5%	5%	7%	6%	**
				b			c	c						

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6I. How well would you say your household is managing financially at the moment? Would you say you are...?
Base: All respondents

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	b	~c	~d	a	b	a	b	c
Unweighted row	2767	262	851	1027	872	1428	206	111	95	64	1567	436	416	913	516
Effective Weighted Sample	2549	232	782	947	793	1319	170	89	82	55	1475	381	385	850	487
Total	2767	258	874	1010	851	1450	180	86	94	55	1601	425	429	948	530
Doing well	726	32	160	419	188	456	62	31	**	**	419	110	120	231	161
	26%	13%	18%	42% ab	22%	31% a	34%	36%	**	**	26%	26%	28%	24%	30%
Getting by	1369	121	497	482	419	742	76	37	**	**	789	200	205	509	260
	49%	47%	57% ac	48%	49%	51%	42%	43%	**	**	49%	47%	48%	54%	49%
Struggling	524	104	211	96	223	213	28	13	**	**	313	89	86	159	86
	19%	40% bc	24% c	10%	26% b	15%	16%	15%	**	**	20%	21%	20%	17%	16%
Don't know	10	-	1	3	2	6	2	2	**	**	5	1	-	2	2
	*%	-%	*%	*%	*%	*%	1%	3%	**	**	*%	*%	-%	*%	*%
Prefer not to say	139	1	4	10	18	33	12	3	**	**	75	25	19	48	21
	5%	*%	*%	1%	2%	2%	7%	3%	**	**	5%	6%	4%	5%	4%

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Any break column with 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

		LANDLINE - SIMPLE		LANDLINE - REGARD		LANDLINE SWITCH				MOBILE - SIMPLE		MOBILE - REGARD		MOBILE SWITCH		
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S
Significance Level: 99%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted row	2140	150	624	222	552	453	321	125	62	1487	335	1605	217	1180	642	329
Effective Weighted Sample	1961	119	580	185	513	393	305	95	61	1379	300	1489	190	1078	601	288
Total	2142	127	682	207	602	448	360	88	66	1510	337	1631	216	1173	674	302
Most Financially Vulnerable	258	14	54	20	48	37	31	8	**	189	30	202	17	127	92	37
	12%	11%	8%	10%	8%	8%	9%	9%	**	13%	9%	12%	8%	11%	14%	12%
Potentially Financially Vulnerable	874	50	295	89	255	196	149	28	**	618	123	663	79	468	274	104
	41%	39%	43%	43%	42%	44%	41%	31%	**	41%	37%	41%	37%	40%	41%	34%
Least Financially Vulnerable	1010	63	333	97	299	216	180	52	**	702	184	766	120	578	308	161
	47%	50%	49%	47%	50%	48%	50%	59%	**	47%	55%	47%	56%	49%	46%	53%
											a					

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

		FIXED BROADBAND - SIMPLE		FIXED BROADBAND - REGARD		FIXED BROADBAND SWITCH				PAY TV - SIMPLE		PAY TV - REGARD	
	Total	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	STAND-ALONE	SIMPLE BUNDLE	STAND-ALONE	REGARD BUNDLE
Significance Level: 99%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted row	2140	681	921	834	768	1020	582	324	204	290	507	377	420
Effective Weighted Sample	1961	640	855	782	713	944	549	300	198	260	469	339	390
Total	2142	684	974	842	817	1038	620	294	197	277	498	362	414
Most Financially Vulnerable	258	94	80	112	61	108	66	28	16	27	35	35	26
	12%	14%	8%	13%	8%	10%	11%	10%	8%	10%	7%	10%	6%
		b		b									
Potentially Financially Vulnerable	874	250	406	316	340	407	250	104	72	100	208	134	174
	41%	37%	42%	38%	42%	39%	40%	35%	37%	36%	42%	37%	42%
Least Financially Vulnerable	1010	340	488	413	415	524	304	161	109	151	255	192	214
	47%	50%	50%	49%	51%	50%	49%	55%	55%	54%	51%	53%	52%

Columns Tested: a,b - a,b - a,b,c,d - a,b - a,b

OFCOM CORE SWITCHING TRACKER STUDY 2025. AUGUST-SEPTEMBER 2025

Table 309

Any break column with 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

		PAY TV SWITCH				FREE TV SWITCH				MAIN TV		ANY SVOD	
	Total	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	EVER	NEVER	LAST 12 M'S	EXCL. MOVERS	PAY TV	FREE TV	YES	NO
Significance Level: 99%		a	b	c	~d	a	b	~c	~d	a	b	a	b
Unweighted row	2140	387	410	125	58	119	247	28	19	797	366	1800	340
Effective Weighted Sample	1961	348	381	111	56	112	236	26	18	729	348	1638	323
Total	2142	366	410	96	51	125	270	27	19	776	396	1789	353
Most Financially Vulnerable	258	31	31	8	**	11	23	**	**	62	34	205	54
	12%	8%	8%	9%	**	9%	9%	**	**	8%	9%	11%	15%
Potentially Financially Vulnerable	874	144	164	29	**	55	123	**	**	308	178	693	181
	41%	39%	40%	30%	**	44%	45%	**	**	40%	45%	39%	51% a
Least Financially Vulnerable	1010	192	215	59	**	60	124	**	**	406	184	892	118
	47%	52%	52%	62%	**	48%	46%	**	**	52%	46%	50% b	33%

Columns Tested: a,b,c,d - a,b,c,d - a,b - a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

		SIMPLE BUNDLE TYPE					LANDLINE IS VOIP SERVICE			AGE					
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	YES	NO	UNSURE	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 99%		a	b	~c	d	e	a	b	~c	a	b	c	d	e	f
Unweighted row	2140	276	194	54	455	1166	484	648	58	232	871	725	1828	309	111
Effective Weighted Sample	1961	262	183	48	414	1064	426	608	56	203	777	679	1658	300	108
Total	2142	319	206	52	448	1124	484	737	69	233	867	726	1826	314	114
Most Financially Vulnerable	258	29	17	**	39	172	44	73	**	39	121	80	240	17	6
	12%	9%	8%	**	9%	15%	9%	10%	**	17%	14%	11%	13%	5%	5%
						abd				ef	e	e	e		
Potentially Financially Vulnerable	874	141	85	**	170	455	208	307	**	106	271	329	706	168	67
	41%	44%	41%	**	38%	40%	43%	42%	**	46%	31%	45%	39%	53%	59%
										b		bd	b	bd	bcd
Least Financially Vulnerable	1010	149	104	**	239	497	232	356	**	88	474	317	880	129	41
	47%	47%	51%	**	53%	44%	48%	48%	**	38%	55%	44%	48%	41%	36%
					e						acdef		a		

Columns Tested: a,b,c,d,e - 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.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

		AGE (2)			GENDER		SOCIAL GRADE				NATION			
	Total	16-34	35-54	55+	MAN	WOMAN	AB	C1	C2	DE	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 99%		a	b	c	a	b	a	b	c	d	a	b	c	~d
Unweighted row	2140	658	838	641	1140	986	671	604	399	443	1781	188	107	64
Effective Weighted Sample	1961	576	769	614	1042	907	612	565	363	411	1635	170	99	58
Total	2142	640	849	650	1163	964	613	604	455	449	1776	195	108	63
Most Financially Vulnerable	258	83	120	53	124	130	23	48	75	108	203	26	20	**
	12%	13%	14%	8%	11%	13%	4%	8%	17%	24%	11%	13%	19%	**
		c	c					a	ab	abc				
Potentially Financially Vulnerable	874	214	332	327	442	426	125	217	238	282	717	92	39	**
	41%	33%	39%	50%	38%	44%	20%	36%	52%	63%	40%	47%	36%	**
				ab		a		a	ab	abc				
Least Financially Vulnerable	1010	342	397	269	597	408	464	339	142	59	856	78	49	**
	47%	53%	47%	41%	51%	42%	76%	56%	31%	13%	48%	40%	45%	**
		bc			b		bcd	cd	d					

Columns Tested: a,b,c - a,b - a,b,c,d - a,b,c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base: Those where it is possible to calculate the Financial Vulnerability Index

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS		LANDLINE STANDALONE (SIMPLE)				MOBILE (SIMPLE)		BROADBAND SPEED		
	Total	MOST	POTENTIALLY	LEAST	YES	NO	TOTAL	NO BB	BB OTHER	NO BB AND NOT DROPPED BB	CONTRACT STANDALONE	PREPAY	STANDARD	SUPERFAST	ULTRAFAST
Significance Level: 99%		a	b	c	a	b	a	~b	~c	~d	a	b	a	b	c
Unweighted row	2140	262	851	1027	696	1203	150	80	70	41	1204	339	334	746	414
Effective Weighted Sample	1961	232	782	947	629	1108	119	61	59	33	1130	294	307	692	390
Total	2142	258	874	1010	678	1220	127	59	68	33	1231	332	344	775	429
Most Financially Vulnerable	258	258	-	-	105	111	14	**	**	**	132	61	40	76	45
	12%	100% bc	-%	-%	15% b	9%	11%	**	**	**	11%	18% a	12%	10%	10%
Potentially Financially Vulnerable	874	-	874	-	352	429	50	**	**	**	495	137	156	321	123
	41%	-%	100% ac	-%	52% b	35%	39%	**	**	**	40%	41%	45% c	41% c	29%
Least Financially Vulnerable	1010	-	-	1010	221	680	63	**	**	**	604	134	148	378	260
	47%	-%	-%	100% ab	33%	56% a	50%	**	**	**	49% b	40%	43%	49%	61% ab

Columns Tested: a,b,c - a,b - a,b,c,d - a,b - a,b,c