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NATION 1
Base : All respondents

REGION/ NATION 7
Base : All respondents

URBANITY 14
Base : All respondents

S4. AGE OF RESPONDENT 20
Base : All respondents

S5. GENDER 26
Base : All respondents

S6. SOCIO-ECONOMIC GROUP 32
Base : All respondents

S7. EMPLOYMENT STATUS OF RESPONDENT 38
Base : All respondents

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your household) 44
Base : All respondents

Q3. (SHOWCARD) Which, if any, of these services are you the primary or joint decision maker for – in terms of deciding which provider to use? 50
Base : All respondents

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all? 56
Base : Those responsible for the household's TV service

Q4B. (SHOWCARD) Which one of these is the main type of TV service watched on the household's main TV set 68
Base : Those responsible for the household's TV service

Q5. (SHOWCARD) 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? 80
Base : All respondents

Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service? 91
Base : Those responsible for a mobile phone

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service? 103
Base : Those responsible for a mobile phone

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service? 115
Base : Those responsible for the household's landline service

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service? 127
Base : Those responsible for the household's landline service

Q6J. (SHOWCARD) Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you? 139
Base : Those responsible for the household's landline service

Q6M. (SHOWCARD) You say you are [in/ out of] contract with your Landline phone or line rental service supplier. How certain of this are you? 145
Base : Those responsible for the household's landline service responding they are currently within their minimum contract period

Q6M. (SHOWCARD) You say you are [in/ out of] contract with your Landline phone or line rental service supplier. How certain of this are you? 151
Base : Those responsible for the household's landline service responding they are out of contract

Q6P. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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? 157
Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

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Q6S. Have you made any changes to your Landline phone or line rental service package in the last two years – for example changed package, changed speed, added any services? 163
Base : Those responsible for the household's landline service who are not 'very certain' of their contract status

SUMMARY OF CONTRACT STATUS - LANDLINE 169
Base : Those responsible for the household's landline service

Q6C. (SHOWCARD) Which provider do you use for your Fixed Broadband service? 178
Base : Those responsible for the household's fixed broadband service

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service? 190
Base : Those responsible for the household's fixed broadband service

Q6K. (SHOWCARD) Thinking about your Fixed Broadband service and the contract you have with (PROVIDER), which of these statements best describes you? 202
Base : Those responsible for the household's fixed broadband service

Q6N. (SHOWCARD) You say you are [in/ out of] contract with your Fixed Broadband service supplier. How certain of this are you? 208
Base : Those responsible for the household's fixed broadband service responding they are currently within their minimum contract period

Q6N. (SHOWCARD) You say you are [in/ out of] contract with your Fixed Broadband service supplier. How certain of this are you? 214
Base : Those responsible for the household's fixed broadband service responding they are out of contract

Q6Q. (SHOWCARD) 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? 220
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? 226
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 232
Base : Those responsible for the household's fixed broadband service

Q6D. MAIN BROADCAST TV SERVICE PROVIDER 241
Base : Those responsible for the household's TV service

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service? 247
Base : Those responsible for the household's TV service

Q6L. (SHOWCARD) Thinking about your Pay TV Service and the contract you have with (PROVIDER), which of these statements best describes you? 259
Base : Those responsible for the household's Pay TV service

Q6O. (SHOWCARD) You say you are [in/ out of] contract with your Pay TV Service supplier. How certain of this are you? 265
Base : Those responsible for the household's Pay TV service responding they are currently within their minimum contract period

Q6O. (SHOWCARD) You say you are [in/ out of] contract with your Pay TV Service supplier. How certain of this are you? 271
Base : Those responsible for the household's Pay TV service responding they are out of contract

Q6R. (SHOWCARD) 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? 277
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? 283
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 289
Base : Those responsible for the household's Pay TV service

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY 298
Base : Those responsible for the household's Triple Play package (SIMPLE)

SUMMARY OF CONTRACT STATUS - DUAL PLAY 304
Base : Those responsible for the household's Dual Play package (SIMPLE)

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Q6E. STREAMING SERVICE PROVIDERS 310
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 316
Base : All respondents

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE 328
Base : Those using the same provider for 2-4 services - Bundle 1

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 340
Base : All respondents

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE 346
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 352
Base : All respondents

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE 364
Base : Those using the same provider for 2-4 services - SIMPLE BUNDLE

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES 376
Base : All respondents

Q8A. (SHOWCARD) Thinking about these services, do you regard them as a package of services or as individual services? 382
Base : Those using the same provider for 2-4 services - Bundle 1

Q8B. (SHOWCARD) So which services would you consider to be a package from (BUNDLE 1 PROVIDER)? 388
Base : Those using the same provider for 2-4 services - Bundle 1 - who regard some but not all as a package of services

Q8C. (SHOWCARD) Thinking about these services, do you regard them as a package of services or as individual services? 394
Base : Those using the same provider for an additional 2 services - Bundle 2

Q9A. SERVICES CONSIDERED TO BE A PACKAGE OF SERVICES IN BUNDLE 1 400
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

BUNDLE 1 PROVIDER 412
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 2 424
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

BUNDLE 2 PROVIDER 430
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 436
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 448
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 460
Base : All respondents

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use? 466
Base : Those using the same provider for 2-4 services who regard this as a package of services - Bundle 1

Q10B. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use? 478
Base : Those using the same provider for an additional 2 services who regard this as a package of services - Bundle 2

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SERVICES COVERED WITH RESPONDENT 484
Base : All respondents

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls? 490
Base : Those responsible for the household's landline service

Q12. (SHOWCARD) In a typical week, how often is your landline used to make or receive calls? 494
Base : Those in a household that uses the landline to make or receive calls

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 498
Base : Those responsible for the household's landline service

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 502
Base : Those responsible for the household's landline service

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you... 506
Base : Those responsible for the household's landline service

Q24. (SHOWCARD) Did you contact your provider to receive a discount or did they contact you? 514
Base : Those who have received a discount from their landline service provider in the last twelve months

Q25. (SHOWCARD) Did you contact your provider to add extra or improved services or did they contact you? 518
Base : Those who have added extra or improved services with their landline service provider in the last twelve months

Q26. (SHOWCARD) Did you contact your provider to reduce or downgrade services or did they contact you? 522
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 526
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 534
Base : Those responsible for the household's landline service

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you... 538
Base : Those responsible for the household's landline service

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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. 542
Base : Those responsible for the household's landline service

Q33A. (SHOWCARD) 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" 546
Base : Those responsible for the household's landline service

Q33B. (SHOWCARD) To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 550
Base : Those responsible for the household's landline service

Q33C. (SHOWCARD) 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" 554
Base : Those responsible for the household's landline service

Q33D. (SHOWCARD) 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" 558
Base : Those responsible for the household's landline service

Q28. (SHOWCARD) 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? 562
Base : All responsible for the household's landline service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 566
Base : All responsible for the household's landline service

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. 570
Base : Those who have ever changed supplier for the household's landline service

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Q30. (SHOWCARD) Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous landline service provider? 574
Base : Those who have changed supplier in the last 12 months for the household's landline service

Q13. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often from (PROVIDER) 578
Base : Those responsible for a mobile phone

Q13A. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use? 582
Base : Those responsible for a mobile phone

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – 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 and handset. 589
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q15. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone? 593
Base : Those with a monthly contract/ SIM only deal for their mobile phone

Q16. (SHOWCARD) Which one of these best describes your current situation, now that your minimum contract period for your mobile phone service and handset has ended? 597
Base : Those with a monthly contract for their mobile phone including a new handset who are out of their minimum contract period

Q17. Is this mobile phone a smartphone? 601
Base : Those responsible for a mobile phone

Q17A. 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? 605
Base : Those with a monthly contract for their mobile phone including a new handset

Q17B. What SIM-only contract lengths are you aware of with your current provider? 609
Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with their current provider

Q17C. What SIM-only contract lengths are you aware of with any other providers? 613
Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with an alternative provider

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 617
Base : Those responsible for a mobile phone

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 621
Base : Those responsible for a mobile phone

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you... 625
Base : Those responsible for a mobile phone

Q24. (SHOWCARD) Did you contact your provider to receive a discount or did they contact you? 633
Base : Those who have received a discount from their mobile phone network provider in the last twelve months

Q25. (SHOWCARD) Did you contact your provider to add extra or improved services or did they contact you? 637
Base : Those who have added extra or improved services with their mobile phone network provider in the last twelve months

Q26. (SHOWCARD) Did you contact your provider to reduce or downgrade services or did they contact you? 641
Base : Those who have reduced or downgraded services with their mobile phone network 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 645
Base : Those responsible for a mobile phone

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 653
Base : Those responsible for a mobile phone

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you... 657
Base : Those responsible for a mobile phone

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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. 661
Base : Those responsible for a mobile phone

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Q33A. (SHOWCARD) 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" 665
Base : Those responsible for a mobile phone

Q33B. (SHOWCARD) To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 669
Base : Those responsible for a mobile phone

Q33C. (SHOWCARD) 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" 673
Base : Those responsible for a mobile phone

Q33D. (SHOWCARD) 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" 677
Base : Those responsible for a mobile phone

Q28. (SHOWCARD) 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? 681
Base : All responsible for a mobile phone

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 685
Base : All responsible for a mobile phone

Q30. (SHOWCARD) Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous mobile phone service provider? 689
Base : Those who have changed supplier in the last 12 months for a mobile phone

Q18. (SHOWCARD) Thinking about your household's fixed broadband service... Which of these fixed broadband services does your household have from (PROVIDER)? 693
Base : Those responsible for the household's fixed broadband service

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 697
Base : Those responsible for the household's fixed broadband service

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 701
Base : Those responsible for the household's fixed broadband service

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you... 705
Base : Those responsible for the household's fixed broadband service

Q24. (SHOWCARD) Did you contact your provider to receive a discount or did they contact you? 712
Base : Those who have received a discount from their fixed broadband service provider in the last twelve months

Q25. (SHOWCARD) Did you contact your provider to add extra or improved services or did they contact you? 716
Base : Those who have added extra or improved services with their fixed broadband service provider in the last twelve months

Q26. (SHOWCARD) Did you contact your provider to reduce or downgrade services or did they contact you? 720
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 724
Base : Those responsible for the household's fixed broadband service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 732
Base : Those responsible for the household's fixed broadband service

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you... 738
Base : Those responsible for the household's fixed broadband service

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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. 742
Base : Those responsible for the household's fixed broadband service

Q33A. (SHOWCARD) 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" 746
Base : Those responsible for the household's fixed broadband service

Q33B. (SHOWCARD) To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 750
Base : Those responsible for the household's fixed broadband service

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Q33C. (SHOWCARD) 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" 754
Base : Those responsible for the household's fixed broadband service

Q33D. (SHOWCARD) 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" 758
Base : Those responsible for the household's fixed broadband service

Q28. (SHOWCARD) 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? 762
Base : All responsible for the household's broadband service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 766
Base : All responsible for the household's broadband service

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. 770
Base : Those who have ever changed supplier for the household's broadband service

Q30. (SHOWCARD) Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous fixed broadband service provider? 774
Base : Those who have changed supplier in the last 12 months for the household's broadband service

Q31A. (SHOWCARD) When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed? 778
Base : Those who have changed supplier in the last 12 months for the household's broadband service

Q34A. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6N) What happened to the price for your fixed broadband service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price? The price you pay will... 782
Base : Those responsible for the household's fixed broadband service

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels? 786
Base : Those responsible for the household's Pay TV service

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)? 790
Base : Those responsible for the household's TV service

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you... 794
Base : Those responsible for the household's TV service

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you... 798
Base : Those responsible for the household's Pay TV service

Q24.(SHOWCARD) Did you contact your provider to receive a discount or did they contact you? 805
Base : Those who have received a discount from their Pay TV service provider in the last twelve months

Q25. (SHOWCARD) Did you contact your provider to add extra or improved services or did they contact you? 809
Base : Those who have added extra or improved services with their Pay TV service provider in the last twelve months

Q26. (SHOWCARD) Did you contact your provider to reduce or downgrade services or did they contact you? 813
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 817
Base : Those responsible for the household's Pay TV service

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 825
Base : Those responsible for the household's Pay TV service

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you... 829
Base : Those responsible for the household's TV service

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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. 833
Base : Those responsible for the household's Pay TV service

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Q33A. (SHOWCARD) 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" 837
Base : Those responsible for the household's Pay TV service

Q33B. (SHOWCARD) To what extent do you agree or disagree - "The amount I pay for my (SERVICE) is small, compared with my other monthly household bills" 841
Base : Those responsible for the household's Pay TV service

Q33C. (SHOWCARD) 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" 845
Base : Those responsible for the household's Pay TV service

Q33D. (SHOWCARD) 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" 849
Base : Those responsible for the household's Pay TV service

Q28. (SHOWCARD) 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? 853
Base : All responsible for the household's TV service

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER 857
Base : All responsible for the household's TV service

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. 861
Base : Those who have ever changed supplier for the household's TV service

Q30. (SHOWCARD) Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous TV service provider? 865
Base : Those who have changed supplier in the last 12 months for the household's TV service

Q34B. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6O) What happened to the price for your Pay TV service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price? The price you pay will... 869
Base : Those responsible for the household's Pay TV service

LANDLINE - SUMMARY OF BEHAVIOUR 873
Base : Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 879
Base : Those responsible for the household's landline service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 885
Base : Those responsible for the household's landline service

LANDLINE - SUMMARY OF BEHAVIOUR 891
Base : Those responsible for the household's standalone landline service (SIMPLE)

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 897
Base : Those responsible for the household's standalone landline service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 903
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 909
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 915
Base : Those responsible for the household's standalone landline service (SIMPLE)

MOBILE PHONE - SUMMARY OF BEHAVIOUR 921
Base : Those responsible for a mobile phone

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 927
Base : Those responsible for a mobile phone

MOBILE PHONE - SUMMARY OF BEHAVIOUR 933
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 939
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 945
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 957
Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

FIXED BROADBAND - SUMMARY OF BEHAVIOUR 963
Base : Those responsible for the household's fixed broadband service

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 969
Base : Those responsible for the household's fixed broadband service

PAY TV - SUMMARY OF BEHAVIOUR 975
Base : Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 981
Base : Those responsible for the household's Pay TV service

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 987
Base : Those responsible for the household's Pay TV service

PAY TV - SUMMARY OF BEHAVIOUR 993
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 999
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS 1005
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1011
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF BEING CONTACTED BY PROVIDER 1017
Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

FREE TV - SUMMARY OF BEHAVIOUR 1023
Base : Those responsible for the household's Free TV service

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS 1029
Base : Those responsible for the household's Free TV service

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1035
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 1041
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 1048
Base : Those responsible for the household's Dual Play package (SIMPLE)

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1054
Base : Those responsible for the household's Dual Play package (REGARD)

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR 1060
Base : Those responsible for the household's Triple Play package (SIMPLE)

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Q24/Q25/Q26. SUMMARY OF CHANGES IN THE LAST TWELVE MONTHS AS A RESULT OF MAKING CONTACT WITH PROVIDER 1066
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 1078
Base : Those responsible for the household's Triple Play package (SIMPLE)

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR 1084
Base : Those responsible for the household's Triple Play package (REGARD)

Q34. (SHOWCARD) Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV? 1090
Base : All respondents

Q35. (SHOWCARD) Do you tend to look at deals from your own provider, from other providers or both? 1096
Base : Those who look at deals for communications services such as mobile, landline, broadband and TV

Q36A. (SHOWCARD) 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? 1102
Base : All respondents

Q36B. (SHOWCARD) 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? 1108
Base : All respondents

Q36C. (SHOWCARD) 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? 1114
Base : All respondents

Q36D. (SHOWCARD) 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? 1120
Base : All respondents

C1. (SHOWCARD) Which of these – if any – impact or limit your daily activities or the work you can do? 1126
Base : All respondents (giving their consent to answer this question)

C2. (SHOWCARD) Which one of these groups best describes your ethnic group or background? 1144
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)? 1157
Base : All respondents

C4. And what is the total number of children aged under 18 in the household? 1163
Base : All respondents

C5. Are any of the other adults in the household working either full time or part time? 1169
Base : Those who are not working who live in a household with one or more other adults

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained? 1175
Base : All respondents

C6. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made? 1187
Base : All respondents

FINANCIAL VULNERABILITY 1193
Base : Those where it is possible to calculate the Financial Vulnerability Index

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
England	1278	112	671	159	624	500	283	91	61	1096	102	1118	80	772	425	149
	85%	85%	86%	86%	86%	88% b	83%	91% b	91% b	86%	89%	86%	88%	86%	86%	87%
Scotland	110	10	40	12	38	29	22	4	2	91	4	92	3	64	31	11
	7%	8%	5%	7%	5%	5%	6%	4%	4%	7% b	4%	7%	3%	7%	6%	7%
Wales	65	6	40	6	40	29	17	3	3	57	2	58	1	41	18	5
	4%	4%	5%	3%	6% a	5%	5%	3%	4%	4%	2%	4% b	1%	5%	4%	3%
Northern Ireland	47	5	28	7	25	11	21	2	1	38	7	38	6	23	22	6
	3%	3%	4%	4%	3%	2%	6% ac	2%	2%	3%	6% a	3%	7% a	3%	4% a	3%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
England	1278	63	722	115	671	500	285	102	68	145	447	172	420
	85%	87%	86%	88%	86%	88%	84%	92%	92%	83%	84%	83%	85%
						b		b	b				
Scotland	110	6	46	9	43	30	22	4	3	14	36	17	33
	7%	8%	5%	7%	6%	5%	6%	4%	4%	8%	7%	8%	7%
Wales	65	3	41	3	40	29	15	3	3	12	25	12	25
	4%	3%	5%	3%	5%	5%	4%	2%	3%	7%	5%	6%	5%
Northern Ireland	47	1	29	3	27	10	20	1	1	3	21	6	19
	3%	2%	3%	2%	3%	2%	6%	1%	1%	2%	4%	3%	4%
							acd						

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
England	1278	339	253	**	**	118	227	**	**	592	345	597	682
	85%	87% b	81%	**	**	93%	89%	**	**	84%	91% a	85%	85%
Scotland	110	25	25	**	**	5	13	**	**	50	18	48	62
	7%	7%	8%	**	**	4%	5%	**	**	7%	5%	7%	8%
Wales	65	18	19	**	**	2	9	**	**	37	11	37	28
	4%	5%	6%	**	**	2%	3%	**	**	5% b	3%	5% b	3%
Northern Ireland	47	7	18	**	**	1	5	**	**	24	6	18	29
	3%	2%	6% a	**	**	1%	2%	**	**	3% b	2%	3%	4%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

NATION

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
England	1278	243	339	**	116	541	209	502	349	1060	218	100	446	455	377
	85%	89%	84%	**	88%	84%	86%	86%	82%	85%	87%	87%	86%	85%	85%
		be						c			c				
Scotland	110	9	26	**	11	62	20	39	33	92	17	8	37	40	31
	7%	3%	6%	**	8%	10%	8%	7%	8%	7%	7%	7%	7%	7%	7%
			a		a	ab									
Wales	65	15	23	**	1	24	8	22	25	55	10	3	19	23	23
	4%	6%	6%	**	1%	4%	3%	4%	6%	4%	4%	3%	4%	4%	5%
		d	de			d			bf						
Northern Ireland	47	7	13	**	3	17	7	18	16	40	7	3	15	19	13
	3%	3%	3%	**	2%	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

NATION

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
England	1278	641	637	338	398	215	327	1136	142	1278	-	-	**	156	253	201
	85%	86%	85%	87% d	87% d	84%	82%	86% b	77%	100% bc	-%	-%	**	84%	85%	92% ab
Scotland	110	52	57	24	28	19	38	99	10	-	110	-	**	15	23	9
	7%	7%	8%	6%	6%	7%	10% ab	8%	6%	-%	100% ac	-%	**	8% c	8% c	4%
Wales	65	30	35	17	18	15	15	52	13	-	-	65	**	10	13	7
	4%	4%	5%	4%	4%	6%	4%	4%	7% a	-%	-%	100% ab	**	5%	4%	3%
Northern Ireland	47	24	23	9	13	8	18	28	19	-	-	-	**	5	10	1
	3%	3%	3%	2%	3%	3%	5% a	2%	10% a	-%	-%	-%	**	2% c	3% c	*%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

NATION

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
England	1278	225	956
	85%	84%	86%
Scotland	110	23	77
	7%	9%	7%
Wales	65	13	47
	4%	5%	4%
Northern Ireland	47	5	30
	3%	2%	3%

Columns Tested: a,b

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
North West	185 12%	18 13%	93 12%	20 11%	90 12%	67 12%	43 13%	10 10%	6 8%	160 13%	10 9%	161 12%	9 10%	112 12%	58 12%	20 12%
North East	65 4%	8 6%	35 4%	16 9% b	26 4%	20 4%	22 6% a	6 6%	5 8% a	54 4%	8 7%	56 4%	6 7%	29 3%	33 7% a	10 6% a
Yorkshire	149 10%	11 9%	61 8%	16 9%	56 8%	40 7%	33 10%	11 11% a	8 12%	128 10%	11 9%	128 10%	11 12%	76 8%	62 13% a	15 9%
East Midlands	99 7%	7 5%	64 8%	7 4%	64 9% a	44 8%	27 8%	9 9%	6 10%	82 6%	10 8%	85 7%	6 7%	56 6% c	36 7% c	5 3%
West Midlands	148 10%	14 10%	74 10%	18 10%	70 10%	51 9%	36 11%	7 7%	4 5%	127 10%	12 10%	129 10%	9 10%	87 10%	51 10%	18 11%
East of England	131 9%	9 7%	76 10%	16 9%	68 9%	55 10%	30 9%	11 11%	9 14%	111 9%	11 10%	115 9%	7 8%	74 8%	48 10%	16 9%
London	215 14%	17 13%	112 14%	30 16%	98 13%	106 19% b	22 6%	15 15% b	9 13% b	190 15%	15 13%	195 15%	10 11%	159 18% b	46 9%	31 18% b
South East	202 13%	18 13%	108 14%	23 12%	103 14%	79 14%	47 14%	14 14%	10 16%	171 13%	22 19% a	175 13%	17 19%	134 15% b	59 12%	27 16%
South West	85 6%	12 9%	49 6%	12 7%	48 7%	37 7%	24 7%	7 7%	4 6%	73 6%	5 4%	73 6%	5 5%	45 5%	33 7%	8 5%
Wales	65 4%	6 4%	40 5%	6 3%	40 6% a	29 5%	17 5%	3 3%	3 4%	57 4%	2 2%	58 4% b	1 1%	41 5%	18 4%	5 3%
Scotland	110 7%	10 8%	40 5%	12 7%	38 5%	29 5%	22 6%	4 4%	2 4%	91 7% b	4 4%	92 7%	3 3%	64 7%	31 6%	11 7%
Northern Ireland	47 3%	5 3%	28 4%	7 4%	25 3%	11 2%	21 6% ac	2 2%	1 2%	38 3%	7 6% a	38 3%	6 7% a	23 3%	22 4% a	6 3%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
North West	185	8	101	11	98	71	38	11	4	17	71	19	70
	12%	11%	12%	9%	12%	12% d	11%	10%	6%	10%	13%	9%	14% a
North East	65	4	36	11	28	19	20	6	5	5	28	9	24
	4%	5%	4%	9% b	4%	3%	6% a	5%	6%	3%	5%	4%	5%
Yorkshire	149	12	62	17	58	43	31	13	9	20	37	22	35
	10%	17% b	7%	13% b	7%	8%	9%	12%	13%	12% b	7%	10%	7%
East Midlands	99	2	65	3	64	38	30	11	6	12	41	13	39
	7%	3%	8% a	2%	8% a	7%	9%	10%	8%	7%	8%	6%	8%
West Midlands	148	5	83	10	78	50	39	7	4	17	54	19	52
	10%	7%	10%	8%	10%	9%	11%	7%	6%	10%	10%	9%	10%
East of England	131	1	81	10	72	50	32	12	10	16	43	21	38
	9%	2%	10% a	8%	9%	9%	9%	10%	14%	9%	8%	10%	8%
London	215	17	118	29	106	112	23	20	13	19	69	26	62
	14%	23% b	14%	23% b	14%	20% b	7%	18% b	17% b	11%	13%	12%	13%
South East	202	11	125	19	117	91	44	18	13	30	74	34	70
	13%	15%	15%	14%	15%	16%	13%	16%	17%	17%	14%	17%	14%
South West	85	3	52	4	51	25	29	5	4	9	31	10	30
	6%	4%	6%	3%	6% a	4%	9% a	5%	5%	5%	6%	5%	6%
Wales	65	3	41	3	40	29	15	3	3	12	25	12	25
	4%	3%	5%	3%	5%	5%	4%	2%	3%	7%	5%	6%	5%
Scotland	110	6	46	9	43	30	22	4	3	14	36	17	33
	7%	8%	5%	7%	6%	5%	6%	4%	4%	8%	7%	8%	7%
Northern Ireland	47	1	29	3	27	10	20	1	1	3	21	6	19
	3%	2%	3%	2%	3%	2%	6% acd	1%	1%	2%	4%	3%	4%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
North West	185	51	37	**	**	6	48	**	**	88	54	81	104
	12%	13%	12%	**	**	4%	19% a	**	**	13%	14%	12%	13%
North East	65	13	20	**	**	3	12	**	**	33	15	31	35
	4%	3%	6% a	**	**	3%	5%	**	**	5%	4%	4%	4%
Yorkshire	149	28	29	**	**	14	35	**	**	57	50	66	83
	10%	7%	9%	**	**	11%	14%	**	**	8%	13% a	9%	10%
East Midlands	99	26	26	**	**	7	18	**	**	52	25	51	48
	7%	7%	8%	**	**	6%	7%	**	**	7%	7%	7%	6%
West Midlands	148	34	37	**	**	15	20	**	**	71	35	66	82
	10%	9%	12%	**	**	12%	8%	**	**	10%	9%	9%	10%
East of England	131	39	20	**	**	13	21	**	**	59	34	68	62
	9%	10% b	7%	**	**	10%	8%	**	**	8%	9%	10%	8%
London	215	71	17	**	**	29	33	**	**	88	62	82	133
	14%	18% b	5%	**	**	23% b	13%	**	**	12%	16% a	12%	17% a
South East	202	58	46	**	**	22	31	**	**	104	53	109	93
	13%	15%	15%	**	**	18%	12%	**	**	15%	14%	16% b	12%
South West	85	20	20	**	**	7	9	**	**	40	16	43	42
	6%	5%	6%	**	**	6%	4%	**	**	6%	4%	6%	5%
Wales	65	18	19	**	**	2	9	**	**	37	11	37	28
	4%	5%	6%	**	**	2%	3%	**	**	5% b	3%	5% b	3%
Scotland	110	25	25	**	**	5	13	**	**	50	18	48	62
	7%	7%	8%	**	**	4%	5%	**	**	7%	5%	7%	8%
Northern Ireland	47	7	18	**	**	1	5	**	**	24	6	18	29
	3%	2%	6% a	**	**	1%	2%	**	**	3% b	2%	3%	4%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
North West	185	28	56	**	13	83	31	69	56	156	29	11	66	62	57
	12%	10%	14%	**	10%	13%	13%	12%	13%	12%	12%	10%	13%	12%	13%
North East	65	10	19	**	6	26	13	24	16	53	12	6	27	18	20
	4%	4%	5%	**	5%	4%	5%	4%	4%	4%	5%	5%	5%	3%	4%
Yorkshire	149	20	30	**	10	85	38	52	34	124	25	12	67	45	36
	10%	7%	7%	**	7%	13%	16%	9%	8%	10%	10%	11%	13%	8%	8%
						abd	bcde						bc		
East Midlands	99	22	32	**	9	32	13	42	25	80	19	10	36	32	31
	7%	8%	8%	**	7%	5%	5%	7%	6%	6%	7%	8%	7%	6%	7%
		e	e												
West Midlands	148	26	37	**	15	63	23	55	46	123	25	10	44	55	49
	10%	10%	9%	**	12%	10%	9%	9%	11%	10%	10%	9%	8%	10%	11%
East of England	131	34	32	**	14	49	15	56	34	106	25	14	36	54	41
	9%	12%	8%	**	11%	8%	6%	10%	8%	8%	10%	12%	7%	10%	9%
		be						a			a	a		a	
London	215	44	54	**	14	96	34	98	55	187	28	11	75	90	50
	14%	16%	13%	**	11%	15%	14%	17%	13%	15%	11%	10%	15%	17%	11%
								cef		ef			c	c	
South East	202	39	54	**	27	75	28	88	54	170	32	15	71	74	57
	13%	14%	14%	**	21%	12%	11%	15%	13%	14%	13%	13%	14%	14%	13%
					abe										
South West	85	18	26	**	7	32	14	19	29	61	23	12	24	24	36
	6%	7%	6%	**	6%	5%	6%	3%	7%	5%	9%	10%	5%	5%	8%
							b		b	b	abd	abd			ab
Wales	65	15	23	**	1	24	8	22	25	55	10	3	19	23	23
	4%	6%	6%	**	1%	4%	3%	4%	6%	4%	4%	3%	4%	4%	5%
		d	de			d			bf						
Scotland	110	9	26	**	11	62	20	39	33	92	17	8	37	40	31
	7%	3%	6%	**	8%	10%	8%	7%	8%	7%	7%	7%	7%	7%	7%
			a		a	ab									
Northern Ireland	47	7	13	**	3	17	7	18	16	40	7	3	15	19	13
	3%	3%	3%	**	2%	3%	3%	3%	4%	3%	3%	3%	3%	4%	3%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
North West	185	95	90	51	56	28	50	175	10	185	-	-	**	16	42	26
	12%	13%	12%	13%	12%	11%	13%	13%	5%	14%	-%	-%	**	8%	14%	12%
								b		bc					a	
North East	65	33	32	15	17	11	22	56	9	65	-	-	**	7	14	6
	4%	4%	4%	4%	4%	4%	6%	4%	5%	5%	-%	-%	**	4%	5%	3%
										bc						
Yorkshire	149	70	79	23	43	25	59	134	14	149	-	-	**	31	19	7
	10%	9%	11%	6%	9%	10%	15%	10%	8%	12%	-%	-%	**	17%	6%	3%
					a	a	abc			bc				bc	c	
East Midlands	99	50	49	30	31	13	24	81	17	99	-	-	**	11	23	28
	7%	7%	6%	8%	7%	5%	6%	6%	9%	8%	-%	-%	**	6%	8%	13%
									a	bc						ab
West Midlands	148	76	72	39	48	28	33	132	16	148	-	-	**	10	13	8
	10%	10%	10%	10%	11%	11%	8%	10%	9%	12%	-%	-%	**	5%	5%	4%
										bc						
East of England	131	67	64	35	42	19	36	108	23	131	-	-	**	18	27	33
	9%	9%	9%	9%	9%	7%	9%	8%	12%	10%	-%	-%	**	10%	9%	15%
									a	bc						ab
London	215	112	103	62	66	43	44	215	-	215	-	-	**	34	56	40
	14%	15%	14%	16%	14%	17%	11%	16%	-%	17%	-%	-%	**	18%	19%	18%
				d		d		b		bc						
South East	202	96	106	63	65	34	40	172	30	202	-	-	**	18	45	41
	13%	13%	14%	16%	14%	13%	10%	13%	16%	16%	-%	-%	**	9%	15%	19%
				d	d					bc					a	a
South West	85	42	43	21	30	15	19	64	21	85	-	-	**	12	13	12
	6%	6%	6%	5%	7%	6%	5%	5%	12%	7%	-%	-%	**	6%	4%	5%
									a	bc						
Wales	65	30	35	17	18	15	15	52	13	-	-	65	**	10	13	7
	4%	4%	5%	4%	4%	6%	4%	4%	7%	-%	-%	100%	**	5%	4%	3%
									a			ab				
Scotland	110	52	57	24	28	19	38	99	10	-	110	-	**	15	23	9
	7%	7%	8%	6%	6%	7%	10%	8%	6%	-%	100%	-%	**	8%	8%	4%
							ab				ac			c	c	

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Northern Ireland	47	24	23	9	13	8	18	28	19	-	-	-	**	5	10	1
	3%	3%	3%	2%	3%	3%	5%	2%	10%	-%	-%	-%	**	2%	3%	*%
							a		a					c	c	

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
North West	185	45	132
	12%	17%	12%
		b	
North East	65	15	45
	4%	6%	4%
Yorkshire	149	42	91
	10%	16%	8%
		b	
East Midlands	99	20	72
	7%	8%	6%
West Midlands	148	16	116
	10%	6%	10%
			a
East of England	131	23	96
	9%	9%	9%
London	215	19	178
	14%	7%	16%
			a
South East	202	27	163
	13%	10%	15%
			a
South West	85	17	64
	6%	6%	6%
Wales	65	13	47
	4%	5%	4%
Scotland	110	23	77
	7%	9%	7%
Northern Ireland	47	5	30
	3%	2%	3%

Columns Tested: a,b

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

URBANITY

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Large City	262	22	127	36	113	119	30	17	10	232	17	238	12	193	57	35
	17%	17%	16%	19%	16%	21% b	9%	17% b	15% b	18%	15%	18%	13%	21% b	11%	21% b
Smaller city/ large town	274	18	145	29	135	89	74	13	11	236	25	240	21	161	100	30
	18%	14%	19% a	15%	19%	16%	22% ac	13%	16%	18%	22%	18%	23%	18%	20%	17%
Medium Town	498	41	251	55	237	175	117	32	18	423	36	429	30	292	168	54
	33%	31%	32%	30%	33%	31%	34%	32%	28%	33%	31%	33%	33%	32%	34%	31%
Small town within 10 miles	258	32	141	36	137	105	68	23	17	218	19	221	16	141	96	30
	17%	24% b	18%	19%	19%	18%	20%	23%	25%	17%	16%	17%	18%	16%	19% a	17%
Small town more than 10 miles	23	2	13	2	13	6	9	1	1	17	3	17	2	10	9	4
	2%	1%	2%	1%	2%	1%	3% a	1%	1%	1%	2%	1%	3%	1%	2%	2%
Rural area within 10 miles	161	14	91	19	86	65	40	12	8	139	12	142	9	93	57	17
	11%	10%	12%	10%	12%	11%	12%	12%	12%	11%	10%	11%	10%	10%	12%	10%
Rural area more than 10 miles	24	4	11	8	7	10	5	2	2	16	3	18	*	10	9	2
	2%	3%	1%	4% b	1%	2%	1%	2%	3%	1%	3%	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 2019. 17th July to 21st August 2019.

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.

URBANITY

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Large City	262	19	137	32	124	127	29	21	15	23	82	30	75
	17%	27% b	16%	24% b	16%	22% b	8%	19% b	19% b	13%	15%	15%	15%
Smaller city/ large town	274	15	160	26	148	86	89	16	12	30	109	35	104
	18%	20%	19%	20%	19%	15%	26% acd	15%	16%	17%	21%	17%	21%
Medium Town	498	20	270	38	252	175	116	38	21	59	187	69	178
	33%	28%	32%	29%	32%	31%	34%	34%	28%	34%	35%	33%	36%
Small town within 10 miles	258	9	148	15	143	104	53	23	17	32	97	39	90
	17%	12%	18%	11%	18% a	18%	15%	21%	23% b	18%	18%	19%	18%
Small town more than 10 miles	23	2	14	2	14	6	10	1	1	2	6	2	6
	2%	3%	2%	2%	2%	1%	3% a	1%	1%	1%	1%	1%	1%
Rural area within 10 miles	161	6	97	13	90	63	40	10	8	24	43	25	42
	11%	9%	12%	10%	12%	11%	12%	9%	10%	14% b	8%	12%	8%
Rural area more than 10 miles	24	1	12	5	9	8	5	2	2	4	5	7	3
	2%	2%	1%	4% b	1%	1%	2%	1%	2%	3%	1%	4% 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.

URBANITY

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Large City	262	81	24	**	**	33	38	**	**	105	71	100	162
	17%	21%	8%	**	**	26%	15%	**	**	15%	19%	14%	20%
		b				b					a		a
Smaller city/ large town	274	72	67	**	**	14	50	**	**	139	63	131	143
	18%	18%	21%	**	**	11%	20%	**	**	20%	17%	19%	18%
							a						
Medium Town	498	132	114	**	**	40	86	**	**	246	126	233	264
	33%	34%	36%	**	**	32%	34%	**	**	35%	33%	33%	33%
Small town within 10 miles	258	68	61	**	**	21	44	**	**	129	64	133	126
	17%	17%	20%	**	**	16%	17%	**	**	18%	17%	19%	16%
												b	
Small town more than 10 miles	23	2	6	**	**	2	4	**	**	8	6	8	15
	2%	1%	2%	**	**	2%	2%	**	**	1%	2%	1%	2%
			a										
Rural area within 10 miles	161	31	36	**	**	14	28	**	**	67	43	81	80
	11%	8%	11%	**	**	11%	11%	**	**	9%	11%	12%	10%
Rural area more than 10 miles	24	4	6	**	**	3	3	**	**	10	6	14	10
	2%	1%	2%	**	**	2%	1%	**	**	1%	2%	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.

URBANITY

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Large City	262	48	63	**	20	124	43	118	67	228	34	14	91	110	61
	17%	18%	16%	**	15%	19%	18%	20% cef	16%	18% ef	13%	12%	18% c	20% c	14%
Smaller city/ large town	274	42	81	**	26	113	46	109	79	234	39	17	105	100	68
	18%	15%	20% a	**	20%	17%	19%	19%	19%	19%	16%	15%	20% c	19% c	15%
Medium Town	498	73	145	**	44	220	86	190	140	415	83	39	168	177	152
	33%	26%	36% a	**	33%	34% a	35%	33%	33%	33%	33%	34%	33%	33%	34%
Small town within 10 miles	258	46	76	**	24	106	43	94	67	203	55	26	90	82	86
	17%	17%	19%	**	18%	16%	18%	16%	16%	16%	22% bcd	23% bcd	17%	15%	19% b
Small town more than 10 miles	23	8	3	**	1	8	4	7	6	17	6	4	8	6	9
	2%	3% be	1%	**	1%	1%	1%	1%	1%	1%	2%	3% bd	1%	1%	2%
Rural area within 10 miles	161	50	32	**	12	62	18	56	59	133	28	11	48	56	57
	11%	18% bde	8%	**	9%	10%	7%	10%	14% abd	11%	11% a	10%	9%	10%	13% a
Rural area more than 10 miles	24	7	1	**	4	11	4	8	6	17	6	3	6	7	11
	2%	3% b	*%	**	3% b	2% b	2%	1%	1%	1%	3% d	3%	1%	1%	2%

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

URBANITY

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Large City	262	134	129	69	77	54	63	262	-	239	23	-	**	41	63	41
	17%	18%	17%	18%	17%	21%	16%	20%	-%	19%	21%	-%	**	22%	21%	19%
						d		b		c	c					
Smaller city/ large town	274	142	132	66	81	38	89	274	-	228	13	13	**	31	52	35
	18%	19%	18%	17%	18%	15%	22%	21%	-%	18%	12%	20%	**	17%	18%	16%
							abc	b		b		b				
Medium Town	498	236	262	129	146	84	140	498	-	433	42	21	**	59	94	66
	33%	32%	35%	33%	32%	32%	35%	38%	-%	34%	38%	33%	**	32%	31%	30%
								b								
Small town within 10 miles	258	130	128	55	93	40	70	258	-	225	16	17	**	43	53	38
	17%	17%	17%	14%	20%	16%	18%	20%	-%	18%	15%	27%	**	23%	18%	17%
					ac			b				ab		b		
Small town more than 10 miles	23	12	11	4	6	5	8	23	-	12	5	-	**	1	5	2
	2%	2%	1%	1%	1%	2%	2%	2%	-%	1%	4%	-%	**	1%	2%	1%
								b			ac					
Rural area within 10 miles	161	80	81	56	50	31	24	-	161	125	4	13	**	9	28	32
	11%	11%	11%	14%	11%	12%	6%	-%	87%	10%	3%	21%	**	5%	9%	15%
				d	d	d			a	b		ab			a	ab
Rural area more than 10 miles	24	14	9	9	5	5	5	-	24	17	7	-	**	1	4	3
	2%	2%	1%	2%	1%	2%	1%	-%	13%	1%	6%	-%	**	*%	1%	1%
									a		ac					

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

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

URBANITY

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Large City	262	26	216
	17%	10%	19%
			a
Smaller city/ large town	274	48	208
	18%	18%	19%
Medium Town	498	100	357
	33%	37%	32%
		b	
Small town within 10 miles	258	58	177
	17%	22%	16%
		b	
Small town more than 10 miles	23	4	15
	2%	1%	1%
Rural area within 10 miles	161	24	124
	11%	9%	11%
Rural area more than 10 miles	24	7	15
	2%	3%	1%
		b	

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Under 25 years	243	2	29	4	27	18	14	7	2	234	5	236	3	142	97	40
	16%	1%	4% a	2%	4%	3%	4%	7% a	2%	18% b	4%	18% b	3%	16%	20% a	23% a
25-34 years	275	13	132	18	126	101	44	27	15	252	19	254	17	188	83	36
	18%	10%	17% a	10%	17% a	18% b	13%	27% ab	23% b	20%	17%	19%	18%	21% b	17%	21%
35-44 years	306	8	206	23	191	151	62	27	18	274	29	280	22	210	93	37
	20%	6%	26% a	13%	26% a	27% b	18%	27% b	26% b	21%	25%	21%	25%	23% b	19%	22%
45-54 years	231	8	159	16	152	115	53	19	15	204	21	209	17	155	70	28
	15%	6%	20% a	9%	21% a	20% b	15%	19%	23% b	16%	19%	16%	19%	17%	14%	16%
55-64 years	192	16	130	28	118	99	47	14	11	159	17	162	14	112	64	15
	13%	12%	17%	15%	16%	17% b	14%	14%	17%	12%	15%	12%	15%	12%	13%	9%
65-74 years	137	31	78	37	71	53	56	4	4	97	15	100	13	62	51	10
	9%	23% b	10%	20% b	10%	9% c	16% acd	4%	6%	8%	13% a	8%	14% a	7%	10% ac	6%
75 years or over	115	54	45	57	42	33	66	2	2	62	8	64	5	32	37	6
	8%	41% b	6%	31% b	6%	6%	19% acd	2%	2%	5%	7%	5%	5%	4%	8% ac	3%
Prefer not to say	1	1	-	1	-	-	1	-	-	*	-	*	-	*	*	*
	*%	1% b	-%	1% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Under 25 years	243	8	37	14	31	20	25	10	3	13	21	17	16
	16%	12%	4%	11%	4%	4%	7%	9%	5%	8%	4%	8%	3%
		b		b			a	a		b		b	
25-34 years	275	28	157	35	149	126	59	35	19	33	106	37	102
	18%	38%	19%	27%	19%	22%	17%	31%	26%	19%	20%	18%	20%
		b		b		b		ab	b				
35-44 years	306	16	223	32	206	158	80	30	21	42	137	51	128
	20%	22%	27%	25%	26%	28%	23%	27%	28%	24%	26%	25%	26%
						b							
45-54 years	231	7	172	16	163	117	62	19	15	32	118	36	114
	15%	10%	21%	13%	21%	21%	18%	17%	20%	18%	22%	17%	23%
			a		a								a
55-64 years	192	9	134	20	123	90	53	12	11	31	78	36	74
	13%	12%	16%	15%	16%	16%	16%	11%	15%	18%	15%	17%	15%
65-74 years	137	3	76	9	70	40	39	4	4	17	45	21	41
	9%	5%	9%	7%	9%	7%	11%	4%	5%	10%	8%	10%	8%
							acd						
75 years or over	115	2	39	2	38	17	23	1	1	7	24	8	23
	8%	2%	5%	2%	5%	3%	7%	1%	1%	4%	5%	4%	5%
					a		acd						
Prefer not to say	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Under 25 years	243	14	20	**	**	5	11	**	**	34	16	159	83
	16%	4%	6%	**	**	4%	4%	**	**	5%	4%	23% b	10%
			a										
25-34 years	275	78	60	**	**	18	44	**	**	138	63	164	110
	18%	20%	19%	**	**	15%	17%	**	**	20%	16%	24% b	14%
35-44 years	306	104	75	**	**	31	49	**	**	179	80	166	140
	20%	27%	24%	**	**	24%	19%	**	**	25% b	21%	24% b	17%
45-54 years	231	88	62	**	**	19	31	**	**	150	49	110	122
	15%	23%	20%	**	**	15%	12%	**	**	21% b	13%	16%	15%
55-64 years	192	60	49	**	**	17	36	**	**	110	54	69	124
	13%	15%	16%	**	**	14%	14%	**	**	16%	14%	10%	15% a
65-74 years	137	31	31	**	**	17	34	**	**	62	51	25	112
	9%	8%	10%	**	**	14%	13%	**	**	9%	13% a	4%	14% a
75 years or over	115	14	17	**	**	19	48	**	**	31	67	6	109
	8%	4%	5%	**	**	15%	19%	**	**	4%	18% a	1%	14% a
Prefer not to say	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.

S4. AGE OF RESPONDENT

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Under 25 years	243	12	14	**	10	205	243	-	-	243	-	-	243	-	-
	16%	4%	3%	**	8%	32%	100%	-%	-%	19%	-%	-%	47%	-%	-%
					b	abd	bcdef			bcef			bc		
25-34 years	275	41	78	**	33	117	-	275	-	275	-	-	275	-	-
	18%	15%	19%	**	25%	18%	-%	47%	-%	22%	-%	-%	53%	-%	-%
			a		ae			acdef		acef			bc		
35-44 years	306	77	107	**	32	81	-	306	-	306	-	-	-	306	-
	20%	28%	27%	**	24%	13%	-%	53%	-%	25%	-%	-%	-%	57%	-%
		e	e		e			acdef		acef				ac	
45-54 years	231	48	93	**	19	58	-	-	231	231	-	-	-	231	-
	15%	18%	23%	**	14%	9%	-%	-%	55%	19%	-%	-%	-%	43%	-%
		e	ade		e				abdef	abef				ac	
55-64 years	192	49	64	**	15	56	-	-	192	192	-	-	-	-	192
	13%	18%	16%	**	11%	9%	-%	-%	45%	15%	-%	-%	-%	-%	43%
		de	e						abdef	abef					ab
65-74 years	137	29	30	**	12	57	-	-	-	-	137	-	-	-	137
	9%	11%	7%	**	9%	9%	-%	-%	-%	-%	54%	-%	-%	-%	31%
											abcdf				ab
75 years or over	115	17	15	**	11	69	-	-	-	-	115	115	-	-	115
	8%	6%	4%	**	8%	11%	-%	-%	-%	-%	46%	100%	-%	-%	26%
					b	ab					abcd	abcde			ab
Prefer not to say	1	-	-	**	-	1	-	-	-	-	-	-	-	-	-
	*%	-%	-%	**	-%	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

S4. AGE OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Under 25 years	243	124	119	60	79	36	68	221	21	209	20	8	**	21	38	21
	16%	17%	16%	15%	17%	14%	17%	17% b	12%	16%	18%	12%	**	12%	13%	10%
25-34 years	275	118	156	61	94	52	68	241	33	238	17	11	**	49	73	48
	18%	16%	21% a	16%	21% a	20%	17%	18%	18%	19%	16%	17%	**	27%	24%	22%
35-44 years	306	154	152	87	97	51	72	275	31	264	22	11	**	47	83	56
	20%	21%	20%	22%	21%	20%	18%	21%	17%	21%	20%	17%	**	25%	28%	26%
45-54 years	231	127	104	76	68	38	49	200	32	191	18	12	**	23	60	52
	15%	17% b	14%	20% bcd	15%	15%	12%	15%	17%	15%	16%	19%	**	12%	20% a	24% a
55-64 years	192	92	100	47	53	39	54	159	33	158	15	13	**	17	40	28
	13%	12%	13%	12%	12%	15%	14%	12%	18% a	12%	14%	20% a	**	9%	13%	13%
65-74 years	137	71	66	32	39	25	41	117	20	118	9	7	**	12	5	10
	9%	9%	9%	8%	8%	10%	10%	9%	11%	9%	8%	11%	**	7% b	2%	4% b
75 years or over	115	61	54	25	28	17	45	100	15	100	8	3	**	16	1	4
	8%	8%	7%	6%	6%	7%	11% abc	8%	8%	8%	7%	5%	**	9% bc	*%	2% b
Prefer not to say	1	*	1	1	*	-	*	1	*	*	1	-	**	-	-	-
	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	1% a	-%	**	-%	-%	-%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Under 25 years	243	24	199
	16%	9%	18% a
25-34 years	275	28	227
	18%	10%	20% a
35-44 years	306	38	245
	20%	14%	22% a
45-54 years	231	31	178
	15%	12%	16% a
55-64 years	192	41	136
	13%	16% b	12%
65-74 years	137	41	84
	9%	15% b	8%
75 years or over	115	61	43
	8%	23% b	4%
Prefer not to say	1	1	*
	*%	*% b	*%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Male	748	64	391	92	362	279	175	44	31	629	64	643	50	458	235	92
	50%	48%	50%	50%	50%	49%	51%	44%	47%	49%	56%	49%	56%	51%	47%	54%
Female	752	69	388	92	365	289	168	56	35	652	51	663	40	442	261	79
	50%	52%	50%	50%	50%	51%	49%	56%	53%	51%	44%	51%	44%	49%	53%	46%

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Male	748	36	418	68	385	280	173	51	37	86	256	100	242
	50%	49%	50%	53%	49%	49%	51%	46%	50%	49%	48%	48%	49%
Female	752	37	420	61	395	288	169	60	37	89	273	107	255
	50%	51%	50%	47%	51%	51%	49%	54%	50%	51%	52%	52%	51%

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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Male	748	191	151	**	**	69	137	**	**	342	206	343	405
	50%	49%	48%	**	**	55%	54%	**	**	49%	54% a	49%	51%
Female	752	199	163	**	**	57	117	**	**	361	174	356	396
	50%	51%	52%	**	**	45%	46%	**	**	51% b	46%	51%	49%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Male	748	142	192	**	69	319	124	272	220	616	132	61	242	281	224
	50%	52%	48%	**	52%	50%	51%	47%	52% b	49%	52% b	53%	47%	52% a	50%
Female	752	132	210	**	63	326	119	308	204	631	120	54	275	256	220
	50%	48%	52%	**	48%	50%	49%	53% ce	48%	51%	48%	47%	53% b	48%	50%

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

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

S5. GENDER

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Male	748	748	-	209	221	143	175	653	94	641	52	30	**	77	154	129
	50%	100%	-%	54%	48%	56%	44%	50%	51%	50%	48%	46%	**	42%	52%	59%
		b		bd		bd									a	ab
Female	752	-	752	178	236	114	223	662	90	637	57	35	**	108	144	90
	50%	-%	100%	46%	52%	44%	56%	50%	49%	50%	52%	54%	**	58%	48%	41%
			a		ac		ac							bc	c	

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Male	748	126	555
	50%	48%	50%
Female	752	140	556
	50%	52%	50%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
AB	388	22	241	33	230	181	82	30	19	336	33	344	26	246	123	42
	26%	16%	31%	18%	32%	32%	24%	30%	28%	26%	29%	26%	28%	27%	25%	25%
			a		a	b										
C2	457	30	255	44	241	184	102	27	18	395	40	404	31	290	145	58
	30%	23%	33%	24%	33%	32%	30%	27%	27%	31%	35%	31%	35%	32%	29%	34%
			a		a											
C2	257	24	135	36	123	97	63	21	13	225	17	229	13	161	80	35
	17%	18%	17%	20%	17%	17%	18%	21%	20%	18%	14%	18%	14%	18%	16%	20%
DE	398	56	149	71	133	107	97	23	17	326	25	329	21	203	148	36
	27%	42%	19%	39%	18%	19%	28%	23%	25%	25%	22%	25%	23%	23%	30%	21%
		b		b			a								ac	
SUMMARY																
ABC1	845	52	496	77	471	365	183	57	36	732	73	748	57	536	268	100
	56%	39%	64%	42%	65%	64%	53%	57%	54%	57%	64%	57%	63%	60%	54%	58%
			a		a	bd								b		
C2DE	655	81	283	108	256	204	160	43	30	550	41	558	34	364	227	71
	44%	61%	36%	58%	35%	36%	47%	43%	46%	43%	36%	43%	37%	40%	46%	42%
		b		b			a		a						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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
AB	388	24	263	38	248	185	102	33	19	50	165	58	157
	26%	33%	31%	30%	32%	32%	30%	30%	26%	29%	31%	28%	32%
C2	457	16	276	33	259	185	107	30	21	55	174	67	162
	30%	21%	33%	25%	33%	33%	31%	27%	28%	32%	33%	33%	33%
			a		a								
C2	257	16	143	28	131	100	59	25	17	29	91	34	86
	17%	22%	17%	22%	17%	18%	17%	22%	22%	17%	17%	17%	17%
DE	398	17	156	30	143	99	75	23	18	40	99	47	92
	27%	24%	19%	23%	18%	17%	22%	21%	24%	23%	19%	23%	18%
							a						
SUMMARY													
ABC1	845	39	539	71	507	369	209	63	40	106	339	125	319
	56%	54%	64%	55%	65%	65%	61%	57%	53%	60%	64%	61%	64%
			a		a	cd							
C2DE	655	33	299	58	274	199	133	48	35	69	190	82	178
	44%	46%	36%	45%	35%	35%	39%	43%	47%	40%	36%	39%	36%
		b		b				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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
AB	388	121	94	**	**	26	52	**	**	215	78	217	170
	26%	31%	30%	**	**	21%	20%	**	**	31% b	20%	31% b	21%
C2	457	132	97	**	**	31	59	**	**	229	90	245	213
	30%	34%	31%	**	**	24%	23%	**	**	33% b	24%	35% b	27%
C2	257	62	58	**	**	30	42	**	**	120	71	114	143
	17%	16%	18%	**	**	24% b	16%	**	**	17%	19%	16%	18%
DE	398	74	65	**	**	40	101	**	**	139	141	123	275
	27%	19%	21%	**	**	32%	40%	**	**	20%	37% a	18%	34% a
SUMMARY													
ABC1	845	254	191	**	**	57	111	**	**	444	168	462	383
	56%	65%	61%	**	**	45%	44%	**	**	63% b	44%	66% b	48%
C2DE	655	136	123	**	**	70	143	**	**	259	213	237	418
	44%	35%	39%	**	**	55%	56%	**	**	37%	56% a	34%	52% 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.

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
AB	388	83	127	**	39	123	60	148	122	329	57	25	120	163	104
	26%	30%	32%	**	29%	19%	25%	25%	29%	26%	23%	22%	23%	30%	23%
		e	e		e				ef					ac	
C2	457	92	133	**	42	177	79	191	121	391	66	28	173	165	119
	30%	33%	33%	**	32%	27%	33%	33%	29%	31%	26%	24%	33%	31%	27%
		e	e				ef	ef		ef			c		
C2	257	48	71	**	19	111	36	102	77	215	42	17	88	89	81
	17%	18%	18%	**	14%	17%	15%	18%	18%	17%	17%	15%	17%	16%	18%
DE	398	51	71	**	32	234	68	140	104	312	86	45	136	121	140
	27%	19%	18%	**	24%	36%	28%	24%	24%	25%	34%	39%	26%	23%	32%
					b	abd					bcd	abcd			ab
SUMMARY															
ABC1	845	175	260	**	81	300	139	338	243	720	123	52	293	328	223
	56%	64%	65%	**	61%	46%	57%	58%	57%	58%	49%	46%	57%	61%	50%
		e	e		e		ef	ef	ef	ef			c	c	
C2DE	655	99	142	**	51	345	104	242	181	527	128	62	224	210	221
	44%	36%	35%	**	39%	54%	43%	42%	43%	42%	51%	54%	43%	39%	50%
						abd					abcd	abcd			ab

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

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

S6. SOCIO-ECONOMIC GROUP

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
AB	388	209	178	388	-	-	-	323	65	338	24	17	**	8	56	129
	26%	28%	24%	100%	-%	-%	-%	25%	35%	26%	22%	26%	**	4%	19%	59%
		b		bcd					a						a	ab
C2	457	221	236	-	457	-	-	402	55	398	28	18	**	38	125	68
	30%	30%	31%	-%	100%	-%	-%	31%	30%	31%	25%	28%	**	21%	42%	31%
					acd										ac	a
C2	257	143	114	-	-	257	-	221	36	215	19	15	**	31	70	15
	17%	19%	15%	-%	-%	100%	-%	17%	20%	17%	17%	23%	**	17%	24%	7%
		b				abd								c	ac	
DE	398	175	223	-	-	-	398	369	29	327	38	15	**	108	47	6
	27%	23%	30%	-%	-%	-%	100%	28%	15%	26%	35%	23%	**	58%	16%	3%
			a				abc	b			ac			bc	c	
SUMMARY																
ABC1	845	430	415	388	457	-	-	725	120	736	52	35	**	47	181	197
	56%	58%	55%	100%	100%	-%	-%	55%	65%	58%	48%	54%	**	25%	61%	90%
				cd	cd				a	b					a	ab
C2DE	655	318	337	-	-	257	398	590	65	542	58	30	**	138	118	22
	44%	42%	45%	-%	-%	100%	100%	45%	35%	42%	52%	46%	**	75%	39%	10%
						ab	ab	b			a			bc	c	

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
AB	388	38	316
	26%	14%	28%
			a
C2	457	62	362
	30%	23%	33%
			a
C2	257	39	201
	17%	15%	18%
DE	398	127	232
	27%	48%	21%
		b	
SUMMARY			
ABC1	845	101	678
	56%	38%	61%
			a
C2DE	655	165	433
	44%	62%	39%
		b	

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
In full time employment	686	26	435	51	411	325	137	64	41	617	58	630	45	469	206	86
	46%	20%	56% a	28%	57% a	57% b	40%	64% b	61% b	48%	51%	48%	50%	52% b	42%	50% b
In part time employment	187	5	94	9	90	66	33	10	7	171	12	173	11	122	62	26
	12%	4%	12% a	5%	12% a	12%	10%	10%	11%	13%	11%	13%	12%	14%	13%	15%
Unemployed	118	6	41	14	34	27	20	4	4	104	8	104	8	67	44	8
	8%	5%	5%	7% b	5%	5%	6%	4%	6%	8%	7%	8%	9%	7%	9% c	5%
A student	98	-	4	-	4	4	1	1	-	93	3	95	1	54	43	17
	7%	-%	1%	-%	1%	1%	*%	1%	-%	7% b	3%	7% b	2%	6%	9% a	10% a
Full-time responsibility for home/ family	97	6	44	8	42	32	17	8	5	83	7	83	6	59	31	14
	6%	4%	6%	4%	6%	6%	5%	8%	8%	6%	6%	6%	7%	7%	6%	8%
Retired	283	87	142	100	129	100	129	8	8	187	23	193	17	111	98	17
	19%	66% b	18%	54% b	18%	18% c	38% acd	8%	12%	15%	20% a	15%	19%	12%	20% ac	10%
Other	29	2	17	2	17	13	6	4	2	26	3	27	2	18	11	4
	2%	2%	2%	1%	2%	2%	2%	4%	3%	2%	2%	2%	2%	2%	2%	2%
Refused	1	-	1	-	1	1	-	-	-	1	-	1	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
SUMMARY																
TOTAL EMPLOYED	873	31	529	60	500	391	170	74	48	789	71	803	56	591	268	112
	58%	24%	68% a	33%	69% a	69% b	50%	74% b	72% b	62%	62%	62%	62%	66% b	54%	65% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
In full time employment	686	41	481	71	451	342	179	72	47	86	309	102	292
	46%	56%	57%	55%	58%	60% b	52%	65% b	63% b	49%	58% a	49%	59% a
In part time employment	187	7	105	13	99	75	37	14	8	27	60	32	55
	12%	10%	13%	10%	13%	13%	11%	13%	11%	15%	11%	15%	11%
Unemployed	118	7	44	15	36	29	21	6	6	14	29	16	26
	8%	9%	5%	11% b	5%	5%	6%	5%	8%	8%	5%	8%	5%
A student	98	2	8	5	6	5	5	1	1	2	4	4	2
	7%	3% b	1%	4% b	1%	1%	2%	1%	1%	1%	1%	2% b	*%
Full-time responsibility for home/ family	97	6	48	7	47	34	20	8	5	13	33	14	32
	6%	8%	6%	5%	6%	6%	6%	7%	7%	8%	6%	7%	6%
Retired	283	7	133	16	124	71	70	6	6	27	85	34	79
	19%	10%	16%	13%	16%	12% c	20% acd	6%	8%	15%	16%	16%	16%
Other	29	3	17	3	17	11	9	3	2	5	10	5	10
	2%	4%	2%	2%	2%	2%	2%	3%	2%	3%	2%	2%	2%
Refused	1	-	1	-	1	1	-	-	-	-	1	-	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%
SUMMARY													
TOTAL EMPLOYED	873	48	586	84	550	417	217	86	55	113	368	134	348
	58%	66%	70%	65%	70%	73% b	63%	77% b	74% b	65%	70%	65%	70%

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
In full time employment	686	231	163	**	**	52	91	**	**	395	143	393	294
	46%	59% b	52%	**	**	41%	36%	**	**	56% b	38%	56% b	37%
In part time employment	187	44	42	**	**	12	25	**	**	87	37	110	77
	12%	11%	14%	**	**	10%	10%	**	**	12%	10%	16% b	10%
Unemployed	118	17	26	**	**	14	26	**	**	42	40	38	80
	8%	4%	8% a	**	**	11%	10%	**	**	6%	11% a	5%	10% a
A student	98	4	2	**	**	2	2	**	**	6	4	71	27
	7%	1%	1%	**	**	1%	1%	**	**	1%	1%	10% b	3%
Full-time responsibility for home/ family	97	29	17	**	**	7	17	**	**	46	23	42	55
	6%	7%	5%	**	**	5%	7%	**	**	7%	6%	6%	7%
Retired	283	56	56	**	**	39	87	**	**	112	126	34	249
	19%	14%	18%	**	**	31%	34%	**	**	16%	33% a	5%	31% a
Other	29	7	7	**	**	2	6	**	**	15	7	12	17
	2%	2%	2%	**	**	1%	2%	**	**	2%	2%	2%	2%
Refused	1	1	-	**	**	-	-	**	**	1	-	-	1
	*%	*%	-%	**	**	-%	-%	**	**	*%	-%	-%	*%
SUMMARY													
TOTAL EMPLOYED	873	276	206	**	**	64	116	**	**	482	180	502	371
	58%	71%	66%	**	**	51%	46%	**	**	68% b	47%	72% b	46%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
In full time employment	686	149	243	**	64	204	85	366	230	680	6	1	256	347	84
	46%	55%	60%	**	49%	32%	35%	63%	54%	55%	2%	1%	49%	65%	19%
		e	ade		e		ef	acdef	aef	aef			c	ac	
In part time employment	187	39	45	**	16	82	36	87	58	181	6	*	73	83	31
	12%	14%	11%	**	12%	13%	15%	15%	14%	15%	2%	*%	14%	15%	7%
							ef	ef	ef	ef	f		c	c	
Unemployed	118	15	19	**	10	71	18	52	46	116	2	-	45	51	23
	8%	6%	5%	**	8%	11%	7%	9%	11%	9%	1%	-%	9%	9%	5%
						ab	ef	ef	ef	ef			c	c	
A student	98	2	1	**	6	89	90	7	1	98	-	-	97	1	-
	7%	1%	*%	**	4%	14%	37%	1%	*%	8%	-%	-%	19%	*%	-%
					ab	abd	bcdef	ce		bcef			bc		
Full-time responsibility for home/ family	97	11	26	**	8	49	12	58	26	95	2	1	42	40	16
	6%	4%	7%	**	6%	8%	5%	10%	6%	8%	1%	1%	8%	7%	4%
						a	ef	acdef	ef	ef			c	c	
Retired	283	50	60	**	23	138	-	1	46	47	235	112	-	5	277
	19%	18%	15%	**	18%	21%	-%	*%	11%	4%	93%	98%	-%	1%	62%
						b			abd	ab	abcd	abcde		a	ab
Other	29	6	7	**	4	11	1	10	17	28	1	*	5	12	12
	2%	2%	2%	**	3%	2%	1%	2%	4%	2%	1%	*%	1%	2%	3%
								e	abdef	aef					a
Refused	1	-	1	**	-	-	-	-	1	1	-	-	-	-	1
	*%	-%	*%	**	-%	-%	-%	-%	*%	*%	-%	-%	-%	-%	*%
SUMMARY															
TOTAL EMPLOYED	873	189	288	**	80	287	121	453	288	862	12	1	329	429	115
	58%	69%	72%	**	61%	44%	50%	78%	68%	69%	5%	1%	64%	80%	26%
		de	de		e		ef	acdef	aef	aef	f		c	ac	

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

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

S7. EMPLOYMENT STATUS OF RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
In full time employment	686	420	266	229	248	134	76	597	90	583	50	32	**	49	208	166
	46%	56%	35%	59%	54%	52%	19%	45%	49%	46%	45%	50%	**	27%	70%	76%
		b		cd	d	d									a	a
In part time employment	187	45	142	44	57	47	39	155	32	165	11	4	**	21	49	24
	12%	6%	19%	11%	13%	18%	10%	12%	17%	13%	10%	7%	**	11%	16%	11%
			a			abd			a	c					ac	
Unemployed	118	71	47	6	9	5	99	113	5	94	11	7	**	37	7	*
	8%	9%	6%	2%	2%	2%	25%	9%	3%	7%	10%	11%	**	20%	2%	*%
		b					abc	b						bc	c	
A student	98	48	50	27	47	7	18	87	11	84	9	2	**	8	7	7
	7%	6%	7%	7%	10%	3%	4%	7%	6%	7%	8%	4%	**	4%	2%	3%
				c	acd											
Full-time responsibility for home/ family	97	8	90	11	15	16	55	89	8	83	6	4	**	24	18	6
	6%	1%	12%	3%	3%	6%	14%	7%	4%	7%	6%	6%	**	13%	6%	3%
			a			ab	abc							bc	c	
Retired	283	145	138	67	78	49	89	245	39	245	21	12	**	32	5	15
	19%	19%	18%	17%	17%	19%	22%	19%	21%	19%	19%	18%	**	17%	2%	7%
							ab							bc		b
Other	29	12	18	4	3	1	22	28	2	23	2	3	**	14	5	1
	2%	2%	2%	1%	1%	1%	5%	2%	1%	2%	2%	5%	**	7%	2%	*%
							abc					a		bc		
Refused	1	1	-	-	-	-	1	1	-	1	-	-	**	-	-	-
	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	-%	-%	**	-%	-%	-%
SUMMARY																
TOTAL EMPLOYED	873	465	408	273	305	180	115	752	121	749	60	37	**	70	257	190
	58%	62%	54%	70%	67%	70%	29%	57%	66%	59%	55%	56%	**	38%	86%	87%
		b		d	d	d			a						a	a

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
In full time employment	686	45	585
	46%	17%	53%
			a
In part time employment	187	24	150
	12%	9%	13%
			a
Unemployed	118	44	62
	8%	16%	6%
		b	
A student	98	6	88
	7%	2%	8%
			a
Full-time responsibility for home/ family	97	18	70
	6%	7%	6%
Retired	283	109	152
	19%	41%	14%
		b	
Other	29	22	4
	2%	8%	*%
		b	
Refused	1	-	1
	*%	-%	*%
SUMMARY			
TOTAL EMPLOYED	873	69	735
	58%	26%	66%
			a

Columns Tested: a,b

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

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Mobile phone	1425	84	761	133	712	555	290	99	66	1282	114	1306	91	900	496	171
	95%	64%	98% a	72%	98% a	98% b	85%	99% b	99% b	100%	100%	100%	100%	100%	100%	100%
Landline phone (i.e. home phone) or line rental	1245	132	779	185	727	569	343	100	67	1047	105	1070	82	746	406	136
	83%	100%	100%	100%	100%	100%	100%	100%	100%	82%	92% a	82%	90% a	83%	82%	79%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	44	766	90	719	545	265	99	66	1069	110	1092	87	774	405	147
	81%	33%	98% a	49%	99% a	96% b	77%	98% b	99% b	83%	96% a	84%	97% a	86% b	82%	86%
A TV service that you or anyone else watches	1410	116	749	166	699	548	317	95	64	1208	108	1230	87	851	466	160
	94%	87%	96% a	90%	96% a	96% b	92%	95%	96%	94%	95%	94%	96%	95%	94%	93%

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.

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Mobile phone	1425	72	825	128	769	562	335	110	74	168	517	198	488
	95%	100%	98%	99%	98%	99%	98%	100%	100%	96%	98%	96%	98% a
Landline phone (i.e. home phone) or line rental	1245	45	812	99	758	536	321	103	70	142	506	172	476
	83%	63%	97% a	77%	97% a	94%	94%	93%	94%	82%	96% a	83%	96% a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	72	838	130	781	568	342	111	75	144	516	172	488
	81%	100%	100%	100%	100%	100%	100%	100%	100%	82%	97% a	83%	98% a
A TV service that you or anyone else watches	1410	64	807	119	752	548	323	105	71	174	529	207	497
	94%	89%	96% a	92%	96% a	96%	95%	95%	96%	100%	100%	100%	100%

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.

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Mobile phone	1425	381	304	**	**	118	215	**	**	685	334	694	731
	95%	98%	97%	**	**	94% b	85%	**	**	97% b	88%	99% b	91%
Landline phone (i.e. home phone) or line rental	1245	367	281	**	**	88	168	**	**	648	255	622	623
	83%	94% b	89%	**	**	69%	66%	**	**	92% b	67%	89% b	78%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	373	286	**	**	74	127	**	**	659	202	665	550
	81%	96% b	91%	**	**	59% b	50%	**	**	94% b	53%	95% b	69%
A TV service that you or anyone else watches	1410	390	313	**	**	126	254	**	**	703	380	670	740
	94%	100%	100%	**	**	100%	100%	**	**	100%	100%	96% b	92%

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.

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your household)

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Mobile phone	1425	268	395	**	126	588	242	576	413	1231	193	76	516	531	377
	95%	98%	98%	**	96%	91%	100%	99%	97%	99%	77%	66%	100%	99%	85%
		e	de		e		cdef	cef	ef	cef	f		bc	c	
Landline phone (i.e. home phone) or line rental	1245	274	402	**	103	418	191	469	359	1019	224	104	401	453	389
	83%	100%	100%	**	79%	65%	79%	81%	85%	82%	89%	90%	78%	84%	88%
		de	de		e				ab		abcd	abcd		a	ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	274	402	**	116	375	215	505	361	1081	134	43	450	473	292
	81%	100%	100%	**	88%	58%	89%	87%	85%	87%	53%	37%	87%	88%	66%
		de	de		e		ef	ef	ef	ef	f		c	c	
A TV service that you or anyone else watches	1410	248	402	**	125	587	229	548	404	1181	228	103	485	513	411
	94%	91%	100%	**	95%	91%	94%	94%	95%	95%	91%	89%	94%	95%	93%
			ade		ae		ef	ef	ef	ef				c	

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

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

Q1. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your household)

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Mobile phone	1425	706	719	378	444	245	358	1249	176	1220	98	62	**	173	296	215
	95%	94%	96%	97% d	97% d	95% d	90%	95%	95%	95% b	89%	95%	**	93%	99% a	99% a
Landline phone (i.e. home phone) or line rental	1245	609	636	355	394	209	287	1079	166	1060	85	56	**	128	251	196
	83%	81%	85% a	91% bcd	86% cd	81% d	72%	82%	90% a	83% b	77%	86%	**	69%	84% a	90% ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	597	618	364	394	206	251	1055	160	1042	78	54	**	123	263	206
	81%	80%	82%	94% bcd	86% cd	80% d	63%	80%	86% a	82% b	71%	83% b	**	67%	88% a	94% ab
A TV service that you or anyone else watches	1410	701	709	374	429	240	366	1239	171	1212	96	60	**	168	287	213
	94%	94%	94%	97% bcd	94%	93%	92%	94%	93%	95% b	87%	92%	**	90%	96% a	98% a

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

Any break column with 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. (SHOWCARD) Which of these services do you or does your household have? (That are paid for by someone else in your household)

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Mobile phone	1425	226	1084
	95%	85%	98% a
Landline phone (i.e. home phone) or line rental	1245	209	937
	83%	79%	84% a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	1215	161	957
	81%	60%	86% a
A TV service that you or anyone else watches	1410	246	1053
	94%	93%	95%

Columns Tested: a,b

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

Q3. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Mobile phone	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
	93%	58%	96% a	67%	96% a	96% b	82%	98% b	98% b	100%	100%	100%	100%	100%	100%	100%
Landline phone (i.e. home phone) or line rental	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
	61%	100%	100%	100%	100%	100%	100%	100%	100%	57%	87% a	57%	87% a	59% c	58% c	49%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
	61%	28%	98% a	46%	99% a	95% b	76%	98% b	98% b	60%	95% a	61%	96% a	64% c	61%	56%
A TV service that you or anyone else watches	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
	72%	82%	94% a	86%	94% a	94% b	90%	92%	91%	70%	90% a	70%	91% a	72% c	71% c	62%

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. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Mobile phone	1396	69	812	124	757	552	328	110	74	158	512	188	483
	93%	95%	97%	95%	97%	97%	96%	99% b	99%	91%	97% a	91%	97% a
Landline phone (i.e. home phone) or line rental	912	17	786	66	737	508	295	97	68	124	483	152	455
	61%	23%	94% a	51%	94% a	89% b	86%	87%	91%	71%	91% a	73%	92% a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	72	838	130	781	568	342	111	75	132	515	160	487
	61%	100%	100%	100%	100%	100%	100%	100%	100%	75%	97% a	77%	98% a
A TV service that you or anyone else watches	1084	52	790	104	737	529	312	101	68	174	529	207	497
	72%	71%	94% a	81%	94% a	93%	91%	91%	92%	100%	100%	100%	100%

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.

Q3. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Mobile phone	1396	375	295	**	**	115	211	**	**	670	326	684	712
	93%	96%	94%	**	**	91% b	83%	**	**	95% b	86%	98% b	89%
Landline phone (i.e. home phone) or line rental	912	347	260	**	**	80	156	**	**	607	236	416	496
	61%	89% b	83%	**	**	63%	61%	**	**	86% b	62%	59%	62%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	366	280	**	**	71	125	**	**	646	196	479	432
	61%	94% b	89%	**	**	56%	49%	**	**	92% b	51%	68% b	54%
A TV service that you or anyone else watches	1084	390	313	**	**	126	254	**	**	703	380	480	604
	72%	100%	100%	**	**	100%	100%	**	**	100%	100%	69%	75% 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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Mobile phone	1396	259	391	**	125	573	239	573	401	1214	182	69	510	528	358
	93%	95%	97%	**	95%	89%	99%	99%	95%	97%	72%	60%	99%	98%	81%
		e	ae		e		cef	cdef	ef	cef	f		c	c	
Landline phone (i.e. home phone) or line rental	912	274	402	**	77	111	31	358	313	703	207	99	176	382	353
	61%	100%	100%	**	59%	17%	13%	62%	74%	56%	82%	86%	34%	71%	79%
		de	de		e			ad	abd	a	abcd	abcd		a	ab
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	274	402	**	115	72	46	423	323	791	120	41	230	418	263
	61%	100%	100%	**	87%	11%	19%	73%	76%	63%	47%	35%	44%	78%	59%
		de	de		e			adef	adef	aef	af	a		ac	a
A TV service that you or anyone else watches	1084	237	402	**	120	277	50	460	363	872	210	98	251	458	373
	72%	86%	100%	**	91%	43%	21%	79%	86%	70%	84%	85%	49%	85%	84%
		e	ade		ae			ad	abd	a	abd	abd		a	a

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

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

Q3. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Mobile phone	1396	693	703	370	435	241	350	1227	169	1198	95	59	**	171	295	212
	93%	93%	93%	95% d	95% d	94% d	88%	93%	92%	94% b	87%	90%	**	92%	99% a	97% a
Landline phone (i.e. home phone) or line rental	912	454	457	262	285	159	205	792	120	783	50	46	**	102	202	156
	61%	61%	61%	68% bcd	62% d	62% d	51%	60%	65%	61% b	46%	70% ab	**	55%	68% a	71% a
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	454	457	286	292	159	173	794	116	785	52	43	**	99	221	174
	61%	61%	61%	74% bcd	64% d	62% d	44%	60%	63%	61% b	47%	67% b	**	54%	74% a	80% a
A TV service that you or anyone else watches	1084	548	536	293	319	191	280	958	125	937	68	48	**	136	239	177
	72%	73%	71%	76% bd	70%	74%	70%	73%	68%	73% b	62%	73% b	**	73%	80% a	81% a

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Mobile phone	1396	219	1063
	93%	82%	96%
			a
Landline phone (i.e. home phone) or line rental	912	172	669
	61%	64%	60%
Fixed broadband internet access (through a phone line or cable service, perhaps using a wi-fi router)	910	126	709
	61%	47%	64%
			a
A TV service that you or anyone else watches	1084	207	788
	72%	78%	71%
		b	

Columns Tested: a,b

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

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
Freeview (through a set-top box or television set)	408	78	195	93	180	137	136	24	**	332	23	338	16	218	137	38
	38%	71% b	27%	59% b	26%	26%	44% ac	26%	**	37% b	22%	37% b	20%	34%	39% a	35%
Sky TV (satellite TV, monthly subscription)	398	22	328	39	311	248	102	38	**	347	32	354	25	250	129	38
	37%	20%	45% a	25%	45% a	47% b	33%	41%	**	39% b	31%	39% b	30%	39%	37%	36%
Virgin TV (cable TV)	166	3	136	10	129	94	44	14	**	137	23	140	20	104	56	14
	15%	2%	19% a	6%	19% a	18%	14%	15%	**	15%	22% a	15%	24% a	16%	16%	13%
BT TV (formerly BT Vision)	68	*	62	7	56	26	37	7	**	51	11	52	9	35	27	6
	6%	*%	9% a	4%	8% a	5%	12% a	7%	**	6%	11% a	6%	11% a	5%	8%	6%
NOW TV	55	3	41	6	38	28	16	9	**	48	5	48	5	28	25	3
	5%	3%	6%	4%	6%	5%	5%	9%	**	5%	5%	5%	6%	4%	7% ac	3%
Freesat (satellite TV, no monthly subscription)	51	3	28	7	24	20	11	3	**	41	6	41	6	34	13	6
	5%	3%	4%	5%	3%	4%	3%	3%	**	5%	6%	5%	7%	5%	4%	6%
TalkTalk TV	35	2	30	3	29	23	9	6	**	28	5	29	5	25	9	6
	3%	2%	4%	2%	4%	4%	3%	6%	**	3%	5%	3%	6%	4%	2%	5%
EE TV	12	1	6	2	5	6	1	2	**	4	7	5	6	6	5	1
	1%	1%	1%	1%	1%	1%	*%	2%	**	*%	7% a	1%	7% a	1%	1%	1%
Other satellite TV	11	3	8	3	8	8	3	3	**	6	4	8	2	9	1	4
	1%	3%	1%	2%	1%	1%	1%	3% b	**	1%	4% a	1%	3%	1% b	*%	3% b
Plusnet TV	6	-	5	1	4	3	1	1	**	5	*	5	*	3	3	1
	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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
YouView (no monthly subscription)	6	1	3	1	3	2	2	-	**	4	*	4	*	3	1	-
	1%	*%	*%	*%	*%	*%	1%	-%	**	1%	*%	*%	*%	1%	*%	-%
SUMMARY																
ANY PAY TV SERVICES	724	33	592	67	559	425	201	75	**	602	86	619	69	446	243	71
	67%	31%	81%	42%	82%	80%	65%	82%	**	67%	83%	68%	84%	69%	69%	67%
			a		a	b		b			a		a			
ANY FREE TV SERVICES	455	81	220	99	202	157	144	27	**	370	28	376	22	251	147	43
	42%	74%	30%	63%	29%	29%	47%	29%	**	41%	27%	41%	26%	39%	42%	41%
		b		b			ac			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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Freeview (through a set-top box or television set)	408	**	201	47	185	129	103	25	20	23	46	26	43
	38%	**	25%	45% b	25%	24%	33% ac	25%	29%	13% b	9%	12%	9%
Sky TV (satellite TV, monthly subscription)	398	**	357	30	336	243	124	39	27	121	274	134	261
	37%	**	45%	29%	46% a	46% b	40%	39%	39%	70% b	52%	65% b	53%
Virgin TV (cable TV)	166	**	154	10	145	91	65	17	13	11	153	19	145
	15%	**	20%	10%	20% a	17%	21%	17%	19%	7%	29% a	9%	29% a
BT TV (formerly BT Vision)	68	**	58	3	56	29	30	8	4	10	54	16	47
	6%	**	7%	3%	8% a	5%	10% a	8%	6%	6%	10% a	8%	10%
NOW TV	55	**	45	11	41	30	21	9	6	28	16	31	13
	5%	**	6%	10% b	6%	6%	7%	9%	9%	16% b	3%	15% b	3%
Freesat (satellite TV, no monthly subscription)	51	**	30	9	27	25	11	5	4	2	4	4	2
	5%	**	4%	9% b	4%	5%	4%	5%	6%	1%	1%	2% b	*%
TalkTalk TV	35	**	31	*	31	24	8	6	4	3	31	5	29
	3%	**	4%	*%	4% a	4%	2%	6% b	6% b	2%	6% a	2%	6% a
EE TV	12	**	10	2	9	9	2	3	3	1	10	2	9
	1%	**	1%	2%	1%	2%	1%	3% b	4% b	*%	2%	1%	2%
Other satellite TV	11	**	8	4	8	8	3	3	1	11	-	11	-
	1%	**	1%	4% b	1%	2%	1%	3%	1%	6% b	-%	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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Plusnet TV	6	**	5	1	5	4	2	2	1	1	4	1	4
	1%	**	1%	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%
YouView (no monthly subscription)	6	**	3	1	3	2	3	1	1	1	2	1	2
	1%	**	*%	1%	*%	*%	1%	1%	1%	*%	*%	*%	*%
SUMMARY													
ANY PAY TV SERVICES	724	**	645	58	609	424	243	82	55	174	529	207	497
	67%	**	82%	55%	83%	80%	78%	81%	81%	100%	100%	100%	100%
					a								
ANY FREE TV SERVICES	455	**	228	55	210	153	112	30	25	25	50	29	46
	42%	**	29%	52%	28%	29%	36%	30%	36%	14%	9%	14%	9%
				b			a			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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
Freeview (through a set-top box or television set)	408	28	41	**	**	105	234	**	**	69	339	144	263
	38%	7%	13%	**	**	83%	92%	**	**	10%	89%	30%	44%
			a				a				a		a
Sky TV (satellite TV, monthly subscription)	398	208	188	**	**	-	3	**	**	396	3	211	187
	37%	53%	60%	**	**	-%	1%	**	**	56%	1%	44%	31%
			a							b		b	
Virgin TV (cable TV)	166	93	71	**	**	*	1	**	**	164	1	79	87
	15%	24%	23%	**	**	*%	*%	**	**	23%	*%	16%	14%
										b			
BT TV (formerly BT Vision)	68	32	31	**	**	1	3	**	**	63	4	34	33
	6%	8%	10%	**	**	1%	1%	**	**	9%	1%	7%	6%
										b			
NOW TV	55	22	22	**	**	6	5	**	**	44	11	55	-
	5%	6%	7%	**	**	5%	2%	**	**	6%	3%	12%	-%
										b		b	
Freesat (satellite TV, no monthly subscription)	51	1	4	**	**	23	22	**	**	6	45	20	31
	5%	*%	1%	**	**	18%	9%	**	**	1%	12%	4%	5%
			a			b					a		
TalkTalk TV	35	25	9	**	**	-	1	**	**	34	1	15	20
	3%	6%	3%	**	**	-%	*%	**	**	5%	*%	3%	3%
		b								b			
EE TV	12	9	2	**	**	1	-	**	**	11	1	7	5
	1%	2%	1%	**	**	*%	-%	**	**	2%	*%	1%	1%
		b								b			
Other satellite TV	11	9	2	**	**	-	1	**	**	11	1	8	3
	1%	2%	1%	**	**	-%	*%	**	**	2%	*%	2%	1%
		b								b		b	
Plusnet TV	6	3	2	**	**	*	1	**	**	5	1	4	2
	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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
YouView (no monthly subscription)	6	1	2	**	**	2	1	**	**	3	3	2	4
	1%	*%	*%	**	**	1%	*%	**	**	*%	1%	*%	1%
SUMMARY													
ANY PAY TV SERVICES	724	390	313	**	**	7	14	**	**	703	21	389	335
	67%	100%	100%	**	**	5%	6%	**	**	100% b	5%	81% b	56%
ANY FREE TV SERVICES	455	30	45	**	**	126	254	**	**	75	380	160	295
	42%	8%	14% a	**	**	100%	100%	**	**	11%	100% a	33%	49% 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.

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
Freeview (through a set-top box or television set)	408	141	34	**	26	204	**	144	120	283	124	68	80	140	186
	38%	59%	8%	**	22%	74%	**	31%	33%	32%	59%	69%	32%	31%	50%
		bd			b	abd					bcd	bcde			ab
Sky TV (satellite TV, monthly subscription)	398	76	223	**	45	38	**	185	157	357	41	13	93	200	105
	37%	32%	56%	**	38%	14%	**	40%	43%	41%	20%	13%	37%	44%	28%
		e	ade		e			ef	ef	ef	f		c	c	
Virgin TV (cable TV)	166	4	111	**	26	7	**	73	59	140	26	8	38	78	50
	15%	2%	28%	**	21%	3%	**	16%	16%	16%	12%	8%	15%	17%	13%
			ae		ae			f	f	f					
BT TV (formerly BT Vision)	68	7	38	**	12	3	**	20	24	47	21	7	11	22	35
	6%	3%	9%	**	10%	1%	**	4%	7%	5%	10%	7%	4%	5%	9%
			ae		ae						bcd				ab
NOW TV	55	25	12	**	8	11	**	30	16	52	3	-	23	22	10
	5%	10%	3%	**	6%	4%	**	6%	4%	6%	2%	-%	9%	5%	3%
		be			b			ef	ef	ef			bc		
Freesat (satellite TV, no monthly subscription)	51	21	2	**	7	20	**	26	13	41	10	4	10	24	17
	5%	9%	1%	**	6%	7%	**	6%	4%	5%	5%	4%	4%	5%	4%
		b			b	b									
TalkTalk TV	35	1	23	**	5	3	**	17	12	29	6	4	7	18	10
	3%	*%	6%	**	4%	1%	**	4%	3%	3%	3%	4%	3%	4%	3%
			ae		ae										
EE TV	12	1	3	**	5	1	**	6	5	10	1	-	4	5	3
	1%	*%	1%	**	4%	*%	**	1%	1%	1%	1%	-%	1%	1%	1%
					abe										
Other satellite TV	11	4	-	**	4	3	**	6	3	10	1	1	6	3	2
	1%	2%	-%	**	4%	1%	**	1%	1%	1%	*%	1%	2%	1%	1%
		b			be	b							bc		
Plusnet TV	6	1	4	**	1	1	**	1	2	5	1	1	2	1	3
	1%	*%	1%	**	1%	*%	**	*%	1%	1%	1%	1%	1%	*%	1%

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

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

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
YouView (no monthly subscription)	6	1	2	**	*	3	**	2	1	3	3	*	-	3	3
	1%	*%	1%	**	*%	1%	**	*%	*%	*%	1%	*%	-%	1%	1%
											d				
SUMMARY															
ANY PAY TV SERVICES	724	108	402	**	103	63	**	325	269	628	96	32	176	339	209
	67%	46%	100%	**	86%	23%	**	71%	74%	72%	46%	33%	70%	74%	56%
		e	ade		ae			ef	ef	ef	f		c	c	
ANY FREE TV SERVICES	455	159	37	**	33	224	**	170	133	322	132	71	89	166	199
	42%	67%	9%	**	28%	81%	**	37%	37%	37%	63%	73%	35%	36%	53%
		bd			b	abd					bcd	bcde			ab

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

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

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
Freeview (through a set-top box or television set)	408	220	187	93	103	72	140	352	56	362	20	**	**	60	78	51
	38%	40%	35%	32%	32%	38%	50%	37%	45%	39%	30%	**	**	44%	33%	29%
		b					abc		a					bc		
Sky TV (satellite TV, monthly subscription)	398	194	205	122	136	70	71	345	54	320	31	**	**	40	104	81
	37%	35%	38%	41%	43%	37%	25%	36%	43%	34%	46%	**	**	29%	44%	46%
				d	d	d					a				a	a
Virgin TV (cable TV)	166	88	77	54	48	26	37	165	1	145	13	**	**	18	34	28
	15%	16%	14%	18%	15%	14%	13%	17%	1%	15%	18%	**	**	14%	14%	16%
								b								
BT TV (formerly BT Vision)	68	38	30	26	19	11	12	53	15	57	7	**	**	3	11	17
	6%	7%	6%	9%	6%	6%	4%	6%	12%	6%	10%	**	**	2%	4%	9%
				d					a							ab
NOW TV	55	26	30	15	21	11	9	45	11	48	3	**	**	9	16	14
	5%	5%	6%	5%	7%	6%	3%	5%	9%	5%	4%	**	**	7%	7%	8%
					d				a							
Freesat (satellite TV, no monthly subscription)	51	33	18	15	12	15	9	42	8	46	3	**	**	7	11	8
	5%	6%	3%	5%	4%	8%	3%	4%	7%	5%	5%	**	**	5%	5%	5%
		b				bd										
TalkTalk TV	35	13	22	6	13	8	8	34	1	35	-	**	**	6	9	5
	3%	2%	4%	2%	4%	4%	3%	4%	1%	4%	-%	**	**	4%	4%	3%
			a							b						
EE TV	12	5	7	1	4	3	3	8	4	12	-	**	**	1	4	2
	1%	1%	1%	*%	1%	1%	1%	1%	3%	1%	-%	**	**	1%	2%	1%
									a							
Other satellite TV	11	3	8	5	1	2	3	11	1	10	-	**	**	2	3	2
	1%	1%	1%	2%	*%	1%	1%	1%	1%	1%	-%	**	**	2%	1%	1%
Plusnet TV	6	2	4	1	2	2	1	6	*	6	-	**	**	-	*	1
	1%	*%	1%	*%	1%	1%	1%	1%	*%	1%	-%	**	**	-%	*%	*%

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

Any break column with 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. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
YouView (no monthly subscription)	6	4	2	2	1	1	2	4	1	4	1	**	**	1	1	2
	1%	1%	*%	1%	*%	*%	1%	*%	1%	*%	2% a	**	**	1%	*%	1%
SUMMARY																
ANY PAY TV SERVICES	724	355	369	223	234	124	142	641	84	611	50	**	**	75	173	144
	67%	65%	69%	76% cd	73% cd	65% d	51%	67%	67%	65%	74%	**	**	55%	72% a	81% ab
ANY FREE TV SERVICES	455	249	206	104	114	87	150	393	62	404	24	**	**	68	90	59
	42%	46% b	38%	35%	36%	46% ab	54% abc	41%	50% a	43%	35%	**	**	50% bc	38%	33%

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

Any break column with 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. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
Freeview (through a set-top box or television set)	408	109	264
	38%	53%	33%
		b	
Sky TV (satellite TV, monthly subscription)	398	57	314
	37%	27%	40%
			a
Virgin TV (cable TV)	166	24	127
	15%	12%	16%
			a
BT TV (formerly BT Vision)	68	12	47
	6%	6%	6%
NOW TV	55	11	39
	5%	5%	5%
Freesat (satellite TV, no monthly subscription)	51	9	40
	5%	4%	5%
TalkTalk TV	35	4	27
	3%	2%	3%
EE TV	12	2	8
	1%	1%	1%
Other satellite TV	11	*	10
	1%	*%	1%
Plusnet TV	6	1	4
	1%	1%	*%
YouView (no monthly subscription)	6	1	4
	1%	*%	*%

Columns Tested: a,b

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

Q4A. (SHOWCARD) Which of these types of TV service does your household use at all?

Base : Those responsible for the household's TV service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
SUMMARY			
ANY PAY TV SERVICES	724	105	559
	67%	51%	71%
			a
ANY FREE TV SERVICES	455	118	300
	42%	57%	38%
		b	

Columns Tested: a,b

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

Q4B. (SHOWCARD) 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

		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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
Sky TV (satellite TV, monthly subscription)	392	21	323	38	306	245	99	37	**	342	32	349	25	246	127	38
	36%	19%	44%	24%	45%	46%	32%	41%	**	38%	31%	38%	30%	38%	36%	36%
			a		a	b										
Freeview (through a set-top box or television set)	335	74	137	88	123	101	109	17	**	267	16	272	12	176	107	31
	31%	68%	19%	55%	18%	19%	35%	19%	**	30%	16%	30%	14%	27%	30%	29%
		b		b			ac			b		b				
Virgin TV (cable TV)	163	3	134	9	128	93	44	14	**	135	23	139	19	103	55	14
	15%	2%	18%	6%	19%	17%	14%	15%	**	15%	22%	15%	23%	16%	16%	13%
			a		a						a		a			
BT TV (formerly BT Vision)	56	*	52	6	46	23	29	6	**	42	8	44	7	27	23	5
	5%	*%	7%	4%	7%	4%	9%	6%	**	5%	8%	5%	8%	4%	6%	5%
			a				a									
Freesat (satellite TV, no monthly subscription)	43	3	22	5	19	17	7	3	**	36	5	36	5	30	11	5
	4%	2%	3%	3%	3%	3%	2%	3%	**	4%	5%	4%	5%	5%	3%	5%
TalkTalk TV	34	2	29	3	28	23	8	6	**	27	5	28	5	25	8	6
	3%	2%	4%	2%	4%	4%	3%	6%	**	3%	5%	3%	6%	4%	2%	5%
								b								b
NOW TV	32	2	21	4	19	14	9	4	**	28	3	28	3	17	14	1
	3%	2%	3%	3%	3%	3%	3%	4%	**	3%	3%	3%	3%	3%	4%	1%
Other satellite TV	11	3	7	3	7	7	3	3	**	6	4	8	2	9	1	4
	1%	3%	1%	2%	1%	1%	1%	3%	**	1%	4%	1%	3%	1%	*%	3%
		b						b			a			b		b
EE TV	10	1	5	2	4	6	*	2	**	3	7	4	6	6	4	1
	1%	1%	1%	1%	1%	1%	*%	2%	**	*%	7%	*%	7%	1%	1%	1%
						b		b			a		a			
Plusnet TV	5	-	4	1	3	3	1	1	**	4	-	4	-	2	3	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.

Q4B. (SHOWCARD) 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

		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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
YouView (no monthly subscription)	3	-	1	-	1	-	1	-	**	2	-	2	-	2	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	**	*%	-%	*%	-%	*%	-%	-%
SUMMARY																
ANY PAY TV SERVICES	703	32	575	65	541	414	192	72	**	588	82	604	66	436	234	70
	65%	29%	78%	41%	79%	78%	62%	78%	**	66%	79%	66%	80%	68%	67%	66%
			a		a	b		b			a		a			
ANY FREE TV SERVICES	380	77	159	93	143	119	117	20	**	305	21	310	16	208	118	36
	35%	71%	22%	59%	21%	22%	38%	22%	**	34%	21%	34%	20%	32%	33%	34%
		b		b			ac			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.

Q4B. (SHOWCARD) 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

		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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Sky TV (satellite TV, monthly subscription)	392	**	352	29	332	240	121	39	26	119	273	132	260
	36%	**	45%	28%	45% a	45% b	39%	38%	38%	68% b	52%	64% b	52%
Freeview (through a set-top box or television set)	335	**	137	42	124	94	72	17	12	-	-	-	-
	31%	**	17%	40% b	17%	18%	23% a	17%	18%	-%	-%	-%	-%
Virgin TV (cable TV)	163	**	152	10	144	89	64	16	13	11	153	19	145
	15%	**	19%	9%	19% a	17%	21%	16%	19%	6%	29% a	9%	29% a
BT TV (formerly BT Vision)	56	**	48	2	46	26	22	7	3	5	51	11	45
	5%	**	6%	2%	6% a	5%	7%	7%	4%	3%	10% a	5%	9% a
Freesat (satellite TV, no monthly subscription)	43	**	24	7	22	21	8	5	4	-	-	-	-
	4%	**	3%	6% b	3%	4%	2%	5%	6% b	-%	-%	-%	-%
TalkTalk TV	34	**	30	*	30	24	7	6	4	3	31	5	29
	3%	**	4%	*%	4% a	4% b	2%	6% b	6% b	2%	6% a	2%	6% a
NOW TV	32	**	24	8	20	16	12	3	2	25	7	27	5
	3%	**	3%	8% b	3%	3%	4%	3%	2%	14% b	1%	13% b	1%
Other satellite TV	11	**	8	4	7	8	3	3	1	11	-	11	-
	1%	**	1%	4% b	1%	2%	1%	3% b	1%	6% b	-%	5% b	-%
EE TV	10	**	9	1	8	8	1	3	2	-	10	1	9
	1%	**	1%	1%	1%	1%	*%	3% b	3% b	-%	2% a	1%	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.

Q4B. (SHOWCARD) 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

		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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Plusnet TV	5	**	4	1	4	3	2	1	1	1	4	1	4
	*%	**	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
YouView (no monthly subscription)	3	**	1	1	1	1	1	1	1	-	-	-	-
	*%	**	*%	*%	*%	*%	*%	1%	1%	-%	-%	-%	-%
SUMMARY													
ANY PAY TV SERVICES	703	**	627	55	590	414	232	78	51	174	529	207	497
	65%	**	79%	53%	80% a	78%	74%	77%	75%	100%	100%	100%	100%
ANY FREE TV SERVICES	380	**	163	49	146	116	80	23	17	-	-	-	-
	35%	**	21%	47% b	20%	22%	26%	23%	25%	-%	-%	-%	-%

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.

Q4B. (SHOWCARD) 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

		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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
Sky TV (satellite TV, monthly subscription)	392	207	186	**	**	-	-	**	**	392	-	207	185
	36%	53%	59% a	**	**	-%	-%	**	**	56% b	-%	43% b	31%
Freeview (through a set-top box or television set)	335	-	-	**	**	103	232	**	**	-	335	95	239
	31%	-%	-%	**	**	81%	91% a	**	**	-%	88% a	20%	40% a
Virgin TV (cable TV)	163	93	70	**	**	-	-	**	**	163	-	78	86
	15%	24%	22%	**	**	-%	-%	**	**	23% b	-%	16%	14%
BT TV (formerly BT Vision)	56	30	27	**	**	-	-	**	**	56	-	26	30
	5%	8%	8%	**	**	-%	-%	**	**	8% b	-%	5%	5%
Freesat (satellite TV, no monthly subscription)	43	-	-	**	**	22	21	**	**	-	43	14	29
	4%	-%	-%	**	**	17% b	8%	**	**	-%	11% a	3%	5% a
TalkTalk TV	34	25	9	**	**	-	-	**	**	34	-	13	20
	3%	6% b	3%	**	**	-%	-%	**	**	5% b	-%	3%	3%
NOW TV	32	16	16	**	**	-	-	**	**	32	-	32	-
	3%	4%	5%	**	**	-%	-%	**	**	5% b	-%	7% b	-%
Other satellite TV	11	9	2	**	**	-	-	**	**	11	-	7	3
	1%	2% b	1%	**	**	-%	-%	**	**	2% b	-%	2% b	1%
EE TV	10	9	1	**	**	-	-	**	**	10	-	5	5
	1%	2% b	*%	**	**	-%	-%	**	**	1% b	-%	1%	1%
Plusnet TV	5	3	2	**	**	-	-	**	**	5	-	3	2
	*%	1%	1%	**	**	-%	-%	**	**	1% b	-%	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.

Q4B. (SHOWCARD) 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

		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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
YouView (no monthly subscription)	3	-	-	**	**	2	1	**	**	-	3	-	3
	*%	-%	-%	**	**	1%	*%	**	**	-%	1% a	-%	*%
SUMMARY													
ANY PAY TV SERVICES	703	390	313	**	**	-	-	**	**	703	-	371	332
	65%	100%	100%	**	**	-%	-%	**	**	100% b	-%	77% b	55%
ANY FREE TV SERVICES	380	-	-	**	**	126	254	**	**	-	380	109	271
	35%	-%	-%	**	**	100%	100%	**	**	-%	100% a	23%	45% 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. (SHOWCARD) 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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
Sky TV (satellite TV, monthly subscription)	392	72	222	**	45	37	**	182	155	353	39	12	92	198	102
	36%	30%	55%	**	38%	13%	**	40%	43%	40%	19%	12%	36%	43%	27%
		e	ade		e			ef	ef	ef	f		c	ac	
Freeview (through a set-top box or television set)	335	122	-	**	16	196	**	117	93	225	109	63	70	106	158
	31%	52%	-%	**	14%	71%	**	25%	26%	26%	52%	65%	28%	23%	42%
		bd			b	abd					bcd	bcde			ab
Virgin TV (cable TV)	163	2	111	**	25	7	**	73	58	138	25	8	38	78	48
	15%	1%	28%	**	21%	3%	**	16%	16%	16%	12%	8%	15%	17%	13%
			ae		ae			f	f	ef				c	
BT TV (formerly BT Vision)	56	2	36	**	8	3	**	16	20	38	19	6	8	17	30
	5%	1%	9%	**	7%	1%	**	4%	6%	4%	9%	6%	3%	4%	8%
			ae		ae						bcd				ab
Freesat (satellite TV, no monthly subscription)	43	20	-	**	5	19	**	24	9	36	7	3	9	22	12
	4%	8%	-%	**	4%	7%	**	5%	3%	4%	3%	3%	4%	5%	3%
		b			b	b		c							
TalkTalk TV	34	-	23	**	5	2	**	16	11	28	6	4	7	16	10
	3%	-%	6%	**	4%	1%	**	3%	3%	3%	3%	4%	3%	4%	3%
			ae		ae										
NOW TV	32	14	4	**	6	8	**	17	8	31	1	-	16	11	5
	3%	6%	1%	**	5%	3%	**	4%	2%	4%	*%	-%	6%	2%	1%
		be			b	b		ef	ef	ef			bc		
Other satellite TV	11	3	-	**	4	3	**	6	2	10	1	1	6	3	2
	1%	1%	-%	**	4%	1%	**	1%	1%	1%	*%	1%	2%	1%	1%
		b			be	b							bc		
EE TV	10	-	2	**	5	-	**	5	4	9	1	-	4	4	3
	1%	-%	1%	**	4%	-%	**	1%	1%	1%	1%	-%	1%	1%	1%
					abe										
Plusnet TV	5	-	4	**	1	1	**	1	2	5	*	*	2	1	1
	*%	-%	1%	**	*%	*%	**	*%	*%	1%	*%	*%	1%	*%	*%

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

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

Q4B. (SHOWCARD) 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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
YouView (no monthly subscription)	3	1	-	**	-	2	**	1	1	1	1	*	-	1	1
	*%	*%	-%	**	-%	1%	**	*%	*%	*%	1%	*%	-%	*%	*%
						b									
SUMMARY															
ANY PAY TV SERVICES	703	94	402	**	99	61	**	318	260	611	92	31	172	329	202
	65%	40%	100%	**	82%	22%	**	69%	72%	70%	44%	32%	69%	72%	54%
		e	ade		ae			ef	ef	ef	f		c	c	
ANY FREE TV SERVICES	380	143	-	**	21	217	**	142	103	262	118	67	79	129	171
	35%	60%	-%	**	18%	78%	**	31%	28%	30%	56%	68%	31%	28%	46%
		bd			b	abd					bcd	bcde			ab

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

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

Q4B. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
Sky TV (satellite TV, monthly subscription)	392	189	204	120	134	68	70	340	52	314	31	**	**	39	101	80
	36%	34%	38%	41% d	42% cd	35% d	25%	35%	42%	34%	46% a	**	**	29%	42% a	45% a
Freeview (through a set-top box or television set)	335	179	156	67	80	57	130	293	42	304	15	**	**	55	59	34
	31%	33%	29%	23%	25%	30% a	46% abc	31%	33%	32% b	21%	**	**	41% bc	25%	19%
Virgin TV (cable TV)	163	87	76	53	47	26	37	162	1	142	13	**	**	18	34	28
	15%	16%	14%	18%	15%	14%	13%	17% b	1%	15%	18%	**	**	13%	14%	16%
BT TV (formerly BT Vision)	56	30	26	22	15	8	11	45	12	47	6	**	**	3	7	14
	5%	5%	5%	7% d	5%	4%	4%	5%	9% a	5%	8%	**	**	2%	3%	8% ab
Freesat (satellite TV, no monthly subscription)	43	26	17	11	9	14	9	37	6	39	3	**	**	7	11	6
	4%	5%	3%	4%	3%	7% abd	3%	4%	5%	4%	4%	**	**	5%	5%	3%
TalkTalk TV	34	12	21	6	13	6	8	32	1	34	-	**	**	5	9	5
	3%	2%	4% a	2%	4%	3%	3%	3%	1%	4% b	-%	**	**	4%	4%	3%
NOW TV	32	14	18	8	12	7	5	25	7	29	1	**	**	4	10	7
	3%	3%	3%	3%	4%	4%	2%	3%	5% a	3%	1%	**	**	3%	4%	4%
Other satellite TV	11	3	8	4	1	2	3	11	-	10	-	**	**	2	3	1
	1%	1%	1% a	2%	*%	1%	1%	1%	-%	1%	-%	**	**	2%	1%	1%
EE TV	10	5	5	1	4	2	3	6	4	10	-	**	**	1	4	1
	1%	1%	1%	*%	1%	1%	1%	1%	3% a	1%	-%	**	**	1%	2%	1%

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

Any break column with 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. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
Plusnet TV	5	2	3	1	2	1	1	5	-	5	-	**	**	-	-	1
	*%	*%	1%	*%	1%	*%	*%	1%	-%	1%	-%	**	**	-%	-%	*%
YouView (no monthly subscription)	3	1	2	-	-	1	2	2	1	2	1	**	**	1	1	-
	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	1%	**	**	1%	*%	-%
SUMMARY																
ANY PAY TV SERVICES	703	342	361	215	229	120	139	627	77	592	50	**	**	72	168	138
	65%	62%	67%	73%	72%	63%	50%	65%	61%	63%	73%	**	**	53%	70%	78%
			a	cd	cd	d					a				a	a
ANY FREE TV SERVICES	380	206	174	78	90	71	141	332	49	345	18	**	**	63	71	40
	35%	38%	33%	27%	28%	37%	50%	35%	39%	37%	27%	**	**	47%	30%	22%
		b				ab	abc			b				bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
Sky TV (satellite TV, monthly subscription)	392	54	311
	36%	26%	39%
			a
Freeview (through a set-top box or television set)	335	98	208
	31%	47%	26%
		b	
Virgin TV (cable TV)	163	24	126
	15%	12%	16%
			a
BT TV (formerly BT Vision)	56	9	40
	5%	5%	5%
Freesat (satellite TV, no monthly subscription)	43	8	33
	4%	4%	4%
TalkTalk TV	34	4	26
	3%	2%	3%
NOW TV	32	5	24
	3%	3%	3%
Other satellite TV	11	*	9
	1%	*%	1%
EE TV	10	2	7
	1%	1%	1%
Plusnet TV	5	1	3
	*%	1%	*%
YouView (no monthly subscription)	3	1	1
	*%	*%	*%

Columns Tested: a,b

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

Q4B. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
SUMMARY			
ANY PAY TV SERVICES	703	100	546
	65%	48%	69%
			a
ANY FREE TV SERVICES	380	107	242
	35%	52%	31%
		b	

Columns Tested: a,b

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

Q5. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Netflix	597	21	331	36	316	246	106	52	34	545	42	554	32	395	192	84
	40%	16%	42% a	19%	43% a	43% b	31%	52% ab	50% b	43%	37%	42%	36%	44% b	39%	49% b
Amazon Prime Video	246	5	143	11	138	104	45	19	13	222	18	226	13	153	86	30
	16%	4%	18% a	6%	19% a	18% b	13%	19%	19%	17%	15%	17%	14%	17%	17%	17%
NOW TV	119	5	68	9	64	48	25	15	7	105	11	107	9	74	42	12
	8%	4%	9% a	5%	9% a	8%	7%	14% ab	11%	8%	9%	8%	10%	8%	8%	7%
ITV Hub+ (premium service with no adverts)	16	1	5	1	5	1	5	-	-	16	1	16	1	9	8	2
	1%	*%	1%	1%	1%	*%	1% a	-%	-%	1%	*%	1%	1%	1%	2%	1%
You Tube Premium (monthly paid subscription, ad free)	12	-	4	1	4	3	1	1	1	11	1	11	1	6	6	1
	1%	-%	1%	*%	*%	1%	*%	1%	2%	1%	1%	1%	1%	1%	1%	*%
Disney Life	12	-	8	1	8	6	2	4	2	10	1	10	1	7	4	1
	1%	-%	1%	*%	1%	1%	1%	4% ab	3% b	1%	1%	1%	1%	1%	1%	1%
Hayu	4	-	2	1	2	1	2	-	-	4	-	4	-	3	1	-
	*%	-%	*%	*%	*%	*%	1%	-%	-%	*%	-%	*%	-%	*%	*%	-%
Eleven Sports	4	-	4	-	4	3	1	-	-	3	1	3	1	1	2	-
	*%	-%	*%	-%	1%	*%	*%	-%	-%	*%	*%	*%	1%	*%	*%	-%
Any other paid-for streaming services	3	2	1	2	1	2	*	2	1	3	1	3	1	3	*	2
	*%	1% b	*%	1% b	*%	*%	*%	2% b	1% b	*%	1%	*%	1%	*%	*%	1% b
SUMMARY																
ANY OTT SERVICES	699	26	389	43	372	286	130	59	38	632	52	643	41	459	226	97
	47%	20%	50% a	24%	51% a	50% b	38%	59% ab	58% b	49%	46%	49%	46%	51% b	46%	57% 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.

Q5. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
No, none	801	106	390	141	355	282	213	41	28	650	62	663	49	442	270	74
	53%	80%	50%	76%	49%	50%	62%	41%	42%	51%	54%	51%	54%	49%	54%	43%
		b		b		c	acd								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.

Q5. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Netflix	597	40	370	62	348	265	145	60	40	75	245	89	231
	40%	56% b	44%	48%	45%	47%	42%	54% b	53% b	43%	46%	43%	46%
Amazon Prime Video	246	17	158	24	151	107	67	23	16	35	96	39	92
	16%	23%	19%	18%	19%	19%	20%	21%	21%	20%	18%	19%	19%
NOW TV	119	9	76	15	70	52	34	16	10	31	37	34	34
	8%	13%	9%	12%	9%	9%	10%	14% a	14%	18% b	7%	16% b	7%
ITV Hub+ (premium service with no adverts)	16	2	7	4	5	6	3	1	1	3	5	5	3
	1%	3% b	1%	3% b	1%	1%	1%	1%	1%	2%	1%	2% b	1%
You Tube Premium (monthly paid subscription, ad free)	12	1	6	1	6	6	1	2	2	2	3	2	3
	1%	1%	1%	1%	1%	1%	*%	2% b	3% b	1%	1%	1%	1%
Disney Life	12	-	8	1	8	6	2	4	2	2	5	2	5
	1%	-%	1%	*%	1%	1%	1%	3% ab	3% ab	1%	1%	1%	1%
Hayu	4	-	2	-	2	1	1	1	1	-	2	-	2
	*%	-%	*%	-%	*%	*%	*%	*%	1%	-%	*%	-%	*%
Eleven Sports	4	-	4	-	4	3	1	-	-	-	3	-	3
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1%	-%	1%
Any other paid-for streaming services	3	1	1	1	1	2	*	1	-	2	*	2	*
	*%	1% b	*%	1%	*%	*%	*%	1%	-%	1% b	*%	1% b	*%
SUMMARY													
ANY OTT SERVICES	699	47	432	72	406	306	173	66	44	95	276	111	260
	47%	65% b	52%	56%	52%	54%	51%	59% b	58%	55%	52%	54%	52%

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.

Q5. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
No, none	801	26	406	57	374	263	169	45	31	79	254	96	237
	53%	35%	48% a	44%	48%	46%	49% c	41%	42%	45%	48%	46%	48%

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.

Q5. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Netflix	597	184	136	**	**	29	57	**	**	320	86	597	-
	40%	47%	43%	**	**	23%	22%	**	**	45% b	23%	85% b	-%
Amazon Prime Video	246	65	66	**	**	18	24	**	**	132	42	246	-
	16%	17%	21%	**	**	14%	9%	**	**	19% b	11%	35% b	-%
NOW TV	119	35	33	**	**	9	10	**	**	68	19	119	-
	8%	9%	10%	**	**	7%	4%	**	**	10% b	5%	17% b	-%
ITV Hub+ (premium service with no adverts)	16	4	3	**	**	-	-	**	**	7	-	16	-
	1%	1%	1%	**	**	-%	-%	**	**	1% b	-%	2% b	-%
You Tube Premium (monthly paid subscription, ad free)	12	4	1	**	**	1	-	**	**	5	1	12	-
	1%	1%	*%	**	**	*%	-%	**	**	1%	*%	2% b	-%
Disney Life	12	5	2	**	**	-	1	**	**	7	1	12	-
	1%	1%	1%	**	**	-%	*%	**	**	1%	*%	2% b	-%
Hayu	4	1	2	**	**	-	-	**	**	2	-	4	-
	*%	*%	1%	**	**	-%	-%	**	**	*%	-%	1% b	-%
Eleven Sports	4	3	1	**	**	-	1	**	**	3	1	4	-
	*%	1%	*%	**	**	-%	*%	**	**	*%	*%	1% b	-%
Any other paid-for streaming services	3	2	*	**	**	-	-	**	**	2	-	3	-
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*% 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. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
SUMMARY													
ANY OTT SERVICES	699	212	159	**	**	41	68	**	**	371	109	699	-
	47%	54%	51%	**	**	33%	27%	**	**	53% b	29%	100% b	-%
No, none	801	178	154	**	**	85	186	**	**	332	271	-	801
	53%	46%	49%	**	**	67%	73%	**	**	47%	71% a	-%	100% 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.

Q5. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Netflix	597	107	191	**	56	227	142	286	150	578	20	3	285	238	75
	40%	39%	48%	**	42%	35%	59%	49%	35%	46%	8%	3%	55%	44%	17%
			ae		e		bcdef	cef	ef	cef	f		bc	c	
Amazon Prime Video	246	53	76	**	23	88	49	111	71	231	15	2	103	104	39
	16%	19%	19%	**	17%	14%	20%	19%	17%	19%	6%	2%	20%	19%	9%
		e	e				ef	ef	ef	ef	f		c	c	
NOW TV	119	33	28	**	15	42	27	62	24	114	5	-	64	39	16
	8%	12%	7%	**	12%	6%	11%	11%	6%	9%	2%	-%	12%	7%	4%
		be			be		cef	cef	ef	cef	f		bc	c	
ITV Hub+ (premium service with no adverts)	16	2	3	**	2	10	7	4	4	15	2	*	9	4	3
	1%	1%	1%	**	2%	1%	3%	1%	1%	1%	1%	*%	2%	1%	1%
							bcdef						c		
You Tube Premium (monthly paid subscription, ad free)	12	3	1	**	3	5	5	5	1	11	*	-	8	3	1
	1%	1%	*%	**	2%	1%	2%	1%	*%	1%	*%	-%	2%	1%	*%
		b			b		cdef						bc		
Disney Life	12	3	4	**	-	3	4	5	3	12	-	-	8	4	-
	1%	1%	1%	**	-%	1%	2%	1%	1%	1%	-%	-%	2%	1%	-%
							ef	e	e	e			c	c	
Hayu	4	-	2	**	-	2	2	2	1	4	-	-	3	1	1
	*%	-%	1%	**	-%	*%	1%	*%	*%	*%	-%	-%	*%	*%	*%
							e								
Eleven Sports	4	1	3	**	-	-	-	1	2	3	1	1	-	3	1
	*%	*%	1%	**	-%	-%	-%	*%	*%	*%	*%	1%	-%	1%	*%
			e											a	
Any other paid-for streaming services	3	-	*	**	1	2	1	2	1	3	*	-	2	-	1
	*%	-%	*%	**	1%	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%
													b		
SUMMARY															
ANY OTT SERVICES	699	133	216	**	65	266	159	331	179	669	31	6	324	276	99
	47%	49%	54%	**	49%	41%	66%	57%	42%	54%	12%	5%	63%	51%	22%
		e	e		e		bcdef	cef	ef	cef	f		bc	c	

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

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

Q5. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
No, none	801	141	186	**	67	379	83	250	245	578	221	109	193	261	345
	53%	51%	46%	**	51%	59%	34%	43%	58%	46%	88%	95%	37%	49%	78%
						abd		a	abd	a	abcd	abcde		a	ab

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

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

Q5. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Netflix	597	287	310	189	208	98	102	521	76	507	44	30	**	59	139	117
	40%	38%	41%	49% cd	45% cd	38% d	26%	40%	41%	40%	40%	46%	**	32%	46% a	54% ab
Amazon Prime Video	246	116	129	96	86	34	30	211	35	213	16	12	**	21	50	64
	16%	16%	17%	25% bcd	19% cd	13% d	8%	16%	19%	17%	15%	18%	**	12%	17% a	30% ab
NOW TV	119	59	60	37	38	19	24	99	20	108	5	6	**	16	26	30
	8%	8%	8%	10% d	8%	7%	6%	8%	11% a	8%	5%	9%	**	9%	9%	14% b
ITV Hub+ (premium service with no adverts)	16	9	7	5	6	3	3	14	2	15	1	-	**	1	2	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	*%	1%	2% a
You Tube Premium (monthly paid subscription, ad free)	12	5	7	2	4	4	2	10	2	10	-	-	**	1	4	-
	1%	1%	1%	*%	1%	1% d	*%	1%	1%	1%	-%	-%	**	1%	1% c	-%
Disney Life	12	6	6	5	4	2	1	12	-	8	3	-	**	2	5	1
	1%	1%	1%	1%	1%	1%	*%	1%	-%	1%	3% ac	-%	**	1%	2%	*%
Hayu	4	2	2	1	1	1	1	4	-	3	1	-	**	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	1% a	-%	**	*%	*%	-%
Eleven Sports	4	1	3	2	1	-	*	4	-	4	-	-	**	*	1	1
	*%	*%	*%	1%	*%	-%	*%	*%	-%	*%	-%	-%	**	*%	*%	*%
Any other paid-for streaming services	3	-	3	1	*	1	2	2	1	3	-	*	**	1	-	1
	*%	-%	*% a	*%	*%	*%	*%	*%	1%	*%	-%	*%	**	*%	-%	*%

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

Any break column with 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. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
SUMMARY																
ANY OTT SERVICES	699	343	356	217	245	114	123	604	95	597	48	37	**	68	162	143
	47%	46%	47%	56%	54%	44%	31%	46%	51%	47%	43%	57%	**	37%	54%	65%
				cd	cd	d						ab			a	ab
No, none	801	405	396	170	213	143	275	711	90	682	62	28	**	117	136	75
	53%	54%	53%	44%	46%	56%	69%	54%	49%	53%	57%	43%	**	63%	46%	35%
						ab	abc			c	c			bc	c	

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Netflix	597	67	483
	40%	25%	43%
			a
Amazon Prime Video	246	33	198
	16%	12%	18%
			a
NOW TV	119	20	88
	8%	7%	8%
ITV Hub+ (premium service with no adverts)	16	3	12
	1%	1%	1%
You Tube Premium (monthly paid subscription, ad free)	12	1	9
	1%	*%	1%
Disney Life	12	-	10
	1%	-%	1%
			a
Hayu	4	1	3
	*%	*%	*%
Eleven Sports	4	1	3
	*%	*%	*%
Any other paid-for streaming services	3	*	3
	*%	*%	*%
SUMMARY			
ANY OTT SERVICES	699	84	565
	47%	31%	51%
			a
No, none	801	182	546
	53%	69%	49%
		b	

Columns Tested: a,b

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

Q6A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
EE	364 26%	19 24%	201 27%	30 24%	190 27%	147 27%	73 26%	32 32%	21 32%	335 26%	29 25%	342 26%	22 25%	222 25%	142 29% a	50 29%
O2	317 23%	14 18%	182 24%	30 24%	166 24%	131 24%	64 23%	21 21%	15 22%	317 25% b	- -%	317 24% b	- -%	194 22% c	123 25% c	28 16%
Vodafone	204 15%	14 18%	110 15%	19 15%	105 15%	77 14%	47 17%	13 13%	8 12%	197 15% b	8 7%	198 15% b	6 7%	115 13%	90 18% ac	22 13%
'3' / Three Mobile	176 13%	8 11%	85 11%	14 11%	79 11%	64 12%	29 10%	13 13%	10 15%	176 14% b	- -%	176 13% b	- -%	127 14% b	49 10%	19 11%
Tesco	99 7%	10 12% b	48 6%	10 8%	47 7%	35 7%	22 8%	7 7%	6 9%	99 8% b	- -%	99 8% b	- -%	69 8%	30 6%	12 7%
Virgin Media	67 5%	2 2%	36 5%	4 3%	34 5%	28 5%	10 3%	4 4%	3 4%	39 3%	28 24% a	45 3%	22 25% a	47 5%	20 4%	6 4%
GiffGaff	62 4%	4 5%	21 3%	5 4%	20 3%	20 4%	5 2%	4 4%	1 1%	62 5% b	- -%	62 5% b	- -%	50 6% b	12 2%	12 7% b
Sky	26 2%	- -%	20 3% a	1 1%	19 3%	13 2%	7 3%	1 1%	1 1%	6 *%	21 18% a	10 1%	16 18% a	20 2%	6 1%	9 5% ab
BT	25 2%	- -%	19 2% a	2 2%	17 2%	8 1%	11 4% ac	1 1%	1 1%	6 *%	19 16% a	10 1%	15 17% a	16 2%	9 2%	2 1%
Lycamobile	10 1%	1 1%	2 *%	1 1%	2 *%	2 *%	1 *%	1 1%	1 1%	10 1%	- -%	10 1%	- -%	7 1%	3 1%	3 2%
TalkTalk	10 1%	2 3% b	5 1%	2 2%	5 1%	5 1%	2 1%	1 1%	- -%	4 *%	6 5% a	5 *%	5 5% a	6 1%	4 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.

Q6A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
iD	7	-	4	-	4	3	1	1	1	7	-	7	-	6	1	2
	*%	-%	1%	-%	1%	1%	*%	1%	2%	1%	-%	1%	-%	1% b	*%	1% b
Lebara	6	*	1	*	1	1	1	-	-	6	-	6	-	4	2	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
Utility Warehouse	5	-	4	-	4	3	1	-	-	1	4	2	3	4	*	-
	*%	-%	1%	-%	1%	1%	*%	-%	-%	*%	3% a	*%	4% a	*%	*%	-%
Asda Mobile	5	-	2	-	2	2	1	-	-	5	-	5	-	4	*	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	1%
Plusnet	4	-	4	1	3	2	1	-	-	3	1	4	1	4	*	1
	*%	-%	*%	1%	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	1% b
Talkmobile	4	1	1	1	1	1	1	-	-	4	-	4	-	3	1	1
	*%	1% b	*%	1%	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
Smarty	1	*	*	*	*	*	-	*	-	1	-	1	-	1	-	1
	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	-%	*%
Other supplier	5	3	2	3	1	*	4	*	*	5	-	5	-	1	4	*
	*%	4% b	*%	3% b	*%	*%	2% a	*%	*%	*%	-%	*%	-%	*%	1% 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.

Q6A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
EE	364	15	228	31	212	158	85	38	24	46	140	52	134
	26%	22%	28%	25%	28%	29%	26%	34% b	32%	29%	27%	28%	28%
O2	317	10	193	26	177	126	77	22	16	33	133	43	123
	23%	14%	24% a	21%	23%	23%	24%	20%	21%	21%	26%	23%	25%
Vodafone	204	8	119	13	114	72	55	13	8	32	65	33	63
	15%	12%	15%	11%	15%	13%	17% a	12%	11%	20% b	13%	18%	13%
'3' / Three Mobile	176	14	91	21	85	71	35	15	13	16	59	19	57
	13%	21% b	11%	17% b	11%	13%	11%	14%	17% b	10%	12%	10%	12%
Tesco	99	5	49	6	48	38	16	7	6	11	27	11	27
	7%	7%	6%	5%	6%	7%	5%	6%	9%	7%	5%	6%	6%
Virgin Media	67	*	40	3	37	26	14	4	2	4	31	6	29
	5%	*%	5% a	2%	5%	5%	4%	3%	3%	3%	6% a	3%	6%
GiffGaff	62	11	22	12	21	21	12	5	2	8	12	8	12
	4%	15% b	3%	10% b	3%	4%	4%	4%	2%	5% b	2%	4%	2%
Sky	26	1	22	2	20	12	11	1	1	-	22	3	19
	2%	1%	3%	2%	3%	2%	3%	1%	1%	-%	4% a	1%	4% a
BT	25	-	20	2	18	9	11	1	1	3	9	5	7
	2%	-%	2%	2%	2%	2%	3% a	1%	1%	2%	2%	3%	1%
Lycamobile	10	2	3	2	3	4	1	1	1	-	1	-	1
	1%	3% b	*%	2% b	*%	1%	*%	1%	1%	-%	*%	-%	*%
TalkTalk	10	*	6	1	5	5	1	1	*	-	4	1	3
	1%	*%	1%	1%	1%	1%	*%	1%	*%	-%	1%	*%	1%

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

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Q6A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
iD	7 *%	- -%	4 1%	- -%	4 1%	3 1%	1 *%	1 1%	1 1%	1 1%	3 1%	1 1%	3 1%
Lebara	6 *%	2 3% b	2 *%	2 2% b	1 *%	2 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Utility Warehouse	5 *%	- -%	5 1%	* *%	4 1%	3 1%	2 1%	- -%	- -%	2 1%	1 *%	2 1%	1 *%
Asda Mobile	5 *%	- -%	2 *%	- -%	2 *%	1 *%	1 *%	- -%	- -%	1 1%	1 *%	1 1%	1 *%
Plusnet	4 *%	* *%	4 *%	1 1%	3 *%	2 *%	2 *%	* *%	* *%	1 1%	2 *%	1 1%	2 *%
Talkmobile	4 *%	- -%	1 *%	* *%	1 *%	1 *%	* *%	- -%	- -%	- -%	* *%	* *%	- -%
Smarty	1 *%	* 1% b	* *%	* *%	* *%	1 *%	- -%	* *%	- -%	- -%	- -%	- -%	- -%
Other supplier	5 *%	* *%	2 *%	1 1%	1 *%	* *%	2 1%	* *%	* *%	* *%	1 *%	1 1% 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. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
EE	364	105	81	**	**	26	53	**	**	186	79	193	171
	26%	28%	28%	**	**	22%	25%	**	**	28%	24%	28% b	24%
O2	317	89	77	**	**	24	41	**	**	166	65	157	159
	23%	24%	26%	**	**	21%	19%	**	**	25% b	20%	23%	22%
Vodafone	204	50	46	**	**	23	25	**	**	96	49	94	110
	15%	13%	16%	**	**	20% b	12%	**	**	14%	15%	14%	15%
'3' / Three Mobile	176	47	29	**	**	15	30	**	**	75	45	97	78
	13%	12%	10%	**	**	13%	14%	**	**	11%	14%	14% b	11%
Tesco	99	22	16	**	**	12	26	**	**	39	37	35	64
	7%	6%	6%	**	**	10%	12%	**	**	6%	11% a	5%	9% a
Virgin Media	67	23	12	**	**	3	4	**	**	35	7	30	37
	5%	6%	4%	**	**	2%	2%	**	**	5% b	2%	4%	5%
GiffGaff	62	14	7	**	**	5	16	**	**	20	21	30	32
	4%	4%	2%	**	**	5%	8%	**	**	3%	7% a	4%	4%
Sky	26	10	12	**	**	-	-	**	**	22	-	14	12
	2%	3%	4%	**	**	-%	-%	**	**	3% b	-%	2%	2%
BT	25	6	6	**	**	2	6	**	**	12	8	12	13
	2%	2%	2%	**	**	2%	3%	**	**	2%	2%	2%	2%
Lycamobile	10	-	1	**	**	2	2	**	**	1	4	2	8
	1%	-%	*%	**	**	2%	1%	**	**	*%	1% a	*%	1% a
TalkTalk	10	3	1	**	**	1	1	**	**	4	2	3	6
	1%	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.

Q6A. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
iD	7	3	1	**	**	-	1	**	**	4	1	4	3
	*%	1%	*%	**	**	-%	*%	**	**	1%	*%	1%	*%
Lebara	6	1	*	**	**	-	1	**	**	1	1	3	3
	*%	*%	*%	**	**	-%	*%	**	**	*%	*%	*%	*%
Utility Warehouse	5	1	2	**	**	-	1	**	**	3	1	4	*
	*%	*%	1%	**	**	-%	1%	**	**	*%	*%	1% b	*%
Asda Mobile	5	1	1	**	**	1	1	**	**	2	2	1	4
	*%	*%	*%	**	**	1%	*%	**	**	*%	*%	*%	1%
Plusnet	4	1	2	**	**	1	*	**	**	3	1	1	3
	*%	*%	1%	**	**	1%	*%	**	**	*%	*%	*%	*%
Talkmobile	4	-	*	**	**	1	1	**	**	*	2	1	3
	*%	-%	*%	**	**	1%	1%	**	**	*%	1% a	*%	*%
Smarty	1	-	-	**	**	-	-	**	**	-	-	1	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
Other supplier	5	-	1	**	**	1	2	**	**	1	3	*	5
	*%	-%	*%	**	**	1%	1%	**	**	*%	1%	*%	1% 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.

Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
EE	364	69	113	**	45	134	69	159	99	328	36	15	152	139	73
	26%	27%	29%	**	36%	23%	29%	28%	25%	27%	20%	22%	30%	26%	21%
			e		ae		e	e		e			c	c	
O2	317	61	119	**	15	122	52	134	97	282	34	9	117	123	77
	23%	24%	30%	**	12%	21%	22%	23%	24%	23%	19%	12%	23%	23%	22%
		d	ade			d	f	f	ef	ef					
Vodafone	204	48	54	**	19	84	31	79	61	171	33	13	62	79	63
	15%	19%	14%	**	15%	15%	13%	14%	15%	14%	18%	19%	12%	15%	18%
		be									bd				a
'3' / Three Mobile	176	33	50	**	9	83	43	81	42	165	10	3	77	73	26
	13%	13%	13%	**	7%	15%	18%	14%	10%	14%	6%	4%	15%	14%	7%
		d	d			d	cdef	cef	ef	cef			c	c	
Tesco	99	22	25	**	2	49	9	28	34	71	28	13	24	26	48
	7%	8%	6%	**	2%	9%	4%	5%	9%	6%	15%	18%	5%	5%	14%
		d	d			d			abd		abcd	abcd			ab
Virgin Media	67	4	9	**	11	25	13	19	25	57	10	3	24	24	19
	5%	2%	2%	**	9%	4%	5%	3%	6%	5%	6%	5%	5%	5%	5%
					abe	ab			b						
GiffGaff	62	10	11	**	1	40	13	29	15	57	6	2	29	21	12
	4%	4%	3%	**	1%	7%	5%	5%	4%	5%	3%	3%	6%	4%	3%
		d				abd							c		
Sky	26	1	1	**	4	4	2	13	9	24	3	1	8	12	6
	2%	1%	*%	**	3%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%
					abe										
BT	25	*	1	**	11	5	5	8	5	17	8	2	6	10	9
	2%	*%	*%	**	9%	1%	2%	1%	1%	1%	4%	3%	1%	2%	3%
					abe						bcd	c			a
Lycamobile	10	2	-	**	1	7	1	6	2	9	2	*	2	6	2
	1%	1%	-%	**	1%	1%	*%	1%	*%	1%	1%	*%	*%	1%	1%
		b			b	b								a	
TalkTalk	10	-	*	**	3	3	1	3	1	6	3	2	3	2	4
	1%	-%	*%	**	2%	1%	1%	1%	*%	1%	2%	4%	1%	*%	1%
					abe						bcd	abcd			

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

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

Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
iD	7	2	3	**	-	2	1	2	3	6	1	*	1	3	3
	*%	1%	1%	**	-%	*%	*%	*%	1%	*%	1%	*%	*%	*%	1%
Lebara	6	1	1	**	*	5	*	3	3	6	*	*	1	3	2
	*%	*%	*%	**	*%	1%	*%	1%	1%	*%	*%	*%	*%	1%	1%
Utility Warehouse	5	-	1	**	4	-	-	1	2	4	1	*	-	2	3
	*%	-%	*%	**	3%	-%	-%	*%	1%	*%	1%	1%	-%	*%	1%
					abe										a
Asda Mobile	5	1	1	**	-	2	-	3	1	4	1	1	1	2	2
	*%	*%	*%	**	-%	*%	-%	*%	*%	*%	*%	1%	*%	*%	*%
Plusnet	4	1	1	**	2	*	-	1	2	3	2	-	1	1	3
	*%	*%	*%	**	1%	*%	-%	*%	*%	*%	1%	-%	*%	*%	1%
					e						d				
Talkmobile	4	1	-	**	*	3	1	2	-	3	1	1	2	1	1
	*%	*%	-%	**	*%	*%	*%	*%	-%	*%	1%	1%	*%	*%	*%
											c	c			
Smarty	1	*	-	**	-	1	-	1	*	1	-	-	*	*	-
	*%	*%	-%	**	-%	*%	-%	*%	*%	*%	-%	-%	*%	*%	-%
Other supplier	5	1	1	**	-	3	-	1	*	1	4	3	1	*	4
	*%	*%	*%	**	-%	1%	-%	*%	*%	*%	2%	4%	*%	*%	1%
											abcd	abcd			ab

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

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

Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
EE	364	193	171	105	122	57	80	324	40	312	22	23	**	43	86	60
	26%	28%	24%	28% d	28% d	24%	23%	26%	23%	26%	23%	40% ab	**	25%	29%	28%
O2	317	138	179	76	109	47	85	264	53	262	24	11	**	35	67	45
	23%	20%	25% a	21%	25% c	19%	24%	21%	31% a	22%	25%	19%	**	20%	23%	21%
Vodafone	204	101	103	67	59	40	38	176	28	177	16	8	**	20	38	38
	15%	15%	15%	18% bd	14%	17% d	11%	14%	17%	15%	17%	14%	**	12%	13%	18% a
'3' / Three Mobile	176	86	89	42	53	35	46	161	15	155	13	4	**	17	38	35
	13%	12%	13%	11%	12%	15%	13%	13% b	9%	13% c	14% c	6%	**	10%	13%	17% a
Tesco	99	52	47	21	20	22	35	86	13	84	6	6	**	18	18	5
	7%	7%	7%	6%	5%	9% ab	10% ab	7%	8%	7%	6%	11%	**	11% bc	6% c	3%
Virgin Media	67	39	28	19	23	9	16	63	4	63	-	1	**	7	15	11
	5%	6% b	4%	5%	5%	4%	5%	5% b	2%	5% b	-%	2%	**	4%	5%	5%
GiffGaff	62	32	30	12	19	8	23	58	4	54	5	3	**	15	15	7
	4%	5%	4%	3%	4%	3%	7% ac	5% b	2%	5%	5%	5%	**	9% bc	5%	3%
Sky	26	14	13	7	9	4	6	23	4	20	2	1	**	4	3	3
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	**	2%	1%	1%
BT	25	13	12	12	6	3	3	19	5	21	3	1	**	2	4	4
	2%	2%	2%	3% bcd	1%	1%	1%	2%	3% a	2%	3%	1%	**	1%	1%	2%
Lycamobile	10	2	8	1	3	4	3	10	1	10	-	-	**	3	2	1
	1%	*%	1% a	*%	1%	1% a	1%	1%	*%	1%	-%	-%	**	2%	1%	*%
TalkTalk	10	3	7	2	4	2	2	9	1	8	*	-	**	1	1	2
	1%	*%	1%	1%	1%	1%	1%	1%	1%	1%	*%	-%	**	1%	*%	1%

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

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Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
iD	7	5	2	*	2	2	2	6	1	7	-	-	**	2	2	-
	*%	1%	*%	*%	*%	1% a	1%	*%	*%	1%	-%	-%	**	1%	1%	-%
Lebara	6	4	3	1	1	2	2	6	1	6	*	-	**	1	1	1
	*%	1%	*%	*%	*%	1% b	1%	*%	*%	1%	*%	-%	**	1%	*%	*%
Utility Warehouse	5	2	3	1	1	1	1	4	*	4	-	*	**	*	1	1
	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%	-%	1%	**	*%	*%	*%
Asda Mobile	5	2	2	-	1	2	2	4	1	2	3	-	**	1	1	-
	*%	*%	*%	-%	*%	1%	1%	*%	1%	*%	3% a	-%	**	1%	*%	-%
Plusnet	4	1	3	-	2	2	1	4	*	4	*	-	**	1	1	-
	*%	*%	*%	-%	*%	1%	*%	*%	*%	*%	*%	-%	**	*%	*%	-%
Talkmobile	4	4	*	1	2	*	1	4	-	3	1	-	**	-	1	-
	*%	1% b	*%	*%	*%	*%	*%	*%	-%	*%	1%	-%	**	-%	*%	-%
Smarty	1	*	*	*	*	-	*	1	-	1	*	-	**	*	-	*
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	*%	-%	**	*%	-%	*%
Other supplier	5	2	3	2	1	*	2	5	-	4	-	-	**	1	*	1
	*%	*%	*%	1%	*%	*%	1%	*%	-%	*%	-%	-%	**	1%	*%	*%

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

Any break column with 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. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
EE	364	42	297
	26%	19%	28%
			a
O2	317	55	234
	23%	25%	22%
Vodafone	204	31	156
	15%	14%	15%
'3' / Three Mobile	176	17	144
	13%	8%	14%
			a
Tesco	99	32	60
	7%	15%	6%
		b	
Virgin Media	67	11	51
	5%	5%	5%
GiffGaff	62	13	46
	4%	6%	4%
Sky	26	4	19
	2%	2%	2%
BT	25	6	16
	2%	3%	2%
Lycamobile	10	*	9
	1%	*%	1%
TalkTalk	10	1	7
	1%	*%	1%
iD	7	*	5
	*%	*%	*%
Lebara	6	1	5
	*%	*%	*%

Columns Tested: a,b

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

Q6A. (SHOWCARD) Which provider do you use for your Mobile Phone service?

Base : Those responsible for a mobile phone

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
Utility Warehouse	5	1	3
	*%	1%	*%
Asda Mobile	5	1	3
	*%	1%	*%
Plusnet	4	*	3
	*%	*%	*%
Talkmobile	4	1	1
	*%	*%	*%
Smarty	1	-	1
	*%	-%	*%
Other supplier	5	2	2
	*%	1%	*%

Columns Tested: a,b

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
Less than 3 months	36	1	19	1	18	15	5	7	5	33	3	34	2	32	3	32
	3%	1%	3%	1%	3%	3%	2%	8% ab	7% ab	3%	2%	3%	2%	4% b	1%	18% ab
3-6 months	38	1	20	2	19	16	5	9	4	31	7	32	5	30	8	28
	3%	2%	3%	2%	3%	3%	2%	9% ab	6% b	2%	6% a	2%	6% a	3% b	2%	17% ab
7-12 months	109	1	41	3	38	31	11	13	10	99	10	100	8	93	16	68
	8%	1%	5% a	3%	5%	6%	4%	13% ab	15% ab	8%	9%	8%	9%	10% b	3%	39% ab
More than a year, up to 2 years	180	5	77	11	72	59	23	12	7	165	15	169	11	145	35	16
	13%	7%	10%	8%	10%	11%	8%	12%	10%	13%	13%	13%	12%	16% bc	7%	9%
More than 2 years, up to 4 years	264	13	138	24	127	108	43	15	10	238	26	245	19	203	61	8
	19%	17%	18%	20%	18%	20% b	15%	15%	16%	19%	23%	19%	21%	23% bc	12% c	5%
More than 4 years, up to 6 years	205	13	104	18	98	77	40	11	6	193	13	195	11	144	61	6
	15%	17%	14%	15%	14%	14%	14%	12%	8%	15%	11%	15%	12%	16% bc	12% c	4%
More than 6 years, up to 10 years	188	10	99	17	92	70	40	13	10	177	11	180	8	95	93	4
	13%	13%	13%	14%	13%	13%	14%	14%	16%	14%	10%	14%	9%	11% c	19% ac	2%
More than 10 years	347	31	237	45	223	161	106	17	14	320	27	324	23	141	205	8
	25%	40% b	32%	36%	32%	30% cd	38% acd	18%	21%	25%	23%	25%	25%	16% c	41% ac	5%
Don't know/ can't remember	30	2	13	3	13	6	9	1	-	26	3	27	3	17	13	1
	2%	2%	2%	2%	2%	1%	3% a	1%	-%	2%	3%	2%	4%	2%	3% c	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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
SUMMARY																
UP TO 2 YEARS	362	8	156	17	147	121	43	41	26	328	34	335	27	300	62	144
	26%	10%	21%	14%	21%	22%	15%	42%	39%	26%	30%	26%	30%	33%	12%	84%
			a		a	b		ab	ab					b		ab
MORE THAN 2, UP TO 4 YEARS	264	13	138	24	127	108	43	15	10	238	26	245	19	203	61	8
	19%	17%	18%	20%	18%	20%	15%	15%	16%	19%	23%	19%	21%	23%	12%	5%
						b								bc	c	
MORE THAN 4, UP TO 10 YEARS	393	23	203	36	190	146	80	25	16	369	24	375	19	239	154	11
	28%	30%	27%	29%	27%	27%	28%	25%	24%	29%	21%	29%	21%	27%	31%	6%
										b		b		c	ac	
MORE THAN 10 YEARS	347	31	237	45	223	161	106	17	14	320	27	324	23	141	205	8
	25%	40%	32%	36%	32%	30%	38%	18%	21%	25%	23%	25%	25%	16%	41%	5%
		b				cd	acd							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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
Less than 3 months	36	1	20	3	19	14	7	7	4	3	15	3	15
	3%	2%	2%	2%	2%	3%	2%	7% ab	6% ab	2%	3%	1%	3%
3-6 months	38	3	21	4	20	17	7	9	4	6	13	7	11
	3%	4%	3%	3%	3%	3%	2%	8% ab	6% b	4%	2%	4%	2%
7-12 months	109	4	47	7	44	34	17	16	12	7	30	10	27
	8%	6%	6%	5%	6%	6%	5%	14% ab	16% ab	5%	6%	5%	6%
More than a year, up to 2 years	180	11	85	17	79	64	32	12	8	17	51	23	45
	13%	15%	10%	13%	10%	12%	10%	11%	10%	11%	10%	12%	9%
More than 2 years, up to 4 years	264	11	146	23	134	110	46	15	11	25	91	31	85
	19%	15%	18%	19%	18%	20% bc	14%	14%	15%	16%	18%	17%	18%
More than 4 years, up to 6 years	205	11	121	20	112	83	49	14	7	23	75	27	70
	15%	16%	15%	16%	15%	15%	15%	12%	10%	14%	15%	14%	15%
More than 6 years, up to 10 years	188	15	106	22	98	72	49	14	10	25	67	27	65
	13%	21% b	13%	18% b	13%	13%	15%	13%	14%	16%	13%	15%	13%
More than 10 years	347	13	251	28	237	152	112	22	17	50	163	57	156
	25%	19%	31% a	22%	31% a	28% c	34% acd	20%	23%	32%	32%	31%	32%
Don't know/ can't remember	30	*	15	1	14	5	10	1	-	2	8	2	8
	2%	*%	2%	1%	2%	1%	3% ad	1%	-%	1%	2%	1%	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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
SUMMARY													
UP TO 2 YEARS	362	19	173	30	162	130	62	44	28	33	109	43	99
	26%	28%	21%	24%	21%	23%	19%	40%	38%	21%	21%	23%	20%
						b		ab	ab				
MORE THAN 2, UP TO 4 YEARS	264	11	146	23	134	110	46	15	11	25	91	31	85
	19%	15%	18%	19%	18%	20%	14%	14%	15%	16%	18%	17%	18%
						bc							
MORE THAN 4, UP TO 10 YEARS	393	26	226	42	210	155	97	28	18	48	142	55	135
	28%	38%	28%	34%	28%	28%	30%	25%	24%	30%	28%	29%	28%
		b											
MORE THAN 10 YEARS	347	13	251	28	237	152	112	22	17	50	163	57	156
	25%	19%	31%	22%	31%	28%	34%	20%	23%	32%	32%	31%	32%
			a		a	c	acd						

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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
Less than 3 months	36	12	6	**	**	1	4	**	**	18	6	17	18
	3%	3%	2%	**	**	1%	2%	**	**	3%	2%	3%	3%
3-6 months	38	7	11	**	**	2	5	**	**	19	7	16	22
	3%	2%	4%	**	**	2%	3%	**	**	3%	2%	2%	3%
7-12 months	109	24	14	**	**	9	9	**	**	37	18	56	53
	8%	6%	5%	**	**	8%	4%	**	**	6%	6%	8%	7%
More than a year, up to 2 years	180	48	19	**	**	11	23	**	**	68	34	106	74
	13%	13% b	7%	**	**	10%	11%	**	**	10%	11%	15% b	10%
More than 2 years, up to 4 years	264	75	40	**	**	25	42	**	**	116	67	128	136
	19%	20% b	14%	**	**	22%	20%	**	**	17%	20%	19%	19%
More than 4 years, up to 6 years	205	54	43	**	**	18	31	**	**	97	49	95	111
	15%	14%	15%	**	**	16%	15%	**	**	15%	15%	14%	16%
More than 6 years, up to 10 years	188	49	43	**	**	13	35	**	**	92	48	97	91
	13%	13%	14%	**	**	11%	17%	**	**	14%	15%	14%	13%
More than 10 years	347	101	112	**	**	32	55	**	**	213	87	164	183
	25%	27%	38% a	**	**	28%	26%	**	**	32% b	27%	24%	26%
Don't know/ can't remember	30	4	6	**	**	3	7	**	**	10	10	5	24
	2%	1%	2%	**	**	2%	3%	**	**	1%	3% a	1%	3% a
SUMMARY													
UP TO 2 YEARS	362	91	51	**	**	24	41	**	**	142	65	195	167
	26%	24% b	17%	**	**	21%	19%	**	**	21%	20%	28% b	23%

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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
MORE THAN 2, UP TO 4 YEARS	264	75	40	**	**	25	42	**	**	116	67	128	136
	19%	20% b	14%	**	**	22%	20%	**	**	17%	20%	19%	19%
MORE THAN 4, UP TO 10 YEARS	393	104	86	**	**	31	66	**	**	190	97	192	202
	28%	28%	29%	**	**	27%	31%	**	**	28%	30%	28%	28%
MORE THAN 10 YEARS	347	101	112	**	**	32	55	**	**	213	87	164	183
	25%	27%	38% a	**	**	28%	26%	**	**	32% b	27%	24%	26%

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.

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
Less than 3 months	36	3	14	**	2	16	6	18	9	33	3	1	16	14	5
	3%	1%	3%	**	2%	3%	2%	3%	2%	3%	2%	1%	3%	3%	2%
			a			a							c		
3-6 months	38	8	7	**	3	16	11	17	6	34	4	1	19	13	6
	3%	3%	2%	**	3%	3%	4%	3%	2%	3%	2%	2%	4%	3%	2%
							ce						c		
7-12 months	109	13	21	**	10	62	37	42	20	99	10	4	59	32	18
	8%	5%	5%	**	8%	11%	16%	7%	5%	8%	5%	6%	12%	6%	5%
						ab	bcdef			ce			bc		
More than a year, up to 2 years	180	29	36	**	12	94	53	71	40	163	17	8	94	54	31
	13%	11%	9%	**	10%	16%	22%	12%	10%	13%	9%	11%	18%	10%	9%
						abd	bcdef			ce			bc		
More than 2 years, up to 4 years	264	46	68	**	20	117	58	106	70	233	31	13	113	89	62
	19%	18%	17%	**	16%	20%	24%	18%	17%	19%	17%	19%	22%	17%	17%
							bcde						bc		
More than 4 years, up to 6 years	205	40	55	**	22	84	39	96	52	187	18	8	90	73	42
	15%	15%	14%	**	18%	15%	16%	17%	13%	15%	10%	12%	18%	14%	12%
							e	ce		e			bc		
More than 6 years, up to 10 years	188	34	55	**	16	80	25	82	58	164	23	7	67	75	46
	13%	13%	14%	**	13%	14%	10%	14%	14%	14%	13%	10%	13%	14%	13%
More than 10 years	347	81	130	**	36	89	10	133	136	280	66	20	49	165	133
	25%	31%	33%	**	29%	16%	4%	23%	34%	23%	37%	29%	10%	31%	37%
		e	e		e			a	abd	a	abd	a		a	ab
Don't know/ can't remember	30	5	6	**	3	15	2	9	10	20	10	6	4	11	15
	2%	2%	1%	**	3%	3%	1%	2%	2%	2%	5%	8%	1%	2%	4%
											abcd	abcd		a	ab
SUMMARY															
UP TO 2 YEARS	362	53	77	**	28	188	107	147	75	329	33	15	188	114	60
	26%	21%	20%	**	22%	33%	45%	26%	19%	27%	18%	21%	37%	22%	17%
						abd	bcdef	ce		ce			bc	c	

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

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
MORE THAN 2, UP TO 4 YEARS	264	46	68	**	20	117	58	106	70	233	31	13	113	89	62
	19%	18%	17%	**	16%	20%	24%	18%	17%	19%	17%	19%	22%	17%	17%
							bcde						bc		
MORE THAN 4, UP TO 10 YEARS	393	73	110	**	38	165	63	178	110	351	42	16	156	149	88
	28%	28%	28%	**	30%	29%	26%	31%	27%	29%	23%	23%	31%	28%	25%
								ef		e			c		
MORE THAN 10 YEARS	347	81	130	**	36	89	10	133	136	280	66	20	49	165	133
	25%	31%	33%	**	29%	16%	4%	23%	34%	23%	37%	29%	10%	31%	37%
		e	e		e			a	abd	a	abd	a		a	ab

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

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
Less than 3 months	36	21	15	6	12	7	10	33	3	31	3	2	**	8	6	3
	3%	3%	2%	2%	3%	3%	3%	3%	2%	3%	3%	3%	**	4% bc	2%	2%
3-6 months	38	21	16	8	11	9	10	35	3	34	2	1	**	4	12	5
	3%	3%	2%	2%	3%	4%	3%	3%	2%	3%	2%	1%	**	3%	4%	2%
7-12 months	109	50	58	20	41	23	24	96	13	92	6	5	**	14	23	20
	8%	7%	8%	5%	9% a	10% a	7%	8%	7%	8%	6%	8%	**	8%	8%	9%
More than a year, up to 2 years	180	83	97	41	62	33	43	157	23	155	14	5	**	22	38	27
	13%	12%	14%	11%	14%	14%	12%	13%	13%	13%	15%	9%	**	13%	13%	13%
More than 2 years, up to 4 years	264	137	127	77	83	38	66	240	25	226	14	17	**	35	63	35
	19%	20%	18%	21% c	19%	16%	19%	20% b	15%	19%	15%	29% ab	**	20%	21%	16%
More than 4 years, up to 6 years	205	107	99	54	57	37	57	189	16	180	14	7	**	25	39	30
	15%	15%	14%	15%	13%	15%	16%	15% b	10%	15%	15%	13%	**	15%	13%	14%
More than 6 years, up to 10 years	188	94	94	56	56	29	46	155	33	165	10	7	**	27	33	37
	13%	14%	13%	15%	13%	12%	13%	13%	19% a	14%	11%	11%	**	16%	11%	18% b
More than 10 years	347	170	176	99	107	56	84	299	48	294	26	14	**	35	76	56
	25%	25%	25%	27%	25%	23%	24%	24%	28%	25%	28%	24%	**	21%	26%	26%
Don't know/ can't remember	30	9	21	7	6	8	10	23	7	20	5	1	**	2	5	-
	2%	1%	3% a	2%	1%	3% b	3%	2%	4% a	2%	6% a	2%	**	1%	2% c	-%
SUMMARY																
UP TO 2 YEARS	362	175	186	76	126	72	87	321	41	312	25	12	**	48	78	55
	26%	25%	27%	21%	29% a	30% a	25%	26%	24%	26%	26%	20%	**	28%	27%	26%

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

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
MORE THAN 2, UP TO 4 YEARS	264	137	127	77	83	38	66	240	25	226	14	17	**	35	63	35
	19%	20%	18%	21% c	19%	16%	19%	20% b	15%	19%	15%	29% ab	**	20%	21%	16%
MORE THAN 4, UP TO 10 YEARS	393	201	192	111	113	66	103	344	49	345	24	14	**	52	72	67
	28%	29%	27%	30%	26%	28%	29%	28%	29%	29%	26%	24%	**	30%	25%	32% b
MORE THAN 10 YEARS	347	170	176	99	107	56	84	299	48	294	26	14	**	35	76	56
	25%	25%	25%	27%	25%	23%	24%	24%	28%	25%	28%	24%	**	21%	26%	26%

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

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
Less than 3 months	36	5	30
	3%	2%	3%
3-6 months	38	6	26
	3%	3%	2%
7-12 months	109	10	90
	8%	5%	8%
			a
More than a year, up to 2 years	180	27	140
	13%	12%	13%
More than 2 years, up to 4 years	264	44	196
	19%	20%	18%
More than 4 years, up to 6 years	205	31	159
	15%	14%	15%
More than 6 years, up to 10 years	188	29	148
	13%	13%	14%
More than 10 years	347	59	255
	25%	27%	24%
Don't know/ can't remember	30	9	18
	2%	4%	2%
		b	
SUMMARY			
UP TO 2 YEARS	362	48	286
	26%	22%	27%
			a

Columns Tested: a,b

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

Q6F. (SHOWCARD) How long has (PROVIDER) been providing your Mobile Phone service?

Base : Those responsible for a mobile phone

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
MORE THAN 2, UP TO 4 YEARS	264	44	196
	19%	20%	18%
MORE THAN 4, UP TO 10 YEARS	393	60	307
	28%	27%	29%
MORE THAN 10 YEARS	347	59	255
	25%	27%	24%

Columns Tested: a,b

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

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
BT	286	107	179	127	159	96	190	13	9	202	23	208	17	130	95	20
	31%	81% b	23%	69% b	22%	17%	55% acd	13%	13%	28%	23%	28%	22%	24%	33% ac	24%
Sky	266	2	265	10	256	199	67	30	19	238	18	241	15	175	81	26
	29%	1%	34% a	6%	35% a	35% b	20%	30% b	28% b	33% b	18%	32% b	19%	33% b	28%	31%
Virgin Media	167	4	164	13	155	115	52	20	16	138	22	142	18	103	57	17
	18%	3%	21% a	7%	21% a	20% b	15%	20%	23% b	19%	23%	19%	23%	19%	20%	20%
TalkTalk	74	4	70	7	66	55	18	12	8	65	6	66	5	52	19	7
	8%	3%	9% a	4%	9% a	10% b	5%	12% b	11% b	9%	6%	9%	6%	10% b	7%	9%
Plusnet	29	2	27	5	24	28	1	6	5	24	2	25	2	17	9	2
	3%	1%	4% a	3%	3%	5% b	*%	6% b	7% b	3%	2%	3%	2%	3%	3%	2%
EE	26	-	26	3	23	22	4	8	6	8	17	12	13	17	9	4
	3%	-%	3% a	2%	3%	4% b	1%	8% ab	9% ab	1%	17% a	2%	17% a	3%	3%	5%
Vodafone	13	1	13	1	12	13	1	2	1	7	7	8	5	9	5	2
	1%	*%	2%	1%	2%	2% b	*%	2% b	2% b	1%	7% a	1%	6% a	2%	2%	3%
Utility Warehouse	11	-	11	-	11	10	1	1	-	8	3	8	3	8	3	1
	1%	-%	1% a	-%	2% a	2% b	*%	1%	-%	1%	3% a	1%	4% a	2%	1%	2%
Post Office	11	3	8	3	8	10	1	2	2	10	-	10	-	8	1	1
	1%	2%	1%	2%	1%	2% b	*%	2% b	2% b	1%	-%	1%	-%	2%	1%	1%
NOW TV/ NOW Broadband	7	-	7	1	6	5	2	5	1	7	-	7	-	5	2	1
	1%	-%	1%	1%	1%	1%	1%	5% ab	2%	1%	-%	1%	-%	1%	1%	2%
KCOM	4	1	3	1	2	-	4	-	-	4	-	4	-	2	2	-
	*%	*%	*%	1%	*%	-%	1% a	-%	-%	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.

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
SSE	2	1	1	2	1	2	*	-	-	2	-	2	-	1	1	*
	*%	1%	*%	1% b	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
First Utility	2	-	2	1	1	1	1	1	1	2	-	2	-	-	2	-
	*%	-%	*%	*%	*%	*%	*%	1%	1%	*%	-%	*%	-%	-%	1% a	-%
John Lewis	1	-	1	-	1	1	-	-	-	1	-	1	-	1	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
GiffGaff	1	1	-	1	-	1	-	-	-	1	-	1	-	-	1	-
	*%	*% b	-%	*% b	-%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
POP Telecom	1	-	1	-	1	1	-	-	-	1	-	1	-	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
The Phone Co-op	*	*	*	*	*	*	-	*	-	*	-	*	-	*	*	-
	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	-%
Other supplier	9	9	-	9	-	8	1	1	1	7	1	7	1	6	2	1
	1%	7% b	-%	5% b	-%	1% b	*%	1%	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.

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
BT	286	**	192	29	172	96	104	15	11	66	67	77	56
	31%	**	24%	44% b	23%	19%	35% acd	16%	16%	53% b	14%	51% b	12%
Sky	266	**	261	8	254	175	87	28	18	2	242	10	234
	29%	**	33%	12%	35% a	34%	30%	29%	27%	1%	50% a	7%	51% a
Virgin Media	167	**	161	8	153	99	62	21	16	12	131	16	127
	18%	**	20%	12%	21% a	19%	21%	22%	23%	9%	27% a	11%	28% a
TalkTalk	74	**	68	3	65	50	18	12	8	10	28	11	27
	8%	**	9%	5%	9%	10% b	6%	12% b	12% b	8%	6%	7%	6%
Plusnet	29	**	28	3	25	26	2	7	5	7	4	8	3
	3%	**	4%	5%	3%	5% b	1%	7% b	7% b	6% b	1%	5% b	1%
EE	26	**	26	3	23	19	7	6	4	9	5	10	4
	3%	**	3%	5%	3%	4%	2%	6% b	6% b	7% b	1%	6% b	1%
Vodafone	13	**	13	1	12	11	2	2	1	6	-	6	-
	1%	**	2%	1%	2%	2% b	1%	2%	2%	5% b	-%	4% b	-%
Utility Warehouse	11	**	11	-	11	10	2	1	-	3	*	3	*
	1%	**	1%	-%	2%	2% b	1%	1%	-%	3% b	*%	2% b	*%
Post Office	11	**	8	*	8	7	1	2	2	3	-	3	-
	1%	**	1%	*%	1%	1% b	*%	2% b	2% b	3% b	-%	2% b	-%
NOW TV/ NOW Broadband	7	**	7	1	6	5	3	4	2	2	4	2	3
	1%	**	1%	1%	1%	1%	1%	4% ab	3%	1%	1%	2%	1%
KCOM	4	**	3	1	2	-	3	-	-	-	-	-	-
	*%	**	*%	1%	*%	-%	1% a	-%	-%	-%	-%	-%	-%

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

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Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
SSE	2	**	1	1	1	1	1	-	-	-	-	-	-
	*%	**	*%	1% b	*%	*%	*%	-%	-%	-%	-%	-%	-%
First Utility	2	**	2	1	1	*	2	-	-	1	-	1	-
	*%	**	*%	1%	*%	*%	1% a	-%	-%	*%	-%	*%	-%
John Lewis	1	**	1	-	1	1	-	-	-	1	-	1	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
GiffGaff	1	**	-	1	-	1	-	-	-	-	-	-	-
	*%	**	-%	1% b	-%	*%	-%	-%	-%	-%	-%	-%	-%
POP Telecom	1	**	1	-	1	1	-	-	-	1	-	1	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
The Phone Co-op	*	**	*	-	*	*	-	*	-	-	-	-	-
	*%	**	*%	-%	*%	*%	-%	*%	-%	-%	-%	-%	-%
Other supplier	9	**	1	7	1	7	1	1	1	4	-	4	-
	1%	**	*%	10% b	*%	1% b	*%	1%	1%	3% b	-%	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.

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
BT	286	62	71	**	**	37	86	**	**	133	124	101	186
	31%	18%	27% a	**	**	47%	55%	**	**	22%	52% a	24%	37% a
Sky	266	148	96	**	**	6	5	**	**	244	11	139	127
	29%	43%	37%	**	**	8%	3%	**	**	40% b	5%	33% b	26%
Virgin Media	167	83	60	**	**	5	12	**	**	143	18	81	86
	18%	24%	23%	**	**	7%	8%	**	**	24% b	7%	20%	17%
TalkTalk	74	25	13	**	**	7	20	**	**	38	27	29	44
	8%	7%	5%	**	**	9%	13%	**	**	6%	11% a	7%	9%
Plusnet	29	5	6	**	**	12	5	**	**	11	16	19	10
	3%	1%	2%	**	**	14% b	3%	**	**	2%	7% a	5% b	2%
EE	26	10	4	**	**	2	6	**	**	14	8	11	15
	3%	3%	2%	**	**	3%	4%	**	**	2%	4%	3%	3%
Vodafone	13	4	2	**	**	3	3	**	**	6	6	9	4
	1%	1%	1%	**	**	4%	2%	**	**	1%	2% a	2% b	1%
Utility Warehouse	11	2	2	**	**	-	7	**	**	4	7	6	5
	1%	1%	1%	**	**	-%	4% a	**	**	1%	3% a	1%	1%
Post Office	11	3	1	**	**	3	4	**	**	3	7	4	7
	1%	1%	*%	**	**	4%	2%	**	**	1%	3% a	1%	1%
NOW TV/ NOW Broadband	7	2	3	**	**	-	1	**	**	6	1	7	-
	1%	1%	1%	**	**	-%	*%	**	**	1%	*%	2% b	-%
KCOM	4	-	-	**	**	2	2	**	**	-	4	3	1
	*%	-%	-%	**	**	2%	1%	**	**	-%	2% a	1%	*%

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

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Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
SSE	2	-	-	**	**	1	1	**	**	-	2	-	2
	*%	-%	-%	**	**	1%	*%	**	**	-%	1% a	-%	*%
First Utility	2	-	1	**	**	-	1	**	**	1	1	1	1
	*%	-%	*%	**	**	-%	1%	**	**	*%	1%	*%	*%
John Lewis	1	-	1	**	**	-	1	**	**	1	1	1	-
	*%	-%	*%	**	**	-%	*%	**	**	*%	*%	*%	-%
GiffGaff	1	-	-	**	**	-	1	**	**	-	1	1	-
	*%	-%	-%	**	**	-%	*%	**	**	-%	*%	*%	-%
POP Telecom	1	-	1	**	**	-	-	**	**	1	-	1	-
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
The Phone Co-op	*	-	-	**	**	-	-	**	**	-	-	-	*
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	-%	*%
Other supplier	9	3	1	**	**	1	3	**	**	4	4	3	6
	1%	1%	*%	**	**	1%	2%	**	**	1%	2%	1%	1%

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

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Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
BT	286	120	36	**	36	88	**	72	90	166	119	64	27	91	166
	31%	44%	9%	**	47%	79%	**	20%	29%	24%	57%	65%	16%	24%	47%
		b			b	abd			bd		bcd	bcde		a	ab
Sky	266	22	222	**	4	2	**	127	107	241	25	10	61	138	67
	29%	8%	55%	**	5%	1%	**	36%	34%	34%	12%	10%	35%	36%	19%
		e	ade					ef	ef	ef			c	c	
Virgin Media	167	29	111	**	6	4	**	69	61	140	28	10	38	75	54
	18%	10%	28%	**	8%	3%	**	19%	19%	20%	13%	10%	22%	20%	15%
		e	ade		e			ef	ef	ef			c	c	
TalkTalk	74	40	23	**	3	4	**	33	21	59	14	7	19	30	24
	8%	15%	6%	**	5%	3%	**	9%	7%	8%	7%	7%	11%	8%	7%
		bde											c		
Plusnet	29	23	4	**	2	1	**	13	11	26	4	*	5	15	10
	3%	8%	1%	**	3%	1%	**	4%	4%	4%	2%	*%	3%	4%	3%
		bde						ef	ef	ef					
EE	26	7	2	**	14	-	**	13	9	22	4	1	8	10	9
	3%	2%	1%	**	18%	-%	**	4%	3%	3%	2%	1%	4%	3%	2%
		be			abe										
Vodafone	13	6	-	**	7	1	**	8	2	12	1	*	4	7	3
	1%	2%	-%	**	9%	*%	**	2%	1%	2%	1%	1%	2%	2%	1%
		b			abe			ce							
Utility Warehouse	11	8	-	**	3	-	**	5	4	9	2	1	2	5	5
	1%	3%	-%	**	4%	-%	**	1%	1%	1%	1%	1%	1%	1%	1%
		be			be										
Post Office	11	8	-	**	-	3	**	4	2	6	5	1	3	2	6
	1%	3%	-%	**	-%	3%	**	1%	1%	1%	2%	1%	2%	*%	2%
		bd				b					cd		b		b
NOW TV/ NOW Broadband	7	3	4	**	-	-	**	5	*	7	-	-	3	4	-
	1%	1%	1%	**	-%	-%	**	1%	*%	1%	-%	-%	2%	1%	-%
								ce		ce			c	c	
KCOM	4	3	-	**	-	1	**	2	1	3	1	1	1	2	1
	*%	1%	-%	**	-%	1%	**	*%	*%	*%	*%	1%	*%	1%	*%
		b													

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

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Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
SSE	2	1	-	**	-	1	**	-	1	1	2	1	-	1	2
	*%	*%	-%	**	-%	1% b	**	-%	*%	*%	1% bd	1% bd	-%	*%	*%
First Utility	2	2	-	**	-	-	**	1	-	1	1	*	1	1	1
	*%	1% b	-%	**	-%	-%	**	*%	-%	*%	*%	*%	*%	*%	*%
John Lewis	1	1	-	**	-	-	**	-	1	1	-	-	-	1	1
	*%	*%	-%	**	-%	-%	**	-%	*%	*%	-%	-%	-%	*%	*%
GiffGaff	1	-	-	**	-	1	**	1	-	1	-	-	1	-	-
	*%	-%	-%	**	-%	1%	**	*%	-%	*%	-%	-%	*%	-%	-%
POP Telecom	1	1	-	**	-	-	**	-	1	1	-	-	-	-	1
	*%	*%	-%	**	-%	-%	**	-%	*%	*%	-%	-%	-%	-%	*%
The Phone Co-op	*	*	-	**	-	*	**	*	*	*	-	-	-	*	-
	*%	*%	-%	**	-%	*%	**	*%	*%	*%	-%	-%	-%	*%	-%
Other supplier	9	-	-	**	1	8	**	4	2	7	2	1	4	2	4
	1%	-%	-%	**	2% ab	7% abd	**	1%	1%	1%	1%	1%	2% b	*%	1%

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

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

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
BT	286	149	137	80	83	50	73	231	55	243	19	**	**	27	40	49
	31%	33%	30%	31%	29%	31%	36% b	29%	46% a	31%	38%	**	**	26%	20%	31% b
Sky	266	123	144	75	95	49	48	237	29	214	16	**	**	31	74	49
	29%	27%	31% a	28%	33% d	31% d	23%	30%	24%	27%	33%	**	**	31%	37%	31%
Virgin Media	167	90	77	53	51	28	36	164	4	148	10	**	**	17	38	25
	18%	20%	17%	20%	18%	18%	18%	21% b	3%	19%	20%	**	**	17%	19%	16%
TalkTalk	74	33	41	17	21	16	19	67	6	69	1	**	**	10	21	11
	8%	7%	9%	6%	7%	10%	9%	8%	5%	9% b	2%	**	**	10%	11%	7%
Plusnet	29	18	11	15	8	3	4	22	8	27	1	**	**	2	10	7
	3%	4%	3%	6% bcd	3%	2%	2%	3%	6% a	3%	2%	**	**	2%	5%	4%
EE	26	12	14	7	7	4	8	19	7	25	1	**	**	5	5	4
	3%	3%	3%	3%	2%	3%	4%	2%	6% a	3%	2%	**	**	5%	2%	2%
Vodafone	13	7	6	5	3	2	3	12	1	13	-	**	**	3	1	2
	1%	2%	1%	2%	1%	1%	1%	2%	1%	2%	-%	**	**	3% b	*%	1%
Utility Warehouse	11	5	6	4	4	1	2	8	3	10	-	**	**	2	3	2
	1%	1%	1%	2%	1%	1%	1%	1%	3% a	1%	-%	**	**	2%	2%	1%
Post Office	11	4	7	1	5	2	3	10	1	10	-	**	**	*	3	2
	1%	1%	2%	*%	2%	1%	1%	1%	1%	1%	-%	**	**	*%	1%	2%
NOW TV/ NOW Broadband	7	5	2	3	3	1	1	5	2	6	1	**	**	*	2	3
	1%	1%	1%	1%	1%	*%	*%	1%	1%	1%	2%	**	**	*%	1%	2%
KCOM	4	1	2	-	1	*	2	4	-	4	-	**	**	-	1	-
	*%	*%	1%	-%	*%	*%	1% a	*%	-%	1%	-%	**	**	-%	*%	-%

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

Any break column with 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. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
SSE	2	1	1	-	1	*	1	2	-	2	*	**	**	1	1	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	*%	**	**	1%	*%	-%
First Utility	2	1	1	-	*	1	1	1	1	2	*	**	**	-	1	-
	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	**	**	-%	*%	-%
John Lewis	1	1	1	-	1	-	1	1	1	1	-	**	**	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	**	**	-%	-%	-%
GiffGaff	1	1	-	-	-	1	-	1	-	1	-	**	**	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	**	**	-%	-%	-%
POP Telecom	1	-	1	-	-	-	1	1	-	1	-	**	**	1	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	**	**	1%	-%	-%
The Phone Co-op	*	*	*	-	*	*	-	*	-	*	-	**	**	*	-	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	-%	**	**	*%	-%	-%
Other supplier	9	4	5	2	2	2	3	7	2	8	1	**	**	2	2	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	2%	1%	1%

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

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Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
BT	286	75	187
	31%	44%	28%
		b	
Sky	266	40	209
	29%	24%	31%
			a
Virgin Media	167	22	132
	18%	13%	20%
			a
TalkTalk	74	11	56
	8%	6%	8%
Plusnet	29	6	21
	3%	4%	3%
EE	26	2	22
	3%	1%	3%
			a
Vodafone	13	3	10
	1%	2%	2%
Utility Warehouse	11	5	6
	1%	3%	1%
		b	
Post Office	11	3	8
	1%	2%	1%
NOW TV/ NOW Broadband	7	*	5
	1%	*%	1%
KCOM	4	1	2
	*%	1%	*%
SSE	2	*	2
	*%	*%	*%

Columns Tested: a,b

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

Q6B. (SHOWCARD) Which provider do you use for your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
First Utility	2	*	2
	*%	*%	*%
John Lewis	1	1	1
	*%	*%	*%
GiffGaff	1	-	-
	*%	-%	-%
POP Telecom	1	1	-
	*%	*%	-%
		b	
The Phone Co-op	*	*	*
	*%	*%	*%
Other supplier	9	2	6
	1%	1%	1%

Columns Tested: a,b

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
Less than 3 months	22	1	21	2	19	21	1	20	15	18	3	19	3	13	9	5
	2%	1%	3%	1%	3%	4% b	*%	20% ab	22% ab	3%	3%	2%	4%	2%	3%	6% a
3-6 months	31	1	30	4	27	23	8	23	15	25	5	26	5	21	10	9
	3%	1%	4% a	2%	4%	4% b	2%	23% ab	22% ab	3%	6%	3%	6%	4%	3%	10% ab
7-12 months	62	3	58	4	57	55	7	45	30	55	4	56	3	44	15	15
	7%	3%	8% a	2%	8% a	10% b	2%	45% ab	45% ab	8%	4%	8%	4%	8% b	5%	18% ab
More than a year, up to 2 years	105	7	98	18	88	81	25	6	4	90	11	94	7	75	27	9
	12%	6%	13% a	10%	12%	14% bcd	7%	6%	7%	12%	12%	13%	9%	14% b	9%	11%
More than 2 years, up to 4 years	137	6	131	15	122	112	25	1	1	112	23	117	18	95	39	12
	15%	5%	17% a	8%	17% a	20% bcd	7% cd	1%	1%	15%	23% a	16%	23% a	18% b	13%	14%
More than 4 years, up to 6 years	108	7	100	11	96	85	23	1	1	94	7	94	7	72	29	9
	12%	6%	13% a	6%	13% a	15% bcd	7% cd	1%	1%	13% b	7%	13%	9%	14%	10%	10%
More than 6 years, up to 10 years	103	10	93	15	88	70	33	1	-	85	12	89	9	62	35	8
	11%	8%	12% a	8%	12% a	12% cd	10% cd	1%	-%	12%	12%	12%	11%	12%	12%	9%
More than 10 years	333	95	238	114	219	117	216	3	2	238	31	243	26	147	122	17
	36%	72% b	31%	62% b	30%	21% cd	63% acd	3%	3%	33%	31%	33%	33%	28%	42% ac	20%
Don't know/ can't remember	11	1	10	1	10	5	6	-	-	8	1	8	1	6	4	1
	1%	1%	1%	1%	1%	1%	2%	-%	-%	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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
SUMMARY																
UP TO 2 YEARS	220	13	207	28	192	180	40	94	64	188	25	195	18	152	61	38
	24%	10%	27%	15%	26%	32%	12%	94%	96%	26%	25%	26%	23%	28%	21%	45%
			a		a	b		ab	ab					b		ab
MORE THAN 2, UP TO 4 YEARS	137	6	131	15	122	112	25	1	1	112	23	117	18	95	39	12
	15%	5%	17%	8%	17%	20%	7%	1%	1%	15%	23%	16%	23%	18%	13%	14%
			a		a	bcd	cd				a		a	b		
MORE THAN 4, UP TO 10 YEARS	211	17	193	26	185	155	56	2	1	179	20	183	16	134	64	17
	23%	13%	25%	14%	25%	27%	16%	2%	1%	25%	20%	25%	20%	25%	22%	20%
			a		a	bcd	cd									
MORE THAN 10 YEARS	333	95	238	114	219	117	216	3	2	238	31	243	26	147	122	17
	36%	72%	31%	62%	30%	21%	63%	3%	3%	33%	31%	33%	33%	28%	42%	20%
		b		b		cd	acd								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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
Less than 3 months	22	**	22	1	21	20	2	20	17	5	9	5	9
	2%	**	3%	1%	3%	4%	1%	21%	25%	4%	2%	3%	2%
						b		ab	ab				
3-6 months	31	**	30	4	28	24	7	23	13	5	17	7	15
	3%	**	4%	5%	4%	5%	3%	24%	20%	4%	3%	4%	3%
						b		ab	ab				
7-12 months	62	**	58	1	57	51	7	42	29	12	30	12	29
	7%	**	7%	2%	8%	10%	2%	44%	43%	9%	6%	8%	6%
					a	b		ab	ab				
More than a year, up to 2 years	105	**	101	13	90	80	23	5	3	13	61	20	54
	12%	**	13%	20%	12%	16%	8%	5%	4%	11%	13%	13%	12%
				b		bcd							
More than 2 years, up to 4 years	137	**	132	11	124	109	26	2	2	18	79	24	74
	15%	**	17%	17%	17%	21%	9%	2%	2%	15%	16%	16%	16%
						bcd	cd						
More than 4 years, up to 6 years	108	**	100	7	95	73	29	1	1	16	65	17	64
	12%	**	13%	11%	13%	14%	10%	1%	1%	13%	13%	11%	14%
						bcd	cd						
More than 6 years, up to 10 years	103	**	95	5	91	57	39	*	*	11	73	14	71
	11%	**	12%	8%	12%	11%	13%	*%	1%	9%	15%	9%	16%
						cd	cd				a		a
More than 10 years	333	**	238	23	221	90	155	3	3	43	141	52	133
	36%	**	30%	36%	30%	18%	53%	3%	5%	35%	29%	34%	29%
						cd	acd						
Don't know/ can't remember	11	**	10	-	10	4	6	-	-	1	7	1	7
	1%	**	1%	-%	1%	1%	2%	-%	-%	*%	1%	*%	2%
							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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
SUMMARY													
UP TO 2 YEARS	220	**	211	19	196	175	39	90	62	34	117	44	107
	24%	**	27%	28%	27%	34% b	13%	93% ab	91% ab	28%	24%	29%	24%
MORE THAN 2, UP TO 4 YEARS	137	**	132	11	124	109	26	2	2	18	79	24	74
	15%	**	17%	17%	17%	21% bcd	9% cd	2%	2%	15%	16%	16%	16%
MORE THAN 4, UP TO 10 YEARS	211	**	195	12	186	130	68	2	1	28	138	31	135
	23%	**	25%	19%	25%	26% cd	23% cd	2%	1%	22%	29%	20%	30% a
MORE THAN 10 YEARS	333	**	238	23	221	90	155	3	3	43	141	52	133
	36%	**	30%	36%	30%	18% cd	53% acd	3%	5%	35%	29%	34%	29%

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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
Less than 3 months	22	10	4	**	**	2	3	**	**	14	5	14	7
	2%	3%	1%	**	**	3%	2%	**	**	2%	2%	3% b	1%
3-6 months	31	13	9	**	**	1	5	**	**	22	6	17	14
	3%	4%	3%	**	**	2%	3%	**	**	4%	3%	4%	3%
7-12 months	62	32	10	**	**	6	8	**	**	42	14	33	29
	7%	9% b	4%	**	**	7%	5%	**	**	7%	6%	8%	6%
More than a year, up to 2 years	105	50	24	**	**	14	12	**	**	74	25	58	47
	12%	14% b	9%	**	**	17% b	7%	**	**	12%	11%	14% b	9%
More than 2 years, up to 4 years	137	71	26	**	**	13	19	**	**	98	33	65	72
	15%	21% b	10%	**	**	17%	12%	**	**	16%	14%	16%	14%
More than 4 years, up to 6 years	108	53	29	**	**	8	11	**	**	81	19	60	48
	12%	15%	11%	**	**	10%	7%	**	**	13% b	8%	14% b	10%
More than 6 years, up to 10 years	103	51	34	**	**	3	10	**	**	84	13	56	46
	11%	15%	13%	**	**	3%	6%	**	**	14% b	5%	14% b	9%
More than 10 years	333	64	120	**	**	32	87	**	**	185	119	109	223
	36%	19%	46% a	**	**	40%	56% a	**	**	30%	50% a	26%	45% a
Don't know/ can't remember	11	3	5	**	**	*	2	**	**	8	2	2	10
	1%	1%	2%	**	**	1%	1%	**	**	1%	1%	*%	2% 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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
SUMMARY													
UP TO 2 YEARS	220	104	46	**	**	23	28	**	**	151	51	123	97
	24%	30%	18%	**	**	29%	18%	**	**	25%	22%	30%	20%
		b				b						b	
MORE THAN 2, UP TO 4 YEARS	137	71	26	**	**	13	19	**	**	98	33	65	72
	15%	21%	10%	**	**	17%	12%	**	**	16%	14%	16%	14%
		b											
MORE THAN 4, UP TO 10 YEARS	211	103	62	**	**	11	21	**	**	166	31	116	94
	23%	30%	24%	**	**	13%	13%	**	**	27%	13%	28%	19%
		b								b		b	
MORE THAN 10 YEARS	333	64	120	**	**	32	87	**	**	185	119	109	223
	36%	19%	46%	**	**	40%	56%	**	**	30%	50%	26%	45%
			a				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.

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
Less than 3 months	22	9	9	**	3	*	**	15	2	20	1	-	11	8	2
	2%	3%	2%	**	4%	*%	**	4%	1%	3%	1%	-%	6%	2%	1%
		e	e		e			cef		cef			bc	c	
3-6 months	31	11	13	**	3	1	**	15	10	30	1	*	10	15	6
	3%	4%	3%	**	4%	1%	**	4%	3%	4%	1%	*%	6%	4%	2%
		e	e		e			ef	ef	ef			c	c	
7-12 months	62	27	28	**	4	3	**	31	22	58	4	2	21	29	11
	7%	10%	7%	**	5%	3%	**	9%	7%	8%	2%	2%	12%	8%	3%
		e	e					ef	ef	ef			bc	c	
More than a year, up to 2 years	105	37	50	**	6	4	**	57	33	97	9	3	38	47	21
	12%	14%	12%	**	8%	4%	**	16%	10%	14%	4%	3%	21%	12%	6%
		e	e					cef	ef	cef			bc	c	
More than 2 years, up to 4 years	137	42	68	**	14	4	**	76	42	123	14	4	41	61	35
	15%	15%	17%	**	18%	4%	**	21%	13%	17%	7%	4%	23%	16%	10%
		e	e		e			cef	ef	cef			bc	c	
More than 4 years, up to 6 years	108	34	57	**	7	6	**	56	37	95	12	4	23	53	31
	12%	12%	14%	**	9%	5%	**	16%	12%	14%	6%	4%	13%	14%	9%
		e	e					ef	ef	ef			c	c	
More than 6 years, up to 10 years	103	17	64	**	9	7	**	35	49	87	16	5	15	51	37
	11%	6%	16%	**	11%	6%	**	10%	16%	12%	8%	5%	9%	13%	10%
			ae		a			f	bef	ef					
More than 10 years	333	93	107	**	31	85	**	70	113	185	147	79	16	112	204
	36%	34%	27%	**	40%	76%	**	20%	36%	26%	71%	80%	9%	29%	58%
		b			b	abd			bd	b	bcd	bcde		a	ab
Don't know/ can't remember	11	3	6	**	*	1	**	3	6	9	3	2	-	5	6
	1%	1%	2%	**	*%	1%	**	1%	2%	1%	1%	2%	-%	1%	2%
															a

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

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
SUMMARY															
UP TO 2 YEARS	220	84	100	**	16	8	**	118	66	205	15	5	80	100	40
	24%	31%	25%	**	21%	8%	**	33%	21%	29%	7%	5%	46%	26%	11%
		bde	e		e			cef	ef	cef			bc	c	
MORE THAN 2, UP TO 4 YEARS	137	42	68	**	14	4	**	76	42	123	14	4	41	61	35
	15%	15%	17%	**	18%	4%	**	21%	13%	17%	7%	4%	23%	16%	10%
		e	e		e			cef	ef	cef			bc	c	
MORE THAN 4, UP TO 10 YEARS	211	51	121	**	16	13	**	91	86	182	28	9	39	104	68
	23%	19%	30%	**	21%	11%	**	25%	27%	26%	14%	9%	22%	27%	19%
		e	ade		e			ef	ef	ef				c	
MORE THAN 10 YEARS	333	93	107	**	31	85	**	70	113	185	147	79	16	112	204
	36%	34%	27%	**	40%	76%	**	20%	36%	26%	71%	80%	9%	29%	58%
		b			b	abd			bd	b	bcd	bcde		a	ab

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

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Less than 3 months	22	9	13	6	6	4	6	18	4	20	1	**	**	3	7	4
	2%	2%	3%	2%	2%	3%	3%	2%	3%	3%	1%	**	**	3%	4%	2%
3-6 months	31	12	19	6	9	6	10	26	5	28	1	**	**	3	13	5
	3%	3%	4%	2%	3%	4%	5%	3%	4%	4%	2%	**	**	3%	6%	3%
7-12 months	62	34	28	23	16	12	11	56	6	54	3	**	**	9	20	15
	7%	8%	6%	9%	6%	7%	5%	7%	5%	7%	6%	**	**	9%	10%	10%
More than a year, up to 2 years	105	51	54	26	31	18	30	92	13	92	5	**	**	14	27	22
	12%	11%	12%	10%	11%	11%	15% a	12%	11%	12%	10%	**	**	14%	13%	14%
More than 2 years, up to 4 years	137	60	77	45	48	23	22	117	20	123	4	**	**	21	32	26
	15%	13%	17% a	17% d	17% d	14%	11%	15%	16%	16% b	7%	**	**	21%	16%	17%
More than 4 years, up to 6 years	108	57	50	40	37	20	12	95	13	90	5	**	**	9	30	24
	12%	13%	11%	15% d	13% d	13% d	6%	12%	11%	11%	10%	**	**	8%	15% a	15% a
More than 6 years, up to 10 years	103	52	51	23	35	19	27	94	9	89	5	**	**	13	24	17
	11%	11%	11%	9%	12%	12%	13%	12% b	7%	11%	9%	**	**	13%	12%	11%
More than 10 years	333	175	157	91	100	55	86	284	48	282	24	**	**	30	47	43
	36%	39%	34%	35%	35%	35%	42% abc	36%	40%	36%	47% a	**	**	29%	23%	28%
Don't know/ can't remember	11	4	7	3	4	2	2	10	1	6	3	**	**	*	1	-
	1%	1%	2%	1%	2%	1%	1%	1%	1%	1%	7% a	**	**	*%	*%	-%
SUMMARY																
UP TO 2 YEARS	220	106	114	61	62	40	57	192	28	194	10	**	**	29	67	46
	24%	23%	25%	23%	22%	25%	28% b	24%	24%	25%	19%	**	**	28%	33%	29%

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

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
MORE THAN 2, UP TO 4 YEARS	137	60	77	45	48	23	22	117	20	123	4	**	**	21	32	26
	15%	13%	17%	17%	17%	14%	11%	15%	16%	16%	7%	**	**	21%	16%	17%
			a	d	d					b						
MORE THAN 4, UP TO 10 YEARS	211	109	101	62	71	39	38	189	22	179	10	**	**	21	55	41
	23%	24%	22%	24%	25%	24%	19%	24%	18%	23%	19%	**	**	21%	27%	26%
					d											
MORE THAN 10 YEARS	333	175	157	91	100	55	86	284	48	282	24	**	**	30	47	43
	36%	39%	34%	35%	35%	35%	42%	36%	40%	36%	47%	**	**	29%	23%	28%
							abc				a					

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

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Less than 3 months	22	3	16
	2%	2%	2%
3-6 months	31	3	25
	3%	2%	4%
7-12 months	62	7	47
	7%	4%	7%
More than a year, up to 2 years	105	16	84
	12%	9%	13%
More than 2 years, up to 4 years	137	19	107
	15%	11%	16%
			a
More than 4 years, up to 6 years	108	14	86
	12%	8%	13%
			a
More than 6 years, up to 10 years	103	16	78
	11%	9%	12%
More than 10 years	333	91	216
	36%	53%	32%
		b	
Don't know/ can't remember	11	2	9
	1%	1%	1%
SUMMARY			
UP TO 2 YEARS	220	30	171
	24%	18%	26%
			a

Columns Tested: a,b

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

Q6G. (SHOWCARD) How long has (PROVIDER) been providing your Landline phone or line rental service?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
MORE THAN 2, UP TO 4 YEARS	137	19	107
	15%	11%	16%
			a
MORE THAN 4, UP TO 10 YEARS	211	30	165
	23%	18%	25%
			a
MORE THAN 10 YEARS	333	91	216
	36%	53%	32%
		b	

Columns Tested: a,b

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

Q6J. (SHOWCARD) Thinking about your Landline phone or line rental 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
I am currently within my minimum contract period	431	21	410	41	389	298	133	91	62	360	52	371	42	265	147	54
	47%	16%	53%	22%	54%	52%	39%	91%	94%	50%	52%	50%	53%	50%	51%	63%
			a		a	b		ab	ab							ab
My minimum contract period has ended, I am out of contract	225	34	191	49	176	157	68	5	3	181	25	186	21	153	54	16
	25%	25%	25%	26%	24%	28%	20%	5%	5%	25%	26%	25%	26%	29%	19%	18%
						bcd	cd							bc		
I don't know whether I am within my minimum contract period or whether it has ended	124	18	106	29	96	68	56	2	1	101	9	104	6	66	44	8
	14%	14%	14%	16%	13%	12%	16%	2%	1%	14%	9%	14%	7%	12%	15%	9%
						cd	acd					b				
I'm not sure/don't know if I ever had a contract	132	60	72	66	66	46	86	1	1	83	13	84	11	51	44	8
	14%	45%	9%	36%	9%	8%	25%	1%	1%	11%	13%	11%	14%	10%	15%	9%
		b		b		cd	acd								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.

Q6J. (SHOWCARD) Thinking about your Landline phone or line rental 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
I am currently within my minimum contract period	431	**	411	28	390	274	144	86	59	64	244	77	231
	47%	**	52%	42%	53%	54%	49%	89%	88%	51%	50%	51%	51%
					a			ab	ab				
My minimum contract period has ended, I am out of contract	225	**	195	21	179	137	63	6	5	29	119	34	115
	25%	**	25%	32%	24%	27%	21%	6%	7%	24%	25%	22%	25%
						bcd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	124	**	108	9	100	64	45	3	1	16	75	24	67
	14%	**	14%	14%	14%	13%	15%	3%	2%	13%	16%	16%	15%
						cd	cd						
I'm not sure/don't know if I ever had a contract	132	**	72	8	68	33	43	2	2	15	45	17	43
	14%	**	9%	12%	9%	7%	14%	2%	3%	12%	9%	11%	9%
						c	acd						

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. (SHOWCARD) Thinking about your Landline phone or line rental 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
I am currently within my minimum contract period	431	184	123	**	**	33	62	**	**	307	95	223	207
	47%	53%	47%	**	**	42%	40%	**	**	51% b	40%	54% b	42%
My minimum contract period has ended, I am out of contract	225	90	59	**	**	22	38	**	**	149	60	108	116
	25%	26%	23%	**	**	27%	24%	**	**	25%	25%	26%	23%
I don't know whether I am within my minimum contract period or whether it has ended	124	48	43	**	**	9	14	**	**	91	24	53	72
	14%	14%	17%	**	**	12%	9%	**	**	15% b	10%	13%	14%
I'm not sure/don't know if I ever had a contract	132	25	35	**	**	16	42	**	**	59	57	31	101
	14%	7%	13% a	**	**	19%	27%	**	**	10%	24% a	8%	20% 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. (SHOWCARD) Thinking about your Landline phone or line rental 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
I am currently within my minimum contract period	431	145	213	**	34	16	**	202	143	365	65	22	103	205	122
	47%	53%	53%	**	45%	15%	**	56%	46%	52%	31%	22%	59%	54%	35%
		e	e		e			cef	ef	cef	f		c	c	
My minimum contract period has ended, I am out of contract	225	72	93	**	19	25	**	81	92	175	49	20	31	103	90
	25%	26%	23%	**	25%	23%	**	23%	29%	25%	24%	21%	18%	27%	26%
									bef					a	a
I don't know whether I am within my minimum contract period or whether it has ended	124	31	64	**	12	14	**	50	39	94	30	16	27	44	54
	14%	11%	16%	**	15%	12%	**	14%	12%	13%	15%	16%	15%	12%	15%
			a												b
I'm not sure/don't know if I ever had a contract	132	26	32	**	12	56	**	25	40	68	63	41	15	29	87
	14%	10%	8%	**	15%	50%	**	7%	13%	10%	30%	41%	8%	8%	25%
					ab	abd			bd		bcd	bcde			ab

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

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

Q6J. (SHOWCARD) Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
I am currently within my minimum contract period	431	221	209	128	135	82	86	382	49	385	18	**	**	49	108	93
	47%	49%	46%	49%	47%	51%	42%	48%	41%	49%	36%	**	**	49%	53%	60%
						d		b		b						a
My minimum contract period has ended, I am out of contract	225	123	102	76	63	37	49	190	35	204	6	**	**	27	48	41
	25%	27%	22%	29%	22%	23%	24%	24%	29%	26%	11%	**	**	27%	24%	26%
		b		b						b						
I don't know whether I am within my minimum contract period or whether it has ended	124	52	72	28	46	21	30	112	12	91	17	**	**	11	29	11
	14%	11%	16%	11%	16%	13%	14%	14%	10%	12%	34%	**	**	11%	14%	7%
			a		a						a				c	
I'm not sure/don't know if I ever had a contract	132	58	74	31	42	20	40	108	24	103	10	**	**	14	17	11
	14%	13%	16%	12%	15%	12%	19%	14%	20%	13%	19%	**	**	14%	8%	7%
							abc		a					c		

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

Any break column with 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. (SHOWCARD) Thinking about your Landline phone or line rental service and the contract you have with (PROVIDER), which of these statements best describes you?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
I am currently within my minimum contract period	431	62	333
	47%	36%	50%
			a
My minimum contract period has ended, I am out of contract	225	38	176
	25%	22%	26%
I don't know whether I am within my minimum contract period or whether it has ended	124	25	86
	14%	15%	13%
I'm not sure/don't know if I ever had a contract	132	46	73
	14%	27%	11%
		b	

Columns Tested: a,b

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

Q6M. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	~a	b	a	b	c	d	a	~b	a	~b	a	b	~c
Unweighted total	767	46	721	81	686	513	254	158	110	627	95	647	75	457	265	96
Effective Weighted Sample	660	35	625	65	595	448	212	136	94	547	80	562	64	399	228	83
Total	431	21	410	41	389	298	133	91	62	360	52	371	42	265	147	54
Very certain	351	**	335	**	320	238	113	82	57	297	**	305	**	215	123	**
	82%	**	82%	**	82%	80%	85%	90% a	92% a	82%	**	82%	**	81%	84%	**
Fairly certain	63	**	58	**	56	46	16	8	4	49	**	50	**	39	19	**
	15%	**	14%	**	14%	16% cd	12%	8%	7%	14%	**	13%	**	15%	13%	**
Not very certain	12	**	12	**	10	10	2	2	1	10	**	11	**	8	3	**
	3%	**	3%	**	3%	3%	2%	2%	2%	3%	**	3%	**	3%	2%	**
Don't know	5	**	4	**	4	4	1	-	-	5	**	5	**	3	1	**
	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.

Q6M. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	767	14	721	49	686	464	271	149	106	101	394	122	373
Effective Weighted Sample	660	11	626	41	595	407	230	127	91	94	364	113	344
Total	431	7	411	28	390	274	144	86	59	64	244	77	231
Very certain	351	**	336	**	321	218	123	76	53	54	201	64	191
	82%	**	82%	**	82%	80%	86%	88%	89%	85%	82%	83%	83%
							a	a	a				
Fairly certain	63	**	59	**	55	42	18	8	5	8	35	10	34
	15%	**	14%	**	14%	15%	13%	9%	9%	13%	14%	13%	15%
						c							
Not very certain	12	**	12	**	10	10	2	2	2	1	5	2	4
	3%	**	3%	**	3%	4%	1%	3%	3%	2%	2%	3%	2%
Don't know	5	**	4	**	4	4	*	-	-	-	3	1	2
	1%	**	1%	**	1%	2%	*%	-%	-%	-%	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.

Q6M. (SHOWCARD) You say you are [in/ 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 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	767	288	206	76	49	55	98	6	4	494	153	370	397
Effective Weighted Sample	660	267	190	72	46	51	90	6	4	457	141	327	335
Total	431	184	123	51	31	33	62	4	3	307	95	223	207
Very certain	351	152	103	**	**	**	**	**	**	254	76	183	168
	82%	83%	83%	**	**	**	**	**	**	83%	80%	82%	81%
Fairly certain	63	24	19	**	**	**	**	**	**	43	14	31	31
	15%	13%	16%	**	**	**	**	**	**	14%	15%	14%	15%
Not very certain	12	5	1	**	**	**	**	**	**	6	4	7	5
	3%	3%	1%	**	**	**	**	**	**	2%	4%	3%	2%
Don't know	5	2	1	**	**	**	**	**	**	3	1	2	3
	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.

Q6M. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	767	284	342	39	65	39	33	298	262	593	174	58	157	327	283
Effective Weighted Sample	660	229	317	35	53	29	28	267	238	526	156	50	139	292	249
Total	431	145	213	23	34	16	20	202	143	365	65	22	103	205	122
Very certain	351	119	174	**	**	**	**	156	123	296	55	**	81	166	104
	82%	82%	82%	**	**	**	**	77%	86%	81%	85%	**	79%	81%	85%
									b		b				
Fairly certain	63	19	31	**	**	**	**	36	15	55	8	**	19	28	15
	15%	13%	15%	**	**	**	**	18%	11%	15%	12%	**	18%	14%	12%
								c							
Not very certain	12	5	5	**	**	**	**	7	4	10	2	**	1	8	3
	3%	4%	2%	**	**	**	**	3%	3%	3%	3%	**	1%	4%	2%
Don't know	5	2	3	**	**	**	**	3	1	4	*	**	1	3	*
	1%	1%	1%	**	**	**	**	2%	1%	1%	*%	**	1%	2%	*%

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

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

Q6M. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	767	390	377	176	255	181	155	676	91	674	41	32	20	93	179	136
Effective Weighted Sample	660	332	328	158	224	167	131	584	76	585	32	27	16	80	162	123
Total	431	221	209	128	135	82	86	382	49	385	18	17	10	49	108	93
Very certain	351	178	173	106	113	62	69	312	**	317	**	**	**	**	86	79
	82%	81%	83%	83%	84% c	76%	81%	82%	**	82%	**	**	**	**	80%	85%
Fairly certain	63	32	31	16	18	16	13	55	**	53	**	**	**	**	16	12
	15%	14%	15%	12%	13%	19%	15%	14%	**	14%	**	**	**	**	14%	13%
Not very certain	12	8	4	4	3	2	3	11	**	11	**	**	**	**	3	2
	3%	4%	2%	3%	2%	2%	4%	3%	**	3%	**	**	**	**	2%	2%
Don't know	5	3	1	2	1	2	*	4	**	4	**	**	**	**	3	1
	1%	2%	1%	1%	1%	2%	*%	1%	**	1%	**	**	**	**	3%	1%

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	767	123	576
Effective Weighted Sample	660	105	500
Total	431	62	333
Very certain	351	48	274
	82%	77%	82%
Fairly certain	63	12	46
	15%	19%	14%
Not very certain	12	2	9
	3%	4%	3%
Don't know	5	-	4
	1%	-%	1%

Columns Tested: a,b

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

Q6M. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	405	68	337	96	309	268	137	7	5	317	46	326	37	262	101	29
Effective Weighted Sample	346	57	290	82	265	233	114	6	4	272	40	279	32	226	86	25
Total	225	34	191	49	176	157	68	5	3	181	25	186	21	153	54	16
Very certain	161	**	134	**	121	109	52	**	**	127	**	132	**	108	39	**
	72%	**	70%	**	69%	70%	76%	**	**	70%	**	71%	**	71%	72%	**
Fairly certain	53	**	47	**	45	40	13	**	**	45	**	45	**	37	12	**
	24%	**	25%	**	26%	26%	20%	**	**	25%	**	24%	**	24%	22%	**
Not very certain	10	**	9	**	9	7	3	**	**	8	**	9	**	7	3	**
	5%	**	5%	**	5%	5%	4%	**	**	5%	**	5%	**	5%	6%	**
Don't know	*	**	*	**	*	*	*	**	**	*	**	*	**	*	-	**
	*%	**	*%	**	*%	*%	*%	**	**	*%	**	*%	**	*%	-%	**

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. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	405	7	344	37	314	234	117	9	8	47	195	56	186
Effective Weighted Sample	346	6	296	33	270	204	99	8	7	43	177	51	169
Total	225	5	195	21	179	137	63	6	5	29	119	34	115
Very certain	161	**	137	**	122	95	47	**	**	**	85	**	81
	72%	**	70%	**	68%	69%	74%	**	**	**	71%	**	71%
Fairly certain	53	**	48	**	47	36	13	**	**	**	29	**	28
	24%	**	25%	**	26%	26%	20%	**	**	**	24%	**	25%
Not very certain	10	**	9	**	9	6	4	**	**	**	6	**	6
	5%	**	5%	**	5%	4%	6%	**	**	**	5%	**	5%
Don't know	*	**	*	**	*	*	*	**	**	**	-	**	-
	*%	**	*%	**	*%	*%	*%	**	**	**	-%	**	-%

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. (SHOWCARD) You say you are [in/ 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: 95%		a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	405	149	93	6	6	35	63	2	2	242	98	174	231
Effective Weighted Sample	346	136	84	6	6	32	59	2	2	220	90	153	196
Total	225	90	59	3	3	22	38	1	1	149	60	108	116
Very certain	161	66	**	**	**	**	**	**	**	108	**	78	82
	72%	73%	**	**	**	**	**	**	**	72%	**	72%	71%
Fairly certain	53	22	**	**	**	**	**	**	**	34	**	24	29
	24%	25%	**	**	**	**	**	**	**	23%	**	23%	25%
Not very certain	10	2	**	**	**	**	**	**	**	7	**	5	5
	5%	2%	**	**	**	**	**	**	**	5%	**	5%	4%
Don't know	*	-	**	**	**	**	**	**	**	-	**	*	*
	*%	-%	**	**	**	**	**	**	**	-%	**	*%	*%

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. (SHOWCARD) You say you are [in/ 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	405	141	148	27	36	53	4	115	158	277	127	50	49	156	199
Effective Weighted Sample	346	114	135	25	31	43	3	104	143	247	113	45	42	141	172
Total	225	72	93	15	19	25	2	81	92	175	49	20	31	103	90
Very certain	161	48	65	**	**	**	**	58	66	125	36	**	**	72	68
	72%	67%	70%	**	**	**	**	71%	72%	71%	73%	**	**	70%	75%
Fairly certain	53	20	24	**	**	**	**	19	23	43	10	**	**	27	18
	24%	28%	26%	**	**	**	**	23%	25%	25%	21%	**	**	26%	20%
Not very certain	10	4	4	**	**	**	**	5	3	7	3	**	**	4	4
	5%	5%	4%	**	**	**	**	6%	3%	4%	6%	**	**	4%	4%
Don't know	*	*	-	**	**	**	**	*	*	*	-	**	**	-	*
	*%	*%	-%	**	**	**	**	*%	*%	*%	-%	**	**	-%	*%

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

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

Q6M. (SHOWCARD) You say you are [in/ 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	405	209	196	103	126	87	89	344	61	361	15	21	8	47	82	59
Effective Weighted Sample	346	178	170	92	111	80	79	294	53	311	10	19	6	43	72	52
Total	225	123	102	76	63	37	49	190	35	204	6	12	4	27	48	41
Very certain	161	92	69	55	44	**	**	132	**	145	**	**	**	**	**	**
	72%	75%	68%	72%	70%	**	**	70%	**	71%	**	**	**	**	**	**
Fairly certain	53	28	26	16	16	**	**	47	**	49	**	**	**	**	**	**
	24%	22%	25%	22%	25%	**	**	25%	**	24%	**	**	**	**	**	**
Not very certain	10	3	7	5	3	**	**	10	**	10	**	**	**	**	**	**
	5%	3%	7%	6%	5%	**	**	5%	**	5%	**	**	**	**	**	**
Don't know	*	*	*	-	*	**	**	*	**	*	**	**	**	**	**	**
	*%	*%	*%	-%	*%	**	**	*%	**	*%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	405	76	310
Effective Weighted Sample	346	64	266
Total	225	38	176
Very certain	161	**	128
	72%	**	73%
Fairly certain	53	**	40
	24%	**	23%
Not very certain	10	**	7
	5%	**	4%
Don't know	*	**	*
	*%	**	*%

Columns Tested: a,b

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

Q6P. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	763	197	566	240	523	391	372	23	11	559	69	572	56	382	246	46
Effective Weighted Sample	646	160	488	198	450	339	309	20	9	477	59	488	48	330	205	40
Total	399	89	311	113	286	222	178	15	7	301	38	308	31	212	128	27
Within the last 2 years	89	8	82	12	77	65	25	**	**	76	**	77	**	58	27	**
	22%	9%	26%	11%	27%	29%	14%	**	**	25%	**	25%	**	27%	21%	**
			a		a	b										
Longer than 2 years ago	257	65	192	80	177	132	125	**	**	185	**	191	**	130	81	**
	64%	73%	62%	71%	62%	59%	71%	**	**	61%	**	62%	**	62%	63%	**
		b		b			a									
Don't know	53	16	37	21	32	25	28	**	**	40	**	41	**	23	20	**
	13%	18%	12%	19%	11%	11%	15%	**	**	13%	**	13%	**	11%	16%	**
		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.

Q6P. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	a	b
Unweighted total	763	17	568	53	532	338	247	26	17	80	314	103	291
Effective Weighted Sample	646	13	490	45	458	294	210	23	16	75	291	96	269
Total	399	7	313	27	293	195	125	18	12	48	197	61	183
Within the last 2 years	89	**	83	**	79	63	22	**	**	**	49	13	47
	22%	**	26%	**	27%	32% b	18%	**	**	**	25%	21%	26%
Longer than 2 years ago	257	**	194	**	181	109	89	**	**	**	127	37	116
	64%	**	62%	**	62%	56%	71% a	**	**	**	64%	61%	63%
Don't know	53	**	36	**	33	23	14	**	**	**	22	11	20
	13%	**	11%	**	11%	12%	11%	**	**	**	11%	18%	11%

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. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	763	202	192	13	9	75	136	5	3	394	211	258	505
Effective Weighted Sample	646	188	178	13	9	70	127	5	3	366	197	225	425
Total	399	129	115	10	7	43	76	3	2	245	119	154	245
Within the last 2 years	89	38	23	**	**	**	12	**	**	60	22	46	44
	22%	29% b	20%	**	**	**	15%	**	**	25%	19%	30% b	18%
Longer than 2 years ago	257	77	76	**	**	**	53	**	**	153	81	93	164
	64%	60%	66%	**	**	**	70%	**	**	63%	68%	60%	67%
Don't know	53	14	17	**	**	**	11	**	**	31	16	15	38
	13%	11%	15%	**	**	**	15%	**	**	13%	13%	10%	15% 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.

Q6P. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	763	234	257	32	59	181	21	221	230	472	290	160	116	233	413
Effective Weighted Sample	646	188	239	29	50	146	18	196	204	415	251	138	102	206	355
Total	399	107	162	19	33	78	13	145	125	283	116	65	74	144	181
Within the last 2 years	89	29	44	**	**	6	**	52	23	79	11	4	28	40	21
	22%	27%	27%	**	**	8%	**	36%	18%	28%	9%	7%	38%	28%	12%
		e	e					cdef	ef	cef			bc	c	
Longer than 2 years ago	257	63	100	**	**	58	**	77	87	172	84	49	39	87	130
	64%	59%	62%	**	**	73%	**	53%	70%	61%	73%	76%	53%	61%	72%
						ab			bd		bd	bd			ab
Don't know	53	14	18	**	**	15	**	16	15	32	21	11	6	17	30
	13%	13%	11%	**	**	19%	**	11%	12%	11%	18%	18%	9%	12%	17%
						b					bd	d			a

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

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

Q6P. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	763	336	427	150	257	163	193	657	106	603	72	43	45	88	127	72
Effective Weighted Sample	646	285	362	131	225	148	159	560	85	522	55	35	35	75	113	63
Total	399	185	215	101	128	71	99	348	52	321	35	23	21	47	76	48
Within the last 2 years	89	45	44	26	24	18	21	79	10	77	**	**	**	**	28	**
	22%	25%	20%	26%	19%	26%	21%	23%	20%	24%	**	**	**	**	37%	**
Longer than 2 years ago	257	120	137	63	89	45	59	223	34	205	**	**	**	**	40	**
	64%	65%	64%	63%	69% d	64%	60%	64%	66%	64%	**	**	**	**	52%	**
Don't know	53	19	33	12	15	7	19	46	7	39	**	**	**	**	8	**
	13%	11%	16% a	11%	12%	10%	19% bc	13%	14%	12%	**	**	**	**	10%	**

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

Any break column with 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. (SHOWCARD) When did you sign up to your CURRENT Landline phone or line rental 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	763	208	477
Effective Weighted Sample	646	175	412
Total	399	97	267
Within the last 2 years	89	14	68
	22%	14%	25%
			a
Longer than 2 years ago	257	73	167
	64%	75%	63%
		b	
Don't know	53	10	32
	13%	11%	12%

Columns Tested: a,b

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

Q6S. Have you made any changes to your Landline phone or line rental 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: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	763	197	566	240	523	391	372	23	11	559	69	572	56	382	246	46
Effective Weighted Sample	646	160	488	198	450	339	309	20	9	477	59	488	48	330	205	40
Total	399	89	311	113	286	222	178	15	7	301	38	308	31	212	128	27
Yes	38	4	34	6	32	26	12	**	**	34	**	34	**	25	13	**
	9%	4%	11%	5%	11%	12%	7%	**	**	11%	**	11%	**	12%	10%	**
			a		a	b										
No	351	84	266	106	245	189	162	**	**	259	**	265	**	181	111	**
	88%	95%	86%	93%	86%	85%	91%	**	**	86%	**	86%	**	85%	87%	**
		b		b			a									
Don't know	11	1	10	1	10	7	4	**	**	9	**	10	**	6	4	**
	3%	1%	3%	1%	3%	3%	2%	**	**	3%	**	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.

Q6S. Have you made any changes to your Landline phone or line rental 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	a	b
Unweighted total	763	17	568	53	532	338	247	26	17	80	314	103	291
Effective Weighted Sample	646	13	490	45	458	294	210	23	16	75	291	96	269
Total	399	7	313	27	293	195	125	18	12	48	197	61	183
Yes	38	**	35	**	32	26	10	**	**	**	25	5	23
	9%	**	11%	**	11%	13% b	8%	**	**	**	12%	8%	13%
No	351	**	267	**	251	163	109	**	**	**	165	55	153
	88%	**	85%	**	86%	84%	87%	**	**	**	84%	89%	83%
Don't know	11	**	11	**	10	5	6	**	**	**	8	2	7
	3%	**	3%	**	3%	3%	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.

Q6S. Have you made any changes to your Landline phone or line rental 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	763	202	192	13	9	75	136	5	3	394	211	258	505
Effective Weighted Sample	646	188	178	13	9	70	127	5	3	366	197	225	425
Total	399	129	115	10	7	43	76	3	2	245	119	154	245
Yes	38	16	12	**	**	**	3	**	**	28	7	18	20
	9%	13%	10%	**	**	**	3%	**	**	11% b	6%	12%	8%
No	351	110	98	**	**	**	72	**	**	208	110 a	131	220
	88%	85%	85%	**	**	**	95%	**	**	85%	93%	85%	90%
Don't know	11	3	6	**	**	**	1	**	**	9	1	5	6
	3%	2%	5%	**	**	**	2%	**	**	4%	1%	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.

Q6S. Have you made any changes to your Landline phone or line rental 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	763	234	257	32	59	181	21	221	230	472	290	160	116	233	413
Effective Weighted Sample	646	188	239	29	50	146	18	196	204	415	251	138	102	206	355
Total	399	107	162	19	33	78	13	145	125	283	116	65	74	144	181
Yes	38	9	21	**	**	2	**	20	13	33	5	2	8	18	11
	9%	9%	13%	**	**	3%	**	14%	10%	12%	4%	3%	11%	13%	6%
		e	e					ef	ef	ef				c	
No	351	95	135	**	**	76	**	118	111	241	109	62	64	120	166
	88%	89%	83%	**	**	97%	**	81%	89%	85%	94%	95%	86%	83%	92%
						ab			b		bcd	bcd			b
Don't know	11	2	7	**	**	-	**	7	1	9	2	1	2	6	3
	3%	2%	4%	**	**	-%	**	5%	1%	3%	2%	2%	2%	4%	2%
		e	e					ce							

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

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

Q6S. Have you made any changes to your Landline phone or line rental 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	763	336	427	150	257	163	193	657	106	603	72	43	45	88	127	72
Effective Weighted Sample	646	285	362	131	225	148	159	560	85	522	55	35	35	75	113	63
Total	399	185	215	101	128	71	99	348	52	321	35	23	21	47	76	48
Yes	38	22	16	10	15	5	8	32	6	31	**	**	**	**	9	**
	9%	12% b	7%	10%	12%	7%	8%	9%	11%	10%	**	**	**	**	12%	**
No	351	160	191	88	109	62	91	306	45	281	**	**	**	**	67	**
	88%	86%	89%	87%	85%	88%	92% b	88%	87%	88%	**	**	**	**	87%	**
Don't know	11	3	8	3	4	3	1	10	1	8	**	**	**	**	1	**
	3%	2%	4%	3%	3%	4% d	1%	3%	2%	3%	**	**	**	**	1%	**

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

Any break column with 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 or line rental 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	763	208	477
Effective Weighted Sample	646	175	412
Total	399	97	267
Yes	38	7	26
	9%	7%	10%
No	351	88	233
	88%	91%	87%
Don't know	11	2	7
	3%	2%	3%

Columns Tested: a,b

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

SUMMARY OF 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
VERY CERTAIN IN CONTRACT	351	16	335	32	320	238	113	82	57	297	41	305	33	215	123	45
	39%	12%	43%	17%	44%	42%	33%	82%	86%	41%	42%	41%	41%	40%	43%	53%
			a		a	b		ab	ab							ab
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	13	125	21	117	96	43	14	6	115	16	117	14	87	44	16
	15%	10%	16%	12%	16%	17%	12%	14%	9%	16%	16%	16%	17%	16%	15%	19%
			a		a	bd										
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	69	141	83	127	88	122	-	-	144	18	149	13	90	72	8
	23%	52%	18%	45%	17%	15%	36%	-%	-%	20%	18%	20%	17%	17%	25%	10%
		b		b		cd	acd							c	ac	
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)	51	7	44	8	43	38	13	1	1	42	4	43	4	34	13	2
	6%	5%	6%	5%	6%	7%	4%	1%	1%	6%	4%	6%	5%	6%	4%	3%
						bcd	c									
VERY CERTAIN OUT OF CONTRACT	161	27	134	40	121	109	52	3	2	127	20	132	15	108	39	13
	18%	21%	17%	22%	17%	19%	15%	3%	4%	18%	20%	18%	19%	20%	13%	15%
				b		bcd	cd							b		
SUMMARY																
IN CONTRACT	490	29	460	53	437	334	156	96	63	411	57	422	46	302	167	61
	54%	22%	59%	29%	60%	59%	46%	96%	95%	57%	58%	57%	58%	56%	58%	72%
			a		a	b		ab	ab							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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
OUT OF CONTRACT	212	34	178	48	164	147	65	4	3	170	24	174	19	142	51	15
	23%	25%	23%	26%	23%	26% bcd	19% cd	4%	5%	23%	24%	23%	24%	27% bc	18%	18%

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
VERY CERTAIN IN CONTRACT	351	**	336	20	321	218	123	76	53	54	201	64	191
	39%	**	43%	31%	44%	43%	42%	78%	78%	43%	42%	42%	42%
					a			ab	ab				
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	**	128	12	119	91	41	15	9	18	76	22	72
	15%	**	16%	18%	16%	18%	14%	16%	14%	14%	16%	14%	16%
						b							
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	**	140	12	130	71	72	1	1	25	94	35	85
	23%	**	18%	19%	18%	14%	24%	1%	1%	21%	20%	23%	19%
						cd	acd						
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)	51	**	45	2	44	33	13	1	1	4	26	5	26
	6%	**	6%	3%	6%	7%	4%	1%	2%	3%	5%	3%	6%
						c							
VERY CERTAIN OUT OF CONTRACT	161	**	137	19	122	95	47	3	3	23	85	27	81
	18%	**	17%	29%	17%	19%	16%	4%	5%	18%	18%	18%	18%
				b		cd	cd						
SUMMARY													
IN CONTRACT	490	**	464	32	441	309	164	91	62	72	277	85	263
	54%	**	59%	49%	60%	61%	56%	94%	92%	58%	57%	56%	58%
					a	b		ab	ab				

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

		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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
OUT OF CONTRACT	212	**	182	21	166	128	59	5	5	27	112	31	107
	23%	**	23%	32%	22%	25%	20%	5%	7%	22%	23%	21%	23%
				b		bcd	cd						

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
VERY CERTAIN IN CONTRACT	351	152	103	**	**	24	53	**	**	254	76	183	168
	39%	44%	39%	**	**	30%	34%	**	**	42% b	32%	44% b	34%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	56	38	**	**	15	18	**	**	94	33	69	70
	15%	16%	14%	**	**	19% b	11%	**	**	16%	14%	16%	14%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	57	63	**	**	21	48	**	**	120	69	63	147
	23%	16%	24% a	**	**	26%	31%	**	**	20%	29% a	15%	30% 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)	51	16	15	**	**	7	10	**	**	31	17	23	28
	6%	5%	6%	**	**	9%	6%	**	**	5%	7%	5%	6%
VERY CERTAIN OUT OF CONTRACT	161	66	42	**	**	14	28	**	**	108	41	78	82
	18%	19%	16%	**	**	17%	18%	**	**	18%	18%	19%	17%
SUMMARY													
IN CONTRACT	490	208	140	**	**	39	70	**	**	348	109	252	238
	54%	60%	54%	**	**	49%	45%	**	**	57% b	46%	61% b	48%
OUT OF CONTRACT	212	82	57	**	**	20	38	**	**	138	58	101	111
	23%	24%	22%	**	**	26%	24%	**	**	23%	25%	24%	22%

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 - LANDLINE

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
VERY CERTAIN IN CONTRACT	351	119	174	**	26	13	**	156	123	296	55	19	81	166	104
	39%	44%	43%	**	34%	12%	**	44%	39%	42%	27%	19%	46%	43%	30%
		de	de		e			ef	ef	ef	f		c	c	
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	43	67	**	13	10	**	74	40	120	19	8	38	61	39
	15%	16%	17%	**	17%	9%	**	21%	13%	17%	9%	8%	22%	16%	11%
		e	e		e			cef	f	cef			bc	c	
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	44	74	**	19	63	**	51	65	123	86	52	28	57	124
	23%	16%	18%	**	24%	57%	**	14%	21%	18%	41%	53%	16%	15%	35%
					a	abd			b		bcd	bcde			ab
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)	51	19	22	**	2	6	**	19	20	40	11	5	8	26	18
	6%	7%	5%	**	2%	5%	**	5%	6%	6%	5%	5%	4%	7%	5%
		d													
VERY CERTAIN OUT OF CONTRACT	161	48	65	**	17	20	**	58	66	125	36	15	20	72	68
	18%	18%	16%	**	22%	18%	**	16%	21%	18%	17%	15%	12%	19%	19%
									b					a	a
SUMMARY															
IN CONTRACT	490	163	241	**	39	23	**	230	163	415	74	26	119	227	143
	54%	59%	60%	**	51%	20%	**	64%	52%	59%	36%	27%	68%	59%	41%
		e	e		e			cdef	ef	cef	f		bc	c	
OUT OF CONTRACT	212	67	87	**	19	25	**	77	86	165	47	20	28	98	86
	23%	24%	22%	**	25%	23%	**	21%	27%	23%	23%	21%	16%	26%	24%
									bf					a	a

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

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

SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
VERY CERTAIN IN CONTRACT	351	178	173	106	113	62	69	312	40	317	13	**	**	35	86	79
	39%	39%	38%	41%	40%	39%	34%	39%	33%	41% b	25%	**	**	34%	43%	51% a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	71	68	38	39	30	31	122	17	117	11	**	**	23	37	21
	15%	16%	15%	14%	14%	19% b	15%	15%	14%	15%	21%	**	**	22% c	19%	13%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	89	121	46	75	32	56	180	30	156	22	**	**	18	33	18
	23%	20%	26% a	18%	26% ac	20%	28% ac	23%	25%	20%	44% a	**	**	18%	16%	12%
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)	51	25	26	17	14	9	12	46	5	48	2	**	**	6	6	9
	6%	5%	6%	6%	5%	5%	6%	6%	4%	6%	3%	**	**	6%	3%	6%
VERY CERTAIN OUT OF CONTRACT	161	92	69	55	44	26	36	132	28	145	3	**	**	20	39	29
	18%	20% b	15%	21% b	15%	17%	17%	17%	24% a	19% b	6%	**	**	20%	19%	18%
SUMMARY																
IN CONTRACT	490	249	241	144	152	92	101	433	56	435	23	**	**	58	124	99
	54%	55%	53%	55%	53%	58% d	49%	55% b	47%	55%	46%	**	**	57%	61%	64%

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

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SUMMARY OF CONTRACT STATUS - LANDLINE

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
OUT OF CONTRACT	212	116	96	72	57	35	48	178	34	193	5	**	**	26	45	38
	23%	26%	21%	27%	20%	22%	23%	23%	28%	25%	9%	**	**	25%	22%	24%
		b		b						b						

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
VERY CERTAIN IN CONTRACT	351	48	274
	39%	28%	41%
			a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	138	25	101
	15%	14%	15%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	210	63	128
	23%	37%	19%
		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)	51	9	37
	6%	5%	6%
VERY CERTAIN OUT OF CONTRACT	161	27	128
	18%	16%	19%
SUMMARY			
IN CONTRACT	490	72	375
	54%	42%	56%
			a
OUT OF CONTRACT	212	36	166
	23%	21%	25%

Columns Tested: a,b

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

Q6C. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
Sky	296	**	261	22	253	202	73	30	19	267	19	270	16	193	93	28
	32%	**	34%	26%	35% a	37% b	28%	30%	29%	35% b	17%	34% b	18%	33%	31%	29%
Virgin Media	203	**	161	11	152	111	52	20	16	171	26	176	21	128	70	22
	22%	**	21%	13%	21% a	20%	20%	20%	24%	22%	24%	22%	25%	22%	23%	22%
BT	184	**	173	16	158	73	100	13	9	156	19	161	15	105	71	20
	20%	**	23%	18%	22%	14%	38% acd	14%	13%	20%	18%	20%	17%	18%	23% a	21%
TalkTalk	77	**	67	6	64	53	17	12	7	69	5	70	4	55	20	8
	8%	**	9%	7%	9%	10% b	7%	12% b	11%	9% b	5%	9%	5%	10% b	6%	8%
EE	41	**	27	8	23	26	5	8	6	12	28	19	21	28	12	8
	5%	**	4%	10% b	3%	5% b	2%	8% b	9% b	2%	25% a	2%	24% a	5%	4%	8% b
Plusnet	35	**	27	6	24	28	2	6	4	31	1	31	1	23	9	3
	4%	**	4%	7% b	3%	5% b	1%	6% b	6% b	4% b	1%	4% b	1%	4%	3%	3%
Vodafone	16	**	13	2	12	13	1	2	1	8	8	10	6	9	6	2
	2%	**	2%	2%	2%	2% b	*%	2% b	2% b	1%	7% a	1%	7% a	2%	2%	3%
Utility Warehouse	13	**	11	1	11	10	2	1	-	10	3	10	3	9	4	1
	1%	**	1%	1%	2%	2%	1%	1%	-%	1%	3%	1%	3%	2%	1%	1%
NOW TV/ NOW Broadband	13	**	7	3	6	7	2	5	1	13	-	13	-	7	5	1
	1%	**	1%	4% b	1%	1%	1%	5% ab	2%	2%	-%	2%	-%	1%	2%	2%
Post Office	10	**	8	*	8	8	*	2	2	10	-	10	-	9	2	1
	1%	**	1%	*%	1%	1% b	*%	2% b	2% b	1%	-%	1%	-%	2%	1%	1%
KCOM	5	**	3	1	2	-	3	-	-	5	-	5	-	2	3	-
	1%	**	*%	1%	*%	-%	1% a	-%	-%	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. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
First Utility	2	**	2	1	1	1	1	1	1	2	-	2	-	-	2	-
	*%	**	*%	1%	*%	*%	*%	1%	1%	*%	-%	*%	-%	-%	1% a	-%
SSE	1	**	1	1	1	1	*	-	-	1	-	1	-	1	*	*
	*%	**	*%	1% b	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
John Lewis	1	**	1	-	1	1	-	-	-	1	-	1	-	1	1	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
The Phone Co-op	1	**	*	-	*	*	-	*	-	1	-	1	-	1	*	-
	*%	**	*%	-%	*%	*%	-%	*%	-%	*%	-%	*%	-%	*%	*%	-%
Relish	1	**	-	-	-	-	-	-	-	1	-	1	-	-	1	-
	*%	**	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
POP Telecom	1	**	1	-	1	1	-	-	-	1	-	1	-	-	1	-
	*%	**	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
Other supplier	11	**	-	8	-	6	2	1	*	11	-	11	-	7	5	2
	1%	**	-%	9% b	-%	1%	1%	1%	1%	1%	-%	1%	-%	1%	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.

Q6C. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
Sky	296	6	290	16	280	195	101	31	20	3	268	15	257
	32%	8%	35% a	12%	36% a	34% b	30%	28%	26%	2%	52% a	9%	53% a
Virgin Media	203	19	184	31	172	122	81	25	17	19	149	27	141
	22%	26%	22%	24%	22%	21%	24%	22%	23%	14%	29% a	17%	29% a
BT	184	7	176	24	160	86	98	16	10	58	47	62	44
	20%	10%	21% a	18%	21%	15%	29% acd	14%	13%	44% b	9%	39% b	9%
TalkTalk	77	7	70	11	67	54	23	13	9	11	29	12	28
	8%	10%	8%	8%	9%	9%	7%	11% b	12% b	9%	6%	8%	6%
EE	41	4	37	10	31	31	10	10	7	12	10	13	9
	5%	5%	4%	7% b	4%	5% b	3%	9% ab	10% b	9% b	2%	8% b	2%
Plusnet	35	7	28	10	25	29	5	7	5	8	4	9	4
	4%	9% b	3%	8% b	3%	5% b	2%	6% b	6% b	6% b	1%	5% b	1%
Vodafone	16	2	14	3	13	13	3	3	2	5	-	5	-
	2%	3%	2%	2%	2%	2% b	1%	2%	3% b	4% b	-%	3% b	-%
Utility Warehouse	13	2	12	2	11	12	1	1	-	4	-	4	-
	1%	2%	1%	2%	1%	2% b	*%	1%	-%	3% b	-%	2% b	-%
NOW TV/ NOW Broadband	13	3	10	5	8	7	6	4	2	2	7	4	5
	1%	3% b	1%	4% b	1%	1%	2%	4% a	3%	1%	1%	2%	1%
Post Office	10	2	8	3	8	9	2	2	2	3	-	3	-
	1%	3% b	1%	2%	1%	2% b	*%	1%	2% b	3% b	-%	2% b	-%
KCOM	5	2	3	3	2	1	5	-	-	-	-	-	-
	1%	3% b	*%	2% b	*%	*%	1% 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.

Q6C. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
First Utility	2	-	2	1	1	*	2	-	-	1	-	1	-
	*%	-%	*%	*%	*%	*%	1% a	-%	-%	*%	-%	*%	-%
SSE	1	*	1	1	1	1	1	-	-	-	-	-	-
	*%	*%	*%	1%	*%	*%	*%	-%	-%	-%	-%	-%	-%
John Lewis	1	-	1	-	1	1	-	-	-	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
The Phone Co-op	1	1	*	1	*	1	-	*	-	-	-	-	-
	*%	1% b	*%	1% b	*%	*%	-%	*%	-%	-%	-%	-%	-%
Relish	1	1	-	1	-	1	-	-	-	-	-	-	-
	*%	1% b	-%	*% b	-%	*%	-%	-%	-%	-%	-%	-%	-%
POP Telecom	1	-	1	-	1	1	-	-	-	1	-	1	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	*%	-%
Other supplier	11	11	-	11	-	7	5	1	1	4	-	4	-
	1%	16% b	-%	9% b	-%	1%	1%	1%	1%	3% b	-%	3% 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.

Q6C. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
Sky	296	159	112	**	**	5	7	**	**	271	12	159	137
	32%	44%	40%	**	**	8%	5%	**	**	42% b	6%	33%	32%
Virgin Media	203	95	72	**	**	6	15	**	**	168	21	108	95
	22%	26%	26%	**	**	8%	12%	**	**	26% b	11%	22%	22%
BT	184	50	55	**	**	23	42	**	**	105	64	89	95
	20%	14%	20% a	**	**	32%	34%	**	**	16%	33% a	19%	22%
TalkTalk	77	26	14	**	**	7	20	**	**	40	27	34	44
	8%	7%	5%	**	**	10%	16%	**	**	6%	14% a	7%	10% a
EE	41	15	7	**	**	5	8	**	**	22	14	17	24
	5%	4%	2%	**	**	8%	7%	**	**	3%	7% a	4%	6% a
Plusnet	35	5	7	**	**	11	8	**	**	12	19	22	13
	4%	1%	3%	**	**	16% b	7%	**	**	2%	10% a	5%	3%
Vodafone	16	3	2	**	**	5	3	**	**	5	7	11	5
	2%	1%	1%	**	**	7% b	2%	**	**	1%	4% a	2%	1%
Utility Warehouse	13	3	1	**	**	1	7	**	**	4	7	8	5
	1%	1%	*%	**	**	1%	5%	**	**	1%	4% a	2%	1%
NOW TV/ NOW Broadband	13	3	5	**	**	1	2	**	**	9	3	12	*
	1%	1%	2%	**	**	1%	2%	**	**	1%	1%	3% b	*%
Post Office	10	3	1	**	**	4	3	**	**	3	7	4	7
	1%	1%	*%	**	**	5%	2%	**	**	1%	3% a	1%	2%
KCOM	5	-	-	**	**	1	4	**	**	-	5	5	1
	1%	-%	-%	**	**	2%	3%	**	**	-%	3% a	1% 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.

Q6C. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
First Utility	2	-	1	**	**	-	1	**	**	1	1	1	1
	*%	-%	*%	**	**	-%	1%	**	**	*%	1%	*%	*%
SSE	1	-	-	**	**	1	-	**	**	-	1	*	1
	*%	-%	-%	**	**	1%	-%	**	**	-%	*% a	*%	*%
John Lewis	1	-	1	**	**	-	1	**	**	1	1	1	-
	*%	-%	*%	**	**	-%	*%	**	**	*%	*%	*%	-%
The Phone Co-op	1	-	-	**	**	-	-	**	**	-	-	-	1
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	-%	*%
Relish	1	-	-	**	**	-	1	**	**	-	1	-	1
	*%	-%	-%	**	**	-%	*%	**	**	-%	*%	-%	*%
POP Telecom	1	-	1	**	**	-	-	**	**	1	-	1	-
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
Other supplier	11	3	2	**	**	1	4	**	**	4	5	8	3
	1%	1%	1%	**	**	1%	3%	**	**	1%	3% a	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.

Q6C. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
Sky	296	22	222	**	29	6	**	148	115	272	24	9	77	150	68
	32%	8%	55%	**	25%	8%	**	35%	36%	34%	20%	21%	34%	36%	26%
			ade		ae			ef	ef	ef			c	c	
Virgin Media	203	29	111	**	27	19	**	95	68	179	24	7	60	91	52
	22%	10%	28%	**	23%	26%	**	22%	21%	23%	20%	16%	26%	22%	20%
			a		a	a							c		
BT	184	120	36	**	14	7	**	66	71	140	44	14	22	84	78
	20%	44%	9%	**	12%	10%	**	16%	22%	18%	37%	34%	10%	20%	30%
		bde							bd		bcd	bcd		a	ab
TalkTalk	77	40	23	**	4	7	**	37	22	67	11	5	24	32	22
	8%	15%	6%	**	3%	10%	**	9%	7%	8%	9%	13%	10%	8%	8%
		bd				d						c			
EE	41	7	2	**	26	3	**	22	13	36	4	1	15	14	12
	5%	2%	1%	**	22%	4%	**	5%	4%	5%	4%	3%	7%	3%	4%
		b			abe	b							b		
Plusnet	35	23	4	**	2	7	**	17	12	30	5	1	6	18	11
	4%	8%	1%	**	1%	9%	**	4%	4%	4%	4%	2%	3%	4%	4%
		bd				bd									
Vodafone	16	6	-	**	8	2	**	9	3	15	1	*	6	7	3
	2%	2%	-%	**	7%	3%	**	2%	1%	2%	1%	1%	3%	2%	1%
		b			ab	b									
Utility Warehouse	13	8	-	**	3	2	**	5	6	11	2	1	2	6	5
	1%	3%	-%	**	3%	2%	**	1%	2%	1%	2%	3%	1%	2%	2%
		b			b	b									
NOW TV/ NOW Broadband	13	3	4	**	3	3	**	8	1	13	-	-	6	6	1
	1%	1%	1%	**	3%	3%	**	2%	*%	2%	-%	-%	3%	1%	*%
						ab		ce		ce			c	c	
Post Office	10	8	-	**	-	2	**	6	2	8	2	1	4	2	4
	1%	3%	-%	**	-%	3%	**	1%	1%	1%	2%	3%	2%	1%	2%
		bd				bd						c			
KCOM	5	3	-	**	-	2	**	3	2	5	-	-	2	3	1
	1%	1%	-%	**	-%	3%	**	1%	*%	1%	-%	-%	1%	1%	*%
		b				bd									

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

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

Q6C. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
First Utility	2	2	-	**	-	-	**	1	-	1	1	*	1	1	1
	*%	1%	-%	**	-%	-%	**	*%	-%	*%	*%	1%	*%	*%	*%
		b										c			
SSE	1	1	-	**	-	*	**	-	1	1	1	*	*	1	1
	*%	*%	-%	**	-%	*%	**	-%	*%	*%	1%	1%	*%	*%	*%
												bd			
John Lewis	1	1	-	**	-	-	**	-	1	1	-	-	-	1	1
	*%	*%	-%	**	-%	-%	**	-%	*%	*%	-%	-%	-%	*%	*%
The Phone Co-op	1	*	-	**	-	1	**	*	*	*	*	-	-	*	*
	*%	*%	-%	**	-%	1%	**	*%	*%	*%	*%	-%	-%	*%	*%
						b									
Relish	1	-	-	**	-	1	**	1	-	1	-	-	-	1	-
	*%	-%	-%	**	-%	1%	**	*%	-%	*%	-%	-%	-%	*%	-%
						ab									
POP Telecom	1	1	-	**	-	-	**	-	1	1	-	-	-	-	1
	*%	*%	-%	**	-%	-%	**	-%	*%	*%	-%	-%	-%	-%	*%
Other supplier	11	-	-	**	-	11	**	5	5	10	1	1	4	3	5
	1%	-%	-%	**	-%	16%	**	1%	2%	1%	1%	2%	2%	1%	2%
						abd									

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

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

Q6C. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Sky	296	138	157	88	105	53	50	262	34	237	21	**	**	31	85	59
	32%	30%	34%	31%	36% d	33%	29%	33%	29%	30%	41% a	**	**	31%	39%	34%
Virgin Media	203	106	96	67	59	35	42	199	4	180	13	**	**	23	43	32
	22%	23%	21%	24%	20%	22%	24%	25% b	3%	23%	25%	**	**	23%	19%	19%
BT	184	99	84	64	64	31	25	143	41	157	11	**	**	16	31	45
	20%	22%	18%	22% d	22% d	20%	14%	18%	35% a	20%	20%	**	**	16%	14%	26% ab
TalkTalk	77	33	45	18	23	17	20	71	7	74	1	**	**	10	20	11
	8%	7%	10%	6%	8%	11% a	11% a	9%	6%	9% b	2%	**	**	11%	9%	6%
EE	41	22	19	9	14	8	10	31	10	39	1	**	**	7	11	5
	5%	5%	4%	3%	5%	5%	6%	4%	9% a	5%	3%	**	**	7%	5%	3%
Plusnet	35	21	14	16	9	5	5	27	8	31	2	**	**	3	11	7
	4%	5%	3%	6% b	3%	3%	3%	3%	6% a	4%	4%	**	**	3%	5%	4%
Vodafone	16	8	8	8	3	2	4	13	2	15	-	**	**	3	2	3
	2%	2%	2%	3% b	1%	1%	2%	2%	2%	2%	-%	**	**	3%	1%	2%
Utility Warehouse	13	5	8	5	4	1	2	9	5	11	-	**	**	2	3	3
	1%	1%	2%	2%	1%	1%	1%	1%	4% a	1%	-%	**	**	2%	1%	2%
NOW TV/ NOW Broadband	13	7	6	5	4	1	2	10	2	11	1	**	**	*	4	3
	1%	2%	1%	2%	1%	1%	1%	1%	2%	1%	2%	**	**	*%	2%	2%
Post Office	10	4	6	1	4	2	4	9	1	8	1	**	**	1	3	2
	1%	1%	1%	*%	1%	1%	2% a	1%	1%	1%	3%	**	**	1%	1%	1%
KCOM	5	1	5	-	1	*	4	5	-	5	-	**	**	1	2	-
	1%	*%	1% a	-%	*%	*%	3% abc	1%	-%	1%	-%	**	**	1%	1%	-%

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

Any break column with 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. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
First Utility	2	1	1	-	*	1	1	1	1	2	*	**	**	-	1	-
	*%	*%	*%	-%	*%	*%	*%	*%	1%	*%	*%	**	**	-%	*%	-%
SSE	1	1	*	-	1	*	*	1	-	1	-	**	**	*	1	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	**	**	*%	*%	-%
John Lewis	1	1	1	-	1	-	1	1	1	1	-	**	**	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	**	**	-%	-%	-%
The Phone Co-op	1	*	1	1	*	-	-	1	-	1	-	**	**	*	*	-
	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	**	**	*%	*%	-%
Relish	1	-	1	-	-	1	-	1	-	1	-	**	**	-	1	-
	*%	-%	*%	-%	-%	*%	-%	*%	-%	*%	-%	**	**	-%	*%	-%
POP Telecom	1	-	1	-	-	-	1	1	-	1	-	**	**	1	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	**	**	1%	-%	-%
Other supplier	11	5	6	5	1	3	2	9	2	10	1	**	**	2	3	2
	1%	1%	1%	2%	*%	2%	1%	1%	2%	1%	1%	**	**	2%	1%	1%
				b												

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

Any break column with 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. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Sky	296	42	234
	32%	33%	33%
Virgin Media	203	23	163
	22%	18%	23%
BT	184	27	139
	20%	21%	20%
TalkTalk	77	12	59
	8%	9%	8%
EE	41	2	36
	5%	2%	5%
			a
Plusnet	35	6	24
	4%	5%	3%
Vodafone	16	3	12
	2%	2%	2%
Utility Warehouse	13	5	7
	1%	4%	1%
		b	
NOW TV/ NOW Broadband	13	*	10
	1%	*%	1%
Post Office	10	1	8
	1%	1%	1%
KCOM	5	1	5
	1%	1%	1%
First Utility	2	*	2
	*%	*%	*%
SSE	1	-	1
	*%	-%	*%

Columns Tested: a,b

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

Q6C. (SHOWCARD) Which provider do you use for your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
John Lewis	1	1	1
	*%	*%	*%
The Phone Co-op	1	*	*
	*%	*%	*%
Relish	1	-	1
	*%	-%	*%
POP Telecom	1	1	-
	*%	*%	-%
		b	
Other supplier	11	2	8
	1%	1%	1%

Columns Tested: a,b

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
Less than 3 months	24	**	20	1	19	19	1	19	14	21	3	22	2	13	11	5
	3%	**	3%	2%	3%	4%	*%	19%	21%	3%	3%	3%	2%	2%	4%	5%
						b		ab	ab							a
3-6 months	38	**	31	4	28	25	7	24	15	32	6	32	6	27	11	10
	4%	**	4%	5%	4%	5%	3%	25%	24%	4%	6%	4%	7%	5%	4%	10%
								ab	ab							ab
7-12 months	73	**	57	2	56	53	6	42	28	66	7	67	5	52	21	18
	8%	**	7%	3%	8%	10%	2%	43%	44%	8%	6%	8%	6%	9%	7%	19%
					a	b		ab	ab							ab
More than a year, up to 2 years	134	**	101	19	90	83	26	6	4	117	14	120	11	90	41	14
	15%	**	13%	23%	12%	15%	10%	6%	7%	15%	13%	15%	12%	16%	14%	14%
				b		bcd										
More than 2 years, up to 4 years	166	**	135	19	124	114	29	2	1	136	26	143	19	111	50	12
	18%	**	18%	23%	17%	21%	11%	2%	2%	18%	24%	18%	22%	19%	17%	13%
						bcd	cd				a					
More than 4 years, up to 6 years	128	**	111	13	103	83	33	1	-	112	10	113	9	86	36	11
	14%	**	14%	15%	14%	15%	13%	1%	-%	15%	9%	14%	11%	15%	12%	11%
						cd	cd			b						
More than 6 years, up to 10 years	113	**	102	9	97	66	39	-	-	94	15	99	10	71	38	9
	12%	**	13%	10%	14%	12%	15%	-%	-%	12%	13%	12%	11%	12%	12%	9%
						cd	cd									
More than 10 years	217	**	197	15	190	93	113	3	2	182	26	185	23	119	89	16
	24%	**	26%	18%	27%	17%	43%	3%	3%	24%	24%	23%	26%	21%	29%	16%
					a	cd	acd								ac	
Don't know/ can't remember	15	**	11	1	11	5	7	-	-	12	2	12	2	9	5	1
	2%	**	1%	1%	2%	1%	3%	-%	-%	2%	2%	2%	2%	2%	2%	1%
							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.

Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
SUMMARY																
UP TO 2 YEARS	271	**	209	27	193	179	41	92	62	235	30	242	24	181	84	47
	30%	**	27%	33%	27%	33%	16%	94%	95%	30%	28%	30%	27%	31%	28%	49%
						b		ab	ab							ab
MORE THAN 2, UP TO 4 YEARS	166	**	135	19	124	114	29	2	1	136	26	143	19	111	50	12
	18%	**	18%	23%	17%	21%	11%	2%	2%	18%	24%	18%	22%	19%	17%	13%
						bcd	cd				a					
MORE THAN 4, UP TO 10 YEARS	242	**	213	21	200	149	72	1	-	207	25	212	19	157	74	20
	27%	**	28%	25%	28%	28%	28%	1%	-%	27%	23%	27%	22%	27%	24%	21%
						cd	cd									
MORE THAN 10 YEARS	217	**	197	15	190	93	113	3	2	182	26	185	23	119	89	16
	24%	**	26%	18%	27%	17%	43%	3%	3%	24%	24%	23%	26%	21%	29%	16%
					a	cd	acd								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.

Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
Less than 3 months	24	3	22	4	21	20	4	20	17	5	10	5	10
	3%	4%	3%	3%	3%	4%	1%	18%	22%	4%	2%	3%	2%
						b		ab	ab				
3-6 months	38	4	35	7	32	28	11	27	16	6	20	8	18
	4%	5%	4%	5%	4%	5%	3%	24%	22%	5%	4%	5%	4%
								ab	ab				
7-12 months	73	11	63	12	62	61	13	48	33	13	34	14	33
	8%	15%	7%	9%	8%	11%	4%	44%	44%	10%	7%	9%	7%
		b				b		ab	ab				
More than a year, up to 2 years	134	17	117	32	102	103	31	10	5	17	69	26	60
	15%	24%	14%	25%	13%	18%	9%	9%	7%	13%	13%	16%	12%
		b		b		bcd							
More than 2 years, up to 4 years	166	15	151	28	138	126	40	1	1	22	94	32	85
	18%	21%	18%	22%	18%	22%	12%	*%	1%	17%	18%	20%	17%
						bcd	cd						
More than 4 years, up to 6 years	128	9	120	17	111	88	40	2	1	21	73	23	71
	14%	12%	14%	13%	14%	16%	12%	1%	1%	16%	14%	14%	15%
						bcd	cd						
More than 6 years, up to 10 years	113	5	108	11	102	64	50	-	-	15	78	17	75
	12%	7%	13%	9%	13%	11%	15%	-%	-%	11%	15%	11%	15%
			a		a	cd	acd						
More than 10 years	217	7	209	17	200	73	144	3	3	31	126	34	124
	24%	10%	25%	13%	26%	13%	42%	2%	4%	24%	25%	21%	25%
			a		a	cd	acd						
Don't know/ can't remember	15	2	13	2	13	6	10	-	-	1	10	1	10
	2%	2%	2%	1%	2%	1%	3%	-%	-%	1%	2%	1%	2%
							ac						

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

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Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
SUMMARY													
UP TO 2 YEARS	271	34	236	54	216	212	59	106	71	41	134	53	122
	30%	47%	28%	42%	28%	37%	17%	96%	95%	31%	26%	33%	25%
		b		b		b		ab	ab			b	
MORE THAN 2, UP TO 4 YEARS	166	15	151	28	138	126	40	1	1	22	94	32	85
	18%	21%	18%	22%	18%	22%	12%	*%	1%	17%	18%	20%	17%
						bcd	cd						
MORE THAN 4, UP TO 10 YEARS	242	14	228	28	214	152	90	2	1	36	151	40	146
	27%	19%	27%	22%	27%	27%	26%	1%	1%	27%	29%	25%	30%
			a			cd	cd						
MORE THAN 10 YEARS	217	7	209	17	200	73	144	3	3	31	126	34	124
	24%	10%	25%	13%	26%	13%	42%	2%	4%	24%	25%	21%	25%
			a		a	cd	acd						

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.

Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
Less than 3 months	24	10	5	**	**	1	4	**	**	15	5	16	9
	3%	3%	2%	**	**	2%	3%	**	**	2%	3%	3%	2%
3-6 months	38	15	11	**	**	2	6	**	**	26	8	22	17
	4%	4%	4%	**	**	3%	5%	**	**	4%	4%	5%	4%
7-12 months	73	36	11	**	**	7	11	**	**	47	18	41	33
	8%	10% b	4%	**	**	10%	9%	**	**	7%	9%	9%	8%
More than a year, up to 2 years	134	55	31	**	**	22	15	**	**	86	37	75	59
	15%	15%	11%	**	**	31% b	12%	**	**	13%	19% a	16%	14%
More than 2 years, up to 4 years	166	81	36	**	**	14	26	**	**	117	40	87	79
	18%	22% b	13%	**	**	19%	21%	**	**	18%	20%	18%	18%
More than 4 years, up to 6 years	128	59	35	**	**	10	15	**	**	94	25	70	58
	14%	16%	13%	**	**	14%	12%	**	**	15%	13%	15%	13%
More than 6 years, up to 10 years	113	53	40	**	**	3	11	**	**	93	13	62	51
	12%	14%	14%	**	**	4%	9%	**	**	14% b	7%	13%	12%
More than 10 years	217	53	104	**	**	12	35	**	**	157	47	102	114
	24%	15%	37% a	**	**	17%	28% a	**	**	24%	24%	21%	26% a
Don't know/ can't remember	15	3	8	**	**	*	2	**	**	11	2	3	12
	2%	1%	3% a	**	**	1%	1%	**	**	2%	1%	1%	3% a
SUMMARY													
UP TO 2 YEARS	271	117	58	**	**	32	36	**	**	175	68	153	117
	30%	32% b	21%	**	**	45% b	29%	**	**	27%	35% a	32% b	27%

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.

Q6H. (SHOWCARD) How long has (PROVIDER) been providing 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
MORE THAN 2, UP TO 4 YEARS	166	81	36	**	**	14	26	**	**	117	40	87	79
	18%	22% b	13%	**	**	19%	21%	**	**	18%	20%	18%	18%
MORE THAN 4, UP TO 10 YEARS	242	112	75	**	**	13	26	**	**	187	38	132	109
	27%	31%	27%	**	**	18%	21%	**	**	29% b	20%	28%	25%
MORE THAN 10 YEARS	217	53	104	**	**	12	35	**	**	157	47	102	114
	24%	15%	37% a	**	**	17%	28% a	**	**	24%	24%	21%	26% 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.

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
Less than 3 months	24	9	9	**	3	3	**	16	3	23	1	-	11	11	2
	3%	3%	2%	**	3%	4%	**	4%	1%	3%	1%	-%	5%	3%	1%
								cef		c			bc	c	
3-6 months	38	12	13	**	6	4	**	22	9	37	1	*	17	16	6
	4%	4%	3%	**	6%	5%	**	5%	3%	5%	1%	1%	7%	4%	2%
								cef		e			bc		
7-12 months	73	26	28	**	9	10	**	37	24	71	3	1	32	33	9
	8%	9%	7%	**	8%	14%	**	9%	7%	9%	2%	2%	14%	8%	3%
						b		ef	ef	ef			bc	c	
More than a year, up to 2 years	134	41	49	**	20	17	**	79	37	126	8	3	53	60	21
	15%	15%	12%	**	17%	24%	**	19%	12%	16%	7%	8%	23%	14%	8%
						ab		cef	e	cef			bc	c	
More than 2 years, up to 4 years	166	44	69	**	27	15	**	97	47	149	17	4	51	74	41
	18%	16%	17%	**	23%	21%	**	23%	15%	19%	14%	11%	22%	18%	16%
					a			cdef		cef			c		
More than 4 years, up to 6 years	128	43	60	**	12	9	**	64	48	114	14	5	28	62	38
	14%	16%	15%	**	10%	12%	**	15%	15%	14%	12%	13%	12%	15%	14%
More than 6 years, up to 10 years	113	23	66	**	12	5	**	44	53	100	13	4	19	58	36
	12%	9%	16%	**	11%	7%	**	10%	16%	13%	11%	9%	8%	14%	14%
			ae						bde					a	a
More than 10 years	217	72	101	**	22	7	**	59	94	158	59	21	17	97	102
	24%	26%	25%	**	19%	10%	**	14%	29%	20%	49%	51%	8%	23%	39%
		e	e		e				bd	b	bcd	bcd		a	ab
Don't know/ can't remember	15	3	7	**	3	2	**	5	7	13	3	2	1	8	7
	2%	1%	2%	**	2%	3%	**	1%	2%	2%	2%	5%	*%	2%	3%
												bd		a	a
SUMMARY															
UP TO 2 YEARS	271	88	99	**	39	33	**	154	73	257	14	4	113	119	38
	30%	32%	25%	**	34%	46%	**	36%	23%	32%	11%	10%	49%	29%	15%
		b			b	abd		cef	ef	cef			bc	c	

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

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
MORE THAN 2, UP TO 4 YEARS	166	44	69	**	27	15	**	97	47	149	17	4	51	74	41
	18%	16%	17%	**	23%	21%	**	23%	15%	19%	14%	11%	22%	18%	16%
					a			cdef		cef			c		
MORE THAN 4, UP TO 10 YEARS	242	66	126	**	24	14	**	108	101	214	27	9	47	120	74
	27%	24%	31%	**	21%	19%	**	25%	31%	27%	23%	23%	21%	29%	28%
			ade						be					a	a
MORE THAN 10 YEARS	217	72	101	**	22	7	**	59	94	158	59	21	17	97	102
	24%	26%	25%	**	19%	10%	**	14%	29%	20%	49%	51%	8%	23%	39%
		e	e		e				bd	b	bcd	bcd		a	ab

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

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Less than 3 months	24	11	14	7	6	4	7	20	4	22	1	**	**	3	7	5
	3%	2%	3%	2%	2%	3%	4%	3%	3%	3%	1%	**	**	3%	3%	3%
3-6 months	38	15	23	8	12	8	10	33	5	34	2	**	**	5	14	6
	4%	3%	5%	3%	4%	5%	6% a	4%	5%	4%	5%	**	**	5%	6%	3%
7-12 months	73	45	29	28	19	14	13	66	7	64	4	**	**	11	24	19
	8%	10% b	6%	10%	7%	9%	7%	8%	6%	8%	8%	**	**	11%	11%	11%
More than a year, up to 2 years	134	69	66	38	41	24	32	119	15	121	6	**	**	19	32	28
	15%	15%	14%	13%	14%	15%	18%	15%	13%	15%	12%	**	**	19%	14%	16%
More than 2 years, up to 4 years	166	74	92	54	54	27	31	142	24	151	5	**	**	24	37	33
	18%	16%	20%	19%	19%	17%	18%	18%	20%	19% b	9%	**	**	24% b	17%	19%
More than 4 years, up to 6 years	128	64	65	48	45	21	14	112	16	109	7	**	**	10	36	29
	14%	14%	14%	17% d	15% d	13% d	8%	14%	14%	14%	13%	**	**	10%	16%	17%
More than 6 years, up to 10 years	113	59	55	24	41	24	25	101	12	97	6	**	**	13	26	20
	12%	13%	12%	8%	14% a	15% a	14% a	13%	10%	12%	11%	**	**	13%	12%	11%
More than 10 years	217	112	104	77	68	33	40	186	31	178	18	**	**	14	43	35
	24%	25%	23%	27% c	23%	20%	23%	23%	26%	23%	35% a	**	**	14%	19%	20%
Don’t know/ can’t remember	15	5	10	3	6	4	3	13	2	9	3	**	**	*	1	*
	2%	1%	2%	1%	2%	2%	1%	2%	2%	1%	7% a	**	**	*%	1%	*%

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

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
SUMMARY																
UP TO 2 YEARS	271	139	131	80	78	51	61	239	32	241	14	**	**	37	77	57
	30%	31%	29%	28%	27%	32%	35% ab	30%	27%	31%	26%	**	**	38%	35%	33%
MORE THAN 2, UP TO 4 YEARS	166	74	92	54	54	27	31	142	24	151	5	**	**	24	37	33
	18%	16%	20%	19%	19%	17%	18%	18%	20%	19% b	9%	**	**	24% b	17%	19%
MORE THAN 4, UP TO 10 YEARS	242	122	119	72	85	45	39	214	28	206	12	**	**	23	62	49
	27%	27%	26%	25%	29% d	28%	23%	27%	24%	26%	24%	**	**	23%	28%	28%
MORE THAN 10 YEARS	217	112	104	77	68	33	40	186	31	178	18	**	**	14	43	35
	24%	25%	23%	27% c	23%	20%	23%	23%	26%	23%	35% a	**	**	14%	19%	20%

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

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Less than 3 months	24	4	17
	3%	3%	2%
3-6 months	38	4	31
	4%	3%	4%
7-12 months	73	8	58
	8%	6%	8%
More than a year, up to 2 years	134	19	106
	15%	15%	15%
More than 2 years, up to 4 years	166	22	130
	18%	17%	18%
More than 4 years, up to 6 years	128	15	105
	14%	12%	15%
More than 6 years, up to 10 years	113	15	87
	12%	12%	12%
More than 10 years	217	37	162
	24%	29%	23%
		b	
Don't know/ can't remember	15	2	13
	2%	2%	2%
SUMMARY			
UP TO 2 YEARS	271	35	212
	30%	28%	30%
MORE THAN 2, UP TO 4 YEARS	166	22	130
	18%	17%	18%

Columns Tested: a,b

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

Q6H. (SHOWCARD) How long has (PROVIDER) been providing your Fixed Broadband service?

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
MORE THAN 4, UP TO 10 YEARS	242	30	192
	27%	24%	27%
MORE THAN 10 YEARS	217	37	162
	24%	29%	23%
		b	

Columns Tested: a,b

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

Q6K. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
I am currently within my minimum contract period	501	**	419	39	396	301	135	93	63	427	60	439	47	310	177	64
	55%	**	55%	47%	55%	56%	52%	95% ab	96% ab	55%	55%	55%	55%	54%	58%	67% ab
My minimum contract period has ended, I am out of contract	219	**	188	24	174	149	50	4	2	182	30	187	25	156	56	15
	24%	**	25%	28%	24%	27% bcd	19% cd	4%	3%	24%	27%	24%	28%	27% bc	18%	16%
I don't know whether I am within my minimum contract period or whether it has ended	115	**	94	13	88	59	42	*	-	100	10	104	6	68	42	10
	13%	**	12%	15%	12%	11% cd	16% acd	*%	-%	13%	9%	13% b	7%	12%	14%	11%
I'm not sure/don't know if I ever had a contract	76	**	64	8	60	33	35	1	1	63	9	64	8	43	29	6
	8%	**	8%	9%	8%	6% cd	13% acd	1%	1%	8%	8%	8%	9%	7%	10%	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.

Q6K. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
I am currently within my minimum contract period	501	42	458	70	431	324	176	104	69	76	277	91	262
	55%	58%	55%	54%	55%	57%	52%	94%	93%	58%	54%	57%	54%
						b		ab	ab				
My minimum contract period has ended, I am out of contract	219	17	202	33	186	147	73	4	3	34	122	38	117
	24%	24%	24%	25%	24%	26%	21%	4%	4%	26%	24%	24%	24%
						bcd	cd						
I don't know whether I am within my minimum contract period or whether it has ended	115	6	109	15	100	64	51	2	1	12	74	19	67
	13%	8%	13%	11%	13%	11%	15%	1%	1%	9%	14%	12%	14%
						cd	acd				a		
I'm not sure/don't know if I ever had a contract	76	7	68	12	63	33	43	1	1	10	41	11	40
	8%	10%	8%	9%	8%	6%	12%	1%	2%	8%	8%	7%	8%
						c	acd						

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.

Q6K. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
I am currently within my minimum contract period	501	209	144	**	**	43	68	**	**	353	110	270	231
	55%	57%	51%	**	**	60%	54%	**	**	55%	56%	56%	53%
My minimum contract period has ended, I am out of contract	219	93	63	**	**	17	32	**	**	156	49	122	98
	24%	25%	22%	**	**	23%	26%	**	**	24%	25%	25%	23%
I don't know whether I am within my minimum contract period or whether it has ended	115	45	41	**	**	7	13	**	**	86	20	56	59
	13%	12%	15%	**	**	10%	10%	**	**	13%	10%	12%	14%
I'm not sure/don't know if I ever had a contract	76	19	32	**	**	5	12	**	**	51	17	31	45
	8%	5%	12%	**	**	7%	9%	**	**	8%	8%	6%	10%
			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.

Q6K. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
I am currently within my minimum contract period	501	151	219	**	67	41	**	251	161	442	58	18	142	236	122
	55%	55%	54%	**	59%	58%	**	59% cef	50%	56% cef	49%	43%	62% c	57% c	46%
My minimum contract period has ended, I am out of contract	219	69	96	**	21	17	**	90	94	189	30	10	40	107	73
	24%	25% d	24%	**	18%	24%	**	21%	29% bd	24%	25%	24%	17%	26% a	28% a
I don't know whether I am within my minimum contract period or whether it has ended	115	29	56	**	19	6	**	53	37	97	18	7	30	46	38
	13%	11%	14%	**	17% ae	8%	**	13%	11%	12%	15%	18%	13%	11%	15%
I'm not sure/don't know if I ever had a contract	76	24	31	**	7	7	**	28	31	63	13	6	17	29	30
	8%	9%	8%	**	6%	10%	**	7%	10%	8%	11% b	15% bd	7%	7%	11% ab

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

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

Q6K. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
I am currently within my minimum contract period	501	254	246	155	158	94	94	445	56	446	24	**	**	59	122	106
	55%	56%	54%	54%	54%	59%	54%	56%	48%	57%	47%	**	**	59%	55%	61%
								b		b						
My minimum contract period has ended, I am out of contract	219	116	103	86	60	31	42	184	35	197	6	**	**	25	55	45
	24%	26%	23%	30%	21%	20%	24%	23%	30%	25%	12%	**	**	25%	25%	26%
				bc					a	b						
I don't know whether I am within my minimum contract period or whether it has ended	115	53	62	27	45	21	21	104	11	84	17	**	**	8	29	13
	13%	12%	14%	9%	16%	13%	12%	13%	10%	11%	32%	**	**	8%	13%	7%
					a						a				c	
I'm not sure/don't know if I ever had a contract	76	31	45	19	28	13	16	61	15	59	5	**	**	7	14	10
	8%	7%	10%	7%	10%	8%	9%	8%	13%	7%	9%	**	**	7%	6%	6%
			a						a							

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
I am currently within my minimum contract period	501	65	391
	55%	52%	55%
My minimum contract period has ended, I am out of contract	219	33	173
	24%	26%	24%
I don't know whether I am within my minimum contract period or whether it has ended	115	16	89
	13%	12%	13%
I'm not sure/don't know if I ever had a contract	76	13	56
	8%	10%	8%

Columns Tested: a,b

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

Q6N. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	~b	a	b	c
Unweighted total	875	28	740	67	701	514	254	159	111	730	111	754	87	530	311	115
Effective Weighted Sample	752	24	640	58	606	450	215	138	96	634	93	653	74	461	266	98
Total	501	17	419	39	396	301	135	93	63	427	60	439	47	310	177	64
Very certain	411	**	349	**	333	246	115	84	57	353	48	363	**	251	150	53
	82%	**	83%	**	84%	82%	85%	90% a	92% a	83%	80%	83%	**	81%	85%	83%
Fairly certain	76	**	59	**	54	44	19	7	4	62	10	64	**	49	24	9
	15%	**	14%	**	14%	15% cd	14% cd	8%	7%	15%	17%	15%	**	16%	13%	15%
Not very certain	11	**	9	**	8	9	*	2	1	9	2	10	**	9	2	2
	2%	**	2%	**	2%	3% b	*%	2% b	2%	2%	3%	2%	**	3%	1%	3%
Don't know	2	**	2	**	2	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. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	875	78	797	124	751	548	327	180	123	119	439	142	416
Effective Weighted Sample	752	61	691	101	651	477	275	153	105	111	406	132	384
Total	501	42	458	70	431	324	176	104	69	76	277	91	262
Very certain	411	**	377	53	358	261	151	93	62	64	232	75	221
	82%	**	82%	76%	83%	80%	85%	90%	89%	84%	84%	83%	84%
								a	a				
Fairly certain	76	**	68	15	62	51	25	8	5	10	39	13	36
	15%	**	15%	21%	14%	16%	14%	7%	8%	13%	14%	14%	14%
						cd	c						
Not very certain	11	**	11	1	9	11	*	3	2	2	5	2	4
	2%	**	2%	2%	2%	3%	*%	3%	3%	2%	2%	3%	2%
						b		b	b				
Don't know	2	**	2	1	2	2	1	-	-	-	1	1	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. (SHOWCARD) You say you are [in/ 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 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	875	322	235	86	55	69	105	9	6	557	174	447	428
Effective Weighted Sample	752	299	217	81	52	64	97	9	6	516	161	390	364
Total	501	209	144	59	36	43	68	6	4	353	110	270	231
Very certain	411	176	120	**	**	**	59	**	**	296	88	219	192
	82%	84%	84%	**	**	**	88%	**	**	84%	80%	81%	83%
Fairly certain	76	27	22	**	**	**	7	**	**	49	19	42	34
	15%	13%	15%	**	**	**	10%	**	**	14%	17%	16%	15%
Not very certain	11	6	1	**	**	**	1	**	**	7	3	7	4
	2%	3%	1%	**	**	**	2%	**	**	2%	3%	3%	2%
Don't know	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.

Q6N. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	875	298	351	39	113	76	50	375	293	718	157	47	220	377	278
Effective Weighted Sample	752	240	325	35	96	60	40	333	266	631	144	43	190	336	247
Total	501	151	219	23	67	41	30	251	161	442	58	18	142	236	122
Very certain	411	124	185	**	51	**	**	201	134	360	52	**	114	196	101
	82%	82%	84%	**	76%	**	**	80%	83%	81%	88%	**	80%	83%	83%
			d								bd				
Fairly certain	76	23	29	**	13	**	**	42	22	70	6	**	25	33	18
	15%	15%	13%	**	19%	**	**	17%	14%	16%	11%	**	18%	14%	15%
Not very certain	11	4	3	**	3	**	**	7	3	10	1	**	2	6	2
	2%	3%	2%	**	5%	**	**	3%	2%	2%	1%	**	2%	3%	2%
					b										
Don't know	2	1	1	**	-	**	**	1	1	2	-	**	*	2	-
	*%	*%	1%	**	-%	**	**	*%	1%	*%	-%	**	*%	1%	-%

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

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

Q6N. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	875	438	437	208	295	208	164	775	100	766	51	32	26	109	206	153
Effective Weighted Sample	752	373	379	188	259	190	140	668	84	664	41	27	21	93	185	138
Total	501	254	246	155	158	94	94	445	56	446	24	18	13	59	122	106
Very certain	411	209	203	129	130	73	79	364	48	369	**	**	**	43	100	91
	82%	82%	82%	84%	83%	78%	83%	82%	86%	83%	**	**	**	73%	81%	86% a
Fairly certain	76	36	40	21	24	19	12	69	8	65	**	**	**	12	18	14
	15%	14%	16%	13%	15%	20%	13%	15%	14%	15%	**	**	**	21%	15%	13%
Not very certain	11	7	4	4	3	1	3	11	-	9	**	**	**	4	3	1
	2%	3%	1%	2%	2%	1%	4%	2%	-%	2%	**	**	**	6% c	3%	1%
Don't know	2	2	*	1	*	1	-	2	*	2	**	**	**	*	1	-
	*%	1%	*%	1%	*%	1%	-%	*%	1%	*%	**	**	**	*%	1%	-%

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	875	122	669
Effective Weighted Sample	752	105	579
Total	501	65	391
Very certain	411	52	326
	82%	79%	83%
Fairly certain	76	11	56
	15%	17%	14%
Not very certain	11	2	8
	2%	3%	2%
Don't know	2	-	1
	*%	-%	*%

Columns Tested: a,b

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

Q6N. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	379	16	326	41	301	249	93	4	2	311	52	321	42	264	99	29
Effective Weighted Sample	327	14	282	36	260	218	79	4	2	269	45	277	37	228	86	24
Total	219	10	188	24	174	149	50	4	2	182	30	187	25	156	56	15
Very certain	157	**	133	**	121	104	**	**	**	129	**	134	**	110	**	**
	72%	**	71%	**	70%	70%	**	**	**	71%	**	72%	**	71%	**	**
Fairly certain	54	**	47	**	46	38	**	**	**	47	**	47	**	40	**	**
	25%	**	25%	**	26%	25%	**	**	**	26%	**	25%	**	25%	**	**
Not very certain	7	**	7	**	7	6	**	**	**	5	**	5	**	5	**	**
	3%	**	4%	**	4%	4%	**	**	**	3%	**	3%	**	3%	**	**
Don't know	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.

Q6N. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	379	30	349	59	320	247	132	5	4	50	197	59	188
Effective Weighted Sample	327	24	303	49	277	215	112	5	4	46	180	54	171
Total	219	17	202	33	186	147	73	4	3	34	122	38	117
Very certain	157	**	143	**	129	101	56	**	**	**	86	**	82
	72%	**	71%	**	69%	69%	77%	**	**	**	70%	**	70%
Fairly certain	54	**	51	**	50	40	14	**	**	**	31	**	31
	25%	**	25%	**	27%	27%	19%	**	**	**	25%	**	26%
Not very certain	7	**	7	**	7	5	2	**	**	**	5	**	5
	3%	**	3%	**	4%	4%	2%	**	**	**	4%	**	4%
Don't know	1	**	1	**	1	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. (SHOWCARD) You say you are [in/ 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: 95%		a	~b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	379	150	97	3	3	27	51	2	2	247	78	195	184
Effective Weighted Sample	327	138	88	3	3	24	47	2	2	226	71	171	158
Total	219	93	63	2	2	17	32	1	1	156	49	122	98
Very certain	157	65	**	**	**	**	**	**	**	112	**	91	66
	72%	70%	**	**	**	**	**	**	**	72%	**	75%	68%
Fairly certain	54	26	**	**	**	**	**	**	**	38	**	27	27
	25%	28%	**	**	**	**	**	**	**	24%	**	22%	28%
Not very certain	7	2	**	**	**	**	**	**	**	6	**	3	4
	3%	3%	**	**	**	**	**	**	**	4%	**	2%	4%
Don't know	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. (SHOWCARD) You say you are [in/ 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	379	133	152	28	36	30	7	129	162	298	81	24	62	163	154
Effective Weighted Sample	327	109	138	26	30	24	6	115	147	264	76	23	53	147	135
Total	219	69	96	16	21	17	4	90	94	189	30	10	40	107	73
Very certain	157	48	69	**	**	**	**	64	69	136	**	**	**	75	56
	72%	70%	72%	**	**	**	**	71%	74%	72%	**	**	**	71%	78%
Fairly certain	54	19	24	**	**	**	**	23	22	47	**	**	**	29	13
	25%	28%	25%	**	**	**	**	25%	24%	25%	**	**	**	27%	18%
Not very certain	7	1	3	**	**	**	**	3	3	6	**	**	**	3	3
	3%	2%	4%	**	**	**	**	3%	3%	3%	**	**	**	3%	4%
Don't know	1	-	-	**	**	**	**	1	-	1	**	**	**	-	1
	1%	-%	-%	**	**	**	**	1%	-%	*%	**	**	**	-%	1%

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

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

Q6N. (SHOWCARD) You say you are [in/ 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	379	190	189	114	116	73	76	318	61	333	16	22	8	44	89	67
Effective Weighted Sample	327	164	164	103	103	68	67	274	52	290	11	20	6	39	79	59
Total	219	116	103	86	60	31	42	184	35	197	6	12	4	25	55	45
Very certain	157	87	70	62	43	**	**	129	**	141	**	**	**	**	**	**
	72%	75%	68%	73%	71%	**	**	70%	**	72%	**	**	**	**	**	**
Fairly certain	54	25	29	19	16	**	**	49	**	49	**	**	**	**	**	**
	25%	22%	28%	23%	26%	**	**	26%	**	25%	**	**	**	**	**	**
Not very certain	7	3	5	4	2	**	**	6	**	7	**	**	**	**	**	**
	3%	2%	4%	4%	3%	**	**	3%	**	3%	**	**	**	**	**	**
Don't know	1	1	-	1	-	**	**	1	**	1	**	**	**	**	**	**
	1%	1%	-%	1%	-%	**	**	*%	**	*%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	379	63	294
Effective Weighted Sample	327	54	253
Total	219	33	173
Very certain	157	**	128
	72%	**	74%
Fairly certain	54	**	40
	25%	**	23%
Not very certain	7	**	5
	3%	**	3%
Don't know	1	**	1
	1%	**	*%

Columns Tested: a,b

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

Q6Q. (SHOWCARD) 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	629	31	523	66	488	337	217	18	9	529	73	543	59	386	216	54
Effective Weighted Sample	535	25	449	56	418	292	183	16	8	451	62	463	50	334	178	47
Total	342	16	283	34	265	191	108	12	7	289	40	297	32	216	113	31
Within the last 2 years	99	**	73	**	70	56	22	**	**	85	**	85	**	67	29	**
	29%	**	26%	**	27%	29% b	20%	**	**	29%	**	29%	**	31%	26%	**
Longer than 2 years ago	205	**	178	**	166	115	73	**	**	171	**	178	**	128	68	**
	60%	**	63%	**	63%	60%	68%	**	**	59%	**	60%	**	59%	61%	**
Don't know	38	**	33	**	29	20	13	**	**	33	**	33	**	21	15	**
	11%	**	11%	**	11%	11%	12%	**	**	12%	**	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.

Q6Q. (SHOWCARD) 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	629	54	575	96	533	361	268	24	16	68	314	89	293
Effective Weighted Sample	535	40	495	77	459	314	222	22	15	63	291	82	272
Total	342	25	318	48	294	207	135	16	11	42	197	54	184
Within the last 2 years	99	**	88	**	84	69	30	**	**	**	53	**	49
	29%	**	28%	**	29%	34% b	22%	**	**	**	27%	**	27%
Longer than 2 years ago	205	**	194	**	179	114	91	**	**	**	124	**	117
	60%	**	61%	**	61%	55%	67% a	**	**	**	63%	**	63%
Don't know	38	**	35	**	31	23	15	**	**	**	20	**	18
	11%	**	11%	**	11%	11%	11%	**	**	**	10%	**	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.

Q6Q. (SHOWCARD) 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	629	196	186	13	11	54	72	4	2	382	126	285	344
Effective Weighted Sample	535	182	171	13	11	50	66	4	2	354	116	246	292
Total	342	125	113	10	8	31	41	3	2	238	72	168	174
Within the last 2 years	99	39	26	**	**	**	**	**	**	65	25	56	44
	29%	32%	23%	**	**	**	**	**	**	27%	34%	33% b	25%
Longer than 2 years ago	205	72	73	**	**	**	**	**	**	145	42	96	109
	60%	58%	65%	**	**	**	**	**	**	61%	58%	57%	63%
Don't know	38	14	14	**	**	**	**	**	**	28	5	17	21
	11%	11%	13%	**	**	**	**	**	**	12%	7%	10%	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.

Q6Q. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	629	224	237	33	81	54	32	246	224	502	127	50	145	242	242
Effective Weighted Sample	535	178	220	30	70	40	26	215	199	436	117	46	125	212	213
Total	342	102	148	19	49	25	18	158	119	295	47	19	90	147	105
Within the last 2 years	99	28	36	**	**	**	**	62	22	89	10	**	36	44	19
	29%	27%	25%	**	**	**	**	39%	18%	30%	22%	**	40%	30%	18%
								cde		c			c	c	
Longer than 2 years ago	205	60	95	**	**	**	**	81	83	174	31	**	46	88	72
	60%	59%	64%	**	**	**	**	51%	69%	59%	67%	**	51%	60%	68%
									bd		b				a
Don't know	38	14	16	**	**	**	**	15	15	33	5	**	8	15	14
	11%	13%	11%	**	**	**	**	10%	12%	11%	11%	**	9%	10%	14%

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

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

Q6Q. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	~c
Unweighted total	629	270	359	135	233	143	118	550	79	498	60	37	34	71	133	75
Effective Weighted Sample	535	231	306	120	202	131	98	470	65	430	50	31	25	61	118	66
Total	342	158	184	95	119	65	64	301	41	275	31	20	16	39	78	51
Within the last 2 years	99	52	47	29	32	21	17	90	**	86	**	**	**	**	28	**
	29%	33% b	26%	30%	27%	33%	27%	30%	**	31%	**	**	**	**	35%	**
Longer than 2 years ago	205	91	114	58	70	39	39	178	**	160	**	**	**	**	41	**
	60%	58%	62%	61%	59%	60%	60%	59%	**	58%	**	**	**	**	53%	**
Don't know	38	15	23	8	17	5	8	34	**	29	**	**	**	**	9	**
	11%	9%	13%	9%	14% c	7%	12%	11%	**	11%	**	**	**	**	12%	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	629	102	459
Effective Weighted Sample	535	87	395
Total	342	52	255
Within the last 2 years	99	15	73
	29%	29%	29%
Longer than 2 years ago	205	35	156
	60%	67%	61%
Don't know	38	2	27
	11%	4%	11%
			a

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	629	31	523	66	488	337	217	18	9	529	73	543	59	386	216	54
Effective Weighted Sample	535	25	449	56	418	292	183	16	8	451	62	463	50	334	178	47
Total	342	16	283	34	265	191	108	12	7	289	40	297	32	216	113	31
Yes	48	**	38	**	37	28	11	**	**	41	**	42	**	36	11	**
	14%	**	13%	**	14%	15%	11%	**	**	14%	**	14%	**	17% b	10%	**
No	281	**	234	**	217	154	93	**	**	238	**	244	**	171	99	**
	82%	**	83%	**	82%	81%	86%	**	**	82%	**	82%	**	79%	88% a	**
Don't know	12	**	11	**	11	9	4	**	**	10	**	11	**	9	3	**
	4%	**	4%	**	4%	5%	4%	**	**	3%	**	4%	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	629	54	575	96	533	361	268	24	16	68	314	89	293
Effective Weighted Sample	535	40	495	77	459	314	222	22	15	63	291	82	272
Total	342	25	318	48	294	207	135	16	11	42	197	54	184
Yes	48	**	45	**	40	32	16	**	**	**	34	**	30
	14%	**	14%	**	14%	16%	12%	**	**	**	17%	**	16%
No	281	**	261	**	243	168	113	**	**	**	154	**	147
	82%	**	82%	**	83%	81%	84%	**	**	**	78%	**	80%
Don't know	12	**	12	**	11	6	6	**	**	**	9	**	8
	4%	**	4%	**	4%	3%	4%	**	**	**	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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	b
Unweighted total	629	196	186	13	11	54	72	4	2	382	126	285	344
Effective Weighted Sample	535	182	171	13	11	50	66	4	2	354	116	246	292
Total	342	125	113	10	8	31	41	3	2	238	72	168	174
Yes	48	22	15	**	**	**	**	**	**	37	8	30	18
	14%	18%	13%	**	**	**	**	**	**	16%	11%	18% b	11%
No	281	100	91	**	**	**	**	**	**	191	63	133	149
	82%	80%	81%	**	**	**	**	**	**	80%	87%	79%	86% a
Don't know	12	3	7	**	**	**	**	**	**	10	1	6	7
	4%	3%	6%	**	**	**	**	**	**	4%	2%	3%	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	629	224	237	33	81	54	32	246	224	502	127	50	145	242	242
Effective Weighted Sample	535	178	220	30	70	40	26	215	199	436	117	46	125	212	213
Total	342	102	148	19	49	25	18	158	119	295	47	19	90	147	105
Yes	48	9	23	**	**	**	**	25	17	44	4	**	15	22	11
	14%	8%	16% a	**	**	**	**	16%	14%	15%	9%	**	17%	15%	11%
No	281	91	117	**	**	**	**	126	100	241	40	**	73	120	89
	82%	89% b	79%	**	**	**	**	80%	84%	82%	85%	**	81%	81%	85%
Don't know	12	2	8	**	**	**	**	6	3	10	3	**	2	5	5
	4%	2%	5%	**	**	**	**	4%	2%	3%	6%	**	3%	3%	5%

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	~c
Unweighted total	629	270	359	135	233	143	118	550	79	498	60	37	34	71	133	75
Effective Weighted Sample	535	231	306	120	202	131	98	470	65	430	50	31	25	61	118	66
Total	342	158	184	95	119	65	64	301	41	275	31	20	16	39	78	51
Yes	48	23	25	13	20	7	8	43	**	39	**	**	**	**	9	**
	14%	15%	14%	14%	17%	11%	13%	14%	**	14%	**	**	**	**	11%	**
No	281	130	151	77	94	55	55	247	**	226	**	**	**	**	68	**
	82%	82%	82%	81%	79%	86%	86%	82%	**	82%	**	**	**	**	87%	**
Don't know	12	5	8	5	4	2	1	11	**	10	**	**	**	**	1	**
	4%	3%	4%	5%	4%	4%	2%	4%	**	4%	**	**	**	**	2%	**

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	629	102	459
Effective Weighted Sample	535	87	395
Total	342	52	255
Yes	48	8	32
	14%	16%	13%
No	281	41	215
	82%	80%	84%
Don't know	12	2	8
	4%	4%	3%

Columns Tested: a,b

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

SUMMARY OF 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
VERY CERTAIN IN CONTRACT	411	**	349	29	333	246	115	84	57	353	48	363	38	251	150	53
	45%	**	46%	34%	46% a	45%	44%	86% ab	88% ab	46%	44%	46%	44%	43%	50% a	55% a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	**	119	17	111	89	38	11	6	129	22	132	18	105	45	22
	17%	**	16%	20%	15%	17% d	15%	12%	9%	17%	20%	17%	21%	18%	15%	23% b
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	**	123	15	115	69	61	-	-	119	14	123	10	79	55	7
	16%	**	16%	18%	16%	13% cd	23% acd	-%	-%	15%	13%	16%	12%	14% c	18% ac	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)	46	**	41	3	39	33	9	1	1	41	4	41	4	33	12	2
	5%	**	5%	3%	5%	6% bcd	4%	1%	1%	5%	4%	5%	4%	6%	4%	2%
VERY CERTAIN OUT OF CONTRACT	157	**	133	21	121	104	38	2	1	129	21	134	17	110	40	12
	17%	**	17%	25% b	17%	19% bcd	14% cd	2%	2%	17%	19%	17%	19%	19% bc	13%	13%
SUMMARY																
IN CONTRACT	566	**	468	45	443	335	154	95	63	482	70	496	56	356	196	75
	62%	**	61%	54%	62%	62%	59%	97% ab	97% ab	62%	64%	62%	65%	62%	65%	78% 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.

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
OUT OF CONTRACT	203	**	174	24	161	137	47	3	2	170	25	175	20	143	52	14
	22%	**	23%	28%	22%	25% bcd	18% cd	3%	3%	22%	23%	22%	23%	25% bc	17%	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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
VERY CERTAIN IN CONTRACT	411	34	377	53	358	261	151	93	62	64	232	75	221
	45%	47%	45%	41%	46%	46%	44%	84% ab	82% ab	49%	45%	47%	45%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	14	141	26	129	103	51	15	10	20	85	26	78
	17%	19%	17%	20%	16%	18%	15%	14%	14%	15%	17%	17%	16%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	8	133	18	123	71	70	-	-	17	86	22	81
	16%	11%	16%	14%	16%	12% cd	21% acd	-%	-%	13%	17%	14%	17%
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)	46	2	44	4	42	33	13	1	1	5	26	5	25
	5%	3%	5%	3%	5%	6% cd	4% c	1%	1%	4%	5%	3%	5%
VERY CERTAIN OUT OF CONTRACT	157	14	143	28	129	101	56	2	2	26	86	30	82
	17%	19%	17%	22% b	16%	18% cd	16% cd	2%	3%	20%	17%	19%	17%
SUMMARY													
IN CONTRACT	566	48	518	79	487	364	202	108	72	84	317	102	299
	62%	66%	62%	61%	62%	64% b	59%	98% ab	96% ab	64%	62%	64%	61%

Columns Tested: a,b - a,b - 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

		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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
OUT OF CONTRACT	203	16	187	32	171	133	70	3	3	31	112	35	107
	22%	22%	22%	25%	22%	23% cd	20% cd	2%	4%	24%	22%	22%	22%

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
VERY CERTAIN IN CONTRACT	411	176	120	**	**	29	59	**	**	296	88	219	192
	45%	48%	43%	**	**	41%	48%	**	**	46%	45%	46%	44%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	61	44	**	**	18	17	**	**	105	35	87	67
	17%	17%	16%	**	**	25% b	14%	**	**	16%	18%	18%	16%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	46	57	**	**	9	17	**	**	103	25	60	81
	16%	13%	20% a	**	**	12%	13%	**	**	16%	13%	12%	19% 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)	46	18	13	**	**	5	7	**	**	31	12	21	25
	5%	5%	5%	**	**	7%	6%	**	**	5%	6%	4%	6%
VERY CERTAIN OUT OF CONTRACT	157	65	47	**	**	11	24	**	**	112	35	91	66
	17%	18%	17%	**	**	15%	20%	**	**	17%	18%	19% b	15%
SUMMARY													
IN CONTRACT	566	236	164	**	**	47	76	**	**	400	123	307	259
	62%	65% b	59%	**	**	66%	61%	**	**	62%	63%	64%	60%
OUT OF CONTRACT	203	83	60	**	**	15	32	**	**	142	47	112	91
	22%	23%	21%	**	**	22%	26%	**	**	22%	24%	23%	21%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
VERY CERTAIN IN CONTRACT	411	124	185	**	51	33	**	201	134	360	52	15	114	196	101
	45%	45%	46%	**	44%	46%	**	48% c	42%	45%	43%	38%	50% c	47% c	39%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	43	60	**	31	14	**	85	44	140	15	5	52	67	36
	17%	16%	15%	**	27% ab	20%	**	20% cef	14%	18% ce	12%	12%	23% bc	16%	14%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	42	68	**	15	8	**	53	57	117	25	11	29	57	55
	16%	15%	17%	**	13%	11%	**	13%	18% b	15%	21% bd	27% bcd	13%	14%	21% ab
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)	46	17	21	**	3	2	**	19	19	39	8	3	9	23	15
	5%	6%	5%	**	3%	3%	**	5%	6%	5%	6%	8%	4%	5%	6%
VERY CERTAIN OUT OF CONTRACT	157	48	69	**	15	14	**	64	69	136	21	6	25	75	56
	17%	18%	17%	**	13%	19%	**	15%	21% bd	17%	18%	16%	11%	18% a	21% a
SUMMARY															
IN CONTRACT	566	167	245	**	82	47	**	286	178	500	66	20	167	263	137
	62%	61%	61%	**	71% ab	66%	**	68% cef	55%	63% cef	55%	49%	73% bc	63% c	52%
OUT OF CONTRACT	203	66	90	**	19	16	**	83	88	174	29	10	34	98	71
	22%	24% d	22%	**	16%	23%	**	20%	27% bd	22%	24%	24%	15%	23% a	27% a

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

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SUMMARY OF CONTRACT STATUS - FIXED BROADBAND

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
VERY CERTAIN IN CONTRACT	411	209	203	129	130	73	79	364	48	369	18	**	**	43	100	91
	45%	46%	44%	45%	45%	46%	45%	46%	41%	47% b	35%	**	**	43%	45%	52%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	78	77	43	52	32	28	139	15	131	12	**	**	24	38	27
	17%	17%	17%	15%	18%	20%	16%	18%	13%	17%	22%	**	**	24% c	17%	15%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	60	81	34	55	25	27	121	21	102	17	**	**	10	31	16
	16%	13%	18% a	12%	19% a	16%	15%	15%	18%	13%	32% a	**	**	10%	14%	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)	46	20	26	18	12	7	10	41	5	42	2	**	**	5	9	9
	5%	4%	6%	6%	4%	4%	6%	5%	4%	5%	5%	**	**	5%	4%	5%
VERY CERTAIN OUT OF CONTRACT	157	87	70	62	43	21	31	129	28	141	3	**	**	17	43	32
	17%	19% b	15%	22% bc	15%	13%	18%	16%	24% a	18% b	6%	**	**	17%	19%	18%
SUMMARY																
IN CONTRACT	566	286	280	172	182	106	106	503	63	500	30	**	**	67	138	118
	62%	63%	61%	60%	62%	66%	61%	63% b	54%	64%	57%	**	**	67%	63%	68%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
OUT OF CONTRACT	203	107	96	80	54	28	40	170	33	183	5	**	**	23	52	40
	22%	24%	21%	28%	19%	18%	23%	21%	28%	23%	10%	**	**	23%	23%	23%
				bc					a	b						

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
VERY CERTAIN IN CONTRACT	411	52	326
	45%	41%	46%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	155	25	110
	17%	20%	15%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	141	20	111
	16%	16%	16%
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)	46	6	34
	5%	5%	5%
VERY CERTAIN OUT OF CONTRACT	157	23	128
	17%	18%	18%
SUMMARY			
IN CONTRACT	566	77	436
	62%	61%	62%
OUT OF CONTRACT	203	29	162
	22%	23%	23%

Columns Tested: a,b

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
Sky	392	21	323	38	306	245	99	37	**	342	32	349	25	246	127	38
	36%	19%	44%	24%	45%	46%	32%	41%	**	38%	31%	38%	30%	38%	36%	36%
			a		a	b										
Freeview	335	74	137	88	123	101	109	17	**	267	16	272	12	176	107	31
	31%	68%	19%	55%	18%	19%	35%	19%	**	30%	16%	30%	14%	27%	30%	29%
		b		b			ac			b		b				
Virgin Media	163	3	134	9	128	93	44	14	**	135	23	139	19	103	55	14
	15%	2%	18%	6%	19%	17%	14%	15%	**	15%	22%	15%	23%	16%	16%	13%
			a		a						a		a			
BT	56	*	52	6	46	23	29	6	**	42	8	44	7	27	23	5
	5%	*%	7%	4%	7%	4%	9%	6%	**	5%	8%	5%	8%	4%	6%	5%
			a				a									
Freesat	43	3	22	5	19	17	7	3	**	36	5	36	5	30	11	5
	4%	2%	3%	3%	3%	3%	2%	3%	**	4%	5%	4%	5%	5%	3%	5%
TalkTalk	34	2	29	3	28	23	8	6	**	27	5	28	5	25	8	6
	3%	2%	4%	2%	4%	4%	3%	6%	**	3%	5%	3%	6%	4%	2%	5%
								b								b
NOW TV/ NOW Broadband	32	2	21	4	19	14	9	4	**	28	3	28	3	17	14	1
	3%	2%	3%	3%	3%	3%	3%	4%	**	3%	3%	3%	3%	3%	4%	1%
EE	10	1	5	2	4	6	*	2	**	3	7	4	6	6	4	1
	1%	1%	1%	1%	1%	1%	*%	2%	**	*%	7%	*%	7%	1%	1%	1%
						b		b			a		a			
Plusnet	5	-	4	1	3	3	1	1	**	4	-	4	-	2	3	1
	*%	-%	1%	*%	*%	1%	*%	1%	**	*%	-%	*%	-%	*%	1%	*%
YouView	3	-	1	-	1	-	1	-	**	2	-	2	-	2	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	**	*%	-%	*%	-%	*%	-%	-%
Other supplier	11	3	7	3	7	7	3	3	**	6	4	8	2	9	1	4
	1%	3%	1%	2%	1%	1%	1%	3%	**	1%	4%	1%	3%	1%	*%	3%
		b						b			a			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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Sky	392	**	352	29	332	240	121	39	26	119	273	132	260
	36%	**	45%	28%	45% a	45% b	39%	38%	38%	68% b	52%	64% b	52%
Freeview	335	**	137	42	124	94	72	17	12	-	-	-	-
	31%	**	17%	40% b	17%	18%	23% a	17%	18%	-%	-%	-%	-%
Virgin Media	163	**	152	10	144	89	64	16	13	11	153	19	145
	15%	**	19%	9%	19% a	17%	21%	16%	19%	6%	29% a	9%	29% a
BT	56	**	48	2	46	26	22	7	3	5	51	11	45
	5%	**	6%	2%	6% a	5%	7%	7%	4%	3%	10% a	5%	9% a
Freesat	43	**	24	7	22	21	8	5	4	-	-	-	-
	4%	**	3%	6% b	3%	4%	2%	5%	6% b	-%	-%	-%	-%
TalkTalk	34	**	30	*	30	24	7	6	4	3	31	5	29
	3%	**	4%	*%	4% a	4% b	2%	6% b	6% b	2%	6% a	2%	6% a
NOW TV/ NOW Broadband	32	**	24	8	20	16	12	3	2	25	7	27	5
	3%	**	3%	8% b	3%	3%	4%	3%	2%	14% b	1%	13% b	1%
EE	10	**	9	1	8	8	1	3	2	-	10	1	9
	1%	**	1%	1%	1%	1%	*%	3% b	3% b	-%	2% a	1%	2%
Plusnet	5	**	4	1	4	3	2	1	1	1	4	1	4
	*%	**	1%	1%	*%	1%	1%	1%	1%	*%	1%	1%	1%
YouView	3	**	1	1	1	1	1	1	1	-	-	-	-
	*%	**	*%	*%	*%	*%	*%	1%	1%	-%	-%	-%	-%
Other supplier	11	**	8	4	7	8	3	3	1	11	-	11	-
	1%	**	1%	4% b	1%	2%	1%	3% b	1%	6% b	-%	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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
Sky	392	207	186	**	**	-	-	**	**	392	-	207	185
	36%	53%	59% a	**	**	-%	-%	**	**	56% b	-%	43% b	31%
Freeview	335	-	-	**	**	103	232	**	**	-	335	95	239
	31%	-%	-%	**	**	81%	91% a	**	**	-%	88% a	20%	40% a
Virgin Media	163	93	70	**	**	-	-	**	**	163	-	78	86
	15%	24%	22%	**	**	-%	-%	**	**	23% b	-%	16%	14%
BT	56	30	27	**	**	-	-	**	**	56	-	26	30
	5%	8%	8%	**	**	-%	-%	**	**	8% b	-%	5%	5%
Freesat	43	-	-	**	**	22	21	**	**	-	43	14	29
	4%	-%	-%	**	**	17% b	8%	**	**	-%	11% a	3%	5% a
TalkTalk	34	25	9	**	**	-	-	**	**	34	-	13	20
	3%	6% b	3%	**	**	-%	-%	**	**	5% b	-%	3%	3%
NOW TV/ NOW Broadband	32	16	16	**	**	-	-	**	**	32	-	32	-
	3%	4%	5%	**	**	-%	-%	**	**	5% b	-%	7% b	-%
EE	10	9	1	**	**	-	-	**	**	10	-	5	5
	1%	2% b	*%	**	**	-%	-%	**	**	1% b	-%	1%	1%
Plusnet	5	3	2	**	**	-	-	**	**	5	-	3	2
	*%	1%	1%	**	**	-%	-%	**	**	1% b	-%	1%	*%
YouView	3	-	-	**	**	2	1	**	**	-	3	-	3
	*%	-%	-%	**	**	1%	*%	**	**	-%	1% a	-%	*%
Other supplier	11	9	2	**	**	-	-	**	**	11	-	7	3
	1%	2% b	1%	**	**	-%	-%	**	**	2% b	-%	2% b	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.

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
Sky	392	72	222	**	45	37	**	182	155	353	39	12	92	198	102
	36%	30%	55%	**	38%	13%	**	40%	43%	40%	19%	12%	36%	43%	27%
		e	ade		e			ef	ef	ef	f		c	ac	
Freeview	335	122	-	**	16	196	**	117	93	225	109	63	70	106	158
	31%	52%	-%	**	14%	71%	**	25%	26%	26%	52%	65%	28%	23%	42%
		bd			b	abd					bcd	bcde			ab
Virgin Media	163	2	111	**	25	7	**	73	58	138	25	8	38	78	48
	15%	1%	28%	**	21%	3%	**	16%	16%	16%	12%	8%	15%	17%	13%
			ae		ae			f	f	ef				c	
BT	56	2	36	**	8	3	**	16	20	38	19	6	8	17	30
	5%	1%	9%	**	7%	1%	**	4%	6%	4%	9%	6%	3%	4%	8%
			ae		ae						bcd				ab
Freesat	43	20	-	**	5	19	**	24	9	36	7	3	9	22	12
	4%	8%	-%	**	4%	7%	**	5%	3%	4%	3%	3%	4%	5%	3%
		b			b	b		c							
TalkTalk	34	-	23	**	5	2	**	16	11	28	6	4	7	16	10
	3%	-%	6%	**	4%	1%	**	3%	3%	3%	3%	4%	3%	4%	3%
			ae		ae										
NOW TV/ NOW Broadband	32	14	4	**	6	8	**	17	8	31	1	-	16	11	5
	3%	6%	1%	**	5%	3%	**	4%	2%	4%	*%	-%	6%	2%	1%
		be			b	b		ef	ef	ef			bc		
EE	10	-	2	**	5	-	**	5	4	9	1	-	4	4	3
	1%	-%	1%	**	4%	-%	**	1%	1%	1%	1%	-%	1%	1%	1%
					abe										
Plusnet	5	-	4	**	1	1	**	1	2	5	*	*	2	1	1
	*%	-%	1%	**	*%	*%	**	*%	*%	1%	*%	*%	1%	*%	*%
YouView	3	1	-	**	-	2	**	1	1	1	1	*	-	1	1
	*%	*%	-%	**	-%	1%	**	*%	*%	*%	1%	*%	-%	*%	*%
						b									
Other supplier	11	3	-	**	4	3	**	6	2	10	1	1	6	3	2
	1%	1%	-%	**	4%	1%	**	1%	1%	1%	*%	1%	2%	1%	1%
		b			be	b							bc		

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

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

Q6D. MAIN BROADCAST TV SERVICE PROVIDER

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
Sky	392	189	204	120	134	68	70	340	52	314	31	**	**	39	101	80
	36%	34%	38%	41% d	42% cd	35% d	25%	35%	42%	34%	46% a	**	**	29%	42% a	45% a
Freeview	335	179	156	67	80	57	130	293	42	304	15	**	**	55	59	34
	31%	33%	29%	23%	25%	30% a	46% abc	31%	33%	32% b	21%	**	**	41% bc	25%	19%
Virgin Media	163	87	76	53	47	26	37	162	1	142	13	**	**	18	34	28
	15%	16%	14%	18%	15%	14%	13%	17% b	1%	15%	18%	**	**	13%	14%	16%
BT	56	30	26	22	15	8	11	45	12	47	6	**	**	3	7	14
	5%	5%	5%	7% d	5%	4%	4%	5%	9% a	5%	8%	**	**	2%	3%	8% ab
Freesat	43	26	17	11	9	14	9	37	6	39	3	**	**	7	11	6
	4%	5%	3%	4%	3%	7% abd	3%	4%	5%	4%	4%	**	**	5%	5%	3%
TalkTalk	34	12	21	6	13	6	8	32	1	34	-	**	**	5	9	5
	3%	2%	4% a	2%	4%	3%	3%	3%	1%	4% b	-%	**	**	4%	4%	3%
NOW TV/ NOW Broadband	32	14	18	8	12	7	5	25	7	29	1	**	**	4	10	7
	3%	3%	3%	3%	4%	4%	2%	3%	5% a	3%	1%	**	**	3%	4%	4%
EE	10	5	5	1	4	2	3	6	4	10	-	**	**	1	4	1
	1%	1%	1%	*%	1%	1%	1%	1%	3% a	1%	-%	**	**	1%	2%	1%
Plusnet	5	2	3	1	2	1	1	5	-	5	-	**	**	-	-	1
	*%	*%	1%	*%	1%	*%	*%	1%	-%	1%	-%	**	**	-%	-%	*%
YouView	3	1	2	-	-	1	2	2	1	2	1	**	**	1	1	-
	*%	*%	*%	-%	-%	*%	1%	*%	*%	*%	1%	**	**	1%	*%	-%
Other supplier	11	3	8	4	1	2	3	11	-	10	-	**	**	2	3	1
	1%	1%	1% a	2%	*%	1%	1%	1%	-%	1%	-%	**	**	2%	1%	1%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
Sky	392	54	311
	36%	26%	39%
			a
Freeview	335	98	208
	31%	47%	26%
		b	
Virgin Media	163	24	126
	15%	12%	16%
			a
BT	56	9	40
	5%	5%	5%
Freesat	43	8	33
	4%	4%	4%
TalkTalk	34	4	26
	3%	2%	3%
NOW TV/ NOW Broadband	32	5	24
	3%	3%	3%
EE	10	2	7
	1%	1%	1%
Plusnet	5	1	3
	*%	1%	*%
YouView	3	1	1
	*%	*%	*%
Other supplier	11	*	9
	1%	*%	1%

Columns Tested: a,b

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
Less than 3 months	16	-	12	1	11	12	1	9	**	16	1	16	*	10	7	2
	2%	-%	2%	1%	2%	2% b	*%	10% ab	**	2%	1%	2%	*%	2%	2%	2%
3-6 months	35	1	24	3	22	17	7	14	**	28	6	28	5	22	12	7
	3%	1%	3%	2%	3%	3%	2%	15% ab	**	3%	6%	3%	6%	3%	3%	7% ab
7-12 months	55	2	41	5	38	35	8	29	**	49	4	50	2	36	17	14
	5%	2%	6%	3%	6%	6% b	3%	31% ab	**	5%	4%	6%	3%	6%	5%	13% ab
More than a year, up to 2 years	109	8	77	16	69	59	26	5	**	93	12	97	8	78	27	14
	10%	7%	11%	10%	10%	11% c	8%	5%	**	10%	11%	11%	10%	12% b	8%	13% b
More than 2 years, up to 4 years	141	7	102	14	95	87	22	7	**	118	18	122	14	98	38	14
	13%	6%	14% a	9%	14% a	16% bc	7%	8%	**	13%	17%	13%	17%	15% b	11%	13%
More than 4 years, up to 6 years	130	10	91	12	89	71	29	2	**	110	13	112	12	82	41	8
	12%	9%	12%	7%	13% a	13% bc	10% c	2%	**	12%	13%	12%	14%	13% c	12%	7%
More than 6 years, up to 10 years	136	8	101	11	97	75	33	3	**	118	13	121	9	86	45	9
	13%	7%	14% a	7%	14% a	14% c	11% c	3%	**	13%	12%	13%	11%	13%	13%	9%
More than 10 years	423	70	267	92	244	166	170	23	**	331	35	337	30	218	149	35
	39%	64% b	36%	58% b	36%	31%	55% ac	25%	**	37%	34%	37%	36%	34%	42% ac	33%
Don't know/ can't remember	38	4	20	5	19	11	12	1	**	31	2	31	2	15	18	2
	4%	4%	3%	3%	3%	2%	4% a	1%	**	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

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1687	185	1195	265	1115	856	524	140	96	1360	170	1394	136	980	550	162
Effective Weighted Sample	1552	174	1100	248	1026	789	485	131	89	1254	155	1285	125	904	505	151
Total	1084	109	734	158	685	533	310	92	61	893	103	914	83	644	352	106
SUMMARY																
UP TO 2 YEARS	215	11	153	25	140	123	42	57	**	186	22	192	16	145	62	37
	20%	10%	21%	16%	20%	23%	14%	62%	**	21%	21%	21%	20%	23%	18%	35%
			a			b		ab						b		ab
MORE THAN 2, UP TO 4 YEARS	141	7	102	14	95	87	22	7	**	118	18	122	14	98	38	14
	13%	6%	14%	9%	14%	16%	7%	8%	**	13%	17%	13%	17%	15%	11%	13%
			a		a	bc								b		
MORE THAN 4, UP TO 10 YEARS	266	17	192	23	186	146	63	5	**	228	26	233	21	168	86	17
	25%	16%	26%	15%	27%	27%	20%	5%	**	26%	25%	26%	25%	26%	24%	16%
			a		a	bc	c							c	c	
MORE THAN 10 YEARS	423	70	267	92	244	166	170	23	**	331	35	337	30	218	149	35
	39%	64%	36%	58%	36%	31%	55%	25%	**	37%	34%	37%	36%	34%	42%	33%
		b		b			ac								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.

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
Less than 3 months	16	**	14	1	12	12	2	10	7	3	10	3	10
	2%	**	2%	1%	2%	2%	1%	10%	10%	2%	2%	2%	2%
						b		ab	ab				
3-6 months	35	**	27	4	26	20	10	16	8	9	19	11	17
	3%	**	3%	4%	3%	4%	3%	16%	12%	5%	4%	5%	3%
								ab	ab				
7-12 months	55	**	43	6	41	38	9	31	20	16	33	16	33
	5%	**	5%	6%	6%	7%	3%	31%	29%	9%	6%	8%	7%
						b		ab	ab				
More than a year, up to 2 years	109	**	90	16	79	70	26	7	5	17	68	25	60
	10%	**	11%	16%	11%	13%	8%	7%	7%	10%	13%	12%	12%
						bc							
More than 2 years, up to 4 years	141	**	113	16	105	94	27	7	5	17	87	24	79
	13%	**	14%	15%	14%	18%	9%	7%	8%	10%	16%	12%	16%
						bcd					a		
More than 4 years, up to 6 years	130	**	101	9	98	73	34	4	3	19	72	21	70
	12%	**	13%	8%	13%	14%	11%	4%	4%	11%	14%	10%	14%
						cd	cd						
More than 6 years, up to 10 years	136	**	107	12	103	75	40	4	3	25	77	28	75
	13%	**	14%	12%	14%	14%	13%	4%	4%	15%	15%	13%	15%
						cd	cd						
More than 10 years	423	**	271	38	251	137	152	21	18	63	150	73	141
	39%	**	34%	36%	34%	26%	49%	21%	26%	36%	28%	35%	28%
							acd			b		b	
Don't know/ can't remember	38	**	23	2	21	12	12	-	-	5	12	6	10
	4%	**	3%	2%	3%	2%	4%	-%	-%	3%	2%	3%	2%
							cd						

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.

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1687	76	1272	160	1188	830	518	151	107	265	845	316	794
Effective Weighted Sample	1552	72	1171	149	1094	769	474	141	99	245	779	292	731
Total	1084	52	790	104	737	529	312	101	68	174	529	207	497
SUMMARY													
UP TO 2 YEARS	215	**	174	28	158	139	47	64	39	45	130	55	121
	20%	**	22%	26%	21%	26%	15%	64%	57%	26%	25%	27%	24%
						b		ab	ab				
MORE THAN 2, UP TO 4 YEARS	141	**	113	16	105	94	27	7	5	17	87	24	79
	13%	**	14%	15%	14%	18%	9%	7%	8%	10%	16%	12%	16%
						bcd					a		
MORE THAN 4, UP TO 10 YEARS	266	**	208	21	201	148	74	8	6	45	149	49	145
	25%	**	26%	20%	27%	28%	24%	8%	9%	26%	28%	24%	29%
						cd	cd						
MORE THAN 10 YEARS	423	**	271	38	251	137	152	21	18	63	150	73	141
	39%	**	34%	36%	34%	26%	49%	21%	26%	36%	28%	35%	28%
							acd			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.

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
Less than 3 months	16	11	3	**	**	2	1	**	**	14	3	11	6
	2%	3% b	1%	**	**	1%	*%	**	**	2%	1%	2% b	1%
3-6 months	35	20	9	**	**	3	3	**	**	28	6	19	15
	3%	5%	3%	**	**	3%	1%	**	**	4% b	2%	4%	3%
7-12 months	55	37	11	**	**	3	4	**	**	48	7	26	29
	5%	10% b	4%	**	**	3%	1%	**	**	7% b	2%	5%	5%
More than a year, up to 2 years	109	58	27	**	**	14	10	**	**	85	24	57	52
	10%	15% b	9%	**	**	11% b	4%	**	**	12% b	6%	12% b	9%
More than 2 years, up to 4 years	141	80	24	**	**	18	19	**	**	104	37	79	61
	13%	20% b	8%	**	**	14% b	7%	**	**	15% b	10%	16% b	10%
More than 4 years, up to 6 years	130	57	35	**	**	19	20	**	**	91	39	64	66
	12%	15%	11%	**	**	15% b	8%	**	**	13%	10%	13%	11%
More than 6 years, up to 10 years	136	61	42	**	**	15	18	**	**	103	33	66	70
	13%	16%	13%	**	**	12%	7%	**	**	15% b	9%	14%	12%
More than 10 years	423	64	150	**	**	48	161	**	**	214	209	149	274
	39%	16%	48% a	**	**	38%	63% a	**	**	30%	55% a	31%	45% a
Don't know/ can't remember	38	4	13	**	**	3	19	**	**	17	22	10	29
	4%	1%	4% a	**	**	2%	7% a	**	**	2%	6% a	2%	5% 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.

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1687	610	500	97	64	194	383	17	14	1110	577	711	976
Effective Weighted Sample	1552	565	458	91	60	179	351	16	13	1023	529	663	891
Total	1084	390	313	67	42	126	254	11	9	703	380	480	604
SUMMARY													
UP TO 2 YEARS	215	126	50	**	**	23	17	**	**	176	40	113	103
	20%	32% b	16%	**	**	18% b	7%	**	**	25% b	10%	24% b	17%
MORE THAN 2, UP TO 4 YEARS	141	80	24	**	**	18	19	**	**	104	37	79	61
	13%	20% b	8%	**	**	14% b	7%	**	**	15% b	10%	16% b	10%
MORE THAN 4, UP TO 10 YEARS	266	117	77	**	**	34	39	**	**	194	73	130	137
	25%	30% b	25%	**	**	27% b	15%	**	**	28% b	19%	27% b	23%
MORE THAN 10 YEARS	423	64	150	**	**	48	161	**	**	214	209	149	274
	39%	16%	48% a	**	**	38%	63% a	**	**	30%	55% a	31%	45% 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.

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
Less than 3 months	16	3	9	**	2	3	**	8	4	16	1	-	6	8	3
	2%	1%	2%	**	1%	1%	**	2%	1%	2%	*%	-%	3%	2%	1%
								e		e			c		
3-6 months	35	6	13	**	6	7	**	20	7	34	1	1	17	14	3
	3%	2%	3%	**	5%	3%	**	4%	2%	4%	*%	1%	7%	3%	1%
								cef	e	cef			bc	c	
7-12 months	55	10	26	**	7	11	**	25	18	51	5	1	25	20	10
	5%	4%	7%	**	6%	4%	**	5%	5%	6%	2%	1%	10%	4%	3%
								ef	ef	ef			bc		
More than a year, up to 2 years	109	18	50	**	16	19	**	64	27	100	10	3	42	47	19
	10%	8%	12%	**	13%	7%	**	14%	8%	11%	5%	3%	17%	10%	5%
			ae		ae			cef	ef	cef			bc	c	
More than 2 years, up to 4 years	141	23	61	**	18	26	**	83	39	124	16	6	41	68	32
	13%	10%	15%	**	15%	9%	**	18%	11%	14%	8%	6%	16%	15%	9%
			ae		e			cdef	f	cef			c	c	
More than 4 years, up to 6 years	130	25	57	**	17	28	**	71	41	116	14	7	34	65	32
	12%	10%	14%	**	14%	10%	**	15%	11%	13%	7%	7%	14%	14%	9%
								cef	e	ef			c	c	
More than 6 years, up to 10 years	136	26	63	**	11	27	**	56	56	116	20	8	26	66	45
	13%	11%	16%	**	9%	10%	**	12%	15%	13%	10%	8%	10%	14%	12%
			ade						ef	f					
More than 10 years	423	115	115	**	40	141	**	121	157	287	136	69	50	157	215
	39%	48%	29%	**	33%	51%	**	26%	43%	33%	65%	70%	20%	34%	58%
		bd				bd			bd	b	bcd	bcd		a	ab
Don't know/ can't remember	38	11	7	**	3	16	**	12	14	30	8	4	9	14	15
	4%	5%	2%	**	3%	6%	**	3%	4%	3%	4%	5%	4%	3%	4%
		b				b									

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

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1687	389	644	85	183	388	61	595	583	1239	447	197	322	651	713
Effective Weighted Sample	1552	357	594	77	169	362	59	572	550	1169	424	188	310	614	663
Total	1084	237	402	49	120	277	50	460	363	872	210	98	251	458	373
SUMMARY															
UP TO 2 YEARS	215	37	98	**	31	39	**	117	56	200	16	5	91	89	34
	20%	16%	24%	**	25%	14%	**	25%	15%	23%	8%	5%	36%	20%	9%
			ae		ae			cef	ef	cef			bc	c	
MORE THAN 2, UP TO 4 YEARS	141	23	61	**	18	26	**	83	39	124	16	6	41	68	32
	13%	10%	15%	**	15%	9%	**	18%	11%	14%	8%	6%	16%	15%	9%
			ae		e			cdef	f	cef			c	c	
MORE THAN 4, UP TO 10 YEARS	266	51	120	**	29	56	**	127	97	232	34	14	60	130	76
	25%	22%	30%	**	24%	20%	**	28%	27%	27%	16%	15%	24%	28%	20%
			ae					ef	ef	ef				c	
MORE THAN 10 YEARS	423	115	115	**	40	141	**	121	157	287	136	69	50	157	215
	39%	48%	29%	**	33%	51%	**	26%	43%	33%	65%	70%	20%	34%	58%
		bd				bd			bd	b	bcd	bcd		a	ab

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

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
Less than 3 months	16	8	8	4	4	3	6	15	2	16	-	**	**	3	4	3
	2%	2%	2%	1%	1%	1%	2%	2%	1%	2%	-%	**	**	2%	2%	1%
3-6 months	35	13	22	8	10	8	8	31	4	31	3	**	**	6	11	5
	3%	2%	4% a	3%	3%	4%	3%	3%	3%	3%	4%	**	**	4%	4%	3%
7-12 months	55	30	25	16	13	13	13	49	6	48	4	**	**	7	16	13
	5%	5%	5%	6%	4%	7%	5%	5%	5%	5%	5%	**	**	5%	7%	7%
More than a year, up to 2 years	109	59	50	28	33	19	30	98	11	95	8	**	**	18	29	22
	10%	11%	9%	9%	10%	10%	11%	10%	9%	10%	12%	**	**	13%	12%	12%
More than 2 years, up to 4 years	141	66	74	46	48	23	24	121	19	123	8	**	**	20	31	25
	13%	12%	14%	16% d	15% d	12%	9%	13%	15%	13%	12%	**	**	15%	13%	14%
More than 4 years, up to 6 years	130	68	63	44	39	22	26	121	10	114	8	**	**	12	39	29
	12%	12%	12%	15% d	12%	11%	9%	13%	8%	12%	12%	**	**	9%	16% a	17% a
More than 6 years, up to 10 years	136	69	67	36	44	25	31	123	13	118	5	**	**	16	32	24
	13%	13%	13%	12%	14%	13%	11%	13%	10%	13%	7%	**	**	12%	14%	14%
More than 10 years	423	219	204	103	116	71	133	371	52	364	28	**	**	51	71	51
	39%	40%	38%	35%	36%	37%	47% abc	39%	42%	39%	41%	**	**	38% bc	29%	29%
Don't know/ can't remember	38	17	22	8	12	8	10	30	8	28	4	**	**	2	6	4
	4%	3%	4%	3%	4%	4%	4%	3%	7% a	3%	6%	**	**	1%	3%	3%
SUMMARY																
UP TO 2 YEARS	215	110	105	56	60	42	57	193	23	190	15	**	**	34	60	43
	20%	20%	20%	19%	19%	22%	20%	20%	18%	20%	22%	**	**	25%	25%	24%

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

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1687	820	867	370	535	380	402	1487	200	1455	106	78	48	203	357	240
Effective Weighted Sample	1552	754	801	351	502	360	378	1368	185	1339	97	72	45	190	335	226
Total	1084	548	536	293	319	191	280	958	125	937	68	48	31	136	239	177
MORE THAN 2, UP TO 4 YEARS	141	66	74	46	48	23	24	121	19	123	8	**	**	20	31	25
	13%	12%	14%	16% d	15% d	12%	9%	13%	15%	13%	12%	**	**	15%	13%	14%
MORE THAN 4, UP TO 10 YEARS	266	136	130	80	83	47	56	244	23	232	13	**	**	28	71	54
	25%	25%	24%	27% d	26% d	25%	20%	25% b	18%	25%	19%	**	**	21%	30% a	30% a
MORE THAN 10 YEARS	423	219	204	103	116	71	133	371	52	364	28	**	**	51	71	51
	39%	40%	38%	35%	36%	37%	47% abc	39%	42%	39%	41%	**	**	38% bc	29%	29%

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

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
Less than 3 months	16	3	11
	2%	1%	1%
3-6 months	35	4	27
	3%	2%	3%
7-12 months	55	7	41
	5%	3%	5%
More than a year, up to 2 years	109	15	87
	10%	7%	11% a
More than 2 years, up to 4 years	141	20	110
	13%	9%	14% a
More than 4 years, up to 6 years	130	15	102
	12%	7%	13% a
More than 6 years, up to 10 years	136	20	103
	13%	10%	13%
More than 10 years	423	119	277
	39%	57% b	35%
Don't know/ can't remember	38	5	30
	4%	3%	4%
SUMMARY			
UP TO 2 YEARS	215	28	166
	20%	14%	21% a

Columns Tested: a,b

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

Q6I. (SHOWCARD) How long has (PROVIDER) been providing your TV service?

Base : Those responsible for the household's TV service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1687	348	1205
Effective Weighted Sample	1552	318	1112
Total	1084	207	788
MORE THAN 2, UP TO 4 YEARS	141	20	110
	13%	9%	14%
			a
MORE THAN 4, UP TO 10 YEARS	266	35	205
	25%	17%	26%
			a
MORE THAN 10 YEARS	423	119	277
	39%	57%	35%
		b	

Columns Tested: a,b

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

Q6L. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
I am currently within my minimum contract period	350	**	292	27	278	218	87	64	**	301	39	308	32	212	128	45
	50%	**	51%	40%	51% a	53% b	45%	88% ab	**	51%	48%	51%	48%	49%	55%	64% a
My minimum contract period has ended, I am out of contract	176	**	155	14	146	119	41	6	**	146	24	150	20	126	44	12
	25%	**	27%	21%	27%	29% bc	21% c	8%	**	25%	30%	25%	31%	29% bc	19%	17%
I don't know whether I am within my minimum contract period or whether it has ended	99	**	72	12	66	46	33	-	**	84	7	87	4	55	37	7
	14%	**	13%	19%	12%	11% c	17% ac	-%	**	14%	9%	14% b	7%	13%	16%	10%
I'm not sure/don't know if I ever had a contract	79	**	56	13	50	31	32	2	**	58	11	60	9	44	26	6
	11%	**	10%	20% b	9%	8%	17% ac	3%	**	10%	14%	10%	14%	10%	11%	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.

Q6L. (SHOWCARD) 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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
I am currently within my minimum contract period	350	**	324	**	309	220	113	69	**	72	277	85	265
	50%	**	52%	**	52%	53%	49%	88%	**	42%	52%	41%	53%
								ab			a		a
My minimum contract period has ended, I am out of contract	176	**	163	**	154	113	54	5	**	49	127	56	120
	25%	**	26%	**	26%	27%	23%	7%	**	28%	24%	27%	24%
						c	c						
I don't know whether I am within my minimum contract period or whether it has ended	99	**	82	**	76	49	35	1	**	22	76	30	68
	14%	**	13%	**	13%	12%	15%	2%	**	13%	14%	15%	14%
						c	c						
I'm not sure/don't know if I ever had a contract	79	**	58	**	52	32	30	2	**	31	48	36	44
	11%	**	9%	**	9%	8%	13%	3%	**	18%	9%	17%	9%
							ac			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.

Q6L. (SHOWCARD) 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1110	610	500	97	64	-	-	-	-	1110	-	557	553
Effective Weighted Sample	1023	565	458	91	60	-	-	-	-	1023	-	521	504
Total	703	390	313	67	42	-	-	-	-	703	-	371	332
I am currently within my minimum contract period	350	210	139	**	**	**	**	**	**	350	**	188	162
	50%	54% b	44%	**	**	**	**	**	**	50%	**	51%	49%
My minimum contract period has ended, I am out of contract	176	101	75	**	**	**	**	**	**	176	**	98	78
	25%	26%	24%	**	**	**	**	**	**	25%	**	26%	24%
I don't know whether I am within my minimum contract period or whether it has ended	99	49	49	**	**	**	**	**	**	99	**	46	52
	14%	13%	16%	**	**	**	**	**	**	14%	**	13%	16%
I'm not sure/don't know if I ever had a contract	79	29	50	**	**	**	**	**	**	79	**	39	40
	11%	7%	16% a	**	**	**	**	**	**	11%	**	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.

Q6L. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1110	151	644	85	148	84	43	418	431	892	218	70	227	481	402
Effective Weighted Sample	1023	140	594	77	137	79	42	403	409	844	208	66	219	454	372
Total	703	94	402	49	99	61	34	318	260	611	92	31	172	329	202
I am currently within my minimum contract period	350	43	216	**	47	**	**	171	121	312	38	**	97	171	81
	50%	45%	54%	**	47%	**	**	54% ce	46%	51% e	41%	**	56% c	52% c	40%
My minimum contract period has ended, I am out of contract	176	33	99	**	20	**	**	69	76	151	24	**	31	89	57
	25%	35% bd	25%	**	21%	**	**	22%	29% b	25%	26%	**	18%	27% a	28% a
I don't know whether I am within my minimum contract period or whether it has ended	99	7	56	**	18	**	**	43	34	82	17	**	24	42	32
	14%	7%	14% a	**	19% a	**	**	14%	13%	13%	18%	**	14%	13%	16%
I'm not sure/don't know if I ever had a contract	79	12	31	**	14	**	**	34	29	66	14	**	21	27	32
	11%	12%	8%	**	14% b	**	**	11%	11%	11%	15%	**	12%	8%	16% b

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

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

Q6L. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
I am currently within my minimum contract period	350	167	183	102	113	69	66	315	35	306	**	**	**	37	86	74
	50%	49%	51%	47%	49%	57% abd	47%	50%	46%	52%	**	**	**	52%	51%	54%
My minimum contract period has ended, I am out of contract	176	100	76	71	51	22	32	153	23	157	**	**	**	19	41	43
	25%	29% b	21%	33% bcd	22%	18%	23%	24%	30%	27%	**	**	**	27%	25%	31%
I don't know whether I am within my minimum contract period or whether it has ended	99	41	58	21	37	19	21	91	8	68	**	**	**	6	22	11
	14%	12%	16%	10%	16% a	16% a	15%	14%	10%	11%	**	**	**	9%	13%	8%
I'm not sure/don't know if I ever had a contract	79	34	45	22	28	10	20	69	10	61	**	**	**	9	19	10
	11%	10%	12%	10%	12%	8%	14% c	11%	14%	10%	**	**	**	13%	11%	7%

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1110	174	845
Effective Weighted Sample	1023	158	783
Total	703	100	546
I am currently within my minimum contract period	350	44	273
	50%	44%	50%
My minimum contract period has ended, I am out of contract	176	26	141
	25%	26%	26%
I don't know whether I am within my minimum contract period or whether it has ended	99	16	75
	14%	16%	14%
I'm not sure/don't know if I ever had a contract	79	14	56
	11%	14%	10%

Columns Tested: a,b

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

Q6O. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	550	20	473	41	452	346	147	97	63	468	65	479	54	331	202	73
Effective Weighted Sample	510	19	438	39	418	320	137	91	59	435	59	445	49	308	187	68
Total	350	13	292	27	278	218	87	64	39	301	39	308	32	212	128	45
Very certain	284	**	241	**	231	179	71	**	**	247	**	253	**	171	107	**
	81%	**	82%	**	83%	82%	81%	**	**	82%	**	82%	**	81%	84%	**
Fairly certain	55	**	43	**	40	31	16	**	**	45	**	46	**	32	20	**
	16%	**	15%	**	14%	14%	18%	**	**	15%	**	15%	**	15%	15%	**
Not very certain	9	**	6	**	6	7	1	**	**	7	**	7	**	7	1	**
	2%	**	2%	**	2%	3%	1%	**	**	2%	**	2%	**	3%	1%	**
Don't know	1	**	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.

Q6O. (SHOWCARD) You say you are [in/ 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 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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	550	14	515	36	493	341	188	103	69	113	437	131	419
Effective Weighted Sample	510	13	477	34	456	317	174	96	64	105	404	122	387
Total	350	9	324	24	309	220	113	69	43	72	277	85	265
Very certain	284	**	264	**	254	178	93	60	**	56	227	64	220
	81%	**	82%	**	82%	81%	82%	88%	**	78%	82%	75%	83% a
Fairly certain	55	**	51	**	46	33	20	6	**	13	43	17	38
	16%	**	16%	**	15%	15%	17% c	9%	**	18%	15%	20%	14%
Not very certain	9	**	8	**	8	7	1	2	**	3	6	3	6
	2%	**	2%	**	3%	3% b	1%	4%	**	4%	2%	4%	2%
Don't know	1	**	1	**	1	1	-	-	**	-	1	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.

Q6O. (SHOWCARD) You say you are [in/ 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 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	550	323	227	90	58	-	-	-	-	550	-	284	266
Effective Weighted Sample	510	300	210	85	55	-	-	-	-	510	-	266	244
Total	350	210	139	62	37	-	-	-	-	350	-	188	162
Very certain	284	170	114	**	**	**	**	**	**	284	**	153	131
	81%	81%	82%	**	**	**	**	**	**	81%	**	82%	81%
Fairly certain	55	32	24	**	**	**	**	**	**	55	**	30	25
	16%	15%	17%	**	**	**	**	**	**	16%	**	16%	16%
Not very certain	9	8	1	**	**	**	**	**	**	9	**	4	4
	2%	4%	1%	**	**	**	**	**	**	2%	**	2%	3%
		b											
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. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	a	b	c
Unweighted total	550	70	344	40	68	30	25	229	204	458	92	25	127	255	168
Effective Weighted Sample	510	66	319	36	63	29	24	221	194	434	89	24	123	242	157
Total	350	43	216	23	47	22	20	171	121	312	38	10	97	171	81
Very certain	284	**	181	**	**	**	**	141	96	252	**	**	79	138	66
	81%	**	84%	**	**	**	**	82%	80%	81%	**	**	82%	81%	81%
Fairly certain	55	**	29	**	**	**	**	24	22	50	**	**	15	27	14
	16%	**	14%	**	**	**	**	14%	18%	16%	**	**	15%	16%	17%
Not very certain	9	**	4	**	**	**	**	5	1	8	**	**	3	5	1
	2%	**	2%	**	**	**	**	3%	1%	2%	**	**	3%	3%	1%
Don't know	1	**	1	**	**	**	**	1	1	1	**	**	-	1	-
	*%	**	1%	**	**	**	**	*%	1%	*%	**	**	-%	1%	-%

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

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

Q6O. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	~d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	550	265	285	126	191	136	97	496	54	481	34	20	15	59	134	101
Effective Weighted Sample	510	244	265	121	181	130	92	459	50	446	31	19	14	55	127	96
Total	350	167	183	102	113	69	66	315	35	306	22	13	9	37	86	74
Very certain	284	133	151	78	93	58	**	254	**	253	**	**	**	**	68	61
	81%	80%	83%	77%	82%	84%	**	81%	**	82%	**	**	**	**	80%	83%
Fairly certain	55	30	26	21	19	10	**	51	**	44	**	**	**	**	14	12
	16%	18%	14%	20%	17%	15%	**	16%	**	14%	**	**	**	**	16%	17%
Not very certain	9	3	6	2	2	1	**	9	**	9	**	**	**	**	2	*
	2%	2%	3%	2%	2%	1%	**	3%	**	3%	**	**	**	**	2%	*%
Don't know	1	1	-	1	-	1	**	1	**	1	**	**	**	**	1	-
	*%	1%	-%	1%	-%	1%	**	*%	**	*%	**	**	**	**	2%	-%

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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 currently within their minimum contract period

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	550	76	423
Effective Weighted Sample	510	69	394
Total	350	44	273
Very certain	284	**	226
	81%	**	83%
Fairly certain	55	**	39
	16%	**	14%
Not very certain	9	**	8
	2%	**	3%
Don't know	1	**	1
	*%	**	*%

Columns Tested: a,b

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

Q6O. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	275	9	245	23	231	189	65	8	6	222	40	229	33	190	72	19
Effective Weighted Sample	250	8	223	21	210	172	59	7	6	203	36	210	30	175	65	17
Total	176	5	155	14	146	119	41	6	4	146	24	150	20	126	44	12
Very certain	130	**	113	**	109	86	**	**	**	108	**	112	**	90	**	**
	74%	**	73%	**	74%	72%	**	**	**	74%	**	74%	**	71%	**	**
Fairly certain	38	**	33	**	30	27	**	**	**	32	**	33	**	32	**	**
	21%	**	21%	**	21%	22%	**	**	**	22%	**	22%	**	25%	**	**
Not very certain	8	**	8	**	8	6	**	**	**	5	**	5	**	4	**	**
	4%	**	5%	**	5%	5%	**	**	**	4%	**	3%	**	4%	**	**
Don't know	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.

Q6O. (SHOWCARD) You say you are [in/ 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: 95%		~a	b	~a	b	a	~b	~c	~d	~a	b	~a	b
Unweighted total	275	6	257	21	242	177	86	7	6	69	206	82	193
Effective Weighted Sample	250	6	234	20	220	163	77	7	6	63	188	75	176
Total	176	5	163	14	154	113	54	5	5	49	127	56	120
Very certain	130	**	118	**	110	81	**	**	**	**	89	**	85
	74%	**	72%	**	72%	72%	**	**	**	**	70%	**	71%
Fairly certain	38	**	37	**	36	27	**	**	**	**	32	**	30
	21%	**	23%	**	23%	24%	**	**	**	**	25%	**	25%
Not very certain	8	**	8	**	8	5	**	**	**	**	5	**	5
	4%	**	5%	**	5%	5%	**	**	**	**	4%	**	4%
Don't know	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.

Q6O. (SHOWCARD) You say you are [in/ 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	275	162	113	3	3	-	-	-	-	275	-	145	130
Effective Weighted Sample	250	149	102	3	3	-	-	-	-	250	-	134	117
Total	176	101	75	3	3	-	-	-	-	176	-	98	78
Very certain	130	70	60	**	**	**	**	**	**	130	**	74	56
	74%	69%	80%	**	**	**	**	**	**	74%	**	76%	71%
Fairly certain	38	27	11	**	**	**	**	**	**	38	**	21	16
	21%	26% b	14%	**	**	**	**	**	**	21%	**	22%	21%
Not very certain	8	4	4	**	**	**	**	**	**	8	**	1	6
	4%	4%	5%	**	**	**	**	**	**	4%	**	1%	8% a
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. (SHOWCARD) You say you are [in/ 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	275	49	157	26	32	11	7	86	122	215	60	17	39	124	112
Effective Weighted Sample	250	44	143	24	30	11	7	83	115	203	58	16	38	117	103
Total	176	33	99	15	20	9	6	69	76	151	24	7	31	89	57
Very certain	130	**	70	**	**	**	**	**	54	112	**	**	**	64	44
	74%	**	70%	**	**	**	**	**	71%	74%	**	**	**	72%	77%
Fairly certain	38	**	25	**	**	**	**	**	17	34	**	**	**	21	8
	21%	**	25%	**	**	**	**	**	22%	22%	**	**	**	24%	15%
Not very certain	8	**	4	**	**	**	**	**	5	6	**	**	**	4	4
	4%	**	4%	**	**	**	**	**	6%	4%	**	**	**	4%	7%
Don't know	1	**	1	**	**	**	**	**	1	1	**	**	**	-	1
	*%	**	1%	**	**	**	**	**	1%	*%	**	**	**	-%	1%

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

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

Q6O. (SHOWCARD) You say you are [in/ 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	275	147	128	86	90	49	50	238	37	242	6	21	6	31	62	57
Effective Weighted Sample	250	135	117	83	85	47	47	217	34	221	6	19	6	29	58	53
Total	176	100	76	71	51	22	32	153	23	157	4	11	4	19	41	43
Very certain	130	78	52	**	**	**	**	110	**	116	**	**	**	**	**	**
	74%	78%	68%	**	**	**	**	72%	**	74%	**	**	**	**	**	**
Fairly certain	38	18	19	**	**	**	**	35	**	34	**	**	**	**	**	**
	21%	18%	25%	**	**	**	**	23%	**	22%	**	**	**	**	**	**
Not very certain	8	3	5	**	**	**	**	7	**	7	**	**	**	**	**	**
	4%	3%	6%	**	**	**	**	4%	**	4%	**	**	**	**	**	**
Don't know	1	1	-	**	**	**	**	1	**	1	**	**	**	**	**	**
	*%	1%	-%	**	**	**	**	*%	**	*%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) You say you are [in/ 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	275	44	217
Effective Weighted Sample	250	39	198
Total	176	26	141
Very certain	130	**	107
	74%	**	76%
Fairly certain	38	**	28
	21%	**	20%
Not very certain	8	**	5
	4%	**	4%
Don't know	1	**	1
	*%	**	*%

Columns Tested: a,b

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

Q6R. (SHOWCARD) 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	457	32	357	63	326	236	153	12	8	364	53	374	43	268	149	38
Effective Weighted Sample	423	30	331	58	303	218	143	11	7	339	48	348	40	250	137	36
Total	289	19	220	38	202	149	90	9	6	234	33	239	27	175	92	25
Within the last 2 years	75	**	51	**	48	38	18	**	**	64	**	64	**	46	24	**
	26%	**	23%	**	24%	26%	20%	**	**	28%	**	27%	**	26%	26%	**
Longer than 2 years ago	175	**	141	**	129	93	59	**	**	140	**	145	**	108	55	**
	60%	**	64%	**	64%	62%	65%	**	**	60%	**	60%	**	62%	60%	**
Don't know	39	**	28	**	25	18	13	**	**	30	**	30	**	21	13	**
	14%	**	13%	**	12%	12%	15%	**	**	13%	**	13%	**	12%	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.

Q6R. (SHOWCARD) 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: 95%		~a	b	~a	b	a	b	~c	~d	a	b	a	b
Unweighted total	457	12	392	42	362	241	163	17	13	120	337	152	305
Effective Weighted Sample	423	11	363	38	336	224	150	16	12	111	312	140	283
Total	289	7	245	26	226	154	98	12	9	77	212	98	192
Within the last 2 years	75	**	64	**	59	48	19	**	**	23	53	26	49
	26%	**	26%	**	26%	31% b	20%	**	**	29%	25%	27%	25%
Longer than 2 years ago	175	**	149	**	140	86	66	**	**	40	134	52	122
	60%	**	61%	**	62%	56%	67% a	**	**	52%	63% a	54%	64% a
Don't know	39	**	32	**	27	20	13	**	**	14	25	19	20
	14%	**	13%	**	12%	13%	13%	**	**	19%	12%	19% b	11%

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.

Q6R. (SHOWCARD) 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	457	232	225	19	15	-	-	-	-	457	-	212	245
Effective Weighted Sample	423	217	207	18	14	-	-	-	-	423	-	201	224
Total	289	150	140	14	11	-	-	-	-	289	-	143	146
Within the last 2 years	75	46	29	**	**	**	**	**	**	75	**	43	32
	26%	31%	21%	**	**	**	**	**	**	26%	**	30%	22%
		b										b	
Longer than 2 years ago	175	85	89	**	**	**	**	**	**	175	**	82	92
	60%	57%	64%	**	**	**	**	**	**	60%	**	58%	63%
Don't know	39	18	21	**	**	**	**	**	**	39	**	18	22
	14%	12%	15%	**	**	**	**	**	**	14%	**	12%	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.

Q6R. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	457	58	242	35	71	51	19	165	178	362	95	37	95	184	178
Effective Weighted Sample	423	54	225	32	66	48	18	159	169	343	90	35	92	174	165
Total	289	34	151	21	48	35	14	124	109	247	42	18	71	127	92
Within the last 2 years	75	**	36	**	**	**	**	42	23	69	**	**	**	37	15
	26%	**	24%	**	**	**	**	34%	21%	28%	**	**	**	29%	17%
								c						c	
Longer than 2 years ago	175	**	98	**	**	**	**	68	72	146	**	**	**	77	62
	60%	**	65%	**	**	**	**	55%	66%	59%	**	**	**	60%	67%
									b						
Don't know	39	**	17	**	**	**	**	14	13	32	**	**	**	13	15
	14%	**	11%	**	**	**	**	11%	12%	13%	**	**	**	10%	16%

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

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

Q6R. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	a	~b	~c	~d	~a	b	~c
Unweighted total	457	192	265	110	172	93	82	414	43	353	56	27	21	42	106	61
Effective Weighted Sample	423	179	245	105	163	89	78	384	40	327	51	25	20	40	100	57
Total	289	131	159	86	100	47	56	263	26	223	34	18	14	28	70	45
Within the last 2 years	75	36	39	24	22	**	**	70	**	62	**	**	**	**	23	**
	26%	28%	25%	27%	22%	**	**	27%	**	28%	**	**	**	**	33%	**
Longer than 2 years ago	175	76	99	50	61	**	**	157	**	131	**	**	**	**	37	**
	60%	58%	62%	58%	61%	**	**	60%	**	59%	**	**	**	**	54%	**
Don't know	39	18	21	13	17	**	**	36	**	30	**	**	**	**	9	**
	14%	14%	13%	15%	17%	**	**	14%	**	14%	**	**	**	**	13%	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	457	84	328
Effective Weighted Sample	423	77	306
Total	289	47	212
Within the last 2 years	75	**	54
	26%	**	25%
Longer than 2 years ago	175	**	131
	60%	**	62%
Don't know	39	**	28
	14%	**	13%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	457	32	357	63	326	236	153	12	8	364	53	374	43	268	149	38
Effective Weighted Sample	423	30	331	58	303	218	143	11	7	339	48	348	40	250	137	36
Total	289	19	220	38	202	149	90	9	6	234	33	239	27	175	92	25
Yes	53	**	39	**	37	31	12	**	**	46	**	46	**	37	13	**
	18%	**	18%	**	19%	21% b	13%	**	**	20%	**	19%	**	21%	15%	**
No	227	**	174	**	157	115	74	**	**	181	**	187	**	132	76	**
	78%	**	79%	**	78%	77%	82%	**	**	77%	**	78%	**	76%	83%	**
Don't know	10	**	7	**	7	3	4	**	**	6	**	6	**	6	2	**
	3%	**	3%	**	3%	2%	5%	**	**	3%	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	a	b	a	b
Unweighted total	457	12	392	42	362	241	163	17	13	120	337	152	305
Effective Weighted Sample	423	11	363	38	336	224	150	16	12	111	312	140	283
Total	289	7	245	26	226	154	98	12	9	77	212	98	192
Yes	53	**	45	**	41	33	13	**	**	14	39	17	36
	18%	**	18%	**	18%	22% b	13%	**	**	19%	18%	18%	19%
No	227	**	193	**	178	117	80	**	**	61	166	76	150
	78%	**	78%	**	79%	76%	82%	**	**	78%	78%	78%	78%
Don't know	10	**	8	**	7	4	4	**	**	2	7	4	6
	3%	**	3%	**	3%	2%	5%	**	**	3%	3%	4%	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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	457	232	225	19	15	-	-	-	-	457	-	212	245
Effective Weighted Sample	423	217	207	18	14	-	-	-	-	423	-	201	224
Total	289	150	140	14	11	-	-	-	-	289	-	143	146
Yes	53	33	20	**	**	**	**	**	**	53	**	31	22
	18%	22% b	15%	**	**	**	**	**	**	18%	**	22%	15%
No	227	114	112	**	**	**	**	**	**	227	**	108	118
	78%	76%	80%	**	**	**	**	**	**	78%	**	76%	81%
Don't know	10	2	7	**	**	**	**	**	**	10	**	4	6
	3%	2%	5% a	**	**	**	**	**	**	3%	**	3%	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	~e	~f	~a	b	c
Unweighted total	457	58	242	35	71	51	19	165	178	362	95	37	95	184	178
Effective Weighted Sample	423	54	225	32	66	48	18	159	169	343	90	35	92	174	165
Total	289	34	151	21	48	35	14	124	109	247	42	18	71	127	92
Yes	53	**	29	**	**	**	**	25	21	48	**	**	**	25	11
	18%	**	19%	**	**	**	**	20%	19%	20%	**	**	**	20% c	12%
No	227	**	117	**	**	**	**	97	84	191	**	**	**	100	75
	78%	**	78%	**	**	**	**	78%	78%	77%	**	**	**	79%	82%
Don't know	10	**	5	**	**	**	**	3	4	8	**	**	**	1	5
	3%	**	3%	**	**	**	**	2%	3%	3%	**	**	**	1%	6% b

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	~c	~d	a	~b	a	~b	~c	~d	~a	b	~c
Unweighted total	457	192	265	110	172	93	82	414	43	353	56	27	21	42	106	61
Effective Weighted Sample	423	179	245	105	163	89	78	384	40	327	51	25	20	40	100	57
Total	289	131	159	86	100	47	56	263	26	223	34	18	14	28	70	45
Yes	53	25	28	14	22	**	**	49	**	42	**	**	**	**	11	**
	18%	19%	18%	16%	22%	**	**	19%	**	19%	**	**	**	**	15%	**
No	227	103	123	69	75	**	**	205	**	174	**	**	**	**	59	**
	78%	79%	78%	80%	75%	**	**	78%	**	78%	**	**	**	**	84%	**
Don't know	10	2	7	3	3	**	**	9	**	7	**	**	**	**	1	**
	3%	2%	5%	4%	3%	**	**	3%	**	3%	**	**	**	**	1%	**

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	457	84	328
Effective Weighted Sample	423	77	306
Total	289	47	212
Yes	53	**	39
	18%	**	18%
No	227	**	167
	78%	**	79%
Don't know	10	**	7
	3%	**	3%

Columns Tested: a,b

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

SUMMARY OF 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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
VERY CERTAIN IN CONTRACT	284	**	241	18	231	179	71	57	**	247	31	253	25	171	107	37
	40%	**	42%	28%	43% a	43%	37%	80% ab	**	42%	38%	42%	39%	39%	46% a	52% a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	**	92	16	86	69	33	8	**	108	12	109	11	82	38	14
	18%	**	16%	25% b	16%	17%	17%	10%	**	18%	15%	18%	17%	19%	16%	21%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	**	101	18	92	59	50	1	**	100	17	105	12	70	47	8
	19%	**	18%	27% b	17%	14% c	26% ac	2%	**	17%	20%	17%	18%	16%	20% c	11%
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)	30	**	27	4	24	21	7	-	**	25	4	26	4	23	7	2
	4%	**	5%	6%	4%	5% c	4% c	-%	**	4%	5%	4%	6%	5%	3%	4%
VERY CERTAIN OUT OF CONTRACT	130	**	113	9	109	86	31	6	**	108	17	112	13	90	35	9
	18%	**	20%	14%	20%	21% c	16% c	8%	**	18%	21%	18%	20%	21% bc	15%	12%
SUMMARY																
IN CONTRACT	412	**	333	34	317	248	103	65	**	355	44	362	37	254	145	51
	59%	**	58%	53%	59%	60%	54%	90% ab	**	60%	53%	60%	55%	58%	62%	73% 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.

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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
OUT OF CONTRACT	161	**	140	13	133	107	39	6	**	133	22	137	18	113	42	11
	23%	**	24%	20%	25%	26% bc	20% c	8%	**	23%	27%	23%	27%	26% bc	18%	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.

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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
VERY CERTAIN IN CONTRACT	284	**	264	**	254	178	93	60	**	56	227	64	220
	40%	**	42%	**	43%	43%	40%	78%	**	32%	43%	31%	44%
								ab			a		a
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	**	110	**	100	77	38	10	**	36	93	44	85
	18%	**	18%	**	17%	18%	16%	13%	**	21%	18%	21%	17%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	**	105	**	97	58	50	2	**	35	96	45	86
	19%	**	17%	**	16%	14%	22%	2%	**	20%	18%	22%	17%
						c	ac						
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)	30	**	30	**	28	20	10	-	**	7	24	9	21
	4%	**	5%	**	5%	5%	4%	-%	**	4%	4%	4%	4%
						c	c						
VERY CERTAIN OUT OF CONTRACT	130	**	118	**	110	81	41	5	**	41	89	45	85
	18%	**	19%	**	19%	20%	18%	7%	**	23%	17%	22%	17%
						c	c			b			
SUMMARY													
IN CONTRACT	412	**	374	**	354	255	131	70	**	92	320	108	305
	59%	**	60%	**	60%	62%	56%	91%	**	53%	61%	52%	61%
								ab			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 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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
OUT OF CONTRACT	161	**	148	**	139	101	51	5	**	48	113	54	106
	23%	**	24%	**	24%	24%	22%	7%	**	27%	21%	26%	21%
						c	c			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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1110	610	500	97	64	-	-	-	-	1110	-	557	553
Effective Weighted Sample	1023	565	458	91	60	-	-	-	-	1023	-	521	504
Total	703	390	313	67	42	-	-	-	-	703	-	371	332
VERY CERTAIN IN CONTRACT	284	170	114	**	**	**	**	**	**	284	**	153	131
	40%	44% b	36%	**	**	**	**	**	**	40%	**	41%	39%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	76	53	**	**	**	**	**	**	129	**	72	57
	18%	19%	17%	**	**	**	**	**	**	18%	**	19%	17%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	55	75	**	**	**	**	**	**	130	**	57	73
	19%	14%	24% a	**	**	**	**	**	**	19%	**	15%	22% 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)	30	19	12	**	**	**	**	**	**	30	**	14	17
	4%	5%	4%	**	**	**	**	**	**	4%	**	4%	5%
VERY CERTAIN OUT OF CONTRACT	130	70	60	**	**	**	**	**	**	130	**	74	56
	18%	18%	19%	**	**	**	**	**	**	18%	**	20%	17%
SUMMARY													
IN CONTRACT	412	246	167	**	**	**	**	**	**	412	**	225	187
	59%	63% b	53%	**	**	**	**	**	**	59%	**	61%	56%
OUT OF CONTRACT	161	89	71	**	**	**	**	**	**	161	**	88	72
	23%	23%	23%	**	**	**	**	**	**	23%	**	24%	22%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1110	151	644	85	148	84	43	418	431	892	218	70	227	481	402
Effective Weighted Sample	1023	140	594	77	137	79	42	403	409	844	208	66	219	454	372
Total	703	94	402	49	99	61	34	318	260	611	92	31	172	329	202
VERY CERTAIN IN CONTRACT	284	33	181	**	36	**	**	141	96	252	32	**	79	138	66
	40%	35%	45% a	**	37%	**	**	44% ce	37%	41%	34%	**	46% c	42% c	33%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	16	65	**	22	**	**	65	45	117	11	**	40	61	28
	18%	17%	16%	**	22%	**	**	21% e	17%	19% e	12%	**	23% c	18%	14%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	13	68	**	21	**	**	47	51	105	26	**	27	50	53
	19%	14%	17%	**	22%	**	**	15%	20%	17%	28% bcd	**	16%	15%	26% ab
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)	30	5	18	**	5	**	**	11	13	25	5	**	4	16	10
	4%	6%	5%	**	5%	**	**	4%	5%	4%	6%	**	2%	5%	5%
VERY CERTAIN OUT OF CONTRACT	130	26	70	**	15	**	**	53	54	112	19	**	22	64	44
	18%	28% bd	17%	**	15%	**	**	17%	21%	18%	20%	**	13%	19% a	22% a
SUMMARY															
IN CONTRACT	412	49	246	**	58	**	**	206	141	369	43	**	119	199	95
	59%	52%	61% a	**	59%	**	**	65% ce	54%	60% ce	46%	**	69% bc	60% c	47%
OUT OF CONTRACT	161	32	88	**	19	**	**	64	68	137	24	**	26	80	54
	23%	34% bd	22%	**	20%	**	**	20%	26% b	22%	26%	**	15%	24% a	27% a

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

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

SUMMARY OF CONTRACT STATUS - PAY TV

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
VERY CERTAIN IN CONTRACT	284	133	151	78	93	58	55	254	30	253	**	**	**	29	68	61
	40%	39%	42%	36%	40%	48% a	40%	40%	39%	43%	**	**	**	40%	41%	45%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	62	66	38	44	21	25	119	10	104	**	**	**	19	34	22
	18%	18%	18%	18%	19%	18%	18%	19%	13%	18%	**	**	**	26% c	20%	16%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	54	76	33	48	21	29	116	14	92	**	**	**	8	27	15
	19%	16%	21% a	15%	21%	18%	21%	19%	18%	15%	**	**	**	11%	16%	11%
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)	30	14	16	16	8	4	2	28	3	28	**	**	**	1	8	7
	4%	4%	4%	7% bd	4%	4%	2%	4%	4%	5%	**	**	**	2%	5%	5%
VERY CERTAIN OUT OF CONTRACT	130	78	52	51	36	16	28	110	20	116	**	**	**	15	30	31
	18%	23% b	14%	23% bc	16%	13%	20% c	18%	26% a	20%	**	**	**	21%	18%	23%
SUMMARY																
IN CONTRACT	412	195	217	117	137	79	80	373	40	357	**	**	**	48	102	83
	59%	57%	60%	54%	60%	66% a	58%	59%	52%	60%	**	**	**	67%	61%	61%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
OUT OF CONTRACT	161	93	68	66	45	20	30	138	23	144	**	**	**	16	39	39
	23%	27%	19%	31%	19%	17%	22%	22%	30%	24%	**	**	**	22%	23%	28%
		b		bcd												

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1110	174	845
Effective Weighted Sample	1023	158	783
Total	703	100	546
VERY CERTAIN IN CONTRACT	284	34	226
	40%	34%	41%
POSSIBLY IN CONTRACT (INCLUDING IN CONTRACT BUT NOT VERY CERTAIN OR SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	129	18	93
	18%	18%	17%
UNSURE WHETHER IN OR OUT OF CONTRACT (EXCLUDING ANY SET UP/ EXTENSION/ CHANGES TO SERVICE IN LAST TWO YEARS)	130	23	99
	19%	23%	18%
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)	30	6	21
	4%	6%	4%
VERY CERTAIN OUT OF CONTRACT	130	19	107
	18%	19%	20%
SUMMARY			
IN CONTRACT	412	52	319
	59%	52%	58%
OUT OF CONTRACT	161	25	128
	23%	25%	23%

Columns Tested: a,b

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

SUMMARY OF 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	645	-	645	22	623	462	183	76	52	621	-	621	-	405	216	61
Effective Weighted Sample	595	-	595	21	574	427	169	71	48	575	-	575	-	377	198	57
Total	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
ALL SERVICES IN CONTRACT	231	**	231	**	223	168	63	**	**	225	**	225	**	141	84	**
	57%	**	57%	**	57%	58%	56%	**	**	58%	**	58%	**	54%	64% a	**
ALL SERVICES OUT OF CONTRACT	81	**	81	**	80	64	17	**	**	78	**	78	**	61	17	**
	20%	**	20%	**	20%	22%	15%	**	**	20%	**	20%	**	24% b	13%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	80	**	80	**	76	50	30	**	**	77	**	77	**	48	28	**
	20%	**	20%	**	20%	17%	27% a	**	**	20%	**	20%	**	19%	22%	**
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	10	**	9	9	1	**	**	10	**	10	**	8	2	**
	3%	**	3%	**	2%	3%	1%	**	**	3%	**	3%	**	3%	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 - 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	645	-	645	17	628	417	228	73	52	-	645	20	625
Effective Weighted Sample	595	-	595	16	579	386	210	68	49	-	595	19	576
Total	402	-	402	11	391	262	140	48	33	-	402	12	390
ALL SERVICES IN CONTRACT	231	**	231	**	224	156	75	**	**	**	231	**	224
	57%	**	57%	**	57%	59%	54%	**	**	**	57%	**	57%
ALL SERVICES OUT OF CONTRACT	81	**	81	**	80	53	27	**	**	**	81	**	80
	20%	**	20%	**	20%	20%	19%	**	**	**	20%	**	20%
ANY SERVICES UNSURE OF CONTRACT STATUS	80	**	80	**	78	46	35	**	**	**	80	**	77
	20%	**	20%	**	20%	17%	25% a	**	**	**	20%	**	20%
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	10	**	10	7	3	**	**	**	10	**	9
	3%	**	3%	**	3%	3%	2%	**	**	**	3%	**	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 - 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	645	393	251	60	40	-	-	-	-	644	-	329	316
Effective Weighted Sample	595	363	231	56	37	-	-	-	-	594	-	307	289
Total	402	248	153	39	25	-	-	-	-	402	-	216	186
ALL SERVICES IN CONTRACT	231	149	81	**	**	**	**	**	**	231	**	126	105
	57%	60%	53%	**	**	**	**	**	**	57%	**	58%	56%
ALL SERVICES OUT OF CONTRACT	81	50	31	**	**	**	**	**	**	81	**	49	31
	20%	20%	20%	**	**	**	**	**	**	20%	**	23% b	17%
ANY SERVICES UNSURE OF CONTRACT STATUS	80	43	38	**	**	**	**	**	**	80	**	35	45
	20%	17%	25% a	**	**	**	**	**	**	20%	**	16%	24% a
MIX OF SERVICES IN & OUT OF CONTRACT	10	6	3	**	**	**	**	**	**	10	**	5	5
	3%	3%	2%	**	**	**	**	**	**	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.

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	645	-	645	-	-	-	18	248	265	531	114	39	124	298	223
Effective Weighted Sample	595	-	595	-	-	-	17	240	251	503	111	38	119	282	207
Total	402	-	402	-	-	-	14	185	157	356	45	15	92	200	109
ALL SERVICES IN CONTRACT	231	**	231	**	**	**	**	114	83	207	24	**	57	121	53
	57%	**	57%	**	**	**	**	62%	53%	58%	53%	**	62%	61%	48%
								c					c	c	
ALL SERVICES OUT OF CONTRACT	81	**	81	**	**	**	**	30	37	69	11	**	14	38	29
	20%	**	20%	**	**	**	**	16%	24%	19%	25%	**	16%	19%	26%
									b						ab
ANY SERVICES UNSURE OF CONTRACT STATUS	80	**	80	**	**	**	**	39	30	71	9	**	20	35	26
	20%	**	20%	**	**	**	**	21%	19%	20%	21%	**	21%	17%	24%
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	10	**	**	**	**	2	7	9	1	**	1	7	2
	3%	**	3%	**	**	**	**	1%	5%	3%	2%	**	1%	3%	2%
									b						

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

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

SUMMARY OF CONTRACT STATUS - TRIPLE PLAY

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	645	298	347	158	230	147	110	593	52	541	44	40	20	63	168	112
Effective Weighted Sample	595	275	321	152	217	142	104	548	47	499	40	37	19	59	159	106
Total	402	192	210	127	133	71	71	369	33	339	26	23	13	40	107	83
ALL SERVICES IN CONTRACT	231	110	121	69	74	44	44	214	**	202	**	**	**	**	64	53
	57%	57%	58%	54%	56%	62%	62%	58%	**	60%	**	**	**	**	60%	64%
ALL SERVICES OUT OF CONTRACT	81	45	35	35	20	13	12	72	**	69	**	**	**	**	17	21
	20%	24%	17%	28%	15%	19%	17%	20%	**	20%	**	**	**	**	16%	25%
		b		bd												
ANY SERVICES UNSURE OF CONTRACT STATUS	80	31	49	19	35	12	15	72	**	57	**	**	**	**	23	7
	20%	16%	23%	15%	26%	17%	20%	20%	**	17%	**	**	**	**	22%	9%
			a		a										c	
MIX OF SERVICES IN & OUT OF CONTRACT	10	6	5	4	4	1	1	10	**	10	**	**	**	**	3	2
	3%	3%	2%	3%	3%	2%	1%	3%	**	3%	**	**	**	**	3%	2%

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	645	91	505
Effective Weighted Sample	595	82	469
Total	402	51	321
ALL SERVICES IN CONTRACT	231	**	180
	57%	**	56%
ALL SERVICES OUT OF CONTRACT	81	**	66
	20%	**	20%
ANY SERVICES UNSURE OF CONTRACT STATUS	80	**	67
	20%	**	21%
MIX OF SERVICES IN & OUT OF CONTRACT	10	**	8
	3%	**	3%

Columns Tested: a,b

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

SUMMARY OF 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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	556	-	556	48	508	326	230	68	47	516	2	518	-	339	179	55
Effective Weighted Sample	446	-	446	41	405	265	181	54	37	415	2	417	-	274	143	44
Total	274	-	274	27	247	168	106	36	25	257	1	259	-	171	87	29
BOTH SERVICES IN CONTRACT	160	**	160	**	148	103	56	**	**	150	**	152	**	102	49	**
	58%	**	58%	**	60%	61%	53%	**	**	58%	**	59%	**	60%	56%	**
BOTH SERVICES OUT OF CONTRACT	63	**	63	**	53	42	21	**	**	60	**	60	**	43	17	**
	23%	**	23%	**	21%	25%	19%	**	**	23%	**	23%	**	25%	20%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	47	**	47	**	42	20	27	**	**	44	**	44	**	25	18	**
	17%	**	17%	**	17%	12%	25%	**	**	17%	**	17%	**	15%	21%	**
							a									
MIX OF SERVICES IN & OUT OF CONTRACT	4	**	4	**	4	2	2	**	**	3	**	3	**	1	2	**
	2%	**	2%	**	1%	1%	2%	**	**	1%	**	1%	**	1%	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	556	-	556	48	508	317	239	66	47	149	2	151	-
Effective Weighted Sample	446	-	446	41	405	259	189	52	38	138	2	140	-
Total	274	-	274	27	247	167	107	35	25	93	1	94	-
BOTH SERVICES IN CONTRACT	160	**	160	**	148	102	58	**	**	55	**	56	**
	58%	**	58%	**	60%	61%	54%	**	**	59%	**	60%	**
BOTH SERVICES OUT OF CONTRACT	63	**	63	**	53	43	20	**	**	20	**	20	**
	23%	**	23%	**	21%	26% b	18%	**	**	22%	**	21%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	47	**	47	**	42	19	28	**	**	16	**	16	**
	17%	**	17%	**	17%	12%	26% a	**	**	17%	**	17%	**
MIX OF SERVICES IN & OUT OF CONTRACT	4	**	4	**	4	3	2	**	**	2	**	2	**
	2%	**	2%	**	1%	2%	1%	**	**	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.

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: 95%		~a	~b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	556	62	89	11	8	90	148	8	6	151	238	244	312
Effective Weighted Sample	446	58	82	11	8	83	135	7	5	140	218	201	247
Total	274	40	54	9	6	52	90	5	4	94	143	133	141
BOTH SERVICES IN CONTRACT	160	**	**	**	**	**	52	**	**	56	84	83	77
	58%	**	**	**	**	**	57%	**	**	60%	59%	62%	55%
BOTH SERVICES OUT OF CONTRACT	63	**	**	**	**	**	22	**	**	20	35	30	33
	23%	**	**	**	**	**	24%	**	**	21%	24%	22%	23%
ANY SERVICES UNSURE OF CONTRACT STATUS	47	**	**	**	**	**	16	**	**	16	23	18	29
	17%	**	**	**	**	**	17%	**	**	17%	16%	14%	21% a
MIX OF SERVICES IN & OUT OF CONTRACT	4	**	**	**	**	**	1	**	**	2	1	3	1
	2%	**	**	**	**	**	1%	**	**	2%	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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	556	556	-	-	2	-	22	203	197	422	134	46	98	221	237
Effective Weighted Sample	446	446	-	-	2	-	17	165	167	345	118	41	78	181	202
Total	274	274	-	-	1	-	12	118	97	228	46	17	53	125	96
BOTH SERVICES IN CONTRACT	160	160	**	**	**	**	**	76	50	136	24	**	**	74	47
	58%	58%	**	**	**	**	**	64%	51%	60%	51%	**	**	59%	50%
								ce		c				c	
BOTH SERVICES OUT OF CONTRACT	63	63	**	**	**	**	**	30	23	53	9	**	**	34	20
	23%	23%	**	**	**	**	**	26%	24%	23%	20%	**	**	27%	21%
ANY SERVICES UNSURE OF CONTRACT STATUS	47	47	**	**	**	**	**	11	22	35	12	**	**	16	26
	17%	17%	**	**	**	**	**	10%	22%	15%	27%	**	**	13%	27%
									bd		bd				b
MIX OF SERVICES IN & OUT OF CONTRACT	4	4	**	**	**	**	**	1	3	3	1	**	**	1	2
	2%	2%	**	**	**	**	**	1%	3%	2%	1%	**	**	1%	2%

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

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

SUMMARY OF CONTRACT STATUS - DUAL PLAY

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	556	277	279	129	198	118	111	442	114	477	26	32	21	69	115	87
Effective Weighted Sample	446	219	228	108	162	105	84	351	95	390	18	25	14	56	96	73
Total	274	142	132	83	92	48	51	216	58	243	9	15	7	34	63	53
BOTH SERVICES IN CONTRACT	160	87	73	50	49	30	30	129	31	142	**	**	**	**	37	**
	58%	61%	55%	60%	54%	63%	59%	60%	53%	59%	**	**	**	**	60%	**
BOTH SERVICES OUT OF CONTRACT	63	31	32	20	20	9	14	46	17	59	**	**	**	**	16	**
	23%	22%	24%	24%	22%	18%	28%	21%	29%	25%	**	**	**	**	26%	**
ANY SERVICES UNSURE OF CONTRACT STATUS	47	23	25	12	21	8	6	37	10	37	**	**	**	**	9	**
	17%	16%	19%	14%	23% d	17%	12%	17%	17%	15%	**	**	**	**	14%	**
MIX OF SERVICES IN & OUT OF CONTRACT	4	2	3	1	2	1	1	4	*	4	**	**	**	**	-	**
	2%	1%	2%	1%	2%	2%	1%	2%	*%	2%	**	**	**	**	-%	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	556	98	406
Effective Weighted Sample	446	81	329
Total	274	46	207
BOTH SERVICES IN CONTRACT	160	**	127
	58%	**	61%
BOTH SERVICES OUT OF CONTRACT	63	**	49
	23%	**	24%
ANY SERVICES UNSURE OF CONTRACT STATUS	47	**	29
	17%	**	14%
MIX OF SERVICES IN & OUT OF CONTRACT	4	**	3
	2%	**	1%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	c
Unweighted total	1120	43	646	72	617	462	227	97	65	1001	92	1023	70	739	354	161
Effective Weighted Sample	974	37	569	62	544	411	195	84	56	875	76	891	60	641	311	137
Total	699	26	389	43	372	286	130	59	38	632	52	643	41	459	226	97
Netflix	597	**	331	**	316	246	106	**	**	545	**	554	**	395	192	84
	85%	**	85%	**	85%	86%	81%	**	**	86%	**	86%	**	86%	85%	86%
Amazon Prime Video	246	**	143	**	138	104	45	**	**	222	**	226	**	153	86	30
	35%	**	37%	**	37%	36%	35%	**	**	35%	**	35%	**	33%	38%	30%
NOW TV/ NOW Broadband	101	**	53	**	50	38	19	**	**	90	**	92	**	70	30	12
	14%	**	14%	**	13%	13%	15%	**	**	14%	**	14%	**	15%	13%	12%
ITV Hub+	16	**	5	**	5	1	5	**	**	16	**	16	**	9	8	2
	2%	**	1%	**	1%	1%	3% a	**	**	3%	**	2%	**	2%	4%	2%
YouTube Premium	12	**	4	**	4	3	1	**	**	11	**	11	**	6	6	1
	2%	**	1%	**	1%	1%	1%	**	**	2%	**	2%	**	1%	2%	1%
Disney Life	12	**	8	**	8	6	2	**	**	10	**	10	**	7	4	1
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	2%	2%	1%
Hayu	4	**	2	**	2	1	2	**	**	4	**	4	**	3	1	-
	1%	**	1%	**	*%	*%	1%	**	**	1%	**	1%	**	1%	*%	-%
Eleven Sports	4	**	4	**	4	3	1	**	**	3	**	3	**	1	2	-
	1%	**	1%	**	1%	1%	1%	**	**	*%	**	*%	**	*%	1%	-%
Other	3	**	1	**	1	2	*	**	**	3	**	3	**	3	*	2
	*%	**	*%	**	*%	1%	*%	**	**	*%	**	*%	**	1%	*%	2% 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.

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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1120	84	708	127	665	499	293	109	73	139	418	162	395
Effective Weighted Sample	974	66	624	102	588	440	251	93	63	132	390	153	368
Total	699	47	432	72	406	306	173	66	44	95	276	111	260
Netflix	597	**	370	62	348	265	145	60	**	75	245	89	231
	85%	**	86%	86%	86%	87%	84%	91%	**	79%	89% a	80%	89% a
Amazon Prime Video	246	**	158	24	151	107	67	23	**	35	96	39	92
	35%	**	37%	33%	37%	35%	39%	35%	**	37%	35%	36%	35%
NOW TV/ NOW Broadband	101	**	62	13	56	43	26	12	**	19	34	22	31
	14%	**	14%	18%	14%	14%	15%	18%	**	20% b	12%	20% b	12%
ITV Hub+	16	**	7	4	5	6	3	1	**	3	5	5	3
	2%	**	2%	6% b	1%	2%	2%	2%	**	3%	2%	4% b	1%
YouTube Premium	12	**	6	1	6	6	1	2	**	2	3	2	3
	2%	**	1%	2%	1%	2%	1%	3%	**	2%	1%	2%	1%
Disney Life	12	**	8	1	8	6	2	4	**	2	5	2	5
	2%	**	2%	1%	2%	2%	1%	6% ab	**	2%	2%	2%	2%
Hayu	4	**	2	-	2	1	1	1	**	-	2	-	2
	1%	**	1%	-%	1%	*%	1%	1%	**	-%	1%	-%	1%
Eleven Sports	4	**	4	-	4	3	1	-	**	-	3	-	3
	1%	**	1%	-%	1%	1%	1%	-%	**	-%	1%	-%	1%
Other	3	**	1	1	1	2	*	1	**	2	*	2	*
	*%	**	*%	1%	*%	1%	*%	1%	**	2% 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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	b	a	~b
Unweighted total	1120	318	239	55	35	60	94	7	5	557	154	1120	-
Effective Weighted Sample	974	298	224	52	34	55	87	7	5	521	142	974	-
Total	699	212	159	39	24	41	68	5	4	371	109	699	-
Netflix	597	184	136	**	**	**	**	**	**	320	86	597	**
	85%	87%	85%	**	**	**	**	**	**	86% b	79%	85%	**
Amazon Prime Video	246	65	66	**	**	**	**	**	**	132	42	246	**
	35%	31%	42% a	**	**	**	**	**	**	36%	38%	35%	**
NOW TV/ NOW Broadband	101	28	25	**	**	**	**	**	**	53	16	101	**
	14%	13%	16%	**	**	**	**	**	**	14%	14%	14%	**
ITV Hub+	16	4	3	**	**	**	**	**	**	7	-	16	**
	2%	2%	2%	**	**	**	**	**	**	2%	-%	2%	**
YouTube Premium	12	4	1	**	**	**	**	**	**	5	1	12	**
	2%	2%	1%	**	**	**	**	**	**	1%	*%	2%	**
Disney Life	12	5	2	**	**	**	**	**	**	7	1	12	**
	2%	2%	1%	**	**	**	**	**	**	2%	1%	2%	**
Hayu	4	1	2	**	**	**	**	**	**	2	-	4	**
	1%	*%	1%	**	**	**	**	**	**	1%	-%	1%	**
Eleven Sports	4	3	1	**	**	**	**	**	**	3	1	4	**
	1%	1%	*%	**	**	**	**	**	**	1%	*%	1%	**
Other	3	2	*	**	**	**	**	**	**	2	-	3	**
	*%	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.

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	~e	~f	a	b	c
Unweighted total	1120	244	329	34	105	410	231	491	318	1040	79	14	484	429	206
Effective Weighted Sample	974	201	307	31	89	350	202	432	288	913	73	13	421	383	183
Total	699	133	216	21	65	266	159	331	179	669	31	6	324	276	99
Netflix	597	107	191	**	56	227	142	286	150	578	**	**	285	238	75
	85%	81%	89% a	**	86%	85%	89%	86%	84%	86%	**	**	88% c	86% c	75%
Amazon Prime Video	246	53	76	**	23	88	49	111	71	231	**	**	103	104	39
	35%	40%	35%	**	35%	33%	31%	34%	40% a	35%	**	**	32%	38%	39%
NOW TV/ NOW Broadband	101	23	25	**	14	38	26	52	20	97	**	**	55	34	11
	14%	17%	11%	**	21% b	14%	16%	16%	11%	15%	**	**	17% bc	12%	11%
ITV Hub+	16	2	3	**	2	10	7	4	4	15	**	**	9	4	3
	2%	1%	2%	**	3%	4%	5% bd	1%	2%	2%	**	**	3%	2%	3%
YouTube Premium	12	3	1	**	3	5	5	5	1	11	**	**	8	3	1
	2%	2% b	*%	**	4% b	2% b	3% c	1%	1%	2%	**	**	2%	1%	1%
Disney Life	12	3	4	**	-	3	4	5	3	12	**	**	8	4	-
	2%	2%	2%	**	-%	1%	2%	1%	2%	2%	**	**	2% c	1%	-%
Hayu	4	-	2	**	-	2	2	2	1	4	**	**	3	1	1
	1%	-%	1%	**	-%	1%	1%	*%	1%	1%	**	**	1%	*%	1%
Eleven Sports	4	1	3	**	-	-	-	1	2	3	**	**	-	3	1
	1%	*%	1% e	**	-%	-%	-%	*%	1%	*%	**	**	-%	1% a	1% a
Other	3	-	*	**	1	2	1	2	1	3	**	**	2	-	1
	*%	-%	*%	**	1%	1%	*%	*%	*%	*%	**	**	1%	-%	1% b

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

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

Q6E. STREAMING SERVICE PROVIDERS

Base : Those with any paid streaming services for TV programmes or films/ OTT services

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1120	528	592	272	423	237	188	955	165	935	84	63	38	118	254	202
Effective Weighted Sample	974	456	519	249	374	215	164	835	139	823	67	57	28	98	230	182
Total	699	343	356	217	245	114	123	604	95	597	48	37	18	68	162	143
Netflix	597	287	310	189	208	98	102	521	76	507	**	**	**	59	139	117
	85%	84%	87%	87%	85%	86%	83%	86% b	80%	85%	**	**	**	87%	85%	82%
Amazon Prime Video	246	116	129	96	86	34	30	211	35	213	**	**	**	21	50	64
	35%	34%	36%	44% bcd	35% d	29%	25%	35%	37%	36%	**	**	**	32%	31%	45% ab
NOW TV/ NOW Broadband	101	53	48	35	30	14	21	84	17	93	**	**	**	13	22	27
	14%	15%	13%	16%	12%	12%	17%	14%	17%	16%	**	**	**	19%	14%	19%
ITV Hub+	16	9	7	5	6	3	3	14	2	15	**	**	**	1	2	5
	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	**	**	**	1%	1%	3%
YouTube Premium	12	5	7	2	4	4	2	10	2	10	**	**	**	1	4	-
	2%	1%	2%	1%	2%	3%	1%	2%	2%	2%	**	**	**	2%	3% c	-%
Disney Life	12	6	6	5	4	2	1	12	-	8	**	**	**	2	5	1
	2%	2%	2%	2%	2%	1%	1%	2%	-%	1%	**	**	**	3%	3% c	1%
Hayu	4	2	2	1	1	1	1	4	-	3	**	**	**	1	1	-
	1%	1%	1%	*%	1%	1%	1%	1%	-%	*%	**	**	**	1%	1%	-%
Eleven Sports	4	1	3	2	1	-	*	4	-	4	**	**	**	*	1	1
	1%	*%	1%	1%	*%	-%	*%	1%	-%	1%	**	**	**	1%	*%	1%
Other	3	-	3	1	*	1	2	2	1	3	**	**	**	1	-	1
	*%	-%	1% a	*%	*%	1%	1% b	*%	1%	1%	**	**	**	1%	-%	1%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1120	136	891
Effective Weighted Sample	974	120	781
Total	699	84	565
Netflix	597	67	483
	85%	81%	85%
Amazon Prime Video	246	33	198
	35%	40%	35%
NOW TV/ NOW Broadband	101	16	75
	14%	19%	13%
ITV Hub+	16	3	12
	2%	3%	2%
YouTube Premium	12	1	9
	2%	1%	2%
Disney Life	12	-	10
	2%	-%	2%
Hayu	4	1	3
	1%	2%	*%
Eleven Sports	4	1	3
	1%	1%	*%
Other	3	*	3
	*%	*%	1%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Fixed Broadband	836	21	763	68	716	529	255	97	65	702	107	724	86	536	273	87
	56%	16%	98% a	37%	99% a	93% b	74%	97% b	97% b	55%	94% a	55%	95% a	60% bc	55%	51%
Landline	777	-	777	52	725	524	253	97	65	654	91	671	74	490	255	79
	52%	-%	100% a	28%	100% a	92% b	74%	97% ab	97% b	51%	79% a	51%	81% a	54% c	51%	46%
Pay TV service	528	16	465	39	443	337	144	55	35	451	60	462	49	336	175	53
	35%	12%	60% a	21%	61% a	59% b	42%	55% b	53% b	35%	52% a	35%	54% a	37% c	35%	31%
Mobile Phone	114	6	93	13	86	69	31	11	7	-	114	24	91	74	40	19
	8%	5%	12% a	7%	12% a	12% b	9%	11%	11%	-%	100% a	2%	100% a	8%	8%	11%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
	27%	-%	52% a	7%	53% a	51% b	33%	50% b	48% b	30% b	-%	30% b	-%	29% c	27%	21%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	-	272	27	246	167	106	36	25	257	-	257	-	170	87	27
	18%	-%	35% a	15%	34% a	29%	31%	36%	38%	20% b	-%	20% b	-%	19%	18%	16%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	4	45	34	15	5	3	-	49	8	41	34	15	8
	3%	-%	6% a	2%	6% a	6%	5%	5%	4%	-%	43% a	1%	45% a	4%	3%	5%
FIXED BROADBAND AND PAY TV	54	15	-	15	-	6	9	-	-	54	-	54	-	36	18	5
	4%	11% b	-%	8% b	-%	1%	3% ac	-%	-%	4% b	-%	4% b	-%	4%	4%	3%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	38	2	37	27	11	6	5	-	38	7	31	24	14	6
	3%	-%	5% a	1%	5% a	5%	3%	6%	7%	-%	34% a	1%	34% a	3%	3%	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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
MOBILE PHONE AND FIXED BROADBAND	14	5	1	5	1	4	1	-	-	-	14	5	9	9	5	2
	1%	4% b	*%	3% b	*%	1%	*%	-%	-%	-%	12% a	*%	10% a	1%	1%	1%
LANDLINE AND PAY TV	12	-	12	5	7	5	7	*	-	6	-	6	-	2	4	*
	1%	-%	2% a	3% b	1%	1%	2% a	*%	-%	*%	-%	*%	-%	*%	1% a	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	-	1	-	1	1	-	-	-	6	1	5	4	2	1
	*%	1% b	-%	1% b	-%	*%	*%	-%	-%	-%	5% a	*%	6% a	*%	*%	1%
MOBILE PHONE AND PAY TV	4	-	1	-	1	1	-	-	-	-	4	1	3	1	3	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	4% a	*%	3% a	*%	1%	1% a
LANDLINE AND MOBILE PHONE	2	-	2	1	1	1	1	*	-	-	2	1	1	*	2	-
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	2% a	*%	2% a	*%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	1	-	1	1	*	-	-	-	1	1	*	1	*	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1% a	*%	*%	*%	*%	-%
NONE	645	111	-	111	-	32	79	3	2	573	-	573	-	360	213	83
	43%	84% b	-%	60% b	-%	6%	23% acd	3%	3%	45% b	-%	44% b	-%	40%	43%	48% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Fixed Broadband	836	-	836	57	779	524	312	103	70	114	512	140	486
	56%	-%	100% a	44%	100% a	92%	91%	93%	94%	65%	97% a	68%	98% a
Landline	777	1	762	45	719	481	282	93	65	108	464	131	442
	52%	1%	91% a	34%	92% a	85%	82%	84%	86%	62%	88% a	63%	89% a
Pay TV service	528	1	513	24	489	325	189	61	40	-	528	32	496
	35%	1%	61% a	19%	63% a	57%	55%	55%	53%	-%	100% a	16%	100% a
Mobile Phone	114	-	109	11	98	66	43	13	9	21	61	28	54
	8%	-%	13% a	9%	13%	12%	13%	12%	12%	12%	12%	14%	11%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	11	391	262	140	48	33	-	402	12	390
	27%	-%	48% a	8%	50% a	46% b	41%	43%	44%	-%	76% a	6%	78% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	-	272	27	246	167	106	35	25	93	-	93	-
	18%	-%	33% a	21%	31% a	29%	31%	32%	34%	53% b	-%	45% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	4	45	29	20	4	2	-	49	6	44
	3%	-%	6% a	3%	6%	5%	6%	4%	3%	-%	9% a	3%	9% a
FIXED BROADBAND AND PAY TV	54	-	54	8	46	29	25	7	3	-	54	8	46
	4%	-%	6% a	6%	6%	5%	7%	6%	4%	-%	10% a	4%	9% 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	38	2	37	23	15	6	4	16	-	16	-
	3%	-%	5% a	1%	5% a	4%	4%	5%	6%	9% b	-%	8% b	-%
MOBILE PHONE AND FIXED BROADBAND	14	-	14	5	9	10	4	2	2	5	1	5	1
	1%	-%	2%	4% b	1%	2%	1%	2%	2%	3% b	*%	2% b	*%
LANDLINE AND PAY TV	12	1	-	1	-	1	-	1	1	-	12	5	7
	1%	1% b	-%	1% b	-%	*%	-%	1% b	1% ab	-%	2% a	2%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	6	-	6	4	2	1	1	-	6	-	6
	*%	-%	1%	-%	1%	1%	1%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	4	-	1	-	1	-	1	-	-	-	4	1	3
	*%	-%	*%	-%	*%	-%	*% a	-%	-%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	2	-	*	-	*	-	*	-	-	-	*	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	-	-	-	-	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%
NONE	645	72	-	72	-	44	28	7	4	61	-	61	-
	43%	99% b	-%	55% b	-%	8%	8%	7%	5%	35% b	-%	29% 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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Fixed Broadband	836	356	269	**	**	61	101	**	**	625	163	430	406
	56%	91% b	86%	**	**	49% b	40%	**	**	89% b	43%	61% b	51%
Landline	777	329	244	**	**	58	101	**	**	573	159	388	389
	52%	84% b	78%	**	**	46%	40%	**	**	81% b	42%	55% b	49%
Pay TV service	528	308	219	**	**	-	-	**	**	528	-	275	253
	35%	79% b	70%	**	**	-%	-%	**	**	75% b	-%	39% b	32%
Mobile Phone	114	46	36	**	**	9	12	**	**	82	21	52	62
	8%	12%	11%	**	**	7%	5%	**	**	12% b	6%	7%	8%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	248	153	**	**	-	-	**	**	402	-	216	186
	27%	64% b	49%	**	**	-%	-%	**	**	57% b	-%	31% b	23%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	39	54	**	**	52	90	**	**	93	143	132	141
	18%	10%	17% a	**	**	42%	35%	**	**	13%	37% a	19%	18%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	**	**	-	-	**	**	49	-	21	28
	3%	7%	7%	**	**	-%	-%	**	**	7% b	-%	3%	4%
FIXED BROADBAND AND PAY TV	54	23	31	**	**	-	-	**	**	54	-	33	21
	4%	6%	10% a	**	**	-%	-%	**	**	8% b	-%	5% b	3%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	10	6	**	**	6	9	**	**	16	15	19	20
	3%	2%	2%	**	**	5%	4%	**	**	2%	4% a	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
MOBILE PHONE AND FIXED BROADBAND	14	4	2	**	**	3	2	**	**	6	5	7	7
	1%	1%	1%	**	**	2%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	12	4	8	**	**	-	-	**	**	12	-	*	12
	1%	1%	3% a	**	**	-%	-%	**	**	2% b	-%	*%	1% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	**	**	-	-	**	**	6	-	2	3
	*%	1%	*%	**	**	-%	-%	**	**	1% b	-%	*%	*%
MOBILE PHONE AND PAY TV	4	1	3	**	**	-	-	**	**	4	-	2	2
	*%	*%	1% a	**	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE AND MOBILE PHONE	2	-	*	**	**	-	1	**	**	*	1	*	2
	*%	-%	*%	**	**	-%	*%	**	**	*%	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*	**	**	-	-	**	**	1	-	-	1
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	-%	*%
NONE	645	29	32	**	**	65	152	**	**	61	217	266	379
	43%	7%	10%	**	**	51%	60%	**	**	9%	57% a	38%	47% 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.

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Fixed Broadband	836	272	402	**	112	-	37	378	307	722	114	39	194	394	248
	56%	99%	100%	**	86%	-%	15%	65%	72%	58%	45%	34%	37%	73%	56%
		de	de		e			adef	abdef	aef	af	a		ac	a
Landline	777	272	402	**	53	-	29	336	289	654	123	45	161	364	252
	52%	99%	100%	**	41%	-%	12%	58%	68%	52%	49%	39%	31%	68%	57%
		de	de		e			adef	abdef	af	af	a		ac	a
Pay TV service	528	1	402	**	77	-	21	242	196	459	69	24	126	255	147
	35%	1%	100%	**	58%	-%	8%	42%	46%	37%	27%	21%	24%	47%	33%
		e	ade		ae			adef	adef	aef	a	a		ac	a
Mobile Phone	114	1	-	**	65	-	5	48	39	91	23	8	24	50	40
	8%	1%	-%	**	50%	-%	2%	8%	9%	7%	9%	7%	5%	9%	9%
		e			abe			a	a	a	a	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	**	-	-	14	185	157	356	45	15	92	200	109
	27%	-%	100%	**	-%	-%	6%	32%	37%	29%	18%	13%	18%	37%	25%
			ade					aef	abdef	aef	a	a		ac	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	272	-	**	-	-	12	117	97	226	46	17	53	124	96
	18%	99%	-%	**	-%	-%	5%	20%	23%	18%	18%	15%	10%	23%	22%
		bde						a	adef	a	a	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	-	-	1	16	21	38	11	3	6	24	19
	3%	-%	-%	**	-%	-%	*%	3%	5%	3%	4%	2%	1%	4%	4%
								a	abd	a	a	a		a	a
FIXED BROADBAND AND PAY TV	54	-	-	**	54	-	6	32	14	52	3	*	25	23	6
	4%	-%	-%	**	41%	-%	2%	5%	3%	4%	1%	*%	5%	4%	1%
					abe		f	acef	ef	ef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	-	**	38	-	3	17	11	30	8	3	9	15	14
	3%	-%	-%	**	29%	-%	1%	3%	3%	2%	3%	3%	2%	3%	3%
					abe						a				

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
MOBILE PHONE AND FIXED BROADBAND	14	-	-	**	14	-	2	7	4	13	1	*	7	4	3
	1%	-%	-%	**	11%	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%
					abe										
LANDLINE AND PAY TV	12	-	-	**	12	-	-	1	2	3	9	5	-	1	11
	1%	-%	-%	**	9%	-%	-%	*%	*%	*%	4%	5%	-%	*%	2%
					abe						abcd	abcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	**	6	-	-	4	2	6	-	-	1	4	1
	*%	-%	-%	**	4%	-%	-%	1%	*%	*%	-%	-%	*%	1%	*%
					abe			e						c	
MOBILE PHONE AND PAY TV	4	1	-	**	4	-	-	3	1	4	-	-	1	3	-
	*%	1%	-%	**	3%	-%	-%	1%	*%	*%	-%	-%	*%	1%	-%
		e			abe									c	
LANDLINE AND MOBILE PHONE	2	-	-	**	2	-	-	-	*	*	2	1	-	*	2
	*%	-%	-%	**	2%	-%	-%	-%	*%	*%	1%	1%	-%	*%	*%
					abe						bcd	bd			
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	-	-	-	-	-	1	1	-	-	1
	*%	-%	-%	**	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%
					be						d	bd			
NONE	645	-	-	**	-	645	205	198	114	518	126	69	322	139	182
	43%	-%	-%	**	-%	100%	85%	34%	27%	42%	50%	60%	62%	26%	41%
						abd	bcdef	c		bc	bcd	bcde	bc		b

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Fixed Broadband	836	417	419	263	274	143	156	728	108	720	46	41	**	88	205	161
	56%	56%	56%	68% bcd	60% d	56% d	39%	55%	59%	56% b	42%	63% b	**	48%	69% a	74% a
Landline	777	389	388	241	253	135	149	675	102	669	40	40	**	86	186	146
	52%	52%	52%	62% bcd	55% d	52% d	37%	51%	55%	52% b	37%	62% ab	**	46%	62% a	67% a
Pay TV service	528	255	273	165	173	91	99	480	48	446	36	25	**	51	134	102
	35%	34%	36%	43% cd	38% d	35% d	25%	36% b	26%	35%	33%	39%	**	28%	45% a	47% a
Mobile Phone	114	64	51	33	40	17	25	100	15	102	4	2	**	12	24	15
	8%	9%	7%	9%	9%	6%	6%	8%	8%	8% bc	4%	3%	**	6%	8%	7%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	192	210	127	133	71	71	369	33	339	26	23	**	40	107	83
	27%	26%	28%	33% d	29% d	27% d	18%	28% b	18%	27%	23%	36% ab	**	21%	36% a	38% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	141	131	83	90	48	51	216	57	241	9	15	**	34	63	52
	18%	19%	17%	21% d	20% d	19% d	13%	16%	31% a	19% b	8%	23% b	**	18%	21%	24%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	16	15	8	9	44	5	41	2	1	**	4	11	4
	3%	4%	3%	4%	3%	3%	2%	3%	3%	3%	1%	2%	**	2%	4%	2%
FIXED BROADBAND AND PAY TV	54	24	31	19	14	9	12	50	5	45	7	*	**	5	12	13
	4%	3%	4%	5%	3%	3%	3%	4%	2%	4%	6% ac	1%	**	2%	4%	6% a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	20	18	12	10	5	11	34	5	35	2	-	**	6	5	7
	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	-%	**	3%	2%	3%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
MOBILE PHONE AND FIXED BROADBAND	14	11	3	5	7	2	1	12	2	13	*	*	**	1	4	2
	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%	*%	1%	**	1%	1%	1%
		b		d	d											
LANDLINE AND PAY TV	12	8	4	2	3	2	4	10	2	10	2	-	**	2	-	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	1%	-%	-%
														bc		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	2	4	-	5	1	-	4	2	6	-	-	**	-	3	1
	*%	*%	*%	-%	1%	*%	-%	*%	1%	*%	-%	-%	**	-%	1%	*%
					ad				a							
MOBILE PHONE AND PAY TV	4	2	2	-	2	-	2	3	1	4	-	-	**	1	1	1
	*%	*%	*%	-%	*%	-%	1%	*%	1%	*%	-%	-%	**	1%	*%	1%
LANDLINE AND MOBILE PHONE	2	1	1	-	*	*	1	2	-	2	-	*	**	1	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	**	*%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	-	1	*	-	1	-	1	-	-	**	-	-	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	**	-%	-%	-%
NONE	645	319	326	123	177	111	234	572	73	541	62	24	**	93	93	56
	43%	43%	43%	32%	39%	43%	59%	43%	40%	42%	57%	37%	**	50%	31%	26%
					a	a	abc				ac			bc		

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Fixed Broadband	836	118	650
	56%	44%	59%
			a
Landline	777	118	598
	52%	44%	54%
			a
Pay TV service	528	70	413
	35%	26%	37%
			a
Mobile Phone	114	19	86
	8%	7%	8%
SERVICES FROM THE SAME PROVIDER			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	51	321
	27%	19%	29%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	46	206
	18%	17%	19%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	8	35
	3%	3%	3%
FIXED BROADBAND AND PAY TV	54	4	42
	4%	2%	4%
			a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	8	29
	3%	3%	3%

Columns Tested: a,b

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
MOBILE PHONE AND FIXED BROADBAND	14	2	12
	1%	1%	1%
LANDLINE AND PAY TV	12	5	5
	1%	2%	*%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	5
	*%	*%	*%
MOBILE PHONE AND PAY TV	4	1	3
	*%	*%	*%
LANDLINE AND MOBILE PHONE	2	*	2
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*
	*%	*%	*%
NONE	645	141	451
	43%	53%	41%
		b	

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1508	34	1393	127	1300	926	501	165	113	1225	211	1272	164	935	501	158
Effective Weighted Sample	1304	31	1203	112	1121	809	425	142	97	1069	177	1107	139	812	434	136
Total	855	21	779	73	727	536	264	97	65	708	114	732	91	540	283	88
Fixed Broadband	836	**	763	68	716	529	255	97	65	702	107	724	86	536	273	87
	98%	**	98%	92%	99% a	99% b	97%	99%	100% b	99% b	94%	99% b	95%	99% b	97%	98%
Landline	777	**	777	52	725	524	253	97	65	654	91	671	74	490	255	79
	91%	**	100%	71%	100% a	98%	96%	100% ab	100% b	92% b	79%	92% b	81%	91%	90%	89%
Pay TV service	528	**	465	39	443	337	144	55	35	451	60	462	49	336	175	53
	62%	**	60%	53%	61%	63% b	55%	57%	54%	64% b	52%	63% b	54%	62%	62%	60%
Mobile Phone	114	**	93	13	86	69	31	11	7	-	114	24	91	74	40	19
	13%	**	12%	18% b	12%	13%	12%	11%	11%	-%	100% a	3%	100% a	14%	14%	22% ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	**	402	13	388	290	112	50	32	391	-	391	-	259	132	36
	47%	**	52%	18%	53% a	54% b	42%	51% b	50%	55% b	-%	53% b	-%	48%	47%	41%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	**	272	27	246	167	106	36	25	257	-	257	-	170	87	27
	32%	**	35%	37%	34%	31%	40% a	37%	39%	36% b	-%	35% b	-%	31%	31%	31%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	4	45	34	15	5	3	-	49	8	41	34	15	8
	6%	**	6%	6%	6%	6%	6%	5%	4%	-%	43% a	1%	45% a	6%	5%	9%
FIXED BROADBAND AND PAY TV	54	**	-	15	-	6	9	-	-	54	-	54	-	36	18	5
	6%	**	-%	20% b	-%	1%	3% ac	-%	-%	8% b	-%	7% b	-%	7%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	**	38	2	37	27	11	6	5	-	38	7	31	24	14	6
	4%	**	5%	2%	5%	5%	4%	6%	7%	-%	34% a	1%	34% a	5%	5%	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.

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1508	34	1393	127	1300	926	501	165	113	1225	211	1272	164	935	501	158
Effective Weighted Sample	1304	31	1203	112	1121	809	425	142	97	1069	177	1107	139	812	434	136
Total	855	21	779	73	727	536	264	97	65	708	114	732	91	540	283	88
MOBILE PHONE AND FIXED BROADBAND	14	**	1	5	1	4	1	-	-	-	14	5	9	9	5	2
	2%	**	*%	7% b	*%	1%	1%	-%	-%	-%	12% a	1%	10% a	2%	2%	2%
LANDLINE AND PAY TV	12	**	12	5	7	5	7	*	-	6	-	6	-	2	4	*
	1%	**	2%	7% b	1%	1%	3% a	*%	-%	1%	-%	1%	-%	*%	2% a	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	-	1	-	1	1	-	-	-	6	1	5	4	2	1
	1%	**	-%	2% b	-%	*%	*%	-%	-%	-%	5% a	*%	6% a	1%	1%	2%
MOBILE PHONE AND PAY TV	4	**	1	-	1	1	-	-	-	-	4	1	3	1	3	1
	*%	**	*%	-%	*%	*%	-%	-%	-%	-%	4% a	*%	3% a	*%	1%	2% a
LANDLINE AND MOBILE PHONE	2	**	2	1	1	1	1	*	-	-	2	1	1	*	2	-
	*%	**	*%	1%	*%	*%	1%	*%	-%	-%	2% a	*%	2% a	*%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	1	-	1	1	*	-	-	-	1	1	*	1	*	-
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	1% 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.

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1508	2	1478	103	1377	894	586	174	123	181	846	233	794
Effective Weighted Sample	1304	2	1278	89	1191	783	497	150	106	167	779	215	731
Total	855	1	838	58	781	525	314	103	71	114	529	146	497
Fixed Broadband	836	**	836	57	779	524	312	103	70	114	512	140	486
	98%	**	100%	99%	100% a	100%	99%	99%	99%	100% b	97%	96%	98%
Landline	777	**	762	45	719	481	282	93	65	108	464	131	442
	91%	**	91%	77%	92% a	92%	90%	90%	91%	96% b	88%	90%	89%
Pay TV service	528	**	513	24	489	325	189	61	40	-	528	32	496
	62%	**	61%	42%	63% a	62%	60%	59%	56%	-%	100% a	22%	100% a
Mobile Phone	114	**	109	11	98	66	43	13	9	21	61	28	54
	13%	**	13%	19% b	13%	13%	14%	13%	13%	18% b	12%	19% b	11%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	**	402	11	391	262	140	48	33	-	402	12	390
	47%	**	48%	18%	50% a	50% b	45%	46%	46%	-%	76% a	8%	78% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	**	272	27	246	167	106	35	25	93	-	93	-
	32%	**	33%	46% b	31%	32%	34%	34%	35%	82% b	-%	63% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	4	45	29	20	4	2	-	49	6	44
	6%	**	6%	8%	6%	5%	7%	4%	3%	-%	9% a	4%	9% a
FIXED BROADBAND AND PAY TV	54	**	54	8	46	29	25	7	3	-	54	8	46
	6%	**	6%	14% b	6%	6%	8%	6%	4%	-%	10% a	6%	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.

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1508	2	1478	103	1377	894	586	174	123	181	846	233	794
Effective Weighted Sample	1304	2	1278	89	1191	783	497	150	106	167	779	215	731
Total	855	1	838	58	781	525	314	103	71	114	529	146	497
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	**	38	2	37	23	15	6	4	16	-	16	-
	4%	**	5%	3%	5%	4%	5%	6%	6%	14% b	-%	11% b	-%
MOBILE PHONE AND FIXED BROADBAND	14	**	14	5	9	10	4	2	2	5	1	5	1
	2%	**	2%	9% b	1%	2%	1%	2%	2%	4% b	*%	3% b	*%
LANDLINE AND PAY TV	12	**	-	1	-	1	-	1	1	-	12	5	7
	1%	**	-%	1% b	-%	*%	-%	1% b	1% b	-%	2% a	3%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	-	6	4	2	1	1	-	6	-	6
	1%	**	1%	-%	1%	1%	1%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	4	**	1	-	1	-	1	-	-	-	4	1	3
	*%	**	*%	-%	*%	-%	*% a	-%	-%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1508	569	457	89	59	104	169	9	7	1026	273	710	798
Effective Weighted Sample	1304	526	420	84	56	96	154	8	6	946	250	626	682
Total	855	361	282	61	38	61	102	6	5	642	164	433	422
Fixed Broadband	836	356	269	**	**	61	101	**	**	625	163	430	406
	98%	99% b	96%	**	**	100%	99%	**	**	97%	99%	99% b	96%
Landline	777	329	244	**	**	58	101	**	**	573	159	388	389
	91%	91% b	87%	**	**	95%	98%	**	**	89%	97% a	90%	92%
Pay TV service	528	308	219	**	**	-	-	**	**	528	-	275	253
	62%	85% b	78%	**	**	-%	-%	**	**	82% b	-%	64%	60%
Mobile Phone	114	46	36	**	**	9	12	**	**	82	21	52	62
	13%	13%	13%	**	**	15%	12%	**	**	13%	13%	12%	15%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	248	153	**	**	-	-	**	**	402	-	216	186
	47%	69% b	54%	**	**	-%	-%	**	**	63% b	-%	50% b	44%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	39	54	**	**	52	90	**	**	93	143	132	141
	32%	11%	19% a	**	**	85%	88%	**	**	14%	87% a	30%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	**	**	-	-	**	**	49	-	21	28
	6%	8%	8%	**	**	-%	-%	**	**	8% b	-%	5%	7%
FIXED BROADBAND AND PAY TV	54	23	31	**	**	-	-	**	**	54	-	33	21
	6%	6%	11% a	**	**	-%	-%	**	**	8% b	-%	8% b	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	10	6	**	**	6	9	**	**	16	15	19	20
	4%	3%	2%	**	**	10%	9%	**	**	2%	9% a	4%	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1508	569	457	89	59	104	169	9	7	1026	273	710	798
Effective Weighted Sample	1304	526	420	84	56	96	154	8	6	946	250	626	682
Total	855	361	282	61	38	61	102	6	5	642	164	433	422
MOBILE PHONE AND FIXED BROADBAND	14	4	2	**	**	3	2	**	**	6	5	7	7
	2%	1%	1%	**	**	5%	2%	**	**	1%	3% a	2%	2%
LANDLINE AND PAY TV	12	4	8	**	**	-	-	**	**	12	-	*	12
	1%	1%	3% a	**	**	-%	-%	**	**	2% b	-%	*%	3% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	**	**	-	-	**	**	6	-	2	3
	1%	1%	*%	**	**	-%	-%	**	**	1%	-%	1%	1%
MOBILE PHONE AND PAY TV	4	1	3	**	**	-	-	**	**	4	-	2	2
	*%	*%	1% a	**	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE AND MOBILE PHONE	2	-	*	**	**	-	1	**	**	*	1	*	2
	*%	-%	*%	**	**	-%	1%	**	**	*%	1% a	*%	*%
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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1508	556	645	85	224	-	57	561	559	1177	331	115	293	631	584
Effective Weighted Sample	1304	446	595	77	190	-	49	503	506	1046	303	105	260	564	515
Total	855	274	402	49	131	-	37	382	310	729	126	46	195	398	262
Fixed Broadband	836	272	402	**	112	**	**	378	307	722	114	39	194	394	248
	98%	99% d	100% d	**	86%	**	**	99% ef	99% ef	99% ef	91%	85%	99% c	99% c	95%
Landline	777	272	402	**	53	**	**	336	289	654	123	45	161	364	252
	91%	99% d	100% d	**	41%	**	**	88%	93% bd	90%	97% bcd	98% bcd	83%	91% a	96% ab
Pay TV service	528	1	402	**	77	**	**	242	196	459	69	24	126	255	147
	62%	1%	100% ad	**	58% a	**	**	63% ef	63% ef	63% ef	55%	53%	65% c	64% c	56%
Mobile Phone	114	1	-	**	65	**	**	48	39	91	23	8	24	50	40
	13%	1%	-%	**	50% ab	**	**	12%	12%	13%	18% bcd	17%	13%	13%	15%
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	**	-	**	**	185	157	356	45	15	92	200	109
	47%	-%	100% ad	**	-%	**	**	48% ef	51% ef	49% ef	36%	34%	47%	50% c	42%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	272	-	**	-	**	**	117	97	226	46	17	53	124	96
	32%	99% bd	-%	**	-%	**	**	30%	31%	31%	37%	37%	27%	31%	36% ab
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	-	**	**	16	21	38	11	3	6	24	19
	6%	-%	-%	**	-%	**	**	4%	7%	5%	9% bd	6%	3%	6%	7% a
FIXED BROADBAND AND PAY TV	54	-	-	**	54	**	**	32	14	52	3	*	25	23	6
	6%	-%	-%	**	41% ab	**	**	8% cef	5% e	7% cef	2%	1%	13% bc	6% c	2%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	-	**	38	**	**	17	11	30	8	3	9	15	14
	4%	-%	-%	**	29% ab	**	**	4%	4%	4%	6% c	7%	5%	4%	5%

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1508	556	645	85	224	-	57	561	559	1177	331	115	293	631	584
Effective Weighted Sample	1304	446	595	77	190	-	49	503	506	1046	303	105	260	564	515
Total	855	274	402	49	131	-	37	382	310	729	126	46	195	398	262
MOBILE PHONE AND FIXED BROADBAND	14	-	-	**	14	**	**	7	4	13	1	*	7	4	3
	2%	-%	-%	**	11%	**	**	2%	1%	2%	1%	1%	3%	1%	1%
					ab								bc		
LANDLINE AND PAY TV	12	-	-	**	12	**	**	1	2	3	9	5	-	1	11
	1%	-%	-%	**	9%	**	**	*%	1%	*%	7%	12%	-%	*%	4%
					ab						bcd	bcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	**	6	**	**	4	2	6	-	-	1	4	1
	1%	-%	-%	**	4%	**	**	1%	1%	1%	-%	-%	1%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	4	1	-	**	4	**	**	3	1	4	-	-	1	3	-
	*%	1%	-%	**	3%	**	**	1%	*%	1%	-%	-%	1%	1%	-%
					ab									c	
LANDLINE AND MOBILE PHONE	2	-	-	**	2	**	**	-	*	*	2	1	-	*	2
	*%	-%	-%	**	2%	**	**	-%	*%	*%	2%	2%	-%	*%	1%
					ab						bcd	bcd			
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	**	**	-	-	-	1	1	-	-	1
	*%	-%	-%	**	1%	**	**	-%	-%	-%	1%	1%	-%	-%	*%
					b						d	bcd			

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

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1508	730	778	358	532	330	288	1307	201	1276	95	77	60	165	342	237
Effective Weighted Sample	1304	627	679	326	471	305	247	1133	171	1114	78	66	47	144	307	213
Total	855	428	427	265	280	146	164	743	112	737	47	41	30	92	206	163
Fixed Broadband	836	417	419	263	274	143	156	728	108	720	**	**	**	88	205	161
	98%	97%	98%	99% d	98% d	98% d	95%	98%	97%	98%	**	**	**	96%	100% a	99% a
Landline	777	389	388	241	253	135	149	675	102	669	**	**	**	86	186	146
	91%	91%	91%	91%	90%	92%	91%	91%	91%	91%	**	**	**	93%	90%	90%
Pay TV service	528	255	273	165	173	91	99	480	48	446	**	**	**	51	134	102
	62%	60%	64%	62%	62%	62%	61%	65% b	43%	60%	**	**	**	56%	65% a	63%
Mobile Phone	114	64	51	33	40	17	25	100	15	102	**	**	**	12	24	15
	13%	15%	12%	13%	14%	11%	15%	13%	13%	14%	**	**	**	13%	12%	9%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	192	210	127	133	71	71	369	33	339	**	**	**	40	107	83
	47%	45%	49%	48%	48%	48%	43%	50% b	30%	46%	**	**	**	43%	52%	51%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	141	131	83	90	48	51	216	57	241	**	**	**	34	63	52
	32%	33%	31%	31%	32%	33%	31%	29%	51% a	33%	**	**	**	36%	30%	32%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	16	15	8	9	44	5	41	**	**	**	4	11	4
	6%	6%	5%	6%	5%	6%	6%	6%	5%	6%	**	**	**	4%	5%	3%
FIXED BROADBAND AND PAY TV	54	24	31	19	14	9	12	50	5	45	**	**	**	5	12	13
	6%	6%	7%	7%	5%	6%	8%	7%	4%	6%	**	**	**	5%	6%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	20	18	12	10	5	11	34	5	35	**	**	**	6	5	7
	4%	5%	4%	5%	4%	3%	7% bc	5%	4%	5%	**	**	**	6% b	3%	4%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1508	730	778	358	532	330	288	1307	201	1276	95	77	60	165	342	237
Effective Weighted Sample	1304	627	679	326	471	305	247	1133	171	1114	78	66	47	144	307	213
Total	855	428	427	265	280	146	164	743	112	737	47	41	30	92	206	163
MOBILE PHONE AND FIXED BROADBAND	14	11	3	5	7	2	1	12	2	13	**	**	**	1	4	2
	2%	3%	1%	2%	2%	1%	1%	2%	2%	2%	**	**	**	1%	2%	1%
		b			d											
LANDLINE AND PAY TV	12	8	4	2	3	2	4	10	2	10	**	**	**	2	-	-
	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	**	**	**	3%	-%	-%
														bc		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	2	4	-	5	1	-	4	2	6	**	**	**	-	3	1
	1%	1%	1%	-%	2%	1%	-%	*%	2%	1%	**	**	**	-%	2%	*%
					ad				a							
MOBILE PHONE AND PAY TV	4	2	2	-	2	-	2	3	1	4	**	**	**	1	1	1
	*%	1%	*%	-%	1%	-%	1%	*%	1%	1%	**	**	**	1%	*%	1%
							ac									
LANDLINE AND MOBILE PHONE	2	1	1	-	*	*	1	2	-	2	**	**	**	1	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	**	**	**	1%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	-	1	*	-	1	-	1	**	**	**	-	-	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	**	**	**	-%	-%	-%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1508	243	1133
Effective Weighted Sample	1304	208	989
Total	855	125	661
Fixed Broadband	836	118	650
	98%	94%	98%
			a
Landline	777	118	598
	91%	94%	91%
Pay TV service	528	70	413
	62%	56%	63%
			a
Mobile Phone	114	19	86
	13%	16%	13%
SERVICES FROM THE SAME PROVIDER			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	51	321
	47%	40%	49%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	272	46	206
	32%	36%	31%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	8	35
	6%	6%	5%
FIXED BROADBAND AND PAY TV	54	4	42
	6%	3%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	8	29
	4%	6%	4%
MOBILE PHONE AND FIXED BROADBAND	14	2	12
	2%	1%	2%

Columns Tested: a,b

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

Q7A. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 - SIMPLE BUNDLE

Base : Those using the same provider for 2-4 services - Bundle 1

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1508	243	1133
Effective Weighted Sample	1304	208	989
Total	855	125	661
LANDLINE AND PAY TV	12	5	5
	1%	4%	1%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	5
	1%	*%	1%
MOBILE PHONE AND PAY TV	4	1	3
	*%	1%	*%
LANDLINE AND MOBILE PHONE	2	*	2
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*
	*%	*%	*%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Landline	2	-	2	-	2	2	-	-	-	-	2	1	1	2	-	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	2% a	*%	1% a	*%	-%	1% b
Fixed Broadband	2	-	2	-	2	1	*	-	-	-	2	1	*	1	*	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	2% a	*%	*%	*%	*%	1% ab
Pay TV service	1	-	1	-	1	1	*	-	-	-	1	-	1	1	*	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1% a	-%	1% a	*%	*%	-%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	-	1	-	1	1	-	-	-	-	1	1	-	1	-	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	1% a	*%	-%	*%	-%	1% ab
LANDLINE AND PAY TV	1	-	1	-	1	1	-	-	-	-	1	-	1	1	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	1% a	-%	1% a	*%	-%	-%
FIXED BROADBAND AND PAY TV	*	-	*	-	*	-	*	-	-	-	*	-	*	-	*	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*% a	-%	*% a	-%	*%	-%
NONE	1497	132	777	185	724	566	343	100	67	1282	112	1304	89	898	495	170
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100% b	98%	100% b	99%	100%	100% c	99%

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Landline	2	-	2	-	2	1	1	-	-	-	2	1	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	1%	*%
Fixed Broadband	2	-	2	-	2	-	2	-	-	-	2	1	*
	*%	-%	*%	-%	*%	-%	1%	-%	-%	-%	*%	1%	*%
							a						
Pay TV service	1	-	1	-	1	1	*	-	-	-	1	-	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	-	1	-	1	-	1	-	-	-	1	1	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	1%	-%
							a					b	
LANDLINE AND PAY TV	1	-	1	-	1	1	-	-	-	-	1	-	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	*%	-%	*%
FIXED BROADBAND AND PAY TV	*	-	*	-	*	-	*	-	-	-	*	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
NONE	1497	72	835	130	778	568	340	111	75	174	527	206	496
	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Landline	2	1	2	**	**	-	-	**	**	2	-	1	1
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*%	*%
Fixed Broadband	2	1	1	**	**	-	-	**	**	2	-	2	-
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
												b	
Pay TV service	1	-	1	**	**	-	-	**	**	1	-	*	1
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	*%
SERVICES FROM THE SAME PROVIDER													
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	1	1	**	**	-	-	**	**	1	-	1	-
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
LANDLINE AND PAY TV	1	-	1	**	**	-	-	**	**	1	-	-	1
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	-%	*%
FIXED BROADBAND AND PAY TV	*	-	*	**	**	-	-	**	**	*	-	*	-
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	*%	-%
NONE	1497	389	312	**	**	126	254	**	**	701	380	698	800
	100%	100%	99%	**	**	100%	100%	**	**	100%	100%	100%	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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Landline	2	1	-	**	2	-	-	2	-	2	-	-	1	1	-
	*%	1%	-%	**	2%	-%	-%	*%	-%	*%	-%	-%	*%	*%	-%
		e			be										
Fixed Broadband	2	1	-	**	2	-	-	1	-	1	*	-	-	1	*
	*%	1%	-%	**	1%	-%	-%	*%	-%	*%	*%	-%	-%	*%	*%
		e			be										
Pay TV service	1	-	-	**	1	-	-	1	-	1	*	-	1	-	*
	*%	-%	-%	**	1%	-%	-%	*%	-%	*%	*%	-%	*%	-%	*%
					abe										
SERVICES FROM THE SAME PROVIDER															
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	1	-	**	1	-	-	1	-	1	-	-	-	1	-
	*%	1%	-%	**	1%	-%	-%	*%	-%	*%	-%	-%	-%	*%	-%
		e			be										
LANDLINE AND PAY TV	1	-	-	**	1	-	-	1	-	1	-	-	1	-	-
	*%	-%	-%	**	1%	-%	-%	*%	-%	*%	-%	-%	*%	-%	-%
					e										
FIXED BROADBAND AND PAY TV	*	-	-	**	*	-	-	-	-	-	*	-	-	-	*
	*%	-%	-%	**	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
NONE	1497	272	402	**	129	645	243	578	424	1245	251	115	516	536	444
	100%	99%	100%	**	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
			d			ad									

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

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Landline	2	2	1	-	2	-	-	1	1	2	-	-	**	-	1	1
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	-%	-%	**	-%	*%	1%
Fixed Broadband	2	1	1	-	2	-	-	1	1	2	-	-	**	-	-	1
	*%	*%	*%	-%	*%	-%	-%	*%	*%	*%	-%	-%	**	-%	-%	1%
Pay TV service	1	1	-	-	1	-	-	1	-	1	-	-	**	-	1	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	**	-%	*%	-%
SERVICES FROM THE SAME PROVIDER																
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	1	1	-	1	-	-	1	1	1	-	-	**	-	-	1
	*%	*%	*%	-%	*%	-%	-%	*%	*% a	*%	-%	-%	**	-%	-%	1%
LANDLINE AND PAY TV	1	1	-	-	1	-	-	1	-	1	-	-	**	-	1	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	**	-%	*%	-%
FIXED BROADBAND AND PAY TV	*	*	-	-	*	-	-	*	-	*	-	-	**	-	-	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	-%	**	-%	-%	-%
NONE	1497	746	751	388	455	257	398	1313	184	1276	110	65	**	185	298	217
	100%	100%	100%	100%	99%	100%	100% b	100%	100%	100%	100%	100%	**	100%	100%	99%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Landline	2	-	2
	*%	-%	*%
Fixed Broadband	2	-	2
	*%	-%	*%
Pay TV service	1	-	1
	*%	-%	*%
SERVICES FROM THE SAME PROVIDER			
DUAL PLAY - LANDLINE AND FIXED BROADBAND	1	-	1
	*%	-%	*%
LANDLINE AND PAY TV	1	-	1
	*%	-%	*%
FIXED BROADBAND AND PAY TV	*	-	*
	*%	-%	*%
NONE	1497	266	1109
	100%	100%	100%

Columns Tested: a,b

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

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Total	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	-	4	-	4	1	3	-	-	-	4	2	2
Effective Weighted Sample	4	-	4	-	4	1	3	-	-	-	4	2	2
Total	3	-	3	-	3	1	2	-	-	-	3	1	1
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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	1	3	-	-	-	-	-	-	4	-	3	1
Effective Weighted Sample	4	1	3	-	-	-	-	-	-	4	-	3	1
Total	3	1	2	-	-	-	-	-	-	3	-	2	1
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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Effective Weighted Sample	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Total	3	1	-	-	3	-	-	2	-	2	*	-	1	1	*
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,d,e,f - a,b,c

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

Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 2 - SIMPLE BUNDLE

Base : Those using the same provider for an additional 2 services - Bundle 2

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Effective Weighted Sample	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Total	3	2	1	-	3	-	-	2	1	3	-	-	-	-	1	1
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,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	4	-	4
Effective Weighted Sample	4	-	4
Total	3	-	3
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

Any break column with 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Fixed Broadband	838	21	765	68	718	530	256	97	65	702	109	725	87	538	274	88
	56%	16%	98%	37%	99%	93%	75%	97%	97%	55%	95%	56%	96%	60%	55%	51%
			a		a	b		b	b		a		a	bc		
Landline	779	-	779	52	727	526	253	97	65	654	93	673	74	492	255	80
	52%	-%	100%	28%	100%	92%	74%	97%	97%	51%	81%	52%	82%	55%	51%	47%
			a		a	b		ab	b		a		a	c		
Pay TV service	529	16	467	39	444	338	145	55	35	451	61	462	50	337	175	53
	35%	12%	60%	21%	61%	59%	42%	55%	53%	35%	53%	35%	56%	37%	35%	31%
			a		a	b		b	b		a		a	c		
Mobile Phone	114	6	93	13	86	69	31	11	7	-	114	24	91	74	40	19
	8%	5%	12%	7%	12%	12%	9%	11%	11%	-%	100%	2%	100%	8%	8%	11%
			a		a	b					a		a			
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
	27%	-%	52%	7%	53%	51%	33%	50%	48%	30%	-%	30%	-%	29%	27%	21%
			a		a	b		b	b	b		b		c		
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	-	274	27	247	168	106	36	25	257	1	259	-	171	87	29
	18%	-%	35%	15%	34%	30%	31%	36%	38%	20%	1%	20%	-%	19%	18%	17%
			a		a					b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	4	45	34	15	5	3	-	49	8	41	34	15	8
	3%	-%	6%	2%	6%	6%	5%	5%	4%	-%	43%	1%	45%	4%	3%	5%
			a		a						a		a			
FIXED BROADBAND AND PAY TV	55	15	*	15	*	6	9	-	-	54	*	54	*	36	19	5
	4%	11%	*%	8%	*%	1%	3%	-%	-%	4%	*%	4%	*%	4%	4%	3%
		b		b			ac			b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	38	2	37	27	11	6	5	-	38	7	31	24	14	6
	3%	-%	5%	1%	5%	5%	3%	6%	7%	-%	34%	1%	34%	3%	3%	4%
			a		a						a		a			

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

		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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
MOBILE PHONE AND FIXED BROADBAND	14	5	1	5	1	4	1	-	-	-	14	5	9	9	5	2
	1%	4% b	*%	3% b	*%	1%	*%	-%	-%	-%	12% a	*%	10% a	1%	1%	1%
LANDLINE AND PAY TV	13	-	13	5	8	6	7	*	-	6	1	6	1	2	4	*
	1%	-%	2% a	3% b	1%	1%	2%	*%	-%	*%	1%	*%	1%	*%	1% a	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	-	1	-	1	1	-	-	-	6	1	5	4	2	1
	*%	1% b	-%	1% b	-%	*%	*%	-%	-%	-%	5% a	*%	6% a	*%	*%	1%
MOBILE PHONE AND PAY TV	4	-	1	-	1	1	-	-	-	-	4	1	3	1	3	1
	*%	-%	*%	-%	*%	*%	-%	-%	-%	-%	4% a	*%	3% a	*%	1%	1% a
LANDLINE AND MOBILE PHONE	2	-	2	1	1	1	1	*	-	-	2	1	1	*	2	-
	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	2% a	*%	2% a	*%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	1	-	1	1	*	-	-	-	1	1	*	1	*	-
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	1% a	*%	*%	*%	*%	-%
NONE	645	111	-	111	-	32	79	3	2	573	-	573	-	360	213	83
	43%	84% b	-%	60% b	-%	6%	23% acd	3%	3%	45% b	-%	44% b	-%	40%	43%	48% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Fixed Broadband	838	-	838	57	781	524	314	103	70	114	514	141	486
	56%	-%	100% a	44%	100% a	92%	92%	93%	94%	65%	97% a	68%	98% a
Landline	779	1	765	45	721	482	283	93	65	108	467	133	443
	52%	1%	91% a	34%	92% a	85%	83%	84%	86%	62%	88% a	64%	89% a
Pay TV service	529	1	514	24	490	326	189	61	40	-	529	32	497
	35%	1%	61% a	19%	63% a	57%	55%	55%	53%	-%	100% a	16%	100% a
Mobile Phone	114	-	109	11	98	66	43	13	9	21	61	28	54
	8%	-%	13% a	9%	13%	12%	13%	12%	12%	12%	12%	14%	11%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	11	391	262	140	48	33	-	402	12	390
	27%	-%	48% a	8%	50% a	46% b	41%	43%	44%	-%	76% a	6%	78% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	-	274	27	247	167	107	35	25	93	1	94	-
	18%	-%	33% a	21%	32% a	29%	31%	32%	34%	53% b	*%	45% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	49	4	45	29	20	4	2	-	49	6	44
	3%	-%	6% a	3%	6%	5%	6%	4%	3%	-%	9% a	3%	9% a
FIXED BROADBAND AND PAY TV	55	-	55	8	46	29	25	7	3	-	55	8	46
	4%	-%	7% a	6%	6%	5%	7%	6%	4%	-%	10% a	4%	9% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	38	2	37	23	15	6	4	16	-	16	-
	3%	-%	5% a	1%	5% a	4%	4%	5%	6%	9% b	-%	8% b	-%
MOBILE PHONE AND FIXED BROADBAND	14	-	14	5	9	10	4	2	2	5	1	5	1
	1%	-%	2%	4% b	1%	2%	1%	2%	2%	3% b	*%	2% b	*%
LANDLINE AND PAY TV	13	1	1	1	1	2	-	1	1	-	13	5	8
	1%	1% b	*%	1%	*%	*%	-%	1% b	1% b	-%	2% a	2%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	6	-	6	4	2	1	1	-	6	-	6
	*%	-%	1%	-%	1%	1%	1%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	4	-	1	-	1	-	1	-	-	-	4	1	3
	*%	-%	*%	-%	*%	-%	*% a	-%	-%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	2	-	*	-	*	-	*	-	-	-	*	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	-	-	-	-	-	-	-	1	-	1
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%
NONE	645	72	-	72	-	44	28	7	4	61	-	61	-
	43%	99% b	-%	55% b	-%	8%	8%	7%	5%	35% b	-%	29% 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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Fixed Broadband	838	357	270	**	**	61	101	**	**	627	163	432	406
	56%	91% b	86%	**	**	49% b	40%	**	**	89% b	43%	62% b	51%
Landline	779	329	245	**	**	58	101	**	**	575	159	389	390
	52%	84% b	78%	**	**	46%	40%	**	**	82% b	42%	56% b	49%
Pay TV service	529	308	220	**	**	-	-	**	**	529	-	276	254
	35%	79% b	70%	**	**	-%	-%	**	**	75% b	-%	39% b	32%
Mobile Phone	114	46	36	**	**	9	12	**	**	82	21	52	62
	8%	12%	11%	**	**	7%	5%	**	**	12% b	6%	7%	8%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	248	153	**	**	-	-	**	**	402	-	216	186
	27%	64% b	49%	**	**	-%	-%	**	**	57% b	-%	31% b	23%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	40	54	**	**	52	90	**	**	94	143	133	141
	18%	10%	17% a	**	**	42%	35%	**	**	13%	37% a	19%	18%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	**	**	-	-	**	**	49	-	21	28
	3%	7%	7%	**	**	-%	-%	**	**	7% b	-%	3%	4%
FIXED BROADBAND AND PAY TV	55	23	31	**	**	-	-	**	**	55	-	33	21
	4%	6%	10% a	**	**	-%	-%	**	**	8% b	-%	5% b	3%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	10	6	**	**	6	9	**	**	16	15	19	20
	3%	2%	2%	**	**	5%	4%	**	**	2%	4% a	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
MOBILE PHONE AND FIXED BROADBAND	14	4	2	**	**	3	2	**	**	6	5	7	7
	1%	1%	1%	**	**	2%	1%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	13	4	9	**	**	-	-	**	**	13	-	*	12
	1%	1%	3% a	**	**	-%	-%	**	**	2% b	-%	*%	2% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	**	**	-	-	**	**	6	-	2	3
	*%	1%	*%	**	**	-%	-%	**	**	1% b	-%	*%	*%
MOBILE PHONE AND PAY TV	4	1	3	**	**	-	-	**	**	4	-	2	2
	*%	*%	1% a	**	**	-%	-%	**	**	1%	-%	*%	*%
LANDLINE AND MOBILE PHONE	2	-	*	**	**	-	1	**	**	*	1	*	2
	*%	-%	*%	**	**	-%	*%	**	**	*%	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*	**	**	-	-	**	**	1	-	-	1
	*%	*%	*%	**	**	-%	-%	**	**	*%	-%	-%	*%
NONE	645	29	32	**	**	65	152	**	**	61	217	266	379
	43%	7%	10%	**	**	51%	60%	**	**	9%	57% a	38%	47% 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.

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Fixed Broadband	838	274	402	**	114	-	37	379	307	723	115	39	194	395	249
	56%	100%	100%	**	87%	-%	15%	65%	72%	58%	46%	34%	37%	74%	56%
		de	de		e			adef	abdef	aef	af	a		ac	a
Landline	779	274	402	**	56	-	29	338	289	657	123	45	161	365	252
	52%	100%	100%	**	42%	-%	12%	58%	68%	53%	49%	39%	31%	68%	57%
		de	de		e			adef	abdef	af	af	a		ac	a
Pay TV service	529	1	402	**	78	-	21	243	196	460	69	24	126	255	148
	35%	1%	100%	**	59%	-%	8%	42%	46%	37%	28%	21%	24%	47%	33%
		e	ade		ae			adef	adef	aef	af	a		ac	a
Mobile Phone	114	1	-	**	65	-	5	48	39	91	23	8	24	50	40
	8%	1%	-%	**	50%	-%	2%	8%	9%	7%	9%	7%	5%	9%	9%
		e			abe			a	a	a	a	a		a	a
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	**	-	-	14	185	157	356	45	15	92	200	109
	27%	-%	100%	**	-%	-%	6%	32%	37%	29%	18%	13%	18%	37%	25%
			ade					aef	abdef	aef	a	a		ac	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	274	-	**	1	-	12	118	97	228	46	17	53	125	96
	18%	100%	-%	**	1%	-%	5%	20%	23%	18%	18%	15%	10%	23%	22%
		bde			be			af	adef	a	a	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	-	-	1	16	21	38	11	3	6	24	19
	3%	-%	-%	**	-%	-%	*%	3%	5%	3%	4%	2%	1%	4%	4%
								a	abd	a	a	a		a	a
FIXED BROADBAND AND PAY TV	55	-	-	**	55	-	6	32	14	52	3	*	25	23	6
	4%	-%	-%	**	42%	-%	2%	5%	3%	4%	1%	*%	5%	4%	1%
					abe		f	acef	ef	ef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	-	**	38	-	3	17	11	30	8	3	9	15	14
	3%	-%	-%	**	29%	-%	1%	3%	3%	2%	3%	3%	2%	3%	3%
					abe						a				

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
MOBILE PHONE AND FIXED BROADBAND	14	-	-	**	14	-	2	7	4	13	1	*	7	4	3
	1%	-%	-%	**	11%	-%	1%	1%	1%	1%	*%	*%	1%	1%	1%
					abe										
LANDLINE AND PAY TV	13	-	-	**	13	-	-	2	2	4	9	5	1	1	11
	1%	-%	-%	**	10%	-%	-%	*%	*%	*%	4%	5%	*%	*%	2%
					abe						abcd	abcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	**	6	-	-	4	2	6	-	-	1	4	1
	*%	-%	-%	**	4%	-%	-%	1%	*%	*%	-%	-%	*%	1%	*%
					abe			e						c	
MOBILE PHONE AND PAY TV	4	1	-	**	4	-	-	3	1	4	-	-	1	3	-
	*%	1%	-%	**	3%	-%	-%	1%	*%	*%	-%	-%	*%	1%	-%
		e			abe									c	
LANDLINE AND MOBILE PHONE	2	-	-	**	2	-	-	-	*	*	2	1	-	*	2
	*%	-%	-%	**	2%	-%	-%	-%	*%	*%	1%	1%	-%	*%	*%
					abe						bcd	bd			
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	-	-	-	-	-	1	1	-	-	1
	*%	-%	-%	**	1%	-%	-%	-%	-%	-%	*%	*%	-%	-%	*%
					be						d	bd			
NONE	645	-	-	**	-	645	205	198	114	518	126	69	322	139	182
	43%	-%	-%	**	-%	100%	85%	34%	27%	42%	50%	60%	62%	26%	41%
						abd	bcdef	c		bc	bcd	bcde	bc		b

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

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Fixed Broadband	838	418	420	263	276	143	156	729	109	722	46	41	**	88	205	163
	56%	56%	56%	68% bcd	60% d	56% d	39%	55%	59%	57% b	42%	63% b	**	48%	69% a	74% a
Landline	779	391	388	241	255	135	149	677	103	671	40	40	**	86	187	147
	52%	52%	52%	62% bcd	56% d	52% d	37%	51%	55%	52% b	37%	62% ab	**	46%	63% a	68% a
Pay TV service	529	256	273	165	174	91	99	481	48	447	36	25	**	51	134	102
	35%	34%	36%	43% cd	38% d	35% d	25%	37% b	26%	35%	33%	39%	**	28%	45% a	47% a
Mobile Phone	114	64	51	33	40	17	25	100	15	102	4	2	**	12	24	15
	8%	9%	7%	9%	9%	6%	6%	8%	8%	8% bc	4%	3%	**	6%	8%	7%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	192	210	127	133	71	71	369	33	339	26	23	**	40	107	83
	27%	26%	28%	33% d	29% d	27% d	18%	28% b	18%	27%	23%	36% ab	**	21%	36% a	38% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	142	132	83	92	48	51	216	58	243	9	15	**	34	63	53
	18%	19%	18%	21% d	20% d	19% d	13%	16%	31% a	19% b	8%	23% b	**	18%	21%	24%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	16	15	8	9	44	5	41	2	1	**	4	11	4
	3%	4%	3%	4%	3%	3%	2%	3%	3%	3%	1%	2%	**	2%	4%	2%
FIXED BROADBAND AND PAY TV	55	24	31	19	14	9	12	50	5	46	7	*	**	5	12	13
	4%	3%	4%	5%	3%	3%	3%	4%	2%	4%	6% ac	1%	**	2%	4%	6% a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	20	18	12	10	5	11	34	5	35	2	-	**	6	5	7
	3%	3%	2%	3%	2%	2%	3%	3%	2%	3%	2%	-%	**	3%	2%	3%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
MOBILE PHONE AND FIXED BROADBAND	14	11	3	5	7	2	1	12	2	13	*	*	**	1	4	2
	1%	1%	*%	1%	2%	1%	*%	1%	1%	1%	*%	1%	**	1%	1%	1%
		b		d	d											
LANDLINE AND PAY TV	13	9	4	2	4	2	4	11	2	11	2	-	**	2	1	-
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	1%	*%	-%
														c		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	2	4	-	5	1	-	4	2	6	-	-	**	-	3	1
	*%	*%	*%	-%	1%	*%	-%	*%	1%	*%	-%	-%	**	-%	1%	*%
					ad				a							
MOBILE PHONE AND PAY TV	4	2	2	-	2	-	2	3	1	4	-	-	**	1	1	1
	*%	*%	*%	-%	*%	-%	1%	*%	1%	*%	-%	-%	**	1%	*%	1%
LANDLINE AND MOBILE PHONE	2	1	1	-	*	*	1	2	-	2	-	*	**	1	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	**	*%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	-	1	*	-	1	-	1	-	-	**	-	-	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	-%	-%	**	-%	-%	-%
NONE	645	319	326	123	177	111	234	572	73	541	62	24	**	93	93	56
	43%	43%	43%	32%	39%	43%	59%	43%	40%	42%	57%	37%	**	50%	31%	26%
					a	a	abc				ac			bc		

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Fixed Broadband	838	118	652
	56%	44%	59%
			a
Landline	779	118	600
	52%	44%	54%
			a
Pay TV service	529	70	414
	35%	26%	37%
			a
Mobile Phone	114	19	86
	8%	7%	8%
SERVICES FROM THE SAME PROVIDER			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	51	321
	27%	19%	29%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	46	207
	18%	17%	19%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	8	35
	3%	3%	3%
FIXED BROADBAND AND PAY TV	55	4	43
	4%	2%	4%
			a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	8	29
	3%	3%	3%

Columns Tested: a,b

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

Q7A/Q7B. SERVICES FROM THE SAME PROVIDER IN BUNDLE 1 OR IN BUNDLE 2 - SIMPLE BUNDLE

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
MOBILE PHONE AND FIXED BROADBAND	14	2	12
	1%	1%	1%
LANDLINE AND PAY TV	13	5	6
	1%	2%	1%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	5
	*%	*%	*%
MOBILE PHONE AND PAY TV	4	1	3
	*%	*%	*%
LANDLINE AND MOBILE PHONE	2	*	2
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*
	*%	*%	*%
NONE	645	141	451
	43%	53%	41%
		b	

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1508	34	1393	127	1300	926	501	165	113	1225	211	1272	164	935	501	158
Effective Weighted Sample	1304	31	1203	112	1121	809	425	142	97	1069	177	1107	139	812	434	136
Total	855	21	779	73	727	536	264	97	65	708	114	732	91	540	283	88
Fixed Broadband	838	**	765	68	718	530	256	97	65	702	109	725	87	538	274	88
	98%	**	98%	92%	99% a	99% b	97%	99%	100%	99% b	95%	99% b	96%	100% b	97%	100%
Landline	779	**	779	52	727	526	253	97	65	654	93	673	74	492	255	80
	91%	**	100%	71%	100% a	98% b	96%	100% b	100% b	92% b	81%	92% b	82%	91%	90%	91%
Pay TV service	529	**	467	39	444	338	145	55	35	451	61	462	50	337	175	53
	62%	**	60%	53%	61%	63% b	55%	57%	54%	64% b	53%	63%	56%	62%	62%	60%
Mobile Phone	114	**	93	13	86	69	31	11	7	-	114	24	91	74	40	19
	13%	**	12%	18% b	12%	13%	12%	11%	11%	-%	100% a	3%	100% a	14%	14%	22% ab
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	**	402	13	388	290	112	50	32	391	-	391	-	259	132	36
	47%	**	52%	18%	53% a	54% b	42%	51% b	50%	55% b	-%	53% b	-%	48%	47%	41%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	**	274	27	247	168	106	36	25	257	1	259	-	171	87	29
	32%	**	35%	37%	34%	31%	40% a	37%	39%	36% b	1%	35% b	-%	32%	31%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	4	45	34	15	5	3	-	49	8	41	34	15	8
	6%	**	6%	6%	6%	6%	6%	5%	4%	-%	43% a	1%	45% a	6%	5%	9%
FIXED BROADBAND AND PAY TV	55	**	*	15	*	6	9	-	-	54	*	54	*	36	19	5
	6%	**	*%	20% b	*%	1%	3% acd	-%	-%	8% b	*%	7% b	*%	7%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	**	38	2	37	27	11	6	5	-	38	7	31	24	14	6
	4%	**	5%	2%	5%	5%	4%	6%	7%	-%	34% a	1%	34% a	5%	5%	7%

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

		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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1508	34	1393	127	1300	926	501	165	113	1225	211	1272	164	935	501	158
Effective Weighted Sample	1304	31	1203	112	1121	809	425	142	97	1069	177	1107	139	812	434	136
Total	855	21	779	73	727	536	264	97	65	708	114	732	91	540	283	88
MOBILE PHONE AND FIXED BROADBAND	14	**	1	5	1	4	1	-	-	-	14	5	9	9	5	2
	2%	**	*%	7% b	*%	1%	1%	-%	-%	-%	12% a	1%	10% a	2%	2%	2%
LANDLINE AND PAY TV	13	**	13	5	8	6	7	*	-	6	1	6	1	2	4	*
	1%	**	2%	7% b	1%	1%	3% a	*%	-%	1%	1%	1%	1%	*%	2% a	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	-	1	-	1	1	-	-	-	6	1	5	4	2	1
	1%	**	-%	2% b	-%	*%	*%	-%	-%	-%	5% a	*%	6% a	1%	1%	2%
MOBILE PHONE AND PAY TV	4	**	1	-	1	1	-	-	-	-	4	1	3	1	3	1
	*%	**	*%	-%	*%	*%	-%	-%	-%	-%	4% a	*%	3% a	*%	1%	2% a
LANDLINE AND MOBILE PHONE	2	**	2	1	1	1	1	*	-	-	2	1	1	*	2	-
	*%	**	*%	1%	*%	*%	1%	*%	-%	-%	2% a	*%	2% a	*%	1%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	**	1	-	1	1	*	-	-	-	1	1	*	1	*	-
	*%	**	*%	-%	*%	*%	*%	-%	-%	-%	1% a	*%	*%	*%	*%	-%

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1508	2	1478	103	1377	894	586	174	123	181	846	233	794
Effective Weighted Sample	1304	2	1278	89	1191	783	497	150	106	167	779	215	731
Total	855	1	838	58	781	525	314	103	71	114	529	146	497
Fixed Broadband	838	**	838	57	781	524	314	103	70	114	514	141	486
	98%	**	100%	99%	100% a	100%	100% cd	99%	99%	100% b	97%	97%	98%
Landline	779	**	765	45	721	482	283	93	65	108	467	133	443
	91%	**	91%	77%	92% a	92%	90%	90%	91%	96% b	88%	91%	89%
Pay TV service	529	**	514	24	490	326	189	61	40	-	529	32	497
	62%	**	61%	42%	63% a	62%	60%	59%	56%	-%	100% a	22%	100% a
Mobile Phone	114	**	109	11	98	66	43	13	9	21	61	28	54
	13%	**	13%	19% b	13%	13%	14%	13%	13%	18% b	12%	19% b	11%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	**	402	11	391	262	140	48	33	-	402	12	390
	47%	**	48%	18%	50% a	50% b	45%	46%	46%	-%	76% a	8%	78% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	**	274	27	247	167	107	35	25	93	1	94	-
	32%	**	33%	46% b	32%	32%	34%	34%	35%	82% b	*%	64% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	**	49	4	45	29	20	4	2	-	49	6	44
	6%	**	6%	8%	6%	5%	7%	4%	3%	-%	9% a	4%	9% a
FIXED BROADBAND AND PAY TV	55	**	55	8	46	29	25	7	3	-	55	8	46
	6%	**	7%	14% b	6%	6%	8%	6%	4%	-%	10% a	6%	9%

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1508	2	1478	103	1377	894	586	174	123	181	846	233	794
Effective Weighted Sample	1304	2	1278	89	1191	783	497	150	106	167	779	215	731
Total	855	1	838	58	781	525	314	103	71	114	529	146	497
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	**	38	2	37	23	15	6	4	16	-	16	-
	4%	**	5%	3%	5%	4%	5%	6%	6%	14% b	-%	11% b	-%
MOBILE PHONE AND FIXED BROADBAND	14	**	14	5	9	10	4	2	2	5	1	5	1
	2%	**	2%	9% b	1%	2%	1%	2%	2%	4% b	*%	3% b	*%
LANDLINE AND PAY TV	13	**	1	1	1	2	-	1	1	-	13	5	8
	1%	**	*%	1% b	*%	*%	-%	1% b	1% b	-%	2% a	3%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	**	6	-	6	4	2	1	1	-	6	-	6
	1%	**	1%	-%	1%	1%	1%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	4	**	1	-	1	-	1	-	-	-	4	1	3
	*%	**	*%	-%	*%	-%	*% a	-%	-%	-%	1%	1%	1%
LANDLINE AND MOBILE PHONE	2	**	*	-	*	-	*	-	-	-	*	-	*
	*%	**	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1508	569	457	89	59	104	169	9	7	1026	273	710	798
Effective Weighted Sample	1304	526	420	84	56	96	154	8	6	946	250	626	682
Total	855	361	282	61	38	61	102	6	5	642	164	433	422
Fixed Broadband	838	357	270	**	**	61	101	**	**	627	163	432	406
	98%	99% b	96%	**	**	100%	99%	**	**	98%	99%	100% b	96%
Landline	779	329	245	**	**	58	101	**	**	575	159	389	390
	91%	91% b	87%	**	**	95%	98%	**	**	89%	97% a	90%	92%
Pay TV service	529	308	220	**	**	-	-	**	**	529	-	276	254
	62%	85% b	78%	**	**	-%	-%	**	**	82% b	-%	64%	60%
Mobile Phone	114	46	36	**	**	9	12	**	**	82	21	52	62
	13%	13%	13%	**	**	15%	12%	**	**	13%	13%	12%	15%
SERVICES FROM THE SAME PROVIDER													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	248	153	**	**	-	-	**	**	402	-	216	186
	47%	69% b	54%	**	**	-%	-%	**	**	63% b	-%	50% b	44%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	40	54	**	**	52	90	**	**	94	143	133	141
	32%	11%	19% a	**	**	85%	88%	**	**	15%	87% a	31%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	**	**	-	-	**	**	49	-	21	28
	6%	8%	8%	**	**	-%	-%	**	**	8% b	-%	5%	7%
FIXED BROADBAND AND PAY TV	55	23	31	**	**	-	-	**	**	55	-	33	21
	6%	6%	11% a	**	**	-%	-%	**	**	9% b	-%	8% b	5%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	10	6	**	**	6	9	**	**	16	15	19	20
	4%	3%	2%	**	**	10%	9%	**	**	2%	9% a	4%	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1508	569	457	89	59	104	169	9	7	1026	273	710	798
Effective Weighted Sample	1304	526	420	84	56	96	154	8	6	946	250	626	682
Total	855	361	282	61	38	61	102	6	5	642	164	433	422
MOBILE PHONE AND FIXED BROADBAND	14	4	2	**	**	3	2	**	**	6	5	7	7
	2%	1%	1%	**	**	5%	2%	**	**	1%	3% a	2%	2%
LANDLINE AND PAY TV	13	4	9	**	**	-	-	**	**	13	-	*	12
	1%	1%	3% a	**	**	-%	-%	**	**	2% b	-%	*%	3% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	4	1	**	**	-	-	**	**	6	-	2	3
	1%	1%	*%	**	**	-%	-%	**	**	1%	-%	1%	1%
MOBILE PHONE AND PAY TV	4	1	3	**	**	-	-	**	**	4	-	2	2
	*%	*%	1% a	**	**	-%	-%	**	**	1%	-%	1%	*%
LANDLINE AND MOBILE PHONE	2	-	*	**	**	-	1	**	**	*	1	*	2
	*%	-%	*%	**	**	-%	1%	**	**	*%	1% a	*%	*%
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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1508	556	645	85	224	-	57	561	559	1177	331	115	293	631	584
Effective Weighted Sample	1304	446	595	77	190	-	49	503	506	1046	303	105	260	564	515
Total	855	274	402	49	131	-	37	382	310	729	126	46	195	398	262
Fixed Broadband	838	274	402	**	114	**	**	379	307	723	115	39	194	395	249
	98%	100%	100%	**	87%	**	**	99%	99%	99%	91%	85%	99%	99%	95%
		d	d					ef	ef	ef			c	c	
Landline	779	274	402	**	56	**	**	338	289	657	123	45	161	365	252
	91%	100%	100%	**	42%	**	**	88%	93%	90%	97%	98%	83%	92%	96%
		d	d						bd		bcd	bcd		a	ab
Pay TV service	529	1	402	**	78	**	**	243	196	460	69	24	126	255	148
	62%	1%	100%	**	59%	**	**	64%	63%	63%	55%	53%	65%	64%	56%
			ad		a			ef	ef	ef			c	c	
Mobile Phone	114	1	-	**	65	**	**	48	39	91	23	8	24	50	40
	13%	1%	-%	**	50%	**	**	12%	12%	13%	18%	17%	13%	13%	15%
					ab						bcd				
SERVICES FROM THE SAME PROVIDER															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	-	402	**	-	**	**	185	157	356	45	15	92	200	109
	47%	-%	100%	**	-%	**	**	48%	51%	49%	36%	34%	47%	50%	42%
			ad					ef	ef	ef				c	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	274	-	**	1	**	**	118	97	228	46	17	53	125	96
	32%	100%	-%	**	1%	**	**	31%	31%	31%	37%	37%	27%	31%	36%
		bd			b										a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	-	-	**	-	**	**	16	21	38	11	3	6	24	19
	6%	-%	-%	**	-%	**	**	4%	7%	5%	9%	6%	3%	6%	7%
											bd				a
FIXED BROADBAND AND PAY TV	55	-	-	**	55	**	**	32	14	52	3	*	25	23	6
	6%	-%	-%	**	42%	**	**	8%	5%	7%	2%	1%	13%	6%	2%
					ab			cef		cef			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	-	-	**	38	**	**	17	11	30	8	3	9	15	14
	4%	-%	-%	**	29%	**	**	4%	4%	4%	6%	7%	5%	4%	5%
					ab						c				

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1508	556	645	85	224	-	57	561	559	1177	331	115	293	631	584
Effective Weighted Sample	1304	446	595	77	190	-	49	503	506	1046	303	105	260	564	515
Total	855	274	402	49	131	-	37	382	310	729	126	46	195	398	262
MOBILE PHONE AND FIXED BROADBAND	14	-	-	**	14	**	**	7	4	13	1	*	7	4	3
	2%	-%	-%	**	11%	**	**	2%	1%	2%	1%	1%	3%	1%	1%
					ab								bc		
LANDLINE AND PAY TV	13	-	-	**	13	**	**	2	2	4	9	5	1	1	11
	1%	-%	-%	**	10%	**	**	*%	1%	1%	7%	12%	*%	*%	4%
					ab						bcd	bcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	-	-	**	6	**	**	4	2	6	-	-	1	4	1
	1%	-%	-%	**	4%	**	**	1%	1%	1%	-%	-%	1%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	4	1	-	**	4	**	**	3	1	4	-	-	1	3	-
	*%	1%	-%	**	3%	**	**	1%	*%	1%	-%	-%	1%	1%	-%
					ab									c	
LANDLINE AND MOBILE PHONE	2	-	-	**	2	**	**	-	*	*	2	1	-	*	2
	*%	-%	-%	**	2%	**	**	-%	*%	*%	2%	2%	-%	*%	1%
					ab						bcd	bcd			
LANDLINE, MOBILE PHONE AND PAY TV	1	-	-	**	1	**	**	-	-	-	1	1	-	-	1
	*%	-%	-%	**	1%	**	**	-%	-%	-%	1%	1%	-%	-%	*%
					b						d	bcd			

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1508	730	778	358	532	330	288	1307	201	1276	95	77	60	165	342	237
Effective Weighted Sample	1304	627	679	326	471	305	247	1133	171	1114	78	66	47	144	307	213
Total	855	428	427	265	280	146	164	743	112	737	47	41	30	92	206	163
Fixed Broadband	838	418	420	263	276	143	156	729	109	722	**	**	**	88	205	163
	98%	98%	98%	99% d	98% d	98% d	95%	98%	98%	98%	**	**	**	96%	100% a	100% a
Landline	779	391	388	241	255	135	149	677	103	671	**	**	**	86	187	147
	91%	91%	91%	91%	91%	92%	91%	91%	92%	91%	**	**	**	93%	91%	91%
Pay TV service	529	256	273	165	174	91	99	481	48	447	**	**	**	51	134	102
	62%	60%	64%	62%	62%	62%	61%	65% b	43%	61%	**	**	**	56%	65% a	63%
Mobile Phone	114	64	51	33	40	17	25	100	15	102	**	**	**	12	24	15
	13%	15%	12%	13%	14%	11%	15%	13%	13%	14%	**	**	**	13%	12%	9%
SERVICES FROM THE SAME PROVIDER																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	192	210	127	133	71	71	369	33	339	**	**	**	40	107	83
	47%	45%	49%	48%	48%	48%	43%	50% b	30%	46%	**	**	**	43%	52%	51%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	142	132	83	92	48	51	216	58	243	**	**	**	34	63	53
	32%	33%	31%	31%	33%	33%	31%	29%	52% a	33%	**	**	**	36%	30%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	27	22	16	15	8	9	44	5	41	**	**	**	4	11	4
	6%	6%	5%	6%	5%	6%	6%	6%	5%	6%	**	**	**	4%	5%	3%
FIXED BROADBAND AND PAY TV	55	24	31	19	14	9	12	50	5	46	**	**	**	5	12	13
	6%	6%	7%	7%	5%	6%	8%	7%	4%	6%	**	**	**	5%	6%	8%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	20	18	12	10	5	11	34	5	35	**	**	**	6	5	7
	4%	5%	4%	5%	4%	3%	7% bc	5%	4%	5%	**	**	**	6% b	3%	4%

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1508	730	778	358	532	330	288	1307	201	1276	95	77	60	165	342	237
Effective Weighted Sample	1304	627	679	326	471	305	247	1133	171	1114	78	66	47	144	307	213
Total	855	428	427	265	280	146	164	743	112	737	47	41	30	92	206	163
MOBILE PHONE AND FIXED BROADBAND	14	11	3	5	7	2	1	12	2	13	**	**	**	1	4	2
	2%	3%	1%	2%	2%	1%	1%	2%	2%	2%	**	**	**	1%	2%	1%
		b			d											
LANDLINE AND PAY TV	13	9	4	2	4	2	4	11	2	11	**	**	**	2	1	-
	1%	2%	1%	1%	1%	1%	3%	1%	2%	1%	**	**	**	3%	*%	-%
														bc		
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	2	4	-	5	1	-	4	2	6	**	**	**	-	3	1
	1%	1%	1%	-%	2%	1%	-%	*%	2%	1%	**	**	**	-%	2%	*%
					ad				a							
MOBILE PHONE AND PAY TV	4	2	2	-	2	-	2	3	1	4	**	**	**	1	1	1
	*%	1%	*%	-%	1%	-%	1%	*%	1%	1%	**	**	**	1%	*%	1%
							ac									
LANDLINE AND MOBILE PHONE	2	1	1	-	*	*	1	2	-	2	**	**	**	1	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	**	**	**	1%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	1	*	1	-	1	*	-	1	-	1	**	**	**	-	-	-
	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	**	**	**	-%	-%	-%

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1508	243	1133
Effective Weighted Sample	1304	208	989
Total	855	125	661
Fixed Broadband	838	118	652
	98%	94%	99% a
Landline	779	118	600
	91%	94%	91%
Pay TV service	529	70	414
	62%	56%	63% a
Mobile Phone	114	19	86
	13%	16%	13%
SERVICES FROM THE SAME PROVIDER			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	402	51	321
	47%	40%	49% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	274	46	207
	32%	36%	31%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	49	8	35
	6%	6%	5%
FIXED BROADBAND AND PAY TV	55	4	43
	6%	3%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	38	8	29
	4%	6%	4%
MOBILE PHONE AND FIXED BROADBAND	14	2	12
	2%	1%	2%

Columns Tested: a,b

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

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1508	243	1133
Effective Weighted Sample	1304	208	989
Total	855	125	661
LANDLINE AND PAY TV	13	5	6
	1%	4%	1%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	6	1	5
	1%	*%	1%
MOBILE PHONE AND PAY TV	4	1	3
	*%	1%	*%
LANDLINE AND MOBILE PHONE	2	*	2
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	1	1	*
	*%	*%	*%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Mobile Phone	1282	71	654	111	614	474	251	87	58	1282	-	1282	-	826	455	152
	85%	54%	84%	60%	84%	83%	73%	87%	87%	100%	-%	98%	-%	92%	92%	89%
			a		a	b		b	b	b		b				
Free TV Service	380	77	159	93	143	119	117	20	15	305	21	310	16	208	118	36
	25%	58%	20%	50%	20%	21%	34%	20%	22%	24%	19%	24%	18%	23%	24%	21%
		b		b			acd									
Pay TV service	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
	12%	12%	14%	15%	13%	13%	14%	17%	17%	11%	18%	11%	18%	11%	12%	10%
											a		a			
Landline	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
	9%	100%	-%	72%	-%	8%	26%	3%	3%	6%	6%	6%	5%	5%	7%	3%
		b		b		c	acd								ac	
Fixed Broadband	72	16	1	16	*	11	6	1	*	69	-	69	-	40	29	8
	5%	12%	*%	9%	*%	2%	2%	1%	1%	5%	-%	5%	-%	4%	6%	4%
		b		b						b		b				
NONE	92	-	82	9	73	52	30	7	5	-	71	14	57	48	23	13
	6%	-%	11%	5%	10%	9%	9%	7%	7%	-%	62%	1%	63%	5%	5%	7%
			a		a						a		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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Mobile Phone	1282	69	702	112	659	486	285	97	65	137	451	159	429
	85%	95% b	84%	87%	84%	86%	83%	88%	87%	79%	85% a	77%	86% a
Free TV Service	380	33	163	49	146	116	80	23	17	-	-	-	-
	25%	46% b	19%	38% b	19%	20%	23%	21%	23%	-%	-%	-%	-%
Pay TV service	174	18	114	31	100	89	43	17	11	174	-	174	-
	12%	25% b	14%	24% b	13%	16%	13%	15%	15%	100% b	-%	84% b	-%
Landline	132	16	21	21	16	26	11	3	3	16	16	19	13
	9%	22% b	3%	16% b	2%	5%	3%	3%	4%	9% b	3%	9% b	3%
Fixed Broadband	72	72	-	72	-	45	28	8	5	18	1	18	*
	5%	100% b	-%	56% b	-%	8%	8%	7%	6%	10% b	*%	9% b	*%
NONE	92	-	82	8	74	48	35	8	5	-	77	11	66
	6%	-%	10% a	6%	10%	8%	10%	7%	7%	-%	15% a	5%	13% 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Mobile Phone	1282	329	259	**	**	106	199	**	**	588	305	632	650
	85%	84%	83%	**	**	84%	78%	**	**	84%	80%	90% b	81%
Free TV Service	380	-	-	**	**	126	254	**	**	-	380	109	271
	25%	-%	-%	**	**	100%	100%	**	**	-%	100% a	16%	34% a
Pay TV service	174	81	93	**	**	-	-	**	**	174	-	95	79
	12%	21%	30% a	**	**	-%	-%	**	**	25% b	-%	14% b	10%
Landline	132	17	14	**	**	22	55	**	**	32	77	26	106
	9%	4%	5%	**	**	17%	22%	**	**	5%	20% a	4%	13% a
Fixed Broadband	72	9	10	**	**	10	23	**	**	19	33	47	26
	5%	2%	3%	**	**	8%	9%	**	**	3%	9% a	7% b	3%
NONE	92	40	37	**	**	-	-	**	**	77	-	37	55
	6%	10%	12%	**	**	-%	-%	**	**	11% b	-%	5%	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.

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Mobile Phone	1282	257	391	**	60	573	234	525	363	1122	159	62	486	478	317
	85%	94%	97%	**	46%	89%	97%	90%	86%	90%	63%	54%	94%	89%	72%
		de	ade			d	bcdef	cef	ef	cef	f		bc	c	
Free TV Service	380	143	-	**	21	217	16	142	103	262	118	67	79	129	171
	25%	52%	-%	**	16%	34%	7%	25%	24%	21%	47%	58%	15%	24%	39%
		bde			b	bd		ad	a	a	abcd	abcde		a	ab
Pay TV service	174	93	-	**	21	61	13	75	63	151	23	7	46	74	55
	12%	34%	-%	**	16%	9%	5%	13%	15%	12%	9%	6%	9%	14%	12%
		bde			be	b		aef	aef	af	a			a	a
Landline	132	-	-	**	21	111	2	20	24	47	84	54	15	16	100
	9%	-%	-%	**	16%	17%	1%	3%	6%	4%	34%	47%	3%	3%	23%
					ab	ab		a	abd	a	abcd	abcde			ab
Fixed Broadband	72	-	-	**	1	72	8	43	16	68	5	2	36	23	14
	5%	-%	-%	**	1%	11%	3%	7%	4%	5%	2%	1%	7%	4%	3%
					b	abd		acdef	e	ef			bc		
NONE	92	6	11	**	28	-	4	31	32	66	26	11	15	36	41
	6%	2%	3%	**	21%	-%	2%	5%	7%	5%	10%	9%	3%	7%	9%
		e	e		abe			a	ad	a	abd	abd		a	a

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

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

Q7C. STANDALONE SERVICES - DON'T USE SERVICE PROVIDER FOR OTHER SERVICES

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Mobile Phone	1282	629	652	336	395	225	326	1127	155	1096	91	57	**	159	271	197
	85%	84%	87%	87% d	86% d	87% d	82%	86%	84%	86%	83%	87%	**	86%	91% a	90%
Free TV Service	380	206	174	78	90	71	141	332	49	345	18	11	**	63	71	40
	25%	28% b	23%	20%	20%	28% ab	35% abc	25%	26%	27% bc	16%	17%	**	34% bc	24%	18%
Pay TV service	174	86	89	50	55	29	40	146	28	145	14	12	**	21	34	35
	12%	11%	12%	13%	12%	11%	10%	11%	15% a	11%	13%	18% a	**	11%	11%	16%
Landline	132	64	69	22	30	24	56	115	17	112	10	6	**	16	15	8
	9%	9%	9%	6%	7%	9% ab	14% abc	9%	9%	9%	9%	9%	**	9% bc	5%	4%
Fixed Broadband	72	36	37	24	16	16	17	65	7	63	6	3	**	11	16	12
	5%	5%	5%	6% b	3%	6% b	4%	5%	4%	5%	5%	4%	**	6%	5%	5%
NONE	92	50	42	26	33	14	19	80	13	76	6	3	**	8	18	11
	6%	7%	6%	7%	7%	5%	5%	6%	7%	6%	6%	5%	**	4%	6%	5%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Mobile Phone	1282	200	977
	85%	75%	88% a
Free TV Service	380	107	242
	25%	40% b	22%
Pay TV service	174	31	132
	12%	12%	12%
Landline	132	54	68
	9%	20% b	6%
Fixed Broadband	72	8	57
	5%	3%	5% a
NONE	92	17	66
	6%	6%	6%

Columns Tested: a,b

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

Q8A. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1508	34	1393	127	1300	926	501	165	113	1225	211	1272	164	935	501	158
Effective Weighted Sample	1304	31	1203	112	1121	809	425	142	97	1069	177	1107	139	812	434	136
Total	855	21	779	73	727	536	264	97	65	708	114	732	91	540	283	88
As a package of services	776	**	714	16	714	492	237	93	61	658	90	658	90	493	256	82
	91%	**	92%	22%	98% a	92%	90%	96% b	95%	93% b	79%	90%	99% a	91%	90%	92%
As individual services	64	**	51	55	1	34	23	4	3	46	13	59	-	37	22	5
	8%	**	7%	74% b	*%	6%	9%	4%	5%	6%	12% a	8% b	-%	7%	8%	5%
Some but not all as a package of services	15	**	15	3	12	10	5	*	*	4	11	15	1	11	4	2
	2%	**	2%	4%	2%	2%	2%	*%	*%	1%	10% a	2%	1%	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.

Q8A. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1508	2	1478	103	1377	894	586	174	123	181	846	233	794
Effective Weighted Sample	1304	2	1278	89	1191	783	497	150	106	167	779	215	731
Total	855	1	838	58	781	525	314	103	71	114	529	146	497
As a package of services	776	**	765	*	765	481	284	99	67	98	490	98	490
	91%	**	91%	1%	98% a	92%	91%	95% b	95%	86%	93% a	67%	99% a
As individual services	64	**	59	57	1	33	26	4	3	13	30	43	-
	8%	**	7%	99% b	*%	6%	8%	4%	4%	12% b	6%	30% b	-%
Some but not all as a package of services	15	**	15	-	15	11	4	1	1	3	10	5	7
	2%	**	2%	-%	2%	2%	1%	1%	1%	2%	2%	4% b	1%

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

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Q8A. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1508	569	457	89	59	104	169	9	7	1026	273	710	798
Effective Weighted Sample	1304	526	420	84	56	96	154	8	6	946	250	626	682
Total	855	361	282	61	38	61	102	6	5	642	164	433	422
As a package of services	776	335	253	**	**	53	92	**	**	588	145	399	376
	91%	93%	90%	**	**	86%	90%	**	**	91%	88%	92%	89%
As individual services	64	20	23	**	**	7	10	**	**	43	17	27	37
	8%	6%	8%	**	**	11%	10%	**	**	7%	10% a	6%	9%
Some but not all as a package of services	15	6	6	**	**	2	1	**	**	12	2	7	8
	2%	2%	2%	**	**	2%	1%	**	**	2%	1%	2%	2%

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

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Q8A. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1508	556	645	85	224	-	57	561	559	1177	331	115	293	631	584
Effective Weighted Sample	1304	446	595	77	190	-	49	503	506	1046	303	105	260	564	515
Total	855	274	402	49	131	-	37	382	310	729	126	46	195	398	262
As a package of services	776	246	387	**	103	**	**	352	281	664	112	41	179	363	233
	91%	90%	96%	**	78%	**	**	92%	91%	91%	89%	90%	92%	91%	89%
		d	ad												
As individual services	64	28	11	**	22	**	**	26	22	53	11	3	14	27	23
	8%	10%	3%	**	17%	**	**	7%	7%	7%	9%	7%	7%	7%	9%
		b			ab										
Some but not all as a package of services	15	-	4	**	7	**	**	4	7	12	3	1	2	8	6
	2%	-%	1%	**	5%	**	**	1%	2%	2%	3%	3%	1%	2%	2%
			a		ab										

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

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

Q8A. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1508	730	778	358	532	330	288	1307	201	1276	95	77	60	165	342	237
Effective Weighted Sample	1304	627	679	326	471	305	247	1133	171	1114	78	66	47	144	307	213
Total	855	428	427	265	280	146	164	743	112	737	47	41	30	92	206	163
As a package of services	776	387	389	244	256	130	146	678	98	667	**	**	**	82	191	153
	91%	90%	91%	92%	91%	89%	89%	91%	88%	90%	**	**	**	89%	93%	94%
As individual services	64	36	29	15	20	13	16	52	12	57	**	**	**	9	11	7
	8%	8%	7%	6%	7%	9%	10%	7%	11%	8%	**	**	**	10% c	5%	4%
Some but not all as a package of services	15	6	9	6	4	3	3	13	2	13	**	**	**	1	3	3
	2%	1%	2%	2%	1%	2%	2%	2%	2%	2%	**	**	**	1%	2%	2%

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1508	243	1133
Effective Weighted Sample	1304	208	989
Total	855	125	661
As a package of services	776	111	606
	91%	89%	92%
As individual services	64	11	45
	8%	8%	7%
Some but not all as a package of services	15	4	10
	2%	3%	2%

Columns Tested: a,b

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

Q8B. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	29	-	28	5	23	20	8	1	1	8	21	28	1	21	8	4
Effective Weighted Sample	25	-	24	5	19	17	7	1	1	8	17	24	1	18	7	3
Total	15	-	15	3	12	10	5	*	*	4	11	15	1	11	4	2
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, 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. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	29	-	28	-	28	21	7	2	2	4	18	9	13
Effective Weighted Sample	25	-	24	-	24	18	6	2	2	4	17	8	12
Total	15	-	15	-	15	11	4	1	1	3	10	5	7
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, 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. (SHOWCARD) 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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	29	11	11	-	-	2	1	-	-	22	3	13	16
Effective Weighted Sample	25	10	10	-	-	2	1	-	-	20	3	10	15
Total	15	6	6	-	-	2	1	-	-	12	2	7	8
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE 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.

Q8B. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	29	-	8	8	13	-	2	8	11	21	8	3	4	13	12
Effective Weighted Sample	25	-	8	7	10	-	1	7	10	18	8	3	3	11	11
Total	15	-	4	4	7	-	1	4	7	12	3	1	2	8	6
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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Q8B. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	29	10	19	9	9	7	4	26	3	23	2	1	3	3	6	5
Effective Weighted Sample	25	9	17	8	8	6	4	23	2	21	2	1	2	3	6	4
Total	15	6	9	6	4	3	3	13	2	13	*	1	1	1	3	3
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
LANDLINE AND PAY TV	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	29	8	18
Effective Weighted Sample	25	8	15
Total	15	4	10
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	**	**	**
	**	**	**
Landline phone (i.e. home phone) or line rental	**	**	**
	**	**	**
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	**	**	**
	**	**	**
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	**	**	**
	**	**	**
LANDLINE AND PAY TV	**	**	**
	**	**	**

Columns Tested: a,b

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

Q8C. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Total	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
As a package of 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. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	-	4	-	4	1	3	-	-	-	4	2	2
Effective Weighted Sample	4	-	4	-	4	1	3	-	-	-	4	2	2
Total	3	-	3	-	3	1	2	-	-	-	3	1	1
As a package of 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. (SHOWCARD) 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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	1	3	-	-	-	-	-	-	4	-	3	1
Effective Weighted Sample	4	1	3	-	-	-	-	-	-	4	-	3	1
Total	3	1	2	-	-	-	-	-	-	3	-	2	1
As a package of 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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Effective Weighted Sample	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Total	3	1	-	-	3	-	-	2	-	2	*	-	1	1	*
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q8C. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Effective Weighted Sample	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Total	3	2	1	-	3	-	-	2	1	3	-	-	-	-	1	1
As a package of services	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	4	-	4
Effective Weighted Sample	4	-	4
Total	3	-	3
As a package of services	**	**	**
	**	**	**

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
Fixed Broadband	779	**	719	**	716	498	237	93	61	659	96	669	86	502	253	84
	98%	**	99%	**	99%	99%	98%	99%	100%	99% b	95%	99% b	95%	100% b	97%	100% b
Landline	725	**	725	**	725	492	233	94	61	614	84	624	74	461	236	76
	92%	**	100%	**	100%	98%	96%	100% b	100% b	93% b	83%	93% b	81%	92%	91%	90%
Pay TV service	496	**	441	**	439	320	134	53	34	429	53	433	49	315	167	50
	63%	**	61%	**	60%	64% b	55%	57%	55%	65% b	52%	64% b	54%	63%	64%	59%
Mobile Phone	91	**	74	**	74	53	25	10	7	-	91	-	91	57	33	16
	11%	**	10%	**	10%	11%	11%	11%	11%	-%	90% a	-%	100% a	11%	13%	19% a
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	**	390	**	390	283	108	49	31	377	3	380	-	253	127	36
	49%	**	54%	**	54%	56% b	45%	52%	51%	57% b	3%	56% b	-%	50%	49%	43%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	**	253	**	253	156	98	34	23	234	6	240	-	161	79	27
	32%	**	35%	**	35%	31%	40% a	37%	38%	35% b	6%	36% b	-%	32%	30%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	**	40	**	40	26	14	4	2	-	40	-	40	26	14	7
	5%	**	6%	**	6%	5%	6%	5%	4%	-%	40% a	-%	45% a	5%	5%	9%
FIXED BROADBAND AND PAY TV	49	**	3	**	-	7	7	-	-	49	1	49	-	31	18	5
	6%	**	*%	**	-%	1%	3% ac	-%	-%	7% b	1%	7% b	-%	6%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	**	32	**	32	23	9	6	4	-	32	-	32	20	11	5
	4%	**	4%	**	4%	4%	4%	6%	7%	-%	31% a	-%	35% a	4%	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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
MOBILE PHONE AND FIXED BROADBAND	9	**	1	**	1	3	1	-	-	-	9	-	9	7	2	2
	1%	**	*%	**	*%	1%	*%	-%	-%	-%	9% a	-%	10% a	1%	1%	2%
LANDLINE AND PAY TV	8	**	8	**	8	4	4	*	-	4	1	4	-	1	3	-
	1%	**	1%	**	1%	1%	1%	*%	-%	1%	1%	1%	-%	*%	1% a	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	-	**	-	1	1	-	-	-	5	-	5	4	1	1
	1%	**	-%	**	-%	*%	*%	-%	-%	-%	5% a	-%	6% a	1%	1%	2%
MOBILE PHONE AND PAY TV	3	**	-	**	-	-	-	-	-	-	3	-	3	-	3	-
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	3% a	-%	3% a	-%	1% a	-%
LANDLINE AND MOBILE PHONE	1	**	1	**	1	1	1	*	-	-	1	-	1	*	1	-
	*%	**	*%	**	*%	*%	*%	*%	-%	-%	1% a	-%	2% a	*%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	**	*	**	*	-	*	-	-	-	*	-	*	-	*	-
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*% a	-%	*% 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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
Fixed Broadband	779	**	779	**	779	491	288	99	67	100	488	103	486
	98%	**	100%	**	100%	100%	100%	100%	99%	100%	98%	100%	98%
Landline	725	**	716	**	716	453	264	89	61	97	442	100	439
	92%	**	92%	**	92%	92%	91%	90%	90%	97% b	88%	97% b	88%
Pay TV service	496	**	485	**	485	308	177	58	38	-	496	-	496
	63%	**	62%	**	62%	63%	61%	59%	56%	-%	99% a	-%	100% a
Mobile Phone	91	**	87	**	87	52	35	12	9	16	50	16	50
	11%	**	11%	**	11%	11%	12%	13%	13%	16% b	10%	16% b	10%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	**	390	**	390	254	136	45	31	-	390	-	390
	49%	**	50%	**	50%	52%	47%	46%	45%	-%	78% a	-%	79% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	**	253	**	253	157	96	34	24	84	2	86	-
	32%	**	33%	**	33%	32%	33%	34%	35%	84% b	*%	84% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	**	40	**	40	22	19	4	2	-	40	-	40
	5%	**	5%	**	5%	4%	6%	4%	3%	-%	8% a	-%	8% a
FIXED BROADBAND AND PAY TV	49	**	49	**	49	28	21	7	4	-	49	-	49
	6%	**	6%	**	6%	6%	7%	7%	5%	-%	10% a	-%	10% a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	**	32	**	32	19	12	5	4	13	1	14	-
	4%	**	4%	**	4%	4%	4%	5%	6%	13% b	*%	13% 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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
MOBILE PHONE AND FIXED BROADBAND	9	**	9	**	9	7	2	2	2	3	1	3	1
	1%	**	1%	**	1%	1%	1%	2%	3%	3%	*%	3%	*%
										b		b	
LANDLINE AND PAY TV	8	**	-	**	-	*	-	*	*	-	8	-	8
	1%	**	-%	**	-%	*%	-%	*%	1%	-%	2%	-%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	5	**	5	4	1	1	1	-	5	-	5
	1%	**	1%	**	1%	1%	*%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	3	**	-	**	-	-	-	-	-	-	3	-	3
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
Fixed Broadband	779	338	251	**	**	**	92	**	**	589	146	404	374
	98%	99% b	97%	**	**	**	99%	**	**	98%	100%	100% b	97%
Landline	725	312	227	**	**	**	91	**	**	539	143	371	354
	92%	91%	88%	**	**	**	99%	**	**	90%	98% a	91%	92%
Pay TV service	496	291	204	**	**	**	-	**	**	496	-	260	236
	63%	85% b	79%	**	**	**	-%	**	**	83% b	-%	64%	61%
Mobile Phone	91	37	29	**	**	**	10	**	**	66	16	41	49
	11%	11%	11%	**	**	**	11%	**	**	11%	11%	10%	13%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	241	149	**	**	**	-	**	**	390	-	210	180
	49%	71% b	57%	**	**	**	-%	**	**	65% b	-%	52%	47%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	38	49	**	**	**	83	**	**	86	131	127	126
	32%	11%	19% a	**	**	**	89%	**	**	14%	89% a	31%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	21	20	**	**	**	-	**	**	40	-	19	22
	5%	6%	8%	**	**	**	-%	**	**	7% b	-%	5%	6%
FIXED BROADBAND AND PAY TV	49	22	27	**	**	**	-	**	**	49	-	27	22
	6%	6%	11% a	**	**	**	-%	**	**	8% b	-%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	9	5	**	**	**	8	**	**	14	12	14	17
	4%	3%	2%	**	**	**	9%	**	**	2%	8% a	4%	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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
MOBILE PHONE AND FIXED BROADBAND	9	3	1	**	**	**	1	**	**	4	4	5	4
	1%	1%	*%	**	**	**	1%	**	**	1%	2% a	1%	1%
LANDLINE AND PAY TV	8	3	5	**	**	**	-	**	**	8	-	*	7
	1%	1%	2%	**	**	**	-%	**	**	1%	-%	*%	2% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	4	1	**	**	**	-	**	**	5	-	2	3
	1%	1%	*%	**	**	**	-%	**	**	1%	-%	1%	1%
MOBILE PHONE AND PAY TV	3	-	3	**	**	**	-	**	**	3	-	1	2
	*%	-%	1% a	**	**	**	-%	**	**	*%	-%	*%	*%
LANDLINE AND MOBILE PHONE	1	-	*	**	**	**	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
Fixed Broadband	779	246	391	**	97	**	**	354	286	671	108	38	180	368	231
	98%	100%	100%	**	89%	**	**	99%	100%	99%	93%	90%	99%	99%	97%
		d	d					ef	ef	ef			c	c	
Landline	725	246	388	**	46	**	**	315	270	611	113	42	153	341	231
	92%	100%	99%	**	42%	**	**	88%	94%	91%	98%	99%	84%	92%	97%
		d	d						bd		bcd	bcd		a	ab
Pay TV service	496	-	390	**	62	**	**	229	188	433	63	23	117	242	137
	63%	-%	100%	**	57%	**	**	64%	65%	64%	55%	53%	65%	65%	57%
			ad		a			ef	ef	ef			c	c	
Mobile Phone	91	-	-	**	50	**	**	39	31	73	18	5	20	39	32
	11%	-%	-%	**	45%	**	**	11%	11%	11%	15%	12%	11%	11%	13%
					ab						cd				
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	-	387	**	-	**	**	177	155	345	45	16	89	193	108
	49%	-%	99%	**	-%	**	**	50%	54%	51%	39%	38%	49%	52%	45%
			ad					ef	ef	ef				c	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	246	1	**	6	**	**	108	88	209	44	17	52	115	87
	32%	100%	*%	**	5%	**	**	30%	31%	31%	38%	40%	29%	31%	36%
		bd			b						bcd				a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	-	-	**	-	**	**	13	17	31	9	2	5	20	15
	5%	-%	-%	**	-%	**	**	4%	6%	5%	8%	5%	3%	5%	6%
											bd				a
FIXED BROADBAND AND PAY TV	49	-	3	**	46	**	**	31	14	48	1	*	21	23	5
	6%	-%	1%	**	43%	**	**	9%	5%	7%	1%	1%	12%	6%	2%
					ab			cef	e	ef			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	-	-	**	31	**	**	14	9	25	7	3	7	12	13
	4%	-%	-%	**	28%	**	**	4%	3%	4%	6%	6%	4%	3%	5%
					ab										

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
MOBILE PHONE AND FIXED BROADBAND	9	-	-	**	9	**	**	5	2	9	*	-	5	3	2
	1%	-%	-%	**	8%	**	**	1%	1%	1%	*%	-%	3%	1%	1%
					ab								bc		
LANDLINE AND PAY TV	8	-	-	**	8	**	**	1	*	1	6	4	-	1	7
	1%	-%	-%	**	7%	**	**	*%	*%	*%	5%	10%	-%	*%	3%
					ab						bcd	bcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	**	5	**	**	4	1	5	-	-	1	3	1
	1%	-%	-%	**	5%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	3	-	-	**	3	**	**	2	1	3	-	-	1	2	-
	*%	-%	-%	**	2%	**	**	1%	*%	*%	-%	-%	1%	*%	-%
					ab										
LANDLINE AND MOBILE PHONE	1	-	-	**	1	**	**	-	*	*	1	*	-	*	1
	*%	-%	-%	**	1%	**	**	-%	*%	*%	1%	*%	-%	*%	*%
					ab						bcd				
LANDLINE, MOBILE PHONE AND PAY TV	*	-	-	**	*	**	**	-	-	-	*	-	-	-	*
	*%	-%	-%	**	*%	**	**	-%	-%	-%	*%	-%	-%	-%	*%

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
Fixed Broadband	779	384	395	248	257	131	143	680	99	669	**	**	**	80	194	155
	98%	98%	99% a	99% d	99% d	98%	97%	98%	99%	98%	**	**	**	96%	100% a	100% a
Landline	725	361	364	230	239	123	133	632	92	621	**	**	**	78	174	142
	92%	92%	91%	92%	92%	92%	90%	92%	93%	91%	**	**	**	94%	89%	92%
Pay TV service	496	241	255	157	161	86	92	451	44	419	**	**	**	48	125	96
	63%	61%	64%	63%	62%	64%	62%	65% b	44%	62%	**	**	**	58%	64%	62%
Mobile Phone	91	50	40	26	31	13	21	81	9	80	**	**	**	9	22	12
	11%	13%	10%	10%	12%	9%	14%	12%	9%	12%	**	**	**	11%	11%	7%
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	187	203	127	127	67	69	357	33	329	**	**	**	40	100	81
	49%	48%	51%	51%	49%	51%	46%	52% b	33%	48%	**	**	**	48%	51%	52%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	128	125	80	86	43	44	201	53	222	**	**	**	29	60	52
	32%	33%	32%	32%	33%	32%	30%	29%	53% a	33%	**	**	**	35%	31%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	22	18	13	13	7	7	37	4	33	**	**	**	2	9	3
	5%	6%	5%	5%	5%	5%	5%	5%	4%	5%	**	**	**	2%	4%	2%
FIXED BROADBAND AND PAY TV	49	21	28	16	13	9	12	45	5	42	**	**	**	4	13	11
	6%	5%	7%	6%	5%	6%	8%	6%	5%	6%	**	**	**	5%	7%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	16	15	9	9	4	10	29	3	29	**	**	**	5	5	6
	4%	4%	4%	3%	4%	3%	7% bc	4%	3%	4%	**	**	**	6%	3%	4%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
MOBILE PHONE AND FIXED BROADBAND	9	7	2	4	4	1	1	9	*	9	**	**	**	*	4	2
	1%	2% b	*%	2%	1%	*%	1%	1%	*%	1%	**	**	**	*%	2%	1%
LANDLINE AND PAY TV	8	6	1	1	2	2	2	7	1	7	**	**	**	2	-	-
	1%	2% b	*%	1%	1%	1%	2%	1%	1%	1%	**	**	**	2% bc	-%	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	2	3	-	4	1	-	3	2	5	**	**	**	-	3	1
	1%	1%	1%	-%	2% ad	1%	-%	*%	2% a	1%	**	**	**	-%	2%	1%
MOBILE PHONE AND PAY TV	3	2	1	-	1	-	2	2	1	3	**	**	**	1	1	-
	*%	*%	*%	-%	*%	-%	1% ac	*%	1%	*%	**	**	**	1%	*%	-%
LANDLINE AND MOBILE PHONE	1	1	1	-	*	*	1	1	-	1	**	**	**	1	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	**	**	**	1%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	-	-	*	-	*	-	*	**	**	**	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	**	**	**	-%	-%	-%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
Fixed Broadband	779	110	608
	98%	96%	99%
			a
Landline	725	108	562
	92%	94%	91%
Pay TV service	496	64	393
	63%	56%	64%
			a
Mobile Phone	91	16	67
	11%	14%	11%
SERVICES CONSIDER TO BE A PACKAGE			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	49	313
	49%	43%	51%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	253	42	192
	32%	36%	31%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	6	29
	5%	5%	5%
FIXED BROADBAND AND PAY TV	49	5	39
	6%	4%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	7	22
	4%	6%	4%
MOBILE PHONE AND FIXED BROADBAND	9	1	8
	1%	1%	1%

Columns Tested: a,b

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

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
LANDLINE AND PAY TV	8	3	5
	1%	3%	1%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5
	1%	-%	1%
MOBILE PHONE AND PAY TV	3	1	2
	*%	1%	*%
LANDLINE AND MOBILE PHONE	1	*	1
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	-	*
	*%	-%	*%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
Sky	283	**	257	**	256	197	71	30	19	255	18	257	16	186	88	27
	36%	**	35%	**	35%	39% b	29%	32%	31%	39% b	18%	38% b	18%	37%	34%	32%
Virgin Media	175	**	156	**	155	108	48	19	15	145	25	148	22	109	61	18
	22%	**	21%	**	21%	21%	20%	20%	24%	22%	25%	22%	25%	22%	24%	22%
BT	161	**	158	**	158	63	95	12	8	137	16	138	15	92	61	16
	20%	**	22%	**	22%	13%	39% acd	13%	13%	21%	16%	20%	17%	18%	23% a	19%
TalkTalk	68	**	66	**	65	51	16	12	7	61	5	62	5	50	17	8
	9%	**	9%	**	9%	10% b	6%	12% b	11%	9%	5%	9%	5%	10% b	6%	10%
EE	33	**	24	**	24	22	5	7	5	7	25	10	22	22	10	7
	4%	**	3%	**	3%	4% b	2%	7% b	9% ab	1%	24% a	1%	25% a	4%	4%	8% ab
Plusnet	25	**	24	**	24	23	1	5	3	21	1	22	1	15	7	1
	3%	**	3%	**	3%	5% b	*%	5% b	5% b	3%	1%	3%	1%	3%	3%	1%
Vodafone	13	**	12	**	12	12	1	2	1	6	7	7	6	8	5	2
	2%	**	2%	**	2%	2% b	*%	2% b	2% b	1%	7% a	1%	7% a	1%	2%	3%
Utility Warehouse	11	**	11	**	11	10	1	1	-	8	3	8	3	8	3	1
	1%	**	2%	**	2%	2% b	1%	1%	-%	1%	3% a	1%	4% a	2%	1%	2%
Post Office	8	**	8	**	8	8	-	2	2	8	-	8	-	7	1	1
	1%	**	1%	**	1%	2% b	-%	2% b	3% b	1%	-%	1%	-%	1% b	*%	1%
NOW TV/ NOW Broadband	8	**	6	**	6	6	1	5	1	8	-	8	-	4	4	1
	1%	**	1%	**	1%	1%	*%	5% ab	2%	1%	-%	1%	-%	1%	1%	2%
KCOM	2	**	2	**	2	-	2	-	-	2	-	2	-	2	1	-
	*%	**	*%	**	*%	-%	1% 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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
First Utility	1	**	1	**	1	*	1	-	-	1	-	1	-	-	1	-
	*%	**	*%	**	*%	*%	1%	-%	-%	*%	-%	*%	-%	-%	1% a	-%
John Lewis	1	**	1	**	1	1	-	-	-	1	-	1	-	1	1	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	*%	-%
SSE	1	**	1	**	1	1	*	-	-	1	-	1	-	1	*	*
	*%	**	*%	**	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	*%	*%
POP Telecom	1	**	1	**	1	1	-	-	-	1	-	1	-	-	1	-
	*%	**	*%	**	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	*%	-%
The Phone Co-op	*	**	*	**	*	*	-	*	-	*	-	*	-	-	*	-
	*%	**	*%	**	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
Sky	283	**	280	**	280	185	96	30	19	2	261	3	260
	36%	**	36%	**	36%	38%	33%	31%	29%	2%	52% a	3%	52% a
Virgin Media	175	**	172	**	172	102	69	22	16	11	145	11	145
	22%	**	22%	**	22%	21%	24%	22%	23%	10%	29% a	10%	29% a
BT	161	**	159	**	159	73	85	14	9	49	46	50	45
	20%	**	20%	**	20%	15%	30% acd	14%	13%	49% b	9%	48% b	9%
TalkTalk	68	**	67	**	67	49	18	12	8	9	29	9	28
	9%	**	9%	**	9%	10% b	6%	12% b	12% b	8%	6%	9%	6%
EE	33	**	31	**	31	24	7	8	6	9	10	9	10
	4%	**	4%	**	4%	5% b	2%	8% b	9% b	9% b	2%	9% b	2%
Plusnet	25	**	25	**	25	23	2	5	3	6	4	6	4
	3%	**	3%	**	3%	5% b	1%	5% b	5% b	6% b	1%	6% b	1%
Vodafone	13	**	13	**	13	11	2	3	2	5	-	5	-
	2%	**	2%	**	2%	2% b	1%	3%	4% b	5% b	-%	5% b	-%
Utility Warehouse	11	**	11	**	11	10	2	1	-	3	*	3	*
	1%	**	1%	**	1%	2% b	1%	1%	-%	3% b	*%	3% b	*%
Post Office	8	**	8	**	8	7	1	2	2	3	-	3	-
	1%	**	1%	**	1%	2% b	*%	2% b	2% b	3% b	-%	3% b	-%
NOW TV/ NOW Broadband	8	**	8	**	8	5	3	4	2	2	5	2	5
	1%	**	1%	**	1%	1%	1%	4% ab	3%	2%	1%	2%	1%
KCOM	2	**	2	**	2	-	2	-	-	-	-	-	-
	*%	**	*%	**	*%	-%	1% 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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
First Utility	1	**	1	**	1	*	1	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	-%	-%	-%
John Lewis	1	**	1	**	1	1	-	-	-	1	-	1	-
	*%	**	*%	**	*%	*%	-%	-%	-%	1%	-%	1%	-%
										b		b	
SSE	1	**	1	**	1	*	1	-	-	-	-	-	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	-%	-%	-%
POP Telecom	1	**	1	**	1	1	-	-	-	1	-	1	-
	*%	**	*%	**	*%	*%	-%	-%	-%	1%	-%	1%	-%
										b		b	
The Phone Co-op	*	**	*	**	*	*	-	*	-	-	-	-	-
	*%	**	*%	**	*%	*%	-%	*%	-%	-%	-%	-%	-%

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

		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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
Sky	283	152	111	**	**	**	5	**	**	263	10	150	133
	36%	45%	43%	**	**	**	5%	**	**	44% b	7%	37%	35%
Virgin Media	175	89	66	**	**	**	10	**	**	155	14	89	86
	22%	26%	26%	**	**	**	11%	**	**	26% b	10%	22%	22%
BT	161	46	49	**	**	**	35	**	**	95	54	76	85
	20%	14%	19% a	**	**	**	38%	**	**	16%	37% a	19%	22%
TalkTalk	68	25	12	**	**	**	17	**	**	38	23	30	38
	9%	7%	5%	**	**	**	18%	**	**	6%	16% a	7%	10%
EE	33	13	5	**	**	**	7	**	**	19	9	14	19
	4%	4%	2%	**	**	**	7%	**	**	3%	6% a	3%	5%
Plusnet	25	4	6	**	**	**	4	**	**	10	13	16	9
	3%	1%	2%	**	**	**	4%	**	**	2%	9% a	4%	2%
Vodafone	13	3	2	**	**	**	3	**	**	5	6	9	4
	2%	1%	1%	**	**	**	3%	**	**	1%	4% a	2% b	1%
Utility Warehouse	11	2	2	**	**	**	7	**	**	4	7	6	5
	1%	1%	1%	**	**	**	7%	**	**	1%	4% a	2%	1%
Post Office	8	3	1	**	**	**	2	**	**	3	4	4	4
	1%	1%	*%	**	**	**	2%	**	**	1%	3% a	1%	1%
NOW TV/ NOW Broadband	8	3	4	**	**	**	1	**	**	7	1	8	-
	1%	1%	1%	**	**	**	1%	**	**	1%	1%	2% b	-%
KCOM	2	-	-	**	**	**	1	**	**	-	2	2	1
	*%	-%	-%	**	**	**	1%	**	**	-%	2% 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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
First Utility	1	-	-	**	**	**	1	**	**	-	1	1	1
	*%	-%	-%	**	**	**	1%	**	**	-%	1% a	*%	*%
John Lewis	1	-	1	**	**	**	1	**	**	1	1	1	-
	*%	-%	*%	**	**	**	1%	**	**	*%	*%	*%	-%
SSE	1	-	-	**	**	**	-	**	**	-	*	-	1
	*%	-%	-%	**	**	**	-%	**	**	-%	*%	-%	*%
POP Telecom	1	-	1	**	**	**	-	**	**	1	-	1	-
	*%	-%	*%	**	**	**	-%	**	**	*%	-%	*%	-%
The Phone Co-op	*	-	-	**	**	**	-	**	**	-	-	-	*
	*%	-%	-%	**	**	**	-%	**	**	-%	-%	-%	*%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
Sky	283	21	216	**	29	**	**	138	113	259	24	9	69	145	68
	36%	9%	55%	**	27%	**	**	39%	39%	38%	21%	22%	38%	39%	29%
			ad		a			ef	ef	ef			c	c	
Virgin Media	175	26	108	**	26	**	**	79	62	151	24	8	44	81	50
	22%	10%	28%	**	23%	**	**	22%	22%	22%	21%	20%	24%	22%	21%
			a		a										
BT	161	105	36	**	14	**	**	54	61	118	43	15	19	69	72
	20%	43%	9%	**	13%	**	**	15%	21%	17%	37%	34%	11%	19%	30%
		bd							b		bcd	bcd		a	ab
TalkTalk	68	37	23	**	4	**	**	33	20	57	11	5	16	32	19
	9%	15%	6%	**	4%	**	**	9%	7%	8%	9%	13%	9%	9%	8%
		bd										c			
EE	33	5	2	**	23	**	**	18	11	29	3	1	12	11	9
	4%	2%	*%	**	21%	**	**	5%	4%	4%	3%	2%	7%	3%	4%
		b			ab								b		
Plusnet	25	20	3	**	2	**	**	11	9	21	4	*	4	13	8
	3%	8%	1%	**	1%	**	**	3%	3%	3%	3%	1%	2%	3%	3%
		bd													
Vodafone	13	6	-	**	7	**	**	9	1	12	1	*	5	7	2
	2%	2%	-%	**	7%	**	**	2%	1%	2%	1%	1%	3%	2%	1%
		b			ab			c		c			c		
Utility Warehouse	11	8	-	**	3	**	**	5	4	9	2	1	2	5	5
	1%	3%	-%	**	3%	**	**	1%	1%	1%	2%	3%	1%	1%	2%
		b			b										
Post Office	8	8	-	**	-	**	**	4	2	6	2	1	3	2	3
	1%	3%	-%	**	-%	**	**	1%	1%	1%	2%	2%	2%	*%	1%
		bd													
NOW TV/ NOW Broadband	8	3	3	**	2	**	**	4	1	8	-	-	4	4	-
	1%	1%	1%	**	1%	**	**	1%	*%	1%	-%	-%	2%	1%	-%
													c	c	
KCOM	2	2	-	**	-	**	**	1	1	2	-	-	1	1	1
	*%	1%	-%	**	-%	**	**	*%	*%	*%	-%	-%	*%	*%	*%
		b													

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
First Utility	1	1	-	**	-	**	**	-	-	1	1	*	1	-	1
	*%	1%	-%	**	-%	**	**	-%	-%	*%	*%	1% bc	*%	-%	*%
John Lewis	1	1	-	**	-	**	**	-	1	1	-	-	-	1	1
	*%	*%	-%	**	-%	**	**	-%	*%	*%	-%	-%	-%	*%	*%
SSE	1	1	-	**	-	**	**	-	-	-	1	*	-	-	1
	*%	*%	-%	**	-%	**	**	-%	-%	-%	1% d	1% bcd	-%	-%	*%
POP Telecom	1	1	-	**	-	**	**	-	1	1	-	-	-	-	1
	*%	*%	-%	**	-%	**	**	-%	*%	*%	-%	-%	-%	-%	*%
The Phone Co-op	*	*	-	**	-	**	**	*	-	*	-	-	-	*	-
	*%	*%	-%	**	-%	**	**	*%	-%	*%	-%	-%	-%	*%	-%

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

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

BUNDLE 1 PROVIDER

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
Sky	283	132	151	83	100	52	49	251	32	229	**	**	**	30	80	55
	36%	34%	38%	33%	38%	39%	33%	36%	32%	34%	**	**	**	36%	41%	36%
Virgin Media	175	93	83	56	55	28	36	171	4	154	**	**	**	20	37	27
	22%	24%	21%	23%	21%	21%	24%	25% b	4%	23%	**	**	**	24%	19%	17%
BT	161	87	73	59	54	26	21	125	36	136	**	**	**	11	27	43
	20%	22%	18%	24% d	21% d	19%	14%	18%	36% a	20%	**	**	**	14%	14%	27% ab
TalkTalk	68	28	39	17	19	14	18	62	6	64	**	**	**	9	19	11
	9%	7%	10%	7%	7%	11%	12% ab	9%	6%	9%	**	**	**	11%	10%	7%
EE	33	17	16	8	10	4	10	25	8	31	**	**	**	3	10	5
	4%	4%	4%	3%	4%	3%	7% ac	4%	8% a	5%	**	**	**	4%	5%	3%
Plusnet	25	14	10	11	8	4	2	19	6	23	**	**	**	2	9	5
	3%	4%	3%	4% d	3%	3%	2%	3%	6% a	3%	**	**	**	2%	5%	3%
Vodafone	13	6	7	6	3	2	2	12	1	12	**	**	**	3	2	2
	2%	2%	2%	2%	1%	1%	2%	2%	1%	2%	**	**	**	4% b	1%	1%
Utility Warehouse	11	5	6	4	4	1	2	8	3	10	**	**	**	2	3	2
	1%	1%	2%	2%	2%	1%	2%	1%	3% a	1%	**	**	**	3%	2%	1%
Post Office	8	3	5	1	4	2	2	7	1	8	**	**	**	*	3	2
	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	**	**	**	1%	2%	2%
NOW TV/ NOW Broadband	8	5	3	4	2	1	1	6	2	7	**	**	**	*	3	3
	1%	1%	1%	1%	1%	*%	1%	1%	2%	1%	**	**	**	*%	1%	2%
KCOM	2	-	2	-	1	*	1	2	-	2	**	**	**	-	1	-
	*%	-%	1% a	-%	*%	*%	1%	*%	-%	*%	**	**	**	-%	*%	-%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
First Utility	1	1	1	-	*	*	1	1	-	1	**	**	**	-	1	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	**	**	**	-%	*%	-%
John Lewis	1	1	1	-	1	-	1	1	1	1	**	**	**	-	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	1%	*%	**	**	**	-%	-%	-%
SSE	1	*	*	-	*	*	*	1	-	1	**	**	**	*	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	**	**	**	*%	-%	-%
POP Telecom	1	-	1	-	-	-	1	1	-	1	**	**	**	1	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	**	**	**	1%	-%	-%
The Phone Co-op	*	-	*	-	*	-	-	*	-	*	**	**	**	*	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	**	**	**	*%	-%	-%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
Sky	283	41	224
	36%	36%	36%
Virgin Media	175	21	139
	22%	19%	23%
BT	161	25	121
	20%	22%	20%
TalkTalk	68	9	53
	9%	8%	9%
EE	33	2	29
	4%	2%	5%
Plusnet	25	5	18
	3%	4%	3%
Vodafone	13	3	10
	2%	2%	2%
Utility Warehouse	11	5	6
	1%	4%	1%
		b	
Post Office	8	1	6
	1%	1%	1%
NOW TV/ NOW Broadband	8	*	6
	1%	*%	1%
KCOM	2	-	2
	*%	-%	*%
First Utility	1	*	1
	*%	*%	*%
John Lewis	1	1	1
	*%	1%	*%
SSE	1	-	1
	*%	-%	*%

Columns Tested: a,b

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

BUNDLE 1 PROVIDER

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
POP Telecom	1	1	-
	*%	1%	-%
		b	
The Phone Co-op	*	*	-
	*%	*%	-%

Columns Tested: a,b

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

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Total	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	-	4	-	4	1	3	-	-	-	4	2	2
Effective Weighted Sample	4	-	4	-	4	1	3	-	-	-	4	2	2
Total	3	-	3	-	3	1	2	-	-	-	3	1	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	1	3	-	-	-	-	-	-	4	-	3	1
Effective Weighted Sample	4	1	3	-	-	-	-	-	-	4	-	3	1
Total	3	1	2	-	-	-	-	-	-	3	-	2	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Effective Weighted Sample	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Total	3	1	-	-	3	-	-	2	-	2	*	-	1	1	*
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,d,e,f - a,b,c

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Effective Weighted Sample	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Total	3	2	1	-	3	-	-	2	1	3	-	-	-	-	1	1
Landline	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
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,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	4	-	4
Effective Weighted Sample	4	-	4
Total	3	-	3
Landline	**	**	**
	**	**	**
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

Any break column with 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Total	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	-	4	-	4	1	3	-	-	-	4	2	2
Effective Weighted Sample	4	-	4	-	4	1	3	-	-	-	4	2	2
Total	3	-	3	-	3	1	2	-	-	-	3	1	1
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	1	3	-	-	-	-	-	-	4	-	3	1
Effective Weighted Sample	4	1	3	-	-	-	-	-	-	4	-	3	1
Total	3	1	2	-	-	-	-	-	-	3	-	2	1
BT	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Effective Weighted Sample	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Total	3	1	-	-	3	-	-	2	-	2	*	-	1	1	*
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

BUNDLE 2 PROVIDER

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Effective Weighted Sample	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Total	3	2	1	-	3	-	-	2	1	3	-	-	-	-	1	1
BT	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
TalkTalk	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Virgin Media	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	4	-	4
Effective Weighted Sample	4	-	4
Total	3	-	3
BT	**	**	**
	**	**	**
TalkTalk	**	**	**
	**	**	**
Virgin Media	**	**	**
	**	**	**

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1397	24	1305	29	1300	872	457	159	108	1149	186	1171	164	871	464	150
Effective Weighted Sample	1208	22	1126	27	1121	762	387	137	93	1001	158	1019	139	757	402	130
Total	792	16	730	19	727	504	242	94	61	663	102	675	91	505	260	85
Fixed Broadband	781	**	721	**	718	499	238	93	61	659	98	670	87	503	254	85
	99%	**	99%	**	99%	99%	98%	99%	100%	99% b	96%	99% b	96%	100% b	97%	100% b
Landline	727	**	727	**	727	494	233	94	61	614	86	625	74	464	236	77
	92%	**	100%	**	100%	98%	96%	100% b	100% b	93% b	84%	93% b	82%	92%	91%	91%
Pay TV service	497	**	443	**	440	321	134	53	34	429	54	433	50	316	167	50
	63%	**	61%	**	60%	64% b	56%	57%	55%	65% b	53%	64% b	55%	63%	64%	58%
Mobile Phone	91	**	74	**	74	53	25	10	7	-	91	-	91	57	33	16
	11%	**	10%	**	10%	11%	11%	11%	11%	-%	88% a	-%	100% a	11%	13%	18% a
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	**	390	**	390	283	108	49	31	377	3	380	-	253	127	36
	49%	**	53%	**	54%	56% b	45%	52%	51%	57% b	3%	56% b	-%	50%	49%	42%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	**	255	**	255	157	98	34	23	234	8	241	-	162	79	29
	32%	**	35%	**	35%	31%	40% a	37%	38%	35% b	8%	36% b	-%	32%	30%	34%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	**	40	**	40	26	14	4	2	-	40	-	40	26	14	7
	5%	**	6%	**	6%	5%	6%	5%	4%	-%	39% a	-%	45% a	5%	5%	9%
FIXED BROADBAND AND PAY TV	50	**	3	**	*	7	8	-	-	49	1	49	*	31	18	5
	6%	**	*%	**	*%	1%	3% ac	-%	-%	7% b	1%	7% b	*%	6%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	**	32	**	32	23	9	6	4	-	32	-	32	20	11	5
	4%	**	4%	**	4%	4%	4%	6%	7%	-%	31% a	-%	35% a	4%	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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1397	24	1305	29	1300	872	457	159	108	1149	186	1171	164	871	464	150
Effective Weighted Sample	1208	22	1126	27	1121	762	387	137	93	1001	158	1019	139	757	402	130
Total	792	16	730	19	727	504	242	94	61	663	102	675	91	505	260	85
MOBILE PHONE AND FIXED BROADBAND	9	**	1	**	1	3	1	-	-	-	9	-	9	7	2	2
	1%	**	*%	**	*%	1%	*%	-%	-%	-%	9% a	-%	10% a	1%	1%	2%
LANDLINE AND PAY TV	8	**	8	**	8	5	4	*	-	4	1	4	1	2	3	-
	1%	**	1%	**	1%	1%	1%	*%	-%	1%	1%	1%	1%	*%	1%	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	-	**	-	1	1	-	-	-	5	-	5	4	1	1
	1%	**	-%	**	-%	*%	*%	-%	-%	-%	5% a	-%	6% a	1%	1%	2%
MOBILE PHONE AND PAY TV	3	**	-	**	-	-	-	-	-	-	3	-	3	-	3	-
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	3% a	-%	3% a	-%	1% a	-%
LANDLINE AND MOBILE PHONE	1	**	1	**	1	1	1	*	-	-	1	-	1	*	1	-
	*%	**	*%	**	*%	*%	*%	*%	-%	-%	1% a	-%	2% a	*%	*%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	**	*	**	*	-	*	-	-	-	*	-	*	-	*	-
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*% a	-%	*% 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.

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1397	1	1377	1	1377	838	540	166	118	161	801	168	794
Effective Weighted Sample	1208	1	1191	1	1191	734	459	143	102	149	738	155	731
Total	792	*	781	*	781	491	290	99	68	100	501	104	497
Fixed Broadband	781	**	781	**	781	491	290	99	67	100	490	104	486
	99%	**	100%	**	100%	100%	100%	100%	99%	100%	98%	100%	98%
Landline	727	**	718	**	718	453	265	89	61	97	444	101	440
	92%	**	92%	**	92%	92%	91%	90%	90%	97% b	89%	97% b	89%
Pay TV service	497	**	486	**	486	309	178	58	38	-	497	-	497
	63%	**	62%	**	62%	63%	61%	59%	56%	-%	99% a	-%	100% a
Mobile Phone	91	**	87	**	87	52	35	12	9	16	50	16	50
	11%	**	11%	**	11%	11%	12%	13%	13%	16% b	10%	16% b	10%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	**	390	**	390	254	136	45	31	-	390	-	390
	49%	**	50%	**	50%	52%	47%	46%	45%	-%	78% a	-%	79% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	**	255	**	255	157	98	34	24	84	4	88	-
	32%	**	33%	**	33%	32%	34%	34%	35%	84% b	1%	84% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	**	40	**	40	22	19	4	2	-	40	-	40
	5%	**	5%	**	5%	4%	6%	4%	3%	-%	8% a	-%	8% a
FIXED BROADBAND AND PAY TV	50	**	50	**	50	28	22	7	4	-	50	-	50
	6%	**	6%	**	6%	6%	7%	7%	5%	-%	10% a	-%	10% a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	**	32	**	32	19	12	5	4	13	1	14	-
	4%	**	4%	**	4%	4%	4%	5%	6%	13% b	*%	13% 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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1397	1	1377	1	1377	838	540	166	118	161	801	168	794
Effective Weighted Sample	1208	1	1191	1	1191	734	459	143	102	149	738	155	731
Total	792	*	781	*	781	491	290	99	68	100	501	104	497
MOBILE PHONE AND FIXED BROADBAND	9	**	9	**	9	7	2	2	2	3	1	3	1
	1%	**	1%	**	1%	1%	1%	2%	3%	3%	*%	3%	*%
										b		b	
LANDLINE AND PAY TV	8	**	1	**	1	1	-	*	*	-	8	-	8
	1%	**	*%	**	*%	*%	-%	*%	1%	-%	2%	-%	2%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	**	5	**	5	4	1	1	1	-	5	-	5
	1%	**	1%	**	1%	1%	*%	1%	2%	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	3	**	-	**	-	-	-	-	-	-	3	-	3
	*%	**	-%	**	-%	-%	-%	-%	-%	-%	1%	-%	1%
LANDLINE AND MOBILE PHONE	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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1397	539	423	85	56	92	152	8	6	962	244	667	730
Effective Weighted Sample	1208	499	388	80	53	84	139	7	5	887	223	590	622
Total	792	342	260	58	36	55	92	5	4	601	147	408	385
Fixed Broadband	781	338	252	**	**	**	92	**	**	590	146	406	374
	99%	99% b	97%	**	**	**	99%	**	**	98%	100%	100% b	97%
Landline	727	312	229	**	**	**	91	**	**	541	143	372	355
	92%	91%	88%	**	**	**	99%	**	**	90%	98% a	91%	92%
Pay TV service	497	291	205	**	**	**	-	**	**	497	-	260	237
	63%	85% b	79%	**	**	**	-%	**	**	83% b	-%	64%	62%
Mobile Phone	91	37	29	**	**	**	10	**	**	66	16	41	49
	11%	11%	11%	**	**	**	11%	**	**	11%	11%	10%	13%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	241	149	**	**	**	-	**	**	390	-	210	180
	49%	71% b	57%	**	**	**	-%	**	**	65% b	-%	51%	47%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	38	49	**	**	**	83	**	**	88	131	129	126
	32%	11%	19% a	**	**	**	89%	**	**	15%	89% a	32%	33%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	21	20	**	**	**	-	**	**	40	-	19	22
	5%	6%	8%	**	**	**	-%	**	**	7% b	-%	5%	6%
FIXED BROADBAND AND PAY TV	50	22	28	**	**	**	-	**	**	50	-	28	22
	6%	6%	11% a	**	**	**	-%	**	**	8% b	-%	7%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	9	5	**	**	**	8	**	**	14	12	14	17
	4%	3%	2%	**	**	**	9%	**	**	2%	8% a	4%	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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1397	539	423	85	56	92	152	8	6	962	244	667	730
Effective Weighted Sample	1208	499	388	80	53	84	139	7	5	887	223	590	622
Total	792	342	260	58	36	55	92	5	4	601	147	408	385
MOBILE PHONE AND FIXED BROADBAND	9	3	1	**	**	**	1	**	**	4	4	5	4
	1%	1%	*%	**	**	**	1%	**	**	1%	2% a	1%	1%
LANDLINE AND PAY TV	8	3	5	**	**	**	-	**	**	8	-	*	8
	1%	1%	2%	**	**	**	-%	**	**	1%	-%	*%	2% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	4	1	**	**	**	-	**	**	5	-	2	3
	1%	1%	*%	**	**	**	-%	**	**	1%	-%	1%	1%
MOBILE PHONE AND PAY TV	3	-	3	**	**	**	-	**	**	3	-	1	2
	*%	-%	1% a	**	**	**	-%	**	**	*%	-%	*%	*%
LANDLINE AND MOBILE PHONE	1	-	*	**	**	**	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1397	508	628	78	185	-	47	525	522	1094	303	109	270	592	535
Effective Weighted Sample	1208	405	579	71	158	-	41	471	471	971	278	100	241	528	473
Total	792	247	391	45	111	-	31	358	288	677	115	43	181	372	239
Fixed Broadband	781	247	391	**	99	**	**	355	286	673	108	38	180	370	231
	99%	100%	100%	**	90%	**	**	99%	100%	99%	94%	90%	99%	99%	97%
		d	d					ef	ef	ef			c	c	
Landline	727	247	388	**	48	**	**	317	270	614	113	42	153	342	231
	92%	100%	99%	**	44%	**	**	88%	94%	91%	98%	99%	85%	92%	97%
		d	d						bd		bcd	bcd		a	ab
Pay TV service	497	-	390	**	63	**	**	230	188	434	63	23	118	242	137
	63%	-%	100%	**	57%	**	**	64%	65%	64%	55%	53%	65%	65%	57%
			ad		a			ef	ef	ef			c	c	
Mobile Phone	91	-	-	**	50	**	**	39	31	73	18	5	20	39	32
	11%	-%	-%	**	45%	**	**	11%	11%	11%	15%	12%	11%	11%	13%
					ab						cd				
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	-	387	**	-	**	**	177	155	345	45	16	89	193	108
	49%	-%	99%	**	-%	**	**	49%	54%	51%	39%	38%	49%	52%	45%
			ad					ef	ef	ef				c	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	247	1	**	7	**	**	110	88	210	44	17	52	116	87
	32%	100%	*%	**	6%	**	**	31%	31%	31%	38%	40%	29%	31%	36%
		bd			b						bcd				a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	-	-	**	-	**	**	13	17	31	9	2	5	20	15
	5%	-%	-%	**	-%	**	**	4%	6%	5%	8%	5%	3%	5%	6%
											bd				a
FIXED BROADBAND AND PAY TV	50	-	3	**	47	**	**	31	14	48	2	*	21	23	6
	6%	-%	1%	**	42%	**	**	9%	5%	7%	2%	1%	12%	6%	2%
					ab			cef	e	ef			bc	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	-	-	**	31	**	**	14	9	25	7	3	7	12	13
	4%	-%	-%	**	28%	**	**	4%	3%	4%	6%	6%	4%	3%	5%
					ab										

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1397	508	628	78	185	-	47	525	522	1094	303	109	270	592	535
Effective Weighted Sample	1208	405	579	71	158	-	41	471	471	971	278	100	241	528	473
Total	792	247	391	45	111	-	31	358	288	677	115	43	181	372	239
MOBILE PHONE AND FIXED BROADBAND	9	-	-	**	9	**	**	5	2	9	*	-	5	3	2
	1%	-%	-%	**	8%	**	**	1%	1%	1%	*%	-%	3%	1%	1%
					ab								bc		
LANDLINE AND PAY TV	8	-	-	**	8	**	**	2	*	2	6	4	1	1	7
	1%	-%	-%	**	8%	**	**	1%	*%	*%	5%	10%	*%	*%	3%
					ab						bcd	bcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	**	5	**	**	4	1	5	-	-	1	3	1
	1%	-%	-%	**	5%	**	**	1%	*%	1%	-%	-%	1%	1%	*%
					ab										
MOBILE PHONE AND PAY TV	3	-	-	**	3	**	**	2	1	3	-	-	1	2	-
	*%	-%	-%	**	2%	**	**	1%	*%	*%	-%	-%	1%	*%	-%
					ab										
LANDLINE AND MOBILE PHONE	1	-	-	**	1	**	**	-	*	*	1	*	-	*	1
	*%	-%	-%	**	1%	**	**	-%	*%	*%	1%	*%	-%	*%	*%
					ab						bcd				
LANDLINE, MOBILE PHONE AND PAY TV	*	-	-	**	*	**	**	-	-	-	*	-	-	-	*
	*%	-%	-%	**	*%	**	**	-%	-%	-%	*%	-%	-%	-%	*%

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1397	671	726	338	497	299	263	1217	180	1179	87	75	56	151	323	228
Effective Weighted Sample	1208	576	634	307	440	277	224	1055	153	1030	71	64	43	131	290	206
Total	792	394	399	249	262	133	148	692	100	681	44	40	27	83	194	157
Fixed Broadband	781	385	395	248	259	131	143	681	99	671	**	**	**	80	194	157
	99%	98%	99% a	99% d	99% d	98%	97%	98%	99%	98%	**	**	**	96%	100% a	100% a
Landline	727	362	365	230	241	123	133	634	93	624	**	**	**	78	175	144
	92%	92%	92%	92%	92%	92%	90%	92%	93%	92%	**	**	**	94%	90%	92%
Pay TV service	497	242	255	157	162	86	92	452	44	420	**	**	**	48	126	96
	63%	62%	64%	63%	62%	64%	62%	65% b	44%	62%	**	**	**	58%	65%	61%
Mobile Phone	91	50	40	26	31	13	21	81	9	80	**	**	**	9	22	12
	11%	13%	10%	10%	12%	9%	14%	12%	9%	12%	**	**	**	11%	11%	7%
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	187	203	127	127	67	69	357	33	329	**	**	**	40	100	81
	49%	48%	51%	51%	49%	51%	46%	52% b	33%	48%	**	**	**	48%	51%	52%
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	129	126	80	88	43	44	201	53	223	**	**	**	29	60	53
	32%	33%	32%	32%	34%	32%	30%	29%	53% a	33%	**	**	**	35%	31%	34%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	22	18	13	13	7	7	37	4	33	**	**	**	2	9	3
	5%	6%	5%	5%	5%	5%	5%	5%	4%	5%	**	**	**	2%	4%	2%
FIXED BROADBAND AND PAY TV	50	21	28	16	13	9	12	45	5	42	**	**	**	4	13	11
	6%	5%	7%	6%	5%	6%	8%	7%	5%	6%	**	**	**	5%	7%	7%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	16	15	9	9	4	10	29	3	29	**	**	**	5	5	6
	4%	4%	4%	3%	4%	3%	7% bc	4%	3%	4%	**	**	**	6%	3%	4%

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1397	671	726	338	497	299	263	1217	180	1179	87	75	56	151	323	228
Effective Weighted Sample	1208	576	634	307	440	277	224	1055	153	1030	71	64	43	131	290	206
Total	792	394	399	249	262	133	148	692	100	681	44	40	27	83	194	157
MOBILE PHONE AND FIXED BROADBAND	9	7	2	4	4	1	1	9	*	9	**	**	**	*	4	2
	1%	2% b	*%	2%	1%	*%	1%	1%	*%	1%	**	**	**	*%	2%	1%
LANDLINE AND PAY TV	8	7	1	1	3	2	2	8	1	8	**	**	**	2	1	-
	1%	2% b	*%	1%	1%	1%	2%	1%	1%	1%	**	**	**	2% c	*%	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	2	3	-	4	1	-	3	2	5	**	**	**	-	3	1
	1%	1%	1%	-%	2% ad	1%	-%	*%	2% a	1%	**	**	**	-%	2%	1%
MOBILE PHONE AND PAY TV	3	2	1	-	1	-	2	2	1	3	**	**	**	1	1	-
	*%	*%	*%	-%	*%	-%	1% ac	*%	1%	*%	**	**	**	1%	*%	-%
LANDLINE AND MOBILE PHONE	1	1	1	-	*	*	1	1	-	1	**	**	**	1	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	**	**	**	1%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	-	-	*	-	*	-	*	**	**	**	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	**	**	**	-%	-%	-%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1397	224	1057
Effective Weighted Sample	1208	191	924
Total	792	114	617
Fixed Broadband	781	110	610
	99%	96%	99%
			a
Landline	727	108	565
	92%	94%	91%
Pay TV service	497	64	394
	63%	56%	64%
			a
Mobile Phone	91	16	67
	11%	14%	11%
SERVICES CONSIDER TO BE A PACKAGE			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	49	313
	49%	43%	51%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	42	194
	32%	36%	31%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	6	29
	5%	5%	5%
FIXED BROADBAND AND PAY TV	50	5	39
	6%	4%	6%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	7	22
	4%	6%	4%
MOBILE PHONE AND FIXED BROADBAND	9	1	8
	1%	1%	1%

Columns Tested: a,b

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

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1397	224	1057
Effective Weighted Sample	1208	191	924
Total	792	114	617
LANDLINE AND PAY TV	8	3	5
	1%	3%	1%
		b	
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5
	1%	-%	1%
MOBILE PHONE AND PAY TV	3	1	2
	*%	1%	*%
LANDLINE AND MOBILE PHONE	1	*	1
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	-	*
	*%	-%	*%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Fixed Broadband	781	16	721	19	718	499	238	93	61	659	98	670	87	503	254	85
	52%	12%	92%	10%	99%	88%	69%	93%	92%	51%	86%	51%	96%	56%	51%	50%
			a		a	b		b	b		a		a	bc		
Landline	727	-	727	-	727	494	233	94	61	614	86	625	74	464	236	77
	48%	-%	93%	-%	100%	87%	68%	93%	92%	48%	75%	48%	82%	51%	48%	45%
			a		a	b		ab	b		a		a	c		
Pay TV service	497	13	443	16	440	321	134	53	34	429	54	433	50	316	167	50
	33%	10%	57%	9%	60%	56%	39%	53%	51%	33%	47%	33%	55%	35%	34%	29%
			a		a	b		b	b		a		a	c		
Mobile Phone	91	4	74	4	74	53	25	10	7	-	91	-	91	57	33	16
	6%	3%	10%	2%	10%	9%	7%	10%	10%	-%	79%	-%	100%	6%	7%	9%
			a		a						a		a			
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	-	390	-	390	283	108	49	31	377	3	380	-	253	127	36
	26%	-%	50%	-%	54%	50%	31%	48%	47%	29%	3%	29%	-%	28%	26%	21%
			a		a	b		b	b	b		b		c		
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	-	255	-	255	157	98	34	23	234	8	241	-	162	79	29
	17%	-%	33%	-%	35%	28%	28%	34%	35%	18%	7%	18%	-%	18%	16%	17%
			a		a					b		b				
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	-	40	-	40	26	14	4	2	-	40	-	40	26	14	7
	3%	-%	5%	-%	6%	5%	4%	4%	3%	-%	35%	-%	45%	3%	3%	4%
			a		a						a		a			
FIXED BROADBAND AND PAY TV	50	12	3	14	*	7	8	-	-	49	1	49	*	31	18	5
	3%	9%	*%	8%	*%	1%	2%	-%	-%	4%	1%	4%	*%	3%	4%	3%
		b		b			c			b		b				
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	-	32	-	32	23	9	6	4	-	32	-	32	20	11	5
	2%	-%	4%	-%	4%	4%	3%	6%	7%	-%	28%	-%	35%	2%	2%	3%
			a		a			b	b		a		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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
MOBILE PHONE AND FIXED BROADBAND	9	3	1	3	1	3	1	-	-	-	9	-	9	7	2	2
	1%	2%	*%	2%	*%	1%	*%	-%	-%	-%	8%	-%	10%	1%	*%	1%
		b		b							a		a			
LANDLINE AND PAY TV	8	-	8	-	8	5	4	*	-	4	1	4	1	2	3	-
	1%	-%	1%	-%	1%	1%	1%	*%	-%	*%	1%	*%	1%	*%	1%	-%
					a											
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	1	-	1	-	1	1	-	-	-	5	-	5	4	1	1
	*%	1%	-%	1%	-%	*%	*%	-%	-%	-%	5%	-%	6%	*%	*%	1%
		b		b							a		a			
MOBILE PHONE AND PAY TV	3	-	-	-	-	-	-	-	-	-	3	-	3	-	3	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	2%	-%	3%	-%	1%	-%
											a		a		a	
LANDLINE AND MOBILE PHONE	1	-	1	-	1	1	1	*	-	-	1	-	1	*	1	-
	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	1%	-%	2%	*%	*%	-%
											a		a			
LANDLINE, MOBILE PHONE AND PAY TV	*	-	*	-	*	-	*	-	-	-	*	-	*	-	*	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%
											a		a			
NONE	708	116	49	166	-	64	101	7	5	619	12	631	-	396	235	86
	47%	88%	6%	90%	-%	11%	30%	7%	8%	48%	10%	48%	-%	44%	47%	50%
		b		b			acd			b		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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Fixed Broadband	781	-	781	-	781	491	290	99	67	100	490	104	486
	52%	-%	93% a	-%	100% a	86%	85%	89%	90%	57%	93% a	50%	98% a
Landline	727	*	718	*	718	453	265	89	61	97	444	101	440
	48%	1%	86% a	*%	92% a	80%	78%	80%	82%	56%	84% a	49%	89% a
Pay TV service	497	*	486	*	486	309	178	58	38	-	497	-	497
	33%	1%	58% a	*%	62% a	54%	52%	53%	51%	-%	94% a	-%	100% a
Mobile Phone	91	-	87	-	87	52	35	12	9	16	50	16	50
	6%	-%	10% a	-%	11% a	9%	10%	11%	12%	9%	9%	8%	10%
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	-	390	-	390	254	136	45	31	-	390	-	390
	26%	-%	47% a	-%	50% a	45%	40%	41%	41%	-%	74% a	-%	79% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	-	255	-	255	157	98	34	24	84	4	88	-
	17%	-%	30% a	-%	33% a	28%	29%	31%	32%	48% b	1%	42% b	-%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	-	40	-	40	22	19	4	2	-	40	-	40
	3%	-%	5% a	-%	5% a	4%	5%	4%	3%	-%	8% a	-%	8% a
FIXED BROADBAND AND PAY TV	50	-	50	-	50	28	22	7	4	-	50	-	50
	3%	-%	6% a	-%	6% a	5%	6%	6%	5%	-%	9% a	-%	10% a

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

		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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	-	32	-	32	19	12	5	4	13	1	14	-
	2%	-%	4% a	-%	4% a	3%	4%	5%	5%	7% b	*%	7% b	-%
MOBILE PHONE AND FIXED BROADBAND	9	-	9	-	9	7	2	2	2	3	1	3	1
	1%	-%	1%	-%	1%	1%	1%	2%	2%	2% b	*%	1% b	*%
LANDLINE AND PAY TV	8	*	1	*	1	1	-	*	*	-	8	-	8
	1%	1%	*%	*%	*%	*%	-%	*%	1% b	-%	2% a	-%	2% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5	-	5	4	1	1	1	-	5	-	5
	*%	-%	1%	-%	1%	1%	*%	1%	2% b	-%	1%	-%	1%
MOBILE PHONE AND PAY TV	3	-	-	-	-	-	-	-	-	-	3	-	3
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	1%
LANDLINE AND MOBILE PHONE	1	-	*	-	*	-	*	-	-	-	*	-	*
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	-	-	-	-	-	-	-	-	-	*	-	*
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	*%	-%	*%
NONE	708	72	57	129	-	77	52	11	7	74	28	103	-
	47%	99% b	7%	100% b	-%	14%	15%	10%	9%	43% b	5%	50% 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

		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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Fixed Broadband	781	338	252	**	**	55	92	**	**	590	146	406	374
	52%	87%	80%	**	**	43%	36%	**	**	84%	39%	58%	47%
		b								b		b	
Landline	727	312	229	**	**	52	91	**	**	541	143	372	355
	48%	80%	73%	**	**	41%	36%	**	**	77%	38%	53%	44%
		b								b		b	
Pay TV service	497	291	205	**	**	-	-	**	**	497	-	260	237
	33%	75%	66%	**	**	-%	-%	**	**	71%	-%	37%	30%
		b								b		b	
Mobile Phone	91	37	29	**	**	7	10	**	**	66	16	41	49
	6%	9%	9%	**	**	5%	4%	**	**	9%	4%	6%	6%
										b			
SERVICES CONSIDER TO BE A PACKAGE													
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	241	149	**	**	-	-	**	**	390	-	210	180
	26%	62%	47%	**	**	-%	-%	**	**	55%	-%	30%	23%
		b								b		b	
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	38	49	**	**	48	83	**	**	88	131	129	126
	17%	10%	16%	**	**	38%	33%	**	**	13%	34%	18%	16%
			a								a		
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	21	20	**	**	-	-	**	**	40	-	19	22
	3%	5%	6%	**	**	-%	-%	**	**	6%	-%	3%	3%
										b			
FIXED BROADBAND AND PAY TV	50	22	28	**	**	-	-	**	**	50	-	28	22
	3%	6%	9%	**	**	-%	-%	**	**	7%	-%	4%	3%
			a							b			
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	9	5	**	**	4	8	**	**	14	12	14	17
	2%	2%	2%	**	**	3%	3%	**	**	2%	3%	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
MOBILE PHONE AND FIXED BROADBAND	9	3	1	**	**	3	1	**	**	4	4	5	4
	1%	1%	*%	**	**	2% b	*%	**	**	1%	1%	1%	1%
LANDLINE AND PAY TV	8	3	5	**	**	-	-	**	**	8	-	*	8
	1%	1%	2%	**	**	-%	-%	**	**	1% b	-%	*%	1% a
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	4	1	**	**	-	-	**	**	5	-	2	3
	*%	1%	*%	**	**	-%	-%	**	**	1% b	-%	*%	*%
MOBILE PHONE AND PAY TV	3	-	3	**	**	-	-	**	**	3	-	1	2
	*%	-%	1% a	**	**	-%	-%	**	**	*%	-%	*%	*%
LANDLINE AND MOBILE PHONE	1	-	*	**	**	-	1	**	**	*	1	*	1
	*%	-%	*%	**	**	-%	*%	**	**	*%	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	-	*	**	**	-	-	**	**	*	-	-	*
	*%	-%	*%	**	**	-%	-%	**	**	*%	-%	-%	*%
NONE	708	48	54	**	**	72	162	**	**	102	233	292	416
	47%	12%	17% a	**	**	57%	64%	**	**	15%	61% a	42%	52% a

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 : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Fixed Broadband	781	247	391	**	99	-	31	355	286	673	108	38	180	370	231
	52%	90%	97%	**	75%	-%	13%	61%	68%	54%	43%	33%	35%	69%	52%
		de	ade		e			adef	abdef	aef	af	a		ac	a
Landline	727	247	388	**	48	-	27	317	270	614	113	42	153	342	231
	48%	90%	97%	**	37%	-%	11%	55%	64%	49%	45%	37%	30%	64%	52%
		de	ade		e			adef	abdef	af	af	a		ac	a
Pay TV service	497	-	390	**	63	-	16	230	188	434	63	23	118	242	137
	33%	-%	97%	**	48%	-%	7%	40%	44%	35%	25%	20%	23%	45%	31%
			ade		ae			adef	adef	aef	a	a		ac	a
Mobile Phone	91	-	-	**	50	-	3	39	31	73	18	5	20	39	32
	6%	-%	-%	**	38%	-%	1%	7%	7%	6%	7%	4%	4%	7%	7%
					abe			a	a	a	a	a		a	a
SERVICES CONSIDER TO BE A PACKAGE															
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	-	387	**	-	-	13	177	155	345	45	16	89	193	108
	26%	-%	96%	**	-%	-%	5%	31%	36%	28%	18%	14%	17%	36%	24%
			ade					aef	abdef	aef	a	a		ac	a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	247	1	**	7	-	12	110	88	210	44	17	52	116	87
	17%	90%	*%	**	5%	-%	5%	19%	21%	17%	18%	15%	10%	22%	20%
		bde	e		be			a	adf	a	a	a		a	a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	-	-	**	-	-	1	13	17	31	9	2	5	20	15
	3%	-%	-%	**	-%	-%	*%	2%	4%	2%	4%	2%	1%	4%	3%
								a	abd	a	a			a	a
FIXED BROADBAND AND PAY TV	50	-	3	**	47	-	3	31	14	48	2	*	21	23	6
	3%	-%	1%	**	36%	-%	1%	5%	3%	4%	1%	*%	4%	4%	1%
			ae		abe			acef	ef	aef			c	c	
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	-	-	**	31	-	1	14	9	25	7	3	7	12	13
	2%	-%	-%	**	24%	-%	1%	2%	2%	2%	3%	2%	1%	2%	3%
					abe			a			a				a

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
MOBILE PHONE AND FIXED BROADBAND	9	-	-	**	9	-	1	5	2	9	*	-	5	3	2
	1%	-%	-%	**	7%	-%	*%	1%	1%	1%	*%	-%	1%	*%	*%
					abe										
LANDLINE AND PAY TV	8	-	-	**	8	-	-	2	*	2	6	4	1	1	7
	1%	-%	-%	**	6%	-%	-%	*%	*%	*%	2%	4%	*%	*%	1%
					abe						abcd	abcd			ab
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	-	**	5	-	-	4	1	5	-	-	1	3	1
	*%	-%	-%	**	4%	-%	-%	1%	*%	*%	-%	-%	*%	1%	*%
					abe			e							
MOBILE PHONE AND PAY TV	3	-	-	**	3	-	-	2	1	3	-	-	1	2	-
	*%	-%	-%	**	2%	-%	-%	*%	*%	*%	-%	-%	*%	*%	-%
					abe										
LANDLINE AND MOBILE PHONE	1	-	-	**	1	-	-	-	*	*	1	*	-	*	1
	*%	-%	-%	**	1%	-%	-%	-%	*%	*%	*%	*%	-%	*%	*%
					abe						bd				
LANDLINE, MOBILE PHONE AND PAY TV	*	-	-	**	*	-	-	-	-	-	*	-	-	-	*
	*%	-%	-%	**	*%	-%	-%	-%	-%	-%	*%	-%	-%	-%	*%
NONE	708	27	11	**	21	645	211	222	136	570	136	72	336	165	205
	47%	10%	3%	**	16%	100%	87%	38%	32%	46%	54%	63%	65%	31%	46%
		b			ab	abd	bcdef	c		bc	bcd	bcde	bc		b

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Fixed Broadband	781	385	395	248	259	131	143	681	99	671	43	40	**	80	194	157
	52%	52%	53%	64% bcd	57% cd	51% d	36%	52%	54%	52% b	39%	62% b	**	43%	65% a	72% ab
Landline	727	362	365	230	241	123	133	634	93	624	38	40	**	78	175	144
	48%	48%	49%	59% bcd	53% d	48% d	34%	48%	50%	49% b	35%	62% ab	**	42%	58% a	66% ab
Pay TV service	497	242	255	157	162	86	92	452	44	420	33	25	**	48	126	96
	33%	32%	34%	41% cd	35% d	33% d	23%	34% b	24%	33%	30%	38%	**	26%	42% a	44% a
Mobile Phone	91	50	40	26	31	13	21	81	9	80	3	1	**	9	22	12
	6%	7%	5%	7%	7%	5%	5%	6%	5%	6% bc	3%	1%	**	5%	7%	5%
SERVICES CONSIDER TO BE A PACKAGE																
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	187	203	127	127	67	69	357	33	329	25	24	**	40	100	81
	26%	25%	27%	33% cd	28% d	26% d	17%	27% b	18%	26%	23%	37% ab	**	21%	33% a	37% a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	129	126	80	88	43	44	201	53	223	9	15	**	29	60	53
	17%	17%	17%	21% d	19% d	17% d	11%	15%	29% a	17% b	8%	23% b	**	16%	20%	24% a
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	22	18	13	13	7	7	37	4	33	1	1	**	2	9	3
	3%	3%	2%	3%	3%	3%	2%	3%	2%	3%	1%	1%	**	1%	3% a	1%
FIXED BROADBAND AND PAY TV	50	21	28	16	13	9	12	45	5	42	6	-	**	4	13	11
	3%	3%	4%	4%	3%	3%	3%	3%	2%	3% c	5% c	-%	**	2%	4%	5% a

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	16	15	9	9	4	10	29	3	29	2	-	**	5	5	6
	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	2%	-%	**	3%	2%	3%
MOBILE PHONE AND FIXED BROADBAND	9	7	2	4	4	1	1	9	*	9	*	-	**	*	4	2
	1%	1% b	*%	1%	1%	*%	*%	1%	*%	1%	*%	-%	**	*%	1%	1%
LANDLINE AND PAY TV	8	7	1	1	3	2	2	8	1	8	1	-	**	2	1	-
	1%	1% b	*%	*%	1%	1%	1%	1%	*%	1%	1%	-%	**	1%	*%	-%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	2	3	-	4	1	-	3	2	5	-	-	**	-	3	1
	*%	*%	*%	-%	1% ad	*%	-%	*%	1% a	*%	-%	-%	**	-%	1%	*%
MOBILE PHONE AND PAY TV	3	2	1	-	1	-	2	2	1	3	-	-	**	1	1	-
	*%	*%	*%	-%	*%	-%	1%	*%	*%	*%	-%	-%	**	1%	*%	-%
LANDLINE AND MOBILE PHONE	1	1	1	-	*	*	1	1	-	1	-	*	**	1	-	-
	*%	*%	*%	-%	*%	*%	*%	*%	-%	*%	-%	*%	**	*%	-%	-%
LANDLINE, MOBILE PHONE AND PAY TV	*	*	-	-	-	*	-	*	-	*	-	-	**	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	*%	-%	-%	**	-%	-%	-%
NONE	708	354	353	138	196	124	250	623	84	597	66	25	**	102	104	61
	47%	47%	47%	36%	43% a	48% ab	63% abc	47%	46%	47%	60% ac	38%	**	55% bc	35% c	28%

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Fixed Broadband	781	110	610
	52%	41%	55%
			a
Landline	727	108	565
	48%	40%	51%
			a
Pay TV service	497	64	394
	33%	24%	35%
			a
Mobile Phone	91	16	67
	6%	6%	6%
SERVICES CONSIDER TO BE A PACKAGE			
TRIPLE PLAY - LANDLINE, FIXED BROADBAND AND PAY TV	390	49	313
	26%	19%	28%
			a
DUAL PLAY - LANDLINE AND FIXED BROADBAND	255	42	194
	17%	16%	17%
QUAD PLAY - LANDLINE, MOBILE PHONE, FIXED BROADBAND AND PAY TV	40	6	29
	3%	2%	3%
FIXED BROADBAND AND PAY TV	50	5	39
	3%	2%	4%
			a
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	32	7	22
	2%	3%	2%

Columns Tested: a,b

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

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

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
MOBILE PHONE AND FIXED BROADBAND	9	1	8
	1%	*%	1%
LANDLINE AND PAY TV	8	3	5
	1%	1%	*%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	5	-	5
	*%	-%	*%
MOBILE PHONE AND PAY TV	3	1	2
	*%	*%	*%
LANDLINE AND MOBILE PHONE	1	*	1
	*%	*%	*%
LANDLINE, MOBILE PHONE AND PAY TV	*	-	*
	*%	-%	*%
NONE	708	152	494
	47%	57%	44%
		b	

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Mobile Phone	1306	73	673	120	625	490	256	88	59	1282	24	1306	-	843	463	156
	87%	55%	86%	65%	86%	86%	75%	88%	88%	100%	21%	100%	-%	94%	93%	91%
			a		a	b		b	b	b		b				
Free TV Service	380	77	159	93	143	119	117	20	15	305	21	310	16	208	118	36
	25%	58%	20%	50%	20%	21%	34%	20%	22%	24%	19%	24%	18%	23%	24%	21%
		b		b			acd									
Pay TV service	207	19	133	50	101	93	58	19	12	159	28	171	16	120	67	21
	14%	14%	17%	27%	14%	16%	17%	19%	19%	12%	25%	13%	18%	13%	14%	12%
				b							a					
Landline	185	132	52	185	-	74	110	7	5	111	13	120	4	71	53	7
	12%	100%	7%	100%	-%	13%	32%	7%	8%	9%	12%	9%	5%	8%	11%	4%
		b		b		c	acd							c	ac	
Fixed Broadband	130	21	45	65	*	42	24	5	4	112	11	124	-	74	49	11
	9%	16%	6%	35%	*%	7%	7%	5%	6%	9%	10%	9%	-%	8%	10%	6%
		b		b								b				
NONE	74	-	66	-	66	41	25	7	4	-	56	-	56	35	21	10
	5%	-%	8%	-%	9%	7%	7%	6%	6%	-%	49%	-%	62%	4%	4%	6%
			a		a						a		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 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Mobile Phone	1306	69	725	124	670	501	293	98	65	143	462	171	433
	87%	95% b	87%	95% b	86%	88%	86%	88%	87%	82%	87% a	83%	87% a
Free TV Service	380	33	163	49	146	116	80	23	17	-	-	-	-
	25%	46% b	19%	38% b	19%	20%	23%	21%	23%	-%	-%	-%	-%
Pay TV service	207	18	141	55	104	105	54	19	13	174	32	207	-
	14%	25% b	17%	43% b	13%	19%	16%	17%	17%	100% b	6%	100% b	-%
Landline	185	16	68	65	19	55	29	8	7	27	39	50	16
	12%	22% b	8%	50% b	2%	10%	9%	7%	9%	15% b	7%	24% b	3%
Fixed Broadband	130	72	57	130	-	78	52	12	7	31	24	55	*
	9%	100% b	7%	100% b	-%	14%	15%	11%	10%	18% b	5%	27% b	*%
NONE	74	-	67	-	67	37	30	7	5	-	62	-	62
	5%	-%	8% a	-%	9% a	7%	9%	6%	7%	-%	12% a	-%	13% 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Mobile Phone	1306	338	265	**	**	109	201	**	**	604	310	643	663
	87%	87%	85%	**	**	86% b	79%	**	**	86% b	81%	92% b	83%
Free TV Service	380	-	-	**	**	126	254	**	**	-	380	109	271
	25%	-%	-%	**	**	100%	100%	**	**	-%	100% a	16%	34% a
Pay TV service	207	99	108	**	**	-	-	**	**	207	-	111	96
	14%	25%	34% a	**	**	-%	-%	**	**	29% b	-%	16% b	12%
Landline	185	34	31	**	**	28	65	**	**	65	93	43	141
	12%	9%	10%	**	**	22%	25%	**	**	9%	24% a	6%	18% a
Fixed Broadband	130	27	28	**	**	16	33	**	**	55	49	72	57
	9%	7%	9%	**	**	13%	13%	**	**	8%	13% a	10% b	7%
NONE	74	31	31	**	**	-	-	**	**	62	-	30	44
	5%	8%	10%	**	**	-%	-%	**	**	9% b	-%	4%	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Mobile Phone	1306	259	391	**	76	573	236	534	371	1141	164	64	491	489	326
	87%	95%	97%	**	58%	89%	97%	92%	88%	92%	65%	56%	95%	91%	73%
		de	ade			d	bcdef	cef	ef	cef	f		bc	c	
Free TV Service	380	143	-	**	21	217	16	142	103	262	118	67	79	129	171
	25%	52%	-%	**	16%	34%	7%	25%	24%	21%	47%	58%	15%	24%	39%
		bde			b	bd		ad	a	a	abcd	abcde		a	ab
Pay TV service	207	94	12	**	36	61	17	88	72	177	30	8	54	87	65
	14%	34%	3%	**	27%	9%	7%	15%	17%	14%	12%	7%	10%	16%	15%
		be			be	b		af	aef	af	af			a	a
Landline	185	27	13	**	29	111	4	42	44	89	94	57	23	39	122
	12%	10%	3%	**	22%	17%	2%	7%	10%	7%	37%	49%	4%	7%	27%
		b			ab	ab		a	abd	a	abcd	abcde		a	ab
Fixed Broadband	130	27	11	**	16	72	14	67	36	118	12	2	50	48	31
	9%	10%	3%	**	12%	11%	6%	12%	9%	9%	5%	2%	10%	9%	7%
		b			b	b	f	acef	ef	aef					
NONE	74	4	10	**	19	-	2	25	25	53	21	8	12	30	32
	5%	1%	3%	**	15%	-%	1%	4%	6%	4%	9%	7%	2%	6%	7%
		e	e		abe			a	ad	a	abd	ad		a	a

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Mobile Phone	1306	643	663	344	404	229	329	1146	160	1118	92	58	**	162	273	200
	87%	86%	88%	89% d	88% d	89% d	83%	87%	87%	87%	84%	89%	**	88%	92%	92%
Free TV Service	380	206	174	78	90	71	141	332	49	345	18	11	**	63	71	40
	25%	28% b	23%	20%	20%	28% ab	35% abc	25%	26%	27% bc	16%	17%	**	34% bc	24%	18%
Pay TV service	207	100	107	58	67	34	47	175	32	172	17	12	**	24	43	41
	14%	13%	14%	15%	15%	13%	12%	13%	18% a	13%	16%	19%	**	13%	14%	19% a
Landline	185	92	92	33	44	36	71	158	27	159	12	6	**	24	27	12
	12%	12%	12%	8%	10%	14% ab	18% ab	12%	14%	12%	11%	9%	**	13% c	9%	5%
Fixed Broadband	130	68	61	38	33	28	30	112	17	115	9	3	**	20	27	17
	9%	9%	8%	10%	7%	11% bd	8%	9%	9%	9%	8%	5%	**	11%	9%	8%
NONE	74	40	34	22	27	11	15	65	9	61	5	2	**	6	15	8
	5%	5%	4%	6%	6%	4%	4%	5%	5%	5%	5%	3%	**	3%	5%	4%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Mobile Phone	1306	204	996
	87%	77%	90%
			a
Free TV Service	380	107	242
	25%	40%	22%
		b	
Pay TV service	207	36	152
	14%	14%	14%
Landline	185	64	104
	12%	24%	9%
		b	
Fixed Broadband	130	16	99
	9%	6%	9%
			a
NONE	74	13	54
	5%	5%	5%

Columns Tested: a,b

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

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375	**	358	**	357	251	112	58	38	335	32	339	28	254	113	39
	47%	**	49%	**	49%	50%	46%	62% ab	61% ab	51% b	32%	50% b	30%	51% b	43%	47%
TV service	130	**	124	**	124	97	29	17	9	118	11	118	11	94	35	20
	16%	**	17%	**	17%	19% b	12%	19% b	15%	18% b	11%	18%	12%	19% b	14%	24% b
Landline phone (i.e. home phone) or line rental	31	**	31	**	31	16	15	1	1	23	7	23	7	17	13	2
	4%	**	4%	**	4%	3%	6% acd	1%	1%	3%	7% a	3%	7% a	3%	5%	2%
Mobile phone	25	**	19	**	19	17	5	5	3	*	25	*	25	16	9	7
	3%	**	3%	**	3%	3%	2%	5%	5%	*%	24% a	*%	27% a	3%	3%	8% ab
All of these services are equally important	332	**	298	**	296	196	109	26	19	265	50	271	44	196	120	33
	42%	**	41%	**	41%	39% c	45% acd	28%	31%	40%	49% a	40%	49% a	39%	46% a	39%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	281	**	265	**	264	182	87	46	29	257	16	261	12	187	86	23
	35%	**	36%	**	36%	36%	36%	49% ab	48% ab	39% b	16%	39% b	13%	37% c	33%	28%
FIXED BROADBAND AND PAY TV	74	**	73	**	73	56	18	9	6	72	1	73	1	53	20	12
	9%	**	10%	**	10%	11% b	7%	10%	10%	11% b	1%	11% b	1%	11%	8%	14% b
PAY TV ONLY	49	**	43	**	43	36	9	7	3	45	3	45	3	36	12	7
	6%	**	6%	**	6%	7% b	4%	8% b	5%	7%	3%	7%	4%	7%	5%	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.

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1395	24	1303	29	1298	870	457	159	108	1149	184	1169	164	869	464	148
Effective Weighted Sample	1206	22	1124	27	1120	760	387	137	93	1001	156	1017	139	755	402	128
Total	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
LANDLINE ONLY	19	**	19	**	19	10	9	1	1	16	2	17	1	8	10	*
	2%	**	3%	**	3%	2%	4% ac	1%	1%	2%	2%	2%	1%	2%	4% ac	*%
MOBILE PHONE ONLY	14	**	9	**	9	9	2	1	1	-	14	-	14	9	5	4
	2%	**	1%	**	1%	2%	1%	1%	2%	-%	14% a	-%	15% a	2%	2%	5% ab
MOBILE PHONE AND FIXED BROADBAND	7	**	6	**	6	5	1	3	2	-	7	-	7	4	3	2
	1%	**	1%	**	1%	1%	1%	3% ab	3% ab	-%	7% a	-%	7% a	1%	1%	2%
LANDLINE AND FIXED BROADBAND	6	**	6	**	6	4	3	-	-	6	1	6	1	5	1	1
	1%	**	1%	**	1%	1%	1%	-%	-%	1%	1%	1%	1%	1%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	3	1	1	-	-	3	-	3	2	1	1
	*%	**	*%	**	*%	1%	*%	1%	-%	-%	3% a	-%	4% a	*%	*%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	2	1	-	-	-	3	-	3	2	1	*
	*%	**	*%	**	*%	*%	1%	-%	-%	-%	3% a	-%	3% a	*%	1%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	*	1	-	-	-	1	-	1	1	-	-
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	1% a	-%	1% a	*%	-%	-%
LANDLINE AND PAY TV	1	**	1	**	1	1	1	-	-	1	1	1	1	1	1	-
	*%	**	*%	**	*%	*%	*%	-%	-%	*%	1%	*%	1%	*%	*%	-%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	-	*	-	-	*	-	*	-	-	*	-
	*%	**	*%	**	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	*%	-%

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

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Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375	**	375	**	375	240	135	57	36	51	219	53	217
	47%	**	48%	**	48%	49%	47%	58% ab	53%	51%	44%	52%	44%
TV service	130	**	129	**	129	91	39	17	9	-	130	-	130
	16%	**	17%	**	17%	18% b	13%	17%	14%	-%	26% a	-%	26% a
Landline phone (i.e. home phone) or line rental	31	**	31	**	31	14	17	1	1	3	19	3	18
	4%	**	4%	**	4%	3%	6% acd	1%	1%	3%	4%	3%	4%
Mobile phone	25	**	25	**	25	18	7	7	6	5	13	5	13
	3%	**	3%	**	3%	4%	2%	7% b	8% ab	5%	3%	5%	3%
All of these services are equally important	332	**	322	**	322	197	126	32	24	43	218	43	218
	42%	**	41%	**	41%	40%	44% c	32%	36%	43%	44%	42%	44%
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	281	**	281	**	281	176	105	43	28	49	128	52	126
	35%	**	36%	**	36%	36%	36%	44%	41%	49% b	26%	50% b	25%
FIXED BROADBAND AND PAY TV	74	**	74	**	74	53	21	10	6	-	74	-	74
	9%	**	9%	**	9%	11% b	7%	10%	9%	-%	15% a	-%	15% a
PAY TV ONLY	49	**	48	**	48	34	15	6	3	-	49	-	49
	6%	**	6%	**	6%	7%	5%	6%	5%	-%	10% a	-%	10% a

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

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Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		~a	b	~a	b	a	b	c	d	a	b	a	b
Unweighted total	1395	1	1375	1	1375	838	538	166	118	161	799	166	794
Effective Weighted Sample	1206	1	1189	1	1189	734	457	143	102	149	736	153	731
Total	791	*	779	*	779	491	288	99	68	100	499	103	497
LANDLINE ONLY	19	**	19	**	19	9	10	1	1	3	7	3	7
	2%	**	2%	**	2%	2%	4% ac	1%	1%	3%	1%	3%	1%
MOBILE PHONE ONLY	14	**	14	**	14	12	2	3	3	4	4	4	4
	2%	**	2%	**	2%	2% b	1%	3% b	5% b	4% b	1%	4% b	1%
MOBILE PHONE AND FIXED BROADBAND	7	**	7	**	7	4	3	3	2	1	4	1	4
	1%	**	1%	**	1%	1%	1%	3% ab	3% ab	1%	1%	1%	1%
LANDLINE AND FIXED BROADBAND	6	**	6	**	6	3	3	-	-	-	6	1	6
	1%	**	1%	**	1%	1%	1%	-%	-%	-%	1%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	2	1	1	-	-	3	-	3
	*%	**	*%	**	*%	*%	*%	1%	-%	-%	1%	-%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	3	**	3	**	3	1	2	-	-	-	3	-	3
	*%	**	*%	**	*%	*%	1%	-%	-%	-%	1%	-%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	**	1	**	1	*	1	-	-	-	1	-	1
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%
LANDLINE AND PAY TV	1	**	1	**	1	1	1	-	-	-	1	-	1
	*%	**	*%	**	*%	*%	*%	-%	-%	-%	*%	-%	*%
LANDLINE AND MOBILE PHONE	*	**	*	**	*	-	*	-	-	-	*	-	*
	*%	**	*%	**	*%	-%	*%	-%	-%	-%	*%	-%	*%

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. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375	158	112	**	**	**	51	**	**	270	82	222	152
	47%	46%	43%	**	**	**	55%	**	**	45%	56% a	55% b	40%
TV service	130	80	50	**	**	**	-	**	**	130	-	77	53
	16%	24%	19%	**	**	**	-%	**	**	22% b	-%	19% b	14%
Landline phone (i.e. home phone) or line rental	31	9	12	**	**	**	6	**	**	22	8	10	22
	4%	3%	5%	**	**	**	6%	**	**	4%	6%	2%	6% a
Mobile phone	25	11	7	**	**	**	1	**	**	18	5	14	11
	3%	3%	3%	**	**	**	2%	**	**	3%	4%	4%	3%
All of these services are equally important	332	144	116	**	**	**	35	**	**	261	53	143	190
	42%	42%	45%	**	**	**	38%	**	**	44% b	36%	35%	49% a
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND ONLY	281	99	78	**	**	**	50	**	**	178	81	167	113
	35%	29%	30%	**	**	**	54%	**	**	30%	55% a	41% b	29%
FIXED BROADBAND AND PAY TV	74	50	24	**	**	**	-	**	**	74	-	44	30
	9%	15% b	9%	**	**	**	-%	**	**	12% b	-%	11%	8%
PAY TV ONLY	49	27	22	**	**	**	-	**	**	49	-	28	21
	6%	8%	9%	**	**	**	-%	**	**	8% b	-%	7%	5%
LANDLINE ONLY	19	5	4	**	**	**	6	**	**	10	8	6	13
	2%	2%	2%	**	**	**	6%	**	**	2%	6% a	2%	3% 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.

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1395	538	422	85	56	92	152	8	6	960	244	665	730
Effective Weighted Sample	1206	498	387	80	53	84	139	7	5	885	223	588	622
Total	791	341	259	58	36	55	92	5	4	600	147	406	385
MOBILE PHONE ONLY	14	5	3	**	**	**	1	**	**	8	4	6	7
	2%	2%	1%	**	**	**	1%	**	**	1%	3%	2%	2%
MOBILE PHONE AND FIXED BROADBAND	7	4	1	**	**	**	1	**	**	5	1	5	2
	1%	1%	1%	**	**	**	1%	**	**	1%	1%	1%	*%
LANDLINE AND FIXED BROADBAND	6	2	4	**	**	**	-	**	**	6	-	2	5
	1%	1%	2%	**	**	**	-%	**	**	1%	-%	*%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	2	1	**	**	**	-	**	**	3	-	3	-
	*%	1%	1%	**	**	**	-%	**	**	1%	-%	1%	-%
												b	
LANDLINE, FIXED BROADBAND AND PAY TV	3	*	3	**	**	**	-	**	**	3	-	1	2
	*%	*%	1%	**	**	**	-%	**	**	1%	-%	*%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	*	1	**	**	**	-	**	**	1	-	-	1
	*%	*%	*%	**	**	**	-%	**	**	*%	-%	-%	*%
LANDLINE AND PAY TV	1	1	-	**	**	**	-	**	**	1	-	1	1
	*%	*%	-%	**	**	**	-%	**	**	*%	-%	*%	*%
LANDLINE AND MOBILE PHONE	*	-	*	**	**	**	-	**	**	*	-	-	*
	*%	-%	*%	**	**	**	-%	**	**	*%	-%	-%	*%

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. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375	142	185	**	30	**	**	207	124	347	28	6	106	195	74
	47%	58%	47%	**	27%	**	**	58%	43%	51%	24%	14%	58%	53%	31%
		bd	d					cdef	ef	cef	f		c	c	
TV service	130	-	112	**	8	**	**	65	50	117	13	4	30	71	30
	16%	-%	29%	**	7%	**	**	18%	18%	17%	11%	9%	16%	19%	12%
			ad		a			ef	ef	ef				c	
Landline phone (i.e. home phone) or line rental	31	11	13	**	1	**	**	6	13	19	12	7	1	10	20
	4%	5%	3%	**	1%	**	**	2%	5%	3%	11%	16%	1%	3%	8%
		d							b		bcd	bcd			ab
Mobile phone	25	-	*	**	16	**	**	15	8	23	2	1	7	13	6
	3%	-%	*%	**	15%	**	**	4%	3%	3%	2%	3%	4%	3%	2%
					ab			e							
All of these services are equally important	332	92	160	**	58	**	**	119	132	264	68	27	58	145	129
	42%	38%	41%	**	53%	**	**	33%	46%	39%	59%	64%	32%	39%	54%
					ab				bd	b	bcd	bcd		a	ab
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	281	142	107	**	26	**	**	156	88	259	22	5	86	137	57
	35%	58%	27%	**	24%	**	**	44%	30%	38%	19%	11%	47%	37%	24%
		bd						cdef	ef	cef			bc	c	
FIXED BROADBAND AND PAY TV	74	-	72	**	1	**	**	41	28	69	4	*	17	46	11
	9%	-%	18%	**	1%	**	**	11%	10%	10%	4%	1%	9%	12%	4%
			ad					ef	ef	ef			c	c	
PAY TV ONLY	49	-	39	**	7	**	**	21	20	42	7	3	12	20	17
	6%	-%	10%	**	7%	**	**	6%	7%	6%	6%	6%	7%	5%	7%
			a		a										
LANDLINE ONLY	19	11	7	**	1	**	**	2	7	9	10	6	1	3	14
	2%	5%	2%	**	1%	**	**	1%	3%	1%	9%	14%	1%	1%	6%
		bd							b		bcd	bcd			ab

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

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

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1395	506	628	78	183	-	47	523	522	1092	303	109	270	590	535
Effective Weighted Sample	1206	403	579	71	156	-	41	469	471	969	278	100	241	526	473
Total	791	246	391	45	109	-	31	357	288	676	115	43	181	371	239
MOBILE PHONE ONLY	14	-	-	**	13	**	**	8	5	13	1	*	4	7	3
	2%	-%	-%	**	12% ab	**	**	2%	2%	2%	1%	1%	2%	2%	1%
MOBILE PHONE AND FIXED BROADBAND	7	-	-	**	3	**	**	4	2	6	*	*	2	3	2
	1%	-%	-%	**	3% ab	**	**	1%	1%	1%	*%	1%	1%	1%	1%
LANDLINE AND FIXED BROADBAND	6	-	6	**	*	**	**	2	4	5	1	-	-	3	3
	1%	-%	1% a	**	*%	**	**	*%	1%	1%	1%	-%	-%	1%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	-	-	**	-	**	**	2	1	3	*	-	1	2	*
	*%	-%	-%	**	-%	**	**	1%	*%	*%	*%	-%	*%	1%	*%
LANDLINE, FIXED BROADBAND AND PAY TV	3	-	-	**	-	**	**	1	2	3	*	*	-	2	1
	*%	-%	-%	**	-%	**	**	*%	1%	*%	*%	1%	-%	1%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	-	**	-	**	**	1	*	1	-	-	-	1	-
	*%	-%	-%	**	-%	**	**	*%	*%	*%	-%	-%	-%	*%	-%
LANDLINE AND PAY TV	1	-	1	**	-	**	**	1	-	1	1	-	-	1	1
	*%	-%	*%	**	-%	**	**	*%	-%	*%	*%	-%	-%	*%	*%
LANDLINE AND MOBILE PHONE	*	-	*	**	-	**	**	-	-	-	*	*	-	-	*
	*%	-%	*%	**	-%	**	**	-%	-%	-%	*% d	1% bcd	-%	-%	*%

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

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Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375	182	193	122	114	69	69	325	50	324	**	**	**	46	99	89
	47%	46%	48%	49%	44%	52% b	47%	47%	50%	48%	**	**	**	56%	51%	57%
TV service	130	69	61	44	44	25	18	119	12	102	**	**	**	11	44	30
	16%	18%	15%	18%	17%	18% d	12%	17%	12%	15%	**	**	**	14%	23% a	20%
Landline phone (i.e. home phone) or line rental	31	16	15	8	10	3	9	24	7	26	**	**	**	5	5	4
	4%	4%	4%	3%	4%	3%	6% c	4%	7% a	4%	**	**	**	6%	2%	3%
Mobile phone	25	12	13	6	10	3	7	23	2	23	**	**	**	2	10	3
	3%	3%	3%	2%	4%	2%	4%	3%	2%	3%	**	**	**	2%	5%	2%
All of these services are equally important	332	167	166	103	119	50	60	295	37	286	**	**	**	28	70	55
	42%	42%	42%	41%	46% c	38%	40%	43%	37%	42%	**	**	**	34%	36%	35%
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	281	132	149	91	79	54	57	237	43	248	**	**	**	37	68	64
	35%	34%	37%	36%	30%	40% b	38% b	34%	43% a	37%	**	**	**	45% b	35%	41%
FIXED BROADBAND AND PAY TV	74	38	36	26	27	13	8	70	4	59	**	**	**	6	26	21
	9%	10%	9%	10% d	10% d	9%	6%	10% b	4%	9%	**	**	**	8%	13%	13%
PAY TV ONLY	49	28	21	15	14	11	9	43	6	39	**	**	**	5	16	8
	6%	7%	5%	6%	6%	8%	6%	6%	6%	6%	**	**	**	6%	8%	5%
LANDLINE ONLY	19	8	11	5	6	2	6	15	5	17	**	**	**	3	3	2
	2%	2%	3%	2%	2%	2%	4%	2%	5% a	2%	**	**	**	3%	2%	1%

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

Any break column with 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. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1395	670	725	338	495	299	263	1216	179	1177	87	75	56	151	323	226
Effective Weighted Sample	1206	575	633	307	438	277	224	1054	152	1028	71	64	43	131	290	204
Total	791	393	398	249	260	133	148	691	100	680	44	40	27	83	194	155
MOBILE PHONE ONLY	14	8	6	3	6	1	4	12	1	13	**	**	**	1	6	1
	2%	2%	2%	1%	2%	1%	3%	2%	1%	2%	**	**	**	1%	3%	1%
							c									
MOBILE PHONE AND FIXED BROADBAND	7	3	3	2	2	1	1	6	1	6	**	**	**	1	3	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	**	**	**	1%	1%	1%
LANDLINE AND FIXED BROADBAND	6	6	*	1	3	*	1	5	1	5	**	**	**	2	1	1
	1%	1%	*%	1%	1%	*%	1%	1%	1%	1%	**	**	**	2%	*%	1%
		b														
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	1	2	1	2	*	-	3	-	3	**	**	**	-	2	-
	*%	*%	1%	*%	1%	*%	-%	*%	-%	*%	**	**	**	-%	1%	-%
LANDLINE, FIXED BROADBAND AND PAY TV	3	2	1	1	1	*	1	2	1	2	**	**	**	-	-	1
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	**	**	**	-%	-%	1%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	1	-	-	*	1	1	-	1	**	**	**	*	-	-
	*%	-%	*%	-%	-%	*%	1%	*%	-%	*%	**	**	**	1%	-%	-%
LANDLINE AND PAY TV	1	1	1	1	1	-	-	1	1	1	**	**	**	-	1	-
	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	**	**	**	-%	*%	-%
LANDLINE AND MOBILE PHONE	*	*	-	-	-	-	*	*	-	*	**	**	**	*	-	-
	*%	*%	-%	-%	-%	-%	*%	*%	-%	*%	**	**	**	1%	-%	-%

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

Any break column with 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. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
Fixed broadband internet access (through a phone line or cable service, perhaps using a Wi-Fi router)	375 47%	45 39%	298 48% a
TV service	130 16%	10 8%	112 18% a
Landline phone (i.e. home phone) or line rental	31 4%	9 7% b	21 3%
Mobile phone	25 3%	2 1%	22 4%
All of these services are equally important	332 42%	52 45%	257 42%
SERVICE/S CONSIDERED MORE IMPORTANT			
FIXED BROADBAND ONLY	281 35%	44 38%	212 34%
FIXED BROADBAND AND PAY TV	74 9%	2 1%	67 11% a
PAY TV ONLY	49 6%	8 7%	38 6%
LANDLINE ONLY	19 2%	8 7% b	11 2%

Columns Tested: a,b

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

Q10A. (SHOWCARD) Which of the services from (BUNDLE 1 PROVIDER) are important when deciding which provider to use, or are they all equally important? IF NECESSARY Which particular services are important to you when deciding which provider to use?

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1395	224	1055
Effective Weighted Sample	1206	191	922
Total	791	114	616
MOBILE PHONE ONLY	14	1	12
	2%	1%	2%
MOBILE PHONE AND FIXED BROADBAND	7	-	6
	1%	-%	1%
LANDLINE AND FIXED BROADBAND	6	-	6
	1%	-%	1%
MOBILE PHONE, FIXED BROADBAND AND PAY TV	3	-	3
	*%	-%	1%
LANDLINE, FIXED BROADBAND AND PAY TV	3	-	3
	*%	-%	*%
LANDLINE, MOBILE PHONE AND FIXED BROADBAND	1	-	1
	*%	-%	*%
LANDLINE AND PAY TV	1	1	1
	*%	*%	*%
LANDLINE AND MOBILE PHONE	*	*	-
	*%	*%	-%

Columns Tested: a,b

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

Q10B. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~a	~b	~c
Unweighted total	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Effective Weighted Sample	4	-	4	-	4	3	1	-	-	-	4	2	2	3	1	2
Total	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND 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. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	-	4	-	4	1	3	-	-	-	4	2	2
Effective Weighted Sample	4	-	4	-	4	1	3	-	-	-	4	2	2
Total	3	-	3	-	3	1	2	-	-	-	3	1	1
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND 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. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	4	1	3	-	-	-	-	-	-	4	-	3	1
Effective Weighted Sample	4	1	3	-	-	-	-	-	-	4	-	3	1
Total	3	1	2	-	-	-	-	-	-	3	-	2	1
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT													
FIXED BROADBAND 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. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Effective Weighted Sample	4	2	-	-	4	-	-	3	-	3	1	-	1	2	1
Total	3	1	-	-	3	-	-	2	-	2	*	-	1	1	*
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT															
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q10B. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Effective Weighted Sample	4	3	1	-	4	-	-	3	1	4	-	-	-	-	1	2
Total	3	2	1	-	3	-	-	2	1	3	-	-	-	-	1	1
Fixed Broadband	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Both of these services are equally important	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT																
FIXED BROADBAND ONLY	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) Which of the services from (BUNDLE 2 PROVIDER) are important when deciding which provider to use, or are they both equally important? IF NECESSARY Which particular service is important to you when deciding which provider to use?

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	4	-	4
Effective Weighted Sample	4	-	4
Total	3	-	3
Fixed Broadband	**	**	**
	**	**	**
Both of these services are equally important	**	**	**
	**	**	**
SERVICE/S CONSIDERED MORE IMPORTANT			
FIXED BROADBAND ONLY	**	**	**
	**	**	**

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Bundle 1	791	16	728	19	726	503	242	94	61	663	101	673	91	503	260	84
	53%	12%	93%	10%	100%	88%	70%	93%	92%	52%	88%	52%	100%	56%	53%	49%
			a		a	b		ab	b		a		a	c		
Bundle 2	3	-	3	-	3	2	*	-	-	-	3	1	1	2	*	1
	*%	-%	*%	-%	*%	*%	*%	-%	-%	-%	2%	*%	1%	*%	*%	1%
											a		a			b
Standalone - Landline	185	132	52	185	-	74	110	7	5	111	13	120	4	71	53	7
	12%	100%	7%	100%	-%	13%	32%	7%	8%	9%	12%	9%	5%	8%	11%	4%
		b		b		c	acd							c	ac	
Standalone - Mobile	1306	73	673	120	625	490	256	88	59	1282	24	1306	-	843	463	156
	87%	55%	86%	65%	86%	86%	75%	88%	88%	100%	21%	100%	-%	94%	93%	91%
			a		a	b		b	b	b		b				
Standalone - Broadband	130	21	45	65	*	42	24	5	4	112	11	124	-	74	49	11
	9%	16%	6%	35%	*%	7%	7%	5%	6%	9%	10%	9%	-%	8%	10%	6%
		b		b								b				
Standalone - TV	588	96	292	143	246	213	176	39	27	466	49	482	33	329	186	57
	39%	73%	38%	77%	34%	37%	51%	39%	41%	36%	43%	37%	36%	37%	37%	33%
		b		b			acd									

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Bundle 1	791	*	779	*	779	491	288	99	68	100	499	103	497
	53%	1%	93% a	*%	100% a	86%	84%	90%	91%	57%	94% a	50%	100% a
Bundle 2	3	-	3	-	3	1	2	-	-	-	3	1	1
	*%	-%	*%	-%	*%	*%	1%	-%	-%	-%	*%	1%	*%
Standalone - Landline	185	16	68	65	19	55	29	8	7	27	39	50	16
	12%	22% b	8%	50% b	2%	10%	9%	7%	9%	15% b	7%	24% b	3%
Standalone - Mobile	1306	69	725	124	670	501	293	98	65	143	462	171	433
	87%	95% b	87%	95% b	86%	88%	86%	88%	87%	82%	87% a	83%	87% a
Standalone - Broadband	130	72	57	130	-	78	52	12	7	31	24	55	*
	9%	100% b	7%	100% b	-%	14%	15%	11%	10%	18% b	5%	27% b	*%
Standalone - TV	588	52	305	105	252	222	134	42	30	174	33	207	*
	39%	71% b	36%	81% b	32%	39%	39%	38%	41%	100% b	6%	100% 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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Bundle 1	791	341	259	**	**	55	92	**	**	600	147	406	385
	53%	87% b	83%	**	**	43%	36%	**	**	85% b	39%	58% b	48%
Bundle 2	3	1	2	**	**	-	-	**	**	3	-	2	1
	*%	*%	1%	**	**	-%	-%	**	**	*%	-%	*%	*%
Standalone - Landline	185	34	31	**	**	28	65	**	**	65	93	43	141
	12%	9%	10%	**	**	22%	25%	**	**	9%	24% a	6%	18% a
Standalone - Mobile	1306	338	265	**	**	109	201	**	**	604	310	643	663
	87%	87%	85%	**	**	86% b	79%	**	**	86% b	81%	92% b	83%
Standalone - Broadband	130	27	28	**	**	16	33	**	**	55	49	72	57
	9%	7%	9%	**	**	13%	13%	**	**	8%	13% a	10% b	7%
Standalone - TV	588	99	108	**	**	126	254	**	**	207	380	220	368
	39%	25%	34% a	**	**	100%	100%	**	**	29%	100% a	31%	46% 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.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Bundle 1	791	246	391	**	109	-	31	357	288	676	115	43	181	371	239
	53%	90%	97%	**	83%	-%	13%	61%	68%	54%	46%	37%	35%	69%	54%
		de	ade		e			adef	abdef	aef	af	a		ac	a
Bundle 2	3	1	-	**	3	-	-	2	-	2	*	-	1	1	*
	*%	1%	-%	**	2%	-%	-%	*%	-%	*%	*%	-%	*%	*%	*%
		e			be										
Standalone - Landline	185	27	13	**	29	111	4	42	44	89	94	57	23	39	122
	12%	10%	3%	**	22%	17%	2%	7%	10%	7%	37%	49%	4%	7%	27%
		b			ab	ab		a	abd	a	abcd	abcde		a	ab
Standalone - Mobile	1306	259	391	**	76	573	236	534	371	1141	164	64	491	489	326
	87%	95%	97%	**	58%	89%	97%	92%	88%	92%	65%	56%	95%	91%	73%
		de	ade			d	bcdef	cef	ef	cef	f		bc	c	
Standalone - Broadband	130	27	11	**	16	72	14	67	36	118	12	2	50	48	31
	9%	10%	3%	**	12%	11%	6%	12%	9%	9%	5%	2%	10%	9%	7%
		b			b	b	f	acef	ef	aef					
Standalone - TV	588	237	13	**	57	278	34	231	175	440	148	75	133	217	237
	39%	87%	3%	**	43%	43%	14%	40%	41%	35%	59%	65%	26%	40%	53%
		bde			b	b		ad	ad	a	abcd	abcd		a	ab

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

OFCOM CORE SWITCHING TRACKER 2019. 17th July to 21st August 2019.

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.

SERVICES COVERED WITH RESPONDENT

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Bundle 1	791	393	398	249	260	133	148	691	100	680	44	40	**	83	194	155
	53%	53%	53%	64% bcd	57% d	52% d	37%	53%	54%	53% b	40%	62% b	**	45%	65% a	71% a
Bundle 2	3	2	1	-	3	-	-	2	1	3	-	-	**	-	1	1
	*%	*%	*%	-%	1% d	-%	-%	*%	*%	*%	-%	-%	**	-%	*%	1%
Standalone - Landline	185	92	92	33	44	36	71	158	27	159	12	6	**	24	27	12
	12%	12%	12%	8%	10%	14% ab	18% ab	12%	14%	12%	11%	9%	**	13% c	9%	5%
Standalone - Mobile	1306	643	663	344	404	229	329	1146	160	1118	92	58	**	162	273	200
	87%	86%	88%	89% d	88% d	89% d	83%	87%	87%	87%	84%	89%	**	88%	92%	92%
Standalone - Broadband	130	68	61	38	33	28	30	112	17	115	9	3	**	20	27	17
	9%	9%	8%	10%	7%	11% bd	8%	9%	9%	9%	8%	5%	**	11%	9%	8%
Standalone - TV	588	306	282	136	157	106	189	507	81	518	35	23	**	88	114	81
	39%	41%	38%	35%	34%	41% ab	47% abc	39%	44%	41% b	32%	35%	**	48% bc	38%	37%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Bundle 1	791	114	616
	53%	43%	55% a
Bundle 2	3	-	3
	*%	-%	*%
Standalone - Landline	185	64	104
	12%	24% b	9%
Standalone - Mobile	1306	204	996
	87%	77%	90% a
Standalone - Broadband	130	16	99
	9%	6%	9% a
Standalone - TV	588	143	395
	39%	54% b	36%

Columns Tested: a,b

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

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Yes	550	115	435	142	408	329	221	44	33	159	210	**	54	103
	60%	87%	56%	77%	56%	58%	64%	44%	50%	58%	52%	**	70%	93%
		b		b		c	acd			b			ab	abd
No	362	17	344	43	319	239	122	56	33	115	192	**	23	8
	40%	13%	44%	23%	44%	42%	36%	56%	50%	42%	48%	**	30%	7%
			a		a	b		ab	b	de	ade		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.

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Yes	550	218	132	91	36	**	**	152	200	360	189	93	60	194	295
	60%	76%	50%	54%	49%	**	**	42%	64%	51%	91%	94%	34%	51%	84%
		bcd							bd	b	bcd	bcd		a	ab
No	362	68	134	76	37	**	**	206	113	343	18	6	116	187	58
	40%	24%	50%	46%	51%	**	**	58%	36%	49%	9%	6%	66%	49%	16%
			a	a	a			cdef	ef	cef			bc	c	

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

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

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Yes	550	282	268	162	170	88	129	466	84	476	38	**	**	56	93	92
	60%	62%	59%	62%	60%	56%	63%	59%	70%	61%	76%	**	**	55%	46%	59%
							c		a		a					b
No	362	173	189	100	115	71	75	326	35	307	12	**	**	46	108	63
	40%	38%	41%	38%	40%	44%	37%	41%	30%	39%	24%	**	**	45%	54%	41%
						d		b		b					c	

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

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

Q11. Thinking about your landline service. Does anyone in your household use your landline from (PROVIDER) to make or receive calls?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Yes	550	128	379
	60%	75% b	57%
No	362	44	290
	40%	25%	43% a

Columns Tested: a,b

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

Q12. (SHOWCARD) In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	d	e
Unweighted total	1079	256	823	305	774	603	476	80	62	343	350	48	104	236
Effective Weighted Sample	910	207	705	248	664	520	393	68	53	277	320	43	87	190
Total	550	115	435	142	408	329	221	44	33	159	210	26	54	103
Every day	176	54	122	61	115	92	84	**	**	47	53	**	18	50
	32%	47%	28%	43%	28%	28%	38%	**	**	29%	25%	**	33%	48%
		b		b			a							abd
Every few days	140	34	106	44	96	86	54	**	**	33	54	**	15	31
	25%	29%	24%	31%	23%	26%	24%	**	**	21%	26%	**	28%	30%
				b										a
Several times a week	90	16	74	19	71	50	40	**	**	28	39	**	4	16
	16%	14%	17%	13%	17%	15%	18%	**	**	18%	19%	**	8%	15%
										d	d			
Once a week	43	2	41	4	39	27	16	**	**	20	15	**	4	2
	8%	2%	9%	3%	10%	8%	7%	**	**	13%	7%	**	8%	2%
			a		a					be	e		e	
Less often	96	9	87	13	83	72	25	**	**	31	44	**	12	5
	18%	8%	20%	9%	20%	22%	11%	**	**	19%	21%	**	23%	4%
			a		a	b				e	e		e	
Don't know	5	*	4	1	4	2	2	**	**	1	4	**	-	*
	1%	*%	1%	*%	1%	1%	1%	**	**	*%	2%	**	-%	*%

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. (SHOWCARD) In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	~d	~e	~a	b	c	d	e	f	~a	b	c
Unweighted total	1079	460	231	168	84	30	14	222	360	596	481	231	89	313	675
Effective Weighted Sample	910	383	205	148	65	24	12	198	321	526	420	199	79	277	581
Total	550	218	132	91	36	16	8	152	200	360	189	93	60	194	295
Every day	176	94	30	23	**	**	**	33	53	85	89	51	**	45	117
	32%	43%	23%	25%	**	**	**	21%	26%	24%	47%	55%	**	23%	40%
		bc									bcd	bcd			b
Every few days	140	56	36	20	**	**	**	39	52	91	49	22	**	52	75
	25%	26%	27%	22%	**	**	**	26%	26%	25%	26%	24%	**	27%	26%
Several times a week	90	31	29	18	**	**	**	27	32	62	28	13	**	32	47
	16%	14%	22%	20%	**	**	**	18%	16%	17%	15%	14%	**	16%	16%
			a												
Once a week	43	12	10	10	**	**	**	9	23	33	10	3	**	19	23
	8%	5%	8%	10%	**	**	**	6%	11%	9%	5%	4%	**	10%	8%
				a					bef	ef					
Less often	96	26	24	19	**	**	**	43	39	86	11	2	**	45	31
	18%	12%	18%	21%	**	**	**	28%	20%	24%	6%	3%	**	23%	11%
			a	a				cef	ef	ef				c	
Don't know	5	*	2	1	**	**	**	1	2	3	2	1	**	3	2
	1%	*%	2%	2%	**	**	**	1%	1%	1%	1%	1%	**	1%	1%
			a	a											

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

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

Q12. (SHOWCARD) In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1079	525	554	246	355	218	260	913	166	912	86	55	26	110	161	139
Effective Weighted Sample	910	443	470	215	309	196	218	772	138	783	65	44	21	95	141	124
Total	550	282	268	162	170	88	129	466	84	476	38	26	9	56	93	92
Every day	176	84	91	46	57	25	48	144	32	145	**	**	**	16	21	22
	32%	30%	34%	29%	33%	28%	37% ac	31%	37%	31%	**	**	**	29%	22%	24%
Every few days	140	76	64	43	35	25	38	116	23	124	**	**	**	16	18	23
	25%	27%	24%	26%	21%	28% b	29% b	25%	28%	26%	**	**	**	29%	19%	25%
Several times a week	90	46	44	28	28	15	20	77	13	75	**	**	**	10	18	13
	16%	16%	16%	17%	16%	17%	15%	17%	16%	16%	**	**	**	18%	19%	14%
Once a week	43	23	20	12	15	6	10	38	6	39	**	**	**	4	8	9
	8%	8%	7%	8%	9%	7%	8%	8%	7%	8%	**	**	**	7%	8%	10%
Less often	96	49	47	32	33	18	14	86	10	90	**	**	**	9	28	23
	18%	18%	18%	20% d	19% d	20% d	11%	19% b	12%	19%	**	**	**	17%	30% a	25%
Don't know	5	3	2	1	3	1	*	4	1	3	**	**	**	-	-	2
	1%	1%	1%	1%	2%	1%	*%	1%	1%	1%	**	**	**	-%	-%	2%

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

Any break column with 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. (SHOWCARD) In a typical week, how often is your landline used to make or receive calls?

Base : Those in a household that uses the landline to make or receive calls

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1079	281	703
Effective Weighted Sample	910	237	602
Total	550	128	379
Every day	176	54	106
	32%	43%	28%
		b	
Every few days	140	33	99
	25%	26%	26%
Several times a week	90	18	67
	16%	14%	18%
Once a week	43	8	29
	8%	6%	8%
Less often	96	13	75
	18%	10%	20%
			a
Don't know	5	1	3
	1%	1%	1%

Columns Tested: a,b

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

Q20. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Very satisfied	428	83	345	101	326	234	193	43	33	112	176	**	38	75
	47%	62%	44%	55%	45%	41%	56%	43%	49%	41%	44%	**	50%	67%
		b		b			ac							abd
Fairly satisfied	353	38	315	58	295	246	106	41	24	108	171	**	28	29
	39%	28%	40%	31%	41%	43%	31%	41%	37%	39%	43%	**	37%	26%
			a		a	b		b		e	e		e	
Neither satisfied nor dissatisfied	65	9	56	18	47	43	22	5	3	25	27	**	5	5
	7%	7%	7%	10%	6%	7%	6%	5%	4%	9%	7%	**	7%	5%
				b						e				
Fairly dissatisfied	46	1	45	3	43	33	13	6	4	20	21	**	3	1
	5%	1%	6%	2%	6%	6%	4%	6%	7%	7%	5%	**	4%	*%
			a		a					e	e		e	
Very dissatisfied	18	2	16	3	15	11	7	3	2	8	6	**	2	2
	2%	1%	2%	2%	2%	2%	2%	3%	2%	3%	1%	**	2%	1%
Don't know	3	1	2	2	1	2	1	2	1	1	1	**	1	*
	*%	1%	*%	1%	*%	*%	*%	2%	1%	*%	*%	**	1%	*%
				b				b						
TOTAL SATISFIED	780	120	660	159	621	480	300	85	57	220	347	**	67	104
	86%	91%	85%	86%	85%	84%	87%	85%	86%	80%	86%	**	87%	93%
		b									a			abd
TOTAL DISSATISFIED	64	3	61	6	58	43	21	9	6	28	27	**	5	2
	7%	2%	8%	3%	8%	8%	6%	9%	9%	10%	7%	**	6%	2%
			a		a					be	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.

Q20. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Very satisfied	428	155	131	65	25	**	**	149	143	305	122	65	71	159	198
	47%	54% cd	49% cd	39%	34%	**	**	41%	46%	43%	59% bcd	66% bcd	40%	42%	56% ab
Fairly satisfied	353	97	112	72	32	**	**	152	123	288	64	25	75	165	112
	39%	34%	42% a	43% a	43% a	**	**	43% ef	39% ef	41% ef	31%	25%	43% c	43% c	32%
Neither satisfied nor dissatisfied	65	20	10	16	8	**	**	24	24	52	12	6	18	22	25
	7%	7% b	4%	9% b	11% b	**	**	7%	8%	7%	6%	6%	10% b	6%	7%
Fairly dissatisfied	46	9	9	12	4	**	**	23	16	38	8	1	6	24	16
	5%	3%	3%	7% ab	6%	**	**	6% f	5% f	5% f	4%	1%	4%	6%	4%
Very dissatisfied	18	5	3	2	4	**	**	10	7	17	1	*	6	10	2
	2%	2%	1%	1%	5% abc	**	**	3% ef	2% e	2% ef	1%	*%	3% c	3% c	1%
Don't know	3	1	1	-	-	**	**	2	1	3	-	-	1	2	-
	*%	*%	1%	-%	-%	**	**	*%	*%	*%	-%	-%	1% c	*%	-%
TOTAL SATISFIED	780	251	242	138	57	**	**	301	266	593	186	91	146	323	310
	86%	88% cd	91% cd	82%	77%	**	**	84%	85%	84%	90% bcd	92% bcd	83%	85%	88% a
TOTAL DISSATISFIED	64	14	12	14	8	**	**	32	23	55	9	2	12	34	18
	7%	5%	5%	8% ab	11% ab	**	**	9% ef	7% ef	8% ef	4%	2%	7%	9% c	5%

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

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

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Very satisfied	428	208	220	109	132	72	115	369	58	361	22	**	**	46	85	57
	47%	46%	48%	41%	46%	45%	56% abc	47%	48%	46%	43%	**	**	46%	42%	36%
Fairly satisfied	353	182	171	114	112	66	61	308	45	303	25	**	**	37	87	74
	39%	40%	37%	43% d	39% d	42% d	30%	39%	37%	39%	49% a	**	**	37%	43%	48% a
Neither satisfied nor dissatisfied	65	32	33	19	19	13	13	57	8	58	1	**	**	7	13	13
	7%	7%	7%	7%	7%	8%	6%	7%	6%	7%	3%	**	**	7%	7%	8%
Fairly dissatisfied	46	22	25	15	15	5	12	40	6	44	2	**	**	7	11	10
	5%	5%	5%	6%	5%	3%	6% c	5%	5%	6%	3%	**	**	7%	5%	6%
Very dissatisfied	18	11	7	5	7	2	4	17	1	16	*	**	**	4	5	2
	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	*%	**	**	4%	3%	1%
Don't know	3	1	2	1	1	1	*	1	2	1	1	**	**	-	-	1
	*%	*%	*%	*%	*%	1%	*%	*%	1% a	*%	1% a	**	**	-%	-%	*%
TOTAL SATISFIED	780	390	390	223	244	138	176	677	103	665	47	**	**	84	172	131
	86%	86%	85%	85%	85%	87%	86%	86%	86%	85%	92% a	**	**	82%	85%	84%
TOTAL DISSATISFIED	64	33	31	20	22	7	16	56	8	60	2	**	**	11	16	11
	7%	7%	7%	8% c	8% c	4%	8% c	7%	6%	8%	4%	**	**	11%	8%	7%

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

Any break column with 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. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Very satisfied	428	89	299
	47%	52%	45%
		b	
Fairly satisfied	353	56	277
	39%	32%	41%
			a
Neither satisfied nor dissatisfied	65	11	49
	7%	7%	7%
Fairly dissatisfied	46	11	30
	5%	6%	4%
Very dissatisfied	18	3	13
	2%	2%	2%
Don't know	3	1	1
	*%	1%	*%
TOTAL SATISFIED	780	145	576
	86%	85%	86%
TOTAL DISSATISFIED	64	14	43
	7%	8%	6%

Columns Tested: a,b

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

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Currently looking for a new deal	29	2	27	4	25	21	8	2	1	16	8	**	1	2
	3%	2%	3%	2%	3%	4%	2%	2%	2%	6%	2%	**	1%	2%
										bde				
Planning to look for a new deal	86	4	82	6	80	61	25	9	6	37	38	**	7	2
	9%	3%	11%	3%	11%	11%	7%	9%	9%	13%	10%	**	8%	1%
			a		a	b				be	e		e	
Not currently looking or planning to look for a new deal	790	125	665	172	618	483	307	89	59	219	353	**	69	106
	87%	94%	85%	93%	85%	85%	89%	89%	89%	80%	88%	**	90%	96%
		b		b			a				a		a	abd
Don't know	6	1	5	2	4	3	4	-	-	2	3	**	1	1
	1%	1%	1%	1%	1%	*%	1%	-%	-%	1%	1%	**	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.

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Currently looking for a new deal	29	8	4	6	4	**	**	12	10	23	6	2	5	11	12
	3%	3%	1%	4%	5%	**	**	3%	3%	3%	3%	2%	3%	3%	3%
					b										
Planning to look for a new deal	86	23	17	22	9	**	**	40	34	76	10	3	16	47	22
	9%	8%	7%	13%	13%	**	**	11%	11%	11%	5%	3%	9%	12%	6%
				ab	b			ef	ef	ef				c	
Not currently looking or planning to look for a new deal	790	254	242	137	61	**	**	305	266	599	190	93	152	321	316
	87%	89%	91%	82%	82%	**	**	85%	85%	85%	92%	94%	86%	84%	90%
		cd	cd								bcd	bcd			b
Don't know	6	1	3	2	*	**	**	2	3	6	1	-	2	2	2
	1%	*%	1%	1%	*%	**	**	1%	1%	1%	*%	-%	1%	1%	1%

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

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

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Currently looking for a new deal	29	17	12	12	8	4	6	25	4	27	1	**	**	5	4	7
	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	**	**	5% b	2%	5%
Planning to look for a new deal	86	48	38	28	27	16	14	75	11	74	4	**	**	10	26	18
	9%	11%	8%	11%	10%	10%	7%	9%	9%	9%	7%	**	**	10%	13%	11%
Not currently looking or planning to look for a new deal	790	387	403	222	249	138	182	686	104	678	44	**	**	85	170	130
	87%	85%	88%	85%	87%	87%	89%	87%	87%	87%	87%	**	**	83%	84%	83%
Don't know	6	3	3	1	2	2	2	6	*	4	2	**	**	1	1	1
	1%	1%	1%	*%	1%	1%	1%	1%	*%	1%	4% a	**	**	1%	1%	*%

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

Any break column with 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Currently looking for a new deal	29	8	20
	3%	5%	3%
Planning to look for a new deal	86	12	71
	9%	7%	11%
			a
Not currently looking or planning to look for a new deal	790	151	575
	87%	88%	86%
Don't know	6	1	3
	1%	1%	*%

Columns Tested: a,b

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

Q23. (SHOWCARD) Thinking about your current provider for your (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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Discussed deals or offers with your provider	178	7	171	17	161	111	66	27	21	55	95	**	12	6
	20%	5%	22% a	9%	22% a	20%	19%	27% ab	31% ab	20% e	24% de	**	16% e	5%
Looked at alternative deals or offers from your provider	112	4	108	14	98	80	31	18	12	43	52	**	6	4
	12%	3%	14% a	8%	13% a	14% b	9%	18% b	18% b	16% de	13% e	**	8% e	3%
Received a discount from your provider	109	3	106	14	96	68	42	9	8	35	57	**	6	3
	12%	2%	14% a	7%	13% a	12%	12%	9%	11%	13% e	14% e	**	8% e	2%
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)	68	1	66	5	62	46	21	3	2	19	39	**	5	1
	7%	1%	9% a	3%	9% a	8% cd	6%	3%	3%	7% e	10% e	**	7% e	1%
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)	28	1	27	3	25	19	9	3	3	10	15	**	*	1
	3%	1%	3% a	2%	3%	3%	3%	3%	4%	4% de	4% de	**	*%	1%
None of these	614	122	492	154	460	366	247	61	39	171	251	**	59	101
	67%	92% b	63%	83% b	63%	64%	72% acd	61%	58%	62%	62%	**	77% ab	91% abd

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. (SHOWCARD) Thinking about your current provider for your (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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
SUMMARY														
ANY CHANGE	298	11	287	31	267	202	96	39	28	103	151	**	18	10
	33%	8%	37%	17%	37%	36%	28%	39%	42%	38%	38%	**	23%	9%
			a		a	b		b	b	de	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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Discussed deals or offers with your provider	178	40	59	38	19	**	**	76	70	151	27	6	38	79	60
	20%	14%	22% a	23% a	25% a	**	**	21% ef	22% ef	21% ef	13% f	6%	22%	21%	17%
Looked at alternative deals or offers from your provider	112	30	33	22	9	**	**	48	43	96	16	3	25	52	34
	12%	10%	12%	13%	12%	**	**	13% ef	14% ef	14% ef	8% f	3%	14% c	14% c	10%
Received a discount from your provider	109	29	35	25	8	**	**	53	39	93	16	4	27	46	36
	12%	10%	13%	15% a	10%	**	**	15% ef	12% ef	13% ef	8% f	4%	16% c	12%	10%
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)	68	21	23	14	2	**	**	31	26	60	8	4	11	38	19
	7%	7% d	9% d	8% d	3%	**	**	9% ef	8% ef	8% ef	4%	4%	6%	10% c	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)	28	6	8	9	4	**	**	10	12	21	7	1	1	13	14
	3%	2%	3%	6% a	5% a	**	**	3%	4% f	3% f	3% f	1%	1%	3% a	4% a
None of these	614	216	174	102	47	**	**	222	203	447	166	88	109	239	264
	67%	76% bcd	66%	61%	64%	**	**	62%	65%	64%	80% bcd	89% bcde	62%	63%	75% ab

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

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
SUMMARY															
ANY CHANGE	298	70	92	66	27	**	**	136	110	257	41	11	67	143	89
	33%	24%	34%	39%	36%	**	**	38%	35%	36%	20%	11%	38%	37%	25%
			a	a	a			ef	ef	ef	f		c	c	

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

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Discussed deals or offers with your provider	178	93	85	60	60	31	27	153	25	163	3	**	**	18	40	44
	20%	20%	19%	23% d	21% d	20% d	13%	19%	21%	21% b	5%	**	**	18%	20%	28% ab
Looked at alternative deals or offers from your provider	112	61	51	41	40	20	10	98	14	101	1	**	**	9	29	32
	12%	13%	11%	16% d	14% d	13% d	5%	12%	12%	13% b	2%	**	**	9%	14%	20% a
Received a discount from your provider	109	61	49	38	40	19	13	95	14	100	3	**	**	8	26	26
	12%	13%	11%	14% d	14% d	12% d	6%	12%	12%	13% b	6%	**	**	8%	13%	17% 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)	68	37	30	23	27	11	6	57	10	62	3	**	**	7	11	24
	7%	8%	7%	9% d	9% d	7% d	3%	7%	9%	8%	6%	**	**	6%	6%	15% 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)	28	15	13	7	12	4	5	23	5	27	-	**	**	3	4	7
	3%	3%	3%	3%	4%	2%	3%	3%	5%	3% b	-%	**	**	3%	2%	5%
None of these	614	294	320	162	184	104	163	536	78	515	42	**	**	72	131	79
	67%	65%	70% a	62%	65%	65%	79% abc	68%	65%	66%	83% a	**	**	71% c	65% c	51%

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
SUMMARY																
ANY CHANGE	298	161	137	100	101	55	42	256	42	268	9	**	**	29	71	76
	33%	35%	30%	38%	35%	35%	21%	32%	35%	34%	17%	**	**	29%	35%	49%
		b		d	d	d				b						ab

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Discussed deals or offers with your provider	178	22	144
	20%	13%	21%
			a
Looked at alternative deals or offers from your provider	112	13	93
	12%	8%	14%
			a
Received a discount from your provider	109	14	86
	12%	8%	13%
			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)	68	15	49
	7%	9%	7%
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)	28	6	18
	3%	3%	3%
None of these	614	132	431
	67%	77%	64%
		b	

Columns Tested: a,b

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
SUMMARY			
ANY CHANGE	298	40	238
	33%	23%	36%
			a

Columns Tested: a,b

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

Q24. (SHOWCARD) 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: 95%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	186	7	179	25	161	114	72	15	13	63	92	14	12	6
Effective Weighted Sample	164	6	159	21	143	102	63	14	12	54	85	13	10	5
Total	109	3	106	14	96	68	42	9	8	35	57	9	6	3
I contacted my provider	86	**	84	**	80	52	**	**	**	**	**	**	**	**
	79%	**	79%	**	83%	76%	**	**	**	**	**	**	**	**
My provider contacted me	21	**	19	**	15	14	**	**	**	**	**	**	**	**
	19%	**	18%	**	16%	20%	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	3	**	1	2	**	**	**	**	**	**	**	**
	2%	**	3%	**	1%	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.

Q24. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	186	50	56	42	16	5	5	75	66	146	40	9	41	71	74
Effective Weighted Sample	164	44	51	38	12	5	3	70	60	132	37	9	37	64	66
Total	109	29	35	25	8	3	2	53	39	93	16	4	27	46	36
I contacted my provider	86	**	**	**	**	**	**	**	**	75	**	**	**	**	**
	79%	**	**	**	**	**	**	**	**	80%	**	**	**	**	**
My provider contacted me	21	**	**	**	**	**	**	**	**	17	**	**	**	**	**
	19%	**	**	**	**	**	**	**	**	18%	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

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

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

Q24. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	186	98	88	52	70	44	20	160	26	168	7	9	2	14	45	39
Effective Weighted Sample	164	87	78	47	64	42	18	142	23	150	5	8	2	13	40	36
Total	109	61	49	38	40	19	13	95	14	100	3	6	1	8	26	26
I contacted my provider	86	**	**	**	**	**	**	77	**	79	**	**	**	**	**	**
	79%	**	**	**	**	**	**	81%	**	79%	**	**	**	**	**	**
My provider contacted me	21	**	**	**	**	**	**	16	**	19	**	**	**	**	**	**
	19%	**	**	**	**	**	**	17%	**	19%	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	2	**	3	**	**	**	**	**	**
	2%	**	**	**	**	**	**	2%	**	3%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	186	25	147
Effective Weighted Sample	164	23	130
Total	109	14	86
I contacted my provider	86	**	67
	79%	**	78%
My provider contacted me	21	**	16
	19%	**	19%
Don't know/ can't remember	3	**	3
	2%	**	3%

Columns Tested: a,b

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

Q25. (SHOWCARD) 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: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	110	2	108	9	101	76	34	7	5	33	61	7	9	2
Effective Weighted Sample	100	2	98	8	92	69	30	6	4	29	57	6	8	2
Total	68	1	66	5	62	46	21	3	2	19	39	4	5	1
I contacted my provider	51	**	51	**	49	**	**	**	**	**	**	**	**	**
	76%	**	77%	**	79%	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	14	**	12	**	**	**	**	**	**	**	**	**
	22%	**	21%	**	19%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	1	**	1	**	**	**	**	**	**	**	**	**
	2%	**	2%	**	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.

Q25. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	110	32	38	22	3	4	3	43	45	91	19	8	14	59	37
Effective Weighted Sample	100	29	35	21	3	4	3	40	41	84	18	8	14	54	34
Total	68	21	23	14	2	2	2	31	26	60	8	4	11	38	19
I contacted my provider	51	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q25. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	110	56	54	30	46	23	11	93	17	102	5	3	-	11	19	36
Effective Weighted Sample	100	51	50	28	44	22	9	84	16	93	4	3	-	10	17	33
Total	68	37	30	23	27	11	6	57	10	62	3	2	-	7	11	24
I contacted my provider	51	**	**	**	**	**	**	**	**	47	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	75%	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	14	**	**	**	**	**	**
	22%	**	**	**	**	**	**	**	**	23%	**	**	**	**	**	**
Don't know/ can't remember	1	**	**	**	**	**	**	**	**	1	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	110	26	78
Effective Weighted Sample	100	24	72
Total	68	15	49
I contacted my provider	51	**	**
	76%	**	**
My provider contacted me	15	**	**
	22%	**	**
Don't know/ can't remember	1	**	**
	2%	**	**

Columns Tested: a,b

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

Q26. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	51	3	48	7	44	33	18	5	4	18	27	3	1	2
Effective Weighted Sample	46	3	43	6	40	30	16	5	4	16	25	3	1	2
Total	28	1	27	3	25	19	9	3	3	10	15	2	*	1
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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	51	11	12	17	7	1	-	15	19	34	17	2	3	20	28
Effective Weighted Sample	46	10	11	16	7	1	-	14	18	32	16	2	3	19	26
Total	28	6	8	9	4	1	-	10	12	21	7	1	1	13	14
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q26. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	51	26	25	10	23	8	10	41	10	49	-	2	-	5	7	12
Effective Weighted Sample	46	23	23	9	21	8	9	38	8	44	-	2	-	4	6	11
Total	28	15	13	7	12	4	5	23	5	27	-	1	-	3	4	7
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	51	12	31
Effective Weighted Sample	46	10	28
Total	28	6	18
I contacted my provider	**	**	**
	**	**	**
My provider contacted me	**	**	**
	**	**	**
Don't know/ can't remember	**	**	**
	**	**	**

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Received a discount	86	2	84	6	80	52	34	7	5	23	49	**	6	1
	9%	1%	11% a	3%	11% a	9%	10%	7%	8%	8% e	12% ae	**	8% e	1%
Added extra or improved services	51	-	51	2	49	36	15	2	2	13	31	**	5	-
	6%	-%	7% a	1%	7% a	6% c	5%	2%	3%	5% e	8% ae	**	7% e	-%
Reduced or downgraded services	24	1	23	3	22	16	9	3	3	8	14	**	*	1
	3%	1%	3% a	1%	3%	3%	3%	3%	4%	3% e	4% de	**	*%	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	3	127	8	121	82	47	9	8	35	76	**	9	2
	14%	2%	16% a	4%	17% a	14%	14%	9%	12%	13% e	19% ade	**	12% e	1%
ALL 3 CHANGES	2	-	2	1	2	1	1	*	*	1	2	**	-	-
	*%	-%	*%	*%	*%	*%	*%	*%	1%	*%	*%	**	-%	-%
DISCOUNT AND EXTRA SERVICES	20	-	20	1	19	14	6	*	*	5	10	**	3	-
	2%	-%	3% a	1%	3% a	2%	2%	*%	1%	2% e	3% e	**	4% e	-%
DISCOUNT AND REDUCED SERVICES	7	-	7	*	7	5	2	1	1	2	4	**	-	-
	1%	-%	1%	*%	1%	1%	1%	1%	1%	1%	1%	**	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	*	-	-	-	*	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	**	-%	-%
DISCOUNT ONLY	57	2	55	4	52	32	25	5	4	15	33	**	3	1
	6%	1%	7% a	2%	7% a	6%	7%	5%	6%	5% e	8% ae	**	4% e	1%
EXTRA SERVICES ONLY	28	-	28	-	28	21	7	1	1	7	19	**	2	-
	3%	-%	4% a	-%	4% a	4%	2%	1%	2%	2% e	5% ae	**	3% 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.

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
REDUCED SERVICES ONLY	15	1	14	2	13	10	5	1	1	5	8	**	*	1
	2%	1%	2%	1%	2%	2%	1%	1%	2%	2%	2%	**	*%	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	130	653	177	606	487	296	91	59	239	326	**	68	109
	86%	98%	84%	96%	83%	86%	86%	91%	88%	87%	81%	**	88%	99%
		b		b						b			b	abd

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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Received a discount	86	19	31	21	6	**	**	45	29	75	11	2	23	36	27
	9%	7%	12% a	12% a	8%	**	**	13% ef	9% ef	11% ef	5% f	2%	13% c	10%	8%
Added extra or improved services	51	16	20	8	2	**	**	23	21	46	5	2	8	29	14
	6%	6%	7% d	5%	3%	**	**	7% ef	7% ef	7% ef	3%	2%	5%	8% c	4%
Reduced or downgraded services	24	5	7	8	2	**	**	9	9	18	6	1	1	11	12
	3%	2%	3%	5% a	3%	**	**	2%	3%	3%	3%	1%	*%	3% a	4% a
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	31	44	32	10	**	**	62	47	112	18	4	28	60	40
	14%	11%	17% a	19% a	13%	**	**	17% ef	15% ef	16% ef	9% f	4%	16% c	16% c	11%
ALL 3 CHANGES	2	1	1	1	-	**	**	*	2	2	*	*	-	1	2
	*%	*%	*%	*%	-%	**	**	*%	1%	*%	*%	*%	-%	*%	1%
DISCOUNT AND EXTRA SERVICES	20	7	9	1	-	**	**	12	7	20	1	-	3	12	5
	2%	2%	3% cd	1%	-%	**	**	3% ef	2% ef	3% ef	*%	-%	2%	3% c	1%
DISCOUNT AND REDUCED SERVICES	7	2	2	3	*	**	**	2	2	3	3	-	-	3	4
	1%	1%	1%	2%	1%	**	**	*%	1%	*%	2% df	-%	-%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	*	-	**	**	-	-	-	*	-	-	-	*
	*%	-%	-%	*%	-%	**	**	-%	-%	-%	*%	-%	-%	-%	*%
DISCOUNT ONLY	57	10	19	16	5	**	**	31	18	50	7	2	20	21	16
	6%	3%	7% a	10% a	7% a	**	**	9% ef	6% f	7% ef	3%	2%	11% bc	6%	4%
EXTRA SERVICES ONLY	28	9	10	6	2	**	**	11	12	24	4	1	5	16	7
	3%	3%	4%	4%	3%	**	**	3%	4% e	3%	2%	1%	3%	4% c	2%

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

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

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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
REDUCED SERVICES ONLY	15	3	3	5	2	**	**	7	6	12	2	*	1	8	6
	2%	1%	1%	3%	3%	**	**	2%	2%	2%	1%	*%	*%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	255	222	136	64	**	**	296	267	592	189	95	148	321	312
	86%	89%	83%	81%	87%	**	**	83%	85%	84%	91%	96%	84%	84%	89%
		bc									bcd	bcde			ab

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Received a discount	86	47	39	31	32	14	10	77	9	79	2	**	**	4	20	22
	9%	10%	8%	12% d	11% d	9% d	5%	10%	7%	10% b	4%	**	**	4%	10% a	14% a
Added extra or improved services	51	29	22	19	23	8	2	45	6	47	2	**	**	4	8	19
	6%	6%	5%	7% d	8% d	5% d	1%	6%	5%	6%	5%	**	**	4%	4%	12% ab
Reduced or downgraded services	24	12	12	5	11	3	5	20	4	23	-	**	**	3	3	6
	3%	3%	3%	2%	4%	2%	3%	3%	3%	3%	-%	**	**	3%	2%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	70	59	42	51	22	15	114	15	119	4	**	**	9	29	36
	14%	15%	13%	16% d	18% d	14% d	7%	14%	12%	15%	9%	**	**	9%	14%	23% ab
ALL 3 CHANGES	2	2	1	1	1	-	*	2	-	2	-	**	**	-	*	1
	*%	*%	*%	*%	1%	-%	*%	*%	-%	*%	-%	**	**	-%	*%	1%
DISCOUNT AND EXTRA SERVICES	20	10	10	9	8	2	1	17	3	19	*	**	**	2	2	6
	2%	2%	2%	3% d	3% d	2%	*%	2%	3%	2%	*%	**	**	2%	1%	4% b
DISCOUNT AND REDUCED SERVICES	7	5	2	3	3	*	*	6	1	6	-	**	**	-	1	2
	1%	1%	*%	1%	1%	*%	*%	1%	1%	1%	-%	**	**	-%	*%	2%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	-	*	-	*	-	**	**	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	-%	-%	-%
DISCOUNT ONLY	57	30	26	18	19	11	8	52	4	51	2	**	**	3	18	12
	6%	7%	6%	7%	7%	7%	4%	7%	4%	7%	4%	**	**	3%	9% a	8% a
EXTRA SERVICES ONLY	28	17	11	9	13	6	1	25	3	25	2	**	**	2	6	12
	3%	4%	2%	3% d	4% d	4% d	*%	3%	2%	3%	4%	**	**	2%	3%	7% ab

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

Any break column with 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
REDUCED SERVICES ONLY	15	6	9	2	6	2	5	12	3	14	-	**	**	3	2	2
	2%	1%	2%	1%	2%	1%	2%	1%	2%	2%	-%	**	**	3%	1%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	384	398	221	234	137	190	677	105	664	46	**	**	93	173	120
	86%	85%	87%	84%	82%	86%	93%	86%	88%	85%	91%	**	**	91%	86%	77%
							abc							c	c	

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Received a discount	86	12	67
	9%	7%	10%
Added extra or improved services	51	11	37
	6%	6%	6%
Reduced or downgraded services	24	6	15
	3%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	129	22	99
	14%	13%	15%
ALL 3 CHANGES	2	1	1
	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	20	5	13
	2%	3%	2%
DISCOUNT AND REDUCED SERVICES	7	-	6
	1%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-
	*%	*%	-%
DISCOUNT ONLY	57	6	47
	6%	3%	7%
			a
EXTRA SERVICES ONLY	28	5	23
	3%	3%	3%
REDUCED SERVICES ONLY	15	5	8
	2%	3%	1%
		b	

Columns Tested: a,b

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

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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	782	150	570
	86%	87%	85%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Received a discount	21	1	19	5	15	14	7	2	2	10	8	**	-	1
	2%	1%	2%	3%	2%	2%	2%	2%	3%	4% bd	2%	**	-%	1%
Added extra or improved services	15	1	14	3	12	10	6	1	-	6	8	**	-	1
	2%	1%	2%	2%	2%	2%	2%	1%	-%	2%	2%	**	-%	1%
Reduced or downgraded services	3	-	3	-	3	3	1	1	-	2	1	**	-	-
	*%	-%	*%	-%	*%	1%	*%	1%	-%	1%	*%	**	-%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	1	33	7	27	23	11	4	2	17	14	**	-	1
	4%	1%	4% a	4%	4%	4%	3%	4%	3%	6% bde	3% d	**	-%	1%
DISCOUNT AND EXTRA SERVICES	5	1	3	2	3	3	1	-	-	1	2	**	-	1
	*%	1%	*%	1%	*%	1%	*%	-%	-%	*%	1%	**	-%	1%
DISCOUNT AND REDUCED SERVICES	1	-	1	-	1	-	1	-	-	1	-	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	*%	-%	**	-%	-%
DISCOUNT ONLY	15	*	15	4	12	10	5	2	2	9	5	**	-	*
	2%	*%	2% a	2%	2%	2%	2%	2%	3%	3% bde	1%	**	-%	*%
EXTRA SERVICES ONLY	11	-	11	1	9	6	5	1	-	5	5	**	-	-
	1%	-%	1% a	1%	1%	1%	1%	1%	-%	2% e	1%	**	-%	-%
REDUCED SERVICES ONLY	3	-	3	-	3	3	-	1	-	1	1	**	-	-
	*%	-%	*%	-%	*%	1%	-%	1% b	-%	1%	*%	**	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	131	747	178	700	546	332	96	64	257	388	**	77	110
	96%	99% b	96%	96%	96%	96%	97%	96%	97%	94%	97% a	**	100% ab	99% a

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

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Received a discount	21	8	4	4	1	**	**	8	8	17	4	2	4	10	7
	2%	3%	1%	3%	2%	**	**	2%	3%	2%	2%	2%	2%	3%	2%
Added extra or improved services	15	4	3	5	-	**	**	8	5	13	2	2	3	9	4
	2%	1%	1%	3% d	-%	**	**	2%	1%	2%	1%	2%	1%	2%	1%
Reduced or downgraded services	3	1	1	1	1	**	**	1	2	3	-	-	1	2	1
	*%	*%	*%	*%	2% ab	**	**	*%	1%	*%	-%	-%	*%	1%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	11	7	9	3	**	**	15	14	30	4	2	7	18	10
	4%	4%	3%	5%	4%	**	**	4% e	4% e	4% e	2%	2%	4%	5%	3%
DISCOUNT AND EXTRA SERVICES	5	1	1	1	-	**	**	2	1	3	2	1	1	2	2
	*%	*%	*%	1%	-%	**	**	1%	*%	*%	1%	1%	*%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	1	-	-	-	**	**	-	1	1	-	-	-	1	-
	*%	*%	-%	-%	-%	**	**	-%	*%	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	15	7	3	3	1	**	**	6	7	13	2	1	3	7	5
	2%	2%	1%	2%	2%	**	**	2%	2%	2%	1%	1%	2%	2%	2%
EXTRA SERVICES ONLY	11	3	3	4	-	**	**	6	4	10	1	1	2	6	2
	1%	1%	1%	2%	-%	**	**	2% e	1%	1% e	*%	1%	1%	2%	1%
REDUCED SERVICES ONLY	3	-	1	1	1	**	**	1	2	3	-	-	1	2	1
	*%	-%	*%	*%	2% ab	**	**	*%	1%	*%	-%	-%	*%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	275	259	159	71	**	**	343	300	673	203	97	169	364	343
	96%	96%	97%	95%	96%	**	**	96%	96%	96%	98% bcd	98%	96%	95%	97%

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

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

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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Received a discount	21	12	9	6	7	4	3	16	4	19	1	**	**	4	5	4
	2%	3%	2%	2%	2%	3%	1%	2%	4%	2%	2%	**	**	4%	3%	3%
Added extra or improved services	15	8	7	4	4	3	4	11	4	14	1	**	**	3	3	4
	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	**	**	3%	2%	3%
Reduced or downgraded services	3	2	1	2	1	1	-	2	1	3	-	**	**	-	1	1
	*%	*%	*%	1%	*%	*%	-%	*%	1% a	*%	-%	**	**	-%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	18	16	11	10	7	7	26	8	31	2	**	**	6	8	8
	4%	4%	4%	4%	3%	4%	3%	3%	7% a	4%	3%	**	**	6%	4%	5%
DISCOUNT AND EXTRA SERVICES	5	4	1	2	2	1	1	4	*	5	-	**	**	1	2	1
	*%	1%	*%	1%	1%	*%	*%	1%	*%	1%	-%	**	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	1	1	-	-	1	-	-	-	1	1	-	**	**	-	-	1
	*%	*%	-%	-%	*%	-%	-%	-%	*% a	*%	-%	**	**	-%	-%	*%
DISCOUNT ONLY	15	7	8	5	5	4	2	12	3	14	1	**	**	3	4	2
	2%	2%	2%	2%	2%	2%	1%	2%	3%	2%	2%	**	**	3%	2%	1%
EXTRA SERVICES ONLY	11	5	6	3	2	2	4	7	3	10	1	**	**	2	2	3
	1%	1%	1%	1%	1%	1%	2%	1%	3% a	1%	2%	**	**	2%	1%	2%
REDUCED SERVICES ONLY	3	1	1	2	1	1	-	2	1	3	-	**	**	-	1	1
	*%	*%	*%	1%	*%	*%	-%	*%	1%	*%	-%	**	**	-%	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	437	441	252	276	152	198	766	111	752	49	**	**	96	193	148
	96%	96%	96%	96%	97%	96%	97%	97% b	93%	96%	97%	**	**	94%	96%	95%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Received a discount	21	3	16
	2%	1%	2%
Added extra or improved services	15	3	12
	2%	2%	2%
Reduced or downgraded services	3	-	2
	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	34	6	25
	4%	3%	4%
DISCOUNT AND EXTRA SERVICES	5	*	4
	*%	*%	1%
DISCOUNT AND REDUCED SERVICES	1	-	1
	*%	-%	*%
DISCOUNT ONLY	15	2	12
	2%	1%	2%
EXTRA SERVICES ONLY	11	3	7
	1%	2%	1%
REDUCED SERVICES ONLY	3	-	2
	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	166	643
	96%	97%	96%

Columns Tested: a,b

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

Q27. (SHOWCARD) Thinking about other providers for your (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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Discussed deals or offers with any other provider	76	2	74	4	71	56	20	20	14	26	37	**	6	2
	8%	1%	9%	2%	10%	10%	6%	20%	21%	10%	9%	**	8%	2%
			a		a	b		ab	ab	e	e		e	
Looked at deals or offers from any other provider	111	4	107	12	100	83	28	23	15	49	46	**	8	3
	12%	3%	14%	6%	14%	15%	8%	23%	22%	18%	11%	**	10%	3%
			a		a	b		ab	ab	bde	e		e	
Talked with friends or family for recommendations about providers	113	7	105	15	98	85	28	24	16	37	55	**	11	4
	12%	6%	14%	8%	13%	15%	8%	24%	24%	13%	14%	**	14%	3%
			a		a	b		ab	ab	e	e		e	
None of these	683	122	561	160	523	396	287	54	37	190	292	**	60	104
	75%	92%	72%	87%	72%	70%	84%	54%	55%	69%	73%	**	78%	94%
		b		b		cd	acd						a	abd

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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Discussed deals or offers with any other provider	76	16	25	16	5	**	**	34	27	66	10	2	17	35	23
	8%	6%	9%	9%	7%	**	**	10%	9%	9%	5%	2%	10%	9%	7%
			a	a				ef	ef	ef					
Looked at deals or offers from any other provider	111	29	27	20	13	**	**	61	35	101	10	1	33	51	27
	12%	10%	10%	12%	18%	**	**	17%	11%	14%	5%	1%	19%	13%	8%
					ab			cef	ef	ef	f		bc	c	
Talked with friends or family for recommendations about providers	113	27	37	21	12	**	**	57	35	99	13	4	35	49	28
	12%	10%	14%	13%	16%	**	**	16%	11%	14%	6%	4%	20%	13%	8%
			a		a			cef	ef	ef			bc	c	
None of these	683	233	194	124	50	**	**	247	235	501	181	91	116	275	291
	75%	82%	73%	74%	68%	**	**	69%	75%	71%	87%	92%	66%	72%	83%
		bcd							b		bcd	bcde			ab

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

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

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Discussed deals or offers with any other provider	76	48	28	30	20	16	10	66	9	65	3	**	**	6	17	17
	8%	11%	6%	11%	7%	10%	5%	8%	8%	8%	6%	**	**	6%	8%	11%
		b		bd		d										
Looked at deals or offers from any other provider	111	66	46	41	35	22	13	94	17	98	2	**	**	12	32	27
	12%	14%	10%	16%	12%	14%	7%	12%	14%	12%	5%	**	**	12%	16%	17%
		b		d	d	d				b						
Talked with friends or family for recommendations about providers	113	53	60	39	33	24	16	100	13	96	8	**	**	13	29	27
	12%	12%	13%	15%	12%	15%	8%	13%	11%	12%	15%	**	**	12%	14%	17%
				d		d										
None of these	683	334	348	182	218	111	171	593	90	586	40	**	**	76	148	102
	75%	74%	76%	70%	76%	70%	84%	75%	75%	75%	79%	**	**	75%	73%	66%
					ac		abc							c	c	

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

Any break column with 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Discussed deals or offers with any other provider	76	12	56
	8%	7%	8%
Looked at deals or offers from any other provider	111	15	89
	12%	9%	13%
			a
Talked with friends or family for recommendations about providers	113	18	86
	12%	11%	13%
None of these	683	135	497
	75%	79%	74%

Columns Tested: a,b

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Yes	237	18	219	30	208	160	77	27	18	71	121	**	16	14
	26%	13%	28%	16%	29%	28%	23%	27%	27%	26%	30%	**	21%	13%
			a		a	b				e	de		e	
No	674	114	560	155	519	409	266	73	48	203	281	**	61	97
	74%	87%	72%	84%	71%	72%	77%	73%	73%	74%	70%	**	79%	87%
		b		b			a						b	abd

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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Yes	237	55	78	52	19	**	**	108	83	201	36	14	56	108	73
	26%	19%	29%	31%	26%	**	**	30%	27%	29%	17%	14%	32%	28%	21%
			a	a				ef	ef	ef			c	c	
No	674	231	188	115	55	**	**	251	230	502	171	85	120	274	279
	74%	81%	71%	69%	74%	**	**	70%	73%	71%	83%	86%	68%	72%	79%
		bc									bcd	bcd			ab

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Yes	237	123	114	67	93	36	41	206	31	215	8	**	**	23	61	51
	26%	27%	25%	26%	33%	23%	20%	26%	26%	27%	16%	**	**	23%	30%	33%
					acd					b						a
No	674	331	343	195	193	123	164	585	89	568	42	**	**	79	140	105
	74%	73%	75%	74%	67%	77%	80%	74%	74%	73%	84%	**	**	77%	70%	67%
				b		b	b				a			c		

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Yes	237	38	179
	26%	22%	27%
No	674	134	490
	74%	78%	73%

Columns Tested: a,b

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

Q33A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Agree strongly	207	42	165	60	147	118	89	24	16	55	82	**	20	36
	23%	32%	21%	33%	20%	21%	26%	24%	25%	20%	20%	**	26%	32%
		b		b			a							ab
Agree slightly	303	36	268	50	253	204	100	32	22	93	141	**	27	28
	33%	27%	34%	27%	35%	36%	29%	32%	33%	34%	35%	**	35%	25%
			a		a	b				e	e		e	
Disagree slightly	138	11	127	17	121	96	42	18	11	47	66	**	8	9
	15%	8%	16%	9%	17%	17%	12%	18%	17%	17%	16%	**	10%	8%
			a		a	b		b		de	e			
Disagree strongly	114	13	101	18	96	80	34	16	11	42	49	**	11	9
	13%	10%	13%	10%	13%	14%	10%	16%	16%	15%	12%	**	14%	8%
						b		b	b	e				
Don't know	149	31	119	40	110	71	79	11	6	37	63	**	11	29
	16%	23%	15%	21%	15%	12%	23%	11%	10%	13%	16%	**	15%	26%
		b		b			acd							abd
TOTAL AGREE	511	78	433	111	400	322	189	55	38	148	223	**	47	64
	56%	59%	56%	60%	55%	57%	55%	55%	57%	54%	55%	**	61%	58%
TOTAL DISAGREE	252	24	228	34	217	176	75	34	22	89	116	**	18	18
	28%	18%	29%	19%	30%	31%	22%	34%	33%	32%	29%	**	24%	16%
			a		a	b		b	b	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.

Q33A. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Agree strongly	207	66	57	33	17	**	**	65	71	146	61	32	36	78	93
	23%	23%	21%	20%	23%	**	**	18%	22%	21%	30% bcd	32% bcd	20%	20%	26% b
Agree slightly	303	96	88	61	26	**	**	133	104	249	54	21	65	138	100
	33%	34%	33%	37%	35%	**	**	37% ef	33% ef	35% ef	26%	22%	37% c	36% c	28%
Disagree slightly	138	36	51	15	17	**	**	61	53	116	22	8	26	66	45
	15%	13%	19% ac	9%	23% ac	**	**	17% ef	17% ef	16% ef	10%	8%	15%	17% c	13%
Disagree strongly	114	34	24	26	8	**	**	52	36	92	22	9	25	47	41
	13%	12%	9%	16% b	11%	**	**	15% ef	12%	13%	11%	9%	14%	12%	12%
Don't know	149	54	46	32	6	**	**	47	50	101	48	28	24	52	73
	16%	19% d	17% d	19% d	8%	**	**	13%	16%	14%	23% bcd	28% bcd	14%	14%	21% ab
TOTAL AGREE	511	162	145	94	43	**	**	198	175	395	115	53	101	216	194
	56%	57%	54%	56%	58%	**	**	55%	56%	56%	56%	54%	57%	56%	55%
TOTAL DISAGREE	252	70	75	42	25	**	**	113	89	208	44	17	51	114	86
	28%	24%	28%	25%	34% a	**	**	32% ef	28% ef	30% ef	21%	17%	29%	30% c	24%

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

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

Q33A. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Agree strongly	207	107	101	55	69	42	40	181	26	183	8	**	**	19	46	33
	23%	23%	22%	21%	24%	26% d	20%	23%	22%	23%	16%	**	**	19%	23%	21%
Agree slightly	303	158	146	86	95	57	66	268	35	274	14	**	**	32	76	56
	33%	35%	32%	33%	33%	36%	32%	34%	29%	35%	27%	**	**	31%	38%	36%
Disagree slightly	138	70	68	47	43	24	24	122	15	114	12	**	**	14	32	33
	15%	15%	15%	18% d	15%	15%	12%	15%	13%	15%	23% a	**	**	14%	16%	21%
Disagree strongly	114	58	56	40	32	14	28	93	21	101	2	**	**	18	24	20
	13%	13%	12%	15% c	11%	9%	14% c	12%	17% a	13% b	4%	**	**	18%	12%	13%
Don't know	149	63	86	34	46	22	46	127	22	110	15	**	**	18	23	14
	16%	14%	19% a	13%	16%	14%	23% abc	16%	19%	14%	30% a	**	**	18% bc	11%	9%
TOTAL AGREE	511	264	246	141	164	99	107	449	61	457	22	**	**	51	122	88
	56%	58%	54%	54%	58%	62% ad	52%	57%	51%	58% b	43%	**	**	50%	61% a	57%
TOTAL DISAGREE	252	127	124	87	75	38	52	215	36	216	14	**	**	33	57	53
	28%	28%	27%	33% bcd	26%	24%	25%	27%	30%	28%	27%	**	**	32%	28%	34%

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Agree strongly	207	49	142
	23%	29% b	21%
Agree slightly	303	45	235
	33%	26%	35% a
Disagree slightly	138	20	109
	15%	11%	16% a
Disagree strongly	114	18	86
	13%	10%	13%
Don't know	149	40	96
	16%	23% b	14%
TOTAL AGREE	511	94	377
	56%	55%	56%
TOTAL DISAGREE	252	37	195
	28%	22%	29% a

Columns Tested: a,b

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

Q33B. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Agree strongly	176	47	128	61	115	95	81	23	17	62	49	**	22	37
	19%	36%	16%	33%	16%	17%	24%	23%	25%	22%	12%	**	28%	33%
		b		b			a	a	a	b			b	ab
Agree slightly	350	49	301	70	280	222	128	36	23	120	142	**	28	42
	38%	37%	39%	38%	39%	39%	37%	36%	35%	44%	35%	**	37%	38%
										b				
Disagree slightly	206	15	190	23	183	140	65	27	18	52	109	**	17	13
	23%	12%	24%	13%	25%	25%	19%	27%	27%	19%	27%	**	22%	12%
			a		a	b		b	b	e	ae		e	
Disagree strongly	117	8	109	11	106	83	33	8	4	26	75	**	4	7
	13%	6%	14%	6%	15%	15%	10%	8%	6%	10%	19%	**	5%	6%
			a		a	bcd					ade			
Don't know	63	13	51	20	44	28	35	7	4	14	27	**	6	12
	7%	9%	7%	11%	6%	5%	10%	7%	7%	5%	7%	**	8%	11%
				b			a							ab
TOTAL AGREE	526	96	430	131	395	316	210	59	40	181	190	**	50	79
	58%	73%	55%	71%	54%	56%	61%	58%	60%	66%	47%	**	65%	71%
		b		b			a			b			b	b
TOTAL DISAGREE	322	23	299	34	288	224	99	35	22	78	184	**	21	20
	35%	18%	38%	18%	40%	39%	29%	35%	33%	29%	46%	**	27%	18%
			a		a	b				e	ade		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.

Q33B. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Agree strongly	176	72	31	21	15	**	**	63	51	124	52	27	36	61	78
	19%	25%	12%	13%	21%	**	**	18%	16%	18%	25%	27%	20%	16%	22%
		bc			bc						bcd	bcd			b
Agree slightly	350	115	97	56	36	**	**	146	121	273	76	31	66	155	129
	38%	40%	36%	33%	49%	**	**	41%	39%	39%	37%	31%	37%	41%	36%
		c			abc			f	f	f					
Disagree slightly	206	53	69	48	16	**	**	83	76	168	38	16	41	99	66
	23%	18%	26%	29%	21%	**	**	23%	24%	24%	18%	16%	23%	26%	19%
			a	a				f	ef	ef				c	
Disagree strongly	117	25	47	30	5	**	**	48	44	97	20	10	25	47	45
	13%	9%	18%	18%	6%	**	**	14%	14%	14%	10%	11%	14%	12%	13%
			ad	ad					e	e					
Don't know	63	21	22	13	2	**	**	18	21	42	21	15	9	20	34
	7%	7%	8%	7%	2%	**	**	5%	7%	6%	10%	15%	5%	5%	10%
		d	d	d							bcd	bcd			ab
TOTAL AGREE	526	188	128	77	51	**	**	210	172	397	128	57	102	216	207
	58%	66%	48%	46%	70%	**	**	58%	55%	56%	62%	58%	58%	57%	59%
		bc			bc						cd				
TOTAL DISAGREE	322	78	117	78	21	**	**	131	120	265	58	26	65	146	111
	35%	27%	44%	47%	28%	**	**	37%	38%	38%	28%	27%	37%	38%	32%
			ad	ad				ef	ef	ef				c	

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

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

Q33B. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Agree strongly	176	90	86	51	51	30	44	148	28	162	4	**	**	19	35	27
	19%	20%	19%	19%	18%	19%	22%	19%	23%	21% b	8%	**	**	19%	18%	17%
Agree slightly	350	179	171	98	114	57	81	305	45	303	21	**	**	39	84	59
	38%	39%	37%	37%	40%	36%	40%	39%	37%	39%	41%	**	**	38%	42%	38%
Disagree slightly	206	108	98	62	65	40	39	184	22	172	15	**	**	22	49	42
	23%	24%	21%	24%	23%	25% d	19%	23%	18%	22%	29%	**	**	22%	24%	27%
Disagree strongly	117	52	65	41	38	19	20	101	16	100	6	**	**	12	27	24
	13%	11%	14%	15% d	13%	12%	10%	13%	14%	13%	11%	**	**	12%	13%	15%
Don't know	63	25	38	11	18	13	21	54	9	46	5	**	**	9	6	4
	7%	6%	8% a	4%	6%	8% a	10% ab	7%	7%	6%	10%	**	**	9% bc	3%	3%
TOTAL AGREE	526	269	256	149	165	87	125	453	73	465	25	**	**	58	119	86
	58%	59%	56%	57%	58%	55%	61%	57%	61%	59% b	50%	**	**	57%	59%	55%
TOTAL DISAGREE	322	160	163	103	103	59	58	284	38	272	20	**	**	35	76	65
	35%	35%	36%	39% d	36% d	37% d	29%	36%	32%	35%	40%	**	**	34%	38%	42%

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Agree strongly	176	46	115
	19%	27% b	17%
Agree slightly	350	51	272
	38%	29%	41% a
Disagree slightly	206	31	162
	23%	18%	24% a
Disagree strongly	117	23	86
	13%	13%	13%
Don't know	63	21	35
	7%	12% b	5%
TOTAL AGREE	526	97	386
	58%	56%	58%
TOTAL DISAGREE	322	54	247
	35%	31%	37%

Columns Tested: a,b

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

Q33C. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Agree strongly	302	69	233	89	212	162	140	32	22	80	113	**	32	60
	33%	52%	30%	48%	29%	28%	41%	32%	33%	29%	28%	**	42%	54%
		b		b			ac						ab	abd
Agree slightly	342	39	304	55	287	233	109	36	23	100	165	**	26	33
	38%	29%	39%	30%	40%	41%	32%	36%	35%	36%	41%	**	33%	30%
			a		a	b					e			
Disagree slightly	141	9	131	14	126	89	52	14	11	47	75	**	9	6
	15%	7%	17%	8%	17%	16%	15%	14%	16%	17%	19%	**	11%	5%
			a		a					e	de		e	
Disagree strongly	83	8	74	12	71	62	21	12	7	38	28	**	4	7
	9%	6%	10%	6%	10%	11%	6%	12%	11%	14%	7%	**	6%	7%
						b		b		bde				
Don't know	44	7	37	14	30	24	20	5	3	10	21	**	6	5
	5%	5%	5%	8%	4%	4%	6%	5%	5%	4%	5%	**	8%	4%
				b									a	
TOTAL AGREE	644	108	536	144	500	394	249	68	45	179	278	**	58	93
	71%	81%	69%	78%	69%	69%	73%	68%	68%	65%	69%	**	76%	84%
		b		b									a	ab
TOTAL DISAGREE	224	18	206	26	197	151	73	27	18	85	102	**	13	13
	25%	13%	26%	14%	27%	26%	21%	27%	27%	31%	25%	**	17%	12%
			a		a	b				bde	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.

Q33C. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Agree strongly	302	122	75	43	21	**	**	95	94	199	103	55	50	102	150
	33%	43%	28%	26%	28%	**	**	26%	30%	28%	50%	55%	28%	27%	42%
		bcd									bcd	bcd			ab
Agree slightly	342	94	115	68	28	**	**	150	122	284	57	23	84	148	110
	38%	33%	43%	41%	38%	**	**	42%	39%	40%	27%	23%	48%	39%	31%
			a	a				ef	ef	ef			bc	c	
Disagree slightly	141	34	40	30	16	**	**	63	52	121	20	6	19	81	41
	15%	12%	15%	18%	22%	**	**	18%	17%	17%	10%	6%	11%	21%	12%
				a	a			ef	ef	ef				ac	
Disagree strongly	83	25	19	16	8	**	**	37	28	67	15	8	15	37	31
	9%	9%	7%	9%	11%	**	**	10%	9%	10%	7%	8%	8%	10%	9%
Don't know	44	11	17	10	1	**	**	14	17	32	12	7	8	15	21
	5%	4%	6%	6%	2%	**	**	4%	5%	5%	6%	7%	5%	4%	6%
			d	d											
TOTAL AGREE	644	216	191	111	48	**	**	244	217	483	159	77	134	249	259
	71%	75%	72%	66%	66%	**	**	68%	69%	69%	77%	79%	76%	65%	74%
		cd									bcd	bcd	b		b
TOTAL DISAGREE	224	59	59	46	24	**	**	100	80	188	36	14	34	118	72
	25%	21%	22%	28%	33%	**	**	28%	26%	27%	17%	14%	19%	31%	20%
				a	ab			ef	ef	ef				ac	

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

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

Q33C. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Agree strongly	302	152	149	76	94	51	81	261	40	260	15	**	**	29	56	36
	33%	34%	33%	29%	33%	32%	39% abc	33%	34%	33%	30%	**	**	28%	28%	23%
Agree slightly	342	174	168	108	105	63	67	299	43	294	21	**	**	39	82	69
	38%	38%	37%	41% d	37%	39%	33%	38%	36%	38%	43%	**	**	38%	41%	45%
Disagree slightly	141	73	68	43	47	26	25	124	17	123	7	**	**	19	34	34
	15%	16%	15%	16%	17%	16%	12%	16%	14%	16%	13%	**	**	18%	17%	22%
Disagree strongly	83	41	42	28	26	12	18	70	12	74	4	**	**	10	22	14
	9%	9%	9%	11%	9%	7%	9%	9%	10%	9%	8%	**	**	10%	11%	9%
Don't know	44	14	30	8	13	8	15	37	7	33	3	**	**	6	7	3
	5%	3%	7% a	3%	5%	5%	7% a	5%	6%	4%	6%	**	**	5% c	3%	2%
TOTAL AGREE	644	326	318	184	199	113	148	561	83	554	37	**	**	67	138	105
	71%	72%	69%	70%	70%	71%	72%	71%	69%	71%	73%	**	**	66%	69%	68%
TOTAL DISAGREE	224	114	110	70	73	38	42	194	30	196	11	**	**	29	57	47
	25%	25%	24%	27% d	26%	24%	21%	24%	25%	25%	21%	**	**	28%	28%	31%

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

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

Q33C. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Agree strongly	302	78	196
	33%	46% b	29%
Agree slightly	342	49	271
	38%	29%	40% a
Disagree slightly	141	14	117
	15%	8%	18% a
Disagree strongly	83	18	60
	9%	11%	9%
Don't know	44	12	24
	5%	7% b	4%
TOTAL AGREE	644	127	467
	71%	74%	70%
TOTAL DISAGREE	224	33	177
	25%	19%	27% a

Columns Tested: a,b

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

Q33D. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Agree strongly	123	14	109	24	99	74	49	14	8	43	52	**	15	8
	13%	11%	14%	13%	14%	13%	14%	14%	12%	16%	13%	**	20%	8%
										e	e		be	
Agree slightly	274	27	247	46	228	190	84	26	19	78	140	**	16	22
	30%	20%	32%	25%	31%	33%	25%	26%	29%	28%	35%	**	21%	19%
			a		a	b				e	ade			
Disagree slightly	215	29	186	38	178	132	83	25	17	64	100	**	17	26
	24%	22%	24%	20%	24%	23%	24%	24%	26%	23%	25%	**	22%	23%
Disagree strongly	253	49	204	58	194	150	103	29	17	80	95	**	21	43
	28%	37%	26%	32%	27%	26%	30%	29%	25%	29%	24%	**	28%	39%
		b								b				abd
Don't know	46	13	34	18	28	23	23	6	5	10	16	**	7	12
	5%	10%	4%	10%	4%	4%	7%	6%	8%	4%	4%	**	9%	11%
		b		b			a						ab	ab
TOTAL AGREE	397	41	356	70	327	263	134	40	28	120	192	**	32	30
	44%	31%	46%	38%	45%	46%	39%	40%	42%	44%	48%	**	41%	27%
			a		a	b				e	e		e	
TOTAL DISAGREE	468	78	390	96	372	282	186	54	34	144	195	**	38	69
	51%	59%	50%	52%	51%	50%	54%	54%	51%	52%	48%	**	50%	62%
		b												abd

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.

Q33D. (SHOWCARD) 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					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Agree strongly	123	43	33	21	9	**	**	50	45	102	21	8	28	52	43
	13%	15%	12%	12%	12%	**	**	14% ef	14% ef	15% ef	10%	8%	16%	14%	12%
Agree slightly	274	76	95	51	24	**	**	131	94	233	40	17	52	142	79
	30%	27%	36% a	31%	32%	**	**	36% cef	30% ef	33% ef	19%	17%	30% c	37% ac	22%
Disagree slightly	215	64	65	39	20	**	**	81	80	168	47	21	44	94	77
	24%	22%	24%	23%	28%	**	**	23%	26%	24%	23%	21%	25%	25%	22%
Disagree strongly	253	85	62	48	17	**	**	87	75	169	84	43	46	78	129
	28%	30% b	23%	28%	23%	**	**	24%	24%	24%	41% bcd	43% bcd	26%	21%	37% ab
Don't know	46	17	11	9	3	**	**	10	19	32	15	10	7	14	25
	5%	6%	4%	5%	5%	**	**	3%	6% b	4%	7% bd	10% bcd	4%	4%	7% b
TOTAL AGREE	397	120	129	72	33	**	**	181	139	335	61	25	80	195	121
	44%	42%	48% a	43%	44%	**	**	50% cef	44% ef	48% ef	30%	25%	45% c	51% c	34%
TOTAL DISAGREE	468	149	126	87	38	**	**	168	155	337	131	64	89	173	206
	51%	52%	47%	52%	51%	**	**	47%	49%	48%	63% bcd	65% bcd	51%	45%	58% ab

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

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

Q33D. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Agree strongly	123	57	66	32	43	18	31	102	21	108	3	**	**	13	27	25
	13%	13%	14%	12%	15%	11%	15%	13%	17%	14% b	7%	**	**	13%	13%	16%
Agree slightly	274	137	137	81	87	49	57	245	29	233	18	**	**	28	74	54
	30%	30%	30%	31%	31%	31%	28%	31% b	24%	30%	36%	**	**	27%	37% a	35%
Disagree slightly	215	112	104	70	66	40	39	186	29	177	17	**	**	19	50	39
	24%	25%	23%	27% d	23%	25% d	19%	23%	25%	23%	34% a	**	**	19%	25%	25%
Disagree strongly	253	130	123	69	79	44	61	218	35	226	10	**	**	37	46	32
	28%	29%	27%	26%	28%	27%	30%	27%	30%	29% b	20%	**	**	36% bc	23%	21%
Don't know	46	19	27	11	10	9	16	42	5	39	1	**	**	5	4	5
	5%	4%	6%	4%	4%	5%	8% ab	5%	4%	5%	2%	**	**	5%	2%	3%
TOTAL AGREE	397	194	203	112	130	67	88	347	50	340	22	**	**	41	101	79
	44%	43%	44%	43%	46%	42%	43%	44%	42%	43%	43%	**	**	40%	50% a	51% a
TOTAL DISAGREE	468	242	226	139	145	84	101	403	65	403	28	**	**	56	97	71
	51%	53%	50%	53%	51%	53%	49%	51%	54%	52%	55%	**	**	55%	48%	46%

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

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

Q33D. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Agree strongly	123	23	83
	13%	13%	12%
Agree slightly	274	37	219
	30%	22%	33% a
Disagree slightly	215	33	169
	24%	19%	25% a
Disagree strongly	253	66	174
	28%	38% b	26%
Don't know	46	12	24
	5%	7% b	4%
TOTAL AGREE	397	60	302
	44%	35%	45% a
TOTAL DISAGREE	468	99	342
	51%	58% b	51%

Columns Tested: a,b

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

Q28. (SHOWCARD) 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 : All 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
Yes - in the last 6 months	45	*	44	3	42	45	-	45	30	16	21	**	4	*
	5%	*%	6%	1%	6%	8%	-%	45%	46%	6%	5%	**	5%	*%
			a		a	b		ab	ab	e	e		e	
Yes - 7 to 12 months ago	55	2	53	4	52	55	-	55	36	20	29	**	3	2
	6%	2%	7%	2%	7%	10%	-%	55%	54%	7%	7%	**	4%	2%
			a		a	b		ab	ab	e	e			
Yes – 13 to 18 months ago	28	1	26	3	25	28	-	-	-	8	15	**	2	1
	3%	1%	3%	2%	3%	5%	-%	-%	-%	3%	4%	**	3%	1%
			a			bcd								
Yes – 1.5 to 2 years ago	44	3	41	7	38	44	-	-	-	18	19	**	3	2
	5%	2%	5%	4%	5%	8%	-%	-%	-%	7%	5%	**	3%	2%
			a			bcd				e	e			
Yes – 2 to 3 years ago	66	7	59	10	56	66	-	-	-	20	30	**	8	4
	7%	5%	8%	5%	8%	12%	-%	-%	-%	7%	7%	**	10%	4%
						bcd				e	e		e	
Yes – More than 3 years ago	331	29	302	49	282	331	-	-	-	85	176	**	27	22
	36%	22%	39%	26%	39%	58%	-%	-%	-%	31%	44%	**	35%	20%
			a		a	bcd				e	ade		e	
No – never changed provider	343	90	253	110	233	-	343	-	-	106	112	**	31	79
	38%	68%	33%	60%	32%	-%	100%	-%	-%	39%	28%	**	41%	71%
		b		b			acd			b			b	abd

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

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Q28. (SHOWCARD) 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 : All responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
Yes - in the last 6 months	45	3	12	11	5	**	**	25	12	42	3	*	16	21	8
	5%	1%	4% a	6% a	7% a	**	**	7% cef	4% ef	6% ef	1%	*%	9% bc	5% c	2%
Yes - 7 to 12 months ago	55	10	18	9	7	**	**	29	21	52	3	2	18	26	12
	6%	4%	7% a	5%	9% a	**	**	8% ef	7% ef	7% ef	2%	2%	10% c	7% c	3%
Yes – 13 to 18 months ago	28	2	14	4	3	**	**	16	8	27	1	*	9	14	5
	3%	1%	5% a	2% a	4% a	**	**	5% ef	3% e	4% ef	1%	1%	5% c	4% c	1%
Yes – 1.5 to 2 years ago	44	7	9	10	5	**	**	24	14	40	4	1	10	26	9
	5%	2%	3%	6% a	7% a	**	**	7% ef	5% ef	6% ef	2%	1%	6% c	7% c	2%
Yes – 2 to 3 years ago	66	11	23	11	5	**	**	34	25	60	5	3	14	36	15
	7%	4%	9% a	7%	7%	**	**	9% ef	8% ef	9% ef	3%	3%	8% c	9% c	4%
Yes – More than 3 years ago	331	62	122	71	30	**	**	124	133	262	68	26	50	144	136
	36%	22%	46% a	42% a	40% a	**	**	35% f	43% bdef	37% f	33%	27%	29%	38% a	39% a
No – never changed provider	343	190	67	52	18	**	**	106	100	220	122	66	58	115	169
	38%	66% bcd	25%	31%	25%	**	**	30%	32%	31%	59% bcd	67% bcde	33%	30%	48% ab

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

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Q28. (SHOWCARD) 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 : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
Yes - in the last 6 months	45	18	27	9	14	8	13	37	8	42	1	**	**	7	14	8
	5%	4%	6%	3%	5%	5%	6%	5%	6%	5%	1%	**	**	7%	7%	5%
Yes - 7 to 12 months ago	55	27	29	21	12	13	10	49	7	49	3	**	**	8	18	15
	6%	6%	6%	8%	4%	8%	5%	6%	6%	6%	7%	**	**	8%	9%	10%
				b		b										
Yes – 13 to 18 months ago	28	14	14	5	10	6	6	25	3	25	1	**	**	5	8	4
	3%	3%	3%	2%	4%	4%	3%	3%	3%	3%	2%	**	**	5%	4%	3%
Yes – 1.5 to 2 years ago	44	22	22	12	13	8	12	39	6	38	1	**	**	6	13	11
	5%	5%	5%	5%	4%	5%	6%	5%	5%	5%	2%	**	**	6%	7%	7%
Yes – 2 to 3 years ago	66	29	37	26	18	10	12	56	10	58	4	**	**	8	11	13
	7%	6%	8%	10%	6%	7%	6%	7%	8%	7%	8%	**	**	8%	6%	8%
				d												
Yes – More than 3 years ago	331	171	160	108	116	51	55	289	42	288	18	**	**	29	80	64
	36%	38%	35%	41%	41%	32%	27%	36%	35%	37%	36%	**	**	29%	40%	41%
				cd	cd										a	a
No – never changed provider	343	175	168	82	102	63	97	298	45	283	22	**	**	38	57	40
	38%	39%	37%	31%	36%	39%	48%	38%	37%	36%	43%	**	**	38%	28%	26%
						a	abc							bc		

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

Any break column with 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. (SHOWCARD) 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 : All responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
Yes - in the last 6 months	45 5%	7 4%	33 5%
Yes - 7 to 12 months ago	55 6%	8 5%	41 6%
Yes – 13 to 18 months ago	28 3%	6 4%	20 3%
Yes – 1.5 to 2 years ago	44 5%	5 3%	37 6% a
Yes – 2 to 3 years ago	66 7%	10 6%	51 8%
Yes – More than 3 years ago	331 36%	49 28%	261 39% a
No – never changed provider	343 38%	87 51% b	226 34%

Columns Tested: a,b

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

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1681	288	1393	381	1300	993	688	171	117	556	645	85	143	254
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	446	595	77	119	203
Total	912	132	779	185	727	569	343	100	67	274	402	49	77	111
IN THE LAST 12 MONTHS	100	3	97	7	94	100	-	100	67	36	50	**	7	3
	11%	2%	13%	4%	13%	18%	-%	100%	100%	13%	12%	**	9%	2%
			a		a	b		ab	ab	e	e		e	
13 MONTHS - 2 YEARS AGO	72	4	68	9	63	72	-	-	-	26	34	**	5	3
	8%	3%	9%	5%	9%	13%	-%	-%	-%	10%	8%	**	6%	3%
			a		a	bcd				e	e			
OVER 2 YEARS AGO	396	36	361	59	338	396	-	-	-	106	206	**	34	27
	43%	27%	46%	32%	46%	70%	-%	-%	-%	39%	51%	**	45%	24%
			a		a	bcd				e	ae		e	
NEVER	343	90	253	110	233	-	343	-	-	106	112	**	31	79
	38%	68%	33%	60%	32%	-%	100%	-%	-%	39%	28%	**	41%	71%
		b		b			acd			b			b	abd

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

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SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	577	454	286	149	49	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	481	402	254	120	41	41	474	510	1015	465	213	237	542	692
Total	912	286	266	167	74	26	31	358	313	703	207	99	176	382	353
IN THE LAST 12 MONTHS	100	13	30	20	12	**	**	54	33	94	6	2	34	46	20
	11%	5%	11%	12%	17%	**	**	15%	10%	13%	3%	2%	19%	12%	6%
			a	a	a			cef	ef	ef			bc	c	
13 MONTHS - 2 YEARS AGO	72	9	23	13	8	**	**	41	22	66	6	2	19	39	13
	8%	3%	9%	8%	11%	**	**	11%	7%	9%	3%	2%	11%	10%	4%
			a	a	a			cef	ef	ef			c	c	
OVER 2 YEARS AGO	396	74	146	82	35	**	**	158	158	323	74	29	65	181	151
	43%	26%	55%	49%	48%	**	**	44%	51%	46%	36%	29%	37%	47%	43%
			a	a	a			ef	bef	ef				a	
NEVER	343	190	67	52	18	**	**	106	100	220	122	66	58	115	169
	38%	66%	25%	31%	25%	**	**	30%	32%	31%	59%	67%	33%	30%	48%
		bcd									bcd	bcde			ab

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

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

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
IN THE LAST 12 MONTHS	100	44	56	30	27	21	23	86	15	91	4	**	**	15	32	23
	11%	10%	12%	11%	9%	13%	11%	11%	12%	12%	8%	**	**	15%	16%	15%
13 MONTHS - 2 YEARS AGO	72	36	36	17	23	14	18	63	9	63	2	**	**	11	21	16
	8%	8%	8%	7%	8%	9%	9%	8%	7%	8%	4%	**	**	11%	10%	10%
OVER 2 YEARS AGO	396	199	197	134	134	62	67	345	52	345	22	**	**	37	92	77
	43%	44%	43%	51%	47%	39%	33%	44%	43%	44%	44%	**	**	36%	45%	49%
				cd	cd										a	a
NEVER	343	175	168	82	102	63	97	298	45	283	22	**	**	38	57	40
	38%	39%	37%	31%	36%	39%	48%	38%	37%	36%	43%	**	**	38%	28%	26%
						a	abc							bc		

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

Any break column with 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 WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
IN THE LAST 12 MONTHS	100	15	74
	11%	9%	11%
13 MONTHS - 2 YEARS AGO	72	11	57
	8%	6%	8%
OVER 2 YEARS AGO	396	58	312
	43%	34%	47%
			a
NEVER	343	87	226
	38%	51%	34%
		b	

Columns Tested: a,b

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

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 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: 95%		~a	b	a	b	a	~b	c	d	a	b	~c	~d	~e
Unweighted total	993	82	911	135	858	993	-	171	117	326	462	58	82	67
Effective Weighted Sample	863	67	796	114	749	863	-	147	101	265	427	53	68	54
Total	569	43	526	74	494	569	-	100	67	168	290	34	46	32
Yes	134	**	122	19	115	134	**	33	-	40	67	**	**	**
	24%	**	23%	26%	23%	24%	**	33%	-%	24%	23%	**	**	**
						d		ad						
No	434	**	404	55	379	434	**	67	67	128	223	**	**	**
	76%	**	77%	74%	77%	76%	**	67%	100%	76%	77%	**	**	**
						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.

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 for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	993	168	328	197	114	42	26	369	377	772	221	83	177	417	399
Effective Weighted Sample	863	145	296	176	93	35	23	331	343	690	200	74	158	375	351
Total	569	96	199	115	55	22	18	252	213	483	85	33	118	266	184
Yes	134	23	48	24	16	**	**	77	37	124	10	**	49	60	25
	24%	24%	24%	21%	28%	**	**	30%	17%	26%	12%	**	41%	23%	14%
								ce		ce			bc	c	
No	434	73	151	91	40	**	**	175	177	359	75	**	70	206	159
	76%	76%	76%	79%	72%	**	**	70%	83%	74%	88%	**	59%	77%	86%
									bd		bd			a	ab

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

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

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 for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	993	472	521	243	346	217	187	866	127	859	57	55	22	111	234	167
Effective Weighted Sample	863	407	458	221	308	202	163	753	110	754	45	46	18	100	214	150
Total	569	279	289	181	184	97	107	494	75	500	29	29	11	63	145	116
Yes	134	61	73	53	40	24	17	116	18	118	**	**	**	14	35	35
	24%	22%	25%	29% bd	22%	24% d	16%	24%	24%	24%	**	**	**	22%	24%	30%
No	434	219	216	128	143	73	91	377	57	382	**	**	**	49	110	81
	76%	78%	75%	71%	78% a	76%	84% ac	76%	76%	76%	**	**	**	78%	76%	70%

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

Any break column with 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 for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	993	164	757
Effective Weighted Sample	863	141	661
Total	569	85	443
Yes	134	21	106
	24%	24%	24%
No	434	64	337
	76%	76%	76%

Columns Tested: a,b

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

Q30. (SHOWCARD) Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months 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: 95%		~a	b	~a	b	a	~b	c	d	~a	~b	~c	~d	~e
Unweighted total	171	6	165	12	159	171	-	171	117	68	76	8	13	6
Effective Weighted Sample	147	5	142	11	137	147	-	147	101	54	71	8	10	5
Total	100	3	97	7	94	100	-	100	67	36	50	5	7	3
No, did not receive any other services	40	**	39	**	36	40	**	40	22	**	**	**	**	**
	40%	**	40%	**	38%	40%	**	40%	33%	**	**	**	**	**
TV service	27	**	27	**	27	27	**	27	19	**	**	**	**	**
	27%	**	28%	**	29%	27%	**	27%	29%	**	**	**	**	**
Fixed broadband service	53	**	52	**	52	53	**	53	41	**	**	**	**	**
	53%	**	53%	**	55%	53%	**	53%	62%	**	**	**	**	**
Mobile phone service	5	**	5	**	5	5	**	5	4	**	**	**	**	**
	5%	**	5%	**	5%	5%	**	5%	6%	**	**	**	**	**
Don’t know	3	**	3	**	3	3	**	3	1	**	**	**	**	**
	3%	**	3%	**	3%	3%	**	3%	1%	**	**	**	**	**
PREVIOUS QUAD PLAY	3	**	3	**	3	3	**	3	2	**	**	**	**	**
	3%	**	3%	**	3%	3%	**	3%	3%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	21	**	21	**	21	21	**	21	15	**	**	**	**	**
	21%	**	22%	**	23%	21%	**	21%	22%	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	26	**	26	28	**	28	23	**	**	**	**	**
	27%	**	27%	**	28%	27%	**	27%	34%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	5	**	5	**	5	5	**	5	4	**	**	**	**	**
	5%	**	5%	**	5%	5%	**	5%	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.

Q30. (SHOWCARD) Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		LANDLINE SUPPLIER					AGE						AGE (2)		
	Total	BT	SKY	VIRGIN MEDIA	TALK-TALK	EE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	171	20	51	32	22	15	11	82	59	152	19	7	54	74	43
Effective Weighted Sample	147	19	45	29	19	12	10	72	54	134	16	5	47	66	37
Total	100	13	30	20	12	8	7	54	33	94	6	2	34	46	20
No, did not receive any other services	40	**	**	**	**	**	**	**	**	37	**	**	**	**	**
	40%	**	**	**	**	**	**	**	**	39%	**	**	**	**	**
TV service	27	**	**	**	**	**	**	**	**	26	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	27%	**	**	**	**	**
Fixed broadband service	53	**	**	**	**	**	**	**	**	51	**	**	**	**	**
	53%	**	**	**	**	**	**	**	**	54%	**	**	**	**	**
Mobile phone service	5	**	**	**	**	**	**	**	**	4	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	4%	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	**	**	3	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	3%	**	**	**	**	**
PREVIOUS QUAD PLAY	3	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	2%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	21	**	**	**	**	**	**	**	**	21	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	22%	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	**	**	**	**	**	**	**	27	**	**	**	**	**
	27%	**	**	**	**	**	**	**	**	29%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	5	**	**	**	**	**	**	**	**	5	**	**	**	**	**
	5%	**	**	**	**	**	**	**	**	5%	**	**	**	**	**

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

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

Q30. (SHOWCARD) Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	171	73	98	39	50	44	38	148	23	154	8	6	3	29	52	33
Effective Weighted Sample	147	63	85	35	44	41	33	127	20	133	6	5	3	25	47	29
Total	100	44	56	30	27	21	23	86	15	91	4	3	2	15	32	23
No, did not receive any other services	40	**	**	**	**	**	**	36	**	38	**	**	**	**	**	**
	40%	**	**	**	**	**	**	42%	**	42%	**	**	**	**	**	**
TV service	27	**	**	**	**	**	**	23	**	25	**	**	**	**	**	**
	27%	**	**	**	**	**	**	27%	**	27%	**	**	**	**	**	**
Fixed broadband service	53	**	**	**	**	**	**	44	**	47	**	**	**	**	**	**
	53%	**	**	**	**	**	**	51%	**	51%	**	**	**	**	**	**
Mobile phone service	5	**	**	**	**	**	**	5	**	4	**	**	**	**	**	**
	5%	**	**	**	**	**	**	5%	**	4%	**	**	**	**	**	**
Don't know	3	**	**	**	**	**	**	3	**	3	**	**	**	**	**	**
	3%	**	**	**	**	**	**	4%	**	3%	**	**	**	**	**	**
PREVIOUS QUAD PLAY	3	**	**	**	**	**	**	3	**	2	**	**	**	**	**	**
	3%	**	**	**	**	**	**	3%	**	2%	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	21	**	**	**	**	**	**	19	**	20	**	**	**	**	**	**
	21%	**	**	**	**	**	**	22%	**	22%	**	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	**	**	**	**	**	21	**	23	**	**	**	**	**	**
	27%	**	**	**	**	**	**	24%	**	26%	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	5	**	**	**	**	**	**	4	**	4	**	**	**	**	**	**
	5%	**	**	**	**	**	**	4%	**	5%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) Did you receive any other services from your previous landline service provider as well as your landline at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous landline service provider?

Base : Those who have changed supplier in the last 12 months for the household's landline service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	171	31	123
Effective Weighted Sample	147	25	107
Total	100	15	74
No, did not receive any other services	40	**	30
	40%	**	40%
TV service	27	**	19
	27%	**	25%
Fixed broadband service	53	**	40
	53%	**	53%
Mobile phone service	5	**	3
	5%	**	4%
Don't know	3	**	2
	3%	**	3%
PREVIOUS QUAD PLAY	3	**	2
	3%	**	2%
PREVIOUS TRIPLE PLAY	21	**	15
	21%	**	20%
PREVIOUS DUAL PLAY	28	**	22
	27%	**	30%
PREVIOUS OTHER BUNDLE	5	**	4
	5%	**	5%

Columns Tested: a,b

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

Q13. (SHOWCARD) 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Prepay/ pay as you go – buying top-ups when needed	315	306	10	-	315	308	7	179	137	35	50	48	**	18	196
	23%	24%	9%	-%	100%	24%	8%	20%	28%	20%	19%	12%	**	15%	34%
		b			a	b			ac		b				abd
Monthly contract / SIM only – paying monthly	1081	976	104	976	-	997	83	721	359	137	209	342	**	107	378
	77%	76%	91%	100%	-%	76%	92%	80%	72%	80%	81%	88%	**	85%	66%
			a	b			a	b		b	e	ae		e	

Columns Tested: a,b - 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. (SHOWCARD) 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Prepay/ pay as you go – buying top-ups when needed	315	56	60	47	31	39	11	**	**	53	88	93	235	81	38
	23%	15%	19%	23%	17%	39%	16%	**	**	22%	15%	23%	19%	44%	55%
				a		abcdf				b		bd	b	abcd	abcde
Monthly contract / SIM only – paying monthly	1081	308	257	157	145	60	56	**	**	186	485	308	979	101	31
	77%	85%	81%	77%	83%	61%	84%	**	**	78%	85%	77%	81%	56%	45%
		ce	e	e	e		e			ef	acdef	ef	cef	f	

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q13. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often from (PROVIDER)

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Prepay/ pay as you go – buying top-ups when needed	315	94	90	132	152	163	43	70	56	146	280	36	257	35	15	**
	23%	18%	17%	37%	22%	23%	12%	16%	23%	42%	23%	21%	21%	37%	25%	**
				ab				a	ab	abc				ac		
Monthly contract / SIM only – paying monthly	1081	416	438	226	541	540	326	365	185	204	947	134	941	60	44	**
	77%	82%	83%	63%	78%	77%	88%	84%	77%	58%	77%	79%	79%	63%	75%	**
		c	c				bcd	cd	d				b		b	

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Which of these best describes the mobile phone package you personally use most often from (PROVIDER)

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Prepay/ pay as you go – buying top-ups when needed	315	66	44	19	93	198
	23%	39%	15%	9%	42%	19%
		bc	c		b	
Monthly contract / SIM only – paying monthly	1081	105	251	193	126	865
	77%	61%	85%	91%	58%	81%
			a	ab		a

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

Any break column with 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. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Less than a year	290	264	26	222	43	268	22	210	81	116	45	73	**	22	140
	21%	21%	23%	23% b	14%	21%	24%	23% b	16%	68% ab	17%	19%	**	17%	24% abd
Between one year and 18 months	269	254	15	214	41	255	13	172	96	25	45	81	**	21	118
	19%	20% b	13%	22% b	13%	20%	15%	19%	19%	15%	17%	21%	**	16%	21%
Over 18 months up to 2 years	258	236	22	190	47	241	17	170	87	12	54	68	**	20	104
	18%	18%	19%	19% b	15%	18%	19%	19% c	18% c	7%	21%	17%	**	16%	18%
Over 2 years up to 5 years	363	329	34	229	103	336	26	249	114	16	68	104	**	36	141
	26%	26%	30%	23%	33% a	26%	29%	28% bc	23% c	9%	26%	27%	**	29%	25%
Over 5 years up to 10 years	107	97	9	63	38	101	5	57	49	-	25	31	**	13	32
	8%	8%	8%	6%	12% a	8%	6%	6% c	10% ac	-%	10% e	8%	**	11% e	6%
Over 10 years	91	85	6	50	36	87	4	33	59	1	20	30	**	10	30
	7%	7%	6%	5%	11% a	7%	5%	4% c	12% ac	*%	8%	8% e	**	8%	5%
Don't know	19	17	2	9	8	17	2	9	10	1	3	3	**	3	9
	1%	1%	2%	1%	2% a	1%	2%	1%	2% a	*%	1%	1%	**	2%	2%
SUMMARY															
TOTAL UP TO 2 YEARS	817	754	63	625	131	764	53	553	264	154	143	222	**	63	362
	58%	59%	55%	64% b	41%	59%	58%	61% b	53%	90% ab	55%	57%	**	50%	63% abd
OVER 2, UP TO 5 YEARS	363	329	34	229	103	336	26	249	114	16	68	104	**	36	141
	26%	26%	30%	23%	33% a	26%	29%	28% bc	23% c	9%	26%	27%	**	29%	25%

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

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Q13A. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
OVER 5 YEARS	198	182	16	112	74	188	10	90	108	1	45	61	**	24	62
	14%	14%	14%	12%	24%	14%	11%	10%	22%	*%	17%	16%	**	19%	11%
					a			c	ac		e	e		e	

Columns Tested: a,b - 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.

Q13A. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Less than a year	290	74	64	44	35	19	11	**	**	67	134	68	269	21	7
	21%	20%	20%	22%	20%	19%	17%	**	**	28% cdef	23% cef	17% ef	22% cef	12%	10%
Between one year and 18 months	269	80	62	35	36	20	11	**	**	63	115	72	250	19	7
	19%	22%	20%	17%	20%	21%	16%	**	**	26% bcdef	20% ef	18% ef	21% ef	10%	9%
Over 18 months up to 2 years	258	68	56	43	32	13	14	**	**	55	107	73	235	23	5
	18%	19%	18%	21% e	18%	13%	21%	**	**	23% ef	19% ef	18% ef	19% ef	13%	7%
Over 2 years up to 5 years	363	88	77	44	51	29	19	**	**	47	142	111	299	63	23
	26%	24%	24%	22%	29% c	30% c	28%	**	**	19%	25% a	28% a	25% a	35% abcd	33% abd
Over 5 years up to 10 years	107	25	29	15	11	11	7	**	**	7	39	39	84	22	12
	8%	7%	9%	7%	6%	11%	10%	**	**	3%	7% a	10% abd	7% a	12% abd	18% abcd
Over 10 years	91	22	26	20	9	5	5	**	**	1	30	33	64	27	11
	7%	6%	8%	10% ad	5%	5%	7%	**	**	*%	5% a	8% abd	5% a	15% abcd	16% abcd
Don't know	19	6	2	2	2	2	*	**	**	1	5	7	13	6	4
	1%	2%	1%	1%	1%	2%	1%	**	**	*%	1%	2%	1%	3% abd	6% abcd
SUMMARY															
TOTAL UP TO 2 YEARS	817	223	182	123	102	52	36	**	**	184	357	212	753	63	18
	58%	61% e	57%	60%	58%	53%	54%	**	**	77% bcdef	62% cef	53% ef	62% cef	35%	26%
OVER 2, UP TO 5 YEARS	363	88	77	44	51	29	19	**	**	47	142	111	299	63	23
	26%	24%	24%	22%	29% c	30% c	28%	**	**	19%	25% a	28% a	25% a	35% abcd	33% abd

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q13A. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
OVER 5 YEARS	198	47	55	35	20	16	12	**	**	8	69	72	149	49	24
	14%	13%	18%	17%	12%	16%	17%	**	**	3%	12%	18%	12%	27%	34%
			ad								a	abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q13A. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Less than a year	290	136	105	49	141	149	73	99	53	66	259	31	253	22	9	**
	21%	27% bc	20% c	14%	20%	21%	20%	23%	22%	19%	21%	18%	21%	23%	15%	**
Between one year and 18 months	269	120	107	42	140	128	80	83	42	64	233	35	236	16	6	**
	19%	23% c	20% c	12%	20%	18%	22%	19%	18%	18%	19%	21%	20% c	17%	11%	**
Over 18 months up to 2 years	258	107	101	51	123	134	77	81	47	53	228	30	222	19	12	**
	18%	21% c	19% c	14%	18%	19%	21% d	19%	20% d	15%	19%	18%	19%	20%	21%	**
Over 2 years up to 5 years	363	110	135	118	179	184	92	103	61	107	328	34	314	22	17	**
	26%	22%	26%	33% ab	26%	26%	25%	24%	25%	31% ab	27% b	20%	26%	23%	30%	**
Over 5 years up to 10 years	107	25	38	43	61	45	27	33	17	30	90	17	88	6	8	**
	8%	5%	7%	12% ab	9% b	6%	7%	8%	7%	8%	7%	10%	7%	7%	14% ab	**
Over 10 years	91	10	35	47	42	49	19	29	17	27	72	20	72	6	4	**
	7%	2%	7% a	13% ab	6%	7%	5%	7%	7%	8%	6%	12% a	6%	6%	8%	**
Don't know	19	2	8	9	6	13	4	8	4	4	17	2	12	4	1	**
	1%	*%	1%	2% a	1%	2%	1%	2%	2%	1%	1%	1%	1%	4% a	2%	**
SUMMARY																
TOTAL UP TO 2 YEARS	817	363	312	141	405	412	229	262	142	183	721	96	711	57	27	**
	58%	71% bc	59% c	39%	58%	59%	62% d	60% d	59% d	52%	59%	57%	59% c	60% c	47%	**
OVER 2, UP TO 5 YEARS	363	110	135	118	179	184	92	103	61	107	328	34	314	22	17	**
	26%	22%	26%	33% ab	26%	26%	25%	24%	25%	31% ab	27% b	20%	26%	23%	30%	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
OVER 5 YEARS	198	35	73	90	104	94	45	62	34	56	161	37	160	12	13	**
	14%	7%	14%	25%	15%	13%	12%	14%	14%	16%	13%	22%	13%	12%	21%	**
			a	ab								a			ab	

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) How long have you had the (main) mobile phone handset that you currently use?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Less than a year	290	38	64	52	42	220
	21%	22%	22%	24%	19%	21%
Between one year and 18 months	269	37	56	45	29	212
	19%	22%	19%	21%	13%	20% a
Over 18 months up to 2 years	258	25	57	42	35	208
	18%	15%	19%	20%	16%	20%
Over 2 years up to 5 years	363	46	78	44	72	268
	26%	27%	27%	21%	33% b	25%
Over 5 years up to 10 years	107	15	21	16	18	80
	8%	9%	7%	8%	8%	8%
Over 10 years	91	9	13	13	20	59
	7%	5%	4%	6%	9% b	6%
Don't know	19	1	6	-	3	14
	1%	*%	2% ac	-%	1%	1%
SUMMARY						
TOTAL UP TO 2 YEARS	817	101	177	138	106	641
	58%	59%	60%	65%	48%	60% a
OVER 2, UP TO 5 YEARS	363	46	78	44	72	268
	26%	27%	27%	21%	33% b	25%
OVER 5 YEARS	198	24	34	29	39	140
	14%	14%	12%	14%	18% b	13%

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

Any break column with 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)? IF NECESSARY – 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 and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	~b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	1805	1618	187	1618	-	1659	146	1206	599	235	399	532	79	176	621
Effective Weighted Sample	1545	1386	160	1386	-	1419	126	1030	515	196	326	495	72	150	509
Total	1081	976	104	976	-	997	83	721	359	137	209	342	46	107	378
Yes, still within minimum contract period	765	694	71	694	**	708	57	505	260	126	144	239	**	73	282
	71%	71%	68%	71%	**	71%	68%	70%	73%	92% ab	69%	70%	**	68%	75% a
No, I am out of my minimum contract period	256	230	26	230	**	236	20	182	74	9	58	88	**	25	73
	24%	24%	25%	24%	**	24%	24%	25% bc	21% c	6%	28% e	26% e	**	23%	19%
Don't know	59	52	7	52	**	53	6	34	25	2	8	16	**	9	23
	5%	5%	7%	5%	**	5%	8%	5% c	7% c	1%	4%	5%	**	9% ab	6%

Columns Tested: a,b - 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.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – 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 and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	a	b	c	d	e	~f
Unweighted total	1805	509	412	255	239	112	98	36	40	270	727	554	1551	252	73
Effective Weighted Sample	1545	435	363	222	204	92	82	30	32	235	635	492	1349	227	67
Total	1081	308	257	157	145	60	56	20	22	186	485	308	979	101	31
Yes, still within minimum contract period	765	226	180	115	105	44	**	**	**	151	360	199	710	55	**
	71%	73%	70%	73%	73%	73%	**	**	**	81% bcde	74% ce	65% e	73% ce	54%	**
No, I am out of my minimum contract period	256	63	64	32	38	12	**	**	**	24	108	90	221	35	**
	24%	21%	25%	20%	26%	20%	**	**	**	13%	22% a	29% abd	23% a	35% abd	**
Don't know	59	19	13	11	2	4	**	**	**	11	17	20	48	11	**
	5%	6% d	5% d	7% d	1%	7% d	**	**	**	6%	4%	6% b	5%	11% abcd	**

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – 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 and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	~c	~d
Unweighted total	1805	628	692	483	877	928	427	651	393	334	1568	237	1546	112	81	66
Effective Weighted Sample	1545	544	607	422	744	804	384	568	353	284	1347	199	1334	90	68	54
Total	1081	416	438	226	541	540	326	365	185	204	947	134	941	60	44	36
Yes, still within minimum contract period	765	324	312	129	373	393	212	268	136	149	681	84	664	47	**	**
	71%	78%	71%	57%	69%	73%	65%	74%	73%	73%	72%	63%	71%	79%	**	**
		bc	c					a	a	a	b					
No, I am out of my minimum contract period	256	71	109	76	141	115	97	75	43	41	216	40	229	8	**	**
	24%	17%	25%	34%	26%	21%	30%	21%	23%	20%	23%	30%	24%	14%	**	**
			a	ab	b		bcd					a	b			
Don't know	59	21	17	21	27	32	17	21	7	15	50	9	48	4	**	**
	5%	5%	4%	9%	5%	6%	5%	6%	4%	7%	5%	7%	5%	7%	**	**
				ab						c						

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

Q14. Are you still within your minimum contract period for your mobile phone service from (PROVIDER)? IF NECESSARY – 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 and handset.

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1805	197	410	276	226	1426
Effective Weighted Sample	1545	162	362	248	193	1226
Total	1081	105	251	193	126	865
Yes, still within minimum contract period	765	77	191	134	88	612
	71%	74%	76% c	69%	70%	71%
No, I am out of my minimum contract period	256	22	52	55	29	211
	24%	21%	21%	28% b	23%	24%
Don't know	59	6	7	5	9	42
	5%	5%	3%	2%	7%	5%

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

Any break column with 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. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	~b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	1805	1618	187	1618	-	1659	146	1206	599	235	399	532	79	176	621
Effective Weighted Sample	1545	1386	160	1386	-	1419	126	1030	515	196	326	495	72	150	509
Total	1081	976	104	976	-	997	83	721	359	137	209	342	46	107	378
A monthly contract including a new handset	719	652	66	652	**	666	53	473	246	107	133	225	**	71	262
	67%	67%	64%	67%	**	67%	64%	66%	68%	78% ab	64%	66%	**	66%	69%
SIM only – no handset included in the deal - on a 30-day rolling contract	126	114	11	114	**	118	8	101	25	14	24	48	**	10	40
	12%	12%	11%	12%	**	12%	9%	14% b	7%	10%	11%	14%	**	9%	11%
SIM only – no handset included in the deal - on a 12-month contract	111	96	15	96	**	99	12	76	36	12	30	32	**	13	30
	10%	10%	15% a	10%	**	10%	15%	11%	10%	9%	15% be	9%	**	12%	8%
SIM only – no handset included in the deal - on a 24-month contract	38	34	4	34	**	35	3	25	13	1	7	9	**	5	15
	4%	4%	3%	4%	**	3%	4%	4%	4%	1%	3%	3%	**	5%	4%
SIM only – no handset included in the deal - not sure of length of contract	63	57	5	57	**	58	5	35	28	1	10	22	**	7	22
	6%	6%	5%	6%	**	6%	5%	5% c	8% ac	1%	5%	6%	**	7%	6%
SUMMARY															
SIM ONLY	338	302	36	302	**	310	28	237	101	29	71	110	**	35	107
	31%	31%	34%	31%	**	31%	33%	33% bc	28% c	21%	34% e	32%	**	32%	28%
Don't know	24	21	3	21	**	22	2	12	12	1	5	7	**	2	9
	2%	2%	2%	2%	**	2%	3%	2%	3% ac	1%	2%	2%	**	2%	2%

Columns Tested: a,b - 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. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	a	b	c	d	e	~f
Unweighted total	1805	509	412	255	239	112	98	36	40	270	727	554	1551	252	73
Effective Weighted Sample	1545	435	363	222	204	92	82	30	32	235	635	492	1349	227	67
Total	1081	308	257	157	145	60	56	20	22	186	485	308	979	101	31
A monthly contract including a new handset	719	225	182	111	82	42	**	**	**	137	341	191	669	49	**
	67%	73% d	71% d	70% d	57%	70% d	**	**	**	74% ce	70% ce	62% e	68% ce	48%	**
SIM only – no handset included in the deal - on a 30-day rolling contract	126	25	28	11	23	4	**	**	**	20	48	43	111	15	**
	12%	8%	11%	7%	16% ace	7%	**	**	**	11%	10%	14% b	11%	15% b	**
SIM only – no handset included in the deal - on a 12-month contract	111	27	21	17	23	7	**	**	**	13	49	38	100	11	**
	10%	9%	8%	10%	16% ab	12%	**	**	**	7%	10%	12% a	10%	11%	**
SIM only – no handset included in the deal - on a 24-month contract	38	10	8	4	7	2	**	**	**	8	14	11	33	5	**
	4%	3%	3%	3%	5%	3%	**	**	**	4%	3%	4%	3%	5%	**
SIM only – no handset included in the deal - not sure of length of contract	63	16	15	10	8	2	**	**	**	6	28	15	50	13	**
	6%	5%	6%	7%	6%	4%	**	**	**	3%	6%	5%	5%	13% abcd	**
SUMMARY															
SIM ONLY	338	77	71	42	60	15	**	**	**	46	140	108	294	44	**
	31%	25%	28%	27%	42% abce	25%	**	**	**	25%	29%	35% abd	30%	43% abcd	**
Don't know	24	6	4	5	2	3	**	**	**	3	4	9	16	8	**
	2%	2%	2%	3%	2%	4%	**	**	**	2%	1%	3% b	2%	8% abcd	**

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

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

Q15. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	~c	~d
Unweighted total	1805	628	692	483	877	928	427	651	393	334	1568	237	1546	112	81	66
Effective Weighted Sample	1545	544	607	422	744	804	384	568	353	284	1347	199	1334	90	68	54
Total	1081	416	438	226	541	540	326	365	185	204	947	134	941	60	44	36
A monthly contract including a new handset	719	300	299	119	356	363	209	241	134	135	621	98	619	49	**	**
	67%	72% c	68% c	53%	66%	67%	64%	66%	72% ab	66%	66%	73% a	66%	81% a	**	**
SIM only – no handset included in the deal - on a 30-day rolling contract	126	38	53	35	66	60	42	40	19	25	108	18	112	2	**	**
	12%	9%	12%	15% a	12%	11%	13%	11%	10%	12%	11%	13%	12% b	3%	**	**
SIM only – no handset included in the deal - on a 12-month contract	111	37	49	25	59	52	35	40	17	20	103	9	104	4	**	**
	10%	9%	11%	11%	11%	10%	11%	11%	9%	10%	11% b	6%	11%	6%	**	**
SIM only – no handset included in the deal - on a 24-month contract	38	18	9	11	23	15	15	9	5	8	35	2	31	2	**	**
	4%	4% b	2%	5% b	4%	3%	5%	3%	3%	4%	4%	2%	3%	3%	**	**
SIM only – no handset included in the deal - not sure of length of contract	63	18	22	23	29	34	19	25	6	13	58	5	53	4	**	**
	6%	4%	5%	10% ab	5%	6%	6%	7% c	3%	6% c	6%	4%	6%	7%	**	**
SUMMARY																
SIM ONLY	338	111	133	94	177	161	111	114	47	66	304	34	300	11	**	**
	31%	27%	30%	41% ab	33%	30%	34% c	31% c	25%	32% c	32% b	25%	32% b	19%	**	**
Don't know	24	5	5	13	8	16	7	9	4	4	22	2	21	-	**	**
	2%	1%	1%	6% ab	1%	3% a	2%	3%	2%	2%	2%	2%	2%	-%	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Which of the following best describes the deal that you are paying for now for your mobile phone?

Base : Those with a monthly contract/ SIM only deal for their mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1805	197	410	276	226	1426
Effective Weighted Sample	1545	162	362	248	193	1226
Total	1081	105	251	193	126	865
A monthly contract including a new handset	719	68	173	132	85	575
	67%	65%	69%	68%	67%	66%
SIM only – no handset included in the deal - on a 30-day rolling contract	126	13	27	21	15	100
	12%	12%	11%	11%	12%	12%
SIM only – no handset included in the deal - on a 12-month contract	111	12	28	23	8	97
	10%	12%	11%	12%	7%	11% a
SIM only – no handset included in the deal - on a 24-month contract	38	5	9	7	6	27
	4%	5%	3%	4%	5%	3%
SIM only – no handset included in the deal - not sure of length of contract	63	6	11	10	6	51
	6%	6%	4%	5%	5%	6%
SUMMARY						
SIM ONLY	338	36	75	61	36	276
	31%	35%	30%	32%	29%	32%
Don't know	24	1	3	-	5	15
	2%	1%	1%	-%	4% b	2%

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

Any break column with 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. (SHOWCARD) 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	139	118	21	118	-	123	16	96	43	3	40	29	10	17	43
Effective Weighted Sample	120	103	18	103	-	107	13	83	38	3	33	27	9	14	37
Total	88	75	12	75	-	78	10	61	27	2	21	21	6	11	28
I am paying a similar monthly tariff compared to when I signed up	48	39	**	39	**	41	**	**	**	**	**	**	**	**	**
	54%	52%	**	52%	**	52%	**	**	**	**	**	**	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	27	24	**	24	**	25	**	**	**	**	**	**	**	**	**
	31%	32%	**	32%	**	32%	**	**	**	**	**	**	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	9	7	**	7	**	8	**	**	**	**	**	**	**	**	**
	10%	10%	**	10%	**	10%	**	**	**	**	**	**	**	**	**
Don't know	5	4	**	4	**	5	**	**	**	**	**	**	**	**	**
	6%	6%	**	6%	**	6%	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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. (SHOWCARD) 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~c	d	~e	~f
Unweighted total	139	40	38	22	12	6	10	-	7	15	58	47	120	19	4
Effective Weighted Sample	120	33	34	20	11	5	9	-	6	14	51	42	106	17	3
Total	88	24	24	14	9	3	6	-	4	11	41	28	81	7	2
I am paying a similar monthly tariff compared to when I signed up	48	**	**	**	**	**	**	**	**	**	**	**	44	**	**
	54%	**	**	**	**	**	**	**	**	**	**	**	55%	**	**
I am now on a cheaper monthly tariff compared to when I signed up	27	**	**	**	**	**	**	**	**	**	**	**	25	**	**
	31%	**	**	**	**	**	**	**	**	**	**	**	31%	**	**
I am now on a more expensive monthly tariff compared to when I signed up	9	**	**	**	**	**	**	**	**	**	**	**	8	**	**
	10%	**	**	**	**	**	**	**	**	**	**	**	9%	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	**	**	4	**	**
	6%	**	**	**	**	**	**	**	**	**	**	**	5%	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q16. (SHOWCARD) 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 (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	a	~b	~c	~d
Unweighted total	139	38	60	41	71	68	51	38	28	22	105	34	126	4	8	1
Effective Weighted Sample	120	33	53	35	62	59	46	32	27	18	93	28	111	3	7	1
Total	88	25	41	21	47	40	38	21	15	14	69	19	81	2	4	*
I am paying a similar monthly tariff compared to when I signed up	48	**	**	**	**	**	**	**	**	**	36	**	45	**	**	**
	54%	**	**	**	**	**	**	**	**	**	52%	**	56%	**	**	**
I am now on a cheaper monthly tariff compared to when I signed up	27	**	**	**	**	**	**	**	**	**	23	**	25	**	**	**
	31%	**	**	**	**	**	**	**	**	**	33%	**	30%	**	**	**
I am now on a more expensive monthly tariff compared to when I signed up	9	**	**	**	**	**	**	**	**	**	6	**	7	**	**	**
	10%	**	**	**	**	**	**	**	**	**	8%	**	9%	**	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	5	**	4	**	**	**
	6%	**	**	**	**	**	**	**	**	**	7%	**	5%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	b
Unweighted total	139	11	21	30	18	110
Effective Weighted Sample	120	8	20	26	15	95
Total	88	6	14	21	10	71
I am paying a similar monthly tariff compared to when I signed up	48	**	**	**	**	40
	54%	**	**	**	**	56%
I am now on a cheaper monthly tariff compared to when I signed up	27	**	**	**	**	20
	31%	**	**	**	**	28%
I am now on a more expensive monthly tariff compared to when I signed up	9	**	**	**	**	8
	10%	**	**	**	**	11%
Don't know	5	**	**	**	**	3
	6%	**	**	**	**	5%

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

Any break column with 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Yes	1244	1141	103	946	201	1162	82	830	414	159	234	367	**	109	488
	89%	89%	90%	97% b	64%	89%	90%	92% b	84%	93% b	91% e	94% ade	**	87%	85%
No	148	136	11	27	113	139	9	69	78	12	23	24	**	16	82
	11%	11%	10%	3%	36% a	11%	10%	8%	16% ac	7%	9%	6%	**	13% b	14% ab
Don't know	4	4	-	2	2	4	-	1	3	*	1	*	**	-	3
	*%	*%	-%	*%	1%	*%	-%	*%	1% a	*%	1%	*%	**	-%	*%

Columns Tested: a,b - 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Yes	1244	334	290	178	169	69	60	**	**	237	552	356	1144	100	26
	89%	92%	92%	87%	96%	70%	90%	**	**	99%	96%	89%	94%	55%	38%
		ce	ce	e	abcef		e			bcdef	cdef	ef	cef	f	
No	148	29	26	25	7	28	7	**	**	3	21	44	68	79	41
	11%	8%	8%	12%	4%	29%	10%	**	**	1%	4%	11%	6%	43%	59%
		d	d	abd		abcdf	d				a	abd	ab	abcd	abcde
Don't know	4	1	1	1	-	1	-	**	**	-	-	1	1	3	2
	*%	*%	*%	1%	-%	1%	-%	**	**	-%	-%	*%	*%	2%	2%
														abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q17. Is this mobile phone a smartphone?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Yes	1244	500	501	243	622	622	347	402	213	281	1090	154	1074	77	51	**
	89%	98%	95%	68%	90%	88%	94%	92%	88%	80%	89%	91%	90%	81%	87%	**
		bc	c				cd	cd	d				b			
No	148	10	27	110	68	79	22	32	27	67	133	15	120	17	7	**
	11%	2%	5%	31%	10%	11%	6%	7%	11%	19%	11%	9%	10%	18%	13%	**
			a	ab					ab	abc				a		
Don't know	4	-	-	4	3	2	1	1	1	2	4	1	4	1	-	**
	*%	-%	-%	1%	*%	*%	*%	*%	*%	1%	*%	*%	*%	1%	-%	**
				ab												

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Yes	1244	143	283	207	157	985
	89%	84%	96%	98%	72%	93%
			a	a		a
No	148	27	12	5	61	75
	11%	16%	4%	2%	28%	7%
		bc			b	
Don't know	4	*	-	-	1	3
	*%	*%	-%	-%	1%	*%

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

Any break column with 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. 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	~b	a	~b	a	b	c	a	b	~c	d	e
Unweighted total	1180	1066	114	1066	-	1090	90	782	398	181	250	346	51	108	427
Effective Weighted Sample	1016	918	99	918	-	938	79	673	343	153	205	323	46	95	353
Total	719	652	66	652	-	666	53	473	246	107	133	225	30	71	262
Yes – with my current provider	540	488	52	488	**	501	**	349	190	76	101	168	**	53	195
	75%	75%	78%	75%	**	75%	**	74%	77%	71%	76%	75%	**	75%	74%
Yes – with an alternative provider	290	262	28	262	**	269	**	203	87	54	55	93	**	27	106
	40%	40%	43%	40%	**	40%	**	43%	35%	51%	41%	41%	**	38%	41%
								b		b					
No, not aware that I could do this	165	152	13	152	**	152	**	115	50	28	30	51	**	14	64
	23%	23%	19%	23%	**	23%	**	24%	20%	26%	23%	23%	**	20%	25%
TOTAL AWARE OF SIM-ONLY	553	500	53	500	**	513	**	358	196	79	103	174	**	57	198
	77%	77%	81%	77%	**	77%	**	76%	80%	74%	77%	77%	**	80%	75%

Columns Tested: a,b - 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. 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	~e	~f	~g	~h	a	b	c	d	e	~f
Unweighted total	1180	365	291	174	140	75	55	8	23	201	513	342	1056	122	35
Effective Weighted Sample	1016	313	256	153	119	63	46	7	19	175	450	304	922	109	32
Total	719	225	182	111	82	42	33	5	14	137	341	191	669	49	14
Yes – with my current provider	540	177	139	86	56	**	**	**	**	105	260	147	512	28	**
	75%	79% d	76%	78%	69%	**	**	**	**	76% e	76% e	77% e	76% e	57%	**
Yes – with an alternative provider	290	99	77	47	27	**	**	**	**	59	133	84	276	14	**
	40%	44% d	43% d	42%	32%	**	**	**	**	43% e	39% e	44% e	41% e	28%	**
No, not aware that I could do this	165	44	39	21	26	**	**	**	**	30	74	40	144	21	**
	23%	19%	21%	19%	31% abc	**	**	**	**	22%	22%	21%	22%	43% abcd	**
TOTAL AWARE OF SIM-ONLY	553	181	143	89	56	**	**	**	**	107	266	152	525	28	**
	77%	81% d	79% d	81% d	69%	**	**	**	**	78% e	78% e	79% e	78% e	57%	**

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q17A. 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 (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	~b	~c	~d
Unweighted total	1180	458	471	249	563	617	270	422	274	214	1005	175	995	88	49	48
Effective Weighted Sample	1016	397	415	218	480	538	243	370	247	184	874	143	869	71	40	38
Total	719	300	299	119	356	363	209	241	134	135	621	98	619	49	26	25
Yes – with my current provider	540	232	228	79	272	268	164	182	100	93	463	77	454	**	**	**
	75%	77%	76%	67%	76%	74%	79%	76%	74%	69%	75%	78%	73%	**	**	**
		c	c				d									
Yes – with an alternative provider	290	118	132	40	147	143	100	97	49	43	255	35	250	**	**	**
	40%	39%	44%	34%	41%	39%	48%	40%	37%	32%	41%	36%	40%	**	**	**
			c				cd	d								
No, not aware that I could do this	165	65	63	37	79	87	39	55	33	38	145	20	152	**	**	**
	23%	22%	21%	31%	22%	24%	19%	23%	25%	28%	23%	21%	25%	**	**	**
				ab						a						
TOTAL AWARE OF SIM-ONLY	553	235	236	82	277	276	170	186	101	97	476	77	467	**	**	**
	77%	78%	79%	69%	78%	76%	81%	77%	75%	72%	77%	79%	75%	**	**	**
		c	c				d									

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	1180	131	280	182	145	935
Effective Weighted Sample	1016	106	250	167	126	808
Total	719	68	173	132	85	575
Yes – with my current provider	540	52	130	109	64	432
	75%	76%	75%	82%	76%	75%
Yes – with an alternative provider	290	24	70	75	41	233
	40%	36%	40%	57%	48%	40%
				ab		
No, not aware that I could do this	165	15	41	20	18	134
	23%	23%	23%	16%	21%	23%
			c			
TOTAL AWARE OF SIM-ONLY	553	52	133	111	67	441
	77%	77%	77%	84%	79%	77%
				b		

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

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

Q17B. What SIM-only contract lengths are you aware of with your current provider?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with their current provider

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	a	b	c	a	b	~c	~d	e
Unweighted total	881	790	91	790	-	814	67	573	308	128	187	258	41	84	313
Effective Weighted Sample	757	680	78	680	-	699	58	492	265	108	152	241	37	73	259
Total	540	488	52	488	-	501	39	349	190	76	101	168	24	53	195
Shorter than 30 days/ no contract, can cancel any time	87	81	**	81	**	83	**	62	24	21	16	33	**	**	28
	16%	17%	**	17%	**	17%	**	18%	13%	27% ab	16%	20%	**	**	15%
30 day rolling	194	181	**	181	**	184	**	135	58	26	40	58	**	**	72
	36%	37%	**	37%	**	37%	**	39% b	31%	34%	39%	35%	**	**	37%
12 month	197	183	**	183	**	186	**	138	59	34	40	62	**	**	75
	36%	37%	**	37%	**	37%	**	39% b	31%	45% b	39%	37%	**	**	39%
18 month	113	104	**	104	**	107	**	78	35	18	23	37	**	**	41
	21%	21%	**	21%	**	21%	**	22%	18%	23%	22%	22%	**	**	21%
24 month	165	156	**	156	**	159	**	106	59	23	34	46	**	**	69
	31%	32%	**	32%	**	32%	**	30%	31%	30%	34%	27%	**	**	35% b
Longer than 24 months	53	51	**	51	**	51	**	36	17	9	8	18	**	**	23
	10%	10%	**	10%	**	10%	**	10%	9%	11%	8%	11%	**	**	12%
Don't know	165	145	**	145	**	150	**	96	69	21	29	52	**	**	58
	31%	30%	**	30%	**	30%	**	27%	36% a	27%	29%	31%	**	**	30%

Columns Tested: a,b - 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.

Q17B. What SIM-only contract lengths are you aware of with your current provider?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with their current provider

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	~d	~e	~f	~g	~h	a	b	c	d	~e	~f
Unweighted total	881	285	221	133	98	53	32	6	17	151	393	264	808	73	18
Effective Weighted Sample	757	244	194	118	82	44	26	6	14	132	344	233	703	65	16
Total	540	177	139	86	56	29	19	4	10	105	260	147	512	28	7
Shorter than 30 days/ no contract, can cancel any time	87	29	20	17	**	**	**	**	**	12	43	28	83	**	**
	16%	17%	14%	20%	**	**	**	**	**	11%	17%	19% a	16%	**	**
30 day rolling	194	62	53	33	**	**	**	**	**	36	99	52	187	**	**
	36%	35%	39%	38%	**	**	**	**	**	35%	38%	35%	37%	**	**
12 month	197	67	45	34	**	**	**	**	**	44	93	52	189	**	**
	36%	38%	32%	39%	**	**	**	**	**	42%	36%	36%	37%	**	**
18 month	113	38	26	18	**	**	**	**	**	20	55	34	108	**	**
	21%	21%	19%	20%	**	**	**	**	**	19%	21%	23%	21%	**	**
24 month	165	53	41	25	**	**	**	**	**	42	79	37	158	**	**
	31%	30%	30%	29%	**	**	**	**	**	40% bcd	30%	25%	31%	**	**
Longer than 24 months	53	18	16	8	**	**	**	**	**	14	20	17	51	**	**
	10%	10%	12%	9%	**	**	**	**	**	14% b	8%	11%	10%	**	**
Don't know	165	60	39	25	**	**	**	**	**	30	73	49	152	**	**
	31%	34%	28%	28%	**	**	**	**	**	29%	28%	33%	30%	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q17B. What SIM-only contract lengths are you aware of with your current provider?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with their current provider

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	~b	~c	~d
Unweighted total	881	351	363	167	426	455	209	317	205	150	746	135	725	73	43	40
Effective Weighted Sample	757	305	317	144	363	395	188	279	185	128	648	110	632	58	36	31
Total	540	232	228	79	272	268	164	182	100	93	463	77	454	41	24	21
Shorter than 30 days/ no contract, can cancel any time	87	36	39	12	45	42	35	29	15	8	76	11	75	**	**	**
	16%	15%	17%	15%	16%	16%	21% d	16%	15%	9%	16%	14%	17%	**	**	**
30 day rolling	194	88	84	21	106	88	64	65	35	30	166	27	172	**	**	**
	36%	38% c	37% c	27%	39% b	33%	39%	36%	35%	32%	36%	36%	38%	**	**	**
12 month	197	87	87	22	105	92	65	68	35	28	174	23	174	**	**	**
	36%	38% c	38% c	28%	39%	34%	40%	37%	36%	30%	38%	30%	38%	**	**	**
18 month	113	42	58	13	66	47	44	36	20	13	103	11	98	**	**	**
	21%	18%	26% ac	16%	24% b	17%	27% d	20%	20%	13%	22% b	14%	22%	**	**	**
24 month	165	71	78	16	82	83	57	56	27	25	148	17	141	**	**	**
	31%	31% c	34% c	20%	30%	31%	35%	31%	27%	27%	32% b	22%	31%	**	**	**
Longer than 24 months	53	20	26	7	29	24	21	16	7	8	49	4	48	**	**	**
	10%	9%	11%	8%	11%	9%	13%	9%	7%	9%	11% b	5%	10%	**	**	**
Don't know	165	66	66	33	76	89	43	57	33	32	140	24	134	**	**	**
	31%	29%	29%	41% ab	28%	33%	26%	31%	33%	34%	30%	32%	30%	**	**	**

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

Q17B. What SIM-only contract lengths are you aware of with your current provider?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with their current provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	881	101	213	149	110	696
Effective Weighted Sample	757	81	188	137	96	601
Total	540	52	130	109	64	432
Shorter than 30 days/ no contract, can cancel any time	87	8	21	21	8	71
	16%	15%	16%	19%	12%	16%
30 day rolling	194	20	54	41	22	155
	36%	39%	42%	38%	35%	36%
12 month	197	22	55	46	22	160
	36%	42%	42%	43%	34%	37%
18 month	113	14	36	24	13	86
	21%	28%	28%	22%	21%	20%
24 month	165	17	53	37	26	122
	31%	34%	41%	34%	41%	28%
					b	
Longer than 24 months	53	5	19	9	9	36
	10%	10%	14%	8%	14%	8%
					b	
Don't know	165	14	33	27	16	137
	31%	27%	25%	24%	25%	32%

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

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

Q17C. What SIM-only contract lengths are you aware of with any other providers?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with an alternative provider

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	a	b	~c	~a	b	~c	~d	e
Unweighted total	457	407	50	407	-	421	36	323	134	84	95	138	20	43	163
Effective Weighted Sample	398	356	42	356	-	367	31	281	117	73	78	129	18	37	139
Total	290	262	28	262	-	269	21	203	87	54	55	93	12	27	106
Shorter than 30 days/ no contract, can cancel any time	59	57	**	57	**	57	**	45	14	**	**	24	**	**	19
	20%	22%	**	22%	**	21%	**	22%	16%	**	**	25%	**	**	18%
30 day rolling	120	111	**	111	**	112	**	85	35	**	**	42	**	**	42
	41%	42%	**	42%	**	42%	**	42%	40%	**	**	46%	**	**	40%
12 month	115	108	**	108	**	110	**	89	26	**	**	43	**	**	43
	40%	41%	**	41%	**	41%	**	44% b	30%	**	**	46%	**	**	41%
18 month	66	61	**	61	**	63	**	45	21	**	**	26	**	**	22
	23%	23%	**	23%	**	23%	**	22%	24%	**	**	28%	**	**	21%
24 month	86	81	**	81	**	82	**	62	24	**	**	25	**	**	37
	30%	31%	**	31%	**	31%	**	30%	28%	**	**	27%	**	**	35%
Longer than 24 months	29	28	**	28	**	28	**	21	9	**	**	11	**	**	12
	10%	11%	**	11%	**	11%	**	10%	10%	**	**	12%	**	**	11%
Don't know	107	94	**	94	**	98	**	65	42	**	**	33	**	**	39
	37%	36%	**	36%	**	36%	**	32%	48% a	**	**	36%	**	**	36%

Columns Tested: a,b - 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.

Q17C. What SIM-only contract lengths are you aware of with any other providers?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with an alternative provider

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	~c	~d	~e	~f	~g	~h	~a	b	c	d	~e	~f
Unweighted total	457	155	119	70	44	27	13	3	10	82	194	142	418	39	8
Effective Weighted Sample	398	134	104	63	38	23	12	3	9	74	173	127	371	34	7
Total	290	99	77	47	27	16	9	2	7	59	133	84	276	14	3
Shorter than 30 days/ no contract, can cancel any time	59	22	13	**	**	**	**	**	**	**	30	18	58	**	**
	20%	23%	17%	**	**	**	**	**	**	**	23%	21%	21%	**	**
30 day rolling	120	41	33	**	**	**	**	**	**	**	58	35	118	**	**
	41%	41%	43%	**	**	**	**	**	**	**	43%	42%	43%	**	**
12 month	115	42	30	**	**	**	**	**	**	**	54	32	112	**	**
	40%	42%	38%	**	**	**	**	**	**	**	40%	38%	41%	**	**
18 month	66	22	18	**	**	**	**	**	**	**	25	25	64	**	**
	23%	22%	23%	**	**	**	**	**	**	**	19%	29% b	23%	**	**
24 month	86	25	23	**	**	**	**	**	**	**	38	24	84	**	**
	30%	25%	30%	**	**	**	**	**	**	**	28%	29%	30%	**	**
Longer than 24 months	29	8	10	**	**	**	**	**	**	**	10	12	29	**	**
	10%	8%	13%	**	**	**	**	**	**	**	7%	14%	10%	**	**
Don't know	107	41	27	**	**	**	**	**	**	**	45	33	98	**	**
	37%	42%	35%	**	**	**	**	**	**	**	33%	40%	35%	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q17C. What SIM-only contract lengths are you aware of with any other providers?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with an alternative provider

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	a	b	~c	~d	a	~b	a	~b	~c	~d
Unweighted total	457	172	200	85	222	235	124	167	98	68	400	57	384	32	22	19
Effective Weighted Sample	398	152	178	72	193	206	114	147	89	59	350	48	339	24	20	16
Total	290	118	132	40	147	143	100	97	49	43	255	35	250	15	13	11
Shorter than 30 days/ no contract, can cancel any time	59	26	26	**	32	27	22	22	**	**	55	**	51	**	**	**
	20%	22%	20%	**	22%	19%	22%	22%	**	**	22%	**	20%	**	**	**
30 day rolling	120	51	58	**	66	53	45	40	**	**	109	**	106	**	**	**
	41%	43%	44%	**	45%	37%	45%	41%	**	**	43%	**	42%	**	**	**
12 month	115	48	56	**	66	50	45	42	**	**	104	**	105	**	**	**
	40%	41%	42%	**	44% b	35%	45%	43%	**	**	41%	**	42%	**	**	**
18 month	66	21	38	**	39	27	32	22	**	**	61	**	59	**	**	**
	23%	18%	29% a	**	26%	19%	32%	22%	**	**	24%	**	23%	**	**	**
24 month	86	33	45	**	48	38	38	30	**	**	78	**	78	**	**	**
	30%	28%	34%	**	33%	26%	38%	31%	**	**	30%	**	31%	**	**	**
Longer than 24 months	29	9	16	**	16	13	15	8	**	**	28	**	26	**	**	**
	10%	8%	12%	**	11%	9%	15%	8%	**	**	11%	**	10%	**	**	**
Don't know	107	40	46	**	46	61	35	34	**	**	91	**	87	**	**	**
	37%	34%	34%	**	31%	43% a	35%	34%	**	**	35%	**	35%	**	**	**

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

Q17C. What SIM-only contract lengths are you aware of with any other providers?

Base : Those with a monthly contract for their mobile phone including a new handset who are aware they could move to a SIM-only contract with an alternative provider

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	b	c	~a	b
Unweighted total	457	44	112	101	67	363
Effective Weighted Sample	398	37	101	93	59	316
Total	290	24	70	75	41	233
Shorter than 30 days/ no contract, can cancel any time	59	**	15	21	**	51
	20%	**	22%	29%	**	22%
30 day rolling	120	**	30	32	**	95
	41%	**	44%	43%	**	41%
12 month	115	**	37	37	**	93
	40%	**	54%	49%	**	40%
18 month	66	**	23	19	**	49
	23%	**	34%	26%	**	21%
24 month	86	**	30	25	**	63
	30%	**	44%	34%	**	27%
Longer than 24 months	29	**	12	8	**	18
	10%	**	17%	11%	**	8%
Don't know	107	**	21	25	**	90
	37%	**	31%	33%	**	39%

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

Any break column with 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. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Very satisfied	806	744	62	557	192	760	46	477	329	93	133	234	**	69	342
	58%	58%	54%	57%	61%	58%	51%	53%	66% ac	54%	51%	60% a	**	55%	60% a
Fairly satisfied	500	460	39	357	108	467	33	360	140	65	104	132	**	45	202
	36%	36%	35%	37%	34%	36%	36%	40% b	28%	38% b	40% b	34%	**	36%	35%
Neither satisfied nor dissatisfied	50	44	6	36	8	44	6	35	15	7	12	13	**	4	18
	4%	3%	5%	4%	3%	3%	6%	4%	3%	4%	5%	3%	**	4%	3%
Fairly dissatisfied	28	23	5	17	7	24	4	21	7	5	6	8	**	3	9
	2%	2%	4% a	2%	2%	2%	4% a	2%	1%	3%	2%	2%	**	2%	2%
Very dissatisfied	12	9	2	9	*	9	2	8	4	1	2	4	**	3	1
	1%	1%	2% a	1%	*%	1%	3% a	1%	1%	1%	1%	1%	**	3% e	*%
Don't know	1	1	-	*	*	1	-	-	1	-	*	-	**	-	*
	*%	*%	-%	*%	*%	*%	-%	-%	*%	-%	*%	-%	**	-%	*%
TOTAL SATISFIED	1306	1205	102	914	300	1228	79	837	469	157	238	366	**	115	545
	94%	94% b	89%	94%	95%	94% b	87%	93%	95%	92%	92%	94%	**	91%	95% ad
TOTAL DISSATISFIED	40	33	7	26	7	33	6	28	11	7	9	11	**	6	10
	3%	3%	6% a	3%	2%	3%	7% a	3%	2%	4%	3%	3%	**	5% e	2%

Columns Tested: a,b - 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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Very satisfied	806	200	184	112	91	69	37	**	**	138	326	238	702	104	41
	58%	55%	58%	55%	52%	70% abcdf	55%	**	**	58%	57%	59%	58%	57%	59%
Fairly satisfied	500	141	115	76	71	25	23	**	**	91	208	136	434	65	24
	36%	39% e	36% e	37% e	40% e	26%	34%	**	**	38%	36%	34%	36%	36%	34%
Neither satisfied nor dissatisfied	50	16	11	6	6	4	4	**	**	8	22	11	41	9	4
	4%	4%	4%	3%	3%	4%	6%	**	**	3%	4%	3%	3%	5%	6% c
Fairly dissatisfied	28	6	5	6	6	*	2	**	**	2	10	13	25	3	1
	2%	2%	1%	3% e	3% e	*%	3%	**	**	1%	2%	3% a	2%	2%	1%
Very dissatisfied	12	1	2	4	2	-	1	**	**	1	7	3	11	*	-
	1%	*%	1%	2% ae	1%	-%	2%	**	**	1%	1% e	1%	1%	*%	-%
Don't know	1	*	-	*	-	-	-	**	**	-	-	*	*	*	*
	*%	*%	-%	*%	-%	-%	-%	**	**	-%	-%	*%	*%	*%	1% bd
TOTAL SATISFIED	1306	340	299	188	162	94	60	**	**	229	534	373	1137	169	64
	94%	93%	94% f	92%	92%	96% f	89%	**	**	96%	93%	93%	94%	93%	93%
TOTAL DISSATISFIED	40	8	7	10	8	*	3	**	**	3	17	16	37	3	1
	3%	2%	2%	5% abe	5% ae	*%	5% e	**	**	1%	3%	4% aef	3%	2%	1%

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Very satisfied	806	301	299	206	385	422	198	254	141	213	717	90	688	48	37	**
	58%	59%	57%	58%	55%	60% a	54%	58%	59%	61% a	58%	53%	57%	51%	64% b	**
Fairly satisfied	500	184	190	125	264	236	147	152	82	119	434	66	430	43	16	**
	36%	36%	36%	35%	38% b	34%	40% d	35%	34%	34%	35%	39%	36%	45% ac	28%	**
Neither satisfied nor dissatisfied	50	17	17	16	26	23	10	18	13	8	44	6	46	1	3	**
	4%	3%	3%	4%	4%	3%	3%	4%	5% ad	2%	4%	3%	4% b	1%	5% b	**
Fairly dissatisfied	28	3	15	9	13	15	9	8	3	8	22	6	23	3	2	**
	2%	1%	3% a	3% a	2%	2%	3%	2%	1%	2%	2%	3%	2%	3%	4%	**
Very dissatisfied	12	5	6	1	5	7	6	3	2	2	9	2	10	1	-	**
	1%	1% c	1% c	*%	1%	1%	2%	1%	1%	*%	1%	1%	1%	2%	-%	**
Don't know	1	-	*	*	*	*	*	-	-	*	*	*	*	-	-	**
	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	**
TOTAL SATISFIED	1306	485	489	331	648	658	345	406	224	332	1151	156	1118	91	53	**
	94%	95% bc	93%	93%	94%	94%	93%	93%	93%	95%	94%	92%	93%	95%	91%	**
TOTAL DISSATISFIED	40	8	22	10	18	22	15	11	4	10	32	8	33	4	2	**
	3%	2%	4% a	3%	3%	3%	4% c	2%	2%	3%	3%	5% a	3%	4%	4%	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Very satisfied	806	104	167	107	124	619
	58%	61%	57%	51%	56%	58%
		c				
Fairly satisfied	500	56	106	92	79	378
	36%	33%	36%	43%	36%	36%
				ab		
Neither satisfied nor dissatisfied	50	5	13	9	10	37
	4%	3%	4%	4%	5%	3%
Fairly dissatisfied	28	5	5	2	5	20
	2%	3%	2%	1%	2%	2%
Very dissatisfied	12	1	4	2	1	8
	1%	*%	2%	1%	1%	1%
Don't know	1	*	-	-	-	*
	*%	*%	-%	-%	-%	*%
TOTAL SATISFIED	1306	160	273	199	203	997
	94%	94%	92%	94%	92%	94%
TOTAL DISSATISFIED	40	6	9	4	6	29
	3%	3%	3%	2%	3%	3%

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

Any break column with 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Currently looking for a new deal	33	31	2	24	7	31	2	24	8	3	6	8	**	1	17
	2%	2%	1%	2%	2%	2%	2%	3%	2%	2%	2%	2%	**	1%	3%
Planning to look for a new deal	124	112	11	99	14	116	8	88	35	12	24	33	**	14	49
	9%	9%	10%	10% b	4%	9%	9%	10% b	7%	7%	9%	8%	**	11%	8%
Not currently looking or planning to look for a new deal	1232	1131	101	848	292	1151	81	784	448	157	227	348	**	110	504
	88%	88%	88%	87%	92% a	88%	89%	87%	90% a	91% a	88%	89%	**	87%	88%
Don't know	8	8	*	5	3	8	*	4	4	-	2	2	**	1	3
	1%	1%	*%	*%	1%	1%	*%	*%	1%	-%	1%	*%	**	1%	1%

Columns Tested: a,b - 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.

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Currently looking for a new deal	33	10	10	6	2	1	1	**	**	9	14	8	31	2	1
	2%	3%	3%	3%	1%	1%	1%	**	**	4% e	2%	2%	3%	1%	1%
Planning to look for a new deal	124	30	27	24	24	2	9	**	**	24	61	32	117	7	2
	9%	8% e	8% e	12% e	14% abe	2%	14% e	**	**	10% ef	11% ef	8% ef	10% ef	4%	3%
Not currently looking or planning to look for a new deal	1232	324	278	174	147	95	56	**	**	206	494	360	1060	172	66
	88%	89% d	88%	85%	84%	97% abcdf	83%	**	**	86%	86%	90% b	87%	94% abcd	95% abcd
Don't know	8	1	2	1	2	-	1	**	**	1	4	2	6	2	*
	1%	*%	1%	*%	1%	-%	2% a	**	**	*%	1%	*%	1%	1%	1%

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Currently looking for a new deal	33	15	12	6	14	19	9	12	4	7	29	4	29	1	2	**
	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	4%	**
Planning to look for a new deal	124	49	56	19	68	56	36	44	26	17	109	15	107	9	6	**
	9%	10% c	11% c	5%	10%	8%	10% d	10% d	11% d	5%	9%	9%	9%	9%	10%	**
Not currently looking or planning to look for a new deal	1232	442	459	330	609	623	324	376	210	322	1083	149	1056	83	50	**
	88%	87%	87%	92% ab	88%	89%	88%	86%	87%	92% abc	88%	88%	88%	87%	86%	**
Don't know	8	4	1	3	2	6	1	2	1	4	7	1	6	2	-	**
	1%	1%	*%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%	2% a	-%	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Currently looking for a new deal	33	6	8	6	5	24
	2%	3%	3%	3%	2%	2%
Planning to look for a new deal	124	15	27	23	18	96
	9%	9%	9%	11%	8%	9%
Not currently looking or planning to look for a new deal	1232	150	257	182	194	937
	88%	88%	87%	86%	89%	88%
Don't know	8	-	3	2	2	6
	1%	-%	1%	1%	1%	1%

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Discussed deals or offers with your provider	229	208	22	184	24	208	21	163	66	41	42	63	**	16	99
	16%	16%	19%	19% b	7%	16%	23% a	18% b	13%	24% ab	16%	16%	**	13%	17%
Looked at alternative deals or offers from your provider	156	136	20	114	23	140	16	118	38	27	29	34	**	17	69
	11%	11%	17% a	12% b	7%	11%	18% a	13% b	8%	16% b	11%	9%	**	14% b	12% b
Received a discount from your provider	93	77	16	66	12	79	14	68	26	12	17	23	**	12	32
	7%	6%	14% a	7% b	4%	6%	16% a	8% b	5%	7%	7%	6%	**	9% e	6%
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)	67	59	7	51	8	60	7	44	23	9	12	18	**	6	27
	5%	5%	6%	5% b	3%	5%	7%	5%	5%	5%	5%	5%	**	5%	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)	15	13	2	11	2	13	2	11	3	3	2	6	**	1	3
	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2% e	**	1%	1%
None of these	1037	961	77	701	267	979	58	646	391	112	196	295	**	95	420
	74%	75% b	67%	72%	85% a	75% b	64%	72% c	79% ac	66%	76%	76%	**	76%	73%

Columns Tested: a,b - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
SUMMARY															
ANY CHANGE	359	321	38	275	48	326	33	254	105	59	63	95	**	30	153
	26%	25%	33%	28%	15%	25%	36%	28%	21%	34%	24%	24%	**	24%	27%
			a	b			a	b		ab					

Columns Tested: a,b - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Discussed deals or offers with your provider	229	68	53	33	32	15	11	**	**	46	110	60	216	14	3
	16%	19%	17%	16%	18%	15%	17%	**	**	19% ef	19% cef	15% ef	18% ef	7%	5%
Looked at alternative deals or offers from your provider	156	42	36	19	23	8	9	**	**	36	74	39	149	7	2
	11%	11%	11%	9%	13%	8%	13%	**	**	15% cef	13% cef	10% ef	12% ef	4%	3%
Received a discount from your provider	93	30	11	15	14	4	6	**	**	21	40	24	84	9	1
	7%	8% b	3%	7% b	8% b	4%	9% b	**	**	9% ef	7% f	6% f	7% f	5% f	1%
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)	67	23	9	10	9	3	2	**	**	21	29	14	64	3	1
	5%	6% b	3%	5%	5%	3%	3%	**	**	9% bcdef	5% ef	3%	5% cef	2%	1%
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)	15	2	4	2	1	1	1	**	**	3	6	5	14	1	-
	1%	1%	1%	1%	1%	1%	2%	**	**	1%	1%	1%	1%	1%	-%
None of these	1037	263	240	152	125	81	48	**	**	159	412	308	880	157	64
	74%	72%	76%	74%	71%	82% acdf	72%	**	**	66%	72%	77% abd	72% a	86% abcd	92% abcde

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
SUMMARY															
ANY CHANGE	359	101	77	53	51	17	19	**	**	80	161	93	334	25	5
	26%	28%	24%	26%	29%	18%	28%	**	**	34%	28%	23%	28%	14%	8%
		e		e	e		e			cdef	cef	ef	cef	f	

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Discussed deals or offers with your provider	229	102	91	37	105	124	71	79	39	40	201	28	200	7	17	**
	16%	20%	17%	10%	15%	18%	19%	18%	16%	12%	16%	17%	17%	8%	30%	**
		c	c				d	d	d				b		ab	
Looked at alternative deals or offers from your provider	156	72	59	24	80	76	48	57	24	26	136	20	136	8	9	**
	11%	14%	11%	7%	12%	11%	13%	13%	10%	7%	11%	12%	11%	8%	15%	**
		c	c				d	d								
Received a discount from your provider	93	42	35	16	47	46	31	32	16	14	81	12	82	5	5	**
	7%	8%	7%	4%	7%	7%	8%	7%	7%	4%	7%	7%	7%	5%	8%	**
		c	c				d	d	d							
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)	67	35	23	8	34	32	25	22	13	8	59	7	62	2	3	**
	5%	7%	4%	2%	5%	5%	7%	5%	5%	2%	5%	4%	5%	2%	5%	**
		bc	c				d	d	d				b			
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)	15	8	4	3	8	6	5	6	2	2	12	3	13	1	1	**
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	**
None of these	1037	350	392	295	513	524	260	316	178	283	913	124	883	80	37	**
	74%	69%	74%	82%	74%	75%	70%	73%	74%	81%	74%	73%	74%	84%	63%	**
			a	ab						abc			c	ac		

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
SUMMARY																
ANY CHANGE	359	160	136	63	180	179	110	119	63	67	313	46	315	15	22	**
	26%	31%	26%	18%	26%	25%	30%	27%	26%	19%	26%	27%	26%	16%	37%	**
		bc	c				d	d	d				b		ab	

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Discussed deals or offers with your provider	229	26	53	43	23	188
	16%	15%	18%	20%	10%	18%
						a
Looked at alternative deals or offers from your provider	156	17	46	29	17	130
	11%	10%	15%	14%	8%	12%
			a			a
Received a discount from your provider	93	11	25	17	10	75
	7%	7%	9%	8%	5%	7%
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)	67	8	14	16	11	51
	5%	5%	5%	8%	5%	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)	15	2	6	3	2	9
	1%	1%	2%	1%	1%	1%
None of these	1037	132	207	146	177	779
	74%	77%	70%	69%	81%	73%
		bc			b	

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
SUMMARY						
ANY CHANGE	359	39	88	66	43	283
	26%	23%	30%	31%	19%	27%
			a	a		a

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

Any break column with 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. (SHOWCARD) 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	156	129	27	108	23	133	23	111	45	20	32	35	14	20	55
Effective Weighted Sample	134	111	23	94	18	114	20	95	39	18	27	33	13	17	45
Total	93	77	16	66	12	79	14	68	26	12	17	23	9	12	32
I contacted my provider	60	47	**	41	**	48	**	45	**	**	**	**	**	**	**
	64%	61%	**	62%	**	60%	**	66%	**	**	**	**	**	**	**
My provider contacted me	31	28	**	24	**	29	**	21	**	**	**	**	**	**	**
	33%	37%	**	36%	**	37%	**	31%	**	**	**	**	**	**	**
Don't know/ can't remember	3	2	**	1	**	2	**	2	**	**	**	**	**	**	**
	3%	3%	**	2%	**	3%	**	3%	**	**	**	**	**	**	**

Columns Tested: a,b - 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. (SHOWCARD) 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~c	d	~e	~f
Unweighted total	156	50	19	26	21	6	11	9	4	30	62	43	135	21	2
Effective Weighted Sample	134	43	16	23	19	5	9	7	3	27	53	38	117	20	2
Total	93	30	11	15	14	4	6	5	3	21	40	24	84	9	1
I contacted my provider	60	**	**	**	**	**	**	**	**	**	**	**	54	**	**
	64%	**	**	**	**	**	**	**	**	**	**	**	64%	**	**
My provider contacted me	31	**	**	**	**	**	**	**	**	**	**	**	29	**	**
	33%	**	**	**	**	**	**	**	**	**	**	**	34%	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	2	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	2%	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) 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 (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	a	~b	a	~b	~c	~d
Unweighted total	156	61	60	35	74	82	40	57	37	22	135	21	133	10	10	3
Effective Weighted Sample	134	55	50	31	64	71	37	51	33	18	116	18	116	8	7	3
Total	93	42	35	16	47	46	31	32	16	14	81	12	82	5	5	1
I contacted my provider	60	**	**	**	**	**	**	**	**	**	51	**	52	**	**	**
	64%	**	**	**	**	**	**	**	**	**	63%	**	63%	**	**	**
My provider contacted me	31	**	**	**	**	**	**	**	**	**	28	**	28	**	**	**
	33%	**	**	**	**	**	**	**	**	**	35%	**	34%	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	1	**	2	**	**	**
	3%	**	**	**	**	**	**	**	**	**	2%	**	3%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	b
Unweighted total	156	21	42	23	19	125
Effective Weighted Sample	134	17	37	21	16	108
Total	93	11	25	17	10	75
I contacted my provider	60	**	**	**	**	46
	64%	**	**	**	**	61%
My provider contacted me	31	**	**	**	**	27
	33%	**	**	**	**	36%
Don't know/ can't remember	3	**	**	**	**	2
	3%	**	**	**	**	3%

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

Any break column with 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. (SHOWCARD) 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	105	93	12	81	13	95	10	69	36	12	22	27	5	9	42
Effective Weighted Sample	90	80	11	70	10	81	9	59	31	11	18	25	4	8	35
Total	67	59	7	51	8	60	7	44	23	9	12	18	3	6	27
I contacted my provider	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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. (SHOWCARD) 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~c	~d	~e	~f
Unweighted total	105	33	16	15	13	5	4	3	6	27	44	25	96	9	2
Effective Weighted Sample	90	30	13	14	12	4	4	2	5	25	37	22	84	9	2
Total	67	23	9	10	9	3	2	2	4	21	29	14	64	3	1
I contacted my provider	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) 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 (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	105	50	37	18	52	53	32	36	25	12	92	13	95	3	6	1
Effective Weighted Sample	90	45	31	17	45	45	28	32	23	10	79	11	83	2	5	1
Total	67	35	23	8	34	32	25	22	13	8	59	7	62	2	3	*
I contacted my provider	48	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	72%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	16	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	24%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	3	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	4%	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	105	12	22	22	18	77
Effective Weighted Sample	90	10	19	20	16	68
Total	67	8	14	16	11	51
I contacted my provider	48	**	**	**	**	**
	72%	**	**	**	**	**
My provider contacted me	16	**	**	**	**	**
	24%	**	**	**	**	**
Don’t know/ can’t remember	3	**	**	**	**	**
	4%	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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 (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		~a	~b	~a	~b	~a	~b	~a	~b	~c	~a	~b	~c	~d	~e
Unweighted total	26	23	3	20	4	23	3	21	5	5	6	9	3	1	7
Effective Weighted Sample	21	18	3	16	3	18	3	17	4	4	5	9	3	1	5
Total	15	13	2	11	2	13	2	11	3	3	2	6	2	1	3
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b - 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. (SHOWCARD) 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								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	~b	~c	~d	~e	~f
Unweighted total	26	3	7	3	4	2	2	3	-	4	10	10	24	2	-
Effective Weighted Sample	21	3	6	2	3	2	2	2	-	3	8	8	20	2	-
Total	15	2	4	2	1	1	1	2	-	3	6	5	14	1	-
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) 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 (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		~a	~b	~c	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d
Unweighted total	26	11	8	7	16	10	7	10	4	5	21	5	21	3	2	-
Effective Weighted Sample	21	10	6	6	13	8	6	9	3	3	17	4	18	3	2	-
Total	15	8	4	3	8	6	5	6	2	2	12	3	13	1	1	-
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 - 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. (SHOWCARD) 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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	~b
Unweighted total	26	3	11	4	5	15
Effective Weighted Sample	21	3	8	4	4	12
Total	15	2	6	3	2	9
I contacted my provider	**	**	**	**	**	**
	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**
	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**
	**	**	**	**	**	**

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

Any break column with 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Received a discount	60	47	13	41	5	48	12	45	15	9	11	16	**	6	18
	4%	4%	11% a	4% b	2%	4%	13% a	5% b	3%	5%	4%	4%	**	5%	3%
Added extra or improved services	48	41	7	38	3	42	7	34	14	8	10	15	**	4	17
	3%	3%	6% a	4% b	1%	3%	7% a	4%	3%	5%	4%	4%	**	3%	3%
Reduced or downgraded services	11	10	1	9	2	10	1	9	1	2	2	6	**	1	*
	1%	1%	1%	1%	1%	1%	1%	1% b	*%	1%	1% e	2% e	**	1% e	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	97	80	17	73	8	82	15	72	25	16	16	30	**	9	32
	7%	6%	15% a	7% b	2%	6%	17% a	8% b	5%	9% b	6%	8%	**	7%	6%
ALL 3 CHANGES	1	1	-	1	*	1	-	1	-	*	*	1	**	-	-
	*%	*%	-%	*%	*%	*%	-%	*%	-%	*%	*%	*%	**	-%	-%
DISCOUNT AND EXTRA SERVICES	15	11	4	10	1	11	4	10	5	3	5	2	**	2	4
	1%	1%	3% a	1%	*%	1%	4% a	1%	1%	2%	2% be	1%	**	2%	1%
DISCOUNT AND REDUCED SERVICES	3	2	1	2	-	2	1	3	-	-	1	1	**	-	-
	*%	*%	*%	*%	-%	*%	1%	*%	-%	-%	*%	*%	**	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	2	2	-	1	1	2	-	2	1	-	-	2	**	-	-
	*%	*%	-%	*%	*%	*%	-%	*%	*%	-%	-%	1% e	**	-%	-%
DISCOUNT ONLY	41	33	9	28	4	34	8	31	10	6	5	12	**	4	14
	3%	3%	7% a	3% b	1%	3%	8% a	3%	2%	3%	2%	3%	**	3%	3%

Columns Tested: a,b - 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
EXTRA SERVICES ONLY	30	27	3	26	1	27	3	21	9	5	4	9	**	2	13
	2%	2%	3%	3% b	*%	2%	3%	2%	2%	3%	2%	2%	**	2%	2%
REDUCED SERVICES ONLY	5	4	1	4	1	4	1	4	1	2	1	2	**	1	*
	*%	*%	1%	*%	*%	*%	1%	*%	*%	1% b	*%	1% e	**	1% e	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1299	1202	98	903	308	1224	75	829	470	156	243	361	**	116	542
	93%	94% b	85%	93%	98% a	94% b	83%	92%	95% ac	91%	94%	92%	**	93%	94%

Columns Tested: a,b - 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Received a discount	60	19	5	10	9	3	5	**	**	12	25	17	54	6	1
	4%	5%	2%	5%	5%	3%	8%	**	**	5%	4%	4%	4%	3%	1%
		b		b	b		b			f					
Added extra or improved services	48	17	8	7	4	3	2	**	**	14	22	11	47	2	*
	3%	5%	2%	3%	2%	3%	3%	**	**	6%	4%	3%	4%	1%	1%
										cef	ef	e	ef		
Reduced or downgraded services	11	2	3	1	1	1	1	**	**	2	4	4	10	*	-
	1%	1%	1%	*%	1%	1%	2%	**	**	1%	1%	1%	1%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	97	31	14	15	13	6	7	**	**	23	41	26	90	7	1
	7%	8%	4%	7%	7%	6%	10%	**	**	10%	7%	6%	7%	4%	1%
		b					b			ef	ef	ef	ef		
ALL 3 CHANGES	1	1	-	-	-	-	-	**	**	1	*	-	1	-	-
	*%	*%	-%	-%	-%	-%	-%	**	**	*%	*%	-%	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	15	5	1	3	1	1	1	**	**	4	7	4	14	1	*
	1%	1%	*%	1%	*%	1%	1%	**	**	1%	1%	1%	1%	*%	1%
DISCOUNT AND REDUCED SERVICES	3	1	-	-	1	1	1	**	**	-	1	2	3	-	-
	*%	*%	-%	-%	*%	1%	1%	**	**	-%	*%	*%	*%	-%	-%
							b								
EXTRA SERVICES AND REDUCED SERVICES	2	-	1	-	-	-	-	**	**	-	2	1	2	-	-
	*%	-%	*%	-%	-%	-%	-%	**	**	-%	*%	*%	*%	-%	-%
DISCOUNT ONLY	41	12	4	7	8	2	4	**	**	7	17	12	36	5	1
	3%	3%	1%	4%	4%	2%	6%	**	**	3%	3%	3%	3%	3%	1%
		b		b	b		b								
EXTRA SERVICES ONLY	30	11	5	4	3	2	1	**	**	10	13	7	29	1	-
	2%	3%	2%	2%	2%	2%	2%	**	**	4%	2%	2%	2%	*%	-%
										cef	ef		ef		

Columns Tested: a,b,c,d,e,f,g,h - 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
REDUCED SERVICES ONLY	5	1	2	1	*	*	1	**	**	2	1	2	5	*	-
	*%	*%	1%	*%	*%	*%	1%	**	**	1%	*%	*%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1299	334	303	189	163	93	60	**	**	216	532	375	1124	175	68
	93%	92%	96%	93%	93%	94%	90%	**	**	90%	93%	94%	93%	96%	99%
			af											abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Received a discount	60	25	23	12	32	28	23	19	10	7	51	9	52	3	4	**
	4%	5%	4%	3%	5%	4%	6% d	4% d	4%	2%	4%	5%	4%	3%	7%	**
Added extra or improved services	48	26	17	6	27	21	18	16	10	4	43	6	45	1	2	**
	3%	5% c	3% c	2%	4%	3%	5% d	4% d	4% d	1%	3%	3%	4%	2%	4%	**
Reduced or downgraded services	11	6	4	2	7	4	3	5	2	1	8	3	10	*	1	**
	1%	1%	1%	*%	1%	1%	1%	1% d	1%	*%	1%	2%	1%	*%	1%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	97	46	35	16	54	43	35	31	18	12	84	13	87	4	5	**
	7%	9% c	7%	4%	8%	6%	10% d	7% d	8% d	3%	7%	8%	7%	4%	9%	**
ALL 3 CHANGES	1	1	*	-	1	-	-	1	-	*	1	-	1	-	-	**
	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%	*%	-%	*%	-%	-%	**
DISCOUNT AND EXTRA SERVICES	15	6	6	2	7	8	7	5	3	-	13	2	12	1	2	**
	1%	1%	1%	1%	1%	1%	2% d	1% d	1% d	-%	1%	1%	1%	1%	3% a	**
DISCOUNT AND REDUCED SERVICES	3	1	2	-	2	1	1	1	1	-	2	1	3	-	-	**
	*%	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	1%	*%	-%	-%	**
EXTRA SERVICES AND REDUCED SERVICES	2	2	-	1	1	1	1	1	-	-	1	1	2	-	-	**
	*%	*%	-%	*%	*%	*%	*%	*%	-%	-%	*%	1%	*%	-%	-%	**
DISCOUNT ONLY	41	18	14	9	23	18	15	12	7	7	35	6	36	2	2	**
	3%	3%	3%	3%	3%	3%	4%	3%	3%	2%	3%	4%	3%	2%	3%	**
EXTRA SERVICES ONLY	30	17	11	3	18	12	10	9	7	4	27	3	29	1	*	**
	2%	3% c	2% c	1%	3%	2%	3%	2%	3% d	1%	2%	2%	2%	1%	1%	**

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

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
REDUCED SERVICES ONLY	5	2	1	1	3	2	1	2	1	1	4	1	4	*	1	**
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	1%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1299	464	493	342	639	660	334	404	223	338	1143	156	1110	91	53	**
	93%	91%	93%	96%	92%	94%	90%	93%	92%	97%	93%	92%	93%	96%	91%	**
				a						abc						

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Received a discount	60	8	15	11	7	46
	4%	4%	5%	5%	3%	4%
Added extra or improved services	48	5	10	13	9	37
	3%	3%	3%	6%	4%	3%
Reduced or downgraded services	11	1	5	2	2	7
	1%	1%	2%	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	97	11	24	21	15	73
	7%	6%	8%	10%	7%	7%
ALL 3 CHANGES	1	-	1	-	-	1
	*%	-%	*%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	15	2	3	2	3	11
	1%	1%	1%	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	3	1	*	1	1	1
	*%	*%	*%	*%	1%	*%
EXTRA SERVICES AND REDUCED SERVICES	2	1	-	1	-	2
	*%	*%	-%	1%	-%	*%
DISCOUNT ONLY	41	5	11	8	4	32
	3%	3%	4%	4%	2%	3%
EXTRA SERVICES ONLY	30	2	6	9	6	22
	2%	1%	2%	4%	3%	2%
				a		
REDUCED SERVICES ONLY	5	-	3	-	1	3
	*%	-%	1%	-%	1%	*%

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

Any break column with 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	1299	160	271	191	204	990
	93%	94%	92%	90%	93%	93%

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

Any break column with 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Received a discount	31	28	2	24	5	29	2	21	10	3	6	7	**	5	13
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	**	4%	2%
Added extra or improved services	16	16	-	11	5	16	-	9	7	-	2	3	**	2	9
	1%	1%	-%	1%	2%	1%	-%	1%	1% c	-%	1%	1%	**	1%	1%
Reduced or downgraded services	3	2	1	2	-	2	1	2	1	1	-	-	**	-	2
	*%	*%	1%	*%	-%	*%	1% a	*%	*%	*%	-%	-%	**	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	45	42	3	33	8	43	2	30	15	4	7	10	**	6	21
	3%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	**	5%	4%
DISCOUNT AND EXTRA SERVICES	4	4	-	3	2	4	-	2	3	-	1	-	**	1	2
	*%	*%	-%	*%	1%	*%	-%	*%	1%	-%	*%	-%	**	1% b	*%
DISCOUNT ONLY	27	24	2	21	3	25	2	20	7	3	5	7	**	4	10
	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	**	3%	2%
EXTRA SERVICES ONLY	12	12	-	8	3	12	-	7	4	-	1	3	**	1	6
	1%	1%	-%	1%	1%	1%	-%	1%	1%	-%	1%	1%	**	1%	1%
REDUCED SERVICES ONLY	3	2	1	2	-	2	1	2	1	1	-	-	**	-	2
	*%	*%	1%	*%	-%	*%	1% a	*%	*%	*%	-%	-%	**	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1351	1240	111	943	307	1263	88	870	481	168	252	381	**	120	552
	97%	97%	97%	97%	97%	97%	97%	97%	97%	98%	97%	98%	**	95%	96%

Columns Tested: a,b - 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 BEING CONTACTED BY PROVIDER

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Received a discount	31	10	5	5	5	1	*	**	**	9	14	6	29	2	-
	2%	3%	2%	2%	3%	1%	*%	**	**	4% cef	2% f	1%	2% f	1%	-%
Added extra or improved services	16	6	1	3	5	-	*	**	**	5	7	3	14	1	*
	1%	2% b	*%	2% b	3% be	-%	1%	**	**	2% c	1%	1%	1%	1%	*%
Reduced or downgraded services	3	-	1	*	-	-	-	**	**	*	1	1	2	1	-
	*%	-%	*%	*%	-%	-%	-%	**	**	*%	*%	*%	*%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	45	14	6	7	8	1	1	**	**	12	20	9	41	4	*
	3%	4% e	2%	4%	5% be	1%	1%	**	**	5% cf	4% f	2%	3% f	2%	*%
DISCOUNT AND EXTRA SERVICES	4	2	-	1	2	-	-	**	**	2	1	1	4	-	-
	*%	*%	-%	*%	1% b	-%	-%	**	**	1% be	*%	*%	*%	-%	-%
DISCOUNT ONLY	27	8	5	4	3	1	*	**	**	6	13	5	24	2	-
	2%	2%	2%	2%	2%	1%	*%	**	**	3% f	2%	1%	2%	1%	-%
EXTRA SERVICES ONLY	12	4	1	2	3	-	*	**	**	3	6	2	10	1	*
	1%	1%	*%	1% b	2% b	-%	1%	**	**	1%	1%	*%	1%	1%	*%
REDUCED SERVICES ONLY	3	-	1	*	-	-	-	**	**	*	1	1	2	1	-
	*%	-%	*%	*%	-%	-%	-%	**	**	*%	*%	*%	*%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1351	350	310	197	168	98	66	**	**	228	553	393	1173	177	69
	97%	96%	98% d	96%	95%	99% ad	99%	**	**	95%	96%	98% a	97%	98%	100% abd

Columns Tested: a,b,c,d,e,f,g,h - 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Received a discount	31	16	11	3	14	17	8	12	6	6	28	2	28	1	1	**
	2%	3%	2%	1%	2%	2%	2%	3%	2%	2%	2%	1%	2%	1%	1%	**
		c	c													
Added extra or improved services	16	8	6	2	8	8	5	5	2	3	14	2	15	*	1	**
	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**
		c														
Reduced or downgraded services	3	1	-	2	2	1	2	1	-	*	3	-	2	-	*	**
	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	45	23	16	7	21	24	12	16	8	8	41	4	41	1	1	**
	3%	4%	3%	2%	3%	3%	3%	4%	3%	2%	3%	2%	3%	2%	2%	**
		c														
DISCOUNT AND EXTRA SERVICES	4	2	2	-	2	2	3	1	-	1	4	-	4	-	-	**
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	*%	-%	*%	-%	-%	**
DISCOUNT ONLY	27	14	10	3	12	14	5	11	6	5	24	2	24	1	1	**
	2%	3%	2%	1%	2%	2%	1%	3%	2%	1%	2%	1%	2%	1%	1%	**
		c														
EXTRA SERVICES ONLY	12	6	4	2	6	6	3	4	2	3	10	2	11	*	1	**
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	**
REDUCED SERVICES ONLY	3	1	-	2	2	1	2	1	-	*	3	-	2	-	*	**
	*%	*%	-%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1351	488	512	351	672	679	358	419	233	342	1186	165	1157	94	57	**
	97%	96%	97%	98%	97%	97%	97%	96%	97%	98%	97%	98%	97%	98%	98%	**
				a												

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

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Received a discount	31	4	10	5	2	27
	2%	2%	3%	2%	1%	3%
Added extra or improved services	16	2	4	4	2	12
	1%	1%	1%	2%	1%	1%
Reduced or downgraded services	3	*	-	1	-	2
	*%	*%	-%	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	45	5	12	9	4	38
	3%	3%	4%	4%	2%	4%
DISCOUNT AND EXTRA SERVICES	4	1	2	1	1	4
	*%	*%	1%	*%	*%	*%
DISCOUNT ONLY	27	3	8	4	2	24
	2%	2%	3%	2%	1%	2%
EXTRA SERVICES ONLY	12	1	2	3	2	9
	1%	1%	1%	1%	1%	1%
REDUCED SERVICES ONLY	3	*	-	1	-	2
	*%	*%	-%	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1351	166	283	203	215	1025
	97%	97%	96%	96%	98%	96%

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

Any break column with 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Discussed deals or offers with any other provider	91	77	13	65	12	79	12	77	14	31	18	20	**	10	38
	6%	6%	12% a	7% b	4%	6%	13% a	9% b	3%	18% ab	7%	5%	**	8%	7%
Looked at deals or offers from any other provider	145	127	17	106	22	130	15	120	25	30	30	34	**	15	60
	10%	10%	15% a	11% b	7%	10%	16% a	13% b	5%	18% ab	11%	9%	**	12%	10%
Talked with friends or family for recommendations about providers	202	186	16	148	38	189	14	155	47	37	25	50	**	18	104
	14%	15%	14%	15%	12%	14%	15%	17% b	9%	22% b	10%	13%	**	15%	18% ab
None of these	1062	980	82	731	258	997	65	636	426	102	205	312	**	95	415
	76%	76%	72%	75%	82% a	76%	72%	71% c	86% ac	59%	79% e	80% e	**	76%	72%

Columns Tested: a,b - 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Discussed deals or offers with any other provider	91	27	19	13	15	2	2	**	**	18	45	22	85	6	*
	6%	7%	6%	6%	8%	2%	3%	**	**	7%	8%	5%	7%	3%	1%
		e		e	e					ef	ef	f	ef		
Looked at deals or offers from any other provider	145	43	23	22	23	6	4	**	**	31	75	32	138	7	2
	10%	12%	7%	11%	13%	7%	6%	**	**	13%	13%	8%	11%	4%	3%
		bef			bef					cef	cef	ef	cef		
Talked with friends or family for recommendations about providers	202	56	46	31	33	7	9	**	**	63	78	50	191	11	4
	14%	15%	15%	15%	19%	7%	13%	**	**	26%	14%	12%	16%	6%	5%
		e	e	e	e					bcdef	ef	ef	cef		
None of these	1062	269	246	158	121	85	55	**	**	153	428	318	899	163	64
	76%	74%	78%	77%	69%	86%	82%	**	**	64%	75%	79%	74%	89%	93%
			d	d		abcd	d				a	abd	a	abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Discussed deals or offers with any other provider	91	38	38	14	51	40	25	32	20	13	77	13	79	5	4	**
	6%	8% c	7% c	4%	7%	6%	7% d	7% d	8% d	4%	6%	8%	7%	5%	8%	**
Looked at deals or offers from any other provider	145	71	53	20	96	48	39	50	32	24	127	17	126	5	12	**
	10%	14% bc	10% c	6%	14% b	7%	10% d	12% d	13% d	7%	10%	10%	10% b	5%	20% ab	**
Talked with friends or family for recommendations about providers	202	108	63	32	108	95	58	60	37	47	186	17	168	19	8	**
	14%	21% bc	12%	9%	16%	13%	16%	14%	15%	13%	15% b	10%	14%	20% a	14%	**
None of these	1062	347	410	305	502	560	275	330	177	280	931	131	919	68	39	**
	76%	68%	78% a	85% ab	72%	80% a	74%	76%	73%	80% ac	76%	77%	77% c	72%	67%	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Discussed deals or offers with any other provider	91	10	25	14	10	69
	6%	6%	9%	6%	5%	6%
Looked at deals or offers from any other provider	145	16	44	27	15	119
	10%	9%	15%	13%	7%	11%
			a			a
Talked with friends or family for recommendations about providers	202	24	47	30	28	160
	14%	14%	16%	14%	13%	15%
None of these	1062	135	214	155	178	798
	76%	79%	73%	73%	81%	75%
		b			b	

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Yes	425	386	39	319	70	395	30	282	143	62	79	103	**	37	189
	30%	30%	34%	33%	22%	30%	33%	31%	29%	36%	31%	26%	**	30%	33%
				b						b					b
No	971	895	76	657	245	911	60	618	353	110	180	287	**	88	384
	70%	70%	66%	67%	78%	70%	67%	69%	71%	64%	69%	74%	**	70%	67%
					a				c			e			

Columns Tested: a,b - 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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Yes	425	122	97	52	61	23	20	**	**	90	181	112	383	42	13
	30%	33%	31%	25%	35%	23%	29%	**	**	38%	32%	28%	32%	23%	19%
		ce			ce					bcdef	ef	f	ef		
No	971	242	219	153	115	76	48	**	**	149	392	290	831	140	56
	70%	67%	69%	75%	65%	77%	71%	**	**	62%	68%	72%	68%	77%	81%
				ad		ad					a	a	a	abd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Yes	425	176	165	84	211	214	124	147	64	90	365	60	382	16	20	**
	30%	34%	31%	24%	30%	30%	34%	34%	27%	26%	30%	36%	32%	17%	34%	**
		c	c				cd	cd				a	b		b	
No	971	335	363	273	482	489	245	288	177	260	862	109	815	79	39	**
	70%	66%	69%	76%	70%	70%	66%	66%	73%	74%	70%	64%	68%	83%	66%	**
				ab					ab	ab	b			ac		

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Yes	425	52	95	76	65	323
	30%	31%	32%	36%	29%	30%
No	971	118	200	135	155	740
	70%	69%	68%	64%	71%	70%

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

Any break column with 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. (SHOWCARD) 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Agree strongly	422	394	28	287	110	405	17	271	151	59	84	126	**	36	164
	30%	31% b	24%	29%	35% a	31% b	19%	30%	30%	35%	33%	32%	**	28%	29%
Agree slightly	478	438	41	336	104	445	34	320	158	54	85	124	**	41	213
	34%	34%	36%	34%	33%	34%	37%	36%	32%	31%	33%	32%	**	32%	37% b
Disagree slightly	197	180	17	154	27	183	14	134	63	23	42	57	**	20	70
	14%	14%	15%	16% b	9%	14%	15%	15%	13%	14%	16% e	15%	**	16%	12%
Disagree strongly	139	126	13	97	30	128	11	96	43	21	28	43	**	15	48
	10%	10%	11%	10%	10%	10%	12%	11%	9%	12%	11%	11%	**	12%	8%
Don't know	160	144	16	102	45	146	14	80	80	14	20	40	**	14	78
	11%	11%	14%	10%	14% a	11%	16%	9%	16% ac	8%	8%	10%	**	11%	14% ab
TOTAL AGREE	900	832	68	623	213	849	51	591	309	113	169	250	**	76	377
	64%	65%	60%	64%	68%	65% b	56%	66%	62%	66%	65%	64%	**	61%	66%
TOTAL DISAGREE	336	306	30	251	57	311	25	230	106	44	70	101	**	35	118
	24%	24%	26%	26% b	18%	24%	28%	26% b	21%	26%	27% e	26% e	**	28% e	21%

Columns Tested: a,b - 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.

Q33A. (SHOWCARD) 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Agree strongly	422	108	89	60	50	41	15	**	**	68	161	127	356	66	26
	30%	30%	28%	30%	28%	41% abcdf	23%	**	**	28%	28%	32%	29%	36% abd	37% abd
Agree slightly	478	121	111	72	64	28	24	**	**	85	206	135	425	53	19
	34%	33%	35%	35%	36%	29%	36%	**	**	35% f	36% ef	34%	35% ef	29%	27%
Disagree slightly	197	50	54	22	28	13	9	**	**	28	97	55	180	17	4
	14%	14%	17% c	11%	16% c	13%	14%	**	**	12% f	17% aef	14% ef	15% ef	10%	6%
Disagree strongly	139	38	29	26	14	9	8	**	**	24	60	39	124	15	6
	10%	11%	9%	13%	8%	9%	12%	**	**	10%	10%	10%	10%	8%	8%
Don't know	160	47	35	24	19	8	11	**	**	35	49	45	129	31	15
	11%	13%	11%	12%	11%	8%	16% e	**	**	14% bd	9%	11%	11%	17% bcd	22% abcd
TOTAL AGREE	900	229	200	133	114	69	40	**	**	152	367	262	781	119	44
	64%	63%	63%	65%	65%	70% f	59%	**	**	64%	64%	65%	64%	65%	64%
TOTAL DISAGREE	336	88	82	48	43	22	17	**	**	52	157	94	304	32	10
	24%	24%	26%	23%	24%	22%	25%	**	**	22% f	27% ef	24% ef	25% ef	18%	14%

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Agree strongly	422	143	153	125	215	206	113	132	79	98	374	48	376	18	18	**
	30%	28%	29%	35% ab	31%	29%	31%	30%	33%	28%	30%	28%	31% b	19%	31% b	**
Agree slightly	478	181	187	110	243	235	128	145	86	119	423	56	422	31	13	**
	34%	36% c	35% c	31%	35%	33%	35%	33%	36%	34%	34%	33%	35% c	33% c	22%	**
Disagree slightly	197	79	79	39	93	105	53	66	33	45	172	26	160	22	11	**
	14%	15% c	15% c	11%	13%	15%	14%	15%	14%	13%	14%	15%	13%	23% a	19%	**
Disagree strongly	139	47	62	29	74	65	36	44	23	36	121	18	119	8	8	**
	10%	9%	12% c	8%	11%	9%	10%	10%	9%	10%	10%	11%	10%	8%	14%	**
Don't know	160	60	46	54	68	92	39	48	20	53	137	23	122	16	8	**
	11%	12% b	9%	15% b	10%	13% a	11%	11%	8%	15% abc	11%	13%	10%	17% a	14%	**
TOTAL AGREE	900	324	341	235	458	442	242	277	165	217	797	103	798	49	31	**
	64%	64%	65%	66%	66%	63%	65%	64%	68% d	62%	65%	61%	67% bc	52%	53%	**
TOTAL DISAGREE	336	126	141	69	167	169	89	111	56	81	293	43	278	30	20	**
	24%	25% c	27% c	19%	24%	24%	24%	25%	23%	23%	24%	26%	23%	31% a	33% a	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Agree strongly	422	44	93	71	73	319
	30%	26%	31%	34% a	33%	30%
Agree slightly	478	68	104	71	70	372
	34%	40%	35%	34%	32%	35%
Disagree slightly	197	18	48	37	26	154
	14%	11%	16% a	17% a	12%	15%
Disagree strongly	139	19	29	21	25	106
	10%	11%	10%	10%	11%	10%
Don't know	160	22	21	11	26	111
	11%	13% bc	7%	5%	12%	10%
TOTAL AGREE	900	112	196	143	143	691
	64%	66%	67%	67%	65%	65%
TOTAL DISAGREE	336	37	77	58	50	260
	24%	22%	26%	27%	23%	25%

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

Any break column with 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. (SHOWCARD) 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Agree strongly	490	463	27	325	141	476	14	320	170	69	101	162	**	37	182
	35%	36% b	24%	33%	45% a	36% b	15%	35%	34%	40%	39% de	42% de	**	29%	32%
Agree slightly	537	493	44	390	106	500	37	353	184	58	107	128	**	53	231
	38%	38%	39%	40% b	34%	38%	41%	39%	37%	34%	41% b	33%	**	42% b	40% b
Disagree slightly	197	170	27	149	23	172	24	128	69	27	26	64	**	20	73
	14%	13%	23% a	15% b	7%	13%	27% a	14%	14%	15%	10%	16% ae	**	16% a	13%
Disagree strongly	94	84	10	64	20	84	10	63	31	9	16	26	**	10	36
	7%	7%	9%	7%	6%	6%	11% a	7%	6%	5%	6%	7%	**	8%	6%
Don't know	78	71	6	48	25	72	5	36	41	9	8	10	**	6	51
	6%	6%	5%	5%	8% a	6%	6%	4%	8% a	5%	3%	3%	**	5%	9% abd
TOTAL AGREE	1028	956	71	715	247	977	51	673	354	127	208	290	**	90	413
	74%	75% b	62%	73%	78% a	75% b	56%	75%	72%	74%	80% bde	74%	**	72%	72%
TOTAL DISAGREE	291	254	37	213	43	257	34	191	100	35	43	91	**	30	110
	21%	20%	32% a	22% b	14%	20%	38% a	21%	20%	21%	16%	23% ae	**	24% a	19%

Columns Tested: a,b - 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. (SHOWCARD) 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Agree strongly	490	109	103	69	60	56	22	**	**	67	190	154	411	79	32
	35%	30%	33%	34%	34%	57% abcdf	33%	**	**	28%	33%	38% abd	34% a	44% abd	46% abd
Agree slightly	537	152	124	72	70	31	26	**	**	80	235	159	475	63	20
	38%	42% e	39%	35%	40%	31%	39%	**	**	34%	41% aef	40% f	39% f	35%	28%
Disagree slightly	197	53	50	30	29	5	12	**	**	41	90	48	178	18	7
	14%	15% e	16% e	15% e	16% e	5%	18% e	**	**	17% cef	16% ce	12%	15% e	10%	10%
Disagree strongly	94	25	26	19	8	4	4	**	**	18	38	28	84	10	4
	7%	7%	8%	9% de	5%	4%	6%	**	**	8%	7%	7%	7%	6%	6%
Don't know	78	25	14	13	8	3	3	**	**	33	20	13	66	11	7
	6%	7% e	4%	6%	5%	3%	4%	**	**	14% bcde	4%	3%	5% bc	6% bc	10% bcd
TOTAL AGREE	1028	261	227	142	130	87	48	**	**	147	425	313	886	142	51
	74%	72%	72%	69%	74%	88% abcdf	72%	**	**	62%	74% a	78% ad	73% a	78% ad	74% a
TOTAL DISAGREE	291	79	76	50	37	9	16	**	**	59	128	75	262	29	11
	21%	22% e	24% e	24% e	21% e	9%	24% e	**	**	24% cef	22% ef	19%	22% e	16%	16%

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Agree strongly	490	147	185	158	237	253	136	133	90	132	430	60	428	28	25	**
	35%	29%	35%	44%	34%	36%	37%	30%	37%	38%	35%	35%	36%	30%	43%	**
			a	ab			b		b	b					b	
Agree slightly	537	197	216	124	277	260	137	182	97	120	477	60	467	39	16	**
	38%	39%	41%	35%	40%	37%	37%	42%	40%	34%	39%	36%	39%	41%	27%	**
			c					d	d				c	c		
Disagree slightly	197	85	76	36	101	96	64	62	29	42	174	22	166	13	7	**
	14%	17%	14%	10%	15%	14%	17%	14%	12%	12%	14%	13%	14%	13%	13%	**
		c	c				cd									
Disagree strongly	94	38	36	20	43	51	15	38	17	24	81	13	73	12	6	**
	7%	7%	7%	6%	6%	7%	4%	9%	7%	7%	7%	8%	6%	13%	10%	**
								a	a	a				a		
Don't know	78	43	15	19	34	43	17	20	9	31	64	14	64	3	4	**
	6%	8%	3%	5%	5%	6%	5%	5%	4%	9%	5%	8%	5%	3%	6%	**
		bc		b						abc		a				
TOTAL AGREE	1028	345	401	282	514	513	274	315	187	252	907	120	895	67	41	**
	74%	68%	76%	79%	74%	73%	74%	72%	78%	72%	74%	71%	75%	71%	70%	**
			a	a					bd							
TOTAL DISAGREE	291	123	112	56	145	146	78	101	45	67	256	35	239	25	14	**
	21%	24%	21%	16%	21%	21%	21%	23%	19%	19%	21%	21%	20%	26%	23%	**
		c	c											a		

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Agree strongly	490 35%	64 37%	104 35%	76 36%	93 42% b	364 34%
Agree slightly	537 38%	67 39%	132 45% c	78 37%	69 31%	418 39% a
Disagree slightly	197 14%	18 11%	41 14%	40 19% ab	20 9%	159 15% a
Disagree strongly	94 7%	13 7%	17 6%	14 7%	21 10% b	67 6%
Don't know	78 6%	10 6% bc	2 1%	3 1%	16 8%	55 5%
TOTAL AGREE	1028 74%	130 76%	235 80% c	154 73%	161 74%	782 74%
TOTAL DISAGREE	291 21%	31 18%	57 19%	54 26% ab	41 19%	226 21%

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

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

Q33C. (SHOWCARD) 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Agree strongly	526	485	40	354	135	499	26	292	233	68	91	160	**	40	216
	38%	38%	35%	36%	43% a	38% b	29%	32%	47% ac	39% a	35%	41% ad	**	32%	38%
Agree slightly	520	473	47	375	103	480	40	362	158	62	95	137	**	50	221
	37%	37%	41%	38% b	33%	37%	44%	40% b	32%	36%	37%	35%	**	40%	39%
Disagree slightly	198	184	14	151	33	185	12	148	50	19	45	54	**	17	76
	14%	14%	12%	15% b	11%	14%	14%	16% bc	10%	11%	17% e	14%	**	14%	13%
Disagree strongly	93	82	10	64	18	83	9	63	29	12	19	27	**	14	29
	7%	6%	9%	7%	6%	6%	10%	7%	6%	7%	7%	7%	**	11% e	5%
Don't know	60	57	3	32	26	57	3	35	25	10	10	13	**	4	31
	4%	4%	3%	3%	8% a	4%	3%	4%	5%	6%	4%	3%	**	3%	5%
TOTAL AGREE	1046	959	87	729	238	980	66	654	391	130	185	296	**	90	437
	75%	75%	76%	75%	75%	75%	73%	73%	79% a	76%	72%	76%	**	72%	76% a
TOTAL DISAGREE	290	266	24	215	52	269	22	211	79	32	63	81	**	31	105
	21%	21%	21%	22% b	16%	21%	24%	23% b	16%	18%	24% e	21%	**	25% e	18%

Columns Tested: a,b - 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.

Q33C. (SHOWCARD) 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Agree strongly	526	124	116	73	57	58	21	**	**	84	196	157	436	89	38
	38%	34%	37%	36%	33%	59% abcdf	31%	**	**	35%	34%	39% b	36%	49% abcd	55% abcd
Agree slightly	520	143	124	77	65	26	26	**	**	95	230	146	470	50	14
	37%	39% e	39% e	38% e	37% e	26%	38% e	**	**	40% ef	40% ef	36% ef	39% ef	27%	20%
Disagree slightly	198	58	45	29	32	9	10	**	**	38	84	55	177	21	6
	14%	16% e	14%	14%	18% e	10%	15%	**	**	16% f	15% f	14% f	15% f	11%	8%
Disagree strongly	93	23	20	20	13	1	6	**	**	12	43	26	82	11	4
	7%	6% e	6% e	10% e	7% e	1%	9% e	**	**	5%	8%	7%	7%	6%	6%
Don't know	60	16	11	6	8	4	4	**	**	11	20	17	48	12	8
	4%	4%	3%	3%	5%	4%	6%	**	**	4%	3%	4%	4%	7% bd	11% abcd
TOTAL AGREE	1046	266	240	150	122	84	47	**	**	178	426	303	907	139	52
	75%	73%	76%	73%	70%	85% abcdf	70%	**	**	75%	74%	75%	75%	76%	75%
TOTAL DISAGREE	290	81	66	49	45	11	16	**	**	50	127	81	259	31	10
	21%	22% e	21% e	24% e	26% e	11%	24% e	**	**	21%	22% ef	20%	21% ef	17%	14%

Columns Tested: a,b,c,d,e,f,g,h - 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.

Q33C. (SHOWCARD) 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Agree strongly	526	183	179	164	254	271	126	153	94	153	472	54	455	33	25	**
	38%	36%	34%	46% ab	37%	39%	34%	35%	39%	44% ab	38% b	32%	38%	34%	42%	**
Agree slightly	520	202	207	111	261	259	153	167	85	115	455	65	457	29	16	**
	37%	40% c	39% c	31%	38%	37%	41% cd	38% d	35%	33%	37%	38%	38% bc	30%	28%	**
Disagree slightly	198	76	82	39	104	94	56	67	43	32	172	25	166	17	10	**
	14%	15% c	16% c	11%	15%	13%	15% d	15% d	18% d	9%	14%	15%	14%	18%	17%	**
Disagree strongly	93	30	38	24	46	47	26	30	12	25	80	13	72	11	7	**
	7%	6%	7%	7%	7%	7%	7%	7%	5%	7%	6%	8%	6%	11% a	12% a	**
Don't know	60	19	21	20	28	32	9	18	8	25	48	12	48	6	1	**
	4%	4%	4%	5%	4%	5%	2%	4%	3%	7% abc	4%	7% a	4%	6%	1%	**
TOTAL AGREE	1046	385	386	275	515	530	278	320	179	268	927	119	911	62	41	**
	75%	75%	73%	77%	74%	75%	75%	74%	74%	76%	76% b	70%	76% b	65%	70%	**
TOTAL DISAGREE	290	106	121	63	149	141	82	97	54	57	252	38	238	28	17	**
	21%	21%	23% c	18%	22%	20%	22% d	22% d	22% d	16%	21%	23%	20%	29% a	29% a	**

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

Q33C. (SHOWCARD) 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Agree strongly	526	74	104	68	101	383
	38%	43% bc	35%	32%	46% b	36%
Agree slightly	520	63	105	88	64	410
	37%	37%	36%	41%	29%	39% a
Disagree slightly	198	16	54	37	25	163
	14%	10%	18% a	17% a	12%	15%
Disagree strongly	93	11	23	15	17	69
	7%	6%	8%	7%	8%	7%
Don't know	60	6	9	4	12	38
	4%	4%	3%	2%	5%	4%
TOTAL AGREE	1046	138	210	156	164	792
	75%	80% bc	71%	74%	75%	75%
TOTAL DISAGREE	290	27	76	52	43	233
	21%	16%	26% a	24% a	20%	22%

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

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

Q33D. (SHOWCARD) 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 a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Agree strongly	175	159	16	125	36	162	12	101	74	26	30	48	**	16	75
	13%	12%	14%	13%	11%	12%	14%	11%	15% a	15%	12%	12%	**	13%	13%
Agree slightly	371	333	37	267	68	342	29	252	118	50	74	100	**	34	145
	27%	26%	33% a	27% b	22%	26%	32%	28% b	24%	29%	28%	26%	**	27%	25%
Disagree slightly	377	350	26	276	78	354	23	247	130	36	59	108	**	36	166
	27%	27%	23%	28%	25%	27%	25%	27% c	26%	21%	23%	28%	**	29%	29% a
Disagree strongly	414	384	30	268	117	391	23	271	143	51	82	121	**	33	163
	30%	30%	26%	27%	37% a	30%	25%	30%	29%	30%	32%	31%	**	27%	28%
Don't know	60	56	4	41	16	56	4	29	31	8	14	13	**	6	24
	4%	4%	4%	4%	5%	4%	4%	3%	6% a	5%	6%	3%	**	5%	4%
TOTAL AGREE	546	492	54	391	104	504	41	353	193	75	104	148	**	50	220
	39%	38%	47% a	40% b	33%	39%	46%	39%	39%	44%	40%	38%	**	40%	38%
TOTAL DISAGREE	791	734	57	544	196	745	46	518	272	87	140	229	**	69	329
	57%	57% b	50%	56%	62% a	57%	50%	58% c	55%	51%	54%	59%	**	55%	57%

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

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Q33D. (SHOWCARD) 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 a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Agree strongly	175	51	41	27	19	10	8	**	**	34	73	49	156	19	6
	13%	14%	13%	13%	11%	10%	12%	**	**	14%	13%	12%	13%	11%	8%
Agree slightly	371	112	79	55	53	12	18	**	**	59	174	104	337	34	14
	27%	31%	25%	27%	30%	12%	27%	**	**	25%	30%	26%	28%	19%	20%
		be	e	e	e		e			e	aef	e	ef		
Disagree slightly	377	98	93	50	55	25	16	**	**	78	146	110	334	43	13
	27%	27%	29%	25%	31%	25%	24%	**	**	33%	25%	27%	28%	24%	19%
										bef		f	f		
Disagree strongly	414	88	88	65	43	45	22	**	**	60	160	121	341	73	29
	30%	24%	28%	32%	25%	46%	33%	**	**	25%	28%	30%	28%	40%	42%
				ad		abcdf	a							abcd	abcd
Don't know	60	15	16	7	5	7	3	**	**	8	22	17	47	13	8
	4%	4%	5%	3%	3%	7%	4%	**	**	3%	4%	4%	4%	7%	11%
						d								abcd	abcd
TOTAL AGREE	546	162	120	82	72	22	26	**	**	93	246	153	492	53	19
	39%	45%	38%	40%	41%	22%	39%	**	**	39%	43%	38%	41%	29%	28%
		be	e	e	e		e			ef	ef	ef	ef		
TOTAL DISAGREE	791	187	181	115	98	70	39	**	**	138	305	232	675	115	42
	57%	51%	57%	56%	56%	71%	58%	**	**	58%	53%	58%	56%	63%	61%
			a			abcdf								bcd	

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

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Q33D. (SHOWCARD) 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 a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Agree strongly	175	65	70	40	75	100	41	60	30	45	151	24	159	7	6	**
	13%	13%	13%	11%	11%	14% a	11%	14%	12%	13%	12%	14%	13% b	8%	10%	**
Agree slightly	371	139	156	76	191	180	98	122	74	77	325	45	319	27	15	**
	27%	27% c	30% c	21%	28%	26%	27%	28% d	31% d	22%	27%	27%	27%	29%	26%	**
Disagree slightly	377	154	140	83	198	179	104	125	64	84	324	52	318	25	17	**
	27%	30% c	26%	23%	29%	25%	28%	29% d	26%	24%	26%	31%	27%	26%	29%	**
Disagree strongly	414	139	141	134	208	206	111	110	65	127	374	40	349	34	19	**
	30%	27%	27%	37% ab	30%	29%	30%	25%	27%	36% abc	30% b	24%	29%	36%	32%	**
Don't know	60	14	21	24	21	38	15	17	9	19	52	7	52	1	2	**
	4%	3%	4%	7% ab	3%	5% a	4%	4%	4%	5%	4%	4%	4%	1%	3%	**
TOTAL AGREE	546	203	226	116	266	280	139	182	103	121	476	69	479	35	21	**
	39%	40% c	43% c	32%	38%	40%	38%	42% d	43% d	35%	39%	41%	40%	37%	36%	**
TOTAL DISAGREE	791	293	280	217	406	385	216	236	129	210	698	92	667	59	36	**
	57%	57%	53%	61% b	59%	55%	58%	54%	54%	60% bc	57%	55%	56%	62%	61%	**

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

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Q33D. (SHOWCARD) 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 a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Agree strongly	175	25	34	33	23	129
	13%	14%	12%	15%	11%	12%
Agree slightly	371	41	89	65	46	290
	27%	24%	30% a	31%	21%	27% a
Disagree slightly	377	37	82	58	48	300
	27%	21%	28% a	27%	22%	28% a
Disagree strongly	414	61	83	49	88	309
	30%	36% bc	28%	23%	40% b	29%
Don't know	60	8	7	7	14	34
	4%	5%	2%	3%	6% b	3%
TOTAL AGREE	546	65	124	98	70	419
	39%	38%	42%	46% a	32%	39% a
TOTAL DISAGREE	791	98	165	107	135	610
	57%	57%	56%	50%	62%	57%

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

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Q28. (SHOWCARD) 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 : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
Yes - in the last 6 months	67	58	10	46	13	59	9	67	-	67	12	19	**	6	26
	5%	5%	8% a	5%	4%	4%	10% a	7% b	-%	39% ab	5%	5%	**	4%	4%
Yes - 7 to 12 months ago	104	94	10	73	22	97	7	104	-	104	17	17	**	11	57
	7%	7%	9%	7%	7%	7%	7%	12% b	-%	61% ab	6%	4%	**	9% b	10% ab
Yes – 13 to 18 months ago	76	69	6	56	14	72	4	76	-	-	11	23	**	5	33
	5%	5%	6%	6%	4%	5%	5%	8% bc	-%	-%	4%	6%	**	4%	6%
Yes – 1.5 to 2 years ago	72	64	7	53	11	66	6	72	-	-	16	13	**	5	34
	5%	5%	6%	5%	4%	5%	6%	8% bc	-%	-%	6% b	3%	**	4%	6% b
Yes – 2 to 3 years ago	109	99	10	80	19	100	9	109	-	-	16	29	**	8	51
	8%	8%	9%	8%	6%	8%	10%	12% bc	-%	-%	6%	7%	**	6%	9%
Yes – More than 3 years ago	473	442	31	344	100	450	23	473	-	-	100	157	**	43	159
	34%	34% b	27%	35%	32%	34% b	25%	52% bc	-%	-%	39% e	40% e	**	34%	28%
No – never changed provider	496	455	40	325	137	463	33	-	496	-	87	132	**	48	213
	36%	36%	35%	33%	43% a	35%	37%	-%	100% ac	-%	34%	34%	**	38%	37%

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

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Q28. (SHOWCARD) 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 : All responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
Yes - in the last 6 months	67	15	12	10	8	6	3	**	**	10	31	19	59	8	3
	5%	4%	4%	5%	5%	6%	4%	**	**	4%	5%	5%	5%	4%	4%
Yes - 7 to 12 months ago	104	36	16	11	11	6	4	**	**	30	42	24	96	8	3
	7%	10%	5%	6%	6%	6%	5%	**	**	13%	7%	6%	8%	4%	5%
		bc								bcdef	e		e		
Yes – 13 to 18 months ago	76	20	10	8	11	9	6	**	**	20	32	17	69	7	3
	5%	5%	3%	4%	6%	9%	10%	**	**	9%	6%	4%	6%	4%	4%
					b	bc	bc			cde					
Yes – 1.5 to 2 years ago	72	15	18	8	9	5	6	**	**	20	28	18	65	7	2
	5%	4%	6%	4%	5%	5%	10%	**	**	8%	5%	4%	5%	4%	3%
							ac			bcdef					
Yes – 2 to 3 years ago	109	23	19	12	20	10	6	**	**	23	49	32	103	5	2
	8%	6%	6%	6%	11%	10%	9%	**	**	9%	8%	8%	9%	3%	2%
					abc					ef	ef	ef	ef		
Yes – More than 3 years ago	473	114	119	66	68	33	22	**	**	39	216	158	413	59	20
	34%	31%	38%	32%	39%	33%	32%	**	**	16%	38%	39%	34%	33%	28%
			a		a						af	adef	a	a	a
No – never changed provider	496	142	123	90	49	30	20	**	**	97	176	134	407	88	37
	36%	39%	39%	44%	28%	30%	30%	**	**	41%	31%	33%	34%	48%	54%
		de	de	def						bcd				abcd	abcd

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

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Q28. (SHOWCARD) 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 : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
Yes - in the last 6 months	67	25	29	13	36	31	18	19	12	19	62	6	61	3	3	**
	5%	5%	5%	4%	5%	4%	5%	4%	5%	5%	5%	3%	5%	3%	4%	**
Yes - 7 to 12 months ago	104	51	36	17	56	48	25	39	23	17	91	13	88	9	3	**
	7%	10% bc	7%	5%	8%	7%	7%	9% d	9% d	5%	7%	8%	7%	9%	5%	**
Yes – 13 to 18 months ago	76	40	22	13	34	42	20	24	19	13	68	7	66	4	3	**
	5%	8% bc	4%	4%	5%	6%	6%	6%	8% d	4%	6%	4%	6%	4%	6%	**
Yes – 1.5 to 2 years ago	72	34	26	12	35	36	18	23	18	13	66	5	63	5	2	**
	5%	7% c	5%	3%	5%	5%	5%	5%	7% d	4%	5%	3%	5%	6%	3%	**
Yes – 2 to 3 years ago	109	51	42	16	58	51	26	31	23	28	98	11	91	11	4	**
	8%	10% c	8% c	5%	8%	7%	7%	7%	10%	8%	8%	6%	8%	12%	6%	**
Yes – More than 3 years ago	473	129	210	134	238	234	139	154	66	113	412	60	403	32	27	**
	34%	25%	40% a	37% a	34%	33%	38% c	35% c	28%	32%	34%	36%	34%	34%	46% ab	**
No – never changed provider	496	180	163	152	235	261	123	145	80	148	430	66	425	31	18	**
	36%	35%	31%	43% ab	34%	37%	33%	33%	33%	42% abc	35%	39%	36%	32%	30%	**

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

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Q28. (SHOWCARD) 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 : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
Yes - in the last 6 months	67	11	18	10	10	53
	5%	6%	6%	5%	4%	5%
Yes - 7 to 12 months ago	104	12	21	20	11	81
	7%	7%	7%	9%	5%	8%
Yes – 13 to 18 months ago	76	13	14	13	11	62
	5%	8%	5%	6%	5%	6%
Yes – 1.5 to 2 years ago	72	9	20	11	10	57
	5%	5%	7%	5%	5%	5%
Yes – 2 to 3 years ago	109	10	26	15	11	87
	8%	6%	9%	7%	5%	8%
						a
Yes – More than 3 years ago	473	53	106	80	79	360
	34%	31%	36%	38%	36%	34%
No – never changed provider	496	63	91	63	87	364
	36%	37%	31%	30%	40%	34%
					b	

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

Any break column with 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 WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	b	a	b	a	b	a	b	c	a	b	~c	d	e
Unweighted total	2388	2177	211	1618	583	2224	164	1519	869	293	518	621	85	214	952
Effective Weighted Sample	2014	1838	177	1386	470	1875	139	1289	725	245	417	575	77	181	775
Total	1396	1282	114	976	315	1306	91	900	496	171	259	391	49	125	573
IN THE LAST 12 MONTHS	171	152	19	119	35	156	16	171	-	171	29	36	**	16	83
	12%	12%	17% a	12%	11%	12%	17% a	19% b	-%	100% ab	11%	9%	**	13%	14% b
13 MONTHS - 2 YEARS AGO	148	134	14	109	25	138	10	148	-	-	27	36	**	10	67
	11%	10%	12%	11% b	8%	11%	11%	16% bc	-%	-%	10%	9%	**	8%	12%
OVER 2 YEARS AGO	581	541	41	424	119	549	32	581	-	-	116	186	**	51	210
	42%	42%	36%	43% b	38%	42%	35%	65% bc	-%	-%	45% e	48% e	**	41%	37%
NEVER	496	455	40	325	137	463	33	-	496	-	87	132	**	48	213
	36%	36%	35%	33%	43% a	35%	37%	-%	100% ac	-%	34%	34%	**	38%	37%

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

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SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		a	b	c	d	e	f	~g	~h	a	b	c	d	e	f
Unweighted total	2388	606	534	346	284	186	119	99	47	345	862	724	1931	455	167
Effective Weighted Sample	2014	514	457	297	243	152	99	83	38	301	746	634	1666	399	146
Total	1396	364	317	204	176	99	67	62	25	239	573	401	1214	182	69
IN THE LAST 12 MONTHS	171	50	28	22	19	12	6	**	**	40	73	43	156	16	6
	12%	14%	9%	11%	11%	12%	9%	**	**	17%	13%	11%	13%	9%	9%
		b								cdef	e		e		
13 MONTHS - 2 YEARS AGO	148	35	28	16	20	14	13	**	**	40	60	34	134	13	5
	11%	10%	9%	8%	11%	14%	19%	**	**	17%	10%	8%	11%	7%	7%
						bc	abcd			bcdef			e		
OVER 2 YEARS AGO	581	136	138	77	88	43	28	**	**	62	265	190	517	65	21
	42%	37%	44%	38%	50%	43%	41%	**	**	26%	46%	47%	43%	36%	31%
			a		ac						aef	adef	aef	a	
NEVER	496	142	123	90	49	30	20	**	**	97	176	134	407	88	37
	36%	39%	39%	44%	28%	30%	30%	**	**	41%	31%	33%	34%	48%	54%
		de	de	def						bcd				abcd	abcd

Columns Tested: a,b,c,d,e,f,g,h - 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 WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	c	a	b	a	b	c	d	a	b	a	b	c	~d
Unweighted total	2388	767	841	778	1142	1246	493	792	521	582	2079	309	2010	182	109	87
Effective Weighted Sample	2014	659	732	666	957	1061	440	686	459	482	1759	256	1714	141	91	69
Total	1396	510	528	358	693	703	370	435	241	350	1227	169	1198	95	59	45
IN THE LAST 12 MONTHS	171	76	65	30	92	79	42	58	35	36	152	19	149	11	5	**
	12%	15%	12%	9%	13%	11%	11%	13%	14%	10%	12%	11%	12%	12%	9%	**
		c	c						d							
13 MONTHS - 2 YEARS AGO	148	75	48	25	69	78	38	47	37	25	135	13	129	10	5	**
	11%	15%	9%	7%	10%	11%	10%	11%	15%	7%	11%	8%	11%	10%	9%	**
		bc						d	abd							
OVER 2 YEARS AGO	581	179	252	150	296	285	166	185	90	141	510	71	494	43	31	**
	42%	35%	48%	42%	43%	41%	45%	42%	37%	40%	42%	42%	41%	46%	52%	**
			ac	a			c								a	
NEVER	496	180	163	152	235	261	123	145	80	148	430	66	425	31	18	**
	36%	35%	31%	43%	34%	37%	33%	33%	33%	42%	35%	39%	36%	32%	30%	**
				ab						abc						

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

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	c	a	b
Unweighted total	2388	305	484	304	401	1776
Effective Weighted Sample	2014	248	425	273	335	1514
Total	1396	171	295	212	219	1063
IN THE LAST 12 MONTHS	171	23	38	29	21	133
	12%	13%	13%	14%	10%	13%
13 MONTHS - 2 YEARS AGO	148	22	33	25	21	118
	11%	13%	11%	12%	10%	11%
OVER 2 YEARS AGO	581	63	132	95	90	447
	42%	37%	45%	45%	41%	42%
			a	a		
NEVER	496	63	91	63	87	364
	36%	37%	31%	30%	40%	34%
					b	

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

Any break column with 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. (SHOWCARD) Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		MOBILE - SIMPLE		MOBILE (SIMPLE)		MOBILE - REGARD		MOBILE SWITCH			SIMPLE BUNDLE TYPE				
	Total	STAND-ALONE	SIMPLE BUNDLE	CONTRACT STANDALONE	PREPAY	STAND-ALONE	REGARD BUNDLE	EVER	NEVER	LAST 12 M'S	DUAL	TRIPLE	QUAD	OTHER	NONE
Significance Level: 95%		a	~b	a	~b	a	~b	a	~b	c	~a	~b	~c	~d	e
Unweighted total	293	258	35	203	58	266	27	293	-	293	55	61	14	30	135
Effective Weighted Sample	245	215	29	170	48	222	23	245	-	245	44	57	13	25	110
Total	171	152	19	119	35	156	16	171	-	171	29	36	8	16	83
No, did not receive any other services	159	143	**	112	**	146	**	159	**	159	**	**	**	**	79
	93%	94%	**	94%	**	94%	**	93%	**	93%	**	**	**	**	95%
Landline phone service	5	3	**	2	**	4	**	5	**	5	**	**	**	**	2
	3%	2%	**	2%	**	3%	**	3%	**	3%	**	**	**	**	2%
TV service	5	2	**	1	**	3	**	5	**	5	**	**	**	**	2
	3%	1%	**	1%	**	2%	**	3%	**	3%	**	**	**	**	2%
Fixed broadband service	5	3	**	1	**	3	**	5	**	5	**	**	**	**	1
	3%	2%	**	1%	**	2%	**	3%	**	3%	**	**	**	**	1%
Don't know	5	5	**	4	**	5	**	5	**	5	**	**	**	**	1
	3%	3%	**	3%	**	3%	**	3%	**	3%	**	**	**	**	2%
PREVIOUS QUAD PLAY	3	1	**	1	**	2	**	3	**	3	**	**	**	**	1
	2%	1%	**	*%	**	1%	**	2%	**	2%	**	**	**	**	1%
PREVIOUS OTHER BUNDLE	4	3	**	2	**	3	**	4	**	4	**	**	**	**	2
	2%	2%	**	2%	**	2%	**	2%	**	2%	**	**	**	**	2%

Columns Tested: a,b - 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.

Q30. (SHOWCARD) Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		MOBILE NETWORK								AGE					
	Total	EE	O2	VODA-FONE	3	TESCO	VIRGIN MOBILE	GIFF-GAFF	BT	16-24	25-44	45-64	UNDER 65	65+	75+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~a	b	~c	d	~e	~f
Unweighted total	293	84	47	35	32	22	11	18	4	64	115	76	255	37	14
Effective Weighted Sample	245	70	41	29	27	18	9	15	3	53	97	66	215	32	12
Total	171	50	28	22	19	12	6	12	2	40	73	43	156	16	6
No, did not receive any other services	159	**	**	**	**	**	**	**	**	**	68	**	147	**	**
	93%	**	**	**	**	**	**	**	**	**	93%	**	94%	**	**
Landline phone service	5	**	**	**	**	**	**	**	**	**	3	**	4	**	**
	3%	**	**	**	**	**	**	**	**	**	4%	**	2%	**	**
TV service	5	**	**	**	**	**	**	**	**	**	2	**	4	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	**
Fixed broadband service	5	**	**	**	**	**	**	**	**	**	3	**	4	**	**
	3%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	**
Don't know	5	**	**	**	**	**	**	**	**	**	2	**	4	**	**
	3%	**	**	**	**	**	**	**	**	**	2%	**	2%	**	**
PREVIOUS QUAD PLAY	3	**	**	**	**	**	**	**	**	**	2	**	2	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	1%	**	**
PREVIOUS OTHER BUNDLE	4	**	**	**	**	**	**	**	**	**	2	**	3	**	**
	2%	**	**	**	**	**	**	**	**	**	3%	**	2%	**	**

Columns Tested: a,b,c,d,e,f,g,h - 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. (SHOWCARD) Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		AGE (2)			GENDER		SOCIAL GRADE				URBANITY		NATION			
	Total	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND
Significance Level: 95%		a	b	~c	a	b	~a	b	~c	~d	a	~b	a	~b	~c	~d
Unweighted total	293	125	103	64	151	142	54	105	72	62	258	35	251	21	10	11
Effective Weighted Sample	245	102	90	55	126	119	50	88	62	50	215	30	211	16	8	9
Total	171	76	65	30	92	79	42	58	35	36	152	19	149	11	5	6
No, did not receive any other services	159	73	60	**	87	72	**	54	**	**	140	**	139	**	**	**
	93%	96%	92%	**	94%	91%	**	93%	**	**	92%	**	93%	**	**	**
Landline phone service	5	1	2	**	2	3	**	2	**	**	5	**	4	**	**	**
	3%	1%	3%	**	2%	4%	**	3%	**	**	4%	**	3%	**	**	**
TV service	5	1	2	**	2	2	**	2	**	**	5	**	5	**	**	**
	3%	1%	4%	**	2%	3%	**	4%	**	**	3%	**	3%	**	**	**
Fixed broadband service	5	*	3	**	2	3	**	2	**	**	5	**	5	**	**	**
	3%	*%	5%	**	2%	4%	**	3%	**	**	3%	**	3%	**	**	**
			a													
Don't know	5	1	2	**	2	3	**	2	**	**	5	**	5	**	**	**
	3%	2%	3%	**	2%	4%	**	3%	**	**	3%	**	3%	**	**	**
PREVIOUS QUAD PLAY	3	-	2	**	1	2	**	1	**	**	3	**	3	**	**	**
	2%	-%	2%	**	2%	2%	**	2%	**	**	2%	**	2%	**	**	**
PREVIOUS OTHER BUNDLE	4	2	1	**	2	2	**	1	**	**	4	**	2	**	**	**
	2%	3%	2%	**	2%	3%	**	2%	**	**	3%	**	2%	**	**	**

Columns Tested: a,b,c - a,b - a,b,c,d - 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. (SHOWCARD) Did you receive any other services from your previous mobile phone service provider as well as your mobile phone service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous mobile phone service provider?

Base : Those who have changed supplier in the last 12 months for a mobile phone

		FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~c	~a	b
Unweighted total	293	46	61	39	39	225
Effective Weighted Sample	245	34	55	36	33	187
Total	171	23	38	29	21	133
No, did not receive any other services	159	**	**	**	**	126
	93%	**	**	**	**	94%
Landline phone service	5	**	**	**	**	3
	3%	**	**	**	**	2%
TV service	5	**	**	**	**	3
	3%	**	**	**	**	2%
Fixed broadband service	5	**	**	**	**	4
	3%	**	**	**	**	3%
Don't know	5	**	**	**	**	4
	3%	**	**	**	**	3%
PREVIOUS QUAD PLAY	3	**	**	**	**	2
	2%	**	**	**	**	2%
PREVIOUS OTHER BUNDLE	4	**	**	**	**	2
	2%	**	**	**	**	1%

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

Any break column with 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. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	326	29	297	58	268	204	122	30	20	120	112	**	46	29
	36%	40%	36%	45%	34%	36%	36%	27%	27%	44%	28%	**	40%	40%
				b		cd	cd			b			b	b
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	418	29	389	48	370	265	153	58	38	114	206	**	49	29
	46%	40%	46%	37%	47%	47%	45%	53%	51%	42%	51%	**	43%	41%
					a						ade			
Ultrafast broadband - the download speed is 100MB/second or higher	84	6	78	9	75	53	31	12	9	18	45	**	10	6
	9%	8%	9%	7%	10%	9%	9%	11%	11%	7%	11%	**	9%	8%
											a			
Don't know	82	8	74	15	67	46	36	10	8	23	38	**	10	8
	9%	11%	9%	11%	9%	8%	10%	9%	11%	8%	10%	**	8%	11%

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.

Q18. (SHOWCARD) 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						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	326	98	68	47	39	**	**	**	150	105	268	58	23	75	140	112
	36%	33%	37%	23%	50%	**	**	**	36%	32%	34%	49%	57%	33%	33%	43%
		c	c		abc							bcd	bcd			ab
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	418	145	85	100	30	**	**	**	205	155	382	36	11	114	209	95
	46%	49%	46%	49%	39%	**	**	**	49%	48%	48%	30%	26%	49%	50%	36%
		d		d					ef	ef	ef			c	c	
Ultrafast broadband - the download speed is 100MB/second or higher	84	26	12	38	1	**	**	**	44	24	74	10	1	25	41	18
	9%	9%	6%	19%	2%	**	**	**	10%	7%	9%	8%	2%	11%	10%	7%
		d	d	abd					f	f	f	f		c	c	
Don't know	82	26	19	18	7	**	**	**	23	39	67	15	6	16	28	38
	9%	9%	11%	9%	9%	**	**	**	5%	12%	8%	13%	16%	7%	7%	14%
										bd	b	bd	bd			ab

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

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

Q18. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	326	163	164	86	103	63	75	278	49	284	13	**	**	44	85	51
	36%	36%	36%	30%	35%	40%	43%	35%	42%	36%	26%	**	**	44%	38%	29%
						a	ab		a	b				c	c	
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	418	218	200	148	130	75	65	369	49	356	29	**	**	37	103	96
	46%	48%	44%	52%	45%	47%	38%	46%	42%	45%	57%	**	**	37%	47%	55%
				bd	d	d					a				a	ab
Ultrafast broadband - the download speed is 100MB/second or higher	84	51	33	34	29	9	12	76	8	77	2	**	**	7	22	22
	9%	11%	7%	12%	10%	6%	7%	10%	7%	10%	4%	**	**	7%	10%	13%
		b		cd	c											a
Don't know	82	22	60	18	29	12	22	71	11	68	7	**	**	12	11	5
	9%	5%	13%	6%	10%	8%	13%	9%	9%	9%	13%	**	**	12%	5%	3%
			a		a		ac							bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Standard broadband - Broadband through a phone line or cable service - which is not superfast, so the download speed is less than 30MB/second	326 36%	50 40%	255 36%
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	418 46%	44 35%	339 48% a
Ultrafast broadband - the download speed is 100MB/ second or higher	84 9%	16 13% b	59 8%
Don't know	82 9%	16 13% b	57 8%

Columns Tested: a,b

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

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Very satisfied	413	37	377	64	349	236	177	48	38	116	179	**	56	36
	45%	51%	45%	50%	45%	42%	52% ac	44%	50%	42%	45%	**	48%	50%
Fairly satisfied	364	25	339	45	318	247	117	46	27	108	171	**	43	25
	40%	34%	40%	35%	41%	43% b	34%	41%	36%	40%	42%	**	38%	34%
Neither satisfied nor dissatisfied	59	6	53	9	50	38	21	6	4	22	24	**	5	6
	7%	9%	6%	7%	6%	7%	6%	6%	5%	8%	6%	**	4%	9%
Fairly dissatisfied	52	3	49	7	45	35	17	6	3	20	21	**	6	3
	6%	4%	6%	5%	6%	6%	5%	5%	5%	7%	5%	**	5%	4%
Very dissatisfied	20	2	17	3	17	11	9	4	3	7	6	**	4	2
	2%	3%	2%	2%	2%	2%	3%	4%	4%	3%	1%	**	3%	3%
Don't know	2	-	2	1	1	1	1	1	-	-	1	**	1	-
	*%	-%	*%	1%	*%	*%	*%	1%	-%	-%	*%	**	1% a	-%
TOTAL SATISFIED	777	61	716	110	667	483	294	94	64	224	350	**	99	61
	85%	85%	85%	85%	85%	85%	86%	85%	86%	82%	87% a	**	86%	85%
TOTAL DISSATISFIED	72	5	67	10	62	46	25	10	6	28	27	**	10	5
	8%	7%	8%	8%	8%	8%	7%	9%	9%	10% b	7%	**	8%	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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Very satisfied	413	149	85	81	24	**	**	**	186	145	352	62	22	100	181	132
	45%	50% cd	46% d	40%	31%	**	**	**	44%	45%	44%	52% bd	55% bd	44%	43%	50% ab
Fairly satisfied	364	119	73	90	35	**	**	**	176	130	323	41	12	89	184	90
	40%	40%	40%	45%	45%	**	**	**	42% ef	40%	41% ef	34%	31%	39%	44% c	34%
Neither satisfied nor dissatisfied	59	11	12	15	10	**	**	**	24	23	52	8	5	20	20	20
	7%	4%	7%	7% a	14% abc	**	**	**	6%	7%	7%	6%	11% b	8% b	5%	8% b
Fairly dissatisfied	52	12	9	14	4	**	**	**	25	18	44	8	1	10	25	17
	6%	4%	5%	7%	6%	**	**	**	6%	5%	6%	7%	2%	4%	6%	6%
Very dissatisfied	20	4	5	2	3	**	**	**	11	6	19	1	*	9	8	3
	2%	1%	3%	1%	4% ac	**	**	**	3% e	2%	2%	1%	1%	4% bc	2%	1%
Don't know	2	1	-	*	-	**	**	**	1	-	2	*	-	2	-	*
	*%	*%	-%	*%	-%	**	**	**	*%	-%	*%	*%	-%	1% b	-%	*%
TOTAL SATISFIED	777	268	158	171	59	**	**	**	361	276	674	103	35	189	365	223
	85%	91% bcd	86% d	84% d	76%	**	**	**	85%	85%	85%	86%	85%	82%	87% a	85%
TOTAL DISSATISFIED	72	15	14	16	8	**	**	**	37	23	63	9	1	19	33	19
	8%	5%	7%	8%	10% a	**	**	**	9%	7%	8%	7%	3%	8%	8%	7%

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

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

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Very satisfied	413	202	211	124	133	68	89	355	59	350	22	**	**	43	99	65
	45%	45%	46%	43%	46%	43%	51% ac	45%	50%	45%	42%	**	**	44%	45%	37%
Fairly satisfied	364	188	176	121	116	71	55	321	42	315	26	**	**	38	91	81
	40%	41%	38%	42% d	40% d	45% d	32%	40%	36%	40%	50%	**	**	38%	41%	47%
Neither satisfied nor dissatisfied	59	32	28	14	22	13	11	53	7	53	1	**	**	5	14	14
	7%	7%	6%	5%	7%	8%	6%	7%	6%	7%	3%	**	**	5%	6%	8%
Fairly dissatisfied	52	21	30	19	15	4	13	45	6	49	2	**	**	8	11	12
	6%	5%	7%	7% c	5%	3%	7% c	6%	5%	6%	4%	**	**	8%	5%	7%
Very dissatisfied	20	10	9	6	5	2	6	18	2	17	1	**	**	5	6	2
	2%	2%	2%	2%	2%	1%	3%	2%	1%	2%	1%	**	**	5% c	3%	1%
Don't know	2	*	2	2	*	-	-	1	1	1	-	**	**	-	-	-
	*%	*%	*%	1%	*%	-%	-%	*%	1%	*%	-%	**	**	-%	-%	-%
TOTAL SATISFIED	777	390	387	245	249	139	144	676	101	665	47	**	**	81	189	146
	85%	86%	85%	85%	85%	88%	83%	85%	87%	85%	92%	**	**	82%	86%	84%
TOTAL DISSATISFIED	72	32	40	26	21	7	18	64	8	66	3	**	**	13	17	14
	8%	7%	9%	9% c	7%	4%	11% c	8%	7%	8%	6%	**	**	13%	8%	8%

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

Any break column with 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. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Very satisfied	413	55	320
	45%	44%	45%
Fairly satisfied	364	47	291
	40%	37%	41%
Neither satisfied nor dissatisfied	59	9	47
	7%	7%	7%
Fairly dissatisfied	52	11	36
	6%	9%	5%
		b	
Very dissatisfied	20	3	16
	2%	2%	2%
Don't know	2	1	*
	*%	1%	*%
		b	
TOTAL SATISFIED	777	102	611
	85%	81%	86%
			a
TOTAL DISSATISFIED	72	14	51
	8%	11%	7%

Columns Tested: a,b

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

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Currently looking for a new deal	38	5	33	7	32	27	11	3	3	17	8	**	5	5
	4%	7%	4%	5%	4%	5%	3%	3%	4%	6% b	2%	**	4%	7% b
Planning to look for a new deal	96	5	91	9	86	67	29	11	6	37	38	**	13	5
	11%	7%	11%	7%	11%	12% b	8%	10%	8%	13% be	9%	**	12%	7%
Not currently looking or planning to look for a new deal	767	62	706	110	657	472	295	96	66	217	352	**	94	61
	84%	85%	84%	85%	84%	83%	86%	87%	88%	79%	88% ad	**	82%	85%
Don't know	9	1	8	3	5	3	6	-	-	3	3	**	2	1
	1%	1%	1%	3% b	1%	*%	2% a	-%	-%	1%	1%	**	2%	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.

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Currently looking for a new deal	38	6	7	10	4	**	**	**	19	12	34	5	2	12	15	11
	4%	2%	4%	5% a	5% a	**	**	**	5%	4%	4%	4%	5%	5%	4%	4%
Planning to look for a new deal	96	22	23	26	10	**	**	**	48	35	86	10	3	22	51	23
	11%	7%	13% a	13% a	13% a	**	**	**	11%	11%	11%	8%	7%	10%	12%	9%
Not currently looking or planning to look for a new deal	767	265	152	165	63	**	**	**	353	273	664	103	36	193	349	226
	84%	90% bcd	83%	81%	81%	**	**	**	84%	85%	84%	86%	88%	84%	84%	86%
Don't know	9	3	1	3	*	**	**	**	2	3	7	2	-	3	3	3
	1%	1%	1%	1%	*%	**	**	**	1%	1%	1%	2%	-%	1%	1%	1%

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

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

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Currently looking for a new deal	38	21	17	19	8	4	7	35	4	35	1	**	**	5	6	10
	4%	5%	4%	7% bc	3%	3%	4%	4%	3%	4%	2%	**	**	5%	3%	6%
Planning to look for a new deal	96	50	46	33	27	17	18	84	12	81	6	**	**	13	27	23
	11%	11%	10%	12%	9%	11%	10%	11%	10%	10%	12%	**	**	13%	12%	13%
Not currently looking or planning to look for a new deal	767	379	389	232	253	135	147	667	100	662	43	**	**	80	187	141
	84%	84%	85%	81%	87% a	85%	85%	84%	86%	84%	82%	**	**	80%	85%	81%
Don't know	9	3	5	2	3	2	2	8	1	6	2	**	**	1	*	1
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	4% a	**	**	1%	*%	*%

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

Any break column with 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Currently looking for a new deal	38	7	29
	4%	5%	4%
Planning to look for a new deal	96	13	78
	11%	11%	11%
Not currently looking or planning to look for a new deal	767	104	598
	84%	83%	84%
Don't know	9	1	4
	1%	1%	1%

Columns Tested: a,b

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Discussed deals or offers with your provider	196	8	187	21	175	112	83	30	24	52	98	**	27	8
	22%	12%	22% a	16%	22% a	20%	24% a	27% a	32% a	19% e	24% ae	**	23% e	12%
Looked at alternative deals or offers from your provider	121	7	114	15	107	80	41	20	14	41	51	**	15	7
	13%	10%	14%	11%	14%	14%	12%	18% b	18%	15%	13%	**	13%	10%
Received a discount from your provider	115	5	110	11	103	65	50	12	10	31	57	**	13	5
	13%	7%	13% a	9%	13%	11%	15%	11%	13%	11%	14% e	**	11%	7%
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)	71	4	67	5	66	45	26	5	3	17	39	**	9	4
	8%	5%	8%	4%	8% a	8%	8%	5%	4%	6%	10% a	**	8%	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)	30	1	29	3	27	17	13	3	2	9	16	**	2	1
	3%	1%	4%	2%	3%	3%	4%	3%	3%	3%	4%	**	2%	1%
None of these	592	54	537	97	494	369	223	66	43	178	250	**	78	54
	65%	75% b	64%	75% b	63%	65%	65%	60%	58%	65%	62%	**	68%	75% 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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
SUMMARY														
ANY CHANGE	319	18	301	32	286	200	119	45	31	96	152	**	37	18
	35%	25%	36%	25%	37%	35%	35%	40%	42%	35%	38%	**	32%	25%
			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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Discussed deals or offers with your provider	196	66	36	50	18	**	**	**	94	70	170	25	5	51	88	56
	22%	22%	20%	24%	23%	**	**	**	22% f	22% f	22% f	21% f	11%	22%	21%	21%
Looked at alternative deals or offers from your provider	121	32	27	29	9	**	**	**	56	44	107	14	2	34	55	33
	13%	11%	15%	14%	12%	**	**	**	13% f	14% f	14% f	12% f	5%	15%	13%	13%
Received a discount from your provider	115	37	24	32	7	**	**	**	59	37	100	15	3	35	47	33
	13%	13%	13%	16% d	9%	**	**	**	14% f	11%	13%	13%	7%	15%	11%	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)	71	26	20	14	2	**	**	**	33	28	65	7	3	15	38	18
	8%	9% d	11% d	7%	3%	**	**	**	8%	9%	8%	6%	6%	7%	9%	7%
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)	30	9	5	10	5	**	**	**	10	14	24	6	1	3	15	13
	3%	3%	3%	5%	6%	**	**	**	2%	4% b	3%	5% b	2%	1%	4% a	5% a
None of these	592	196	120	123	51	**	**	**	267	209	509	83	32	144	266	182
	65%	66%	66%	61%	66%	**	**	**	63%	65%	64%	70%	79% bcd	63%	64%	69% ab

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

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
SUMMARY																
ANY CHANGE	319	100	63	79	27	**	**	**	155	114	282	36	8	85	152	81
	35%	34%	34%	39%	34%	**	**	**	37% f	35% f	36% f	30%	21%	37% c	36% c	31%

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

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

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Discussed deals or offers with your provider	196	101	95	66	67	34	28	170	26	179	4	**	**	19	49	49
	22%	22%	21%	23% d	23% d	21%	16%	21%	22%	23% b	7%	**	**	20%	22%	28% a
Looked at alternative deals or offers from your provider	121	67	55	47	43	20	11	104	17	111	1	**	**	10	33	36
	13%	15%	12%	16% d	15% d	13% d	7%	13%	15%	14% b	3%	**	**	10%	15%	21% a
Received a discount from your provider	115	64	51	40	41	19	14	99	15	105	4	**	**	7	29	26
	13%	14%	11%	14% d	14% d	12%	8%	13%	13%	13%	7%	**	**	7%	13% a	15% 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)	71	37	34	23	29	13	6	60	11	66	4	**	**	7	14	25
	8%	8%	8%	8% d	10% d	8% d	4%	8%	9%	8%	7%	**	**	7%	6%	14% 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)	30	15	15	7	13	4	6	25	5	28	1	**	**	3	6	8
	3%	3%	3%	2%	4%	2%	4%	3%	5%	4%	2%	**	**	3%	3%	4%
None of these	592	285	307	179	183	102	127	521	71	497	42	**	**	69	142	91
	65%	63%	67%	63%	63%	64%	73% abc	66%	61%	63%	80% a	**	**	69% c	64% c	53%

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
SUMMARY																
ANY CHANGE	319	169	150	107	109	56	46	273	45	288	10	**	**	31	79	83
	35%	37%	33%	37%	37%	36%	27%	34%	39%	37%	20%	**	**	31%	36%	47%
				d	d	d				b						ab

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Discussed deals or offers with your provider	196	23	160
	22%	18%	23%
Looked at alternative deals or offers from your provider	121	14	102
	13%	11%	14%
Received a discount from your provider	115	16	91
	13%	13%	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)	71	16	52
	8%	12%	7%
		b	
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)	30	6	18
	3%	4%	3%
None of these	592	83	456
	65%	66%	64%
SUMMARY			
ANY CHANGE	319	42	254
	35%	34%	36%

Columns Tested: a,b

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

Q24. (SHOWCARD) 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: 95%		~a	b	~a	b	a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	192	9	183	19	173	109	83	19	15	56	92	14	22	9
Effective Weighted Sample	170	7	163	16	154	97	73	17	14	48	85	13	18	7
Total	115	5	110	11	103	65	50	12	10	31	57	9	13	5
I contacted my provider	94	**	90	**	86	49	**	**	**	**	**	**	**	**
	82%	**	82%	**	83%	75%	**	**	**	**	**	**	**	**
My provider contacted me	19	**	19	**	17	14	**	**	**	**	**	**	**	**
	16%	**	17%	**	17%	21%	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	1	**	1	2	**	**	**	**	**	**	**	**
	2%	**	1%	**	1%	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.

Q24. (SHOWCARD) 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						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	192	60	41	52	14	9	6	6	85	63	154	38	7	52	73	67
Effective Weighted Sample	170	55	36	46	11	8	6	5	78	58	139	36	7	46	66	60
Total	115	37	24	32	7	4	3	4	59	37	100	15	3	35	47	33
I contacted my provider	94	**	**	**	**	**	**	**	**	**	82	**	**	**	**	**
	82%	**	**	**	**	**	**	**	**	**	82%	**	**	**	**	**
My provider contacted me	19	**	**	**	**	**	**	**	**	**	15	**	**	**	**	**
	16%	**	**	**	**	**	**	**	**	**	16%	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	2	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

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

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

Q24. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	~b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	192	101	91	54	73	43	22	166	26	174	8	8	2	13	48	38
Effective Weighted Sample	170	90	81	49	67	41	20	147	23	155	6	7	2	11	44	35
Total	115	64	51	40	41	19	14	99	15	105	4	5	1	7	29	26
I contacted my provider	94	53	**	**	**	**	**	83	**	86	**	**	**	**	**	**
	82%	84%	**	**	**	**	**	84%	**	82%	**	**	**	**	**	**
My provider contacted me	19	10	**	**	**	**	**	15	**	17	**	**	**	**	**	**
	16%	15%	**	**	**	**	**	15%	**	16%	**	**	**	**	**	**
Don't know/ can't remember	2	1	**	**	**	**	**	2	**	2	**	**	**	**	**	**
	2%	1%	**	**	**	**	**	2%	**	2%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	192	27	152
Effective Weighted Sample	170	25	133
Total	115	16	91
I contacted my provider	94	**	74
	82%	**	82%
My provider contacted me	19	**	14
	16%	**	15%
Don't know/ can't remember	2	**	2
	2%	**	3%

Columns Tested: a,b

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

Q25. (SHOWCARD) 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: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	117	7	110	10	107	75	42	11	7	30	61	6	15	7
Effective Weighted Sample	106	6	100	8	97	68	38	10	6	27	57	5	14	6
Total	71	4	67	5	66	45	26	5	3	17	39	4	9	4
I contacted my provider	54	**	53	**	52	**	**	**	**	**	**	**	**	**
	76%	**	78%	**	79%	**	**	**	**	**	**	**	**	**
My provider contacted me	15	**	13	**	13	**	**	**	**	**	**	**	**	**
	21%	**	20%	**	19%	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	1	**	1	**	**	**	**	**	**	**	**	**
	2%	**	2%	**	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.

Q25. (SHOWCARD) 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						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	d	~e	~f	~a	~b	~c
Unweighted total	117	43	31	22	4	5	2	5	46	49	100	17	6	22	59	36
Effective Weighted Sample	106	40	28	20	4	5	2	5	43	45	92	17	6	20	54	33
Total	71	26	20	14	2	3	1	3	33	28	65	7	3	15	38	18
I contacted my provider	54	**	**	**	**	**	**	**	**	**	50	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	**	77%	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	**	13	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	**	21%	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	1	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	2%	**	**	**	**	**

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

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

Q25. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	117	55	62	31	50	26	10	99	18	108	6	3	-	11	23	37
Effective Weighted Sample	106	50	57	28	48	25	9	89	17	98	5	3	-	10	21	34
Total	71	37	34	23	29	13	6	60	11	66	4	2	-	7	14	25
I contacted my provider	54	**	**	**	**	**	**	**	**	50	**	**	**	**	**	**
	76%	**	**	**	**	**	**	**	**	76%	**	**	**	**	**	**
My provider contacted me	15	**	**	**	**	**	**	**	**	14	**	**	**	**	**	**
	21%	**	**	**	**	**	**	**	**	21%	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	2	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	3%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	117	27	83
Effective Weighted Sample	106	25	76
Total	71	16	52
I contacted my provider	54	**	**
	76%	**	**
My provider contacted me	15	**	**
	21%	**	**
Don't know/ can't remember	2	**	**
	2%	**	**

Columns Tested: a,b

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

Q26. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~e
Unweighted total	54	1	53	6	48	30	24	5	3	17	29	3	4	1
Effective Weighted Sample	49	1	48	5	44	27	22	5	3	15	27	3	4	1
Total	30	1	29	3	27	17	13	3	2	9	16	2	2	1
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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. (SHOWCARD) 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						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~d	~e	~f	~a	~b	~c
Unweighted total	54	15	10	18	8	1	1	1	15	23	39	15	2	5	23	26
Effective Weighted Sample	49	14	9	17	7	1	1	1	14	22	37	14	2	5	22	24
Total	30	9	5	10	5	1	*	1	10	14	24	6	1	3	15	13
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

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

Q26. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~a	~b	~c	~d	~a	~b	~c
Unweighted total	54	26	28	10	24	8	12	44	10	49	2	1	2	6	10	13
Effective Weighted Sample	49	23	26	9	22	8	11	41	8	44	2	1	2	5	9	12
Total	30	15	15	7	13	4	6	25	5	28	1	1	1	3	6	8
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	~b
Unweighted total	54	11	32
Effective Weighted Sample	49	10	30
Total	30	6	18
I contacted my provider	**	**	**
	**	**	**
My provider contacted me	**	**	**
	**	**	**

Columns Tested: a,b

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

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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Received a discount	94	4	90	8	86	49	45	8	6	22	49	**	11	4
	10%	6%	11%	6%	11% a	9%	13% ac	7%	8%	8%	12% ae	**	10%	6%
Added extra or improved services	54	2	53	2	52	34	20	4	3	12	31	**	8	2
	6%	2%	6%	2%	7% a	6%	6%	4%	4%	4%	8% ae	**	7%	2%
Reduced or downgraded services	26	1	26	3	23	14	13	3	2	7	16	**	2	1
	3%	1%	3%	2%	3%	2%	4%	2%	3%	3%	4%	**	2%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	142	7	136	12	130	80	63	13	9	33	77	**	17	7
	16%	9%	16% a	9%	17% a	14%	18% ac	12%	12%	12%	19% ae	**	14%	9%
ALL 3 CHANGES	2	-	2	1	2	1	2	1	1	1	2	**	-	-
	*%	-%	*%	*%	*%	*%	1%	*%	1%	*%	*%	**	-%	-%
DISCOUNT AND EXTRA SERVICES	20	-	20	-	20	12	8	*	*	5	10	**	4	-
	2%	-%	2%	-%	3% a	2%	2%	*%	*%	2%	3%	**	3% e	-%
DISCOUNT AND REDUCED SERVICES	7	-	7	-	7	4	3	1	1	2	4	**	1	-
	1%	-%	1%	-%	1%	1%	1%	1%	1%	1%	1%	**	1%	-%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	*	-	-	-	*	**	-	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	*%	**	-%	-%
DISCOUNT ONLY	64	4	60	7	57	32	32	6	4	15	32	**	7	4
	7%	6%	7%	6%	7%	6%	9% a	6%	6%	5%	8%	**	6%	6%
EXTRA SERVICES ONLY	32	2	30	2	30	22	10	3	2	7	19	**	4	2
	3%	2%	4%	1%	4%	4%	3%	3%	3%	2%	5% a	**	4%	2%

Columns Tested: a,b - a,b - a,b,c,d - 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
REDUCED SERVICES ONLY	16	1	16	2	14	9	8	1	1	5	9	**	1	1
	2%	1%	2%	2%	2%	2%	2%	1%	1%	2%	2%	**	1%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	768	66	702	118	650	489	279	98	66	241	325	**	98	65
	84%	91%	84%	91%	83%	86%	82%	88%	88%	88%	81%	**	86%	91%
		b		b		b		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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Received a discount	94	32	17	28	6	**	**	**	51	29	82	12	2	29	38	26
	10%	11%	9%	14% d	7%	**	**	**	12% f	9%	10%	10%	5%	13%	9%	10%
Added extra or improved services	54	23	16	9	2	**	**	**	25	22	50	5	1	12	28	14
	6%	8% cd	9% cd	4%	2%	**	**	**	6%	7%	6%	4%	3%	5%	7%	5%
Reduced or downgraded services	26	9	4	10	3	**	**	**	8	12	21	5	1	2	13	12
	3%	3%	2%	5%	4%	**	**	**	2%	4%	3%	5% b	2%	1%	3% a	4% a
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	142	49	28	40	10	**	**	**	71	49	126	17	3	39	64	39
	16%	17%	15%	20%	13%	**	**	**	17% f	15% f	16% f	14%	7%	17%	15%	15%
ALL 3 CHANGES	2	1	1	1	-	**	**	**	-	2	2	*	*	-	1	2
	*%	*%	*%	*%	-%	**	**	**	-%	1%	*%	*%	1% b	-%	*%	1%
DISCOUNT AND EXTRA SERVICES	20	9	7	2	-	**	**	**	12	7	19	1	-	4	11	5
	2%	3% d	4% cd	1%	-%	**	**	**	3% e	2%	2% e	1%	-%	2%	3%	2%
DISCOUNT AND REDUCED SERVICES	7	3	2	3	*	**	**	**	2	2	4	3	-	-	3	4
	1%	1%	1%	1%	*%	**	**	**	*%	1%	1%	3% bcd	-%	-%	1%	2% a
EXTRA SERVICES AND REDUCED SERVICES	*	-	-	*	-	**	**	**	-	-	-	*	-	-	-	*
	*%	-%	-%	*%	-%	**	**	**	-%	-%	-%	*%	-%	-%	-%	*%
DISCOUNT ONLY	64	20	8	23	5	**	**	**	37	17	57	7	1	25	24	15
	7%	7%	4%	11% ab	7%	**	**	**	9% c	5%	7%	6%	4%	11% bc	6%	6%

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

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

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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
EXTRA SERVICES ONLY	32	13	9	6	2	**	**	**	13	13	29	3	1	8	17	7
	3%	4%	5%	3%	2%	**	**	**	3%	4%	4%	3%	2%	4%	4%	3%
REDUCED SERVICES ONLY	16	5	2	6	3	**	**	**	7	7	15	2	*	2	9	5
	2%	2%	1%	3%	4%	**	**	**	2%	2%	2%	1%	1%	1%	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	768	246	156	163	67	**	**	**	352	273	665	103	38	190	354	224
	84%	83%	85%	80%	87%	**	**	**	83%	85%	84%	86%	93% bcd	83%	85%	85%

Columns Tested: a,b,c,d,e,f - a,b,c,d,e,f - 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Received a discount	94	53	40	35	33	15	12	83	11	86	3	**	**	4	22	22
	10%	12%	9%	12% d	11% d	9%	7%	10%	9%	11%	5%	**	**	4%	10% a	13% a
Added extra or improved services	54	29	26	18	25	8	3	47	7	50	2	**	**	5	9	21
	6%	6%	6%	6% d	9% cd	5% d	2%	6%	6%	6%	5%	**	**	5%	4%	12% ab
Reduced or downgraded services	26	13	13	5	12	3	6	22	4	24	1	**	**	3	5	6
	3%	3%	3%	2%	4%	2%	4%	3%	3%	3%	1%	**	**	3%	2%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	142	78	64	45	55	23	18	125	17	131	5	**	**	10	33	39
	16%	17%	14%	16% d	19% d	14%	11%	16%	15%	17% b	9%	**	**	10%	15%	23% ab
ALL 3 CHANGES	2	2	1	1	1	-	-	2	-	2	-	**	**	-	-	1
	*%	*%	*%	*%	*%	-%	-%	*%	-%	*%	-%	**	**	-%	-%	1%
DISCOUNT AND EXTRA SERVICES	20	9	11	8	8	2	2	17	3	18	*	**	**	2	2	6
	2%	2%	2%	3%	3%	2%	1%	2%	3%	2%	*%	**	**	2%	1%	3%
DISCOUNT AND REDUCED SERVICES	7	5	2	3	3	*	1	6	1	6	1	**	**	-	1	2
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	**	**	-%	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	-	*	-	*	-	**	**	-	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	-%	-%	-%
DISCOUNT ONLY	64	38	26	23	20	12	9	58	6	59	2	**	**	2	19	13
	7%	8% b	6%	8%	7%	7%	5%	7%	5%	8%	4%	**	**	2%	9% a	8% a
EXTRA SERVICES ONLY	32	18	14	9	16	6	1	28	4	29	2	**	**	3	7	14
	3%	4%	3%	3% d	5% d	4% d	1%	4%	3%	4%	4%	**	**	3%	3%	8% ab

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

Any break column with 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
REDUCED SERVICES ONLY	16	7	10	2	7	3	5	13	3	15	-	**	**	3	4	3
	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	-%	**	**	3%	2%	2%
					a		a									
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	768	375	393	241	236	136	155	669	99	654	47	**	**	90	188	135
	84%	83%	86%	84%	81%	86%	89%	84%	85%	83%	91%	**	**	90%	85%	77%
							ab				a			c	c	

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

Any break column with 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Received a discount	94	13	74
	10%	10%	10%
Added extra or improved services	54	12	40
	6%	9%	6%
		b	
Reduced or downgraded services	26	6	16
	3%	4%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	142	23	110
	16%	19%	15%
ALL 3 CHANGES	2	1	1
	*%	*%	*%
DISCOUNT AND EXTRA SERVICES	20	5	13
	2%	4%	2%
		b	
DISCOUNT AND REDUCED SERVICES	7	-	7
	1%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	*	-
	*%	*%	-%
DISCOUNT ONLY	64	7	54
	7%	5%	8%
EXTRA SERVICES ONLY	32	6	26
	3%	4%	4%
REDUCED SERVICES ONLY	16	5	9
	2%	4%	1%
		b	

Columns Tested: a,b

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

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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	768	103	600
	84%	81%	85%

Columns Tested: a,b

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

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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Received a discount	19	*	19	2	17	14	5	4	4	8	9	**	2	*
	2%	*%	2%	1%	2%	2%	2%	3%	5% b	3%	2%	**	2%	*%
Added extra or improved services	15	2	13	2	13	9	6	1	-	5	8	**	1	2
	2%	3%	2%	2%	2%	2%	2%	1%	-%	2%	2%	**	1%	3%
Reduced or downgraded services	4	-	4	-	4	3	*	1	-	2	1	**	*	-
	*%	-%	*%	-%	*%	1%	*%	1%	-%	1%	*%	**	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	2	31	4	30	22	11	5	4	13	15	**	2	2
	4%	3%	4%	3%	4%	4%	3%	5%	5%	5%	4%	**	2%	3%
ALL 3 CHANGES	*	-	*	-	*	-	*	-	-	-	-	**	*	-
	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%	-%	**	*%	-%
DISCOUNT AND EXTRA SERVICES	3	-	3	*	3	3	-	-	-	1	2	**	-	-
	*%	-%	*%	*%	*%	1%	-%	-%	-%	*%	1%	**	-%	-%
DISCOUNT AND REDUCED SERVICES	1	-	1	-	1	1	-	-	-	1	-	**	-	-
	*%	-%	*%	-%	*%	*%	-%	-%	-%	*%	-%	**	-%	-%
DISCOUNT ONLY	15	*	15	1	14	10	5	4	4	6	7	**	2	*
	2%	*%	2%	1%	2%	2%	1%	3%	5% ab	2%	2%	**	1%	*%
EXTRA SERVICES ONLY	12	2	10	2	10	6	6	1	-	4	5	**	*	2
	1%	3%	1%	1%	1%	1%	2%	1%	-%	1%	1%	**	*%	3%
REDUCED SERVICES ONLY	3	-	3	-	3	3	-	1	-	1	1	**	-	-
	*%	-%	*%	-%	*%	1%	-%	1% b	-%	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 BEING CONTACTED BY 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	70	807	126	751	546	331	105	71	261	387	**	113	70
	96%	97%	96%	97%	96%	96%	97%	95%	95%	95%	96%	**	98%	97%

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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Received a discount	19	5	6	3	1	**	**	**	8	8	15	3	1	5	8	6
	2%	2%	3%	2%	1%	**	**	**	2%	2%	2%	3%	2%	2%	2%	2%
Added extra or improved services	15	4	4	5	-	**	**	**	7	5	13	2	1	3	9	3
	2%	1%	2%	2%	-%	**	**	**	2%	2%	2%	1%	2%	1%	2%	1%
Reduced or downgraded services	4	1	1	1	1	**	**	**	1	2	3	*	-	1	2	1
	*%	*%	*%	*%	2% a	**	**	**	*%	1%	*%	*%	-%	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	9	9	7	2	**	**	**	15	13	29	4	2	7	17	9
	4%	3%	5%	4%	3%	**	**	**	4%	4%	4%	4%	4%	3%	4%	3%
ALL 3 CHANGES	*	-	*	-	-	**	**	**	-	-	-	*	-	-	-	*
	*%	-%	*%	-%	-%	**	**	**	-%	-%	-%	*%	-%	-%	-%	*%
DISCOUNT AND EXTRA SERVICES	3	1	*	1	-	**	**	**	1	1	3	*	*	1	2	*
	*%	*%	*%	1%	-%	**	**	**	*%	*%	*%	*%	1%	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	1	-	1	-	-	**	**	**	-	1	1	-	-	-	1	-
	*%	-%	*%	-%	-%	**	**	**	-%	*%	*%	-%	-%	-%	*%	-%
DISCOUNT ONLY	15	4	5	2	1	**	**	**	6	6	12	3	1	4	6	5
	2%	1%	3%	1%	1%	**	**	**	1%	2%	2%	2%	1%	2%	1%	2%
EXTRA SERVICES ONLY	12	3	3	3	-	**	**	**	6	4	11	1	1	2	7	2
	1%	1%	2%	2%	-%	**	**	**	1%	1%	1%	1%	1%	1%	2%	1%
REDUCED SERVICES ONLY	3	1	-	1	1	**	**	**	1	2	3	-	-	1	2	1
	*%	*%	-%	*%	2% ab	**	**	**	*%	*%	*%	-%	-%	*%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	287	174	195	75	**	**	**	407	309	762	115	39	223	401	253
	96%	97%	95%	96%	97%	**	**	**	96%	96%	96%	96%	96%	97%	96%	97%

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

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

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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Received a discount	19	10	9	5	7	4	3	15	4	17	1	**	**	3	6	3
	2%	2%	2%	2%	3%	2%	1%	2%	4%	2%	2%	**	**	3%	3%	2%
Added extra or improved services	15	8	7	5	3	4	3	11	4	14	1	**	**	2	4	3
	2%	2%	2%	2%	1%	2%	2%	1%	3%	2%	2%	**	**	2%	2%	2%
Reduced or downgraded services	4	2	2	2	1	1	-	2	1	3	*	**	**	-	1	1
	*%	*%	*%	1%	*%	1%	-%	*%	1%	*%	1%	**	**	-%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	17	17	10	11	7	6	25	8	31	2	**	**	5	10	7
	4%	4%	4%	4%	4%	4%	3%	3%	7% a	4%	4%	**	**	5%	4%	4%
ALL 3 CHANGES	*	-	*	-	-	*	-	*	-	-	*	**	**	-	-	-
	*%	-%	*%	-%	-%	*%	-%	*%	-%	-%	1% a	**	**	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	3	3	*	1	1	1	-	3	*	3	-	**	**	-	2	1
	*%	1%	*%	*%	*%	1%	-%	*%	*%	*%	-%	**	**	-%	1%	*%
DISCOUNT AND REDUCED SERVICES	1	1	-	-	1	-	-	-	1	1	-	**	**	-	-	1
	*%	*%	-%	-%	*%	-%	-%	-%	*% a	*%	-%	**	**	-%	-%	*%
DISCOUNT ONLY	15	6	8	4	6	2	3	12	3	13	1	**	**	3	5	2
	2%	1%	2%	1%	2%	2%	1%	1%	3%	2%	1%	**	**	3%	2%	1%
EXTRA SERVICES ONLY	12	5	6	4	3	2	3	8	3	11	1	**	**	2	2	3
	1%	1%	1%	1%	1%	2%	2%	1%	3% a	1%	2%	**	**	2%	1%	1%
REDUCED SERVICES ONLY	3	1	1	2	1	1	-	2	1	3	-	**	**	-	1	1
	*%	*%	*%	1%	*%	*%	-%	*%	1%	*%	-%	**	**	-%	1%	*%

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

Any break column with 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	437	440	276	281	152	168	769	108	754	50	**	**	94	211	167
	96%	96%	96%	96%	96%	96%	97%	97% b	93%	96%	96%	**	**	95%	96%	96%

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

Any break column with 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Received a discount	19	3	14
	2%	3%	2%
Added extra or improved services	15	3	11
	2%	3%	2%
Reduced or downgraded services	4	-	2
	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	6	24
	4%	5%	3%
ALL 3 CHANGES	*	-	-
	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	3	*	3
	*%	*%	*%
DISCOUNT AND REDUCED SERVICES	1	-	1
	*%	-%	*%
DISCOUNT ONLY	15	3	11
	2%	2%	2%
EXTRA SERVICES ONLY	12	3	9
	1%	2%	1%
REDUCED SERVICES ONLY	3	-	2
	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	877	120	685
	96%	95%	97%

Columns Tested: a,b

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

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Discussed deals or offers with any other provider	89	6	83	10	80	60	29	25	17	27	36	**	16	6
	10%	8%	10%	7%	10%	11%	8%	23%	23%	10%	9%	**	14%	9%
								ab	ab					
Looked at deals or offers from any other provider	128	8	119	20	108	92	35	26	17	48	49	**	17	8
	14%	12%	14%	15%	14%	16%	10%	24%	23%	18%	12%	**	15%	12%
						b		ab	b	b				
Talked with friends or family for recommendations about providers	122	7	115	16	105	84	37	24	15	36	55	**	17	7
	13%	9%	14%	13%	13%	15%	11%	22%	20%	13%	14%	**	15%	9%
						b		ab	b					
None of these	653	59	594	94	559	387	266	60	43	191	291	**	79	58
	72%	81%	71%	73%	72%	68%	78%	54%	57%	70%	72%	**	69%	81%
		b				cd	acd							abd

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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Discussed deals or offers with any other provider	89	26	16	20	6	**	**	**	44	29	79	10	2	25	40	24
	10%	9%	9%	10%	8%	**	**	**	10%	9%	10%	8%	6%	11%	10%	9%
Looked at deals or offers from any other provider	128	34	26	25	13	**	**	**	75	35	118	10	1	45	57	27
	14%	11%	14%	12%	16%	**	**	**	18%	11%	15%	8%	2%	19%	14%	10%
									cef	f	cef	f		bc		
Talked with friends or family for recommendations about providers	122	39	22	26	12	**	**	**	64	36	111	10	2	45	51	26
	13%	13%	12%	13%	16%	**	**	**	15%	11%	14%	9%	6%	19%	12%	10%
									cef		ef			bc		
None of these	653	214	137	149	53	**	**	**	288	242	556	97	35	150	299	204
	72%	72%	74%	73%	69%	**	**	**	68%	75%	70%	81%	86%	65%	72%	78%
										bd		bcd	bcd		a	ab

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

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

Q27. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Discussed deals or offers with any other provider	89	56	33	35	24	17	13	77	12	79	3	**	**	7	19	19
	10%	12%	7%	12%	8%	11%	8%	10%	11%	10%	6%	**	**	7%	9%	11%
		b		b												
Looked at deals or offers from any other provider	128	73	55	48	39	23	18	109	19	112	5	**	**	14	37	34
	14%	16%	12%	17%	13%	14%	10%	14%	16%	14%	9%	**	**	14%	17%	19%
		b		d												
Talked with friends or family for recommendations about providers	122	58	64	41	37	25	17	107	14	103	9	**	**	16	35	28
	13%	13%	14%	14%	13%	16%	10%	14%	12%	13%	18%	**	**	16%	16%	16%
						d										
None of these	653	319	334	196	215	108	134	570	83	564	37	**	**	70	158	113
	72%	70%	73%	69%	74%	68%	77%	72%	71%	72%	71%	**	**	71%	72%	65%
							ac									

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

Any break column with 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Discussed deals or offers with any other provider	89	12	67
	10%	10%	9%
Looked at deals or offers from any other provider	128	18	103
	14%	14%	15%
Talked with friends or family for recommendations about providers	122	18	94
	13%	15%	13%
None of these	653	88	513
	72%	70%	72%

Columns Tested: a,b

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Yes	265	23	243	37	228	165	100	32	23	69	121	**	38	22
	29%	31%	29%	29%	29%	29%	29%	29%	31%	25%	30%	**	33% a	31%
No	645	50	595	92	552	403	242	79	51	205	281	**	77	49
	71%	69%	71%	71%	71%	71%	71%	71%	69%	75% d	70%	**	67%	69%

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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Yes	265	92	46	65	20	**	**	**	135	88	238	27	8	73	127	65
	29%	31%	25%	32%	25%	**	**	**	32%	27%	30%	23%	19%	32%	30%	25%
		b		b					ef		ef			c	c	
No	645	203	138	138	58	**	**	**	288	235	553	92	33	156	291	198
	71%	69%	75%	68%	75%	**	**	**	68%	73%	70%	77%	81%	68%	70%	75%
			ac									bd	bd			ab

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Yes	265	136	129	88	98	39	41	230	35	240	9	**	**	23	70	63
	29%	30%	28%	31%	34%	25%	23%	29%	30%	31%	17%	**	**	23%	32%	36%
				d	cd					b					a	a
No	645	317	327	199	194	120	133	563	81	545	43	**	**	76	151	112
	71%	70%	72%	69%	66%	75%	77%	71%	70%	69%	83%	**	**	77%	68%	64%
						b	ab				a			bc		

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Yes	265	36	207
	29%	29%	29%
No	645	90	502
	71%	71%	71%

Columns Tested: a,b

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

Q33A. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Agree strongly	194	16	179	35	159	112	83	26	17	55	82	**	29	15
	21%	22%	21%	27% b	20%	20%	24% a	24%	23%	20%	20%	**	25%	21%
Agree slightly	316	22	293	41	275	210	105	37	27	95	142	**	41	22
	35%	31%	35%	31%	35%	37% b	31%	34%	36%	35%	35%	**	36%	31%
Disagree slightly	151	14	136	21	130	96	54	20	12	46	66	**	17	14
	17%	19%	16%	16%	17%	17%	16%	18%	17%	17%	16%	**	15%	20%
Disagree strongly	120	12	109	16	104	82	38	16	12	41	49	**	16	12
	13%	16%	13%	13%	13%	14%	11%	14%	16%	15%	12%	**	14%	16%
Don't know	130	9	121	16	114	69	61	11	6	37	64	**	12	9
	14%	12%	14%	12%	15%	12%	18% acd	10%	8%	13%	16%	**	11%	12%
TOTAL AGREE	510	38	472	76	434	322	188	64	44	151	223	**	70	37
	56%	53%	56%	59%	56%	57%	55%	58%	59%	55%	56%	**	61%	52%
TOTAL DISAGREE	271	26	245	37	233	178	93	36	24	87	115	**	32	26
	30%	36%	29%	29%	30%	31%	27%	32%	32%	32%	29%	**	28%	36%

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. (SHOWCARD) 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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Agree strongly	194	66	34	38	15	**	**	**	76	72	162	32	13	47	87	60
	21%	22%	19%	19%	19%	**	**	**	18%	22%	21%	27% bd	32% bcd	20%	21%	23%
Agree slightly	316	98	68	75	30	**	**	**	156	109	278	37	10	81	149	86
	35%	33%	37%	37%	39%	**	**	**	37% f	34%	35% f	31%	25%	35%	36%	33%
Disagree slightly	151	56	30	23	18	**	**	**	77	53	136	15	5	41	71	38
	17%	19% c	16%	12%	23% c	**	**	**	18% e	17%	17% e	13%	11%	18%	17%	15%
Disagree strongly	120	29	24	31	9	**	**	**	61	37	102	18	6	30	54	36
	13%	10%	13%	15% a	12%	**	**	**	14%	11%	13%	15%	14%	13%	13%	14%
Don't know	130	46	26	35	5	**	**	**	52	52	112	17	8	31	56	42
	14%	16% d	14% d	17% d	7%	**	**	**	12%	16%	14%	14%	18%	13%	14%	16%
TOTAL AGREE	510	164	103	113	45	**	**	**	232	180	440	69	23	128	236	146
	56%	55%	56%	56%	58%	**	**	**	55%	56%	56%	58%	56%	56%	56%	56%
TOTAL DISAGREE	271	86	55	54	27	**	**	**	138	90	238	33	10	71	125	74
	30%	29%	30%	27%	35%	**	**	**	33%	28%	30%	28%	25%	31%	30%	28%

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

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

Q33A. (SHOWCARD) 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Agree strongly	194	101	93	56	70	37	32	172	23	173	7	**	**	20	45	35
	21%	22%	20%	20%	24%	23%	18%	22%	19%	22% b	13%	**	**	20%	20%	20%
Agree slightly	316	161	155	95	101	61	59	280	35	286	13	**	**	36	87	63
	35%	35%	34%	33%	35%	38%	34%	35%	30%	36% b	25%	**	**	37%	39%	36%
Disagree slightly	151	76	74	58	42	26	23	132	19	125	14	**	**	14	36	40
	17%	17%	16%	20% bd	15%	16%	14%	17%	16%	16%	27% a	**	**	14%	16%	23% ab
Disagree strongly	120	61	60	41	36	16	27	97	23	106	5	**	**	18	29	21
	13%	13%	13%	14%	12%	10%	16% c	12%	20% a	13%	9%	**	**	18%	13%	12%
Don't know	130	54	75	36	42	20	32	113	17	95	14	**	**	11	25	15
	14%	12%	16% a	13%	14%	12%	18% ac	14%	15%	12%	26% a	**	**	11%	11%	9%
TOTAL AGREE	510	262	248	151	171	97	91	452	58	460	20	**	**	56	131	98
	56%	58%	54%	53%	59%	61% ad	52%	57% b	50%	59% b	38%	**	**	57%	59%	56%
TOTAL DISAGREE	271	137	134	100	78	42	51	229	41	230	19	**	**	32	65	61
	30%	30%	29%	35% bc	27%	26%	29%	29%	36% a	29%	36%	**	**	32%	29%	35%

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

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Q33A. (SHOWCARD) 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Agree strongly	194	34	143
	21%	27%	20%
		b	
Agree slightly	316	34	256
	35%	27%	36%
			a
Disagree slightly	151	20	119
	17%	16%	17%
Disagree strongly	120	14	97
	13%	11%	14%
Don't know	130	24	94
	14%	19%	13%
		b	
TOTAL AGREE	510	68	400
	56%	54%	56%
TOTAL DISAGREE	271	35	216
	30%	27%	30%

Columns Tested: a,b

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

Q33B. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Agree strongly	160	17	143	36	124	88	72	26	18	63	49	**	25	16
	18%	23%	17%	28%	16%	16%	21%	23%	24%	23%	12%	**	22%	23%
				b			a	a	a	b			b	b
Agree slightly	353	30	323	53	300	229	124	41	28	121	143	**	40	30
	39%	42%	39%	41%	38%	40%	36%	37%	37%	44%	36%	**	35%	42%
										bd				
Disagree slightly	218	16	202	23	195	143	75	28	18	51	109	**	28	16
	24%	22%	24%	18%	25%	25%	22%	25%	24%	19%	27%	**	25%	22%
					a						a			
Disagree strongly	123	5	118	8	115	78	45	8	5	25	74	**	13	5
	14%	8%	14%	6%	15%	14%	13%	7%	7%	9%	19%	**	11%	8%
			a		a	cd	cd				ade			
Don't know	56	4	52	9	47	30	26	8	6	14	26	**	9	4
	6%	5%	6%	7%	6%	5%	8%	7%	8%	5%	7%	**	8%	5%
TOTAL AGREE	513	47	465	89	424	317	196	67	46	184	192	**	65	47
	56%	65%	56%	69%	54%	56%	57%	60%	62%	67%	48%	**	56%	65%
		b		b						bd			b	b
TOTAL DISAGREE	341	21	320	31	310	221	121	36	23	76	183	**	42	21
	38%	29%	38%	24%	40%	39%	35%	33%	31%	28%	46%	**	36%	30%
			a		a						ade		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.

Q33B. (SHOWCARD) 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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Agree strongly	160	38	39	25	16	**	**	**	66	51	131	28	11	40	68	52
	18%	13%	21% ac	12%	21% ac	**	**	**	16%	16%	17%	24% bcd	27% bcd	17%	16%	20%
Agree slightly	353	105	76	70	38	**	**	**	178	122	310	43	13	90	171	92
	39%	36%	41%	34%	49% ac	**	**	**	42%	38%	39%	36%	33%	39%	41% c	35%
Disagree slightly	218	80	42	55	18	**	**	**	100	82	194	24	7	54	107	58
	24%	27%	23%	27%	23%	**	**	**	24%	25%	24%	20%	18%	23%	26%	22%
Disagree strongly	123	53	18	36	4	**	**	**	57	46	109	15	6	31	54	39
	14%	18% bd	10%	18% bd	5%	**	**	**	14%	14%	14%	12%	14%	13%	13%	15%
Don't know	56	19	9	17	1	**	**	**	21	21	48	8	3	15	19	21
	6%	7% d	5%	8% d	1%	**	**	**	5%	7%	6%	7%	8%	7%	5%	8% b
TOTAL AGREE	513	143	115	95	54	**	**	**	244	173	441	72	24	130	238	144
	56%	48%	62% ac	47%	70% ac	**	**	**	58%	54%	56%	60%	60%	57%	57%	55%
TOTAL DISAGREE	341	133	60	91	22	**	**	**	157	128	302	39	13	84	160	97
	38%	45% bd	33%	45% bd	28%	**	**	**	37%	40% e	38%	33%	32%	37%	38%	37%

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

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

Q33B. (SHOWCARD) 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Agree strongly	160	85	74	52	48	25	34	136	23	145	6	**	**	20	35	30
	18%	19%	16%	18%	17%	16%	20%	17%	20%	18%	11%	**	**	20%	16%	17%
Agree slightly	353	184	169	107	118	59	69	309	44	313	16	**	**	39	91	64
	39%	41%	37%	37%	40%	37%	40%	39%	38%	40% b	30%	**	**	39%	41%	37%
Disagree slightly	218	109	109	73	69	42	34	193	25	178	19	**	**	21	56	50
	24%	24%	24%	25%	24%	27% d	20%	24%	22%	23%	37% a	**	**	21%	25%	29%
Disagree strongly	123	56	67	45	39	20	19	106	17	106	7	**	**	13	31	26
	14%	12%	15%	16%	13%	13%	11%	13%	15%	13%	13%	**	**	13%	14%	15%
Don't know	56	19	37	9	18	12	17	50	6	43	4	**	**	7	7	4
	6%	4%	8% a	3%	6%	7% a	10% ab	6%	5%	5%	8%	**	**	7% c	3%	2%
TOTAL AGREE	513	269	243	159	166	84	103	445	67	458	22	**	**	59	126	94
	56%	59% b	53%	56%	57%	53%	59%	56%	58%	58% b	42%	**	**	60%	57%	54%
TOTAL DISAGREE	341	165	177	118	108	63	53	299	43	284	26	**	**	33	87	76
	38%	36%	39%	41% d	37%	39% d	31%	38%	37%	36%	50% a	**	**	33%	39%	44% a

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

Any break column with 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. (SHOWCARD) 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Agree strongly	160	32	110
	18%	25%	16%
		b	
Agree slightly	353	33	290
	39%	26%	41%
			a
Disagree slightly	218	26	178
	24%	20%	25%
Disagree strongly	123	20	95
	14%	16%	13%
Don't know	56	15	36
	6%	12%	5%
		b	
TOTAL AGREE	513	65	400
	56%	51%	56%
TOTAL DISAGREE	341	46	273
	38%	37%	38%

Columns Tested: a,b

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

Q33C. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Agree strongly	269	23	246	48	221	148	121	38	26	83	113	**	33	23
	30%	32%	29%	37%	28%	26%	35%	35%	34%	30%	28%	**	28%	32%
				b			a	a	a					
Agree slightly	351	22	329	39	312	236	114	36	25	100	165	**	46	22
	39%	30%	39%	30%	40%	42%	33%	32%	33%	36%	41%	**	40%	31%
			a		a	bc					e			
Disagree slightly	162	16	145	23	139	103	59	17	12	46	75	**	20	16
	18%	23%	17%	18%	18%	18%	17%	15%	16%	17%	19%	**	17%	23%
Disagree strongly	90	6	83	10	79	62	28	14	9	36	29	**	14	6
	10%	9%	10%	8%	10%	11%	8%	13%	13%	13%	7%	**	12%	9%
								b		b			b	
Don't know	39	4	35	9	30	19	20	5	3	9	21	**	3	4
	4%	6%	4%	7%	4%	3%	6%	5%	4%	3%	5%	**	3%	6%
				b			a							
TOTAL AGREE	620	45	574	87	533	385	235	74	50	183	278	**	78	45
	68%	63%	69%	67%	68%	68%	69%	67%	67%	67%	69%	**	68%	62%
TOTAL DISAGREE	251	23	229	33	218	165	86	31	21	82	103	**	34	23
	28%	31%	27%	26%	28%	29%	25%	28%	28%	30%	26%	**	29%	32%

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.

Q33C. (SHOWCARD) 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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Agree strongly	269	83	66	49	19	**	**	**	108	95	218	51	19	60	112	96
	30%	28%	36% acd	24%	25%	**	**	**	26%	30%	28%	43% bcd	46% bcd	26%	27%	37% ab
Agree slightly	351	126	67	85	29	**	**	**	176	126	317	34	10	102	162	86
	39%	43%	36%	42%	38%	**	**	**	42% ef	39% ef	40% ef	29%	25%	45% c	39% c	33%
Disagree slightly	162	47	28	37	19	**	**	**	77	59	144	18	5	36	84	42
	18%	16%	15%	18%	25% ab	**	**	**	18%	18%	18%	15%	11%	16%	20%	16%
Disagree strongly	90	25	18	21	8	**	**	**	46	28	80	10	4	22	44	24
	10%	8%	10%	10%	10%	**	**	**	11%	9%	10%	8%	9%	9%	11%	9%
Don't know	39	15	4	11	2	**	**	**	14	15	32	7	3	9	15	14
	4%	5% b	2%	6% b	3%	**	**	**	3%	5%	4%	6%	8% bd	4%	4%	5%
TOTAL AGREE	620	209	133	134	48	**	**	**	285	221	535	85	29	163	274	183
	68%	71%	73% d	66%	63%	**	**	**	67%	68%	68%	71%	71%	71%	66%	70%
TOTAL DISAGREE	251	72	46	57	27	**	**	**	124	87	224	28	8	57	128	66
	28%	24%	25%	28%	35% ab	**	**	**	29% e	27%	28%	23%	21%	25%	31% c	25%

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

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

Q33C. (SHOWCARD) 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Agree strongly	269	136	134	76	90	43	60	235	34	231	15	**	**	27	58	43
	30%	30%	29%	26%	31%	27%	34% ac	30%	29%	29%	29%	**	**	28%	26%	25%
Agree slightly	351	177	173	121	110	65	55	306	45	305	20	**	**	37	87	77
	39%	39%	38%	42% d	38%	41% d	32%	39%	39%	39%	38%	**	**	37%	39%	44%
Disagree slightly	162	84	78	51	50	33	27	141	20	139	11	**	**	19	45	34
	18%	18%	17%	18%	17%	21%	16%	18%	18%	18%	21%	**	**	19%	20%	20%
Disagree strongly	90	44	46	31	28	11	20	79	11	79	4	**	**	13	24	18
	10%	10%	10%	11%	9%	7%	12% c	10%	9%	10%	8%	**	**	13%	11%	10%
Don't know	39	13	26	8	14	6	11	33	6	30	2	**	**	3	7	2
	4%	3%	6% a	3%	5%	4%	7% a	4%	5%	4%	4%	**	**	3%	3%	1%
TOTAL AGREE	620	313	307	197	200	108	114	541	79	536	35	**	**	64	145	120
	68%	69%	67%	69%	69%	68%	66%	68%	68%	68%	67%	**	**	65%	66%	69%
TOTAL DISAGREE	251	127	124	82	78	44	48	220	31	219	15	**	**	32	69	52
	28%	28%	27%	29%	27%	28%	27%	28%	27%	28%	29%	**	**	32%	31%	30%

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

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

Q33C. (SHOWCARD) 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Agree strongly	269	46	197
	30%	37%	28%
		b	
Agree slightly	351	39	285
	39%	31%	40%
			a
Disagree slightly	162	17	134
	18%	13%	19%
			a
Disagree strongly	90	16	69
	10%	12%	10%
Don't know	39	9	24
	4%	7%	3%
		b	
TOTAL AGREE	620	85	482
	68%	68%	68%
TOTAL DISAGREE	251	32	203
	28%	26%	29%

Columns Tested: a,b

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

Q33D. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Agree strongly	125	9	116	17	108	71	55	18	11	42	51	**	18	9
	14%	12%	14%	13%	14%	12%	16% a	16%	15%	16%	13%	**	16%	12%
Agree slightly	287	23	264	42	246	192	95	30	21	78	139	**	30	23
	32%	32%	31%	32%	31%	34% b	28%	27%	29%	28%	35% ad	**	26%	33%
Disagree slightly	228	18	209	32	195	146	82	26	18	66	98	**	35	18
	25%	26%	25%	25%	25%	26%	24%	23%	24%	24%	24%	**	30%	26%
Disagree strongly	233	18	215	31	203	138	95	31	19	78	97	**	26	18
	26%	25%	26%	24%	26%	24%	28%	28%	25%	29%	24%	**	23%	25%
Don't know	37	3	34	8	29	21	16	6	6	9	17	**	6	3
	4%	5%	4%	6%	4%	4%	5%	6%	7%	3%	4%	**	5%	5%
TOTAL AGREE	412	32	380	59	353	263	149	48	33	120	190	**	48	32
	45%	45%	45%	45%	45%	46%	44%	43%	44%	44%	47%	**	41%	45%
TOTAL DISAGREE	461	37	424	63	398	284	177	57	37	144	195	**	61	36
	51%	51%	51%	49%	51%	50%	52%	51%	49%	53%	49%	**	53%	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.

Q33D. (SHOWCARD) 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 fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Agree strongly	125	37	31	24	8	**	**	**	58	44	111	14	4	34	57	34
	14%	13%	17% d	12%	10%	**	**	**	14%	14%	14%	12%	10%	15%	14%	13%
Agree slightly	287	105	58	59	27	**	**	**	152	99	262	25	8	71	148	68
	32%	35% c	32%	29%	35%	**	**	**	36% ef	31% ef	33% ef	21%	19%	31%	35% c	26%
Disagree slightly	228	73	41	57	22	**	**	**	104	85	201	27	8	63	108	57
	25%	25%	22%	28%	29%	**	**	**	25%	26%	25%	22%	19%	27% c	26%	22%
Disagree strongly	233	70	48	53	17	**	**	**	98	77	185	48	19	53	90	90
	26%	24%	26%	26%	22%	**	**	**	23%	24%	23%	40% bcd	46% bcd	23%	22%	34% ab
Don't know	37	11	6	11	3	**	**	**	10	17	32	5	3	9	15	13
	4%	4%	3%	5%	4%	**	**	**	2%	5% b	4%	5%	6% b	4%	4%	5%
TOTAL AGREE	412	142	89	83	35	**	**	**	211	143	373	40	12	104	205	103
	45%	48% c	49% c	41%	45%	**	**	**	50% ef	44% ef	47% ef	33%	28%	45%	49% c	39%
TOTAL DISAGREE	461	143	89	109	39	**	**	**	202	162	386	75	27	116	198	147
	51%	48%	48%	54%	50%	**	**	**	48%	50%	49%	62% bcd	65% bcd	51%	47%	56% b

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

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

Q33D. (SHOWCARD) 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 fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Agree strongly	125	56	69	36	42	19	27	106	19	110	3	**	**	12	32	28
	14%	12%	15%	13%	15%	12%	15%	13%	16%	14% b	6%	**	**	12%	14%	16%
Agree slightly	287	143	144	86	92	58	51	258	29	245	18	**	**	32	79	63
	32%	31%	32%	30%	32%	37% d	29%	33% b	25%	31%	35%	**	**	32%	36%	36%
Disagree slightly	228	121	107	78	72	40	37	197	31	188	21	**	**	22	58	45
	25%	27%	23%	27%	25%	25%	22%	25%	27%	24%	41% a	**	**	22%	26%	26%
Disagree strongly	233	122	112	75	75	36	47	200	34	210	8	**	**	30	49	34
	26%	27%	24%	26%	26%	23%	27%	25%	29%	27% b	15%	**	**	30% bc	22%	20%
Don't know	37	12	25	11	10	5	11	33	4	32	1	**	**	3	3	5
	4%	3%	6% a	4%	3%	3%	7% bc	4%	3%	4%	3%	**	**	3%	1%	3%
TOTAL AGREE	412	199	213	123	134	77	77	364	48	356	22	**	**	45	110	91
	45%	44%	47%	43%	46%	49%	45%	46%	41%	45%	41%	**	**	45%	50%	52%
TOTAL DISAGREE	461	243	218	153	147	76	85	396	65	398	29	**	**	52	107	79
	51%	54% b	48%	53%	51%	48%	49%	50%	56%	51%	56%	**	**	52%	49%	45%

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

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

Q33D. (SHOWCARD) 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 fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Agree strongly	125	21	85
	14%	17%	12%
		b	
Agree slightly	287	25	239
	32%	20%	34%
			a
Disagree slightly	228	28	187
	25%	22%	26%
Disagree strongly	233	44	177
	26%	35%	25%
		b	
Don't know	37	8	22
	4%	6%	3%
		b	
TOTAL AGREE	412	46	324
	45%	37%	46%
			a
TOTAL DISAGREE	461	72	363
	51%	57%	51%

Columns Tested: a,b

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

Q28. (SHOWCARD) 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 : All 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Yes - in the last 6 months	48	2	46	4	44	48	-	48	34	17	18	**	9	2
	5%	2%	6%	3%	6%	8%	-%	43%	46%	6%	4%	**	8%	2%
						b		ab	ab				e	
Yes - 7 to 12 months ago	63	7	56	8	55	63	-	63	40	18	30	**	8	6
	7%	9%	7%	6%	7%	11%	-%	57%	54%	7%	7%	**	7%	8%
						b		ab	ab					
Yes – 13 to 18 months ago	36	4	32	6	30	36	-	-	-	10	15	**	4	4
	4%	5%	4%	5%	4%	6%	-%	-%	-%	4%	4%	**	4%	5%
						bcd								
Yes – 1.5 to 2 years ago	53	5	47	9	44	53	-	-	-	16	19	**	7	5
	6%	7%	6%	7%	6%	9%	-%	-%	-%	6%	5%	**	6%	7%
						bcd								
Yes – 2 to 3 years ago	67	6	62	10	57	67	-	-	-	19	29	**	11	6
	7%	8%	7%	8%	7%	12%	-%	-%	-%	7%	7%	**	9%	8%
						bcd								
Yes – More than 3 years ago	301	21	280	41	261	301	-	-	-	86	151	**	28	21
	33%	30%	33%	31%	33%	53%	-%	-%	-%	31%	38%	**	25%	30%
						bcd					ad			
No – never changed provider	342	28	314	52	290	-	342	-	-	107	140	**	48	28
	38%	38%	37%	40%	37%	-%	100%	-%	-%	39%	35%	**	42%	39%
							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.

Q28. (SHOWCARD) 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 : All responsible for the household's broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Yes - in the last 6 months	48	10	4	12	5	**	**	**	30	10	46	2	*	21	20	7
	5%	3%	2%	6%	7%	**	**	**	7%	3%	6%	2%	1%	9%	5%	3%
				b	ab				cef		cef			bc		
Yes - 7 to 12 months ago	63	21	11	13	7	**	**	**	35	22	60	3	1	24	29	10
	7%	7%	6%	6%	9%	**	**	**	8%	7%	8%	2%	1%	10%	7%	4%
									ef	ef	ef			c	c	
Yes – 13 to 18 months ago	36	15	3	5	3	**	**	**	22	11	34	2	*	12	18	6
	4%	5%	2%	2%	4%	**	**	**	5%	4%	4%	2%	1%	5%	4%	2%
		bc							ef		e			c		
Yes – 1.5 to 2 years ago	53	11	7	14	6	**	**	**	30	19	50	3	1	13	29	10
	6%	4%	4%	7%	8%	**	**	**	7%	6%	6%	2%	2%	6%	7%	4%
				a	a				ef	e	e				c	
Yes – 2 to 3 years ago	67	24	10	13	7	**	**	**	36	26	63	4	2	17	34	16
	7%	8%	6%	6%	8%	**	**	**	9%	8%	8%	4%	5%	7%	8%	6%
									e	e	e					
Yes – More than 3 years ago	301	114	50	66	26	**	**	**	131	120	258	44	13	60	144	97
	33%	38%	27%	32%	33%	**	**	**	31%	37%	33%	36%	33%	26%	35%	37%
		b								b					a	a
No – never changed provider	342	101	98	81	23	**	**	**	139	116	280	62	23	84	142	116
	38%	34%	53%	40%	30%	**	**	**	33%	36%	35%	52%	57%	36%	34%	44%
			acd	d								bcd	bcd			ab

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

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

Q28. (SHOWCARD) 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 : All responsible for the household's broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Yes - in the last 6 months	48	19	29	9	16	10	13	42	6	45	1	**	**	7	18	9
	5%	4%	6% a	3%	5%	6% a	7% a	5%	6%	6%	2%	**	**	7%	8%	5%
Yes - 7 to 12 months ago	63	32	31	24	14	15	11	58	5	58	4	**	**	9	19	17
	7%	7%	7%	8% b	5%	9% b	6%	7%	4%	7%	7%	**	**	9%	9%	10%
Yes – 13 to 18 months ago	36	19	17	10	12	8	6	31	5	32	2	**	**	6	9	7
	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%	4%	**	**	6%	4%	4%
Yes – 1.5 to 2 years ago	53	26	27	15	14	8	16	46	7	46	3	**	**	9	16	10
	6%	6%	6%	5%	5%	5%	9% bc	6%	6%	6%	6%	**	**	9%	7%	6%
Yes – 2 to 3 years ago	67	28	39	24	17	13	13	59	8	61	1	**	**	8	10	16
	7%	6%	9%	8%	6%	8%	8%	7%	7%	8%	3%	**	**	9%	4%	9% b
Yes – More than 3 years ago	301	157	144	102	112	47	40	262	40	258	19	**	**	28	81	62
	33%	35%	32%	36% d	38% cd	30% d	23%	33%	34%	33%	37%	**	**	29%	37%	36%
No – never changed provider	342	173	169	102	107	59	75	296	46	285	22	**	**	32	67	52
	38%	38%	37%	36%	37%	37%	43% a	37%	39%	36%	43%	**	**	32%	31%	30%

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

Any break column with 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. (SHOWCARD) 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 : All responsible for the household's broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Yes - in the last 6 months	48	8	36
	5%	6%	5%
Yes - 7 to 12 months ago	63	9	48
	7%	7%	7%
Yes – 13 to 18 months ago	36	5	29
	4%	4%	4%
Yes – 1.5 to 2 years ago	53	6	42
	6%	5%	6%
Yes – 2 to 3 years ago	67	11	50
	7%	9%	7%
Yes – More than 3 years ago	301	31	250
	33%	25%	35%
			a
No – never changed provider	342	55	253
	38%	44%	36%
		b	

Columns Tested: a,b

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

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All 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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
IN THE LAST 12 MONTHS	111	8	103	12	99	111	-	111	75	35	48	**	16	7
	12%	11%	12%	9%	13%	19%	-%	100%	100%	13%	12%	**	14%	10%
						b		ab	ab					
13 MONTHS - 2 YEARS AGO	89	9	80	15	74	89	-	-	-	27	34	**	11	9
	10%	13%	10%	12%	9%	16%	-%	-%	-%	10%	9%	**	10%	13%
						bcd								
OVER 2 YEARS AGO	369	27	341	51	318	369	-	-	-	105	180	**	39	27
	40%	38%	41%	39%	41%	65%	-%	-%	-%	38%	45%	**	34%	38%
						bcd					ad			
NEVER	342	28	314	52	290	-	342	-	-	107	140	**	48	28
	38%	38%	37%	40%	37%	-%	100%	-%	-%	39%	35%	**	42%	39%
							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.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
IN THE LAST 12 MONTHS	111	31	16	25	13	**	**	**	65	31	106	5	1	44	49	17
	12%	10%	8%	12%	16%	**	**	**	15%	10%	13%	4%	2%	19%	12%	7%
					ab				cef	ef	cef			bc	c	
13 MONTHS - 2 YEARS AGO	89	27	10	19	9	**	**	**	52	30	84	5	1	25	47	16
	10%	9%	5%	9%	12%	**	**	**	12%	9%	11%	4%	3%	11%	11%	6%
		b		b	b				ef	ef	ef			c	c	
OVER 2 YEARS AGO	369	137	60	78	32	**	**	**	167	145	321	48	15	76	179	113
	40%	46%	33%	39%	42%	**	**	**	40%	45%	41%	40%	38%	33%	43%	43%
		bc													a	a
NEVER	342	101	98	81	23	**	**	**	139	116	280	62	23	84	142	116
	38%	34%	53%	40%	30%	**	**	**	33%	36%	35%	52%	57%	36%	34%	44%
			acd	d								bcd	bcd			ab

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

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

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
IN THE LAST 12 MONTHS	111	51	60	33	30	25	23	99	12	102	4	**	**	16	37	26
	12%	11%	13%	11%	10%	15% b	14%	13%	10%	13%	8%	**	**	16%	17%	15%
13 MONTHS - 2 YEARS AGO	89	45	44	26	26	16	22	77	12	78	5	**	**	14	25	18
	10%	10%	10%	9%	9%	10%	13%	10%	10%	10%	10%	**	**	15%	11%	10%
OVER 2 YEARS AGO	369	185	184	126	129	60	53	321	47	319	20	**	**	37	91	78
	40%	41%	40%	44% d	44% d	38%	31%	40%	41%	41%	39%	**	**	37%	41%	45%
NEVER	342	173	169	102	107	59	75	296	46	285	22	**	**	32	67	52
	38%	38%	37%	36%	37%	37%	43% a	37%	39%	36%	43%	**	**	32%	31%	30%

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

Any break column with 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 WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
IN THE LAST 12 MONTHS	111	17	84
	12%	14%	12%
13 MONTHS - 2 YEARS AGO	89	11	71
	10%	9%	10%
OVER 2 YEARS AGO	369	42	301
	40%	33%	42%
			a
NEVER	342	55	253
	38%	44%	36%
		b	

Columns Tested: a,b

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

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 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: 95%		~a	b	a	b	a	~b	c	d	a	b	~c	d	~e
Unweighted total	975	83	892	138	837	975	-	190	130	317	417	47	113	81
Effective Weighted Sample	848	67	781	115	733	848	-	161	112	259	386	43	96	65
Total	568	45	524	78	491	568	-	111	75	167	262	29	67	44
Yes	139	**	130	19	120	139	**	36	-	37	64	**	20	**
	24%	**	25%	24%	24%	24%	**	33%	-%	22%	25%	**	29%	**
						d		ad						
No	430	**	394	59	371	430	**	75	75	129	198	**	48	**
	76%	**	75%	76%	76%	76%	**	67%	100%	78%	75%	**	71%	**
						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.

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 for the household's broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	~f	a	b	c
Unweighted total	975	318	148	200	106	57	51	33	423	363	819	156	46	225	437	313
Effective Weighted Sample	848	285	129	180	88	47	43	27	376	332	729	144	42	196	390	277
Total	568	195	86	122	54	31	29	20	284	207	511	57	17	146	276	147
Yes	139	55	17	29	14	**	**	**	83	38	133	6	**	56	61	21
	24%	28%	20%	24%	25%	**	**	**	29% ce	18% e	26% ce	10%	**	38% bc	22% c	15%
No	430	140	69	93	40	**	**	**	201	169	378	52	**	90	214	125
	76%	72%	80%	76%	75%	**	**	**	71%	82% bd	74%	90% bcd	**	62%	78% a	85% ab

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

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

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 for the household's broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	975	467	508	246	344	217	168	857	118	842	58	54	21	117	250	178
Effective Weighted Sample	848	402	448	223	304	202	147	746	102	738	47	46	17	105	225	159
Total	568	280	288	185	185	100	99	497	71	500	30	29	10	67	153	122
Yes	139	61	77	58	38	28	14	122	17	122	**	**	**	18	34	37
	24%	22%	27%	32%	21%	28%	14%	25%	23%	24%	**	**	**	26%	22%	31%
				bd		d										
No	430	219	211	126	147	72	84	375	54	378	**	**	**	50	119	85
	76%	78%	73%	68%	79%	72%	86%	75%	77%	76%	**	**	**	74%	78%	69%
					a		ac									

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

Any break column with 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 for the household's broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	975	130	772
Effective Weighted Sample	848	113	672
Total	568	70	456
Yes	139	17	115
	24%	24%	25%
No	430	53	342
	76%	76%	75%

Columns Tested: a,b

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

Q30. (SHOWCARD) Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months 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: 95%		~a	b	~a	b	a	~b	c	d	~a	~b	~c	~d	~e
Unweighted total	190	18	172	25	165	190	-	190	130	66	73	6	29	16
Effective Weighted Sample	161	14	148	19	142	161	-	161	112	52	68	6	23	12
Total	111	8	103	12	99	111	-	111	75	35	48	4	16	7
No, did not receive any other services	52	**	46	**	43	52	**	52	30	**	**	**	**	**
	47%	**	45%	**	44%	47%	**	47%	40%	**	**	**	**	**
Landline phone service	51	**	49	**	49	51	**	51	41	**	**	**	**	**
	46%	**	48%	**	49%	46%	**	46%	55%	**	**	**	**	**
TV service	27	**	26	**	26	27	**	27	19	**	**	**	**	**
	24%	**	26%	**	26%	24%	**	24%	26%	**	**	**	**	**
Mobile phone service	4	**	4	**	4	4	**	4	4	**	**	**	**	**
	4%	**	4%	**	4%	4%	**	4%	5%	**	**	**	**	**
Don't know	2	**	2	**	2	2	**	2	1	**	**	**	**	**
	2%	**	2%	**	2%	2%	**	2%	1%	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	2	**	2	2	**	2	2	**	**	**	**	**
	1%	**	2%	**	2%	1%	**	1%	2%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	19	**	19	20	**	20	14	**	**	**	**	**
	18%	**	19%	**	20%	18%	**	18%	19%	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	27	**	27	28	**	28	24	**	**	**	**	**
	26%	**	26%	**	27%	26%	**	26%	32%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	7	**	7	**	7	7	**	7	4	**	**	**	**	**
	6%	**	7%	**	7%	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.

Q30. (SHOWCARD) Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	190	51	23	39	23	20	13	16	101	56	173	17	4	72	79	39
Effective Weighted Sample	161	45	22	36	19	16	10	13	87	52	151	15	3	60	70	33
Total	111	31	16	25	13	10	7	10	65	31	106	5	1	44	49	17
No, did not receive any other services	52	**	**	**	**	**	**	**	32	**	50	**	**	**	**	**
	47%	**	**	**	**	**	**	**	49%	**	47%	**	**	**	**	**
Landline phone service	51	**	**	**	**	**	**	**	28	**	48	**	**	**	**	**
	46%	**	**	**	**	**	**	**	43%	**	45%	**	**	**	**	**
TV service	27	**	**	**	**	**	**	**	16	**	25	**	**	**	**	**
	24%	**	**	**	**	**	**	**	25%	**	23%	**	**	**	**	**
Mobile phone service	4	**	**	**	**	**	**	**	2	**	4	**	**	**	**	**
	4%	**	**	**	**	**	**	**	4%	**	4%	**	**	**	**	**
Don't know	2	**	**	**	**	**	**	**	1	**	2	**	**	**	**	**
	2%	**	**	**	**	**	**	**	2%	**	2%	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	**	**	**	**	**	**	1	**	1	**	**	**	**	**
	1%	**	**	**	**	**	**	**	2%	**	1%	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	**	**	**	**	**	**	11	**	18	**	**	**	**	**
	18%	**	**	**	**	**	**	**	16%	**	17%	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	**	**	**	**	**	**	16	**	27	**	**	**	**	**
	26%	**	**	**	**	**	**	**	24%	**	26%	**	**	**	**	**
PREVIOUS OTHER BUNDLE	7	**	**	**	**	**	**	**	4	**	7	**	**	**	**	**
	6%	**	**	**	**	**	**	**	7%	**	7%	**	**	**	**	**

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

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

Q30. (SHOWCARD) Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	190	84	106	42	56	52	40	172	18	173	10	5	2	30	60	36
Effective Weighted Sample	161	71	91	37	49	48	34	146	16	148	7	4	2	26	54	33
Total	111	51	60	33	30	25	23	99	12	102	4	3	1	16	37	26
No, did not receive any other services	52	**	29	**	**	**	**	48	**	51	**	**	**	**	**	**
	47%	**	47%	**	**	**	**	48%	**	50%	**	**	**	**	**	**
Landline phone service	51	**	26	**	**	**	**	44	**	44	**	**	**	**	**	**
	46%	**	42%	**	**	**	**	44%	**	43%	**	**	**	**	**	**
TV service	27	**	16	**	**	**	**	24	**	24	**	**	**	**	**	**
	24%	**	26%	**	**	**	**	25%	**	23%	**	**	**	**	**	**
Mobile phone service	4	**	4	**	**	**	**	4	**	4	**	**	**	**	**	**
	4%	**	6%	**	**	**	**	4%	**	4%	**	**	**	**	**	**
Don't know	2	**	2	**	**	**	**	2	**	2	**	**	**	**	**	**
	2%	**	3%	**	**	**	**	2%	**	2%	**	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	1	**	**	**	**	2	**	2	**	**	**	**	**	**
	1%	**	2%	**	**	**	**	2%	**	2%	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	11	**	**	**	**	18	**	17	**	**	**	**	**	**
	18%	**	18%	**	**	**	**	18%	**	17%	**	**	**	**	**	**
PREVIOUS DUAL PLAY	28	**	13	**	**	**	**	23	**	24	**	**	**	**	**	**
	26%	**	21%	**	**	**	**	24%	**	24%	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	7	**	5	**	**	**	**	7	**	7	**	**	**	**	**	**
	6%	**	9%	**	**	**	**	7%	**	7%	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) Did you receive any other services from your previous fixed broadband service provider as well as your broadband at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous fixed broadband service provider?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	190	32	141
Effective Weighted Sample	161	27	120
Total	111	17	84
No, did not receive any other services	52	**	38
	47%	**	45%
Landline phone service	51	**	39
	46%	**	47%
TV service	27	**	20
	24%	**	24%
Mobile phone service	4	**	4
	4%	**	5%
Don't know	2	**	2
	2%	**	2%
PREVIOUS QUAD PLAY	2	**	1
	1%	**	1%
PREVIOUS TRIPLE PLAY	20	**	15
	18%	**	18%
PREVIOUS DUAL PLAY	28	**	22
	26%	**	26%
PREVIOUS OTHER BUNDLE	7	**	6
	6%	**	7%

Columns Tested: a,b

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

Q31A. (SHOWCARD) When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed?

Base : Those who have changed supplier in the last 12 months 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: 95%		~a	b	~a	b	a	~b	c	d	~a	~b	~c	~d	~e
Unweighted total	190	18	172	25	165	190	-	190	130	66	73	6	29	16
Effective Weighted Sample	161	14	148	19	142	161	-	161	112	52	68	6	23	12
Total	111	8	103	12	99	111	-	111	75	35	48	4	16	7
Same speed	32	**	31	**	28	32	**	32	21	**	**	**	**	**
	29%	**	30%	**	29%	29%	**	29%	29%	**	**	**	**	**
Faster speed	54	**	49	**	49	54	**	54	37	**	**	**	**	**
	48%	**	48%	**	49%	48%	**	48%	50%	**	**	**	**	**
Slower speed	12	**	12	**	11	12	**	12	9	**	**	**	**	**
	11%	**	12%	**	12%	11%	**	11%	13%	**	**	**	**	**
Don't know	13	**	11	**	11	13	**	13	7	**	**	**	**	**
	11%	**	11%	**	11%	11%	**	11%	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.

Q31A. (SHOWCARD) When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	b	~c	d	~e	~f	~a	~b	~c
Unweighted total	190	51	23	39	23	20	13	16	101	56	173	17	4	72	79	39
Effective Weighted Sample	161	45	22	36	19	16	10	13	87	52	151	15	3	60	70	33
Total	111	31	16	25	13	10	7	10	65	31	106	5	1	44	49	17
Same speed	32	**	**	**	**	**	**	**	19	**	30	**	**	**	**	**
	29%	**	**	**	**	**	**	**	30%	**	29%	**	**	**	**	**
Faster speed	54	**	**	**	**	**	**	**	32	**	51	**	**	**	**	**
	48%	**	**	**	**	**	**	**	50%	**	48%	**	**	**	**	**
Slower speed	12	**	**	**	**	**	**	**	8	**	12	**	**	**	**	**
	11%	**	**	**	**	**	**	**	12%	**	11%	**	**	**	**	**
Don't know	13	**	**	**	**	**	**	**	6	**	12	**	**	**	**	**
	11%	**	**	**	**	**	**	**	9%	**	12%	**	**	**	**	**

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

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

Q31A. (SHOWCARD) When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		~a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	190	84	106	42	56	52	40	172	18	173	10	5	2	30	60	36
Effective Weighted Sample	161	71	91	37	49	48	34	146	16	148	7	4	2	26	54	33
Total	111	51	60	33	30	25	23	99	12	102	4	3	1	16	37	26
Same speed	32	**	16	**	**	**	**	28	**	29	**	**	**	**	**	**
	29%	**	27%	**	**	**	**	28%	**	29%	**	**	**	**	**	**
Faster speed	54	**	29	**	**	**	**	48	**	51	**	**	**	**	**	**
	48%	**	48%	**	**	**	**	49%	**	50%	**	**	**	**	**	**
Slower speed	12	**	5	**	**	**	**	11	**	11	**	**	**	**	**	**
	11%	**	9%	**	**	**	**	11%	**	11%	**	**	**	**	**	**
Don't know	13	**	9	**	**	**	**	12	**	10	**	**	**	**	**	**
	11%	**	16%	**	**	**	**	12%	**	10%	**	**	**	**	**	**

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

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

Q31A. (SHOWCARD) When you switched broadband provider, did you switch to a service that was the same speed as your old broadband service, a faster speed or a slower speed?

Base : Those who have changed supplier in the last 12 months for the household's broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	190	32	141
Effective Weighted Sample	161	27	120
Total	111	17	84
Same speed	32	**	26
	29%	**	31%
Faster speed	54	**	40
	48%	**	48%
Slower speed	12	**	9
	11%	**	11%
Don't know	13	**	8
	11%	**	9%

Columns Tested: a,b

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

Q34A. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6N) What happened to the price for your fixed broadband service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price? The price you pay will...

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: 95%		a	b	a	b	a	b	c	d	a	b	~c	d	e
Unweighted total	1617	139	1478	240	1377	975	642	190	130	556	645	85	196	137
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	446	595	77	166	106
Total	910	72	838	130	781	568	342	111	75	274	402	49	115	72
Stayed the same when the contract ended/ Will stay the same when the contract ends	308	25	283	51	258	199	110	26	17	98	131	**	36	25
	34%	35%	34%	39%	33%	35% cd	32% cd	23%	23%	36%	33%	**	31%	35%
Went up when the contract ended/ Will go up when the contract ends	367	30	337	44	323	230	137	58	40	103	166	**	48	29
	40%	41%	40%	34%	41% a	41%	40%	52% ab	53% ab	38%	41%	**	42%	41%
Went down when the contract ended/ Will go down when the contract ends	59	2	57	7	52	39	20	8	7	16	28	**	9	2
	6%	3%	7%	5%	7%	7%	6%	8%	10%	6%	7%	**	7%	3%
Don't know	176	15	161	28	148	101	75	19	10	57	77	**	22	15
	19%	21%	19%	22%	19%	18%	22% ad	17%	13%	21%	19%	**	19%	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.

Q34A. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6N) What happened to the price for your fixed broadband service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's fixed broadband service

		BROADBAND SUPPLIER						AGE						AGE (2)		
	Total	SKY	BT	VIRGIN MEDIA	TALK-TALK	EE	PLUS-NET	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	c	d	~e	~f	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	497	353	343	153	78	59	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	440	299	301	124	64	50	60	561	529	1137	297	99	309	594	519
Total	910	296	184	203	77	41	35	46	423	323	791	120	41	230	418	263
Stayed the same when the contract ended/ Will stay the same when the contract ends	308	99	69	62	27	**	**	**	139	122	281	28	10	80	150	79
	34%	34%	37%	30%	35%	**	**	**	33% e	38% ef	35% ef	23%	24%	35%	36% c	30%
Went up when the contract ended/ Will go up when the contract ends	367	121	67	91	29	**	**	**	179	119	314	53	19	98	159	109
	40%	41%	36%	45% b	37%	**	**	**	42%	37%	40%	44% c	47%	43%	38%	42%
Went down when the contract ended/ Will go down when the contract ends	59	21	12	13	3	**	**	**	30	17	49	10	2	13	28	18
	6%	7%	7%	7%	4%	**	**	**	7%	5%	6%	9%	5%	6%	7%	7%
Don't know	176	55	36	37	18	**	**	**	74	64	148	28	10	39	80	57
	19%	18%	20%	18%	24%	**	**	**	17%	20%	19%	24% bd	24%	17%	19%	22%

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

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

Q34A. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6N) What happened to the price for your fixed broadband service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
Stayed the same when the contract ended/ Will stay the same when the contract ends	308	169	139	101	90	56	61	261	48	270	11	**	**	28	86	64
	34%	37%	31%	35%	31%	35%	35%	33%	41%	34%	21%	**	**	28%	39%	37%
		b							a	b					a	
Went up when the contract ended/ Will go up when the contract ends	367	176	190	115	123	62	66	325	42	323	18	**	**	48	81	78
	40%	39%	42%	40%	42%	39%	38%	41%	36%	41%	35%	**	**	48%	37%	45%
														b		b
Went down when the contract ended/ Will go down when the contract ends	59	30	29	17	20	11	12	53	6	52	4	**	**	6	17	9
	6%	7%	6%	6%	7%	7%	7%	7%	5%	7%	8%	**	**	6%	8%	5%
Don't know	176	79	97	53	58	30	34	155	21	140	19	**	**	17	37	24
	19%	17%	21%	19%	20%	19%	20%	20%	18%	18%	37%	**	**	17%	17%	14%
			a								a					

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

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

Q34A. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6N) What happened to the price for your fixed broadband service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your broadband service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's fixed broadband service

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
Stayed the same when the contract ended/ Will stay the same when the contract ends	308	40	245
	34%	32%	35%
Went up when the contract ended/ Will go up when the contract ends	367	55	292
	40%	44%	41%
Went down when the contract ended/ Will go down when the contract ends	59	9	40
	6%	7%	6%
Don't know	176	22	132
	19%	17%	19%

Columns Tested: a,b

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

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Pay to receive sports channels	221	55	166	63	158	122	99	**	**	**	**	**	**	221	**
	31%	32%	31%	31%	32%	31%	32%	**	**	**	**	**	**	31%	**
Pay to receive movie channels	168	50	118	57	110	97	71	**	**	**	**	**	**	168	**
	24%	29% b	22%	28%	22%	25%	23%	**	**	**	**	**	**	24%	**
PAY FOR SPORTS &/ OR MOVIE CHANNELS	278	74	204	85	194	160	119	**	**	**	**	**	**	278	**
	40%	42%	39%	41%	39%	41%	38%	**	**	**	**	**	**	40%	**
Don't pay for sports channels or movie channels	408	95	313	114	294	223	185	**	**	**	**	**	**	408	**
	58%	54%	59%	55%	59%	57%	59%	**	**	**	**	**	**	58%	**
Don't know	17	6	11	8	9	8	9	**	**	**	**	**	**	17	**
	2%	3%	2%	4% b	2%	2%	3%	**	**	**	**	**	**	2%	**

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.

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Pay to receive sports channels	221	133	88	33	134	**	28	**	157	37	**	**
	31%	36%	27%	35%	33%	**	28%	**	40%	23%	**	**
		b							b			
Pay to receive movie channels	168	119	49	32	100	**	15	**	120	27	**	**
	24%	32%	15%	34%	25%	**	15%	**	31%	17%	**	**
		b		bd	d				b			
PAY FOR SPORTS &/ OR MOVIE CHANNELS	278	175	103	45	168	**	31	**	190	46	**	**
	40%	47%	31%	48%	42%	**	31%	**	48%	28%	**	**
		b		d	d				b			
Don't pay for sports channels or movie channels	408	187	221	47	227	**	65	**	194	112	**	**
	58%	50%	66%	50%	57%	**	66%	**	50%	69%	**	**
			a				ab			a		
Don't know	17	9	9	2	6	**	3	**	8	5	**	**
	2%	2%	3%	2%	2%	**	3%	**	2%	3%	**	**

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.

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

Base : Those responsible for the household's 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Pay to receive sports channels	221	**	88	95	192	29	**	44	106	72	131	91	90	74	39	19
	31%	**	28%	37%	31%	32%	**	25%	32%	36%	38%	25%	42%	32%	32%	14%
				b						a	b		bcd	d	d	
Pay to receive movie channels	168	**	83	64	154	14	**	41	86	41	90	78	64	58	25	20
	24%	**	26%	25%	25%	15%	**	24%	26%	20%	26%	22%	30%	25%	21%	14%
			e	e	e				c				cd	d		
PAY FOR SPORTS &/ OR MOVIE CHANNELS	278	**	121	113	244	34	**	62	130	86	155	123	108	92	47	30
	40%	**	38%	44%	40%	36%	**	36%	39%	43%	45%	34%	50%	40%	39%	22%
											b		bcd	d	d	
Don't pay for sports channels or movie channels	408	**	188	143	352	56	**	104	193	111	182	226	99	132	71	106
	58%	**	59%	55%	58%	61%	**	60%	59%	55%	53%	63%	46%	58%	59%	76%
												a		a	a	abc
Don't know	17	**	9	3	15	2	**	6	6	4	5	13	8	5	2	2
	2%	**	3%	1%	2%	2%	**	4%	2%	2%	1%	3%	4%	2%	2%	2%
												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.

Q19. Thinking about your TV service... As part of your pay TV service from (PROVIDER) do you pay for any sports channels or any movie channels?

Base : Those responsible for the household's Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Pay to receive sports channels	221	189	32	177	**	**	**	12	47	62	26	173
	31%	30%	42% a	30%	**	**	**	16%	28% a	45% ab	26%	32%
Pay to receive movie channels	168	141	26	136	**	**	**	15	42	42	27	127
	24%	23%	34% a	23%	**	**	**	21%	25%	30%	27%	23%
PAY FOR SPORTS &/ OR MOVIE CHANNELS	278	236	42	227	**	**	**	20	63	72	39	213
	40%	38%	55% a	38%	**	**	**	28%	37%	52% ab	39%	39%
Don't pay for sports channels or movie channels	408	374	34	351	**	**	**	51	104	61	60	321
	58%	60% b	44%	59%	**	**	**	71% c	62% c	44%	59%	59%
Don't know	17	16	1	15	**	**	**	1	2	5	1	12
	2%	3%	1%	3%	**	**	**	1%	1%	3%	1%	2%

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

Any break column with 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. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1688	265	846	317	794	610	500	97	64	194	383	17	14	1110	577
Effective Weighted Sample	1553	245	779	293	731	565	458	91	60	179	351	16	13	1023	529
Total	1084	174	529	207	497	390	313	67	42	126	254	11	9	703	380
Very satisfied	564	88	244	103	229	170	162	**	**	72	159	**	**	332	232
	52%	50%	46%	50%	46%	43%	52% a	**	**	57%	63%	**	**	47%	61% a
Fairly satisfied	395	66	220	77	208	173	112	**	**	46	64	**	**	285	110
	36%	38%	42%	37%	42%	44% b	36%	**	**	36% b	25%	**	**	40% b	29%
Neither satisfied nor dissatisfied	67	14	29	16	28	28	15	**	**	4	19	**	**	43	23
	6%	8%	5%	8%	6%	7%	5%	**	**	3%	8% a	**	**	6%	6%
Fairly dissatisfied	39	5	24	6	24	14	15	**	**	3	7	**	**	30	10
	4%	3%	5%	3%	5%	4%	5%	**	**	2%	3%	**	**	4%	3%
Very dissatisfied	13	2	8	3	7	4	5	**	**	1	2	**	**	9	3
	1%	1%	1%	1%	1%	1%	2%	**	**	1%	1%	**	**	1%	1%
Don't know	6	-	4	3	1	1	3	**	**	-	2	**	**	4	2
	1%	-%	1%	1% b	*%	*%	1%	**	**	-%	1%	**	**	1%	1%
TOTAL SATISFIED	959	153	464	179	438	342	275	**	**	118	224	**	**	617	342
	88%	88%	88%	87%	88%	88%	88%	**	**	94% b	88%	**	**	88%	90%
TOTAL DISSATISFIED	52	7	32	9	30	19	20	**	**	4	9	**	**	39	13
	5%	4%	6%	4%	6%	5%	6%	**	**	3%	3%	**	**	6% b	3%

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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	1688	711	977	389	645	85	183	388	616	258	96	56
Effective Weighted Sample	1553	663	891	357	595	77	169	362	568	237	87	52
Total	1084	480	604	237	402	49	120	277	392	163	57	34
Very satisfied	564	242	322	140	178	**	62	158	193	64	**	**
	52%	50%	53%	59%	44%	**	51%	57%	49%	39%	**	**
				b				b	b			
Fairly satisfied	395	176	219	70	171	**	47	91	159	78	**	**
	36%	37%	36%	29%	43%	**	39%	33%	40%	48%	**	**
					ae		a			a		
Neither satisfied nor dissatisfied	67	31	36	16	24	**	6	18	20	10	**	**
	6%	6%	6%	7%	6%	**	5%	7%	5%	6%	**	**
Fairly dissatisfied	39	20	19	8	21	**	2	7	13	10	**	**
	4%	4%	3%	3%	5%	**	2%	2%	3%	6%	**	**
					de							
Very dissatisfied	13	7	5	3	6	**	1	2	5	1	**	**
	1%	1%	1%	1%	1%	**	1%	1%	1%	1%	**	**
Don't know	6	3	3	1	1	**	3	1	2	*	**	**
	1%	1%	*%	*%	*%	**	2%	*%	*%	*%	**	**
							abe					
TOTAL SATISFIED	959	418	541	209	349	**	108	249	352	142	**	**
	88%	87%	90%	89%	87%	**	90%	90%	90%	87%	**	**
TOTAL DISSATISFIED	52	28	24	10	27	**	3	9	18	11	**	**
	5%	6%	4%	4%	7%	**	3%	3%	5%	7%	**	**
					de							

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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1688	61	595	583	1239	448	197	322	651	714	821	867	370	535	381	402
Effective Weighted Sample	1553	59	572	550	1169	425	188	310	614	664	754	801	351	502	361	378
Total	1084	50	460	363	872	210	98	251	458	374	548	536	293	319	192	280
Very satisfied	564	**	228	187	439	125	63	125	221	218	284	280	145	161	99	158
	52%	**	50%	52%	50%	59% bcd	65% bcd	50%	48%	58% ab	52%	52%	50%	50%	52%	56%
Fairly satisfied	395	**	171	142	330	65	27	87	188	120	202	194	119	114	72	91
	36%	**	37% ef	39% ef	38% ef	31%	27%	35%	41% c	32%	37%	36%	41% d	36%	37%	32%
Neither satisfied nor dissatisfied	67	**	34	20	59	8	4	23	25	19	39	27	17	20	14	15
	6%	**	7% e	6%	7% e	4%	4%	9% bc	5%	5%	7%	5%	6%	6%	7%	5%
Fairly dissatisfied	39	**	19	9	30	9	2	7	19	13	14	25	7	16	5	11
	4%	**	4%	3%	3%	4%	2%	3%	4%	4%	3%	5% a	2%	5% a	3%	4%
Very dissatisfied	13	**	5	4	10	2	1	4	6	2	8	5	1	7	2	3
	1%	**	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	*%	2% a	1%	1%
Don't know	6	**	3	-	4	2	1	4	1	2	2	5	4	1	-	1
	1%	**	1% c	-%	*%	1% c	1% c	1% b	*%	1%	*%	1%	1% c	*%	-%	*%
TOTAL SATISFIED	959	**	399	329	769	189	90	212	408	337	486	474	264	275	171	249
	88%	**	87%	91% b	88%	90%	92% b	85%	89% a	90% a	89%	88%	90%	86%	89%	89%
TOTAL DISSATISFIED	52	**	24	13	41	11	3	12	24	16	22	30	8	22	7	15
	5%	**	5%	4%	5%	5%	3%	5%	5%	4%	4%	6%	3%	7% ac	4%	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.

Q20. (SHOWCARD) How satisfied are you with the overall service provided by (PROVIDER) for your (SERVICE/S)?

Base : Those responsible for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	b	c	a	b
Unweighted total	1688	1488	200	1456	106	78	48	203	357	240	348	1205
Effective Weighted Sample	1553	1368	185	1340	97	72	45	190	335	226	318	1112
Total	1084	959	125	937	68	48	31	136	239	177	207	788
Very satisfied	564	493	71	483	33	**	**	74	117	76	119	400
	52%	51%	57%	51%	48%	**	**	55% c	49%	43%	57% b	51%
Fairly satisfied	395	360	35	345	31	**	**	48	94	80	70	302
	36%	38% b	28%	37%	46%	**	**	35%	39%	45% a	34%	38%
Neither satisfied nor dissatisfied	67	58	9	58	*	**	**	7	16	13	8	53
	6%	6%	7%	6% b	1%	**	**	5%	6%	8%	4%	7% a
Fairly dissatisfied	39	35	5	35	3	**	**	4	7	5	7	25
	4%	4%	4%	4%	4%	**	**	3%	3%	3%	3%	3%
Very dissatisfied	13	9	3	11	1	**	**	1	5	1	3	7
	1%	1%	3% a	1%	1%	**	**	1%	2%	1%	1%	1%
Don't know	6	4	2	5	-	**	**	1	-	1	1	2
	1%	*%	2% a	*%	-%	**	**	1%	-%	1%	*%	*%
TOTAL SATISFIED	959	853	106	828	64	**	**	122	211	156	189	701
	88%	89%	85%	88%	94%	**	**	90%	88%	88%	91%	89%
TOTAL DISSATISFIED	52	44	8	46	4	**	**	6	13	6	10	32
	5%	5%	7%	5%	5%	**	**	4%	5%	4%	5%	4%

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

Any break column with 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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1688	265	846	317	794	610	500	97	64	194	383	17	14	1110	577
Effective Weighted Sample	1553	245	779	293	731	565	458	91	60	179	351	16	13	1023	529
Total	1084	174	529	207	497	390	313	67	42	126	254	11	9	703	380
Currently looking for a new deal	21	8	11	9	10	14	6	**	**	1	1	**	**	19	1
	2%	5%	2%	4%	2%	4%	2%	**	**	*%	*%	**	**	3%	*%
		b		b										b	
Planning to look for a new deal	75	16	48	17	47	39	25	**	**	5	6	**	**	64	11
	7%	9%	9%	8%	9%	10%	8%	**	**	4%	2%	**	**	9%	3%
														b	
Not currently looking or planning to look for a new deal	969	148	461	173	436	335	274	**	**	119	241	**	**	609	360
	89%	85%	87%	84%	88%	86%	87%	**	**	94%	95%	**	**	87%	95%
															a
Don't know	19	3	9	8	4	2	9	**	**	1	7	**	**	11	8
	2%	1%	2%	4%	1%	*%	3%	**	**	1%	3%	**	**	2%	2%
				b			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. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	1688	711	977	389	645	85	183	388	616	258	96	56
Effective Weighted Sample	1553	663	891	357	595	77	169	362	568	237	87	52
Total	1084	480	604	237	402	49	120	277	392	163	57	34
Currently looking for a new deal	21	12	9	6	7	**	2	3	11	5	**	**
	2%	3%	1%	2%	2%	**	2%	1%	3%	3%	**	**
Planning to look for a new deal	75	33	42	13	39	**	9	11	28	21	**	**
	7%	7%	7%	5%	10%	**	7%	4%	7%	13%	**	**
					ae					a		
Not currently looking or planning to look for a new deal	969	426	544	215	351	**	105	256	346	136	**	**
	89%	89%	90%	91%	87%	**	88%	92%	88%	83%	**	**
								b	b			
Don't know	19	9	10	3	4	**	4	7	6	1	**	**
	2%	2%	2%	1%	1%	**	3%	3%	2%	1%	**	**
							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.

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1688	61	595	583	1239	448	197	322	651	714	821	867	370	535	381	402
Effective Weighted Sample	1553	59	572	550	1169	425	188	310	614	664	754	801	351	502	361	378
Total	1084	50	460	363	872	210	98	251	458	374	548	536	293	319	192	280
Currently looking for a new deal	21	**	10	5	17	4	1	7	7	7	12	9	6	5	3	6
	2%	**	2%	1%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%
Planning to look for a new deal	75	**	36	28	68	7	1	16	42	17	46	29	24	23	15	13
	7%	**	8% ef	8% ef	8% ef	3%	2%	6%	9% c	5%	8% b	5%	8% d	7%	8%	5%
Not currently looking or planning to look for a new deal	969	**	408	325	773	195	92	221	405	342	484	486	258	285	170	256
	89%	**	89%	90%	89%	93% bd	94% bd	88%	88%	92%	88%	91%	88%	89%	89%	92%
Don't know	19	**	7	4	15	4	3	8	4	8	7	12	5	6	3	5
	2%	**	1%	1%	2%	2%	3%	3% b	1%	2%	1%	2%	2%	2%	2%	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.

Q21. (SHOWCARD) Which one of these best describes your current thinking about your (SERVICE/S) from (PROVIDER)? Are you...

Base : Those responsible for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	b	c	a	b
Unweighted total	1688	1488	200	1456	106	78	48	203	357	240	348	1205
Effective Weighted Sample	1553	1368	185	1340	97	72	45	190	335	226	318	1112
Total	1084	959	125	937	68	48	31	136	239	177	207	788
Currently looking for a new deal	21	18	3	19	1	**	**	4	2	4	4	15
	2%	2%	2%	2%	1%	**	**	3% b	1%	3%	2%	2%
Planning to look for a new deal	75	65	10	67	5	**	**	8	24	17	8	62
	7%	7%	8%	7%	7%	**	**	6%	10%	10%	4%	8% a
Not currently looking or planning to look for a new deal	969	859	110	837	59	**	**	121	211	153	193	700
	89%	90%	88%	89%	86%	**	**	89%	88%	86%	93% b	89%
Don't know	19	16	3	14	4	**	**	2	2	3	3	12
	2%	2%	2%	1%	6% a	**	**	2%	1%	2%	1%	1%

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Discussed deals or offers with your provider	146	26	121	31	115	78	68	**	**	**	**	**	**	146	**
	21%	15%	23%	15%	23%	20%	22%	**	**	**	**	**	**	21%	**
			a		a										
Looked at alternative deals or offers from your provider	82	16	66	22	61	50	32	**	**	**	**	**	**	82	**
	12%	9%	12%	10%	12%	13%	10%	**	**	**	**	**	**	12%	**
Received a discount from your provider	88	14	74	20	68	49	39	**	**	**	**	**	**	88	**
	13%	8%	14%	10%	14%	13%	13%	**	**	**	**	**	**	13%	**
			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)	55	6	48	9	46	32	23	**	**	**	**	**	**	55	**
	8%	4%	9%	4%	9%	8%	7%	**	**	**	**	**	**	8%	**
			a		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)	30	9	21	11	19	11	18	**	**	**	**	**	**	30	**
	4%	5%	4%	5%	4%	3%	6%	**	**	**	**	**	**	4%	**
							a								
None of these	465	126	339	148	316	254	211	**	**	**	**	**	**	465	**
	66%	72%	64%	72%	64%	65%	67%	**	**	**	**	**	**	66%	**
		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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
SUMMARY															
ANY CHANGE	238	48	190	58	180	136	103	**	**	**	**	**	**	238	**
	34%	28%	36%	28%	36%	35%	33%	**	**	**	**	**	**	34%	**
			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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Discussed deals or offers with your provider	146	89	57	16	96	**	16	**	84	37	**	**
	21%	24%	17%	17%	24%	**	16%	**	21%	23%	**	**
		b			d							
Looked at alternative deals or offers from your provider	82	54	29	11	52	**	10	**	41	24	**	**
	12%	14%	9%	12%	13%	**	10%	**	10%	15%	**	**
		b										
Received a discount from your provider	88	52	36	10	57	**	8	**	48	26	**	**
	13%	14%	11%	10%	14%	**	8%	**	12%	16%	**	**
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)	55	39	16	4	39	**	6	**	30	16	**	**
	8%	11%	5%	4%	10%	**	6%	**	8%	10%	**	**
		b			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)	30	18	12	5	16	**	2	**	16	9	**	**
	4%	5%	4%	5%	4%	**	2%	**	4%	5%	**	**
None of these	465	227	238	64	251	**	74	**	263	97	**	**
	66%	61%	72%	68%	62%	**	75%	**	67%	60%	**	**
			a				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.

Q23. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
SUMMARY												
ANY CHANGE	238	144	95	30	151	**	25	**	129	66	**	**
	34%	39%	28%	32%	38%	**	25%	**	33%	40%	**	**
		b			d					a		

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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Discussed deals or offers with your provider	146	**	66	54	127	19	**	38	62	46	72	74	43	51	26	26
	21%	**	21%	21%	21%	21%	**	22%	19%	23%	21%	20%	20%	22%	22%	19%
Looked at alternative deals or offers from your provider	82	**	34	32	70	13	**	20	36	26	46	36	31	34	12	6
	12%	**	11%	12%	11%	14%	**	12%	11%	13%	14%	10%	14% d	15% d	10% d	4%
Received a discount from your provider	88	**	40	34	78	10	**	24	37	27	47	41	29	30	16	12
	13%	**	13%	13%	13%	11%	**	14%	11%	13%	14%	11%	14%	13%	14%	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)	55	**	26	23	50	5	**	14	26	14	28	27	17	22	9	6
	8%	**	8%	9%	8%	5%	**	8%	8%	7%	8%	7%	8%	10% d	7%	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)	30	**	9	14	25	5	**	3	16	11	14	15	6	13	5	6
	4%	**	3%	6% b	4%	5%	**	2%	5%	5% a	4%	4%	3%	6%	4%	5%
None of these	465	**	208	169	401	64	**	112	217	137	218	247	144	146	76	100
	66%	**	66%	65%	66%	69%	**	65%	66%	68%	64%	68%	67%	64%	63%	72% b
SUMMARY																
ANY CHANGE	238	**	109	90	210	28	**	61	112	65	124	114	71	84	44	39
	34%	**	34%	35%	34%	31%	**	35%	34%	32%	36%	32%	33%	36% d	37%	28%

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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Discussed deals or offers with your provider	146	130	16	134	**	**	**	16	34	34	18	117
	21%	21%	22%	23%	**	**	**	22%	20%	25%	18%	22%
Looked at alternative deals or offers from your provider	82	71	11	76	**	**	**	4	22	22	11	66
	12%	11%	15%	13%	**	**	**	6%	13%	16%	10%	12%
									a	a		
Received a discount from your provider	88	78	10	77	**	**	**	6	23	19	9	69
	13%	12%	13%	13%	**	**	**	8%	14%	14%	9%	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)	55	49	5	50	**	**	**	4	10	17	12	40
	8%	8%	7%	8%	**	**	**	6%	6%	13%	12%	7%
										b	b	
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)	30	26	4	26	**	**	**	3	5	7	5	20
	4%	4%	5%	4%	**	**	**	4%	3%	5%	5%	4%
None of these	465	414	51	381	**	**	**	52	111	80	71	359
	66%	66%	66%	64%	**	**	**	71%	66%	58%	71%	66%
								c				

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

Any break column with 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. (SHOWCARD) Thinking about your current provider for your (SERVICES/S), in the last twelve months have you...

Base : Those responsible for the household's Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
SUMMARY												
ANY CHANGE	238	212	26	211	**	**	**	21	57	58	29	186
	34%	34%	34%	36%	**	**	**	29%	34%	42% a	29%	34%

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

Any break column with 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.(SHOWCARD) 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: 95%		~a	b	~a	b	~a	~b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	139	22	117	30	109	74	65	7	6	-	-	-	-	139	-
Effective Weighted Sample	128	21	107	28	100	68	60	7	6	-	-	-	-	128	-
Total	88	14	74	20	68	49	39	5	4	-	-	-	-	88	-
I contacted my provider	74	**	64	**	60	**	**	**	**	**	**	**	**	74	**
	84%	**	87%	**	88%	**	**	**	**	**	**	**	**	84%	**
My provider contacted me	12	**	8	**	8	**	**	**	**	**	**	**	**	12	**
	14%	**	11%	**	12%	**	**	**	**	**	**	**	**	14%	**
Don't know/ can't remember	2	**	1	**	*	**	**	**	**	**	**	**	**	2	**
	3%	**	2%	**	1%	**	**	**	**	**	**	**	**	3%	**

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.(SHOWCARD) 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	BT	TALK-TALK
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	139	76	63	15	92	14	13	5	75	42	13	3
Effective Weighted Sample	128	72	56	14	85	13	12	5	70	38	11	3
Total	88	52	36	10	57	9	8	4	48	26	8	2
I contacted my provider	74	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**

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.(SHOWCARD) 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	139	4	54	55	113	26	5	32	55	52	70	69	37	49	35	18
Effective Weighted Sample	128	4	52	52	107	25	5	31	52	47	65	64	36	47	33	17
Total	88	4	40	34	78	10	2	24	37	27	47	41	29	30	16	12
I contacted my provider	74	**	**	**	65	**	**	**	**	**	**	**	**	**	**	**
	84%	**	**	**	84%	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	12	**	**	**	11	**	**	**	**	**	**	**	**	**	**	**
	14%	**	**	**	14%	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	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.(SHOWCARD) 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

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	a	~b	~c	~d	~a	~b	~c	~a	b
Unweighted total	139	123	16	123	7	8	1	9	36	26	16	108
Effective Weighted Sample	128	113	15	113	6	8	1	9	34	25	15	100
Total	88	78	10	77	4	6	1	6	23	19	9	69
I contacted my provider	74	64	**	66	**	**	**	**	**	**	**	59
	84%	82%	**	86%	**	**	**	**	**	**	**	86%
My provider contacted me	12	12	**	9	**	**	**	**	**	**	**	9
	14%	15%	**	11%	**	**	**	**	**	**	**	13%
Don't know/ can't remember	2	2	**	2	**	**	**	**	**	**	**	1
	3%	3%	**	3%	**	**	**	**	**	**	**	1%

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

Any break column with 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. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b
Unweighted total	86	9	76	12	73	47	38	2	1	-	-	-	-	85	-
Effective Weighted Sample	79	8	70	11	67	44	35	2	1	-	-	-	-	79	-
Total	55	6	48	9	46	32	23	1	*	-	-	-	-	55	-
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 - a,b

Any break column with 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. (SHOWCARD) 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	BT	TALK-TALK
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	86	60	26	6	61	6	9	5	48	23	11	1
Effective Weighted Sample	79	56	23	6	57	5	8	4	45	21	10	1
Total	55	39	16	4	39	4	6	4	30	16	7	1
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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. (SHOWCARD) 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	86	2	35	38	75	11	4	19	40	27	41	45	22	38	18	8
Effective Weighted Sample	79	2	33	36	70	11	4	18	38	25	38	41	21	36	18	8
Total	55	2	26	23	50	5	2	15	26	14	28	27	18	22	9	6
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 - 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. (SHOWCARD) 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

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	86	78	8	79	6	1	-	7	15	26	20	60
Effective Weighted Sample	79	72	7	73	6	1	-	7	14	25	18	56
Total	55	50	5	50	4	1	-	4	10	17	12	40
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
Don't know/ can't remember	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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. (SHOWCARD) 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b
Unweighted total	51	14	37	18	33	19	32	2	-	-	-	-	-	51	-
Effective Weighted Sample	46	13	34	16	30	17	29	2	-	-	-	-	-	46	-
Total	30	9	21	11	19	11	18	2	-	-	-	-	-	30	-
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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. (SHOWCARD) 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	BT	TALK-TALK
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	51	30	21	8	29	3	5	6	26	16	3	4
Effective Weighted Sample	46	28	18	7	27	3	5	5	23	15	3	4
Total	30	18	12	5	16	2	2	5	16	9	2	2
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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. (SHOWCARD) 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	51	2	12	24	38	13	2	4	24	23	23	28	7	24	10	10
Effective Weighted Sample	46	2	12	23	36	13	2	4	23	21	21	25	7	23	9	9
Total	30	2	9	14	25	5	1	3	16	11	14	15	6	13	5	6
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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. (SHOWCARD) 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

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	51	45	6	44	5	1	1	4	8	11	10	32
Effective Weighted Sample	46	41	6	40	4	1	1	4	8	10	10	29
Total	30	26	4	26	3	*	1	3	5	7	5	20
I contacted my provider	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**
My provider contacted me	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Received a discount	74	10	64	14	60	39	35	**	**	**	**	**	**	74	**
	10%	6%	12% a	7%	12% a	10%	11%	**	**	**	**	**	**	10%	**
Added extra or improved services	44	5	39	8	37	26	19	**	**	**	**	**	**	44	**
	6%	3%	7% a	4%	7% a	7%	6%	**	**	**	**	**	**	6%	**
Reduced or downgraded services	28	9	19	11	17	10	18	**	**	**	**	**	**	28	**
	4%	5%	4%	5%	3%	3%	6% a	**	**	**	**	**	**	4%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	120	22	98	28	92	63	57	**	**	**	**	**	**	120	**
	17%	12%	19% a	13%	19% a	16%	18%	**	**	**	**	**	**	17%	**
ALL 3 CHANGES	2	-	2	1	1	-	2	**	**	**	**	**	**	2	**
	*%	-%	*%	*%	*%	-%	1%	**	**	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	16	1	14	2	13	10	6	**	**	**	**	**	**	16	**
	2%	1%	3%	1%	3%	3%	2%	**	**	**	**	**	**	2%	**
DISCOUNT AND REDUCED SERVICES	6	1	5	1	5	2	4	**	**	**	**	**	**	6	**
	1%	1%	1%	*%	1%	*%	1%	**	**	**	**	**	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	*	1	*	-	1	**	**	**	**	**	**	1	**
	*%	*%	*%	*%	*%	-%	*%	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	50	8	43	10	40	27	23	**	**	**	**	**	**	50	**
	7%	4%	8% a	5%	8%	7%	7%	**	**	**	**	**	**	7%	**
EXTRA SERVICES ONLY	26	3	23	4	22	16	11	**	**	**	**	**	**	26	**
	4%	2%	4%	2%	4%	4%	3%	**	**	**	**	**	**	4%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
REDUCED SERVICES ONLY	19	8	12	9	10	8	11	**	**	**	**	**	**	19	**
	3%	4%	2%	4% b	2%	2%	3%	**	**	**	**	**	**	3%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	583	153	430	179	404	327	256	**	**	**	**	**	**	583	**
	83%	88% b	81%	87% b	81%	84%	82%	**	**	**	**	**	**	83%	**

Columns Tested: a,b - a,b - a,b,c,d - a,b,c,d - 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 Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Received a discount	74	46	28	6	49	**	7	**	41	23	**	**
	10%	12%	8%	6%	12%	**	7%	**	10%	14%	**	**
		b			a							
Added extra or improved services	44	32	12	3	31	**	5	**	26	11	**	**
	6%	9%	4%	4%	8%	**	5%	**	7%	7%	**	**
		b										
Reduced or downgraded services	28	17	11	5	16	**	2	**	15	8	**	**
	4%	5%	3%	5%	4%	**	2%	**	4%	5%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	120	77	43	12	78	**	12	**	66	35	**	**
	17%	21%	13%	13%	19%	**	12%	**	17%	21%	**	**
		b			d							
ALL 3 CHANGES	2	1	*	-	2	**	-	**	1	1	**	**
	*%	*%	*%	-%	*%	**	-%	**	*%	*%	**	**
DISCOUNT AND EXTRA SERVICES	16	11	4	1	10	**	2	**	10	3	**	**
	2%	3%	1%	1%	3%	**	2%	**	3%	2%	**	**
		b										
DISCOUNT AND REDUCED SERVICES	6	4	3	1	4	**	1	**	4	3	**	**
	1%	1%	1%	1%	1%	**	1%	**	1%	2%	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	1	*	1	*	**	-	**	1	*	**	**
	*%	*%	*%	1%	*%	**	-%	**	*%	*%	**	**
DISCOUNT ONLY	50	30	20	4	33	**	5	**	26	17	**	**
	7%	8%	6%	5%	8%	**	5%	**	7%	10%	**	**
EXTRA SERVICES ONLY	26	19	7	2	19	**	3	**	14	7	**	**
	4%	5%	2%	2%	5%	**	3%	**	4%	4%	**	**
		b										

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 Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
REDUCED SERVICES ONLY	19	12	8	3	9	**	2	**	10	5	**	**
	3%	3%	2%	3%	2%	**	2%	**	3%	3%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	583	293	290	82	324	**	87	**	326	128	**	**
	83%	79%	87%	87%	81%	**	88%	**	83%	79%	**	**
			a				b					

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 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Received a discount	74	**	36	27	65	8	**	21	32	21	38	36	26	27	12	10
	10%	**	11%	11%	11%	9%	**	12%	10%	11%	11%	10%	12%	12%	10%	7%
Added extra or improved services	44	**	20	19	41	3	**	12	20	13	23	21	16	19	6	4
	6%	**	6%	7%	7%	4%	**	7%	6%	6%	7%	6%	7%	8%	5%	3%
													d	d		
Reduced or downgraded services	28	**	8	14	23	5	**	3	15	10	14	14	5	12	4	6
	4%	**	3%	5%	4%	5%	**	2%	5%	5%	4%	4%	2%	5%	4%	5%
				b						a				a		
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	120	**	56	47	107	13	**	32	55	33	61	59	36	47	20	17
	17%	**	18%	18%	17%	14%	**	19%	17%	16%	18%	16%	17%	21%	17%	12%
														d		
ALL 3 CHANGES	2	**	-	1	1	*	**	-	-	2	2	-	1	1	-	-
	*%	**	-%	1%	*%	*%	**	-%	-%	1%	1%	-%	*%	*%	-%	-%
										b						
DISCOUNT AND EXTRA SERVICES	16	**	7	7	15	*	**	4	7	4	7	9	8	5	2	2
	2%	**	2%	3%	2%	*%	**	2%	2%	2%	2%	2%	4%	2%	1%	1%
				e												
DISCOUNT AND REDUCED SERVICES	6	**	2	3	5	2	**	-	4	2	4	2	1	4	*	1
	1%	**	*%	1%	1%	2%	**	-%	1%	1%	1%	1%	1%	2%	*%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	**	-	1	1	*	**	-	1	*	-	1	-	1	-	-
	*%	**	-%	*%	*%	*%	**	-%	*%	*%	-%	*%	-%	*%	-%	-%
DISCOUNT ONLY	50	**	27	16	44	6	**	17	21	13	25	25	16	17	10	7
	7%	**	9%	6%	7%	6%	**	10%	6%	6%	7%	7%	8%	8%	8%	5%
EXTRA SERVICES ONLY	26	**	13	10	24	2	**	8	12	6	14	12	7	13	4	2
	4%	**	4%	4%	4%	3%	**	5%	4%	3%	4%	3%	3%	5%	4%	1%
														d		

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 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
REDUCED SERVICES ONLY	19	**	6	9	17	2	**	3	11	5	9	10	3	7	4	5
	3%	**	2%	3%	3%	3%	**	2%	3%	3%	3%	3%	1%	3%	3%	4%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	583	**	262	213	504	79	**	140	274	169	281	303	179	182	100	122
	83%	**	82%	82%	83%	86%	**	81%	83%	84%	82%	84%	83%	79%	83%	88% b

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 Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Received a discount	74	64	9	66	**	**	**	4	19	16	9	59
	10%	10%	12%	11%	**	**	**	5%	11%	12%	9%	11%
Added extra or improved services	44	41	4	41	**	**	**	3	6	15	9	33
	6%	6%	5%	7%	**	**	**	4%	4%	11% ab	9%	6%
Reduced or downgraded services	28	24	4	25	**	**	**	3	5	7	5	19
	4%	4%	5%	4%	**	**	**	4%	3%	5%	5%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	120	106	14	106	**	**	**	8	26	33	17	94
	17%	17%	18%	18%	**	**	**	11%	16%	24% ab	17%	17%
ALL 3 CHANGES	2	2	-	2	**	**	**	-	-	1	-	1
	*%	*%	-%	*%	**	**	**	-%	-%	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	16	13	3	16	**	**	**	1	2	3	4	10
	2%	2%	3%	3%	**	**	**	2%	1%	2%	4%	2%
DISCOUNT AND REDUCED SERVICES	6	6	1	6	**	**	**	-	1	1	-	6
	1%	1%	1%	1%	**	**	**	-%	1%	1%	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	1	**	**	**	-	-	1	1	-
	*%	*%	-%	*%	**	**	**	-%	-%	*%	1% b	-%
DISCOUNT ONLY	50	44	6	43	**	**	**	3	15	11	5	43
	7%	7%	8%	7%	**	**	**	4%	9%	8%	5%	8%
EXTRA SERVICES ONLY	26	25	1	22	**	**	**	1	4	11	4	22
	4%	4%	1%	4%	**	**	**	2%	3%	8% ab	4%	4%

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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 Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
REDUCED SERVICES ONLY	19	16	3	16	**	**	**	3	3	4	4	13
	3%	3%	4%	3%	**	**	**	4%	2%	3%	4%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	583	520	63	486	**	**	**	64	142	105	83	452
	83%	83%	82%	82%	**	**	**	89%	84%	76%	83%	83%
								c	c			

Columns Tested: a,b - a,b,c,d - a,b,c - 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Received a discount	12	4	8	4	8	8	4	**	**	**	**	**	**	12	**
	2%	2%	2%	2%	2%	2%	1%	**	**	**	**	**	**	2%	**
Added extra or improved services	9	1	8	1	8	5	5	**	**	**	**	**	**	9	**
	1%	1%	2%	1%	2%	1%	1%	**	**	**	**	**	**	1%	**
Reduced or downgraded services	2	-	2	-	2	1	*	**	**	**	**	**	**	2	**
	*%	-%	*%	-%	*%	*%	*%	**	**	**	**	**	**	*%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	20	5	16	5	15	12	8	**	**	**	**	**	**	20	**
	3%	3%	3%	2%	3%	3%	3%	**	**	**	**	**	**	3%	**
ALL 3 CHANGES	*	-	*	-	*	-	*	**	**	**	**	**	**	*	**
	*%	-%	*%	-%	*%	-%	*%	**	**	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	2	-	2	-	2	2	-	**	**	**	**	**	**	2	**
	*%	-%	*%	-%	*%	1%	-%	**	**	**	**	**	**	*%	**
DISCOUNT ONLY	10	4	6	4	5	6	4	**	**	**	**	**	**	10	**
	1%	2%	1%	2%	1%	1%	1%	**	**	**	**	**	**	1%	**
EXTRA SERVICES ONLY	7	1	6	1	6	3	4	**	**	**	**	**	**	7	**
	1%	1%	1%	1%	1%	1%	1%	**	**	**	**	**	**	1%	**
REDUCED SERVICES ONLY	1	-	1	-	1	1	-	**	**	**	**	**	**	1	**
	*%	-%	*%	-%	*%	*%	-%	**	**	**	**	**	**	*%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	683	170	513	202	481	378	305	**	**	**	**	**	**	683	**
	97%	97%	97%	98%	97%	97%	97%	**	**	**	**	**	**	97%	**

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 Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Received a discount	12	5	7	3	8	**	*	**	6	3	**	**
	2%	1%	2%	3%	2%	**	*%	**	2%	2%	**	**
Added extra or improved services	9	6	3	1	8	**	1	**	4	4	**	**
	1%	2%	1%	1%	2%	**	1%	**	1%	2%	**	**
Reduced or downgraded services	2	1	1	-	1	**	*	**	1	1	**	**
	*%	*%	*%	-%	*%	**	*%	**	*%	*%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	20	10	10	3	14	**	1	**	11	6	**	**
	3%	3%	3%	3%	4%	**	1%	**	3%	4%	**	**
ALL 3 CHANGES	*	-	*	-	-	**	*	**	-	-	**	**
	*%	-%	*%	-%	-%	**	*%	**	-%	-%	**	**
DISCOUNT AND EXTRA SERVICES	2	2	1	-	2	**	-	**	1	1	**	**
	*%	*%	*%	-%	1%	**	-%	**	*%	1%	**	**
DISCOUNT ONLY	10	3	6	3	6	**	-	**	6	1	**	**
	1%	1%	2%	3% d	1%	**	-%	**	1%	1%	**	**
EXTRA SERVICES ONLY	7	5	2	1	5	**	*	**	3	2	**	**
	1%	1%	1%	1%	1%	**	*%	**	1%	2%	**	**
REDUCED SERVICES ONLY	1	1	1	-	1	**	-	**	1	1	**	**
	*%	*%	*%	-%	*%	**	-%	**	*%	*%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	683	361	322	91	387	**	98	**	382	158	**	**
	97%	97%	97%	97%	96%	**	99%	**	97%	96%	**	**

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 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Received a discount	12	**	3	5	11	1	**	4	4	4	8	4	3	3	4	2
	2%	**	1%	2%	2%	2%	**	2%	1%	2%	2%	1%	1%	1%	3%	2%
Added extra or improved services	9	**	6	3	9	1	**	2	6	1	5	4	2	3	3	2
	1%	**	2%	1%	1%	1%	**	1%	2%	1%	1%	1%	1%	1%	2%	2%
Reduced or downgraded services	2	**	1	1	1	*	**	-	1	1	-	2	1	1	*	-
	*%	**	*%	*%	*%	*%	**	-%	*%	1%	-%	*%	*%	*%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	20	**	8	8	18	2	**	5	10	6	11	10	4	6	6	5
	3%	**	3%	3%	3%	2%	**	3%	3%	3%	3%	3%	2%	2%	5%	3%
ALL 3 CHANGES	*	**	-	-	-	*	**	-	-	*	-	*	-	-	*	-
	*%	**	-%	-%	-%	*%	**	-%	-%	*%	-%	*%	-%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	2	**	1	1	2	-	**	1	2	-	2	-	1	1	1	-
	*%	**	*%	*%	*%	-%	**	*%	*%	-%	1% b	-%	*%	*%	1%	-%
DISCOUNT ONLY	10	**	2	5	8	1	**	3	3	4	5	4	2	2	3	2
	1%	**	1%	2%	1%	1%	**	2%	1%	2%	2%	1%	1%	1%	3%	2%
EXTRA SERVICES ONLY	7	**	4	2	6	1	**	1	5	1	3	4	1	2	2	2
	1%	**	1%	1%	1%	1%	**	1%	1%	*%	1%	1%	*%	1%	2%	2%
REDUCED SERVICES ONLY	1	**	1	1	1	-	**	-	1	1	-	1	1	1	-	-
	*%	**	*%	*%	*%	-%	**	-%	*%	*%	-%	*%	*%	*%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	683	**	309	251	592	91	**	167	319	196	331	352	211	224	114	134
	97%	**	97%	97%	97%	98%	**	97%	97%	97%	97%	97%	98%	98%	95%	97%

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 Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Received a discount	12	12	*	9	**	**	**	1	4	2	*	9
	2%	2%	1%	1%	**	**	**	2%	3%	2%	*%	2%
Added extra or improved services	9	8	2	8	**	**	**	2	3	1	2	7
	1%	1%	2%	1%	**	**	**	3%	2%	1%	2%	1%
Reduced or downgraded services	2	2	-	1	**	**	**	-	1	-	-	1
	*%	*%	-%	*%	**	**	**	-%	*%	-%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	20	18	2	16	**	**	**	3	6	3	3	14
	3%	3%	3%	3%	**	**	**	5%	4%	2%	3%	3%
ALL 3 CHANGES	*	*	-	-	**	**	**	-	-	-	-	-
	*%	*%	-%	-%	**	**	**	-%	-%	-%	-%	-%
DISCOUNT AND EXTRA SERVICES	2	2	-	2	**	**	**	-	2	1	-	2
	*%	*%	-%	*%	**	**	**	-%	1%	*%	-%	*%
DISCOUNT ONLY	10	9	*	6	**	**	**	1	3	2	*	7
	1%	1%	1%	1%	**	**	**	2%	2%	1%	*%	1%
EXTRA SERVICES ONLY	7	5	2	6	**	**	**	2	1	1	2	5
	1%	1%	2%	1%	**	**	**	3%	1%	1%	2%	1%
REDUCED SERVICES ONLY	1	1	-	1	**	**	**	-	1	-	-	1
	*%	*%	-%	*%	**	**	**	-%	*%	-%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	683	608	75	576	**	**	**	69	162	134	98	531
	97%	97%	97%	97%	**	**	**	95%	96%	98%	97%	97%

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

Any break column with 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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1688	265	846	317	794	610	500	97	64	194	383	17	14	1110	577
Effective Weighted Sample	1553	245	779	293	731	565	458	91	60	179	351	16	13	1023	529
Total	1084	174	529	207	497	390	313	67	42	126	254	11	9	703	380
Discussed deals or offers with any other provider	61	5	48	7	46	31	22	**	**	5	3	**	**	53	8
	6%	3%	9%	3%	9%	8%	7%	**	**	4%	1%	**	**	8%	2%
			a		a									b	
Looked at deals or offers from any other provider	87	16	57	19	54	47	26	**	**	10	4	**	**	73	13
	8%	9%	11%	9%	11%	12%	8%	**	**	8%	1%	**	**	10%	4%
										b				b	
Talked with friends or family for recommendations about providers	117	15	72	23	64	58	29	**	**	14	15	**	**	87	30
	11%	9%	14%	11%	13%	15%	9%	**	**	11%	6%	**	**	12%	8%
			a			b				b				b	
None of these	873	144	388	166	367	280	252	**	**	104	236	**	**	532	340
	81%	83%	73%	80%	74%	72%	80%	**	**	82%	93%	**	**	76%	89%
		b		b			a				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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	1688	711	977	389	645	85	183	388	616	258	96	56
Effective Weighted Sample	1553	663	891	357	595	77	169	362	568	237	87	52
Total	1084	480	604	237	402	49	120	277	392	163	57	34
Discussed deals or offers with any other provider	61	32	29	4	38	**	8	7	28	14	**	**
	6%	7%	5%	2%	9%	**	7%	2%	7%	9%	**	**
					ae		ae					
Looked at deals or offers from any other provider	87	56	30	16	46	**	9	9	36	20	**	**
	8%	12%	5%	7%	12%	**	8%	3%	9%	12%	**	**
		b		e	ae		e					
Talked with friends or family for recommendations about providers	117	56	61	19	56	**	11	23	50	20	**	**
	11%	12%	10%	8%	14%	**	10%	8%	13%	12%	**	**
					ae							
None of these	873	368	505	203	292	**	98	246	300	120	**	**
	81%	77%	84%	86%	73%	**	82%	89%	76%	74%	**	**
			a	b			b	bd				

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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1688	61	595	583	1239	448	197	322	651	714	821	867	370	535	381	402
Effective Weighted Sample	1553	59	572	550	1169	425	188	310	614	664	754	801	351	502	361	378
Total	1084	50	460	363	872	210	98	251	458	374	548	536	293	319	192	280
Discussed deals or offers with any other provider	61	**	31	19	52	9	2	16	26	19	39	22	16	19	16	9
	6%	**	7%	5%	6%	4%	2%	6%	6%	5%	7%	4%	6%	6%	8%	3%
			f		f						b				d	
Looked at deals or offers from any other provider	87	**	47	27	81	6	1	31	38	18	50	37	35	22	18	11
	8%	**	10%	8%	9%	3%	1%	12%	8%	5%	9%	7%	12%	7%	9%	4%
			ef	ef	ef			bc	c				bd	d	d	
Talked with friends or family for recommendations about providers	117	**	59	39	105	12	3	34	56	26	61	56	36	34	25	21
	11%	**	13%	11%	12%	6%	3%	14%	12%	7%	11%	10%	12%	11%	13%	8%
			ef	ef	ef			c	c				d		d	
None of these	873	**	352	293	683	189	92	191	356	324	434	438	225	260	144	243
	81%	**	76%	81%	78%	90%	94%	76%	78%	87%	79%	82%	77%	82%	75%	87%
						bcd	bcd			ab				c		abc

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. (SHOWCARD) Thinking about other providers for your (SERVICES/S)... In the last twelve months, have you...

Base : Those responsible for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	b	c	a	b
Unweighted total	1688	1488	200	1456	106	78	48	203	357	240	348	1205
Effective Weighted Sample	1553	1368	185	1340	97	72	45	190	335	226	318	1112
Total	1084	959	125	937	68	48	31	136	239	177	207	788
Discussed deals or offers with any other provider	61	54	7	56	1	**	**	4	12	12	6	46
	6%	6%	5%	6%	2%	**	**	3%	5%	7%	3%	6% a
Looked at deals or offers from any other provider	87	75	11	77	2	**	**	7	26	23	6	72
	8%	8%	9%	8% b	3%	**	**	5%	11% a	13% a	3%	9% a
Talked with friends or family for recommendations about providers	117	106	11	102	8	**	**	14	36	21	17	90
	11%	11%	9%	11%	12%	**	**	10%	15%	12%	8%	11%
None of these	873	768	104	752	57	**	**	113	184	133	182	625
	81%	80%	83%	80%	83%	**	**	84% c	77%	75%	88% b	79%

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

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

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Yes	209	48	161	58	150	122	87	**	**	**	**	**	**	209	**
	30%	28%	30%	28%	30%	31%	28%	**	**	**	**	**	**	30%	**
No	495	126	368	148	346	268	226	**	**	**	**	**	**	495	**
	70%	72%	70%	72%	70%	69%	72%	**	**	**	**	**	**	70%	**

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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Yes	209	121	88	28	120	**	30	**	118	53	**	**
	30%	33% b	26%	30%	30%	**	30%	**	30%	32%	**	**
No	495	250	245	66	281	**	69	**	274	111	**	**
	70%	67%	74% a	70%	70%	**	70%	**	70%	68%	**	**

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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Yes	209	**	106	75	190	19	**	51	108	50	108	101	64	79	27	39
	30%	**	33%	29%	31%	20%	**	29%	33%	25%	32%	28%	30%	34%	22%	28%
			e	e	e				c					c		
No	495	**	212	184	421	74	**	122	221	152	234	261	151	150	93	100
	70%	**	67%	71%	69%	80%	**	71%	67%	75%	68%	72%	70%	66%	78%	72%
						bcd				b					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.

Q33AA. In the last six months, have you received notification from (PROVIDER) about the status of your contract for your (SERVICE/S)? 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 the household's Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Yes	209	183	25	187	**	**	**	20	57	46	31	161
	30%	29%	33%	32%	**	**	**	28%	34%	34%	31%	30%
No	495	443	51	405	**	**	**	52	111	91	69	384
	70%	71%	67%	68%	**	**	**	72%	66%	66%	69%	70%

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

Any break column with 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. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Agree strongly	155	38	117	50	104	79	76	**	**	**	**	**	**	155	**
	22%	22%	22%	24%	21%	20%	24%	**	**	**	**	**	**	22%	**
Agree slightly	240	59	182	64	177	139	102	**	**	**	**	**	**	240	**
	34%	34%	34%	31%	36%	36%	32%	**	**	**	**	**	**	34%	**
Disagree slightly	115	32	83	38	78	64	51	**	**	**	**	**	**	115	**
	16%	18%	16%	18%	16%	17%	16%	**	**	**	**	**	**	16%	**
Disagree strongly	86	20	66	25	61	55	30	**	**	**	**	**	**	86	**
	12%	11%	13%	12%	12%	14%	10%	**	**	**	**	**	**	12%	**
						b									
Don't know	107	26	81	29	78	52	55	**	**	**	**	**	**	107	**
	15%	15%	15%	14%	16%	13%	17%	**	**	**	**	**	**	15%	**
TOTAL AGREE	395	97	298	114	281	218	177	**	**	**	**	**	**	395	**
	56%	55%	56%	55%	56%	56%	57%	**	**	**	**	**	**	56%	**
TOTAL DISAGREE	201	52	150	63	139	120	81	**	**	**	**	**	**	201	**
	29%	30%	28%	30%	28%	31%	26%	**	**	**	**	**	**	29%	**

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. (SHOWCARD) 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 TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Agree strongly	155	81	74	22	82	**	25	**	84	35	**	**
	22%	22%	22%	24%	20%	**	25%	**	22%	21%	**	**
Agree slightly	240	121	119	29	140	**	35	**	127	64	**	**
	34%	33%	36%	30%	35%	**	35%	**	32%	39%	**	**
Disagree slightly	115	65	50	21	66	**	13	**	76	15	**	**
	16%	18%	15%	23% d	16%	**	13%	**	19% b	9%	**	**
Disagree strongly	86	53	33	10	50	**	14	**	42	24	**	**
	12%	14% b	10%	11%	12%	**	14%	**	11%	15%	**	**
Don't know	107	51	56	11	64	**	12	**	63	26	**	**
	15%	14%	17%	12%	16%	**	12%	**	16%	16%	**	**
TOTAL AGREE	395	202	193	51	222	**	60	**	212	99	**	**
	56%	54%	58%	54%	55%	**	61%	**	54%	60%	**	**
TOTAL DISAGREE	201	118	83	32	115	**	27	**	118	39	**	**
	29%	32% b	25%	34%	29%	**	27%	**	30%	24%	**	**

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

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Q33A. (SHOWCARD) 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 TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Agree strongly	155	**	57	61	129	26	**	36	71	48	82	73	42	52	31	30
	22%	**	18%	23% b	21%	28% bd	**	21%	21%	24%	24%	20%	19%	22%	26%	22%
Agree slightly	240	**	111	91	213	27	**	58	119	63	119	122	72	83	38	47
	34%	**	35%	35%	35%	29%	**	34%	36%	31%	35%	34%	34%	36%	32%	34%
Disagree slightly	115	**	59	41	103	12	**	28	53	34	61	54	41	36	19	19
	16%	**	19%	16%	17%	13%	**	16%	16%	17%	18%	15%	19%	16%	16%	14%
Disagree strongly	86	**	46	24	74	12	**	25	37	24	37	49	27	29	11	19
	12%	**	14% c	9%	12%	13%	**	15%	11%	12%	11%	14%	13%	13%	9%	13%
Don't know	107	**	45	42	92	15	**	24	49	34	43	64	33	30	20	24
	15%	**	14%	16%	15%	17%	**	14%	15%	17%	13%	18% a	16%	13%	16%	17%
TOTAL AGREE	395	**	167	152	342	53	**	95	190	110	201	194	114	134	70	77
	56%	**	53%	59%	56%	57%	**	55%	58%	55%	59%	54%	53%	59%	58%	55%
TOTAL DISAGREE	201	**	105	65	177	24	**	54	90	58	98	103	68	65	31	38
	29%	**	33% c	25%	29%	26%	**	31%	27%	28%	29%	29%	32%	28%	26%	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.

Q33A. (SHOWCARD) 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 TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Agree strongly	155	139	16	133	**	**	**	17	39	25	27	114
	22%	22%	21%	22%	**	**	**	24%	23%	18%	26%	21%
Agree slightly	240	219	21	213	**	**	**	25	63	59	26	198
	34%	35%	28%	36%	**	**	**	35%	38%	43%	26%	36% a
Disagree slightly	115	103	13	95	**	**	**	10	26	24	13	92
	16%	16%	17%	16%	**	**	**	14%	16%	17%	13%	17%
Disagree strongly	86	72	14	75	**	**	**	10	21	18	12	63
	12%	11%	18% a	13%	**	**	**	14%	13%	13%	12%	12%
Don't know	107	94	13	77	**	**	**	10	18	13	22	79
	15%	15%	16%	13%	**	**	**	14%	11%	9%	22% b	14%
TOTAL AGREE	395	358	37	346	**	**	**	42	102	84	52	312
	56%	57%	48%	58%	**	**	**	58%	61%	61%	52%	57%
TOTAL DISAGREE	201	174	27	169	**	**	**	20	48	41	25	155
	29%	28%	35%	29%	**	**	**	28%	28%	30%	25%	28%

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

Any break column with 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. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Agree strongly	108	37	71	47	61	60	48	**	**	**	**	**	**	108	**
	15%	21%	13%	23%	12%	15%	15%	**	**	**	**	**	**	15%	**
		b		b											
Agree slightly	252	68	184	75	177	141	111	**	**	**	**	**	**	252	**
	36%	39%	35%	36%	36%	36%	35%	**	**	**	**	**	**	36%	**
Disagree slightly	175	33	142	40	135	106	69	**	**	**	**	**	**	175	**
	25%	19%	27%	19%	27%	27%	22%	**	**	**	**	**	**	25%	**
			a		a	b									
Disagree strongly	116	22	95	27	89	58	58	**	**	**	**	**	**	116	**
	17%	12%	18%	13%	18%	15%	18%	**	**	**	**	**	**	17%	**
			a												
Don't know	52	15	37	18	35	24	28	**	**	**	**	**	**	52	**
	7%	9%	7%	8%	7%	6%	9%	**	**	**	**	**	**	7%	**
TOTAL AGREE	360	105	255	122	238	201	159	**	**	**	**	**	**	360	**
	51%	60%	48%	59%	48%	52%	51%	**	**	**	**	**	**	51%	**
		b		b											
TOTAL DISAGREE	291	55	236	67	224	165	126	**	**	**	**	**	**	291	**
	41%	31%	45%	32%	45%	42%	40%	**	**	**	**	**	**	41%	**
			a		a										

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

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Q33B. (SHOWCARD) 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 TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Agree strongly	108	64	44	21	48	**	17	**	47	21	**	**
	15%	17%	13%	22% b	12%	**	18%	**	12%	13%	**	**
Agree slightly	252	130	123	37	142	**	33	**	138	52	**	**
	36%	35%	37%	40%	35%	**	33%	**	35%	32%	**	**
Disagree slightly	175	84	91	18	110	**	24	**	105	46	**	**
	25%	23%	27%	19%	27% a	**	25%	**	27%	28%	**	**
Disagree strongly	116	73	43	13	75	**	15	**	74	29	**	**
	17%	20% b	13%	14%	19%	**	15%	**	19%	18%	**	**
Don't know	52	20	32	5	26	**	9	**	28	15	**	**
	7%	5%	10% a	5%	7%	**	10%	**	7%	9%	**	**
TOTAL AGREE	360	194	167	58	190	**	50	**	185	73	**	**
	51%	52%	50%	62% b	47%	**	51%	**	47%	45%	**	**
TOTAL DISAGREE	291	157	134	31	185	**	39	**	179	75	**	**
	41%	42%	40%	33%	46% a	**	40%	**	46%	46%	**	**

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.

Q33B. (SHOWCARD) 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 TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Agree strongly	108	**	44	34	88	19	**	28	45	35	49	59	33	31	18	26
	15%	**	14%	13%	14%	21% bcd	**	16%	14%	17%	14%	16%	15%	13%	15%	19%
Agree slightly	252	**	118	94	219	33	**	61	126	65	132	120	70	87	43	52
	36%	**	37%	36%	36%	36%	**	36%	38%	32%	39%	33%	33%	38%	36%	37%
Disagree slightly	175	**	77	71	158	17	**	41	88	47	93	82	61	57	31	27
	25%	**	24%	27% e	26% e	19%	**	24%	27%	23%	27%	23%	28% d	25%	26%	19%
Disagree strongly	116	**	58	42	104	12	**	29	55	33	49	67	38	40	20	19
	17%	**	18%	16%	17%	13%	**	17%	17%	16%	14%	19%	18%	17%	16%	14%
Don't know	52	**	20	19	42	10	**	14	16	23	19	33	14	14	9	16
	7%	**	6%	7%	7%	11% bd	**	8%	5%	11% b	6%	9% a	6%	6%	7%	11% b
TOTAL AGREE	360	**	163	128	308	53	**	89	171	100	181	179	103	118	61	78
	51%	**	51%	49%	50%	57%	**	52%	52%	50%	53%	50%	48%	52%	51%	56%
TOTAL DISAGREE	291	**	135	112	261	30	**	69	142	79	142	149	98	97	51	46
	41%	**	43% e	43% e	43% e	32%	**	40%	43%	39%	41%	41%	46% d	42% d	42% d	33%

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.

Q33B. (SHOWCARD) 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 TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Agree strongly	108	94	14	98	**	**	**	17	25	19	23	76
	15%	15%	19%	17%	**	**	**	23% c	15%	14%	23% b	14%
Agree slightly	252	228	24	215	**	**	**	29	62	47	28	204
	36%	36%	31%	36%	**	**	**	40%	37%	34%	28%	37% a
Disagree slightly	175	159	16	143	**	**	**	12	48	42	15	147
	25%	25%	20%	24%	**	**	**	17%	28% a	31% a	15%	27% a
Disagree strongly	116	100	16	95	**	**	**	8	29	24	19	88
	17%	16%	21%	16%	**	**	**	11%	17%	17%	19%	16%
Don't know	52	46	6	40	**	**	**	7	4	6	16	31
	7%	7%	8%	7%	**	**	**	9% b	3%	4%	16% b	6%
TOTAL AGREE	360	322	38	314	**	**	**	45	87	66	51	280
	51%	51%	50%	53%	**	**	**	63% c	52%	48%	51%	51%
TOTAL DISAGREE	291	259	32	239	**	**	**	20	77	66	34	235
	41%	41%	42%	40%	**	**	**	28%	46% a	48% a	34%	43% a

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

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

Q33C. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Agree strongly	213	56	157	70	143	110	103	**	**	**	**	**	**	213	**
	30%	32%	30%	34%	29%	28%	33%	**	**	**	**	**	**	30%	**
Agree slightly	272	59	213	66	206	160	113	**	**	**	**	**	**	272	**
	39%	34%	40%	32%	41%	41%	36%	**	**	**	**	**	**	39%	**
					a										
Disagree slightly	118	30	88	33	85	72	46	**	**	**	**	**	**	118	**
	17%	17%	17%	16%	17%	18%	15%	**	**	**	**	**	**	17%	**
Disagree strongly	58	14	44	18	39	31	26	**	**	**	**	**	**	58	**
	8%	8%	8%	9%	8%	8%	8%	**	**	**	**	**	**	8%	**
Don't know	42	15	27	18	24	17	25	**	**	**	**	**	**	42	**
	6%	9%	5%	9%	5%	4%	8%	**	**	**	**	**	**	6%	**
		b		b			a								
TOTAL AGREE	485	115	370	137	349	270	216	**	**	**	**	**	**	485	**
	69%	66%	70%	66%	70%	69%	69%	**	**	**	**	**	**	69%	**
TOTAL DISAGREE	176	44	132	51	125	103	73	**	**	**	**	**	**	176	**
	25%	25%	25%	25%	25%	26%	23%	**	**	**	**	**	**	25%	**

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

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Q33C. (SHOWCARD) 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 TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Agree strongly	213	107	106	27	114	**	32	**	110	42	**	**
	30%	29%	32%	29%	28%	**	33%	**	28%	26%	**	**
Agree slightly	272	154	118	33	165	**	39	**	157	71	**	**
	39%	42%	35%	35%	41%	**	39%	**	40%	43%	**	**
		b										
Disagree slightly	118	57	61	19	74	**	11	**	66	28	**	**
	17%	15%	18%	20%	18%	**	11%	**	17%	17%	**	**
				d	d							
Disagree strongly	58	36	22	8	28	**	11	**	35	12	**	**
	8%	10%	7%	9%	7%	**	11%	**	9%	7%	**	**
Don't know	42	17	25	7	20	**	5	**	25	11	**	**
	6%	5%	7%	8%	5%	**	5%	**	6%	7%	**	**
			a									
TOTAL AGREE	485	261	224	60	279	**	71	**	267	112	**	**
	69%	70%	67%	64%	69%	**	72%	**	68%	69%	**	**
TOTAL DISAGREE	176	93	83	27	102	**	22	**	100	40	**	**
	25%	25%	25%	29%	25%	**	23%	**	26%	25%	**	**

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.

Q33C. (SHOWCARD) 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 TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Agree strongly	213	**	90	72	171	42	**	48	94	71	106	107	60	67	35	51
	30%	**	28%	28%	28%	45% bcd	**	28%	29%	35% b	31%	30%	28%	29%	29%	37% a
Agree slightly	272	**	124	112	248	25	**	76	128	69	139	133	92	86	46	47
	39%	**	39% e	43% e	41% e	27%	**	44% c	39%	34%	41%	37%	43%	38%	39%	34%
Disagree slightly	118	**	56	46	106	12	**	21	67	31	57	61	35	43	24	17
	17%	**	18%	18%	17%	13%	**	12%	20% ac	15%	17%	17%	16%	19% d	20% d	12%
Disagree strongly	58	**	30	16	50	7	**	16	25	16	24	34	18	21	7	12
	8%	**	10%	6%	8%	8%	**	10%	8%	8%	7%	9%	8%	9%	6%	9%
Don't know	42	**	18	14	35	7	**	11	16	15	15	27	10	12	8	12
	6%	**	6%	5%	6%	8%	**	7%	5%	7%	5%	7% a	5%	5%	7%	9%
TOTAL AGREE	485	**	213	184	419	66	**	124	222	140	245	240	152	154	81	98
	69%	**	67%	71%	69%	72%	**	72%	67%	69%	72%	66%	71%	67%	68%	71%
TOTAL DISAGREE	176	**	86	62	157	19	**	37	92	47	81	95	53	64	31	29
	25%	**	27%	24%	26%	21%	**	22%	28%	23%	24%	26%	25%	28%	26%	21%

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

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Q33C. (SHOWCARD) 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 TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Agree strongly	213	185	28	179	**	**	**	22	44	31	39	157
	30%	29%	37%	30%	**	**	**	30%	26%	23%	39% b	29%
Agree slightly	272	250	22	229	**	**	**	27	68	67	32	221
	39%	40% b	29%	39%	**	**	**	38%	40%	49%	32%	40% a
Disagree slightly	118	105	14	99	**	**	**	15	31	23	13	95
	17%	17%	18%	17%	**	**	**	20%	18%	17%	13%	17%
Disagree strongly	58	51	7	52	**	**	**	4	17	11	7	44
	8%	8%	9%	9%	**	**	**	5%	10%	8%	7%	8%
Don't know	42	36	6	34	**	**	**	5	9	5	9	28
	6%	6%	7%	6%	**	**	**	6%	5%	4%	9% b	5%
TOTAL AGREE	485	435	50	407	**	**	**	50	112	98	71	378
	69%	69%	66%	69%	**	**	**	68%	66%	71%	71%	69%
TOTAL DISAGREE	176	155	21	151	**	**	**	18	48	35	20	140
	25%	25%	27%	26%	**	**	**	25%	28%	25%	20%	26%

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

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

Q33D. (SHOWCARD) 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 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Agree strongly	93	22	71	27	67	49	44	**	**	**	**	**	**	93	**
	13%	13%	13%	13%	13%	13%	14%	**	**	**	**	**	**	13%	**
Agree slightly	218	46	173	52	166	139	80	**	**	**	**	**	**	218	**
	31%	26%	33%	25%	33%	36%	25%	**	**	**	**	**	**	31%	**
			a		a	b									
Disagree slightly	173	38	136	47	126	94	79	**	**	**	**	**	**	173	**
	25%	22%	26%	23%	25%	24%	25%	**	**	**	**	**	**	25%	**
Disagree strongly	182	55	127	65	118	95	87	**	**	**	**	**	**	182	**
	26%	32%	24%	31%	24%	24%	28%	**	**	**	**	**	**	26%	**
		b		b											
Don't know	36	14	22	17	19	13	23	**	**	**	**	**	**	36	**
	5%	8%	4%	8%	4%	3%	7%	**	**	**	**	**	**	5%	**
		b		b			a								
TOTAL AGREE	311	68	244	78	233	188	123	**	**	**	**	**	**	311	**
	44%	39%	46%	38%	47%	48%	39%	**	**	**	**	**	**	44%	**
			a		a	b									
TOTAL DISAGREE	356	93	263	111	244	189	167	**	**	**	**	**	**	356	**
	51%	53%	50%	54%	49%	48%	53%	**	**	**	**	**	**	51%	**

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.

Q33D. (SHOWCARD) 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 TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Agree strongly	93	58	35	14	51	**	16	**	53	22	**	**
	13%	16%	11%	15%	13%	**	16%	**	13%	13%	**	**
		b										
Agree slightly	218	115	103	28	140	**	23	**	133	49	**	**
	31%	31%	31%	29%	35%	**	23%	**	34%	30%	**	**
					d							
Disagree slightly	173	95	78	18	98	**	33	**	89	44	**	**
	25%	26%	24%	19%	24%	**	34%	**	23%	27%	**	**
							ab					
Disagree strongly	182	88	94	29	95	**	22	**	97	40	**	**
	26%	24%	28%	31%	24%	**	22%	**	25%	25%	**	**
Don't know	36	15	21	6	17	**	5	**	20	9	**	**
	5%	4%	6%	7%	4%	**	5%	**	5%	5%	**	**
TOTAL AGREE	311	173	138	41	191	**	39	**	185	71	**	**
	44%	47%	42%	44%	48%	**	39%	**	47%	43%	**	**
TOTAL DISAGREE	356	183	173	46	194	**	55	**	187	84	**	**
	51%	49%	52%	49%	48%	**	56%	**	48%	51%	**	**

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

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Q33D. (SHOWCARD) 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 TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Agree strongly	93	**	45	29	82	11	**	28	42	23	45	49	28	30	15	20
	13%	**	14%	11%	13%	12%	**	16%	13%	12%	13%	13%	13%	13%	13%	15%
Agree slightly	218	**	108	85	200	19	**	49	116	54	110	108	63	74	44	38
	31%	**	34%	33%	33%	20%	**	28%	35%	27%	32%	30%	29%	32%	37%	27%
			e	e	e				c						d	
Disagree slightly	173	**	78	69	153	21	**	39	94	40	88	85	57	59	22	36
	25%	**	24%	27%	25%	22%	**	23%	29%	20%	26%	23%	26%	26%	18%	26%
									c				c	c		
Disagree strongly	182	**	76	60	147	36	**	48	64	70	88	94	58	55	33	36
	26%	**	24%	23%	24%	39%	**	28%	20%	35%	26%	26%	27%	24%	27%	26%
						bcd		b		b						
Don't know	36	**	11	15	30	6	**	9	13	14	11	25	10	11	6	9
	5%	**	3%	6%	5%	7%	**	5%	4%	7%	3%	7%	5%	5%	5%	7%
										b		a				
TOTAL AGREE	311	**	153	115	282	30	**	77	157	77	155	157	90	104	59	58
	44%	**	48%	44%	46%	32%	**	45%	48%	38%	45%	43%	42%	45%	49%	42%
			e	e	e				c							
TOTAL DISAGREE	356	**	154	130	299	56	**	86	159	110	177	179	115	114	55	72
	51%	**	48%	50%	49%	61%	**	50%	48%	55%	52%	50%	53%	50%	46%	52%
						bcd										

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.

Q33D. (SHOWCARD) 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 TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Agree strongly	93	80	13	82	**	**	**	8	23	21	16	64
	13%	13%	17%	14%	**	**	**	11%	14%	15%	16%	12%
Agree slightly	218	199	19	182	**	**	**	23	58	52	20	181
	31%	32%	25%	31%	**	**	**	31%	35%	37%	20%	33% a
Disagree slightly	173	155	19	137	**	**	**	17	46	31	19	142
	25%	25%	24%	23%	**	**	**	24%	27%	22%	19%	26% a
Disagree strongly	182	160	23	160	**	**	**	20	39	28	36	138
	26%	26%	30%	27%	**	**	**	28%	23%	20%	36% b	25%
Don't know	36	33	4	31	**	**	**	4	2	6	10	21
	5%	5%	5%	5%	**	**	**	6% b	1%	4%	10% b	4%
TOTAL AGREE	311	280	32	264	**	**	**	30	81	73	35	245
	44%	45%	42%	45%	**	**	**	42%	48%	53%	35%	45% a
TOTAL DISAGREE	356	314	41	297	**	**	**	38	85	59	55	280
	51%	50%	54%	50%	**	**	**	52%	50%	43%	55%	51%

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

Any break column with 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. (SHOWCARD) 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 : All responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1688	265	846	317	794	610	500	97	64	194	383	17	14	1110	577
Effective Weighted Sample	1553	245	779	293	731	565	458	91	60	179	351	16	13	1023	529
Total	1084	174	529	207	497	390	313	67	42	126	254	11	9	703	380
Yes - in the last 6 months	31	6	22	6	21	28	-	**	**	3	-	**	**	28	3
	3%	3%	4%	3%	4%	7%	-%	**	**	3%	-%	**	**	4%	1%
						b				b				b	
Yes - 7 to 12 months ago	47	12	28	12	27	39	-	**	**	8	-	**	**	39	8
	4%	7%	5%	6%	5%	10%	-%	**	**	6%	-%	**	**	6%	2%
						b				b				b	
Yes – 13 to 18 months ago	27	1	17	2	16	19	-	**	**	8	-	**	**	19	8
	2%	1%	3%	1%	3%	5%	-%	**	**	6%	-%	**	**	3%	2%
			a		a	b				b					
Yes – 1.5 to 2 years ago	41	6	27	9	24	33	-	**	**	8	-	**	**	33	8
	4%	4%	5%	4%	5%	8%	-%	**	**	6%	-%	**	**	5%	2%
						b				b				b	
Yes – 2 to 3 years ago	62	10	38	12	36	48	-	**	**	14	-	**	**	48	14
	6%	6%	7%	6%	7%	12%	-%	**	**	11%	-%	**	**	7%	4%
						b				b				b	
Yes – More than 3 years ago	309	47	177	57	167	224	-	**	**	85	-	**	**	224	85
	28%	27%	33%	27%	34%	57%	-%	**	**	67%	-%	**	**	32%	22%
			a		a	b				b				b	
No – never changed provider	567	93	220	108	205	-	313	**	**	-	254	**	**	313	254
	52%	53%	42%	52%	41%	-%	100%	**	**	-%	100%	**	**	45%	67%
		b		b			a				a				a

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

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Q28. (SHOWCARD) 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 : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	1688	711	977	389	645	85	183	388	616	258	96	56
Effective Weighted Sample	1553	663	891	357	595	77	169	362	568	237	87	52
Total	1084	480	604	237	402	49	120	277	392	163	57	34
Yes - in the last 6 months	31	21	10	4	17	**	4	4	11	6	**	**
	3%	4%	2%	2%	4%	**	3%	2%	3%	4%	**	**
		b			ae							
Yes - 7 to 12 months ago	47	23	24	10	22	**	6	7	19	8	**	**
	4%	5%	4%	4%	5%	**	5%	3%	5%	5%	**	**
					e							
Yes – 13 to 18 months ago	27	13	13	3	13	**	3	6	11	4	**	**
	2%	3%	2%	1%	3%	**	2%	2%	3%	2%	**	**
					a							
Yes – 1.5 to 2 years ago	41	15	26	8	19	**	5	5	11	12	**	**
	4%	3%	4%	3%	5%	**	4%	2%	3%	7%	**	**
					e					a		
Yes – 2 to 3 years ago	62	36	26	11	27	**	11	9	22	12	**	**
	6%	8%	4%	5%	7%	**	9%	3%	6%	7%	**	**
		b			e		ae					
Yes – More than 3 years ago	309	145	164	57	151	**	27	62	132	52	**	**
	28%	30%	27%	24%	37%	**	22%	22%	34%	32%	**	**
					ade							
No – never changed provider	567	227	340	144	153	**	65	183	186	70	**	**
	52%	47%	56%	61%	38%	**	54%	66%	47%	43%	**	**
			a	b			b	bd				

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.

Q28. (SHOWCARD) 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 : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1688	61	595	583	1239	448	197	322	651	714	821	867	370	535	381	402
Effective Weighted Sample	1553	59	572	550	1169	425	188	310	614	664	754	801	351	502	361	378
Total	1084	50	460	363	872	210	98	251	458	374	548	536	293	319	192	280
Yes - in the last 6 months	31	**	18	6	30	1	-	15	14	2	11	20	5	10	7	9
	3%	**	4%	2%	3%	*%	-%	6%	3%	1%	2%	4%	2%	3%	3%	3%
			cef	e	cef			bc	c			a				
Yes - 7 to 12 months ago	47	**	24	18	44	3	1	17	22	8	28	19	16	12	13	7
	4%	**	5%	5%	5%	2%	1%	7%	5%	2%	5%	4%	5%	4%	7%	3%
			ef	ef	ef			c	c				d		bd	
Yes – 13 to 18 months ago	27	**	15	8	25	1	*	12	10	5	10	17	3	9	7	7
	2%	**	3%	2%	3%	1%	*%	5%	2%	1%	2%	3%	1%	3%	4%	2%
			ef		ef			bc							a	
Yes – 1.5 to 2 years ago	41	**	25	11	37	4	1	12	22	7	21	20	10	11	8	11
	4%	**	6%	3%	4%	2%	1%	5%	5%	2%	4%	4%	3%	4%	4%	4%
			cef	f	ef			c	c							
Yes – 2 to 3 years ago	62	**	31	23	57	6	3	19	27	17	27	35	22	15	10	14
	6%	**	7%	6%	6%	3%	3%	7%	6%	4%	5%	7%	8%	5%	5%	5%
			ef	e	ef											
Yes – More than 3 years ago	309	**	119	118	242	67	29	42	147	119	164	145	91	105	48	65
	28%	**	26%	33%	28%	32%	29%	17%	32%	32%	30%	27%	31%	33%	25%	23%
				bd		b			a	a			d	cd		
No – never changed provider	567	**	229	178	438	129	64	135	217	214	288	280	146	156	99	166
	52%	**	50%	49%	50%	61%	66%	54%	47%	57%	52%	52%	50%	49%	52%	59%
						bcd	bcd			b						abc

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.

Q28. (SHOWCARD) 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 : All responsible for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	b	c	a	b
Unweighted total	1688	1488	200	1456	106	78	48	203	357	240	348	1205
Effective Weighted Sample	1553	1368	185	1340	97	72	45	190	335	226	318	1112
Total	1084	959	125	937	68	48	31	136	239	177	207	788
Yes - in the last 6 months	31	29	2	30	1	**	**	6	12	5	4	22
	3%	3%	2%	3%	1%	**	**	5%	5%	3%	2%	3%
Yes - 7 to 12 months ago	47	42	5	42	4	**	**	7	13	12	7	34
	4%	4%	4%	4%	6%	**	**	5%	5%	7%	3%	4%
Yes – 13 to 18 months ago	27	25	2	24	2	**	**	3	8	5	4	20
	2%	3%	2%	3%	3%	**	**	2%	4%	3%	2%	2%
Yes – 1.5 to 2 years ago	41	37	4	35	3	**	**	6	13	8	3	35
	4%	4%	3%	4%	4%	**	**	5%	5%	4%	1%	4% a
Yes – 2 to 3 years ago	62	56	6	56	4	**	**	6	11	15	8	48
	6%	6%	5%	6%	6%	**	**	5%	5%	9%	4%	6%
Yes – More than 3 years ago	309	276	33	271	17	**	**	34	72	58	59	233
	28%	29%	26%	29%	25%	**	**	25%	30%	33%	29%	30%
No – never changed provider	567	494	73	480	38	**	**	72	111	74	123	396
	52%	52%	58%	51%	55%	**	**	53% c	46%	42%	59% b	50%

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

Any break column with 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 WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	a	b	~c	~d	a	b
Unweighted total	1688	265	846	317	794	610	500	97	64	194	383	17	14	1110	577
Effective Weighted Sample	1553	245	779	293	731	565	458	91	60	179	351	16	13	1023	529
Total	1084	174	529	207	497	390	313	67	42	126	254	11	9	703	380
IN THE LAST 12 MONTHS	78	17	49	19	48	67	-	**	**	11	-	**	**	67	11
	7%	10%	9%	9%	10%	17%	-%	**	**	9%	-%	**	**	10%	3%
						b				b				b	
13 MONTHS - 2 YEARS AGO	68	7	44	11	40	51	-	**	**	16	-	**	**	51	16
	6%	4%	8%	5%	8%	13%	-%	**	**	13%	-%	**	**	7%	4%
			a			b				b				b	
OVER 2 YEARS AGO	371	57	215	69	203	272	-	**	**	99	-	**	**	272	99
	34%	32%	41%	33%	41%	70%	-%	**	**	78%	-%	**	**	39%	26%
			a		a	b				b				b	
NEVER	567	93	220	108	205	-	313	**	**	-	254	**	**	313	254
	52%	53%	42%	52%	41%	-%	100%	**	**	-%	100%	**	**	45%	67%
		b		b			a				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.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	e	a	b	~c	~d
Unweighted total	1688	711	977	389	645	85	183	388	616	258	96	56
Effective Weighted Sample	1553	663	891	357	595	77	169	362	568	237	87	52
Total	1084	480	604	237	402	49	120	277	392	163	57	34
IN THE LAST 12 MONTHS	78	44	35	14	39	**	10	12	30	14	**	**
	7%	9%	6%	6%	10%	**	8%	4%	8%	8%	**	**
		b			ae		e					
13 MONTHS - 2 YEARS AGO	68	29	39	11	32	**	7	11	22	16	**	**
	6%	6%	6%	5%	8%	**	6%	4%	6%	10%	**	**
					ae					a		
OVER 2 YEARS AGO	371	181	190	68	177	**	38	71	154	64	**	**
	34%	38%	31%	29%	44%	**	31%	26%	39%	39%	**	**
		b			ade							
NEVER	567	227	340	144	153	**	65	183	186	70	**	**
	52%	47%	56%	61%	38%	**	54%	66%	47%	43%	**	**
			a	b			b	bd				

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.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	f	a	b	c	a	b	a	b	c	d
Unweighted total	1688	61	595	583	1239	448	197	322	651	714	821	867	370	535	381	402
Effective Weighted Sample	1553	59	572	550	1169	425	188	310	614	664	754	801	351	502	361	378
Total	1084	50	460	363	872	210	98	251	458	374	548	536	293	319	192	280
IN THE LAST 12 MONTHS	78	**	41	24	74	4	1	32	35	11	39	39	21	22	19	16
	7%	**	9%	7%	9%	2%	1%	13%	8%	3%	7%	7%	7%	7%	10%	6%
			ef	ef	ef			bc	c						d	
13 MONTHS - 2 YEARS AGO	68	**	40	19	63	5	1	24	32	12	30	37	13	21	16	18
	6%	**	9%	5%	7%	2%	1%	9%	7%	3%	6%	7%	5%	6%	8%	6%
			cef	ef	ef			c	c						a	
OVER 2 YEARS AGO	371	**	150	141	298	73	31	61	174	136	191	180	113	120	58	79
	34%	**	33%	39%	34%	35%	32%	24%	38%	36%	35%	34%	39%	38%	30%	28%
				bd					a	a			cd	cd		
NEVER	567	**	229	178	438	129	64	135	217	214	288	280	146	156	99	166
	52%	**	50%	49%	50%	61%	66%	54%	47%	57%	52%	52%	50%	49%	52%	59%
						bcd	bcd			b						abc

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.

SUMMARY TO SHOW WHEN MOST RECENTLY CHANGED PROVIDER

Base : All responsible for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	b	~c	~d	a	b	c	a	b
Unweighted total	1688	1488	200	1456	106	78	48	203	357	240	348	1205
Effective Weighted Sample	1553	1368	185	1340	97	72	45	190	335	226	318	1112
Total	1084	959	125	937	68	48	31	136	239	177	207	788
IN THE LAST 12 MONTHS	78	71	7	71	4	**	**	13	24	17	10	56
	7%	7%	6%	8%	6%	**	**	10%	10%	10%	5%	7%
13 MONTHS - 2 YEARS AGO	68	62	6	60	5	**	**	9	21	12	7	55
	6%	6%	5%	6%	7%	**	**	7%	9%	7%	4%	7% a
OVER 2 YEARS AGO	371	332	39	326	21	**	**	41	83	73	67	281
	34%	35%	31%	35%	31%	**	**	30%	35%	41% a	32%	36%
NEVER	567	494	73	480	38	**	**	72	111	74	123	396
	52%	52%	58%	51%	55%	**	**	53% c	46%	42%	59% b	50%

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

Any break column with 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 for the household's 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: 95%		a	b	a	b	a	~b	~c	~d	a	~b	~c	~d	a	b
Unweighted total	805	122	489	150	461	610	-	97	64	194	-	17	14	610	194
Effective Weighted Sample	744	114	452	140	426	565	-	91	60	179	-	16	13	565	179
Total	517	81	309	99	291	390	-	67	42	126	-	11	9	390	126
Yes	122	18	80	22	76	98	**	**	**	24	**	**	**	98	24
	24%	22%	26%	23%	26%	25%	**	**	**	19%	**	**	**	25%	19%
No	395	63	229	76	216	292	**	**	**	103	**	**	**	292	103
	76%	78%	74%	77%	74%	75%	**	**	**	81%	**	**	**	75%	81%

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 for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	~d	e	a	b	~c	~d
Unweighted total	805	378	427	152	394	46	83	131	326	143	47	41
Effective Weighted Sample	744	353	393	140	364	42	77	124	301	133	43	38
Total	517	253	264	92	249	27	55	94	207	93	30	25
Yes	122	70	52	20	61	**	**	19	57	19	**	**
	24%	28%	20%	21%	25%	**	**	20%	28%	20%	**	**
		b										
No	395	183	212	72	187	**	**	75	150	74	**	**
	76%	72%	80%	79%	75%	**	**	80%	72%	80%	**	**
			a									

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 for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	805	24	302	300	626	179	69	151	349	305	396	409	184	269	186	166
Effective Weighted Sample	744	23	292	284	593	170	66	146	330	283	365	380	176	254	176	157
Total	517	19	231	184	435	82	33	116	241	159	261	256	147	163	93	114
Yes	122	**	67	36	113	8	**	44	57	21	55	67	43	36	22	21
	24%	**	29%	20%	26%	10%	**	38%	24%	13%	21%	26%	29%	22%	24%	18%
			ce	e	ce			bc	c				d			
No	395	**	165	148	321	73	**	72	184	138	205	189	105	127	70	93
	76%	**	71%	80%	74%	90%	**	62%	76%	87%	79%	74%	71%	78%	76%	82%
				bd		bcd			a	ab						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 for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	a	~b	~c	~d	~a	b	c	a	b
Unweighted total	805	723	82	710	46	36	13	97	194	141	142	603
Effective Weighted Sample	744	669	75	658	42	33	12	91	182	134	130	559
Total	517	464	52	457	30	21	8	64	129	103	85	392
Yes	122	111	**	102	**	**	**	**	32	30	17	98
	24%	24%	**	22%	**	**	**	**	25%	29%	20%	25%
No	395	353	**	355	**	**	**	**	97	73	68	294
	76%	76%	**	78%	**	**	**	**	75%	71%	80%	75%

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

Any break column with 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. (SHOWCARD) Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's 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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~c	~d	~a	~b
Unweighted total	114	23	74	25	72	97	-	97	64	17	-	17	14	97	17
Effective Weighted Sample	107	22	69	24	67	91	-	91	60	16	-	16	13	91	16
Total	78	17	49	19	48	67	-	67	42	11	-	11	9	67	11
No, did not receive any other services	43	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	24	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	28	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	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.

Q30. (SHOWCARD) Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		~a	~b	~a	~b	~c	~d	~e	~a	~b	~c	~d
Unweighted total	114	62	52	19	60	5	14	16	44	19	8	9
Effective Weighted Sample	107	59	48	18	56	5	13	15	41	18	8	9
Total	78	44	35	14	39	3	10	12	30	14	6	5
No, did not receive any other services	43	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	24	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	28	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	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.

Q30. (SHOWCARD) Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's TV service

		AGE						AGE (2)			GENDER		SOCIAL GRADE			
	Total	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	~b	~c	d	~e	~f	~a	~b	~c	~a	~b	~a	~b	~c	~d
Unweighted total	114	11	55	39	105	9	2	41	53	20	57	57	24	33	35	22
Effective Weighted Sample	107	11	53	37	100	8	2	40	50	18	54	54	24	32	33	21
Total	78	9	41	24	74	4	1	32	35	11	39	39	21	22	19	16
No, did not receive any other services	43	**	**	**	41	**	**	**	**	**	**	**	**	**	**	**
	55%	**	**	**	55%	**	**	**	**	**	**	**	**	**	**	**
Landline phone service	24	**	**	**	22	**	**	**	**	**	**	**	**	**	**	**
	30%	**	**	**	30%	**	**	**	**	**	**	**	**	**	**	**
Fixed broadband service	28	**	**	**	26	**	**	**	**	**	**	**	**	**	**	**
	35%	**	**	**	35%	**	**	**	**	**	**	**	**	**	**	**
Mobile phone service	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**
Don't know	7	**	**	**	7	**	**	**	**	**	**	**	**	**	**	**
	9%	**	**	**	9%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**	**
	3%	**	**	**	3%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	**	**	**	19	**	**	**	**	**	**	**	**	**	**	**
	26%	**	**	**	26%	**	**	**	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	5	**	**	**	5	**	**	**	**	**	**	**	**	**	**	**
	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.

Q30. (SHOWCARD) Did you receive any other services from your previous TV service provider as well as your TV service at the time you switched to (PROVIDER)? IF YES – Which other services did you receive from your previous TV service provider?

Base : Those who have changed supplier in the last 12 months for the household's TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	~b	a	~b	~c	~d	~a	~b	~c	~a	~b
Unweighted total	114	104	10	105	6	2	1	19	36	23	16	81
Effective Weighted Sample	107	98	10	99	6	2	1	18	34	22	15	77
Total	78	71	7	71	4	1	1	13	24	17	10	56
No, did not receive any other services	43	39	**	40	**	**	**	**	**	**	**	**
	55%	55%	**	56%	**	**	**	**	**	**	**	**
Landline phone service	24	21	**	21	**	**	**	**	**	**	**	**
	30%	29%	**	29%	**	**	**	**	**	**	**	**
Fixed broadband service	28	24	**	25	**	**	**	**	**	**	**	**
	35%	35%	**	35%	**	**	**	**	**	**	**	**
Mobile phone service	2	2	**	2	**	**	**	**	**	**	**	**
	3%	3%	**	3%	**	**	**	**	**	**	**	**
Don't know	7	6	**	6	**	**	**	**	**	**	**	**
	9%	9%	**	9%	**	**	**	**	**	**	**	**
PREVIOUS QUAD PLAY	2	2	**	2	**	**	**	**	**	**	**	**
	3%	3%	**	3%	**	**	**	**	**	**	**	**
PREVIOUS TRIPLE PLAY	20	17	**	18	**	**	**	**	**	**	**	**
	26%	25%	**	25%	**	**	**	**	**	**	**	**
PREVIOUS OTHER BUNDLE	5	5	**	5	**	**	**	**	**	**	**	**
	7%	7%	**	6%	**	**	**	**	**	**	**	**

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

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

Q34B. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6O) What happened to the price for your Pay TV service when your contract ended? The price you paid.../
(SAY TO OTHERS) If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's 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: 95%		a	b	a	b	a	b	~c	~d	~a	~b	~c	~d	a	~b
Unweighted total	1110	265	845	316	794	610	500	97	64	-	-	-	-	1110	-
Effective Weighted Sample	1023	245	779	292	731	565	458	91	60	-	-	-	-	1023	-
Total	703	174	529	207	497	390	313	67	42	-	-	-	-	703	-
Stayed the same when the contract ended/ Will stay the same when the contract ends	251	66	184	80	171	141	110	**	**	**	**	**	**	251	**
	36%	38%	35%	39%	34%	36%	35%	**	**	**	**	**	**	36%	**
Went up when the contract ended/ Will go up when the contract ends	279	59	220	66	213	153	127	**	**	**	**	**	**	279	**
	40%	34%	42%	32%	43%	39%	40%	**	**	**	**	**	**	40%	**
			a		a										
Went down when the contract ended/ Will go down when the contract ends	39	11	29	13	27	24	15	**	**	**	**	**	**	39	**
	6%	6%	5%	6%	5%	6%	5%	**	**	**	**	**	**	6%	**
Don't know	134	38	96	48	86	72	62	**	**	**	**	**	**	134	**
	19%	22%	18%	23%	17%	19%	20%	**	**	**	**	**	**	19%	**
				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.

Q34B. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6O) What happened to the price for your Pay TV service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's Pay TV service

		ANY SVOD		SIMPLE BUNDLE TYPE					MAIN PAY TV SUPPLIER			
	Total	YES	NO	DUAL	TRIPLE	QUAD	OTHER	NONE	SKY	VIRGIN MEDIA	BT	TALK-TALK
Significance Level: 95%		a	b	a	b	~c	d	~e	a	b	~c	~d
Unweighted total	1110	557	553	151	644	85	148	84	616	258	95	56
Effective Weighted Sample	1023	521	504	140	594	77	137	79	568	237	86	52
Total	703	371	332	94	402	49	99	61	392	163	56	34
Stayed the same when the contract ended/ Will stay the same when the contract ends	251	130	121	37	138	**	38	**	133	52	**	**
	36%	35%	36%	39%	34%	**	38%	**	34%	32%	**	**
Went up when the contract ended/ Will go up when the contract ends	279	161	118	35	173	**	33	**	171	70	**	**
	40%	43% b	36%	38%	43% d	**	33%	**	44%	43%	**	**
Went down when the contract ended/ Will go down when the contract ends	39	21	18	6	20	**	7	**	17	11	**	**
	6%	6%	5%	6%	5%	**	7%	**	4%	7%	**	**
Don't know	134	59	75	16	71	**	21	**	70	30	**	**
	19%	16%	23% a	17%	18%	**	22%	**	18%	19%	**	**

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.

Q34B. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6O) What happened to the price for your Pay TV service when your contract ended? The price you paid.../ (SAY TO OTHERS) If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's 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+	MALE	FEMALE	AB	C1	C2	DE
Significance Level: 95%		~a	b	c	d	e	~f	a	b	c	a	b	a	b	c	d
Unweighted total	1110	43	418	431	892	218	70	227	481	402	521	589	268	393	244	205
Effective Weighted Sample	1023	42	403	409	844	208	66	219	454	372	480	545	256	372	233	194
Total	703	34	318	260	611	92	31	172	329	202	342	361	215	229	120	139
Stayed the same when the contract ended/ Will stay the same when the contract ends	251	**	110	100	223	28	**	65	118	68	132	119	80	74	44	52
	36%	**	35%	39% e	37%	30%	**	38%	36%	34%	39% b	33%	37%	32%	37%	38%
Went up when the contract ended/ Will go up when the contract ends	279	**	137	96	243	36	**	70	132	77	130	150	86	95	46	53
	40%	**	43%	37%	40%	39%	**	41%	40%	38%	38%	41%	40%	41%	38%	38%
Went down when the contract ended/ Will go down when the contract ends	39	**	18	12	33	7	**	10	17	12	18	21	10	14	6	9
	6%	**	6%	5%	5%	7%	**	6%	5%	6%	5%	6%	4%	6%	5%	7%
Don't know	134	**	52	52	112	22	**	27	62	45	62	72	40	45	24	24
	19%	**	16%	20%	18%	24% b	**	16%	19%	22%	18%	20%	19%	20%	20%	17%

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.

Q34B. (SAY IF 'VERY CERTAIN' OUT OF CONTRACT AT Q6O) What happened to the price for your Pay TV service when your contract ended? The price you paid.../
(SAY TO OTHERS) If you don't make any changes when your contract for your Pay TV service comes to an end, what do you think will happen to the price? The price you pay will...

Base : Those responsible for the household's Pay TV service

		URBANITY		NATION				FINANCIAL VULNERABILITY INDEX			IMPACTING/ LIMITING CONDITIONS	
	Total	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST	YES	NO
Significance Level: 95%		a	b	a	~b	~c	~d	a	b	c	a	b
Unweighted total	1110	989	121	929	82	61	38	112	259	187	174	845
Effective Weighted Sample	1023	912	111	857	75	56	36	105	245	176	158	783
Total	703	627	77	592	50	37	24	72	168	138	100	546
Stayed the same when the contract ended/ Will stay the same when the contract ends	251	219	32	220	**	**	**	28	62	52	31	200
	36%	35%	42%	37%	**	**	**	38%	37%	38%	31%	37%
Went up when the contract ended/ Will go up when the contract ends	279	255	24	238	**	**	**	28	68	58	44	218
	40%	41%	32%	40%	**	**	**	38%	41%	42%	44%	40%
Went down when the contract ended/ Will go down when the contract ends	39	35	5	33	**	**	**	4	10	7	5	28
	6%	6%	6%	6%	**	**	**	6%	6%	5%	5%	5%
Don't know	134	119	15	101	**	**	**	13	28	21	20	100
	19%	19%	20%	17%	**	**	**	17%	17%	15%	20%	18%

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

Any break column with 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
SWITCHED IN LAST 12 MONTHS	100	3	97	7	94	100	-	100	67	87	11	88	10	72	26	29
	11%	2%	13%	4%	13%	18%	-%	100%	100%	12%	11%	12%	13%	14%	9%	34%
			a		a	b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	29	2	27	4	25	21	8	2	1	24	3	25	2	18	9	3
	3%	2%	3%	2%	3%	4%	2%	2%	2%	3%	3%	3%	3%	3%	3%	4%
NEITHER	784	127	657	174	611	449	335	-	-	616	85	634	66	445	256	52
	86%	96%	84%	94%	84%	79%	98%	-%	-%	85%	86%	85%	84%	83%	88%	62%
		b		b		cd	acd							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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
SWITCHED IN LAST 12 MONTHS	100	**	97	5	93	91	7	90	62	17	55	19	53
	11%	**	12%	7%	13%	18%	2%	93%	92%	13%	11%	12%	12%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	29	**	27	3	25	20	7	2	1	9	10	9	10
	3%	**	3%	4%	3%	4%	2%	2%	2%	7%	2%	6%	2%
										b		b	
NEITHER	784	**	664	58	621	398	281	7	6	100	417	125	393
	86%	**	85%	88%	84%	78%	95%	7%	8%	81%	86%	83%	86%
						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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
SWITCHED IN LAST 12 MONTHS	100	55	17	**	**	7	13	**	**	72	20	59	41
	11%	16% b	7%	**	**	9%	8%	**	**	12%	8%	14% b	8%
CURRENTLY LOOKING FOR A NEW DEAL	29	10	9	**	**	2	5	**	**	19	8	16	13
	3%	3%	4%	**	**	3%	3%	**	**	3%	3%	4%	3%
NEITHER	784	283	234	**	**	70	138	**	**	517	208	343	442
	86%	82%	90% a	**	**	88%	89%	**	**	85%	88%	82%	89% 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.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
SWITCHED IN LAST 12 MONTHS	100	36	50	**	7	3	**	54	33	94	6	2	34	46	20
	11%	13%	12%	**	9%	2%	**	15%	10%	13%	3%	2%	19%	12%	6%
		e	e		e			cef	ef	ef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	29	16	8	**	1	2	**	12	10	23	6	2	5	11	12
	3%	6%	2%	**	1%	2%	**	3%	3%	3%	3%	2%	3%	3%	3%
		bde													
NEITHER	784	224	344	**	70	106	**	295	271	588	195	94	136	326	321
	86%	82%	86%	**	91%	96%	**	82%	86%	84%	94%	95%	77%	85%	91%
					a	abd					bcd	bcd		a	ab

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

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
SWITCHED IN LAST 12 MONTHS	100	44	56	30	27	21	23	86	15	91	4	**	**	15	32	23
	11%	10%	12%	11%	9%	13%	11%	11%	12%	12%	8%	**	**	15%	16%	15%
CURRENTLY LOOKING FOR A NEW DEAL	29	17	12	12	8	4	6	25	4	27	1	**	**	5	4	7
	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	**	**	5% b	2%	5%
NEITHER	784	394	390	222	252	135	176	683	101	666	46	**	**	82	165	126
	86%	87%	85%	85%	88%	85%	86%	86%	84%	85%	91%	**	**	80%	82%	81%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
SWITCHED IN LAST 12 MONTHS	100	15	74
	11%	9%	11%
CURRENTLY LOOKING FOR A NEW DEAL	29	8	20
	3%	5%	3%
NEITHER	784	148	576
	86%	87%	86%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
SWITCHED IN LAST 12 MONTHS	67	2	65	5	61	67	-	67	67	58	7	59	7	45	20	19
	7%	1%	8%	3%	8%	12%	-%	67%	100%	8%	7%	8%	8%	9%	7%	23%
			a		a	b		ab	abc							ab
CURRENTLY LOOKING FOR A NEW DEAL	29	2	27	4	25	21	8	2	1	24	3	25	2	18	9	3
	3%	2%	3%	2%	3%	4%	2%	2%	2%	3%	3%	3%	3%	3%	3%	4%
NEITHER	817	128	689	175	642	482	335	33	-	644	89	663	70	471	262	62
	90%	97%	88%	95%	88%	85%	98%	33%	-%	89%	89%	89%	89%	88%	90%	73%
		b		b		cd	acd	d						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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
SWITCHED IN LAST 12 MONTHS	67	**	65	4	61	62	3	61	59	11	35	12	34
	7%	**	8%	6%	8%	12%	1%	63%	87%	9%	7%	8%	7%
						b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	29	**	27	3	25	20	7	2	1	9	10	9	10
	3%	**	3%	4%	3%	4%	2%	2%	2%	7%	2%	6%	2%
										b		b	
NEITHER	817	**	696	59	652	427	284	36	8	105	438	131	412
	90%	**	89%	90%	88%	84%	96%	37%	13%	85%	91%	86%	90%
						cd	acd	d			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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
SWITCHED IN LAST 12 MONTHS	67	33	13	**	**	5	9	**	**	46	15	38	28
	7%	10% b	5%	**	**	7%	6%	**	**	8%	6%	9% b	6%
CURRENTLY LOOKING FOR A NEW DEAL	29	10	9	**	**	2	5	**	**	19	8	16	13
	3%	3%	4%	**	**	3%	3%	**	**	3%	3%	4%	3%
NEITHER	817	304	239	**	**	72	142	**	**	542	214	363	455
	90%	88%	92% a	**	**	90%	91%	**	**	89%	91%	87%	92% 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.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
SWITCHED IN LAST 12 MONTHS	67	25	32	**	5	2	**	33	27	61	5	2	17	33	17
	7%	9%	8%	**	6%	2%	**	9%	8%	9%	3%	2%	10%	9%	5%
		e	e		e			ef	ef	ef			c	c	
CURRENTLY LOOKING FOR A NEW DEAL	29	16	8	**	1	2	**	12	10	23	6	2	5	11	12
	3%	6%	2%	**	1%	2%	**	3%	3%	3%	3%	2%	3%	3%	3%
		bde													
NEITHER	817	234	362	**	72	107	**	315	277	621	195	95	154	338	324
	90%	86%	90%	**	93%	96%	**	88%	88%	88%	94%	96%	87%	89%	92%
			a		a	ab					bcd	bcd			ab

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

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
SWITCHED IN LAST 12 MONTHS	67	31	35	19	18	13	17	57	10	61	2	**	**	11	21	14
	7%	7%	8%	7%	6%	8%	8%	7%	8%	8%	5%	**	**	10%	10%	9%
CURRENTLY LOOKING FOR A NEW DEAL	29	17	12	12	8	4	6	25	4	27	1	**	**	5	4	7
	3%	4%	3%	4%	3%	2%	3%	3%	4%	3%	3%	**	**	5% b	2%	5%
NEITHER	817	407	410	233	260	142	182	712	105	697	47	**	**	86	177	135
	90%	90%	90%	89%	91%	89%	89%	90%	88%	89%	93%	**	**	85%	88%	87%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
SWITCHED IN LAST 12 MONTHS	67	11	48
	7%	6%	7%
CURRENTLY LOOKING FOR A NEW DEAL	29	8	20
	3%	5%	3%
NEITHER	817	153	602
	90%	89%	90%

Columns Tested: a,b

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

SUMMARY 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1681	288	1393	381	1300	993	688	171	117	1294	183	1333	144	938	539	151
Effective Weighted Sample	1432	232	1203	313	1121	863	572	147	101	1114	156	1146	124	812	459	130
Total	912	132	779	185	727	569	343	100	67	725	99	746	79	535	290	85
SWITCHED ONLY	59	1	57	5	54	59	-	59	59	51	6	52	5	38	19	17
	6%	1%	7%	2%	7%	10%	-%	59%	88%	7%	6%	7%	7%	7%	7%	20%
			a		a	b		ab	abc							ab
INITIATED CHANGE ONLY	121	2	119	7	114	74	47	1	-	105	14	107	12	85	34	11
	13%	1%	15%	4%	16%	13%	14%	1%	-%	14%	15%	14%	16%	16%	12%	13%
			a		a	cd	cd							b		
BOTH SWITCHED AND INITIATED CHANGE	8	1	7	1	7	8	-	8	8	7	1	7	1	7	1	3
	1%	1%	1%	*%	1%	1%	-%	8%	12%	1%	1%	1%	2%	1%	*%	3%
						b		ab	ab					b		b
NEITHER	724	129	595	172	552	428	296	32	-	562	77	580	60	405	235	55
	79%	97%	76%	93%	76%	75%	86%	32%	-%	78%	78%	78%	76%	76%	81%	65%
		b		b		cd	acd	d						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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1681	34	1400	122	1312	874	560	166	119	201	783	247	737
Effective Weighted Sample	1432	26	1210	103	1133	763	474	142	102	187	721	229	678
Total	912	17	786	66	737	508	295	97	68	124	483	152	455
SWITCHED ONLY	59	**	57	4	54	55	2	55	54	9	31	10	30
	6%	**	7%	6%	7%	11%	1%	57%	80%	7%	6%	7%	7%
						b		ab	abc				
INITIATED CHANGE ONLY	121	**	119	4	115	66	53	4	2	14	86	19	81
	13%	**	15%	7%	16%	13%	18%	4%	4%	12%	18%	13%	18%
					a	cd	acd				a		
BOTH SWITCHED AND INITIATED CHANGE	8	**	7	-	7	6	1	6	5	2	4	2	4
	1%	**	1%	-%	1%	1%	*%	6%	7%	2%	1%	1%	1%
								ab	ab				
NEITHER	724	**	602	58	561	381	238	32	6	99	362	120	341
	79%	**	77%	88%	76%	75%	81%	33%	9%	79%	75%	79%	75%
				b		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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1681	553	430	85	57	135	262	10	8	983	397	689	992
Effective Weighted Sample	1432	511	395	80	54	125	242	9	7	907	367	606	833
Total	912	347	260	57	36	80	156	6	5	607	236	416	496
SWITCHED ONLY	59	30	10	**	**	4	9	**	**	40	14	34	25
	6%	9% b	4%	**	**	5%	6%	**	**	7%	6%	8% b	5%
INITIATED CHANGE ONLY	121	56	44	**	**	5	14	**	**	100	18	76	45
	13%	16%	17%	**	**	6%	9%	**	**	16% b	8%	18% b	9%
BOTH SWITCHED AND INITIATED CHANGE	8	3	3	**	**	1	-	**	**	6	1	5	3
	1%	1%	1%	**	**	1%	-%	**	**	1%	*%	1%	1%
NEITHER	724	258	203	**	**	70	133	**	**	460	203	301	423
	79%	74%	78%	**	**	88%	85%	**	**	76%	86% a	72%	85% 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1681	556	645	85	143	254	49	531	568	1148	531	246	269	610	800
Effective Weighted Sample	1432	446	595	77	119	203	41	474	510	1015	465	213	237	542	692
Total	912	274	402	49	77	111	31	358	313	703	207	99	176	382	353
SWITCHED ONLY	59	23	28	**	3	1	**	31	22	54	5	1	16	29	14
	6%	8%	7%	**	4%	1%	**	9%	7%	8%	2%	1%	9%	7%	4%
		e	e		e			ef	ef	ef			c	c	
INITIATED CHANGE ONLY	121	32	73	**	8	1	**	60	42	104	17	4	28	56	38
	13%	12%	18%	**	10%	1%	**	17%	13%	15%	8%	4%	16%	15%	11%
		e	ade		e			ef	ef	ef	f		c	c	
BOTH SWITCHED AND INITIATED CHANGE	8	2	4	**	1	1	**	2	5	7	1	*	1	4	3
	1%	1%	1%	**	2%	1%	**	1%	2%	1%	*%	*%	*%	1%	1%
									e						
NEITHER	724	216	297	**	65	108	**	265	245	538	185	93	131	293	299
	79%	79%	74%	**	84%	97%	**	74%	78%	76%	89%	95%	75%	77%	85%
		b			b	abd					bcd	bcde			ab

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's landline service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1681	808	873	371	559	367	384	1454	227	1414	112	87	68	190	335	231
Effective Weighted Sample	1432	685	750	329	490	336	323	1244	188	1221	85	73	53	164	300	207
Total	912	454	457	262	285	159	205	792	120	783	50	46	32	102	202	156
SWITCHED ONLY	59	26	32	17	16	11	15	50	9	53	2	**	**	9	19	11
	6%	6%	7%	6%	6%	7%	7%	6%	7%	7%	5%	**	**	9%	10%	7%
INITIATED CHANGE ONLY	121	65	56	40	49	20	13	108	14	111	4	**	**	7	27	32
	13%	14%	12%	15%	17%	12%	6%	14%	11%	14%	9%	**	**	7%	13%	21%
				d	cd	d									a	ab
BOTH SWITCHED AND INITIATED CHANGE	8	5	3	2	2	2	2	7	1	8	-	**	**	2	2	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-%	**	**	2%	1%	2%
NEITHER	724	358	366	204	219	126	175	628	96	612	44	**	**	84	154	109
	79%	79%	80%	78%	77%	79%	86%	79%	80%	78%	87%	**	**	82%	76%	70%
							abc				a			c		

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1681	356	1179
Effective Weighted Sample	1432	301	1019
Total	912	172	669
SWITCHED ONLY	59	11	41
	6%	6%	6%
INITIATED CHANGE ONLY	121	22	92
	13%	13%	14%
BOTH SWITCHED AND INITIATED CHANGE	8	*	7
	1%	*%	1%
NEITHER	724	139	529
	79%	81%	79%

Columns Tested: a,b

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

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: 95%		a	~b	a	~b	~a	b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted total	288	288	-	288	-	82	206	6	4	147	9	150	6	81	75	8
Effective Weighted Sample	232	232	-	232	-	67	167	5	3	118	8	120	6	67	58	7
Total	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
SWITCHED IN LAST 12 MONTHS	3	3	**	3	**	**	-	**	**	1	**	1	**	**	**	**
	2%	2%	**	2%	**	**	-%	**	**	2%	**	2%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	2	**	2	**	**	1	**	**	1	**	1	**	**	**	**
	2%	2%	**	2%	**	**	1%	**	**	2%	**	2%	**	**	**	**
NEITHER	127	127	**	127	**	**	88	**	**	68	**	70	**	**	**	**
	96%	96%	**	96%	**	**	99%	**	**	96%	**	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.

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	288	32	34	42	24	44	22	7	6	26	27	33	20
Effective Weighted Sample	232	25	31	34	22	37	19	6	5	25	25	31	18
Total	132	16	21	21	16	26	11	3	3	16	16	19	13
SWITCHED IN LAST 12 MONTHS	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	127	**	**	**	**	**	**	**	**	**	**	**	**
	96%	**	**	**	**	**	**	**	**	**	**	**	**

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~a	b
Unweighted total	288	28	25	4	4	36	96	1	1	53	132	43	245
Effective Weighted Sample	232	26	23	4	4	34	92	1	1	49	125	37	198
Total	132	17	14	2	2	22	55	1	1	32	77	26	106
SWITCHED IN LAST 12 MONTHS	3	**	**	**	**	**	**	**	**	**	2	**	2
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	**	**	**	**	**	1	**	2
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%
NEITHER	127	**	**	**	**	**	**	**	**	**	74	**	103
	96%	**	**	**	**	**	**	**	**	**	96%	**	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.

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	~d	e	f	~a	~b	c
Unweighted total	288	-	-	-	34	254	3	30	44	77	209	133	20	29	237
Effective Weighted Sample	232	-	-	-	31	203	2	26	38	66	173	110	18	24	195
Total	132	-	-	-	21	111	2	20	24	47	84	54	15	16	100
SWITCHED IN LAST 12 MONTHS	3	**	**	**	**	3	**	**	**	**	1	1	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	2%	2%	**	**	2%
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	2	**	**	**	**	2	1	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	3%	1%	**	**	2%
NEITHER	127	**	**	**	**	106	**	**	**	**	81	52	**	**	96
	96%	**	**	**	**	96%	**	**	**	**	96%	97%	**	**	95%

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

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

LANDLINE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	288	132	156	39	70	61	118	248	40	236	29	12	11	35	22	13
Effective Weighted Sample	232	106	127	29	59	53	97	202	30	196	18	9	9	29	20	11
Total	132	64	69	22	30	24	56	115	17	112	10	6	5	16	15	8
SWITCHED IN LAST 12 MONTHS	3	*	2	**	**	**	1	2	**	2	**	**	**	**	**	**
	2%	*%	4%	**	**	**	2%	2%	**	2%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	2	*	**	**	**	1	2	**	2	**	**	**	**	**	**
	2%	3%	*%	**	**	**	1%	2%	**	2%	**	**	**	**	**	**
		b														
NEITHER	127	61	66	**	**	**	54	111	**	108	**	**	**	**	**	**
	96%	96%	96%	**	**	**	97%	96%	**	96%	**	**	**	**	**	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	288	125	137
Effective Weighted Sample	232	102	111
Total	132	54	68
SWITCHED IN LAST 12 MONTHS	3	1	1
	2%	1%	2%
CURRENTLY LOOKING FOR A NEW DEAL	2	1	1
	2%	2%	2%
NEITHER	127	52	66
	96%	97%	96%

Columns Tested: a,b

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

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: 95%		a	~b	a	~b	~a	b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted total	288	288	-	288	-	82	206	6	4	147	9	150	6	81	75	8
Effective Weighted Sample	232	232	-	232	-	67	167	5	3	118	8	120	6	67	58	7
Total	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
SWITCHED IN LAST 12 MONTHS	2	2	**	2	**	**	-	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	-%	**	**	2%	**	2%	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	2	**	2	**	**	1	**	**	1	**	1	**	**	**	**
	2%	2%	**	2%	**	**	1%	**	**	2%	**	2%	**	**	**	**
NEITHER	128	128	**	128	**	**	88	**	**	68	**	70	**	**	**	**
	97%	97%	**	97%	**	**	99%	**	**	96%	**	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.

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	288	32	34	42	24	44	22	7	6	26	27	33	20
Effective Weighted Sample	232	25	31	34	22	37	19	6	5	25	25	31	18
Total	132	16	21	21	16	26	11	3	3	16	16	19	13
SWITCHED IN LAST 12 MONTHS	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	128	**	**	**	**	**	**	**	**	**	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	**

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~a	b
Unweighted total	288	28	25	4	4	36	96	1	1	53	132	43	245
Effective Weighted Sample	232	26	23	4	4	34	92	1	1	49	125	37	198
Total	132	17	14	2	2	22	55	1	1	32	77	26	106
SWITCHED IN LAST 12 MONTHS	2	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	**	**	**	**	**	1	**	2
	2%	**	**	**	**	**	**	**	**	**	2%	**	2%
NEITHER	128	**	**	**	**	**	**	**	**	**	75	**	103
	97%	**	**	**	**	**	**	**	**	**	97%	**	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.

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	~d	e	f	~a	~b	c
Unweighted total	288	-	-	-	34	254	3	30	44	77	209	133	20	29	237
Effective Weighted Sample	232	-	-	-	31	203	2	26	38	66	173	110	18	24	195
Total	132	-	-	-	21	111	2	20	24	47	84	54	15	16	100
SWITCHED IN LAST 12 MONTHS	2	**	**	**	**	2	**	**	**	**	1	1	**	**	2
	1%	**	**	**	**	2%	**	**	**	**	1%	1%	**	**	2%
CURRENTLY LOOKING FOR A NEW DEAL	2	**	**	**	**	2	**	**	**	**	2	1	**	**	2
	2%	**	**	**	**	2%	**	**	**	**	3%	1%	**	**	2%
NEITHER	128	**	**	**	**	107	**	**	**	**	81	52	**	**	96
	97%	**	**	**	**	96%	**	**	**	**	96%	98%	**	**	96%

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

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

LANDLINE - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	288	132	156	39	70	61	118	248	40	236	29	12	11	35	22	13
Effective Weighted Sample	232	106	127	29	59	53	97	202	30	196	18	9	9	29	20	11
Total	132	64	69	22	30	24	56	115	17	112	10	6	5	16	15	8
SWITCHED IN LAST 12 MONTHS	2	-	2	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	-%	3%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	2	2	*	**	**	**	1	2	**	2	**	**	**	**	**	**
	2%	3%	*%	**	**	**	1%	2%	**	2%	**	**	**	**	**	**
		b														
NEITHER	128	62	66	**	**	**	55	112	**	108	**	**	**	**	**	**
	97%	97%	97%	**	**	**	98%	97%	**	97%	**	**	**	**	**	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	288	125	137
Effective Weighted Sample	232	102	111
Total	132	54	68
SWITCHED IN LAST 12 MONTHS	2	*	1
	1%	*%	2%
CURRENTLY LOOKING FOR A NEW DEAL	2	1	1
	2%	2%	2%
NEITHER	128	53	66
	97%	98%	96%

Columns Tested: a,b

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

SUMMARY 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: 95%		a	~b	a	~b	~a	b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted total	288	288	-	288	-	82	206	6	4	147	9	150	6	81	75	8
Effective Weighted Sample	232	232	-	232	-	67	167	5	3	118	8	120	6	67	58	7
Total	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
SWITCHED ONLY	1	1	**	1	**	**	-	**	**	*	**	*	**	**	**	**
	1%	1%	**	1%	**	**	-%	**	**	1%	**	1%	**	**	**	**
INITIATED CHANGE ONLY	2	2	**	2	**	**	1	**	**	2	**	2	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	2%	**	2%	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	1	1	**	1	**	**	-	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	-%	**	**	1%	**	1%	**	**	**	**
NEITHER	129	129	**	129	**	**	88	**	**	68	**	70	**	**	**	**
	97%	97%	**	97%	**	**	99%	**	**	96%	**	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.

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	288	32	34	42	24	44	22	7	6	26	27	33	20
Effective Weighted Sample	232	25	31	34	22	37	19	6	5	25	25	31	18
Total	132	16	21	21	16	26	11	3	3	16	16	19	13
SWITCHED ONLY	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
INITIATED CHANGE ONLY	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
NEITHER	129	**	**	**	**	**	**	**	**	**	**	**	**
	97%	**	**	**	**	**	**	**	**	**	**	**	**

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~a	b
Unweighted total	288	28	25	4	4	36	96	1	1	53	132	43	245
Effective Weighted Sample	232	26	23	4	4	34	92	1	1	49	125	37	198
Total	132	17	14	2	2	22	55	1	1	32	77	26	106
SWITCHED ONLY	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
INITIATED CHANGE ONLY	2	**	**	**	**	**	**	**	**	**	1	**	2
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
BOTH SWITCHED AND INITIATED CHANGE	1	**	**	**	**	**	**	**	**	**	-	**	-
	1%	**	**	**	**	**	**	**	**	**	-%	**	-%
NEITHER	129	**	**	**	**	**	**	**	**	**	75	**	103
	97%	**	**	**	**	**	**	**	**	**	98%	**	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	~d	e	f	~a	~b	c
Unweighted total	288	-	-	-	34	254	3	30	44	77	209	133	20	29	237
Effective Weighted Sample	232	-	-	-	31	203	2	26	38	66	173	110	18	24	195
Total	132	-	-	-	21	111	2	20	24	47	84	54	15	16	100
SWITCHED ONLY	1	**	**	**	**	1	**	**	**	**	1	1	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
INITIATED CHANGE ONLY	2	**	**	**	**	1	**	**	**	**	1	*	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
BOTH SWITCHED AND INITIATED CHANGE	1	**	**	**	**	1	**	**	**	**	-	-	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	-%	-%	**	**	1%
NEITHER	129	**	**	**	**	108	**	**	**	**	82	53	**	**	97
	97%	**	**	**	**	97%	**	**	**	**	98%	98%	**	**	97%

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone landline service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	288	132	156	39	70	61	118	248	40	236	29	12	11	35	22	13
Effective Weighted Sample	232	106	127	29	59	53	97	202	30	196	18	9	9	29	20	11
Total	132	64	69	22	30	24	56	115	17	112	10	6	5	16	15	8
SWITCHED ONLY	1	-	1	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	-%	2%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
INITIATED CHANGE ONLY	2	*	2	**	**	**	-	2	**	2	**	**	**	**	**	**
	1%	1%	2%	**	**	**	-%	2%	**	1%	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	1	-	1	**	**	**	-	-	**	1	**	**	**	**	**	**
	1%	-%	1%	**	**	**	-%	-%	**	1%	**	**	**	**	**	**
NEITHER	129	63	65	**	**	**	56	112	**	109	**	**	**	**	**	**
	97%	99%	95%	**	**	**	99%	97%	**	97%	**	**	**	**	**	**
		b														

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	288	125	137
Effective Weighted Sample	232	102	111
Total	132	54	68
SWITCHED ONLY	1	*	*
	1%	*%	1%
INITIATED CHANGE ONLY	2	1	1
	1%	2%	1%
BOTH SWITCHED AND INITIATED CHANGE	1	-	1
	1%	-%	1%
NEITHER	129	53	66
	97%	98%	97%

Columns Tested: a,b

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

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: 95%		a	~b	a	~b	~a	b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted total	288	288	-	288	-	82	206	6	4	147	9	150	6	81	75	8
Effective Weighted Sample	232	232	-	232	-	67	167	5	3	118	8	120	6	67	58	7
Total	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
Received a discount	2	2	**	2	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	2%	**	2%	**	**	**	**
Reduced or downgraded services	1	1	**	1	**	**	*	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	*%	**	**	1%	**	1%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	3	**	3	**	**	1	**	**	2	**	2	**	**	**	**
	2%	2%	**	2%	**	**	1%	**	**	3%	**	3%	**	**	**	**
DISCOUNT ONLY	2	2	**	2	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	2%	**	2%	**	**	**	**
REDUCED SERVICES ONLY	1	1	**	1	**	**	*	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	*%	**	**	1%	**	1%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	130	**	130	**	**	88	**	**	69	**	71	**	**	**	**
	98%	98%	**	98%	**	**	99%	**	**	97%	**	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.

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	288	32	34	42	24	44	22	7	6	26	27	33	20
Effective Weighted Sample	232	25	31	34	22	37	19	6	5	25	25	31	18
Total	132	16	21	21	16	26	11	3	3	16	16	19	13
Received a discount	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Reduced or downgraded services	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	**	**	**	**	**	**	**	**	**	**	**	**
	2%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	2	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
REDUCED SERVICES ONLY	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	**	**	**	**	**	**	**	**	**	**	**	**
	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.

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~a	b
Unweighted total	288	28	25	4	4	36	96	1	1	53	132	43	245
Effective Weighted Sample	232	26	23	4	4	34	92	1	1	49	125	37	198
Total	132	17	14	2	2	22	55	1	1	32	77	26	106
Received a discount	2	**	**	**	**	**	**	**	**	**	-	**	1
	1%	**	**	**	**	**	**	**	**	**	-%	**	1%
Reduced or downgraded services	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	**	**	**	**	**	**	**	**	**	1	**	2
	2%	**	**	**	**	**	**	**	**	**	1%	**	1%
DISCOUNT ONLY	2	**	**	**	**	**	**	**	**	**	-	**	1
	1%	**	**	**	**	**	**	**	**	**	-%	**	1%
REDUCED SERVICES ONLY	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	**	**	**	**	**	**	**	**	**	77	**	105
	98%	**	**	**	**	**	**	**	**	**	99%	**	99%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	~d	e	f	~a	~b	c
Unweighted total	288	-	-	-	34	254	3	30	44	77	209	133	20	29	237
Effective Weighted Sample	232	-	-	-	31	203	2	26	38	66	173	110	18	24	195
Total	132	-	-	-	21	111	2	20	24	47	84	54	15	16	100
Received a discount	2	**	**	**	**	1	**	**	**	**	*	*	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	*%	1%	**	**	1%
Reduced or downgraded services	1	**	**	**	**	1	**	**	**	**	1	-	**	**	1
	1%	**	**	**	**	*%	**	**	**	**	1%	-%	**	**	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	**	**	**	**	2	**	**	**	**	1	*	**	**	2
	2%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	2%
DISCOUNT ONLY	2	**	**	**	**	1	**	**	**	**	*	*	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	*%	1%	**	**	1%
REDUCED SERVICES ONLY	1	**	**	**	**	1	**	**	**	**	1	-	**	**	1
	1%	**	**	**	**	*%	**	**	**	**	1%	-%	**	**	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	**	**	**	**	109	**	**	**	**	83	53	**	**	99
	98%	**	**	**	**	99%	**	**	**	**	99%	99%	**	**	98%

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

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

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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	288	132	156	39	70	61	118	248	40	236	29	12	11	35	22	13
Effective Weighted Sample	232	106	127	29	59	53	97	202	30	196	18	9	9	29	20	11
Total	132	64	69	22	30	24	56	115	17	112	10	6	5	16	15	8
Received a discount	2	-	2	**	**	**	-	1	**	2	**	**	**	**	**	**
	1%	-%	3%	**	**	**	-%	1%	**	2%	**	**	**	**	**	**
Reduced or downgraded services	1	*	1	**	**	**	-	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	-%	1%	**	*%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	*	2	**	**	**	-	2	**	2	**	**	**	**	**	**
	2%	1%	3%	**	**	**	-%	2%	**	2%	**	**	**	**	**	**
DISCOUNT ONLY	2	-	2	**	**	**	-	1	**	2	**	**	**	**	**	**
	1%	-%	3%	**	**	**	-%	1%	**	2%	**	**	**	**	**	**
REDUCED SERVICES ONLY	1	*	1	**	**	**	-	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	-%	1%	**	*%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	63	66	**	**	**	56	113	**	110	**	**	**	**	**	**
	98%	99%	97%	**	**	**	100%	98%	**	98%	**	**	**	**	**	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	288	125	137
Effective Weighted Sample	232	102	111
Total	132	54	68
Received a discount	2	-	2
	1%	-%	3%
Reduced or downgraded services	1	1	-
	1%	2%	-%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	3	1	2
	2%	2%	3%
DISCOUNT ONLY	2	-	2
	1%	-%	3%
REDUCED SERVICES ONLY	1	1	-
	1%	2%	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	130	53	67
	98%	98%	97%

Columns Tested: a,b

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

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: 95%		a	~b	a	~b	~a	b	~c	~d	a	~b	a	~b	~a	~b	~c
Unweighted total	288	288	-	288	-	82	206	6	4	147	9	150	6	81	75	8
Effective Weighted Sample	232	232	-	232	-	67	167	5	3	118	8	120	6	67	58	7
Total	132	132	-	132	-	43	90	3	2	71	6	73	4	43	35	4
Received a discount	1	1	**	1	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	1%	**	1%	**	**	**	**
Added extra or improved services	1	1	**	1	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	1%	**	1%	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	1	**	1	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	1%	**	1%	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	1	**	1	**	**	1	**	**	1	**	1	**	**	**	**
	1%	1%	**	1%	**	**	1%	**	**	1%	**	1%	**	**	**	**
DISCOUNT ONLY	*	*	**	*	**	**	*	**	**	*	**	*	**	**	**	**
	*%	*%	**	*%	**	**	*%	**	**	1%	**	1%	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	131	**	131	**	**	89	**	**	70	**	72	**	**	**	**
	99%	99%	**	99%	**	**	99%	**	**	99%	**	99%	**	**	**	**

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: 95%		~a	~b	~a	~b	~a	~b	~c	~d	~a	~b	~a	~b
Unweighted total	288	32	34	42	24	44	22	7	6	26	27	33	20
Effective Weighted Sample	232	25	31	34	22	37	19	6	5	25	25	31	18
Total	132	16	21	21	16	26	11	3	3	16	16	19	13
Received a discount	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
Added extra or improved services	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	**	**	**	**	**	**	**	**
	1%	**	**	**	**	**	**	**	**	**	**	**	**
DISCOUNT ONLY	*	**	**	**	**	**	**	**	**	**	**	**	**
	*%	**	**	**	**	**	**	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	**	**	**	**	**	**	**	**	**	**	**	**
	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.

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: 95%		~a	~b	~c	~d	~a	~b	~c	~d	~a	b	~a	b
Unweighted total	288	28	25	4	4	36	96	1	1	53	132	43	245
Effective Weighted Sample	232	26	23	4	4	34	92	1	1	49	125	37	198
Total	132	17	14	2	2	22	55	1	1	32	77	26	106
Received a discount	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
Added extra or improved services	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	**	**	**	**	**	1	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	**	1%
DISCOUNT ONLY	*	**	**	**	**	**	**	**	**	**	-	**	-
	*%	**	**	**	**	**	**	**	**	**	-%	**	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	**	**	**	**	**	**	**	**	**	77	**	106
	99%	**	**	**	**	**	**	**	**	**	99%	**	99%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	~b	~c	~d	e	~a	~b	~c	~d	e	f	~a	~b	c
Unweighted total	288	-	-	-	34	254	3	30	44	77	209	133	20	29	237
Effective Weighted Sample	232	-	-	-	31	203	2	26	38	66	173	110	18	24	195
Total	132	-	-	-	21	111	2	20	24	47	84	54	15	16	100
Received a discount	1	**	**	**	**	1	**	**	**	**	1	1	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
Added extra or improved services	1	**	**	**	**	1	**	**	**	**	1	1	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	**	**	**	**	1	**	**	**	**	1	1	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
DISCOUNT AND EXTRA SERVICES	1	**	**	**	**	1	**	**	**	**	1	1	**	**	1
	1%	**	**	**	**	1%	**	**	**	**	1%	1%	**	**	1%
DISCOUNT ONLY	*	**	**	**	**	*	**	**	**	**	-	-	**	**	*
	*%	**	**	**	**	*%	**	**	**	**	-%	-%	**	**	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	**	**	**	**	110	**	**	**	**	83	53	**	**	99
	99%	**	**	**	**	99%	**	**	**	**	99%	99%	**	**	99%

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

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

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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	288	132	156	39	70	61	118	248	40	236	29	12	11	35	22	13
Effective Weighted Sample	232	106	127	29	59	53	97	202	30	196	18	9	9	29	20	11
Total	132	64	69	22	30	24	56	115	17	112	10	6	5	16	15	8
Received a discount	1	1	1	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
Added extra or improved services	1	1	1	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	1	1	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	1	1	**	**	**	1	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	1%	1%	**	1%	**	**	**	**	**	**
DISCOUNT ONLY	*	*	*	**	**	**	-	*	**	-	**	**	**	**	**	**
	*%	*%	*%	**	**	**	-%	*%	**	-%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	63	68	**	**	**	56	114	**	111	**	**	**	**	**	**
	99%	99%	99%	**	**	**	99%	99%	**	99%	**	**	**	**	**	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	288	125	137
Effective Weighted Sample	232	102	111
Total	132	54	68
Received a discount	1	-	1
	1%	-%	2%
Added extra or improved services	1	-	1
	1%	-%	2%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	1	-	1
	1%	-%	2%
DISCOUNT AND EXTRA SERVICES	1	-	1
	1%	-%	2%
DISCOUNT ONLY	*	-	*
	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	131	54	67
	99%	100%	98%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
SWITCHED IN LAST 12 MONTHS	171	4	80	7	77	66	19	29	19	152	19	156	16	171	-	171
	12%	6%	11%	6%	11%	12%	7%	29%	29%	12%	17%	12%	17%	19%	-%	100%
			a		a	b		ab	ab		a		a	b		ab
CURRENTLY LOOKING FOR A NEW DEAL	33	1	15	2	14	12	5	3	2	31	2	31	2	24	8	3
	2%	1%	2%	1%	2%	2%	2%	3%	3%	2%	1%	2%	2%	3%	2%	2%
NEITHER	1195	72	652	115	608	466	258	67	45	1102	93	1122	73	708	487	-
	86%	93%	87%	93%	87%	86%	92%	68%	68%	86%	82%	86%	81%	79%	98%	-%
		b		b		cd	acd							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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
SWITCHED IN LAST 12 MONTHS	171	8	88	11	85	69	27	33	22	17	53	21	50
	12%	11%	11%	9%	11%	13%	8%	30%	30%	11%	10%	11%	10%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	33	2	16	2	15	12	5	3	2	5	9	5	9
	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%
NEITHER	1195	60	708	111	657	471	296	75	51	136	450	162	424
	86%	87%	87%	90%	87%	85%	90%	68%	68%	86%	88%	86%	88%
						cd	acd						

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
SWITCHED IN LAST 12 MONTHS	171	40	30	**	**	15	21	**	**	70	36	97	74
	12%	11%	10%	**	**	13%	10%	**	**	10%	11%	14% b	10%
CURRENTLY LOOKING FOR A NEW DEAL	33	8	6	**	**	3	2	**	**	14	5	18	14
	2%	2%	2%	**	**	2%	1%	**	**	2%	2%	3%	2%
NEITHER	1195	327	259	**	**	97	188	**	**	586	285	570	625
	86%	87%	88%	**	**	84%	89%	**	**	87%	87%	83%	88% 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
SWITCHED IN LAST 12 MONTHS	171	29	36	**	16	83	40	73	43	156	16	6	76	65	30
	12%	11%	9%	**	13%	14%	17%	13%	11%	13%	9%	9%	15%	12%	9%
						b	cdef	e		e			c	c	
CURRENTLY LOOKING FOR A NEW DEAL	33	6	8	**	1	17	9	14	8	31	2	1	15	12	6
	2%	2%	2%	**	1%	3%	4%	2%	2%	3%	1%	1%	3%	2%	2%
							e								
NEITHER	1195	225	347	**	108	476	193	487	351	1031	165	62	422	452	321
	86%	87%	89%	**	86%	83%	80%	85%	87%	85%	91%	90%	83%	86%	90%
			e						a	a	abd	a			ab

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

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
SWITCHED IN LAST 12 MONTHS	171	92	79	42	58	35	36	152	19	149	11	5	**	23	38	29
	12%	13%	11%	11%	13%	14% d	10%	12%	11%	12%	12%	9%	**	13%	13%	14%
CURRENTLY LOOKING FOR A NEW DEAL	33	14	19	9	12	4	7	29	4	29	1	2	**	6	8	6
	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	1%	4%	**	3%	3%	3%
NEITHER	1195	588	607	320	366	202	307	1049	147	1023	83	51	**	143	249	177
	86%	85%	86%	87%	84%	84%	88%	85%	87%	85%	87%	87%	**	84%	84%	83%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
SWITCHED IN LAST 12 MONTHS	171	21	133
	12%	10%	13%
CURRENTLY LOOKING FOR A NEW DEAL	33	5	24
	2%	2%	2%
NEITHER	1195	193	907
	86%	88%	85%

Columns Tested: a,b

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

SUMMARY 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2388	156	1321	239	1238	936	541	167	114	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2014	126	1145	198	1072	817	454	144	99	1838	177	1875	139	1289	725	245
Total	1396	77	747	125	700	543	281	98	65	1282	114	1306	91	900	496	171
SWITCHED ONLY	156	4	73	7	71	60	17	27	18	141	15	145	11	156	-	156
	11%	6%	10%	5%	10%	11%	6%	27%	28%	11%	13%	11%	12%	17%	-%	91%
					a	b		ab	ab					b		ab
INITIATED CHANGE ONLY	81	1	54	5	50	39	16	4	3	69	12	70	11	56	25	-
	6%	1%	7%	4%	7%	7%	6%	4%	5%	5%	11%	5%	12%	6%	5%	-%
			a								a		a	c	c	
BOTH SWITCHED AND INITIATED CHANGE	16	-	7	1	6	6	2	2	1	11	5	11	5	16	-	16
	1%	-%	1%	1%	1%	1%	1%	2%	1%	1%	4%	1%	5%	2%	-%	9%
											a		a	b		ab
NEITHER	1144	72	613	112	573	438	247	66	43	1061	83	1079	64	673	470	-
	82%	93%	82%	90%	82%	81%	88%	67%	66%	83%	72%	83%	71%	75%	95%	-%
		b		b		cd	acd			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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2388	132	1416	227	1321	940	608	187	128	238	812	284	766
Effective Weighted Sample	2014	103	1230	185	1147	820	513	160	111	220	750	262	708
Total	1396	69	812	124	757	552	328	110	74	158	512	188	483
SWITCHED ONLY	156	8	79	10	77	62	25	29	20	16	46	19	43
	11%	11%	10%	8%	10%	11%	8%	26%	27%	10%	9%	10%	9%
						b		ab	ab				
INITIATED CHANGE ONLY	81	*	56	5	52	34	22	3	3	11	36	14	33
	6%	1%	7%	4%	7%	6%	7%	3%	4%	7%	7%	8%	7%
			a										
BOTH SWITCHED AND INITIATED CHANGE	16	-	9	1	8	7	2	4	2	1	7	1	6
	1%	-%	1%	1%	1%	1%	1%	3%	3%	*%	1%	1%	1%
								b	b				
NEITHER	1144	61	667	108	620	449	279	74	49	130	423	153	400
	82%	88%	82%	87%	82%	81%	85%	67%	66%	82%	83%	81%	83%
				b		cd	cd						

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2388	582	467	95	62	174	307	16	13	1049	481	1093	1295
Effective Weighted Sample	2014	540	428	89	58	160	281	15	12	969	441	951	1066
Total	1396	375	295	66	41	115	211	11	9	670	326	684	712
SWITCHED ONLY	156	35	27	**	**	14	21	**	**	62	35	84	71
	11%	9%	9%	**	**	12%	10%	**	**	9%	11%	12%	10%
INITIATED CHANGE ONLY	81	24	24	**	**	6	5	**	**	47	11	55	26
	6%	6%	8%	**	**	6%	2%	**	**	7% b	4%	8% b	4%
BOTH SWITCHED AND INITIATED CHANGE	16	4	3	**	**	1	-	**	**	8	1	13	3
	1%	1%	1%	**	**	1%	-%	**	**	1%	*%	2% b	*%
NEITHER	1144	311	241	**	**	94	185	**	**	552	279	532	612
	82%	83%	82%	**	**	81%	88% a	**	**	82%	85%	78%	86% 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2388	518	621	85	214	952	345	862	724	1931	455	167	767	841	778
Effective Weighted Sample	2014	417	575	77	181	775	301	746	634	1666	399	146	659	732	666
Total	1396	259	391	49	125	573	239	573	401	1214	182	69	510	528	358
SWITCHED ONLY	156	28	33	**	14	76	33	67	40	140	16	6	66	60	29
	11%	11%	8%	**	11%	13%	14%	12%	10%	12%	9%	9%	13%	11%	8%
						b	e						c	c	
INITIATED CHANGE ONLY	81	15	27	**	7	25	16	35	23	74	7	1	36	30	15
	6%	6%	7%	**	5%	4%	7%	6%	6%	6%	4%	1%	7%	6%	4%
			e				f	f	f	ef			c		
BOTH SWITCHED AND INITIATED CHANGE	16	1	3	**	3	7	7	6	3	16	-	-	10	5	1
	1%	*%	1%	**	2%	1%	3%	1%	1%	1%	-%	-%	2%	1%	*%
					a		bcdef	e		e			c		
NEITHER	1144	215	328	**	103	465	183	465	335	984	159	62	398	433	312
	82%	83%	84%	**	82%	81%	77%	81%	84%	81%	88%	90%	78%	82%	87%
									a		abd	abcd		a	ab

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for a mobile phone

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2388	1142	1246	493	792	521	582	2079	309	2010	182	109	87	305	484	304
Effective Weighted Sample	2014	957	1061	440	686	459	482	1759	256	1714	141	91	69	248	425	273
Total	1396	693	703	370	435	241	350	1227	169	1198	95	59	45	171	295	212
SWITCHED ONLY	156	84	72	38	51	31	36	139	17	136	10	4	**	21	32	26
	11%	12%	10%	10%	12%	13%	10%	11%	10%	11%	10%	8%	**	13%	11%	12%
INITIATED CHANGE ONLY	81	45	36	31	25	15	11	70	11	74	2	4	**	9	18	18
	6%	7%	5%	8% d	6% d	6% d	3%	6%	7%	6% b	2%	7% b	**	6%	6%	9%
BOTH SWITCHED AND INITIATED CHANGE	16	9	7	5	6	4	1	14	2	13	2	1	**	1	6	3
	1%	1%	1%	1%	1% d	1% d	*%	1%	1%	1%	2%	1%	**	1%	2%	1%
NEITHER	1144	555	588	296	353	192	303	1005	139	975	81	49	**	139	239	164
	82%	80%	84% a	80%	81%	79%	86% abc	82%	82%	81%	86%	84%	**	81%	81%	78%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2388	401	1776
Effective Weighted Sample	2014	335	1514
Total	1396	219	1063
SWITCHED ONLY	156	20	121
	11%	9%	11%
INITIATED CHANGE ONLY	81	14	61
	6%	6%	6%
BOTH SWITCHED AND INITIATED CHANGE	16	1	12
	1%	1%	1%
NEITHER	1144	184	869
	82%	84%	82%

Columns Tested: a,b

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone 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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1618	70	934	119	885	664	340	126	85	1618	-	1618	-	1080	538	203
Effective Weighted Sample	1386	58	821	103	776	588	292	110	75	1386	-	1386	-	925	461	170
Total	976	37	553	68	522	402	189	77	51	976	-	976	-	651	325	119
SWITCHED IN LAST 12 MONTHS	119	**	58	4	56	46	14	19	**	119	**	119	**	119	-	119
	12%	**	10%	5%	11%	11%	7%	25%	**	12%	**	12%	**	18%	-%	100%
						b		ab						b		ab
CURRENTLY LOOKING FOR A NEW DEAL	24	**	12	2	12	9	5	2	**	24	**	24	**	17	7	2
	2%	**	2%	2%	2%	2%	2%	3%	**	2%	**	2%	**	3%	2%	2%
NEITHER	835	**	483	63	454	347	170	55	**	835	**	835	**	517	318	-
	86%	**	87%	92%	87%	86%	90%	71%	**	86%	**	86%	**	79%	98%	-%
						c	c							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 the household's mobile phone contract standalone 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1618	103	992	157	938	695	400	139	92	176	600	206	570
Effective Weighted Sample	1386	80	876	130	826	612	344	121	82	163	557	191	530
Total	976	54	596	89	561	420	229	86	56	116	391	136	372
SWITCHED IN LAST 12 MONTHS	119	4	61	6	60	49	17	21	**	11	39	12	37
	12%	8%	10%	6%	11%	12%	7%	24%	**	9%	10%	9%	10%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	24	1	13	2	12	9	5	2	**	4	8	4	8
	2%	3%	2%	2%	2%	2%	2%	3%	**	4%	2%	3%	2%
NEITHER	835	48	522	81	489	362	208	62	**	102	345	120	327
	86%	89%	88%	92%	87%	86%	91%	73%	**	87%	88%	88%	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.

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1618	439	337	74	47	92	178	9	7	776	270	857	761
Effective Weighted Sample	1386	409	311	70	44	85	164	8	6	721	249	751	636
Total	976	290	218	52	31	62	124	6	5	508	186	541	435
SWITCHED IN LAST 12 MONTHS	119	30	20	**	**	**	13	**	**	49	23	70	48
	12%	10%	9%	**	**	**	11%	**	**	10%	12%	13%	11%
CURRENTLY LOOKING FOR A NEW DEAL	24	6	5	**	**	**	2	**	**	12	4	14	10
	2%	2%	2%	**	**	**	2%	**	**	2%	2%	3%	2%
NEITHER	835	254	193	**	**	**	108	**	**	446	159	458	377
	86%	88%	88%	**	**	**	88%	**	**	88%	85%	85%	87%

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 the household's mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1618	397	532	-	68	621	261	660	490	1411	205	60	590	620	406
Effective Weighted Sample	1386	324	495	-	63	509	228	576	435	1227	183	55	511	544	354
Total	976	207	342	-	49	378	181	439	273	893	83	26	392	392	191
SWITCHED IN LAST 12 MONTHS	119	22	35	**	**	57	29	53	27	108	10	**	55	46	17
	12%	11%	10%	**	**	15%	16%	12%	10%	12%	13%	**	14%	12%	9%
						ab	c						c		
CURRENTLY LOOKING FOR A NEW DEAL	24	5	7	**	**	11	4	13	6	23	1	**	10	10	4
	2%	3%	2%	**	**	3%	2%	3%	2%	3%	2%	**	3%	3%	2%
NEITHER	835	180	301	**	**	311	149	374	241	764	71	**	328	337	170
	86%	87%	88%	**	**	82%	82%	85%	88%	86%	86%	**	84%	86%	89%
			e						a						a

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

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

MOBILE PHONE - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1618	775	843	382	577	358	301	1404	214	1385	101	77	55	178	373	251
Effective Weighted Sample	1386	658	731	344	504	322	255	1208	179	1194	82	65	45	146	330	226
Total	976	482	494	294	326	171	185	856	120	847	56	42	31	94	228	178
SWITCHED IN LAST 12 MONTHS	119	63	56	32	49	22	15	107	12	108	5	**	**	12	26	26
	12%	13%	11%	11%	15%	13%	8%	12%	10%	13%	9%	**	**	13%	11%	14%
					d											
CURRENTLY LOOKING FOR A NEW DEAL	24	12	13	6	11	3	3	21	3	22	1	**	**	1	7	5
	2%	2%	3%	2%	3%	2%	2%	2%	3%	3%	2%	**	**	2%	3%	3%
NEITHER	835	408	427	257	267	145	166	730	105	719	50	**	**	81	195	147
	86%	85%	86%	87%	82%	85%	90%	85%	88%	85%	90%	**	**	86%	86%	83%
				b			b									

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

Any break column with 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 the household's mobile phone contract standalone service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1618	195	1286
Effective Weighted Sample	1386	167	1108
Total	976	109	786
SWITCHED IN LAST 12 MONTHS	119	14	92
	12%	13%	12%
CURRENTLY LOOKING FOR A NEW DEAL	24	4	18
	2%	3%	2%
NEITHER	835	92	676
	86%	84%	86%

Columns Tested: a,b

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone 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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1618	70	934	119	885	664	340	126	85	1618	-	1618	-	1080	538	203
Effective Weighted Sample	1386	58	821	103	776	588	292	110	75	1386	-	1386	-	925	461	170
Total	976	37	553	68	522	402	189	77	51	976	-	976	-	651	325	119
SWITCHED ONLY	110	**	54	3	53	43	13	19	**	110	**	110	**	110	-	110
	11%	**	10%	4%	10%	11%	7%	25%	**	11%	**	11%	**	17%	-%	92%
					a	b		ab						b		ab
INITIATED CHANGE ONLY	64	**	40	3	37	28	13	3	**	64	**	64	**	41	23	-
	7%	**	7%	5%	7%	7%	7%	4%	**	7%	**	7%	**	6%	7%	-%
														c	c	
BOTH SWITCHED AND INITIATED CHANGE	9	**	4	1	3	2	1	-	**	9	**	9	**	9	-	9
	1%	**	1%	1%	1%	1%	1%	-%	**	1%	**	1%	**	1%	-%	8%
														b		ab
NEITHER	794	**	456	61	429	328	162	54	**	794	**	794	**	491	303	-
	81%	**	82%	90%	82%	82%	86%	71%	**	81%	**	81%	**	75%	93%	-%
				b		c	c							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 mobile phone contract standalone 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1618	103	992	157	938	695	400	139	92	176	600	206	570
Effective Weighted Sample	1386	80	876	130	826	612	344	121	82	163	557	191	530
Total	976	54	596	89	561	420	229	86	56	116	391	136	372
SWITCHED ONLY	110	4	56	5	56	46	15	21	**	11	35	11	34
	11%	8%	9%	5%	10%	11%	6%	24%	**	9%	9%	8%	9%
						b		ab					
INITIATED CHANGE ONLY	64	*	41	3	38	23	18	3	**	9	26	11	24
	7%	1%	7%	4%	7%	6%	8%	4%	**	8%	7%	8%	7%
			a										
BOTH SWITCHED AND INITIATED CHANGE	9	-	4	1	4	2	2	-	**	-	4	1	3
	1%	-%	1%	1%	1%	1%	1%	-%	**	-%	1%	*%	1%
NEITHER	794	49	493	80	463	348	194	62	**	97	326	113	310
	81%	91%	83%	90%	83%	83%	85%	72%	**	83%	83%	83%	83%
		b		b		c	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.

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1618	439	337	74	47	92	178	9	7	776	270	857	761
Effective Weighted Sample	1386	409	311	70	44	85	164	8	6	721	249	751	636
Total	976	290	218	52	31	62	124	6	5	508	186	541	435
SWITCHED ONLY	110	28	17	**	**	**	13	**	**	45	23	62	47
	11%	10%	8%	**	**	**	11%	**	**	9%	12%	12%	11%
INITIATED CHANGE ONLY	64	14	21	**	**	**	3	**	**	35	8	46	18
	7%	5%	10% a	**	**	**	2%	**	**	7%	5%	9% b	4%
BOTH SWITCHED AND INITIATED CHANGE	9	1	3	**	**	**	-	**	**	4	1	8	1
	1%	*%	1%	**	**	**	-%	**	**	1%	*%	1% b	*%
NEITHER	794	246	177	**	**	**	108	**	**	423	154	425	369
	81%	85%	81%	**	**	**	87%	**	**	83%	83%	79%	85% 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 mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1618	397	532	-	68	621	261	660	490	1411	205	60	590	620	406
Effective Weighted Sample	1386	324	495	-	63	509	228	576	435	1227	183	55	511	544	354
Total	976	207	342	-	49	378	181	439	273	893	83	26	392	392	191
SWITCHED ONLY	110	22	31	**	**	53	23	50	25	99	10	**	49	44	17
	11%	11%	9%	**	**	14% b	13%	11%	9%	11%	13%	**	12%	11%	9%
INITIATED CHANGE ONLY	64	15	24	**	**	23	15	27	17	59	5	**	29	23	12
	7%	7%	7%	**	**	6%	8%	6%	6%	7%	6%	**	8%	6%	6%
BOTH SWITCHED AND INITIATED CHANGE	9	1	3	**	**	5	5	3	1	9	-	**	7	2	1
	1%	*%	1%	**	**	1%	3% bcde	1%	*%	1%	-%	**	2% c	1%	*%
NEITHER	794	170	283	**	**	298	138	359	229	726	67	**	308	324	162
	81%	82%	83%	**	**	79%	76%	82%	84% a	81%	81%	**	78%	83%	85% a

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's mobile phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1618	775	843	382	577	358	301	1404	214	1385	101	77	55	178	373	251
Effective Weighted Sample	1386	658	731	344	504	322	255	1208	179	1194	82	65	45	146	330	226
Total	976	482	494	294	326	171	185	856	120	847	56	42	31	94	228	178
SWITCHED ONLY	110	58	51	29	46	19	15	99	11	101	3	**	**	12	22	24
	11%	12%	10%	10%	14% d	11%	8%	12%	9%	12%	6%	**	**	13%	10%	13%
INITIATED CHANGE ONLY	64	33	31	26	20	10	8	56	8	58	2	**	**	6	15	15
	7%	7%	6%	9% d	6%	6%	4%	7%	7%	7%	4%	**	**	7%	6%	9%
BOTH SWITCHED AND INITIATED CHANGE	9	5	4	3	3	3	-	8	1	7	1	**	**	-	4	2
	1%	1%	1%	1%	1%	2% d	-%	1%	1%	1%	3%	**	**	-%	2%	1%
NEITHER	794	386	408	237	257	138	161	693	101	682	49	**	**	76	187	137
	81%	80%	83%	80%	79%	81%	87% abc	81%	84%	80%	87%	**	**	81%	82%	77%

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

Any break column with 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 mobile phone contract standalone service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1618	195	1286
Effective Weighted Sample	1386	167	1108
Total	976	109	786
SWITCHED ONLY	110	13	85
	11%	12%	11%
INITIATED CHANGE ONLY	64	9	49
	7%	8%	6%
BOTH SWITCHED AND INITIATED CHANGE	9	1	7
	1%	1%	1%
NEITHER	794	86	645
	81%	79%	82%

Columns Tested: a,b

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

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 phone contract standalone 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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1618	70	934	119	885	664	340	126	85	1618	-	1618	-	1080	538	203
Effective Weighted Sample	1386	58	821	103	776	588	292	110	75	1386	-	1386	-	925	461	170
Total	976	37	553	68	522	402	189	77	51	976	-	976	-	651	325	119
Received a discount	41	**	26	1	25	17	9	2	**	41	**	41	**	29	12	3
	4%	**	5%	2%	5%	4%	5%	3%	**	4%	**	4%	**	4%	4%	3%
Added extra or improved services	38	**	23	2	21	16	7	1	**	38	**	38	**	25	13	5
	4%	**	4%	3%	4%	4%	4%	1%	**	4%	**	4%	**	4%	4%	5%
Reduced or downgraded services	9	**	7	1	6	4	4	1	**	9	**	9	**	7	1	2
	1%	**	1%	2%	1%	1%	2%	1%	**	1%	**	1%	**	1%	*%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	**	44	4	41	30	14	3	**	73	**	73	**	50	23	9
	7%	**	8%	6%	8%	8%	8%	4%	**	7%	**	7%	**	8%	7%	8%
ALL 3 CHANGES	1	**	1	-	1	-	1	-	**	1	**	1	**	1	-	-
	*%	**	*%	-%	*%	-%	*%	-%	**	*%	**	*%	**	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	**	7	*	7	5	2	1	**	10	**	10	**	6	4	2
	1%	**	1%	*%	1%	1%	1%	1%	**	1%	**	1%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	2	**	2	-	2	1	1	*	**	2	**	2	**	2	-	-
	*%	**	*%	-%	*%	*%	*%	*%	**	*%	**	*%	**	*%	-%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	1	1	1	1	-	**	1	**	1	**	1	1	-
	*%	**	*%	1%	*%	*%	*%	-%	**	*%	**	*%	**	*%	*%	-%
DISCOUNT ONLY	28	**	15	1	15	11	5	1	**	28	**	28	**	20	9	2
	3%	**	3%	2%	3%	3%	3%	2%	**	3%	**	3%	**	3%	3%	1%
EXTRA SERVICES ONLY	26	**	14	2	12	11	3	*	**	26	**	26	**	17	9	4
	3%	**	2%	2%	2%	3%	2%	*%	**	3%	**	3%	**	3%	3%	3%
REDUCED SERVICES ONLY	4	**	3	1	2	2	1	*	**	4	**	4	**	3	1	2
	*%	**	1%	1%	*%	*%	1%	*%	**	*%	**	*%	**	1%	*%	2%
																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.

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 phone contract standalone 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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1618	70	934	119	885	664	340	126	85	1618	-	1618	-	1080	538	203
Effective Weighted Sample	1386	58	821	103	776	588	292	110	75	1386	-	1386	-	925	461	170
Total	976	37	553	68	522	402	189	77	51	976	-	976	-	651	325	119
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	**	509	64	482	371	174	74	**	903	**	903	**	601	303	110
	93%	**	92%	94%	92%	92%	92%	96%	**	93%	**	93%	**	92%	93%	92%

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 mobile phone contract standalone 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1618	103	992	157	938	695	400	139	92	176	600	206	570
Effective Weighted Sample	1386	80	876	130	826	612	344	121	82	163	557	191	530
Total	976	54	596	89	561	420	229	86	56	116	391	136	372
Received a discount	41	*	27	1	26	15	12	2	**	5	16	5	16
	4%	*%	4%	1%	5%	3%	5%	3%	**	4%	4%	4%	4%
			a		a								
Added extra or improved services	38	*	23	2	22	15	9	1	**	7	14	7	13
	4%	*%	4%	2%	4%	3%	4%	2%	**	6%	4%	5%	4%
Reduced or downgraded services	9	-	8	2	6	3	5	1	**	-	6	2	4
	1%	-%	1%	2%	1%	1%	2%	1%	**	-%	2%	2%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	*	46	4	42	26	20	3	**	9	30	11	28
	7%	1%	8%	4%	8%	6%	9%	4%	**	8%	8%	8%	7%
			a										
ALL 3 CHANGES	1	-	1	-	1	-	1	-	**	-	1	-	1
	*%	-%	*%	-%	*%	-%	*%	-%	**	-%	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	10	-	7	-	7	5	2	1	**	3	2	3	2
	1%	-%	1%	-%	1%	1%	1%	1%	**	2%	1%	2%	1%
DISCOUNT AND REDUCED SERVICES	2	-	2	-	2	1	1	*	**	-	1	-	1
	*%	-%	*%	-%	*%	*%	1%	*%	**	-%	*%	-%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	1	1	1	1	-	**	-	1	1	1
	*%	-%	*%	1%	*%	*%	*%	-%	**	-%	*%	*%	*%
DISCOUNT ONLY	28	*	16	1	16	9	8	1	**	3	12	3	12
	3%	*%	3%	1%	3%	2%	3%	2%	**	2%	3%	2%	3%
EXTRA SERVICES ONLY	26	*	14	1	13	9	5	1	**	4	9	4	9
	3%	*%	2%	1%	2%	2%	2%	1%	**	3%	2%	3%	2%
REDUCED SERVICES ONLY	4	-	4	2	2	2	2	*	**	-	3	2	1
	*%	-%	1%	2%	*%	*%	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.

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 phone contract standalone 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1618	103	992	157	938	695	400	139	92	176	600	206	570
Effective Weighted Sample	1386	80	876	130	826	612	344	121	82	163	557	191	530
Total	976	54	596	89	561	420	229	86	56	116	391	136	372
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	54	550	85	519	394	209	82	**	107	361	125	344
	93%	99% b	92%	96%	92%	94%	91%	96%	**	92%	92%	92%	93%

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 mobile phone contract standalone 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1618	439	337	74	47	92	178	9	7	776	270	857	761
Effective Weighted Sample	1386	409	311	70	44	85	164	8	6	721	249	751	636
Total	976	290	218	52	31	62	124	6	5	508	186	541	435
Received a discount	41	8	13	**	**	**	3	**	**	21	6	26	15
	4%	3%	6% a	**	**	**	2%	**	**	4%	3%	5%	3%
Added extra or improved services	38	9	11	**	**	**	1	**	**	20	4	34	5
	4%	3%	5%	**	**	**	1%	**	**	4%	2%	6% b	1%
Reduced or downgraded services	9	1	5	**	**	**	-	**	**	6	1	7	1
	1%	*%	2% a	**	**	**	-%	**	**	1%	*%	1% b	*%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	16	24	**	**	**	3	**	**	39	9	54	19
	7%	5%	11% a	**	**	**	2%	**	**	8%	5%	10% b	4%
ALL 3 CHANGES	1	-	1	**	**	**	-	**	**	1	-	1	-
	*%	-%	*%	**	**	**	-%	**	**	*%	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	10	2	3	**	**	**	1	**	**	5	2	9	2
	1%	1%	1%	**	**	**	1%	**	**	1%	1%	2% b	*%
DISCOUNT AND REDUCED SERVICES	2	-	1	**	**	**	-	**	**	1	-	2	*
	*%	-%	1%	**	**	**	-%	**	**	*%	-%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	1	1	**	**	**	-	**	**	1	-	1	-
	*%	*%	*%	**	**	**	-%	**	**	*%	-%	*%	-%
DISCOUNT ONLY	28	6	9	**	**	**	2	**	**	14	5	15	13
	3%	2%	4%	**	**	**	1%	**	**	3%	2%	3%	3%
EXTRA SERVICES ONLY	26	6	7	**	**	**	-	**	**	13	2	23	3
	3%	2%	3%	**	**	**	-%	**	**	3%	1%	4% b	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.

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 phone contract standalone 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1618	439	337	74	47	92	178	9	7	776	270	857	761
Effective Weighted Sample	1386	409	311	70	44	85	164	8	6	721	249	751	636
Total	976	290	218	52	31	62	124	6	5	508	186	541	435
REDUCED SERVICES ONLY	4	1	2	**	**	**	-	**	**	3	1	3	1
	*%	*%	1%	**	**	**	-%	**	**	1%	*%	1%	*%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	274	194	**	**	**	121	**	**	468	177	487	416
	93%	95%	89%	**	**	**	98%	**	**	92%	95%	90%	96%
		b											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.

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 phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1618	397	532	-	68	621	261	660	490	1411	205	60	590	620	406
Effective Weighted Sample	1386	324	495	-	63	509	228	576	435	1227	183	55	511	544	354
Total	976	207	342	-	49	378	181	439	273	893	83	26	392	392	191
Received a discount	41	10	15	**	**	15	9	15	13	37	4	**	17	16	8
	4%	5%	4%	**	**	4%	5%	3%	5%	4%	5%	**	4%	4%	4%
Added extra or improved services	38	9	14	**	**	15	12	17	8	37	2	**	22	11	5
	4%	5%	4%	**	**	4%	7% ce	4%	3%	4%	2%	**	5% bc	3%	3%
Reduced or downgraded services	9	2	6	**	**	*	2	3	3	8	*	**	5	2	2
	1%	1% e	2% e	**	**	*%	1%	1%	1%	1%	*%	**	1%	1%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	16	28	**	**	27	20	30	18	68	5	**	36	25	12
	7%	8%	8%	**	**	7%	11% bc	7%	7%	8%	6%	**	9%	6%	6%
ALL 3 CHANGES	1	-	1	**	**	-	1	-	-	1	-	**	1	-	-
	*%	-%	*%	**	**	-%	*%	-%	-%	*%	-%	**	*%	-%	-%
DISCOUNT AND EXTRA SERVICES	10	5	2	**	**	3	3	4	3	9	1	**	4	4	2
	1%	2% be	1%	**	**	1%	1%	1%	1%	1%	1%	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	2	1	1	**	**	-	-	1	1	2	-	**	1	1	-
	*%	*%	*%	**	**	-%	-%	*%	*%	*%	-%	**	*%	*%	-%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	**	**	-	-	1	1	1	-	**	1	-	1
	*%	-%	*%	**	**	-%	-%	*%	*%	*%	-%	**	*%	-%	*%
DISCOUNT ONLY	28	5	11	**	**	12	6	11	8	25	3	**	11	11	6
	3%	2%	3%	**	**	3%	3%	2%	3%	3%	4%	**	3%	3%	3%
EXTRA SERVICES ONLY	26	4	9	**	**	13	9	12	4	25	1	**	16	8	2
	3%	2%	3%	**	**	3%	5% ce	3%	1%	3%	1%	**	4% bc	2%	1%
REDUCED SERVICES ONLY	4	1	2	**	**	*	2	1	1	4	*	**	2	1	1
	*%	*%	1%	**	**	*%	1%	*%	*%	*%	*%	**	1%	*%	1%

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

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

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 phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1618	397	532	-	68	621	261	660	490	1411	205	60	590	620	406
Effective Weighted Sample	1386	324	495	-	63	509	228	576	435	1227	183	55	511	544	354
Total	976	207	342	-	49	378	181	439	273	893	83	26	392	392	191
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	192	315	**	**	350	162	409	255	825	78	**	357	367	179
	93%	92%	92%	**	**	93%	89%	93%	93%	92%	94%	**	91%	94%	94%
								a	a						

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

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

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 phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1618	775	843	382	577	358	301	1404	214	1385	101	77	55	178	373	251
Effective Weighted Sample	1386	658	731	344	504	322	255	1208	179	1194	82	65	45	146	330	226
Total	976	482	494	294	326	171	185	856	120	847	56	42	31	94	228	178
Received a discount	41	19	22	17	12	7	5	36	6	35	3	**	**	5	10	9
	4%	4%	5%	6% d	4%	4%	3%	4%	5%	4%	5%	**	**	5%	5%	5%
Added extra or improved services	38	21	17	15	13	8	3	35	4	35	1	**	**	2	10	10
	4%	4%	3%	5% d	4%	5% d	2%	4%	3%	4%	3%	**	**	3%	4%	6%
Reduced or downgraded services	9	5	3	2	5	2	-	7	2	7	*	**	**	1	4	1
	1%	1%	1%	1%	2% d	1%	-%	1%	1%	1%	1%	**	**	2%	2%	1%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	38	35	28	23	13	8	64	9	65	4	**	**	6	19	17
	7%	8%	7%	10% d	7%	8%	4%	7%	7%	8%	7%	**	**	7%	8%	9%
ALL 3 CHANGES	1	1	-	-	1	-	-	1	-	1	-	**	**	-	1	-
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	-%	*%	-%
DISCOUNT AND EXTRA SERVICES	10	4	6	4	3	3	-	9	1	7	1	**	**	1	3	2
	1%	1%	1%	1% d	1%	2% d	-%	1%	1%	1%	2%	**	**	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	2	1	1	1	1	1	-	1	1	2	-	**	**	1	*	1
	*%	*%	*%	*%	*%	*%	-%	*%	1%	*%	-%	**	**	1%	*%	*%
EXTRA SERVICES AND REDUCED SERVICES	1	1	-	-	1	-	-	1	-	1	-	**	**	1	-	1
	*%	*%	-%	-%	*%	-%	-%	*%	-%	*%	-%	**	**	1%	-%	*%
DISCOUNT ONLY	28	13	15	12	8	4	5	25	4	25	2	**	**	3	6	6
	3%	3%	3%	4%	2%	2%	3%	3%	3%	3%	4%	**	**	4%	3%	3%
EXTRA SERVICES ONLY	26	15	11	10	7	5	3	24	2	26	1	**	**	1	6	8
	3%	3%	2%	3%	2%	3%	2%	3%	2%	3%	1%	**	**	1%	2%	4% a

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

Any break column with 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 phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1618	775	843	382	577	358	301	1404	214	1385	101	77	55	178	373	251
Effective Weighted Sample	1386	658	731	344	504	322	255	1208	179	1194	82	65	45	146	330	226
Total	976	482	494	294	326	171	185	856	120	847	56	42	31	94	228	178
REDUCED SERVICES ONLY	4	2	2	1	2	1	-	3	1	3	*	**	**	-	3	-
	*%	*%	*%	*%	1%	1%	-%	*%	1%	*%	1%	**	**	-%	1%	-%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	444	459	266	303	157	177	792	111	782	52	**	**	88	209	161
	93%	92%	93%	90%	93%	92%	96% a	93%	93%	92%	93%	**	**	93%	92%	91%

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

Any break column with 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 phone contract standalone service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1618	195	1286
Effective Weighted Sample	1386	167	1108
Total	976	109	786
Received a discount	41	4	33
	4%	4%	4%
Added extra or improved services	38	6	31
	4%	6%	4%
Reduced or downgraded services	9	2	5
	1%	2%	1%
		b	
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	73	10	56
	7%	9%	7%
ALL 3 CHANGES	1	-	1
	*%	-%	*%
DISCOUNT AND EXTRA SERVICES	10	1	9
	1%	1%	1%
DISCOUNT AND REDUCED SERVICES	2	1	1
	*%	1%	*%
		b	
EXTRA SERVICES AND REDUCED SERVICES	1	-	1
	*%	-%	*%
DISCOUNT ONLY	28	2	22
	3%	2%	3%
EXTRA SERVICES ONLY	26	5	20
	3%	5%	3%
REDUCED SERVICES ONLY	4	1	2
	*%	1%	*%

Columns Tested: a,b

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

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 phone contract standalone service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1618	195	1286
Effective Weighted Sample	1386	167	1108
Total	976	109	786
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	903	99	730
	93%	91%	93%

Columns Tested: a,b

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

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 phone contract standalone 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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1618	70	934	119	885	664	340	126	85	1618	-	1618	-	1080	538	203
Effective Weighted Sample	1386	58	821	103	776	588	292	110	75	1386	-	1386	-	925	461	170
Total	976	37	553	68	522	402	189	77	51	976	-	976	-	651	325	119
Received a discount	24	**	12	1	10	8	4	3	**	24	**	24	**	17	6	2
	2%	**	2%	2%	2%	2%	2%	3%	**	2%	**	2%	**	3%	2%	2%
Added extra or improved services	11	**	5	2	4	4	3	*	**	11	**	11	**	6	4	-
	1%	**	1%	3% b	1%	1%	1%	1%	**	1%	**	1%	**	1%	1%	-%
Reduced or downgraded services	2	**	-	-	-	-	-	-	**	2	**	2	**	2	-	1
	*%	**	-%	-%	-%	-%	-%	-%	**	*%	**	*%	**	*%	-%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	**	16	4	13	11	6	3	**	33	**	33	**	24	9	3
	3%	**	3%	5%	3%	3%	3%	4%	**	3%	**	3%	**	4%	3%	3%
DISCOUNT AND EXTRA SERVICES	3	**	1	-	1	-	1	-	**	3	**	3	**	1	2	-
	*%	**	*%	-%	*%	-%	1%	-%	**	*%	**	*%	**	*%	1%	-%
DISCOUNT ONLY	21	**	11	1	9	8	3	3	**	21	**	21	**	16	5	2
	2%	**	2%	2%	2%	2%	2%	3%	**	2%	**	2%	**	2%	1%	2%
EXTRA SERVICES ONLY	8	**	4	2	3	4	2	*	**	8	**	8	**	5	3	-
	1%	**	1%	3% b	1%	1%	1%	1%	**	1%	**	1%	**	1%	1%	-%
REDUCED SERVICES ONLY	2	**	-	-	-	-	-	-	**	2	**	2	**	2	-	1
	*%	**	-%	-%	-%	-%	-%	-%	**	*%	**	*%	**	*%	-%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	**	537	65	509	390	183	74	**	943	**	943	**	627	316	116
	97%	**	97%	95%	97%	97%	97%	96%	**	97%	**	97%	**	96%	97%	97%

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 mobile phone contract standalone 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: 95%		a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1618	103	992	157	938	695	400	139	92	176	600	206	570
Effective Weighted Sample	1386	80	876	130	826	612	344	121	82	163	557	191	530
Total	976	54	596	89	561	420	229	86	56	116	391	136	372
Received a discount	24	1	13	3	12	10	4	4	**	3	8	4	7
	2%	3%	2%	3%	2%	2%	2%	4%	**	3%	2%	3%	2%
Added extra or improved services	11	*	6	1	5	5	2	*	**	1	4	2	3
	1%	1%	1%	2%	1%	1%	1%	*%	**	1%	1%	2%	1%
Reduced or downgraded services	2	-	-	-	-	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	2	18	4	16	15	5	4	**	4	12	5	10
	3%	3%	3%	5%	3%	4%	2%	5%	**	3%	3%	4%	3%
DISCOUNT AND EXTRA SERVICES	3	-	1	-	1	-	1	-	**	1	-	1	-
	*%	-%	*%	-%	*%	-%	*%	-%	**	1% b	-%	1% b	-%
DISCOUNT ONLY	21	1	12	3	11	10	3	4	**	2	8	3	7
	2%	3%	2%	3%	2%	2%	1%	4% b	**	2%	2%	2%	2%
EXTRA SERVICES ONLY	8	*	5	1	4	5	1	*	**	*	4	1	3
	1%	1%	1%	2%	1%	1%	*%	*%	**	*%	1%	1%	1%
REDUCED SERVICES ONLY	2	-	-	-	-	-	-	-	**	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	**	-%	-%	-%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	52	577	85	545	405	224	81	**	113	379	131	361
	97%	97%	97%	95%	97%	96%	98%	95%	**	97%	97%	96%	97%

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 mobile phone contract standalone 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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1618	439	337	74	47	92	178	9	7	776	270	857	761
Effective Weighted Sample	1386	409	311	70	44	85	164	8	6	721	249	751	636
Total	976	290	218	52	31	62	124	6	5	508	186	541	435
Received a discount	24	6	5	**	**	**	1	**	**	11	4	13	10
	2%	2%	2%	**	**	**	1%	**	**	2%	2%	2%	2%
Added extra or improved services	11	2	3	**	**	**	-	**	**	5	1	8	3
	1%	1%	1%	**	**	**	-%	**	**	1%	*%	1%	1%
Reduced or downgraded services	2	-	-	**	**	**	1	**	**	-	1	1	1
	*%	-%	-%	**	**	**	1%	**	**	-%	*%	*%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	7	8	**	**	**	2	**	**	15	5	21	12
	3%	3%	4%	**	**	**	1%	**	**	3%	3%	4%	3%
DISCOUNT AND EXTRA SERVICES	3	1	-	**	**	**	-	**	**	1	-	1	2
	*%	*%	-%	**	**	**	-%	**	**	*%	-%	*%	*%
DISCOUNT ONLY	21	5	5	**	**	**	1	**	**	10	4	12	9
	2%	2%	2%	**	**	**	1%	**	**	2%	2%	2%	2%
EXTRA SERVICES ONLY	8	1	3	**	**	**	-	**	**	4	1	7	1
	1%	1%	1%	**	**	**	-%	**	**	1%	*%	1% b	*%
REDUCED SERVICES ONLY	2	-	-	**	**	**	1	**	**	-	1	1	1
	*%	-%	-%	**	**	**	1%	**	**	-%	*%	*%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	282	210	**	**	**	122	**	**	492	181	520	423
	97%	97%	96%	**	**	**	99%	**	**	97%	97%	96%	97%

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 mobile phone contract standalone service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1618	397	532	-	68	621	261	660	490	1411	205	60	590	620	406
Effective Weighted Sample	1386	324	495	-	63	509	228	576	435	1227	183	55	511	544	354
Total	976	207	342	-	49	378	181	439	273	893	83	26	392	392	191
Received a discount	24	6	6	**	**	10	7	11	4	22	2	**	13	8	3
	2%	3%	2%	**	**	3%	4% c	2%	1%	2%	2%	**	3%	2%	1%
Added extra or improved services	11	2	3	**	**	5	4	4	1	10	1	**	6	3	2
	1%	1%	1%	**	**	1%	2% c	1%	*%	1%	1%	**	1%	1%	1%
Reduced or downgraded services	2	-	-	**	**	2	*	1	-	1	1	**	1	-	1
	*%	-%	-%	**	**	*%	*%	*%	-%	*%	1% cd	**	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	7	9	**	**	15	10	15	5	30	4	**	18	11	5
	3%	3%	3%	**	**	4%	5% c	3%	2%	3%	4%	**	5%	3%	3%
DISCOUNT AND EXTRA SERVICES	3	1	-	**	**	2	2	1	-	3	-	**	2	1	-
	*%	*%	-%	**	**	*%	1% c	*%	-%	*%	-%	**	*%	*%	-%
DISCOUNT ONLY	21	5	6	**	**	9	5	10	4	19	2	**	11	7	3
	2%	2%	2%	**	**	2%	3%	2%	1%	2%	2%	**	3%	2%	1%
EXTRA SERVICES ONLY	8	1	3	**	**	3	3	3	1	7	1	**	4	2	2
	1%	1%	1%	**	**	1%	1%	1%	*%	1%	1%	**	1%	1%	1%
REDUCED SERVICES ONLY	2	-	-	**	**	2	*	1	-	1	1	**	1	-	1
	*%	-%	-%	**	**	*%	*%	*%	-%	*%	1% cd	**	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	201	333	**	**	363	172	424	268	863	79	**	375	382	186
	97%	97%	97%	**	**	96%	95%	97%	98% a	97%	96%	**	95%	97%	97%

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

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

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 phone contract standalone service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1618	775	843	382	577	358	301	1404	214	1385	101	77	55	178	373	251
Effective Weighted Sample	1386	658	731	344	504	322	255	1208	179	1194	82	65	45	146	330	226
Total	976	482	494	294	326	171	185	856	120	847	56	42	31	94	228	178
Received a discount	24	10	13	5	9	4	4	21	2	22	1	**	**	1	7	5
	2%	2%	3%	2%	3%	3%	2%	2%	2%	3%	1%	**	**	1%	3%	3%
Added extra or improved services	11	5	6	4	3	2	*	9	2	10	-	**	**	1	2	4
	1%	1%	1%	2%	1%	1%	*%	1%	1%	1%	-%	**	**	1%	1%	2%
Reduced or downgraded services	2	2	*	1	1	-	*	2	-	2	-	**	**	*	-	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	**	**	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	16	18	9	13	7	5	30	4	31	1	**	**	3	8	9
	3%	3%	4%	3%	4%	4%	3%	3%	3%	4%	1%	**	**	3%	3%	5%
DISCOUNT AND EXTRA SERVICES	3	1	2	2	1	-	-	3	-	3	-	**	**	-	1	1
	*%	*%	*%	1%	*%	-%	-%	*%	-%	*%	-%	**	**	-%	*%	1%
DISCOUNT ONLY	21	9	12	3	9	4	4	19	2	19	1	**	**	1	6	4
	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%	1%	**	**	1%	3%	2%
EXTRA SERVICES ONLY	8	4	4	3	3	2	*	7	2	7	-	**	**	1	1	3
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	-%	**	**	1%	1%	1%
REDUCED SERVICES ONLY	2	2	*	1	1	-	*	2	-	2	-	**	**	*	-	1
	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%	-%	**	**	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	466	477	286	313	164	180	826	117	816	55	**	**	91	220	169
	97%	97%	96%	97%	96%	96%	97%	97%	97%	96%	99%	**	**	97%	97%	95%

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

Any break column with 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 phone contract standalone service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1618	195	1286
Effective Weighted Sample	1386	167	1108
Total	976	109	786
Received a discount	24	2	21
	2%	2%	3%
Added extra or improved services	11	1	9
	1%	1%	1%
Reduced or downgraded services	2	-	2
	*%	-%	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	33	2	30
	3%	2%	4%
DISCOUNT AND EXTRA SERVICES	3	1	2
	*%	1%	*%
DISCOUNT ONLY	21	1	19
	2%	1%	2%
EXTRA SERVICES ONLY	8	*	7
	1%	*%	1%
REDUCED SERVICES ONLY	2	-	2
	*%	-%	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	943	107	756
	97%	98%	96%

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
SWITCHED IN LAST 12 MONTHS	111	**	93	8	89	93	3	90	61	97	13	98	12	81	29	33
	12%	**	12%	9%	12%	17%	1%	92%	93%	13%	12%	12%	14%	14%	10%	34%
						b		ab	ab					b		ab
CURRENTLY LOOKING FOR A NEW DEAL	38	**	30	4	29	25	8	2	2	31	5	33	3	24	11	3
	4%	**	4%	5%	4%	5%	3%	2%	3%	4%	5%	4%	4%	4%	4%	3%
NEITHER	764	**	645	73	603	426	250	8	5	646	92	666	72	474	264	60
	84%	**	84%	87%	84%	79%	96%	8%	7%	84%	84%	84%	83%	82%	87%	63%
						cd	acd							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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
SWITCHED IN LAST 12 MONTHS	111	8	103	12	99	111	-	111	75	17	61	19	58
	12%	11%	12%	9%	13%	19%	-%	100%	100%	13%	12%	12%	12%
						b		ab	ab				
CURRENTLY LOOKING FOR A NEW DEAL	38	5	33	7	32	27	11	3	3	12	13	13	12
	4%	7%	4%	5%	4%	5%	3%	3%	4%	9%	3%	8%	2%
										b		b	
NEITHER	764	59	705	111	654	434	330	-	-	104	441	128	417
	84%	81%	84%	85%	84%	76%	97%	-%	-%	79%	86%	80%	86%
						cd	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
SWITCHED IN LAST 12 MONTHS	111	62	16	**	**	11	11	**	**	78	23	66	45
	12%	17% b	6%	**	**	16%	9%	**	**	12%	12%	14% b	10%
CURRENTLY LOOKING FOR A NEW DEAL	38	11	14	**	**	5	5	**	**	25	10	27	12
	4%	3%	5%	**	**	6%	4%	**	**	4%	5%	6% b	3%
NEITHER	764	294	251	**	**	56	108	**	**	545	164	389	375
	84%	80%	90% a	**	**	79%	87%	**	**	84%	84%	81%	87% 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
SWITCHED IN LAST 12 MONTHS	111	35	48	**	16	7	**	65	31	106	5	1	44	49	17
	12%	13%	12%	**	14%	10%	**	15%	10%	13%	4%	2%	19%	12%	7%
								cef	ef	cef			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	38	17	8	**	5	5	**	19	12	34	5	2	12	15	11
	4%	6%	2%	**	4%	7%	**	5%	4%	4%	4%	5%	5%	4%	4%
		b				b									
NEITHER	764	223	346	**	95	59	**	341	280	654	110	38	174	356	234
	84%	82%	86%	**	82%	82%	**	81%	87%	83%	92%	93%	76%	85%	89%
			a						bd		bcd	bd		a	ab

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

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
SWITCHED IN LAST 12 MONTHS	111	51	60	33	30	25	23	99	12	102	4	**	**	16	37	26
	12%	11%	13%	11%	10%	15%	14%	13%	10%	13%	8%	**	**	16%	17%	15%
						b										
CURRENTLY LOOKING FOR A NEW DEAL	38	21	17	19	8	4	7	35	4	35	1	**	**	5	6	10
	4%	5%	4%	7%	3%	3%	4%	4%	3%	4%	2%	**	**	5%	3%	6%
				bc												
NEITHER	764	383	381	237	255	130	143	663	101	650	47	**	**	78	179	140
	84%	85%	83%	83%	87%	82%	82%	84%	87%	83%	90%	**	**	78%	81%	80%
					acd						a					

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
SWITCHED IN LAST 12 MONTHS	111	17	84
	12%	14%	12%
CURRENTLY LOOKING FOR A NEW DEAL	38	7	29
	4%	5%	4%
NEITHER	764	102	599
	84%	81%	84%

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	1617	66	1368	150	1284	935	499	166	114	1347	201	1391	157	1004	544	173
Effective Weighted Sample	1386	56	1181	129	1108	816	422	143	98	1163	170	1198	134	867	465	148
Total	910	37	765	84	718	541	262	98	65	771	109	794	87	577	303	96
SWITCHED IN LAST 12 MONTHS	75	**	65	7	61	65	2	62	59	65	9	65	9	53	22	22
	8%	**	8%	8%	8%	12%	1%	63%	91%	8%	8%	8%	10%	9%	7%	23%
						b		ab	abc							ab
CURRENTLY LOOKING FOR A NEW DEAL	38	**	30	4	29	25	8	2	2	31	5	33	3	24	11	3
	4%	**	4%	5%	4%	5%	3%	2%	3%	4%	5%	4%	4%	4%	4%	3%
NEITHER	800	**	673	74	630	453	251	35	6	677	96	698	75	501	272	71
	88%	**	88%	88%	88%	84%	96%	36%	9%	88%	88%	88%	87%	87%	90%	74%
						cd	acd	d						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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1617	139	1478	240	1377	975	642	190	130	208	823	253	778
Effective Weighted Sample	1386	108	1278	195	1191	848	539	161	112	193	758	234	717
Total	910	72	838	130	781	568	342	111	75	132	515	160	487
SWITCHED IN LAST 12 MONTHS	75	5	70	7	67	75	-	75	75	11	40	13	38
	8%	6%	8%	6%	9%	13%	-%	67%	100%	9%	8%	8%	8%
						b		ab	abc				
CURRENTLY LOOKING FOR A NEW DEAL	38	5	33	7	32	27	11	3	3	12	13	13	12
	4%	7%	4%	5%	4%	5%	3%	3%	4%	9%	3%	8%	2%
										b		b	
NEITHER	800	62	737	115	684	469	330	35	-	109	462	134	437
	88%	86%	88%	89%	88%	83%	97%	32%	-%	83%	90%	84%	90%
						cd	acd	d			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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1617	574	456	90	59	117	201	12	9	1030	318	792	825
Effective Weighted Sample	1386	531	419	85	56	108	184	11	8	950	292	691	700
Total	910	366	280	61	38	71	125	8	6	646	196	479	432
SWITCHED IN LAST 12 MONTHS	75	40	12	**	**	8	9	**	**	51	17	44	31
	8%	11% b	4%	**	**	11%	8%	**	**	8%	9%	9%	7%
CURRENTLY LOOKING FOR A NEW DEAL	38	11	14	**	**	5	5	**	**	25	10	27	12
	4%	3%	5%	**	**	6%	4%	**	**	4%	5%	6% b	3%
NEITHER	800	315	256	**	**	59	110	**	**	571	170	411	389
	88%	86%	91% a	**	**	84%	88%	**	**	88%	87%	86%	90% 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	~a	b	c	d	e	f	a	b	c
Unweighted total	1617	556	645	85	196	137	74	634	587	1295	322	107	358	669	590
Effective Weighted Sample	1386	446	595	77	166	106	60	561	529	1137	297	99	309	594	519
Total	910	274	402	49	115	72	46	423	323	791	120	41	230	418	263
SWITCHED IN LAST 12 MONTHS	75	25	33	**	11	4	**	40	26	70	5	1	23	36	16
	8%	9%	8%	**	10%	5%	**	10%	8%	9%	4%	2%	10%	9%	6%
								ef	ef	ef			c		
CURRENTLY LOOKING FOR A NEW DEAL	38	17	8	**	5	5	**	19	12	34	5	2	12	15	11
	4%	6%	2%	**	4%	7%	**	5%	4%	4%	4%	5%	5%	4%	4%
		b				b									
NEITHER	800	233	361	**	100	62	**	365	285	690	110	38	196	368	236
	88%	85%	90%	**	87%	87%	**	86%	88%	87%	92%	93%	85%	88%	90%
			a								bd				a

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

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

FIXED BROADBAND - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's fixed broadband service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1617	774	843	391	558	358	310	1406	211	1367	108	80	62	183	370	256
Effective Weighted Sample	1386	661	728	352	490	328	263	1207	178	1183	87	69	48	157	329	228
Total	910	454	457	286	292	159	173	794	116	785	52	43	30	99	221	174
SWITCHED IN LAST 12 MONTHS	75	37	37	19	21	17	18	65	9	68	3	**	**	11	25	16
	8%	8%	8%	7%	7%	11%	10%	8%	8%	9%	6%	**	**	11%	11%	9%
CURRENTLY LOOKING FOR A NEW DEAL	38	21	17	19	8	4	7	35	4	35	1	**	**	5	6	10
	4%	5%	4%	7% bc	3%	3%	4%	4%	3%	4%	2%	**	**	5%	3%	6%
NEITHER	800	396	403	250	264	138	148	696	104	684	47	**	**	83	190	150
	88%	87%	88%	87%	90% d	87%	86%	88%	89%	87%	91%	**	**	83%	86%	86%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1617	245	1228
Effective Weighted Sample	1386	210	1060
Total	910	126	709
SWITCHED IN LAST 12 MONTHS	75	13	54
	8%	11%	8%
CURRENTLY LOOKING FOR A NEW DEAL	38	7	29
	4%	5%	4%
NEITHER	800	106	628
	88%	84%	89%
			a

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
SWITCHED IN LAST 12 MONTHS	67	**	55	4	53	53	4	48	**	58	7	59	6	45	20	17
	10%	**	9%	6%	10%	13%	2%	67%	**	10%	9%	10%	9%	10%	9%	24%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	19	**	17	2	17	14	4	3	**	15	3	16	3	14	5	1
	3%	**	3%	3%	3%	3%	2%	4%	**	3%	4%	3%	4%	3%	2%	1%
NEITHER	618	**	504	59	473	348	184	22	**	516	71	529	57	377	210	52
	88%	**	88%	91%	87%	84%	96%	30%	**	88%	87%	88%	87%	87%	89%	75%
						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.

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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
SWITCHED IN LAST 12 MONTHS	67	**	60	**	57	58	3	52	**	17	49	19	48
	10%	**	10%	**	10%	14%	1%	67%	**	10%	9%	9%	10%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	19	**	17	**	17	13	5	2	**	8	11	9	10
	3%	**	3%	**	3%	3%	2%	3%	**	5%	2%	4%	2%
										b		b	
NEITHER	618	**	551	**	518	343	224	23	**	149	469	179	439
	88%	**	88%	**	88%	83%	97%	30%	**	85%	89%	87%	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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1110	610	500	97	64	-	-	-	-	1110	-	557	553
Effective Weighted Sample	1023	565	458	91	60	-	-	-	-	1023	-	521	504
Total	703	390	313	67	42	-	-	-	-	703	-	371	332
SWITCHED IN LAST 12 MONTHS	67	67	-	**	**	**	**	**	**	67	**	39	28
	10%	17% b	-%	**	**	**	**	**	**	10%	**	10%	8%
CURRENTLY LOOKING FOR A NEW DEAL	19	14	6	**	**	**	**	**	**	19	**	11	8
	3%	4%	2%	**	**	**	**	**	**	3%	**	3%	2%
NEITHER	618	310	308	**	**	**	**	**	**	618	**	321	296
	88%	80%	98% a	**	**	**	**	**	**	88%	**	87%	89%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1110	151	644	85	148	84	43	418	431	892	218	70	227	481	402
Effective Weighted Sample	1023	140	594	77	137	79	42	403	409	844	208	66	219	454	372
Total	703	94	402	49	99	61	34	318	260	611	92	31	172	329	202
SWITCHED IN LAST 12 MONTHS	67	9	39	**	9	**	**	35	22	65	2	**	28	31	8
	10%	9%	10%	**	9%	**	**	11%	9%	11%	2%	**	16%	9%	4%
								e	e	e			bc	c	
CURRENTLY LOOKING FOR A NEW DEAL	19	6	7	**	2	**	**	8	5	15	4	**	7	6	7
	3%	6%	2%	**	2%	**	**	3%	2%	3%	4%	**	4%	2%	3%
		bd													
NEITHER	618	80	356	**	88	**	**	275	232	532	86	**	138	293	187
	88%	85%	89%	**	89%	**	**	87%	89%	87%	93%	**	80%	89%	92%
											bd			a	a

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

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

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
SWITCHED IN LAST 12 MONTHS	67	33	34	19	18	14	15	62	5	60	**	**	**	10	21	17
	10%	10%	9%	9%	8%	12%	11%	10%	7%	10%	**	**	**	14%	12%	12%
CURRENTLY LOOKING FOR A NEW DEAL	19	10	9	6	5	2	6	17	2	18	**	**	**	4	1	4
	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	**	**	**	6% b	1%	3%
NEITHER	618	298	319	190	206	103	119	548	69	515	**	**	**	59	146	116
	88%	87%	88%	88%	90%	86%	86%	88%	90%	87%	**	**	**	81%	87%	84%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1110	174	845
Effective Weighted Sample	1023	158	783
Total	703	100	546
SWITCHED IN LAST 12 MONTHS	67	6	49
	10%	6%	9%
CURRENTLY LOOKING FOR A NEW DEAL	19	4	14
	3%	4%	3%
NEITHER	618	90	483
	88%	90%	88%

Columns Tested: a,b

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

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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
SWITCHED IN LAST 12 MONTHS	42	**	34	4	33	33	3	28	**	36	5	37	3	28	13	10
	6%	**	6%	6%	6%	8%	2%	39%	**	6%	6%	6%	5%	6%	6%	15%
						b		ab								ab
CURRENTLY LOOKING FOR A NEW DEAL	19	**	17	2	17	14	4	3	**	15	3	16	3	14	5	1
	3%	**	3%	3%	3%	3%	2%	4%	**	3%	4%	3%	4%	3%	2%	1%
NEITHER	642	**	524	60	492	367	185	41	**	537	74	550	60	394	217	59
	91%	**	91%	91%	91%	89%	96%	57%	**	91%	90%	91%	91%	90%	93%	84%
						c	ac								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.

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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
SWITCHED IN LAST 12 MONTHS	42	**	38	**	35	36	2	31	**	11	31	12	30
	6%	**	6%	**	6%	9%	1%	39%	**	6%	6%	6%	6%
						b		ab					
CURRENTLY LOOKING FOR A NEW DEAL	19	**	17	**	17	13	5	2	**	8	11	9	10
	3%	**	3%	**	3%	3%	2%	3%	**	5%	2%	4%	2%
										b		b	
NEITHER	642	**	572	**	538	365	225	45	**	155	487	186	456
	91%	**	91%	**	91%	88%	97%	58%	**	89%	92%	90%	92%
						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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1110	610	500	97	64	-	-	-	-	1110	-	557	553
Effective Weighted Sample	1023	565	458	91	60	-	-	-	-	1023	-	521	504
Total	703	390	313	67	42	-	-	-	-	703	-	371	332
SWITCHED IN LAST 12 MONTHS	42	42	-	**	**	**	**	**	**	42	**	24	18
	6%	11% b	-%	**	**	**	**	**	**	6%	**	7%	5%
CURRENTLY LOOKING FOR A NEW DEAL	19	14	6	**	**	**	**	**	**	19	**	11	8
	3%	4%	2%	**	**	**	**	**	**	3%	**	3%	2%
NEITHER	642	334	308	**	**	**	**	**	**	642	**	335	307
	91%	86%	98% a	**	**	**	**	**	**	91%	**	90%	92%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1110	151	644	85	148	84	43	418	431	892	218	70	227	481	402
Effective Weighted Sample	1023	140	594	77	137	79	42	403	409	844	208	66	219	454	372
Total	703	94	402	49	99	61	34	318	260	611	92	31	172	329	202
SWITCHED IN LAST 12 MONTHS	42	6	25	**	5	**	**	19	18	40	2	**	11	23	7
	6%	7%	6%	**	6%	**	**	6%	7%	7%	2%	**	7%	7%	3%
								e	e	e				c	
CURRENTLY LOOKING FOR A NEW DEAL	19	6	7	**	2	**	**	8	5	15	4	**	7	6	7
	3%	6%	2%	**	2%	**	**	3%	2%	3%	4%	**	4%	2%	3%
		bd													
NEITHER	642	82	370	**	92	**	**	290	236	556	86	**	154	300	188
	91%	87%	92%	**	93%	**	**	91%	91%	91%	93%	**	90%	91%	93%

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

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
SWITCHED IN LAST 12 MONTHS	42	23	19	10	13	9	10	39	3	39	**	**	**	6	13	10
	6%	7%	5%	4%	6%	8%	7%	6%	4%	7%	**	**	**	9%	8%	7%
CURRENTLY LOOKING FOR A NEW DEAL	19	10	9	6	5	2	6	17	2	18	**	**	**	4	1	4
	3%	3%	3%	3%	2%	2%	4%	3%	3%	3%	**	**	**	6% b	1%	3%
NEITHER	642	308	334	199	211	108	123	570	72	535	**	**	**	62	154	123
	91%	90%	92%	93%	92%	90%	89%	91%	93%	90%	**	**	**	86%	91%	89%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1110	174	845
Effective Weighted Sample	1023	158	783
Total	703	100	546
SWITCHED IN LAST 12 MONTHS	42	3	30
	6%	3%	5%
CURRENTLY LOOKING FOR A NEW DEAL	19	4	14
	3%	4%	3%
NEITHER	642	93	502
	91%	92%	92%

Columns Tested: a,b

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

SUMMARY 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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1110	53	930	106	877	663	320	109	73	914	135	940	109	673	376	112
Effective Weighted Sample	1023	49	858	99	808	611	296	102	68	846	123	869	100	623	346	104
Total	703	32	575	65	541	414	192	72	46	588	82	604	66	436	234	70
SWITCHED ONLY	39	**	32	4	31	32	3	27	**	34	4	35	2	25	12	10
	6%	**	6%	6%	6%	8% b	2%	37% ab	**	6%	5%	6%	4%	6%	5%	14% ab
INITIATED CHANGE ONLY	117	**	100	8	95	66	37	4	**	103	12	105	10	80	35	10
	17%	**	17%	13%	18%	16% c	19% c	6%	**	17%	15%	17%	15%	18%	15%	14%
BOTH SWITCHED AND INITIATED CHANGE	3	**	2	-	2	2	-	2	**	2	1	2	1	2	1	1
	*%	**	*%	-%	*%	*%	-%	2% ab	**	*%	1%	*%	1%	1%	*%	1%
NEITHER	545	**	441	53	414	315	152	39	**	449	65	461	53	328	186	50
	77%	**	77%	82%	76%	76% c	79% c	55%	**	76%	79%	76%	80%	75%	80%	71%

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: 95%		~a	b	~a	b	a	b	c	~d	a	b	a	b
Unweighted total	1110	29	1001	85	945	649	381	116	80	265	845	316	794
Effective Weighted Sample	1023	27	923	79	871	601	350	108	74	245	779	292	731
Total	703	19	627	55	590	414	232	78	51	174	529	207	497
SWITCHED ONLY	39	**	35	**	33	34	2	28	**	10	28	11	28
	6%	**	6%	**	6%	8%	1%	36%	**	6%	5%	5%	6%
						b		ab					
INITIATED CHANGE ONLY	117	**	108	**	102	62	49	7	**	21	96	27	90
	17%	**	17%	**	17%	15%	21%	8%	**	12%	18%	13%	18%
							ac				a		a
BOTH SWITCHED AND INITIATED CHANGE	3	**	2	**	2	2	-	2	**	1	2	1	2
	*%	**	*%	**	*%	1%	-%	3%	**	1%	*%	*%	*%
								ab					
NEITHER	545	**	482	**	453	316	181	41	**	142	402	168	377
	77%	**	77%	**	77%	76%	78%	52%	**	82%	76%	81%	76%
						c	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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	1110	610	500	97	64	-	-	-	-	1110	-	557	553
Effective Weighted Sample	1023	565	458	91	60	-	-	-	-	1023	-	521	504
Total	703	390	313	67	42	-	-	-	-	703	-	371	332
SWITCHED ONLY	39	39	-	**	**	**	**	**	**	39	**	23	16
	6%	10% b	-%	**	**	**	**	**	**	6%	**	6%	5%
INITIATED CHANGE ONLY	117	59	57	**	**	**	**	**	**	117	**	76	41
	17%	15%	18%	**	**	**	**	**	**	17%	**	20% b	12%
BOTH SWITCHED AND INITIATED CHANGE	3	3	-	**	**	**	**	**	**	3	**	1	2
	*%	1% b	-%	**	**	**	**	**	**	*%	**	*%	1%
NEITHER	545	288	256	**	**	**	**	**	**	545	**	271	274
	77%	74%	82% a	**	**	**	**	**	**	77%	**	73%	82% 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 Pay TV service

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	1110	151	644	85	148	84	43	418	431	892	218	70	227	481	402
Effective Weighted Sample	1023	140	594	77	137	79	42	403	409	844	208	66	219	454	372
Total	703	94	402	49	99	61	34	318	260	611	92	31	172	329	202
SWITCHED ONLY	39	6	23	**	5	**	**	18	15	37	2	**	11	21	7
	6%	7%	6%	**	5%	**	**	6%	6% e	6% e	2%	**	6%	6%	3%
INITIATED CHANGE ONLY	117	12	76	**	11	**	**	55	44	104	13	**	31	52	33
	17%	13%	19% d	**	11%	**	**	17%	17%	17%	14%	**	18%	16%	16%
BOTH SWITCHED AND INITIATED CHANGE	3	-	2	**	1	**	**	1	2	3	-	**	1	2	-
	*%	-%	*%	**	1%	**	**	*%	1%	1%	-%	**	*%	1%	-%
NEITHER	545	76	301	**	83	**	**	243	197	468	77	**	130	253	162
	77%	81%	75%	**	84% b	**	**	77%	76%	77%	83% cd	**	75%	77%	80%

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's Pay TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1110	521	589	268	393	244	205	989	121	929	82	61	38	112	259	187
Effective Weighted Sample	1023	480	545	256	372	233	194	912	111	857	75	56	36	105	245	176
Total	703	342	361	215	229	120	139	627	77	592	50	37	24	72	168	138
SWITCHED ONLY	39	21	17	10	13	8	8	37	2	36	**	**	**	5	13	8
	6%	6%	5%	4%	5%	7%	6%	6%	3%	6%	**	**	**	7%	8%	6%
INITIATED CHANGE ONLY	117	59	58	36	46	19	16	104	13	104	**	**	**	7	26	31
	17%	17%	16%	17%	20% d	16%	11%	17%	17%	18%	**	**	**	10%	16%	22% a
BOTH SWITCHED AND INITIATED CHANGE	3	2	1	-	1	1	2	2	1	2	**	**	**	1	-	2
	*%	1%	*%	-%	*%	1%	1%	*%	1%	*%	**	**	**	1%	-%	1%
NEITHER	545	259	285	170	170	92	114	484	61	450	**	**	**	59	129	97
	77%	76%	79%	79%	74%	76%	82% b	77%	79%	76%	**	**	**	81% c	77%	70%

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1110	174	845
Effective Weighted Sample	1023	158	783
Total	703	100	546
SWITCHED ONLY	39	3	26
	6%	3%	5%
INITIATED CHANGE ONLY	117	17	91
	17%	17%	17%
BOTH SWITCHED AND INITIATED CHANGE	3	-	3
	*%	-%	1%
NEITHER	545	80	425
	77%	79%	78%

Columns Tested: a,b

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

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	26	175	43	158	121	80	24	16	206	32	214	24	146	92	24
Effective Weighted Sample	245	25	162	40	146	112	75	23	15	191	29	198	22	135	86	22
Total	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
SWITCHED IN LAST 12 MONTHS	17	**	11	**	10	10	**	**	**	14	**	14	**	11	**	**
	10%	**	10%	**	10%	13%	**	**	**	10%	**	10%	**	11%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	8	**	6	**	6	6	**	**	**	7	**	7	**	5	**	**
	5%	**	6%	**	6%	8%	**	**	**	5%	**	5%	**	5%	**	**
NEITHER	149	**	92	**	81	61	**	**	**	117	**	121	**	84	**	**
	85%	**	84%	**	83%	79%	**	**	**	85%	**	85%	**	84%	**	**

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 standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b
Unweighted total	265	27	181	47	161	135	73	24	16	265	-	265	-
Effective Weighted Sample	245	25	167	44	149	125	68	23	15	245	-	245	-
Total	174	18	114	31	100	89	43	17	11	174	-	174	-
SWITCHED IN LAST 12 MONTHS	17	**	11	**	10	11	**	**	**	17	**	17	**
	10%	**	10%	**	10%	12%	**	**	**	10%	**	10%	**
CURRENTLY LOOKING FOR A NEW DEAL	8	**	6	**	6	6	**	**	**	8	**	8	**
	5%	**	6%	**	6%	7%	**	**	**	5%	**	5%	**
NEITHER	149	**	96	**	84	72	**	**	**	149	**	149	**
	85%	**	84%	**	84%	81%	**	**	**	85%	**	85%	**

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 standalone Pay TV 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	265	122	143	23	15	-	-	-	-	265	-	139	126
Effective Weighted Sample	245	114	131	22	15	-	-	-	-	245	-	132	114
Total	174	81	93	17	11	-	-	-	-	174	-	95	79
SWITCHED IN LAST 12 MONTHS	17	17	-	**	**	**	**	**	**	17	**	10	7
	10%	21% b	-%	**	**	**	**	**	**	10%	**	11%	9%
CURRENTLY LOOKING FOR A NEW DEAL	8	6	2	**	**	**	**	**	**	8	**	4	4
	5%	8% b	2%	**	**	**	**	**	**	5%	**	4%	5%
NEITHER	149	58	91	**	**	**	**	**	**	149	**	81	68
	85%	71%	98% a	**	**	**	**	**	**	85%	**	85%	85%

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 standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	265	149	-	-	32	84	17	96	101	214	51	13	60	102	103
Effective Weighted Sample	245	138	-	-	29	79	17	92	96	202	49	12	58	96	96
Total	174	93	-	-	21	61	13	75	63	151	23	7	46	74	55
SWITCHED IN LAST 12 MONTHS	17	9	**	**	**	**	**	**	6	17	**	**	**	6	2
	10%	9%	**	**	**	**	**	**	10%	12%	**	**	**	8%	4%
CURRENTLY LOOKING FOR A NEW DEAL	8	6	**	**	**	**	**	**	2	7	**	**	**	2	3
	5%	6%	**	**	**	**	**	**	3%	5%	**	**	**	3%	5%
NEITHER	149	78	**	**	**	**	**	**	55	126	**	**	**	65	50
	85%	84%	**	**	**	**	**	**	87%	84%	**	**	**	88%	91%

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

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

PAY TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	265	126	139	63	94	54	54	217	48	220	22	18	5	30	49	50
Effective Weighted Sample	245	116	130	60	89	51	52	201	45	204	20	17	5	28	47	47
Total	174	86	89	50	55	29	40	146	28	145	14	12	3	21	34	35
SWITCHED IN LAST 12 MONTHS	17	7	11	**	**	**	**	17	**	14	**	**	**	**	**	**
	10%	8%	12%	**	**	**	**	11%	**	9%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	8	6	2	**	**	**	**	7	**	8	**	**	**	**	**	**
	5%	7%	2%	**	**	**	**	5%	**	5%	**	**	**	**	**	**
		b														
NEITHER	149	73	76	**	**	**	**	123	**	124	**	**	**	**	**	**
	85%	85%	86%	**	**	**	**	84%	**	85%	**	**	**	**	**	**

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

Any break column with 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 standalone Pay TV service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	265	50	196
Effective Weighted Sample	245	46	182
Total	174	31	132
SWITCHED IN LAST 12 MONTHS	17	**	14
	10%	**	10%
CURRENTLY LOOKING FOR A NEW DEAL	8	**	7
	5%	**	5%
NEITHER	149	**	111
	85%	**	84%

Columns Tested: a,b

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	26	175	43	158	121	80	24	16	206	32	214	24	146	92	24
Effective Weighted Sample	245	25	162	40	146	112	75	23	15	191	29	198	22	135	86	22
Total	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
SWITCHED IN LAST 12 MONTHS	11	**	7	**	6	6	**	**	**	9	**	10	**	6	**	**
	6%	**	6%	**	6%	8%	**	**	**	6%	**	7%	**	6%	**	**
CURRENTLY LOOKING FOR A NEW DEAL	8	**	6	**	6	6	**	**	**	7	**	7	**	5	**	**
	5%	**	6%	**	6%	8%	**	**	**	5%	**	5%	**	5%	**	**
NEITHER	155	**	95	**	85	64	**	**	**	122	**	126	**	88	**	**
	89%	**	88%	**	87%	84%	**	**	**	89%	**	89%	**	89%	**	**

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 standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b
Unweighted total	265	27	181	47	161	135	73	24	16	265	-	265	-
Effective Weighted Sample	245	25	167	44	149	125	68	23	15	245	-	245	-
Total	174	18	114	31	100	89	43	17	11	174	-	174	-
SWITCHED IN LAST 12 MONTHS	11	**	8	**	6	7	**	**	**	11	**	11	**
	6%	**	7%	**	6%	8%	**	**	**	6%	**	6%	**
CURRENTLY LOOKING FOR A NEW DEAL	8	**	6	**	6	6	**	**	**	8	**	8	**
	5%	**	6%	**	6%	7%	**	**	**	5%	**	5%	**
NEITHER	155	**	100	**	88	76	**	**	**	155	**	155	**
	89%	**	88%	**	88%	86%	**	**	**	89%	**	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.

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	265	122	143	23	15	-	-	-	-	265	-	139	126
Effective Weighted Sample	245	114	131	22	15	-	-	-	-	245	-	132	114
Total	174	81	93	17	11	-	-	-	-	174	-	95	79
SWITCHED IN LAST 12 MONTHS	11	11	-	**	**	**	**	**	**	11	**	6	5
	6%	14% b	-%	**	**	**	**	**	**	6%	**	7%	6%
CURRENTLY LOOKING FOR A NEW DEAL	8	6	2	**	**	**	**	**	**	8	**	4	4
	5%	8% b	2%	**	**	**	**	**	**	5%	**	4%	5%
NEITHER	155	64	91	**	**	**	**	**	**	155	**	85	70
	89%	78%	98% a	**	**	**	**	**	**	89%	**	89%	89%

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 standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	265	149	-	-	32	84	17	96	101	214	51	13	60	102	103
Effective Weighted Sample	245	138	-	-	29	79	17	92	96	202	49	12	58	96	96
Total	174	93	-	-	21	61	13	75	63	151	23	7	46	74	55
SWITCHED IN LAST 12 MONTHS	11	6	**	**	**	**	**	**	6	11	**	**	**	5	2
	6%	7%	**	**	**	**	**	**	10%	7%	**	**	**	7%	4%
CURRENTLY LOOKING FOR A NEW DEAL	8	6	**	**	**	**	**	**	2	7	**	**	**	2	3
	5%	6%	**	**	**	**	**	**	3%	5%	**	**	**	3%	5%
NEITHER	155	81	**	**	**	**	**	**	55	133	**	**	**	66	50
	89%	87%	**	**	**	**	**	**	87%	88%	**	**	**	90%	91%

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

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

PAY TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	265	126	139	63	94	54	54	217	48	220	22	18	5	30	49	50
Effective Weighted Sample	245	116	130	60	89	51	52	201	45	204	20	17	5	28	47	47
Total	174	86	89	50	55	29	40	146	28	145	14	12	3	21	34	35
SWITCHED IN LAST 12 MONTHS	11	5	6	**	**	**	**	11	**	10	**	**	**	**	**	**
	6%	6%	7%	**	**	**	**	7%	**	7%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	8	6	2	**	**	**	**	7	**	8	**	**	**	**	**	**
	5%	7%	2%	**	**	**	**	5%	**	5%	**	**	**	**	**	**
		b														
NEITHER	155	74	81	**	**	**	**	129	**	128	**	**	**	**	**	**
	89%	86%	91%	**	**	**	**	88%	**	88%	**	**	**	**	**	**

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

Any break column with 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 standalone Pay TV service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	265	50	196
Effective Weighted Sample	245	46	182
Total	174	31	132
SWITCHED IN LAST 12 MONTHS	11	**	8
	6%	**	6%
CURRENTLY LOOKING FOR A NEW DEAL	8	**	7
	5%	**	5%
NEITHER	155	**	117
	89%	**	89%

Columns Tested: a,b

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	26	175	43	158	121	80	24	16	206	32	214	24	146	92	24
Effective Weighted Sample	245	25	162	40	146	112	75	23	15	191	29	198	22	135	86	22
Total	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
SWITCHED ONLY	10	**	7	**	6	6	**	**	**	8	**	9	**	6	**	**
	6%	**	6%	**	6%	8%	**	**	**	6%	**	6%	**	6%	**	**
INITIATED CHANGE ONLY	21	**	12	**	12	7	**	**	**	18	**	18	**	12	**	**
	12%	**	11%	**	12%	9%	**	**	**	13%	**	13%	**	12%	**	**
BOTH SWITCHED AND INITIATED CHANGE	1	**	-	**	-	-	**	**	**	1	**	1	**	-	**	**
	1%	**	-%	**	-%	-%	**	**	**	1%	**	1%	**	-%	**	**
NEITHER	142	**	90	**	79	63	**	**	**	111	**	115	**	81	**	**
	82%	**	83%	**	81%	83%	**	**	**	80%	**	81%	**	82%	**	**

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 Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b
Unweighted total	265	27	181	47	161	135	73	24	16	265	-	265	-
Effective Weighted Sample	245	25	167	44	149	125	68	23	15	245	-	245	-
Total	174	18	114	31	100	89	43	17	11	174	-	174	-
SWITCHED ONLY	10	**	8	**	6	7	**	**	**	10	**	10	**
	6%	**	7%	**	6%	8%	**	**	**	6%	**	6%	**
INITIATED CHANGE ONLY	21	**	12	**	12	9	**	**	**	21	**	21	**
	12%	**	11%	**	12%	11%	**	**	**	12%	**	12%	**
BOTH SWITCHED AND INITIATED CHANGE	1	**	-	**	-	-	**	**	**	1	**	1	**
	1%	**	-%	**	-%	-%	**	**	**	1%	**	1%	**
NEITHER	142	**	94	**	82	72	**	**	**	142	**	142	**
	82%	**	83%	**	82%	82%	**	**	**	82%	**	82%	**

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 Pay TV 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	265	122	143	23	15	-	-	-	-	265	-	139	126
Effective Weighted Sample	245	114	131	22	15	-	-	-	-	245	-	132	114
Total	174	81	93	17	11	-	-	-	-	174	-	95	79
SWITCHED ONLY	10	10	-	**	**	**	**	**	**	10	**	6	4
	6%	13% b	-%	**	**	**	**	**	**	6%	**	7%	5%
INITIATED CHANGE ONLY	21	6	15	**	**	**	**	**	**	21	**	13	8
	12%	7%	16% a	**	**	**	**	**	**	12%	**	13%	10%
BOTH SWITCHED AND INITIATED CHANGE	1	1	-	**	**	**	**	**	**	1	**	-	1
	1%	1%	-%	**	**	**	**	**	**	1%	**	-%	1%
NEITHER	142	65	78	**	**	**	**	**	**	142	**	76	66
	82%	79%	84%	**	**	**	**	**	**	82%	**	80%	84%

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 Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	265	149	-	-	32	84	17	96	101	214	51	13	60	102	103
Effective Weighted Sample	245	138	-	-	29	79	17	92	96	202	49	12	58	96	96
Total	174	93	-	-	21	61	13	75	63	151	23	7	46	74	55
SWITCHED ONLY	10	6	**	**	**	**	**	**	5	10	**	**	**	4	2
	6%	7%	**	**	**	**	**	**	8%	7%	**	**	**	5%	4%
INITIATED CHANGE ONLY	21	11	**	**	**	**	**	**	8	19	**	**	**	11	4
	12%	12%	**	**	**	**	**	**	13%	13%	**	**	**	14%	8%
BOTH SWITCHED AND INITIATED CHANGE	1	-	**	**	**	**	**	**	1	1	**	**	**	1	-
	1%	-%	**	**	**	**	**	**	1%	1%	**	**	**	1%	-%
NEITHER	142	75	**	**	**	**	**	**	49	121	**	**	**	58	48
	82%	81%	**	**	**	**	**	**	78%	80%	**	**	**	79%	88%

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

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

SUMMARY TO SHOW OVERLAP IN SWITCHING AND INITIATING CHANGE IN LAST 12 MONTHS

Base : Those responsible for the household's standalone Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	265	126	139	63	94	54	54	217	48	220	22	18	5	30	49	50
Effective Weighted Sample	245	116	130	60	89	51	52	201	45	204	20	17	5	28	47	47
Total	174	86	89	50	55	29	40	146	28	145	14	12	3	21	34	35
SWITCHED ONLY	10	5	5	**	**	**	**	10	**	10	**	**	**	**	**	**
	6%	6%	6%	**	**	**	**	7%	**	7%	**	**	**	**	**	**
INITIATED CHANGE ONLY	21	10	11	**	**	**	**	16	**	16	**	**	**	**	**	**
	12%	11%	12%	**	**	**	**	11%	**	11%	**	**	**	**	**	**
BOTH SWITCHED AND INITIATED CHANGE	1	-	1	**	**	**	**	1	**	-	**	**	**	**	**	**
	1%	-%	1%	**	**	**	**	1%	**	-%	**	**	**	**	**	**
NEITHER	142	71	72	**	**	**	**	119	**	119	**	**	**	**	**	**
	82%	82%	81%	**	**	**	**	82%	**	82%	**	**	**	**	**	**

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

Any break column with 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 Pay TV service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	265	50	196
Effective Weighted Sample	245	46	182
Total	174	31	132
SWITCHED ONLY	10	**	7
	6%	**	5%
INITIATED CHANGE ONLY	21	**	17
	12%	**	13%
BOTH SWITCHED AND INITIATED CHANGE	1	**	1
	1%	**	1%
NEITHER	142	**	107
	82%	**	81%

Columns Tested: a,b

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

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 Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	26	175	43	158	121	80	24	16	206	32	214	24	146	92	24
Effective Weighted Sample	245	25	162	40	146	112	75	23	15	191	29	198	22	135	86	22
Total	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
Received a discount	10	**	7	**	7	5	**	**	**	8	**	8	**	3	**	**
	6%	**	6%	**	7%	6%	**	**	**	6%	**	6%	**	3%	**	**
Added extra or improved services	5	**	3	**	3	-	**	**	**	5	**	5	**	4	**	**
	3%	**	2%	**	3%	-%	**	**	**	4%	**	4%	**	4%	**	**
Reduced or downgraded services	9	**	5	**	5	3	**	**	**	8	**	8	**	6	**	**
	5%	**	4%	**	5%	3%	**	**	**	6%	**	6%	**	7%	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	**	12	**	12	7	**	**	**	19	**	19	**	12	**	**
	12%	**	11%	**	12%	9%	**	**	**	14%	**	13%	**	12%	**	**
DISCOUNT AND EXTRA SERVICES	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	**	-	**	**
	*%	**	*%	**	1%	-%	**	**	**	*%	**	*%	**	-%	**	**
DISCOUNT ONLY	8	**	5	**	5	4	**	**	**	6	**	6	**	2	**	**
	4%	**	5%	**	6%	6%	**	**	**	4%	**	4%	**	2%	**	**
EXTRA SERVICES ONLY	3	**	1	**	1	-	**	**	**	3	**	3	**	3	**	**
	2%	**	1%	**	1%	-%	**	**	**	2%	**	2%	**	3%	**	**
REDUCED SERVICES ONLY	8	**	3	**	3	2	**	**	**	7	**	7	**	6	**	**
	4%	**	3%	**	3%	3%	**	**	**	5%	**	5%	**	6%	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	96	**	85	69	**	**	**	118	**	123	**	87	**	**
	88%	**	89%	**	88%	91%	**	**	**	86%	**	87%	**	88%	**	**

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 MAKING CONTACT WITH PROVIDER

Base : Those responsible for the household's standalone Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b
Unweighted total	265	27	181	47	161	135	73	24	16	265	-	265	-
Effective Weighted Sample	245	25	167	44	149	125	68	23	15	245	-	245	-
Total	174	18	114	31	100	89	43	17	11	174	-	174	-
Received a discount	10	**	7	**	7	7	**	**	**	10	**	10	**
	6%	**	6%	**	7%	7%	**	**	**	6%	**	6%	**
Added extra or improved services	5	**	3	**	3	1	**	**	**	5	**	5	**
	3%	**	2%	**	3%	1%	**	**	**	3%	**	3%	**
Reduced or downgraded services	9	**	5	**	5	4	**	**	**	9	**	9	**
	5%	**	4%	**	5%	4%	**	**	**	5%	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	**	12	**	12	9	**	**	**	22	**	22	**
	12%	**	11%	**	12%	11%	**	**	**	12%	**	12%	**
DISCOUNT AND EXTRA SERVICES	1	**	1	**	1	-	**	**	**	1	**	1	**
	1%	**	1%	**	1%	-%	**	**	**	1%	**	1%	**
DISCOUNT AND REDUCED SERVICES	1	**	1	**	1	1	**	**	**	1	**	1	**
	1%	**	1%	**	1%	1%	**	**	**	1%	**	1%	**
EXTRA SERVICES AND REDUCED SERVICES	1	**	1	**	1	1	**	**	**	1	**	1	**
	*%	**	*%	**	1%	1%	**	**	**	*%	**	*%	**
DISCOUNT ONLY	8	**	5	**	5	6	**	**	**	8	**	8	**
	4%	**	5%	**	5%	6%	**	**	**	4%	**	4%	**
EXTRA SERVICES ONLY	3	**	1	**	1	-	**	**	**	3	**	3	**
	2%	**	1%	**	1%	-%	**	**	**	2%	**	2%	**
REDUCED SERVICES ONLY	8	**	3	**	3	2	**	**	**	8	**	8	**
	4%	**	3%	**	3%	3%	**	**	**	4%	**	4%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	101	**	88	79	**	**	**	153	**	153	**
	88%	**	89%	**	88%	89%	**	**	**	88%	**	88%	**

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 standalone Pay TV 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	265	122	143	23	15	-	-	-	-	265	-	139	126
Effective Weighted Sample	245	114	131	22	15	-	-	-	-	245	-	132	114
Total	174	81	93	17	11	-	-	-	-	174	-	95	79
Received a discount	10	3	7	**	**	**	**	**	**	10	**	6	4
	6%	4%	7%	**	**	**	**	**	**	6%	**	7%	5%
Added extra or improved services	5	2	4	**	**	**	**	**	**	5	**	4	2
	3%	2%	4%	**	**	**	**	**	**	3%	**	4%	2%
Reduced or downgraded services	9	2	7	**	**	**	**	**	**	9	**	5	4
	5%	3%	7%	**	**	**	**	**	**	5%	**	5%	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	7	15	**	**	**	**	**	**	22	**	13	9
	12%	8%	16% a	**	**	**	**	**	**	12%	**	13%	11%
DISCOUNT AND EXTRA SERVICES	1	1	1	**	**	**	**	**	**	1	**	1	-
	1%	1%	1%	**	**	**	**	**	**	1%	**	2%	-%
DISCOUNT AND REDUCED SERVICES	1	-	1	**	**	**	**	**	**	1	**	-	1
	1%	-%	1%	**	**	**	**	**	**	1%	**	-%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	**	**	**	**	**	**	1	**	1	-
	*%	-%	1%	**	**	**	**	**	**	*%	**	1%	-%
DISCOUNT ONLY	8	2	5	**	**	**	**	**	**	8	**	5	3
	4%	3%	6%	**	**	**	**	**	**	4%	**	5%	4%
EXTRA SERVICES ONLY	3	1	2	**	**	**	**	**	**	3	**	2	2
	2%	1%	3%	**	**	**	**	**	**	2%	**	2%	2%
REDUCED SERVICES ONLY	8	2	5	**	**	**	**	**	**	8	**	4	4
	4%	3%	6%	**	**	**	**	**	**	4%	**	4%	4%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	75	78	**	**	**	**	**	**	153	**	83	70
	88%	92% b	84%	**	**	**	**	**	**	88%	**	87%	89%

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 standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	265	149	-	-	32	84	17	96	101	214	51	13	60	102	103
Effective Weighted Sample	245	138	-	-	29	79	17	92	96	202	49	12	58	96	96
Total	174	93	-	-	21	61	13	75	63	151	23	7	46	74	55
Received a discount	10	6	**	**	**	**	**	**	6	9	**	**	**	6	3
	6%	7%	**	**	**	**	**	**	9%	6%	**	**	**	8%	6%
Added extra or improved services	5	3	**	**	**	**	**	**	2	5	**	**	**	3	-
	3%	3%	**	**	**	**	**	**	3%	4%	**	**	**	4%	-%
														c	
Reduced or downgraded services	9	5	**	**	**	**	**	**	4	8	**	**	**	5	1
	5%	5%	**	**	**	**	**	**	6%	5%	**	**	**	7%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	11	**	**	**	**	**	**	9	20	**	**	**	12	4
	12%	12%	**	**	**	**	**	**	14%	13%	**	**	**	16%	8%
DISCOUNT AND EXTRA SERVICES	1	1	**	**	**	**	**	**	1	1	**	**	**	1	-
	1%	1%	**	**	**	**	**	**	2%	1%	**	**	**	2%	-%
DISCOUNT AND REDUCED SERVICES	1	1	**	**	**	**	**	**	1	1	**	**	**	1	*
	1%	1%	**	**	**	**	**	**	1%	*%	**	**	**	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	1	1	**	**	**	**	**	**	1	1	**	**	**	1	-
	*%	1%	**	**	**	**	**	**	1%	*%	**	**	**	1%	-%
DISCOUNT ONLY	8	4	**	**	**	**	**	**	4	7	**	**	**	4	3
	4%	5%	**	**	**	**	**	**	6%	4%	**	**	**	5%	6%
EXTRA SERVICES ONLY	3	1	**	**	**	**	**	**	-	3	**	**	**	1	-
	2%	1%	**	**	**	**	**	**	-%	2%	**	**	**	1%	-%
REDUCED SERVICES ONLY	8	3	**	**	**	**	**	**	3	7	**	**	**	4	1
	4%	3%	**	**	**	**	**	**	4%	5%	**	**	**	6%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	81	**	**	**	**	**	**	54	131	**	**	**	62	50
	88%	88%	**	**	**	**	**	**	86%	87%	**	**	**	84%	92%

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

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

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 Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	265	126	139	63	94	54	54	217	48	220	22	18	5	30	49	50
Effective Weighted Sample	245	116	130	60	89	51	52	201	45	204	20	17	5	28	47	47
Total	174	86	89	50	55	29	40	146	28	145	14	12	3	21	34	35
Received a discount	10	3	6	**	**	**	**	7	**	8	**	**	**	**	**	**
	6%	4%	7%	**	**	**	**	5%	**	6%	**	**	**	**	**	**
Added extra or improved services	5	2	3	**	**	**	**	5	**	4	**	**	**	**	**	**
	3%	3%	3%	**	**	**	**	4%	**	3%	**	**	**	**	**	**
Reduced or downgraded services	9	4	5	**	**	**	**	7	**	8	**	**	**	**	**	**
	5%	5%	5%	**	**	**	**	4%	**	5%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	10	12	**	**	**	**	17	**	16	**	**	**	**	**	**
	12%	11%	13%	**	**	**	**	12%	**	11%	**	**	**	**	**	**
DISCOUNT AND EXTRA SERVICES	1	-	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	1%	-%	2%	**	**	**	**	1%	**	1%	**	**	**	**	**	**
DISCOUNT AND REDUCED SERVICES	1	1	*	**	**	**	**	*	**	1	**	**	**	**	**	**
	1%	1%	*%	**	**	**	**	*%	**	1%	**	**	**	**	**	**
EXTRA SERVICES AND REDUCED SERVICES	1	-	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	*%	-%	1%	**	**	**	**	*%	**	*%	**	**	**	**	**	**
DISCOUNT ONLY	8	3	5	**	**	**	**	6	**	6	**	**	**	**	**	**
	4%	3%	5%	**	**	**	**	4%	**	4%	**	**	**	**	**	**
EXTRA SERVICES ONLY	3	2	1	**	**	**	**	3	**	2	**	**	**	**	**	**
	2%	3%	1%	**	**	**	**	2%	**	1%	**	**	**	**	**	**
REDUCED SERVICES ONLY	8	4	4	**	**	**	**	6	**	6	**	**	**	**	**	**
	4%	4%	4%	**	**	**	**	4%	**	4%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	76	77	**	**	**	**	129	**	129	**	**	**	**	**	**
	88%	89%	87%	**	**	**	**	88%	**	89%	**	**	**	**	**	**

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - 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 standalone Pay TV service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	265	50	196
Effective Weighted Sample	245	46	182
Total	174	31	132
Received a discount	10	**	10
	6%	**	7%
Added extra or improved services	5	**	4
	3%	**	3%
Reduced or downgraded services	9	**	8
	5%	**	6%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	22	**	18
	12%	**	14%
DISCOUNT AND EXTRA SERVICES	1	**	1
	1%	**	1%
DISCOUNT AND REDUCED SERVICES	1	**	1
	1%	**	1%
EXTRA SERVICES AND REDUCED SERVICES	1	**	-
	*%	**	-%
DISCOUNT ONLY	8	**	7
	4%	**	5%
EXTRA SERVICES ONLY	3	**	2
	2%	**	2%
REDUCED SERVICES ONLY	8	**	7
	4%	**	5%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	153	**	113
	88%	**	86%

Columns Tested: a,b

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

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 Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b	a	~b	~c
Unweighted total	265	26	175	43	158	121	80	24	16	206	32	214	24	146	92	24
Effective Weighted Sample	245	25	162	40	146	112	75	23	15	191	29	198	22	135	86	22
Total	174	16	108	27	97	76	48	17	11	137	21	143	16	99	59	17
Received a discount	4	**	3	**	2	1	**	**	**	4	**	4	**	3	**	**
	2%	**	3%	**	2%	2%	**	**	**	3%	**	3%	**	3%	**	**
Added extra or improved services	1	**	1	**	1	1	**	**	**	1	**	1	**	1	**	**
	1%	**	*%	**	1%	1%	**	**	**	*%	**	*%	**	1%	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	**	3	**	3	2	**	**	**	4	**	4	**	3	**	**
	3%	**	3%	**	3%	2%	**	**	**	3%	**	3%	**	3%	**	**
DISCOUNT ONLY	4	**	3	**	2	1	**	**	**	4	**	4	**	3	**	**
	2%	**	3%	**	2%	2%	**	**	**	3%	**	3%	**	3%	**	**
EXTRA SERVICES ONLY	1	**	1	**	1	1	**	**	**	1	**	1	**	1	**	**
	1%	**	*%	**	1%	1%	**	**	**	*%	**	*%	**	1%	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	**	105	**	95	75	**	**	**	133	**	138	**	96	**	**
	97%	**	97%	**	97%	98%	**	**	**	97%	**	97%	**	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.

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 Pay TV 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: 95%		~a	b	~a	b	a	~b	~c	~d	a	~b	a	~b
Unweighted total	265	27	181	47	161	135	73	24	16	265	-	265	-
Effective Weighted Sample	245	25	167	44	149	125	68	23	15	245	-	245	-
Total	174	18	114	31	100	89	43	17	11	174	-	174	-
Received a discount	4	**	3	**	2	1	**	**	**	4	**	4	**
	2%	**	2%	**	2%	1%	**	**	**	2%	**	2%	**
Added extra or improved services	1	**	1	**	1	-	**	**	**	1	**	1	**
	1%	**	*%	**	1%	-%	**	**	**	1%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	**	3	**	3	1	**	**	**	5	**	5	**
	3%	**	3%	**	3%	1%	**	**	**	3%	**	3%	**
DISCOUNT ONLY	4	**	3	**	2	1	**	**	**	4	**	4	**
	2%	**	2%	**	2%	1%	**	**	**	2%	**	2%	**
EXTRA SERVICES ONLY	1	**	1	**	1	-	**	**	**	1	**	1	**
	1%	**	*%	**	1%	-%	**	**	**	1%	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	**	110	**	97	87	**	**	**	170	**	170	**
	97%	**	97%	**	97%	99%	**	**	**	97%	**	97%	**

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 Pay TV 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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	265	122	143	23	15	-	-	-	-	265	-	139	126
Effective Weighted Sample	245	114	131	22	15	-	-	-	-	245	-	132	114
Total	174	81	93	17	11	-	-	-	-	174	-	95	79
Received a discount	4	2	1	**	**	**	**	**	**	4	**	1	2
	2%	3%	2%	**	**	**	**	**	**	2%	**	2%	3%
Added extra or improved services	1	-	1	**	**	**	**	**	**	1	**	1	1
	1%	-%	1%	**	**	**	**	**	**	1%	**	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	2	3	**	**	**	**	**	**	5	**	2	3
	3%	3%	3%	**	**	**	**	**	**	3%	**	2%	3%
DISCOUNT ONLY	4	2	1	**	**	**	**	**	**	4	**	1	2
	2%	3%	2%	**	**	**	**	**	**	2%	**	2%	3%
EXTRA SERVICES ONLY	1	-	1	**	**	**	**	**	**	1	**	1	1
	1%	-%	1%	**	**	**	**	**	**	1%	**	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	79	90	**	**	**	**	**	**	170	**	93	77
	97%	97%	97%	**	**	**	**	**	**	97%	**	98%	97%

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 standalone Pay TV service (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	~b	c	d	~e	~f	~a	b	c
Unweighted total	265	149	-	-	32	84	17	96	101	214	51	13	60	102	103
Effective Weighted Sample	245	138	-	-	29	79	17	92	96	202	49	12	58	96	96
Total	174	93	-	-	21	61	13	75	63	151	23	7	46	74	55
Received a discount	4	3	**	**	**	**	**	**	*	4	**	**	**	-	*
	2%	3%	**	**	**	**	**	**	1%	2%	**	**	**	-%	1%
Added extra or improved services	1	1	**	**	**	**	**	**	-	1	**	**	**	1	1
	1%	1%	**	**	**	**	**	**	-%	*%	**	**	**	1%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	3	**	**	**	**	**	**	*	4	**	**	**	1	1
	3%	3%	**	**	**	**	**	**	1%	3%	**	**	**	1%	2%
DISCOUNT ONLY	4	3	**	**	**	**	**	**	*	4	**	**	**	-	*
	2%	3%	**	**	**	**	**	**	1%	2%	**	**	**	-%	1%
EXTRA SERVICES ONLY	1	1	**	**	**	**	**	**	-	1	**	**	**	1	1
	1%	1%	**	**	**	**	**	**	-%	*%	**	**	**	1%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	89	**	**	**	**	**	**	63	147	**	**	**	73	54
	97%	97%	**	**	**	**	**	**	99%	97%	**	**	**	99%	98%

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

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

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 Pay TV service (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	~a	~b	~c	~d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	265	126	139	63	94	54	54	217	48	220	22	18	5	30	49	50
Effective Weighted Sample	245	116	130	60	89	51	52	201	45	204	20	17	5	28	47	47
Total	174	86	89	50	55	29	40	146	28	145	14	12	3	21	34	35
Received a discount	4	3	1	**	**	**	**	4	**	2	**	**	**	**	**	**
	2%	3%	1%	**	**	**	**	2%	**	1%	**	**	**	**	**	**
Added extra or improved services	1	1	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	**	*%	**	1%	**	**	**	**	**	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	3	1	**	**	**	**	4	**	3	**	**	**	**	**	**
	3%	4%	1%	**	**	**	**	3%	**	2%	**	**	**	**	**	**
DISCOUNT ONLY	4	3	1	**	**	**	**	4	**	2	**	**	**	**	**	**
	2%	3%	1%	**	**	**	**	2%	**	1%	**	**	**	**	**	**
EXTRA SERVICES ONLY	1	1	1	**	**	**	**	1	**	1	**	**	**	**	**	**
	1%	1%	1%	**	**	**	**	*%	**	1%	**	**	**	**	**	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	82	87	**	**	**	**	142	**	143	**	**	**	**	**	**
	97%	96%	99%	**	**	**	**	97%	**	98%	**	**	**	**	**	**

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

Any break column with 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 Pay TV service (SIMPLE)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	265	50	196
Effective Weighted Sample	245	46	182
Total	174	31	132
Received a discount	4	**	3
	2%	**	2%
Added extra or improved services	1	**	1
	1%	**	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	5	**	3
	3%	**	2%
DISCOUNT ONLY	4	**	3
	2%	**	2%
EXTRA SERVICES ONLY	1	**	1
	1%	**	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	170	**	128
	97%	**	98%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	577	132	265	159	238	193	204	31	23	446	35	454	27	307	174	50
Effective Weighted Sample	529	125	242	150	218	178	189	29	21	410	32	417	25	282	160	47
Total	380	77	159	93	143	119	117	20	15	305	21	310	16	208	118	36
SWITCHED IN LAST 12 MONTHS	11	1	6	1	5	5	1	**	**	10	**	10	**	9	2	**
	3%	1%	4%	2%	3%	4% b	1%	**	**	3%	**	3%	**	4%	2%	**
CURRENTLY LOOKING FOR A NEW DEAL	1	1	1	1	1	1	-	**	**	1	**	1	**	1	-	**
	*%	1%	*%	1%	*%	1%	-%	**	**	*%	**	*%	**	1%	-%	**
NEITHER	368	76	153	91	138	112	116	**	**	294	**	299	**	198	116	**
	97%	98%	96%	98%	96%	95%	99% a	**	**	96%	**	97%	**	95%	98%	**

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

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	577	47	271	75	243	181	137	35	27	-	-	-	-
Effective Weighted Sample	529	45	248	70	222	168	124	33	25	-	-	-	-
Total	380	33	163	49	146	116	80	23	17	-	-	-	-
SWITCHED IN LAST 12 MONTHS	11	**	6	**	5	7	*	**	**	**	**	**	**
	3%	**	3%	**	3%	6% b	*%	**	**	**	**	**	**
CURRENTLY LOOKING FOR A NEW DEAL	1	**	1	**	1	1	-	**	**	**	**	**	**
	*%	**	*%	**	*%	1%	-%	**	**	**	**	**	**
NEITHER	368	**	156	**	141	107	80	**	**	**	**	**	**
	97%	**	96%	**	96%	93%	100% 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.

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: 95%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	577	-	-	-	-	194	383	17	14	-	577	154	423
Effective Weighted Sample	529	-	-	-	-	179	351	16	13	-	529	142	388
Total	380	-	-	-	-	126	254	11	9	-	380	109	271
SWITCHED IN LAST 12 MONTHS	11	**	**	**	**	11	-	**	**	**	11	5	6
	3%	**	**	**	**	9% b	-%	**	**	**	3%	5%	2%
CURRENTLY LOOKING FOR A NEW DEAL	1	**	**	**	**	1	1	**	**	**	1	1	1
	*%	**	**	**	**	*%	*%	**	**	**	*%	1%	*%
NEITHER	368	**	**	**	**	114	253	**	**	**	368	104	264
	97%	**	**	**	**	91%	100% a	**	**	**	97%	95%	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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	e	f	~a	b	c
Unweighted total	577	238	-	-	35	304	18	177	152	347	229	127	95	170	311
Effective Weighted Sample	529	218	-	-	32	283	18	170	143	328	219	123	91	161	292
Total	380	143	-	-	21	217	16	142	103	262	118	67	79	129	171
SWITCHED IN LAST 12 MONTHS	11	5	**	**	**	6	**	7	2	10	2	1	**	5	3
	3%	3%	**	**	**	3%	**	5%	2%	4%	2%	1%	**	4%	2%
CURRENTLY LOOKING FOR A NEW DEAL	1	-	**	**	**	1	**	1	-	1	-	-	**	1	-
	*%	-%	**	**	**	*%	**	1%	-%	*%	-%	-%	**	1%	-%
NEITHER	368	138	**	**	**	210	**	135	101	251	116	66	**	123	169
	97%	97%	**	**	**	97%	**	95%	98%	96%	98%	99%	**	95%	98%
											b	b			

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

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

FREE TV - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	577	299	278	102	142	136	197	498	79	526	24	17	10	91	98	53
Effective Weighted Sample	529	275	256	95	131	128	184	457	73	482	22	16	9	85	91	50
Total	380	206	174	78	90	71	141	332	49	345	18	11	6	63	71	40
SWITCHED IN LAST 12 MONTHS	11	6	6	2	3	5	2	9	**	11	**	**	**	**	**	**
	3%	3%	3%	2%	4%	7%	1%	3%	**	3%	**	**	**	**	**	**
						d										
CURRENTLY LOOKING FOR A NEW DEAL	1	1	-	-	-	1	-	1	**	1	**	**	**	**	**	**
	*%	1%	-%	-%	-%	2%	-%	*%	**	*%	**	**	**	**	**	**
NEITHER	368	199	169	76	86	65	140	322	**	332	**	**	**	**	**	**
	97%	97%	97%	98%	96%	92%	99%	97%	**	96%	**	**	**	**	**	**
				c			c									

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	577	174	360
Effective Weighted Sample	529	161	330
Total	380	107	242
SWITCHED IN LAST 12 MONTHS	11	4	7
	3%	4%	3%
CURRENTLY LOOKING FOR A NEW DEAL	1	-	1
	*%	-%	*%
NEITHER	368	103	235
	97%	96%	97%

Columns Tested: a,b

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

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: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	577	132	265	159	238	193	204	31	23	446	35	454	27	307	174	50
Effective Weighted Sample	529	125	242	150	218	178	189	29	21	410	32	417	25	282	160	47
Total	380	77	159	93	143	119	117	20	15	305	21	310	16	208	118	36
SWITCHED IN LAST 12 MONTHS	9	1	5	1	4	4	1	**	**	8	**	8	**	7	2	**
	2%	1%	3%	2%	3%	4%	1%	**	**	3%	**	3%	**	3%	2%	**
CURRENTLY LOOKING FOR A NEW DEAL	1	1	1	1	1	1	-	**	**	1	**	1	**	1	-	**
	*%	1%	*%	1%	*%	1%	-%	**	**	*%	**	*%	**	1%	-%	**
NEITHER	370	76	154	91	139	113	116	**	**	296	**	301	**	200	116	**
	97%	98%	97%	98%	97%	95%	99%	**	**	97%	**	97%	**	96%	98%	**
							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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	~b	~a	~b
Unweighted total	577	47	271	75	243	181	137	35	27	-	-	-	-
Effective Weighted Sample	529	45	248	70	222	168	124	33	25	-	-	-	-
Total	380	33	163	49	146	116	80	23	17	-	-	-	-
SWITCHED IN LAST 12 MONTHS	9	**	5	**	4	5	*	**	**	**	**	**	**
	2%	**	3%	**	2%	5%	*%	**	**	**	**	**	**
						b							
CURRENTLY LOOKING FOR A NEW DEAL	1	**	1	**	1	1	-	**	**	**	**	**	**
	*%	**	*%	**	*%	1%	-%	**	**	**	**	**	**
NEITHER	370	**	157	**	142	109	80	**	**	**	**	**	**
	97%	**	97%	**	97%	94%	100%	**	**	**	**	**	**
							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.

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: 95%		~a	~b	~c	~d	a	b	~c	~d	~a	b	a	b
Unweighted total	577	-	-	-	-	194	383	17	14	-	577	154	423
Effective Weighted Sample	529	-	-	-	-	179	351	16	13	-	529	142	388
Total	380	-	-	-	-	126	254	11	9	-	380	109	271
SWITCHED IN LAST 12 MONTHS	9	**	**	**	**	9	-	**	**	**	9	4	6
	2%	**	**	**	**	7% b	-%	**	**	**	2%	3%	2%
CURRENTLY LOOKING FOR A NEW DEAL	1	**	**	**	**	1	1	**	**	**	1	1	1
	*%	**	**	**	**	*%	*%	**	**	**	*%	1%	*%
NEITHER	370	**	**	**	**	116	253	**	**	**	370	105	265
	97%	**	**	**	**	92%	100% a	**	**	**	97%	96%	98%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	e	~a	b	c	d	e	f	~a	b	c
Unweighted total	577	238	-	-	35	304	18	177	152	347	229	127	95	170	311
Effective Weighted Sample	529	218	-	-	32	283	18	170	143	328	219	123	91	161	292
Total	380	143	-	-	21	217	16	142	103	262	118	67	79	129	171
SWITCHED IN LAST 12 MONTHS	9	4	**	**	**	5	**	5	2	8	2	1	**	4	3
	2%	3%	**	**	**	2%	**	4%	2%	3%	2%	1%	**	3%	2%
CURRENTLY LOOKING FOR A NEW DEAL	1	-	**	**	**	1	**	1	-	1	-	-	**	1	-
	*%	-%	**	**	**	*%	**	1%	-%	*%	-%	-%	**	1%	-%
NEITHER	370	139	**	**	**	211	**	136	101	253	116	66	**	124	169
	97%	97%	**	**	**	97%	**	95%	98%	97%	98%	99%	**	96%	98%

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

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

FREE TV - SUMMARY OF BEHAVIOUR - EXCLUDING MOVERS

Base : Those responsible for the household's Free TV service

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	~b	~c
Unweighted total	577	299	278	102	142	136	197	498	79	526	24	17	10	91	98	53
Effective Weighted Sample	529	275	256	95	131	128	184	457	73	482	22	16	9	85	91	50
Total	380	206	174	78	90	71	141	332	49	345	18	11	6	63	71	40
SWITCHED IN LAST 12 MONTHS	9	5	4	2	3	4	1	7	**	9	**	**	**	**	**	**
	2%	2%	2%	2%	4%	5%	1%	2%	**	3%	**	**	**	**	**	**
					d	d										
CURRENTLY LOOKING FOR A NEW DEAL	1	1	-	-	-	1	-	1	**	1	**	**	**	**	**	**
	*%	1%	-%	-%	-%	2%	-%	*%	**	*%	**	**	**	**	**	**
NEITHER	370	200	170	76	86	67	140	324	**	334	**	**	**	**	**	**
	97%	97%	98%	98%	96%	93%	99%	98%	**	97%	**	**	**	**	**	**
							bc									

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

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	577	174	360
Effective Weighted Sample	529	161	330
Total	380	107	242
SWITCHED IN LAST 12 MONTHS	9	3	6
	2%	3%	3%
CURRENTLY LOOKING FOR A NEW DEAL	1	-	1
	*%	-%	*%
NEITHER	370	104	236
	97%	97%	97%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	556	-	556	48	508	326	230	68	47	516	2	518	-	339	179	55
Effective Weighted Sample	446	-	446	41	405	265	181	54	37	415	2	417	-	274	143	44
Total	274	-	274	27	247	168	106	36	25	257	1	259	-	171	87	29
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	**	37	**	35	36	1	**	**	36	**	36	**	25	11	**
	13%	**	13%	**	14%	21% b	*%	**	**	14%	**	14%	**	15%	12%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	**	27	**	25	27	1	**	**	27	**	27	**	17	10	**
	10%	**	10%	**	10%	16% b	*%	**	**	10%	**	10%	**	10%	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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	556	-	556	48	508	317	239	66	47	149	2	151	-
Effective Weighted Sample	446	-	446	41	405	259	189	52	38	138	2	140	-
Total	274	-	274	27	247	167	107	35	25	93	1	94	-
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	**	37	**	35	36	1	**	**	14	**	14	**
	13%	**	13%	**	14%	21%	1%	**	**	15%	**	15%	**
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	**	27	**	25	27	1	**	**	10	**	10	**
	10%	**	10%	**	10%	16%	1%	**	**	11%	**	11%	**
						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.

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: 95%		~a	~b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	556	62	89	11	8	90	148	8	6	151	238	244	312
Effective Weighted Sample	446	58	82	11	8	83	135	7	5	140	218	201	247
Total	274	40	54	9	6	52	90	5	4	94	143	133	141
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	**	**	**	**	**	11	**	**	14	18	23	13
	13%	**	**	**	**	**	12%	**	**	15%	12%	17% b	9%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	**	**	**	**	**	9	**	**	10	14	17	10
	10%	**	**	**	**	**	10%	**	**	11%	10%	13% 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.

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	556	556	-	-	2	-	22	203	197	422	134	46	98	221	237
Effective Weighted Sample	446	446	-	-	2	-	17	165	167	345	118	41	78	181	202
Total	274	274	-	-	1	-	12	118	97	228	46	17	53	125	96
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	37	**	**	**	**	**	22	10	35	2	**	**	16	7
	13%	13%	**	**	**	**	**	19% ce	10%	15% e	4%	**	**	13%	8%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	27	**	**	**	**	**	15	10	26	2	**	**	12	7
	10%	10%	**	**	**	**	**	13% e	10% e	11% e	4%	**	**	10%	7%

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

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

DUAL PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	556	277	279	129	198	118	111	442	114	477	26	32	21	69	115	87
Effective Weighted Sample	446	219	228	108	162	105	84	351	95	390	18	25	14	56	96	73
Total	274	142	132	83	92	48	51	216	58	243	9	15	7	34	63	53
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	16	20	12	9	8	7	29	8	33	**	**	**	**	8	**
	13%	11%	15%	14%	10%	17%	14%	13%	13%	14%	**	**	**	**	13%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	15	13	9	7	6	6	20	8	24	**	**	**	**	6	**
	10%	10%	10%	11%	8%	13%	11%	9%	13%	10%	**	**	**	**	10%	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	556	98	406
Effective Weighted Sample	446	81	329
Total	274	46	207
SWITCHED ANY SERVICE IN LAST 12 MONTHS	37	**	28
	13%	**	14%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	27	**	20
	10%	**	10%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	556	-	556	48	508	326	230	68	47	516	2	518	-	339	179	55
Effective Weighted Sample	446	-	446	41	405	265	181	54	37	415	2	417	-	274	143	44
Total	274	-	274	27	247	168	106	36	25	257	1	259	-	171	87	29
Received a discount	23	**	23	**	21	12	11	**	**	22	**	22	**	16	6	**
	9%	**	9%	**	9%	7%	11%	**	**	8%	**	9%	**	10%	7%	**
Added extra or improved services	13	**	13	**	12	8	5	**	**	12	**	13	**	10	3	**
	5%	**	5%	**	5%	5%	5%	**	**	4%	**	5%	**	6%	3%	**
Reduced or downgraded services	8	**	8	**	7	4	3	**	**	7	**	7	**	5	2	**
	3%	**	3%	**	3%	3%	3%	**	**	3%	**	3%	**	3%	2%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	**	35	**	32	19	16	**	**	33	**	34	**	26	8	**
	13%	**	13%	**	13%	12%	15%	**	**	13%	**	13%	**	15%	9%	**
ALL 3 CHANGES	1	**	1	**	1	-	1	**	**	1	**	1	**	*	1	**
	*%	**	*%	**	*%	-%	1%	**	**	*%	**	*%	**	*%	1%	**
DISCOUNT AND EXTRA SERVICES	5	**	5	**	5	4	2	**	**	5	**	5	**	4	2	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	2%	2%	**
DISCOUNT AND REDUCED SERVICES	2	**	2	**	2	1	1	**	**	2	**	2	**	1	*	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	*%	**
DISCOUNT ONLY	15	**	15	**	15	7	8	**	**	15	**	15	**	11	3	**
	5%	**	5%	**	6%	4%	7%	**	**	6%	**	6%	**	6%	4%	**
EXTRA SERVICES ONLY	7	**	7	**	7	4	3	**	**	6	**	7	**	6	1	**
	2%	**	2%	**	3%	2%	3%	**	**	2%	**	3%	**	4%	1%	**
REDUCED SERVICES ONLY	5	**	5	**	4	4	2	**	**	5	**	5	**	4	2	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	2%	2%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	24	**	-	15	9	**	**	23	**	23	**	13	10	**
	9%	**	9%	**	-%	9%	8%	**	**	9%	**	9%	**	8%	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	556	-	556	48	508	317	239	66	47	149	2	151	-
Effective Weighted Sample	446	-	446	41	405	259	189	52	38	138	2	140	-
Total	274	-	274	27	247	167	107	35	25	93	1	94	-
Received a discount	23	**	23	**	21	12	11	**	**	9	**	10	**
	9%	**	9%	**	9%	7%	10%	**	**	10%	**	11%	**
Added extra or improved services	13	**	13	**	12	7	6	**	**	5	**	7	**
	5%	**	5%	**	5%	4%	6%	**	**	6%	**	7%	**
Reduced or downgraded services	8	**	8	**	7	5	3	**	**	4	**	4	**
	3%	**	3%	**	3%	3%	2%	**	**	5%	**	5%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	**	35	**	32	18	17	**	**	15	**	16	**
	13%	**	13%	**	13%	11%	16%	**	**	16%	**	17%	**
ALL 3 CHANGES	1	**	1	**	1	1	-	**	**	1	**	1	**
	*%	**	*%	**	*%	*%	-%	**	**	1%	**	1%	**
DISCOUNT AND EXTRA SERVICES	5	**	5	**	5	4	2	**	**	2	**	3	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	3%	**
DISCOUNT AND REDUCED SERVICES	2	**	2	**	2	1	1	**	**	1	**	1	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**
DISCOUNT ONLY	15	**	15	**	15	7	8	**	**	5	**	5	**
	5%	**	5%	**	6%	4%	8%	**	**	6%	**	6%	**
EXTRA SERVICES ONLY	7	**	7	**	7	3	4	**	**	3	**	3	**
	2%	**	2%	**	3%	2%	4%	**	**	3%	**	4%	**
REDUCED SERVICES ONLY	5	**	5	**	4	4	2	**	**	3	**	3	**
	2%	**	2%	**	2%	2%	1%	**	**	3%	**	3%	**
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	24	**	-	14	11	**	**	10	**	10	**
	9%	**	9%	**	-%	8%	10%	**	**	11%	**	11%	**

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 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: 95%		~a	~b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	556	62	89	11	8	90	148	8	6	151	238	244	312
Effective Weighted Sample	446	58	82	11	8	83	135	7	5	140	218	201	247
Total	274	40	54	9	6	52	90	5	4	94	143	133	141
Received a discount	23	**	**	**	**	**	8	**	**	10	12	11	12
	9%	**	**	**	**	**	9%	**	**	11%	8%	9%	8%
Added extra or improved services	13	**	**	**	**	**	4	**	**	7	5	11	2
	5%	**	**	**	**	**	4%	**	**	7%	4%	8% b	1%
Reduced or downgraded services	8	**	**	**	**	**	1	**	**	4	3	4	3
	3%	**	**	**	**	**	1%	**	**	5%	2%	3%	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	**	**	**	**	**	11	**	**	16	17	20	15
	13%	**	**	**	**	**	13%	**	**	17%	12%	15%	11%
ALL 3 CHANGES	1	**	**	**	**	**	-	**	**	1	-	1	-
	*%	**	**	**	**	**	-%	**	**	1%	-%	1%	-%
DISCOUNT AND EXTRA SERVICES	5	**	**	**	**	**	2	**	**	3	3	5	-
	2%	**	**	**	**	**	2%	**	**	3%	2%	4% b	-%
DISCOUNT AND REDUCED SERVICES	2	**	**	**	**	**	-	**	**	1	1	-	2
	1%	**	**	**	**	**	-%	**	**	1%	*%	-%	1%
DISCOUNT ONLY	15	**	**	**	**	**	7	**	**	5	9	5	10
	5%	**	**	**	**	**	7%	**	**	6%	6%	4%	7%
EXTRA SERVICES ONLY	7	**	**	**	**	**	2	**	**	3	2	5	2
	2%	**	**	**	**	**	2%	**	**	4%	2%	4%	1%
REDUCED SERVICES ONLY	5	**	**	**	**	**	1	**	**	3	2	4	2
	2%	**	**	**	**	**	1%	**	**	3%	2%	3%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	**	**	**	**	7	**	**	10	13	8	16
	9%	**	**	**	**	**	8%	**	**	11%	9%	6%	12% 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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	556	556	-	-	2	-	22	203	197	422	134	46	98	221	237
Effective Weighted Sample	446	446	-	-	2	-	17	165	167	345	118	41	78	181	202
Total	274	274	-	-	1	-	12	118	97	228	46	17	53	125	96
Received a discount	23	23	**	**	**	**	**	13	6	19	4	**	**	11	8
	9%	9%	**	**	**	**	**	11%	7%	8%	9%	**	**	9%	8%
Added extra or improved services	13	13	**	**	**	**	**	7	4	11	2	**	**	10	2
	5%	5%	**	**	**	**	**	6%	4%	5%	4%	**	**	8% c	2%
Reduced or downgraded services	8	8	**	**	**	**	**	4	2	6	2	**	**	4	3
	3%	3%	**	**	**	**	**	3%	2%	3%	4%	**	**	3%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	35	**	**	**	**	**	19	9	29	6	**	**	19	10
	13%	13%	**	**	**	**	**	16% c	10%	13%	12%	**	**	15%	11%
ALL 3 CHANGES	1	1	**	**	**	**	**	*	1	1	-	**	**	1	-
	*%	*%	**	**	**	**	**	*%	1%	*%	-%	**	**	1%	-%
DISCOUNT AND EXTRA SERVICES	5	5	**	**	**	**	**	4	1	5	*	**	**	5	1
	2%	2%	**	**	**	**	**	3%	1%	2%	1%	**	**	4% c	1%
DISCOUNT AND REDUCED SERVICES	2	2	**	**	**	**	**	-	-	-	2	**	**	-	2
	1%	1%	**	**	**	**	**	-%	-%	-%	4% bcd	**	**	-%	2% b
DISCOUNT ONLY	15	15	**	**	**	**	**	9	5	13	2	**	**	5	5
	5%	5%	**	**	**	**	**	7%	5%	6%	4%	**	**	4%	5%
EXTRA SERVICES ONLY	7	7	**	**	**	**	**	3	2	5	1	**	**	5	1
	2%	2%	**	**	**	**	**	2%	2%	2%	3%	**	**	4%	2%
REDUCED SERVICES ONLY	5	5	**	**	**	**	**	4	1	5	*	**	**	3	1
	2%	2%	**	**	**	**	**	3%	1%	2%	*%	**	**	3%	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	24	**	**	**	**	**	8	13	22	2	**	**	11	10
	9%	9%	**	**	**	**	**	7%	13% be	10%	5%	**	**	9%	10%

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - 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 Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	556	277	279	129	198	118	111	442	114	477	26	32	21	69	115	87
Effective Weighted Sample	446	219	228	108	162	105	84	351	95	390	18	25	14	56	96	73
Total	274	142	132	83	92	48	51	216	58	243	9	15	7	34	63	53
Received a discount	23	15	8	9	9	2	4	21	3	21	**	**	**	**	5	**
	9%	11%	6%	11% c	9%	4%	7%	9%	5%	9%	**	**	**	**	8%	**
Added extra or improved services	13	6	7	4	6	2	1	10	3	11	**	**	**	**	4	**
	5%	4%	5%	5%	7% d	4%	1%	4%	6%	4%	**	**	**	**	7%	**
Reduced or downgraded services	8	4	4	2	3	1	2	4	4	7	**	**	**	**	1	**
	3%	3%	3%	3%	3%	1%	3%	2%	6% a	3%	**	**	**	**	2%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	21	14	12	14	3	6	27	8	32	**	**	**	**	9	**
	13%	15%	11%	14%	15% c	7%	11%	13%	13%	13%	**	**	**	**	14%	**
ALL 3 CHANGES	1	*	1	-	1	-	*	1	-	1	**	**	**	**	*	**
	*%	*%	*%	-%	1%	-%	*%	*%	-%	*%	**	**	**	**	*%	**
DISCOUNT AND EXTRA SERVICES	5	2	3	3	2	1	-	5	1	4	**	**	**	**	1	**
	2%	1%	3%	3%	2%	2%	-%	2%	1%	2%	**	**	**	**	2%	**
DISCOUNT AND REDUCED SERVICES	2	1	1	2	1	-	-	1	1	2	**	**	**	**	-	**
	1%	1%	*%	2%	1%	-%	-%	*%	2%	1%	**	**	**	**	-%	**
DISCOUNT ONLY	15	11	4	5	6	1	3	14	1	15	**	**	**	**	4	**
	5%	8% b	3%	6%	6%	2%	7%	7% b	1%	6%	**	**	**	**	6%	**
EXTRA SERVICES ONLY	7	4	3	2	4	1	1	4	2	6	**	**	**	**	3	**
	2%	3%	2%	2%	4%	2%	1%	2%	4%	2%	**	**	**	**	5%	**
REDUCED SERVICES ONLY	5	2	3	1	2	1	2	3	3	5	**	**	**	**	1	**
	2%	2%	2%	1%	2%	1%	3%	1%	4% a	2%	**	**	**	**	2%	**

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - 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 Dual Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	556	277	279	129	198	118	111	442	114	477	26	32	21	69	115	87
Effective Weighted Sample	446	219	228	108	162	105	84	351	95	390	18	25	14	56	96	73
Total	274	142	132	83	92	48	51	216	58	243	9	15	7	34	63	53
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	15	9	6	6	6	7	19	5	24	**	**	**	**	3	**
	9%	11%	7%	7%	6%	12%	13%	9%	9%	10%	**	**	**	**	5%	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	556	98	406
Effective Weighted Sample	446	81	329
Total	274	46	207
Received a discount	23	**	20
	9%	**	9%
Added extra or improved services	13	**	10
	5%	**	5%
Reduced or downgraded services	8	**	5
	3%	**	2%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	35	**	28
	13%	**	13%
ALL 3 CHANGES	1	**	-
	*%	**	-%
DISCOUNT AND EXTRA SERVICES	5	**	5
	2%	**	2%
DISCOUNT AND REDUCED SERVICES	2	**	2
	1%	**	1%
DISCOUNT ONLY	15	**	13
	5%	**	6%
EXTRA SERVICES ONLY	7	**	5
	2%	**	3%
REDUCED SERVICES ONLY	5	**	3
	2%	**	1%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	24	**	18
	9%	**	9%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	556	-	556	48	508	326	230	68	47	516	2	518	-	339	179	55
Effective Weighted Sample	446	-	446	41	405	265	181	54	37	415	2	417	-	274	143	44
Total	274	-	274	27	247	168	106	36	25	257	1	259	-	171	87	29
Received a discount	10	**	10	**	7	7	3	**	**	10	**	10	**	5	5	**
	4%	**	4%	**	3%	4%	3%	**	**	4%	**	4%	**	3%	5%	**
Added extra or improved services	7	**	7	**	4	5	2	**	**	7	**	7	**	5	2	**
	3%	**	3%	**	2%	3%	2%	**	**	3%	**	3%	**	3%	2%	**
Reduced or downgraded services	2	**	2	**	2	1	1	**	**	1	**	1	**	1	-	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	**	17	**	13	12	5	**	**	17	**	17	**	10	6	**
	6%	**	6%	**	5%	7%	5%	**	**	6%	**	6%	**	6%	7%	**
DISCOUNT AND EXTRA SERVICES	2	**	2	**	*	2	-	**	**	2	**	2	**	2	-	**
	1%	**	1%	**	*%	1%	-%	**	**	1%	**	1%	**	1%	-%	**
DISCOUNT AND REDUCED SERVICES	1	**	1	**	1	-	1	**	**	-	**	-	**	-	-	**
	*%	**	*%	**	*%	-%	1%	**	**	-%	**	-%	**	-%	-%	**
DISCOUNT ONLY	9	**	9	**	6	6	3	**	**	9	**	9	**	4	5	**
	3%	**	3%	**	3%	4%	2%	**	**	3%	**	3%	**	2%	5%	**
EXTRA SERVICES ONLY	5	**	5	**	4	3	2	**	**	5	**	5	**	3	2	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**	2%	2%	**
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	1	**	1	**	1	-	**
	1%	**	1%	**	1%	1%	-%	**	**	1%	**	1%	**	1%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	**	23	**	-	13	10	**	**	21	**	21	**	11	10	**
	8%	**	8%	**	-%	8%	9%	**	**	8%	**	8%	**	7%	11%	**

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	556	-	556	48	508	317	239	66	47	149	2	151	-
Effective Weighted Sample	446	-	446	41	405	259	189	52	38	138	2	140	-
Total	274	-	274	27	247	167	107	35	25	93	1	94	-
Received a discount	10	**	10	**	7	8	2	**	**	4	**	4	**
	4%	**	4%	**	3%	5%	2%	**	**	5%	**	5%	**
Added extra or improved services	7	**	7	**	4	5	2	**	**	2	**	2	**
	3%	**	3%	**	2%	3%	2%	**	**	2%	**	2%	**
Reduced or downgraded services	2	**	2	**	2	2	-	**	**	1	**	1	**
	1%	**	1%	**	1%	1%	-%	**	**	1%	**	1%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	**	17	**	13	13	4	**	**	6	**	6	**
	6%	**	6%	**	5%	8% b	4%	**	**	7%	**	7%	**
DISCOUNT AND EXTRA SERVICES	2	**	2	**	*	2	-	**	**	-	**	-	**
	1%	**	1%	**	*%	1%	-%	**	**	-%	**	-%	**
DISCOUNT AND REDUCED SERVICES	1	**	1	**	1	1	-	**	**	1	**	1	**
	*%	**	*%	**	*%	*%	-%	**	**	1%	**	1%	**
DISCOUNT ONLY	9	**	9	**	6	6	2	**	**	4	**	4	**
	3%	**	3%	**	3%	4%	2%	**	**	4%	**	4%	**
EXTRA SERVICES ONLY	5	**	5	**	4	3	2	**	**	2	**	2	**
	2%	**	2%	**	2%	2%	2%	**	**	2%	**	2%	**
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	-	**	-	**
	1%	**	1%	**	1%	1%	-%	**	**	-%	**	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	**	23	**	-	11	12	**	**	10	**	10	**
	8%	**	8%	**	-%	7%	11%	**	**	10%	**	10%	**

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: 95%		~a	~b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	556	62	89	11	8	90	148	8	6	151	238	244	312
Effective Weighted Sample	446	58	82	11	8	83	135	7	5	140	218	201	247
Total	274	40	54	9	6	52	90	5	4	94	143	133	141
Received a discount	10	**	**	**	**	**	2	**	**	4	6	4	7
	4%	**	**	**	**	**	2%	**	**	5%	4%	3%	5%
Added extra or improved services	7	**	**	**	**	**	2	**	**	2	4	3	4
	3%	**	**	**	**	**	2%	**	**	2%	3%	2%	3%
Reduced or downgraded services	2	**	**	**	**	**	-	**	**	1	1	1	1
	1%	**	**	**	**	**	-%	**	**	1%	1%	*%	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	**	**	**	**	**	3	**	**	6	9	7	10
	6%	**	**	**	**	**	4%	**	**	7%	7%	5%	7%
DISCOUNT AND EXTRA SERVICES	2	**	**	**	**	**	-	**	**	-	2	-	2
	1%	**	**	**	**	**	-%	**	**	-%	1%	-%	1%
DISCOUNT AND REDUCED SERVICES	1	**	**	**	**	**	-	**	**	1	-	-	1
	*%	**	**	**	**	**	-%	**	**	1%	-%	-%	*%
DISCOUNT ONLY	9	**	**	**	**	**	2	**	**	4	4	4	5
	3%	**	**	**	**	**	2%	**	**	4%	3%	3%	3%
EXTRA SERVICES ONLY	5	**	**	**	**	**	2	**	**	2	2	3	3
	2%	**	**	**	**	**	2%	**	**	2%	2%	2%	2%
REDUCED SERVICES ONLY	1	**	**	**	**	**	-	**	**	-	1	1	1
	1%	**	**	**	**	**	-%	**	**	-%	1%	*%	1%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	**	**	**	**	**	8	**	**	10	11	9	14
	8%	**	**	**	**	**	8%	**	**	10%	8%	6%	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 Dual Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	556	556	-	-	2	-	22	203	197	422	134	46	98	221	237
Effective Weighted Sample	446	446	-	-	2	-	17	165	167	345	118	41	78	181	202
Total	274	274	-	-	1	-	12	118	97	228	46	17	53	125	96
Received a discount	10	10	**	**	**	**	**	5	3	8	2	**	**	5	3
	4%	4%	**	**	**	**	**	4%	3%	4%	4%	**	**	4%	3%
Added extra or improved services	7	7	**	**	**	**	**	3	2	6	1	**	**	4	3
	3%	3%	**	**	**	**	**	3%	2%	3%	2%	**	**	3%	3%
Reduced or downgraded services	2	2	**	**	**	**	**	1	1	2	-	**	**	1	-
	1%	1%	**	**	**	**	**	1%	1%	1%	-%	**	**	1%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	17	**	**	**	**	**	8	6	15	3	**	**	8	5
	6%	6%	**	**	**	**	**	7%	6%	6%	6%	**	**	7%	6%
DISCOUNT AND EXTRA SERVICES	2	2	**	**	**	**	**	1	*	1	*	**	**	1	*
	1%	1%	**	**	**	**	**	1%	*%	1%	1%	**	**	1%	*%
DISCOUNT AND REDUCED SERVICES	1	1	**	**	**	**	**	-	1	1	-	**	**	1	-
	*%	*%	**	**	**	**	**	-%	1%	*%	-%	**	**	*%	-%
DISCOUNT ONLY	9	9	**	**	**	**	**	4	3	7	2	**	**	4	3
	3%	3%	**	**	**	**	**	4%	3%	3%	3%	**	**	3%	3%
EXTRA SERVICES ONLY	5	5	**	**	**	**	**	2	2	5	1	**	**	2	2
	2%	2%	**	**	**	**	**	2%	2%	2%	1%	**	**	2%	2%
REDUCED SERVICES ONLY	1	1	**	**	**	**	**	1	1	1	-	**	**	1	-
	1%	1%	**	**	**	**	**	1%	1%	1%	-%	**	**	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	23	**	**	**	**	**	8	11	20	3	**	**	10	9
	8%	8%	**	**	**	**	**	7%	11%	9%	7%	**	**	8%	10%

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

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

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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	556	277	279	129	198	118	111	442	114	477	26	32	21	69	115	87
Effective Weighted Sample	446	219	228	108	162	105	84	351	95	390	18	25	14	56	96	73
Total	274	142	132	83	92	48	51	216	58	243	9	15	7	34	63	53
Received a discount	10	5	5	2	4	3	2	7	4	10	**	**	**	**	2	**
	4%	4%	4%	3%	4%	5%	4%	3%	6%	4%	**	**	**	**	2%	**
Added extra or improved services	7	4	3	2	2	2	1	4	3	7	**	**	**	**	1	**
	3%	3%	3%	3%	2%	3%	2%	2%	5%	3%	**	**	**	**	2%	**
Reduced or downgraded services	2	2	-	1	1	1	-	1	1	2	**	**	**	**	1	**
	1%	1%	-%	1%	1%	1%	-%	*%	2%	1%	**	**	**	**	1%	**
		b							a							
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	9	8	5	5	4	3	10	7	17	**	**	**	**	3	**
	6%	6%	6%	6%	5%	9%	6%	5%	12%	7%	**	**	**	**	5%	**
									a							
DISCOUNT AND EXTRA SERVICES	2	1	*	*	1	*	-	1	*	2	**	**	**	**	-	**
	1%	1%	*%	1%	1%	1%	-%	1%	1%	1%	**	**	**	**	-%	**
DISCOUNT AND REDUCED SERVICES	1	1	-	-	1	-	-	-	1	1	**	**	**	**	-	**
	*%	*%	-%	-%	1%	-%	-%	-%	1%	*%	**	**	**	**	-%	**
									a							
DISCOUNT ONLY	9	4	5	2	2	3	2	6	3	8	**	**	**	**	2	**
	3%	3%	3%	2%	3%	5%	4%	3%	5%	3%	**	**	**	**	2%	**
EXTRA SERVICES ONLY	5	2	3	2	1	1	1	3	2	5	**	**	**	**	1	**
	2%	2%	2%	2%	1%	2%	2%	1%	4%	2%	**	**	**	**	2%	**
REDUCED SERVICES ONLY	1	1	-	1	-	1	-	1	1	1	**	**	**	**	1	**
	1%	1%	-%	1%	-%	1%	-%	*%	1%	1%	**	**	**	**	1%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	15	8	7	5	5	7	18	5	22	**	**	**	**	3	**
	8%	10%	6%	8%	5%	9%	13%	8%	8%	9%	**	**	**	**	5%	**
							b									

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	556	98	406
Effective Weighted Sample	446	81	329
Total	274	46	207
Received a discount	10	**	8
	4%	**	4%
Added extra or improved services	7	**	5
	3%	**	2%
Reduced or downgraded services	2	**	1
	1%	**	1%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	17	**	13
	6%	**	6%
DISCOUNT AND EXTRA SERVICES	2	**	1
	1%	**	1%
DISCOUNT AND REDUCED SERVICES	1	**	1
	*%	**	*%
DISCOUNT ONLY	9	**	7
	3%	**	3%
EXTRA SERVICES ONLY	5	**	4
	2%	**	2%
REDUCED SERVICES ONLY	1	**	1
	1%	**	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	23	**	16
	8%	**	8%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	523	-	523	-	523	310	213	66	45	475	14	489	-	325	164	55
Effective Weighted Sample	417	-	417	-	417	250	167	52	35	380	11	391	-	261	130	44
Total	255	-	255	-	255	157	98	34	23	234	8	241	-	162	79	29
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	**	35	**	35	34	1	**	**	34	**	34	**	26	9	**
	14%	**	14%	**	14%	22% b	1%	**	**	15%	**	14%	**	16%	11%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	**	26	**	26	25	1	**	**	25	**	25	**	17	8	**
	10%	**	10%	**	10%	16% b	1%	**	**	11%	**	10%	**	11%	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b
Unweighted total	523	-	523	-	523	305	218	65	46	137	6	143	-
Effective Weighted Sample	417	-	417	-	417	247	171	51	37	126	6	132	-
Total	255	-	255	-	255	157	98	34	24	84	4	88	-
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	**	35	**	35	35	*	**	**	12	**	12	**
	14%	**	14%	**	14%	22% b	*%	**	**	14%	**	14%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	**	26	**	26	25	*	**	**	8	**	8	**
	10%	**	10%	**	10%	16% b	*%	**	**	10%	**	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.

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: 95%		~a	~b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	523	61	82	10	7	82	135	7	5	143	217	238	285
Effective Weighted Sample	417	57	75	10	7	75	123	6	4	132	198	195	224
Total	255	38	49	8	6	48	83	4	3	88	131	129	126
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	**	**	**	**	**	11	**	**	12	18	21	13
	14%	**	**	**	**	**	13%	**	**	14%	14%	17% b	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	**	**	**	**	**	9	**	**	8	14	15	10
	10%	**	**	**	**	**	11%	**	**	10%	11%	12%	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.

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	~b	~c	~d	~e	~a	b	c	d	e	~f	~a	b	c
Unweighted total	523	508	3	1	13	-	22	193	181	396	127	46	96	209	218
Effective Weighted Sample	417	405	3	1	10	-	17	155	152	320	112	41	76	169	186
Total	255	247	1	1	7	-	12	110	88	210	44	17	52	116	87
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	35	**	**	**	**	**	20	10	33	2	**	**	15	7
	14%	14%	**	**	**	**	**	18%	11%	16%	4%	**	**	13%	8%
								ce	e	e					
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	25	**	**	**	**	**	13	10	24	2	**	**	11	7
	10%	10%	**	**	**	**	**	12%	11%	11%	4%	**	**	9%	8%
								e	e	e					

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

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

DUAL PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Dual Play package (REGARD)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	~d	a	b	a	~b	~c	~d	~a	b	~c
Unweighted total	523	256	267	126	192	106	99	418	105	442	26	32	23	62	110	88
Effective Weighted Sample	417	200	218	105	157	94	75	330	87	360	18	25	15	49	92	74
Total	255	129	126	80	88	43	44	201	53	223	9	15	7	29	60	53
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	15	20	12	9	7	**	28	7	31	**	**	**	**	8	**
	14%	11%	16%	15%	10%	17%	**	14%	13%	14%	**	**	**	**	14%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	13	12	9	7	5	**	19	7	22	**	**	**	**	6	**
	10%	10%	10%	11%	8%	12%	**	9%	13%	10%	**	**	**	**	10%	**

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	523	92	383
Effective Weighted Sample	417	76	307
Total	255	42	194
SWITCHED ANY SERVICE IN LAST 12 MONTHS	35	**	27
	14%	**	14%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	26	**	19
	10%	**	10%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	645	-	645	22	623	462	183	76	52	621	-	621	-	405	216	61
Effective Weighted Sample	595	-	595	21	574	427	169	71	48	575	-	575	-	377	198	57
Total	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	**	53	**	51	51	2	**	**	53	**	53	**	37	16	**
	13%	**	13%	**	13%	18% b	2%	**	**	14%	**	14%	**	14%	12%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	**	35	**	33	34	1	**	**	35	**	35	**	24	12	**
	9%	**	9%	**	9%	12% b	1%	**	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	645	-	645	17	628	417	228	73	52	-	645	20	625
Effective Weighted Sample	595	-	595	16	579	386	210	68	49	-	595	19	576
Total	402	-	402	11	391	262	140	48	33	-	402	12	390
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	**	53	**	51	48	5	**	**	**	53	**	51
	13%	**	13%	**	13%	18% b	3%	**	**	**	13%	**	13%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	**	35	**	34	34	2	**	**	**	35	**	34
	9%	**	9%	**	9%	13% b	1%	**	**	**	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 (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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	645	393	251	60	40	-	-	-	-	644	-	329	316
Effective Weighted Sample	595	363	231	56	37	-	-	-	-	594	-	307	289
Total	402	248	153	39	25	-	-	-	-	402	-	216	186
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	44	10	**	**	**	**	**	**	53	**	32	21
	13%	18%	6%	**	**	**	**	**	**	13%	**	15%	11%
		b											
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	29	6	**	**	**	**	**	**	35	**	21	15
	9%	12%	4%	**	**	**	**	**	**	9%	**	10%	8%
		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.

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	645	-	645	-	-	-	18	248	265	531	114	39	124	298	223
Effective Weighted Sample	595	-	595	-	-	-	17	240	251	503	111	38	119	282	207
Total	402	-	402	-	-	-	14	185	157	356	45	15	92	200	109
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	**	53	**	**	**	**	28	19	51	2	**	18	29	7
	13%	**	13%	**	**	**	**	15% e	12% e	14% e	4%	**	19% c	14% c	6%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	**	35	**	**	**	**	17	16	33	2	**	8	21	7
	9%	**	9%	**	**	**	**	9%	10%	9%	4%	**	9%	10%	6%

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

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

TRIPLE PLAY (SIMPLE) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (SIMPLE)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	645	298	347	158	230	147	110	593	52	541	44	40	20	63	168	112
Effective Weighted Sample	595	275	321	152	217	142	104	548	47	499	40	37	19	59	159	106
Total	402	192	210	127	133	71	71	369	33	339	26	23	13	40	107	83
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	23	30	16	16	10	11	48	**	49	**	**	**	**	21	11
	13%	12%	14%	13%	12%	15%	15%	13%	**	15%	**	**	**	**	20%	13%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	16	19	8	11	8	8	34	**	33	**	**	**	**	14	7
	9%	8%	9%	6%	8%	11%	12%	9%	**	10%	**	**	**	**	13%	8%

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	645	91	505
Effective Weighted Sample	595	82	469
Total	402	51	321
SWITCHED ANY SERVICE IN LAST 12 MONTHS	53	**	37
	13%	**	12%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	35	**	24
	9%	**	7%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	645	-	645	22	623	462	183	76	52	621	-	621	-	405	216	61
Effective Weighted Sample	595	-	595	21	574	427	169	71	48	575	-	575	-	377	198	57
Total	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
Received a discount	49	**	49	**	47	31	18	**	**	49	**	49	**	37	12	**
	12%	**	12%	**	12%	11%	17% a	**	**	13%	**	13%	**	14% b	9%	**
Added extra or improved services	31	**	31	**	30	22	9	**	**	31	**	31	**	18	13	**
	8%	**	8%	**	8%	8%	8%	**	**	8%	**	8%	**	7%	10%	**
Reduced or downgraded services	16	**	16	**	14	10	6	**	**	16	**	16	**	12	4	**
	4%	**	4%	**	4%	3%	6%	**	**	4%	**	4%	**	5%	3%	**
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	74	50	28	**	**	78	**	78	**	54	24	**
	19%	**	19%	**	19%	17%	25% a	**	**	20%	**	20%	**	21%	18%	**
ALL 3 CHANGES	2	**	2	**	1	1	1	**	**	2	**	2	**	1	1	**
	*%	**	*%	**	*%	*%	*%	**	**	*%	**	*%	**	*%	*%	**
DISCOUNT AND EXTRA SERVICES	10	**	10	**	10	7	3	**	**	10	**	10	**	8	2	**
	3%	**	3%	**	3%	2%	3%	**	**	3%	**	3%	**	3%	2%	**
DISCOUNT AND REDUCED SERVICES	4	**	4	**	4	3	1	**	**	4	**	4	**	3	1	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	1%	**
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	**	*	-	*	**	**	*	**	*	**	-	*	**
	*%	**	*%	**	*%	-%	*%	**	**	*%	**	*%	**	-%	*%	**
DISCOUNT ONLY	33	**	33	**	31	19	14	**	**	33	**	33	**	25	8	**
	8%	**	8%	**	8%	7%	13% a	**	**	8%	**	8%	**	10%	6%	**
EXTRA SERVICES ONLY	19	**	19	**	19	14	5	**	**	19	**	19	**	9	9	**
	5%	**	5%	**	5%	5%	4%	**	**	5%	**	5%	**	4%	7% a	**
REDUCED SERVICES ONLY	10	**	10	**	8	5	4	**	**	10	**	10	**	8	2	**
	2%	**	2%	**	2%	2%	4%	**	**	3%	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	645	-	645	22	623	462	183	76	52	621	-	621	-	405	216	61
Effective Weighted Sample	595	-	595	21	574	427	169	71	48	575	-	575	-	377	198	57
Total	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	**	11	**	1	8	3	**	**	10	**	10	**	7	3	**
	3%	**	3%	**	*%	3%	2%	**	**	2%	**	2%	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	645	-	645	17	628	417	228	73	52	-	645	20	625
Effective Weighted Sample	595	-	595	16	579	386	210	68	49	-	595	19	576
Total	402	-	402	11	391	262	140	48	33	-	402	12	390
Received a discount	49	**	49	**	47	25	24	**	**	**	49	**	47
	12%	**	12%	**	12%	10%	17% a	**	**	**	12%	**	12%
Added extra or improved services	31	**	31	**	30	19	12	**	**	**	31	**	30
	8%	**	8%	**	8%	7%	8%	**	**	**	8%	**	8%
Reduced or downgraded services	16	**	16	**	14	7	9	**	**	**	16	**	14
	4%	**	4%	**	4%	3%	7% a	**	**	**	4%	**	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	74	43	35	**	**	**	78	**	74
	19%	**	19%	**	19%	16%	25% a	**	**	**	19%	**	19%
ALL 3 CHANGES	2	**	2	**	1	-	2	**	**	**	2	**	1
	*%	**	*%	**	*%	-%	1% a	**	**	**	*%	**	*%
DISCOUNT AND EXTRA SERVICES	10	**	10	**	10	6	4	**	**	**	10	**	10
	3%	**	3%	**	3%	2%	3%	**	**	**	3%	**	3%
DISCOUNT AND REDUCED SERVICES	4	**	4	**	4	2	2	**	**	**	4	**	4
	1%	**	1%	**	1%	1%	1%	**	**	**	1%	**	1%
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	**	*	-	*	**	**	**	*	**	*
	*%	**	*%	**	*%	-%	*%	**	**	**	*%	**	*%
DISCOUNT ONLY	33	**	33	**	32	17	16	**	**	**	33	**	32
	8%	**	8%	**	8%	6%	12% a	**	**	**	8%	**	8%
EXTRA SERVICES ONLY	19	**	19	**	19	13	5	**	**	**	19	**	19
	5%	**	5%	**	5%	5%	4%	**	**	**	5%	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	645	-	645	17	628	417	228	73	52	-	645	20	625
Effective Weighted Sample	595	-	595	16	579	386	210	68	49	-	595	19	576
Total	402	-	402	11	391	262	140	48	33	-	402	12	390
REDUCED SERVICES ONLY	10	**	10	**	8	4	6	**	**	**	10	**	8
	2%	**	2%	**	2%	2%	4%	**	**	**	2%	**	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	**	11	**	4	9	2	**	**	**	11	**	2
	3%	**	3%	**	1%	3%	1%	**	**	**	3%	**	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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	645	393	251	60	40	-	-	-	-	644	-	329	316
Effective Weighted Sample	595	363	231	56	37	-	-	-	-	594	-	307	289
Total	402	248	153	39	25	-	-	-	-	402	-	216	186
Received a discount	49	26	24	**	**	**	**	**	**	49	**	32	17
	12%	10%	15%	**	**	**	**	**	**	12%	**	15% b	9%
Added extra or improved services	31	20	11	**	**	**	**	**	**	31	**	21	10
	8%	8%	7%	**	**	**	**	**	**	8%	**	10% b	5%
Reduced or downgraded services	16	7	10	**	**	**	**	**	**	16	**	11	5
	4%	3%	6% a	**	**	**	**	**	**	4%	**	5%	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	44	34	**	**	**	**	**	**	78	**	52	26
	19%	18%	22%	**	**	**	**	**	**	19%	**	24% b	14%
ALL 3 CHANGES	2	-	2	**	**	**	**	**	**	2	**	1	*
	*%	-%	1% a	**	**	**	**	**	**	*%	**	1%	*%
DISCOUNT AND EXTRA SERVICES	10	7	4	**	**	**	**	**	**	10	**	6	4
	3%	3%	2%	**	**	**	**	**	**	3%	**	3%	2%
DISCOUNT AND REDUCED SERVICES	4	1	3	**	**	**	**	**	**	4	**	3	1
	1%	*%	2%	**	**	**	**	**	**	1%	**	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	**	**	**	**	**	**	*	**	-	*
	*%	-%	*%	**	**	**	**	**	**	*%	**	-%	*%
DISCOUNT ONLY	33	18	15	**	**	**	**	**	**	33	**	21	12
	8%	7%	10%	**	**	**	**	**	**	8%	**	10%	6%
EXTRA SERVICES ONLY	19	13	6	**	**	**	**	**	**	19	**	14	5
	5%	5%	4%	**	**	**	**	**	**	5%	**	6% b	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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	645	393	251	60	40	-	-	-	-	644	-	329	316
Effective Weighted Sample	595	363	231	56	37	-	-	-	-	594	-	307	289
Total	402	248	153	39	25	-	-	-	-	402	-	216	186
REDUCED SERVICES ONLY	10	5	4	**	**	**	**	**	**	10	**	7	3
	2%	2%	3%	**	**	**	**	**	**	2%	**	3%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	7	3	**	**	**	**	**	**	10	**	3	8
	3%	3%	2%	**	**	**	**	**	**	3%	**	1%	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.

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	645	-	645	-	-	-	18	248	265	531	114	39	124	298	223
Effective Weighted Sample	595	-	595	-	-	-	17	240	251	503	111	38	119	282	207
Total	402	-	402	-	-	-	14	185	157	356	45	15	92	200	109
Received a discount	49	**	49	**	**	**	**	24	18	44	6	**	13	20	16
	12%	**	12%	**	**	**	**	13%	12%	12%	12%	**	15%	10%	15%
Added extra or improved services	31	**	31	**	**	**	**	12	16	29	2	**	6	14	11
	8%	**	8%	**	**	**	**	7%	10%	8%	5%	**	6%	7%	10%
Reduced or downgraded services	16	**	16	**	**	**	**	4	8	13	3	**	1	7	8
	4%	**	4%	**	**	**	**	2%	5%	4%	8% b	**	1%	4%	8% ab
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	78	**	**	**	**	35	32	69	9	**	18	34	25
	19%	**	19%	**	**	**	**	19%	20%	19%	20%	**	20%	17%	23%
ALL 3 CHANGES	2	**	2	**	**	**	**	-	1	1	*	**	-	-	2
	*%	**	*%	**	**	**	**	-%	1%	*%	1%	**	-%	-%	2% b
DISCOUNT AND EXTRA SERVICES	10	**	10	**	**	**	**	5	5	10	-	**	2	5	4
	3%	**	3%	**	**	**	**	3%	3% e	3%	-%	**	2%	2%	4%
DISCOUNT AND REDUCED SERVICES	4	**	4	**	**	**	**	2	1	3	1	**	-	2	2
	1%	**	1%	**	**	**	**	1%	1%	1%	3%	**	-%	1%	2%
EXTRA SERVICES AND REDUCED SERVICES	*	**	*	**	**	**	**	-	-	-	*	**	-	-	*
	*%	**	*%	**	**	**	**	-%	-%	-%	1% d	**	-%	-%	*%
DISCOUNT ONLY	33	**	33	**	**	**	**	18	10	29	4	**	12	13	8
	8%	**	8%	**	**	**	**	10%	7%	8%	9%	**	13% b	7%	7%
EXTRA SERVICES ONLY	19	**	19	**	**	**	**	7	9	17	2	**	4	10	5
	5%	**	5%	**	**	**	**	4%	6%	5%	4%	**	5%	5%	4%
REDUCED SERVICES ONLY	10	**	10	**	**	**	**	3	5	8	1	**	1	5	4
	2%	**	2%	**	**	**	**	2%	3%	2%	3%	**	1%	3%	4%

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

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

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	645	-	645	-	-	-	18	248	265	531	114	39	124	298	223
Effective Weighted Sample	595	-	595	-	-	-	17	240	251	503	111	38	119	282	207
Total	402	-	402	-	-	-	14	185	157	356	45	15	92	200	109
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	**	11	**	**	**	**	6	3	10	1	**	2	6	3
	3%	**	3%	**	**	**	**	3%	2%	3%	2%	**	2%	3%	2%

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

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

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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	645	298	347	158	230	147	110	593	52	541	44	40	20	63	168	112
Effective Weighted Sample	595	275	321	152	217	142	104	548	47	499	40	37	19	59	159	106
Total	402	192	210	127	133	71	71	369	33	339	26	23	13	40	107	83
Received a discount	49	25	24	18	17	10	4	45	**	45	**	**	**	**	11	12
	12%	13%	12%	14% d	13% d	14% d	5%	12%	**	13%	**	**	**	**	10%	14%
Added extra or improved services	31	17	14	12	13	5	1	29	**	29	**	**	**	**	4	12
	8%	9%	6%	10% d	10% d	7% d	1%	8%	**	9%	**	**	**	**	3%	14% b
Reduced or downgraded services	16	8	8	3	7	2	3	15	**	15	**	**	**	**	3	3
	4%	4%	4%	2%	6%	4%	5%	4%	**	4%	**	**	**	**	2%	4%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	39	39	26	30	16	7	73	**	71	**	**	**	**	16	22
	19%	20%	19%	21% d	22% d	22% d	9%	20%	**	21%	**	**	**	**	15%	27% b
ALL 3 CHANGES	2	2	-	1	1	-	-	2	**	2	**	**	**	**	-	1
	*%	1%	-%	1%	1%	-%	-%	*%	**	1%	**	**	**	**	-%	1%
DISCOUNT AND EXTRA SERVICES	10	5	5	4	4	2	1	8	**	10	**	**	**	**	*	2
	3%	3%	2%	3%	3%	2%	1%	2%	**	3%	**	**	**	**	*%	3%
DISCOUNT AND REDUCED SERVICES	4	3	1	1	2	*	*	4	**	4	**	**	**	**	1	1
	1%	1%	1%	1%	2%	*%	1%	1%	**	1%	**	**	**	**	1%	1%
EXTRA SERVICES AND REDUCED SERVICES	*	-	*	-	*	-	-	*	**	*	**	**	**	**	-	-
	*%	-%	*%	-%	*%	-%	-%	*%	**	*%	**	**	**	**	-%	-%
DISCOUNT ONLY	33	15	18	12	10	8	3	31	**	29	**	**	**	**	10	8
	8%	8%	9%	9%	8%	12% d	4%	8%	**	8%	**	**	**	**	9%	10%
EXTRA SERVICES ONLY	19	10	8	7	8	3	-	18	**	17	**	**	**	**	3	9
	5%	5%	4%	6% d	6% d	5% d	-%	5%	**	5%	**	**	**	**	3%	10% b

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

Any break column with 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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	645	298	347	158	230	147	110	593	52	541	44	40	20	63	168	112
Effective Weighted Sample	595	275	321	152	217	142	104	548	47	499	40	37	19	59	159	106
Total	402	192	210	127	133	71	71	369	33	339	26	23	13	40	107	83
REDUCED SERVICES ONLY	10	3	6	1	4	2	3	9	**	9	**	**	**	**	2	2
	2%	2%	3%	1%	3%	3%	4% a	2%	**	3%	**	**	**	**	2%	2%
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	4	6	1	4	3	3	10	**	9	**	**	**	**	6	-
	3%	2%	3%	1%	3%	4%	4%	3%	**	3%	**	**	**	**	5% c	-%

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	645	91	505
Effective Weighted Sample	595	82	469
Total	402	51	321
Received a discount	49	**	39
	12%	**	12%
Added extra or improved services	31	**	23
	8%	**	7%
Reduced or downgraded services	16	**	11
	4%	**	3%
ANY OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	78	**	61
	19%	**	19%
ALL 3 CHANGES	2	**	1
	*%	**	*%
DISCOUNT AND EXTRA SERVICES	10	**	7
	3%	**	2%
DISCOUNT AND REDUCED SERVICES	4	**	4
	1%	**	1%
EXTRA SERVICES AND REDUCED SERVICES	*	**	-
	*%	**	-%
DISCOUNT ONLY	33	**	27
	8%	**	8%
EXTRA SERVICES ONLY	19	**	16
	5%	**	5%
REDUCED SERVICES ONLY	10	**	6
	2%	**	2%

Columns Tested: a,b

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

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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	645	91	505
Effective Weighted Sample	595	82	469
Total	402	51	321
NONE OF THESE CHANGES AS A RESULT OF MAKING CONTACT WITH PROVIDER	11	**	7
	3%	**	2%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	645	-	645	22	623	462	183	76	52	621	-	621	-	405	216	61
Effective Weighted Sample	595	-	595	21	574	427	169	71	48	575	-	575	-	377	198	57
Total	402	-	402	13	388	290	112	50	32	391	-	391	-	259	132	36
Received a discount	9	**	9	**	8	6	3	**	**	8	**	8	**	7	1	**
	2%	**	2%	**	2%	2%	3%	**	**	2%	**	2%	**	3%	1%	**
Added extra or improved services	8	**	8	**	8	5	3	**	**	8	**	8	**	6	2	**
	2%	**	2%	**	2%	2%	3%	**	**	2%	**	2%	**	2%	2%	**
Reduced or downgraded services	1	**	1	**	1	1	-	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	*%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	15	**	15	**	14	10	5	**	**	15	**	15	**	11	3	**
	4%	**	4%	**	4%	3%	5%	**	**	4%	**	4%	**	4%	3%	**
DISCOUNT AND EXTRA SERVICES	2	**	2	**	2	2	1	**	**	2	**	2	**	2	-	**
	1%	**	1%	**	1%	1%	1%	**	**	1%	**	1%	**	1%	-%	**
DISCOUNT ONLY	7	**	7	**	5	4	2	**	**	6	**	6	**	5	1	**
	2%	**	2%	**	1%	1%	2%	**	**	2%	**	2%	**	2%	1%	**
EXTRA SERVICES ONLY	5	**	5	**	5	3	2	**	**	5	**	5	**	3	2	**
	1%	**	1%	**	1%	1%	2%	**	**	1%	**	1%	**	1%	2%	**
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	1	**	1	**	1	-	**
	*%	**	*%	**	*%	*%	-%	**	**	*%	**	*%	**	*%	-%	**
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	**	14	**	1	8	6	**	**	13	**	13	**	8	5	**
	3%	**	3%	**	*%	3%	5%	**	**	3%	**	3%	**	3%	4%	**

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 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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	645	-	645	17	628	417	228	73	52	-	645	20	625
Effective Weighted Sample	595	-	595	16	579	386	210	68	49	-	595	19	576
Total	402	-	402	11	391	262	140	48	33	-	402	12	390
Received a discount	9	**	9	**	8	7	2	**	**	**	9	**	8
	2%	**	2%	**	2%	3%	1%	**	**	**	2%	**	2%
Added extra or improved services	8	**	8	**	8	5	3	**	**	**	8	**	8
	2%	**	2%	**	2%	2%	2%	**	**	**	2%	**	2%
Reduced or downgraded services	1	**	1	**	1	1	-	**	**	**	1	**	1
	*%	**	*%	**	*%	*%	-%	**	**	**	*%	**	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	15	**	15	**	14	10	5	**	**	**	15	**	14
	4%	**	4%	**	4%	4%	3%	**	**	**	4%	**	4%
DISCOUNT AND EXTRA SERVICES	2	**	2	**	2	2	-	**	**	**	2	**	2
	1%	**	1%	**	1%	1%	-%	**	**	**	1%	**	1%
DISCOUNT ONLY	7	**	7	**	5	5	2	**	**	**	7	**	5
	2%	**	2%	**	1%	2%	1%	**	**	**	2%	**	1%
EXTRA SERVICES ONLY	5	**	5	**	5	3	3	**	**	**	5	**	5
	1%	**	1%	**	1%	1%	2%	**	**	**	1%	**	1%
REDUCED SERVICES ONLY	1	**	1	**	1	1	-	**	**	**	1	**	1
	*%	**	*%	**	*%	*%	-%	**	**	**	*%	**	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	**	14	**	4	9	5	**	**	**	14	**	3
	3%	**	3%	**	1%	3%	3%	**	**	**	3%	**	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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	645	393	251	60	40	-	-	-	-	644	-	329	316
Effective Weighted Sample	595	363	231	56	37	-	-	-	-	594	-	307	289
Total	402	248	153	39	25	-	-	-	-	402	-	216	186
Received a discount	9	7	2	**	**	**	**	**	**	9	**	4	5
	2%	3%	1%	**	**	**	**	**	**	2%	**	2%	3%
Added extra or improved services	8	5	3	**	**	**	**	**	**	8	**	5	2
	2%	2%	2%	**	**	**	**	**	**	2%	**	3%	1%
Reduced or downgraded services	1	1	-	**	**	**	**	**	**	1	**	1	-
	*%	*%	-%	**	**	**	**	**	**	*%	**	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	15	10	5	**	**	**	**	**	**	15	**	8	7
	4%	4%	3%	**	**	**	**	**	**	4%	**	4%	4%
DISCOUNT AND EXTRA SERVICES	2	2	-	**	**	**	**	**	**	2	**	2	1
	1%	1%	-%	**	**	**	**	**	**	1%	**	1%	*%
DISCOUNT ONLY	7	4	2	**	**	**	**	**	**	7	**	2	4
	2%	2%	1%	**	**	**	**	**	**	2%	**	1%	2%
EXTRA SERVICES ONLY	5	3	3	**	**	**	**	**	**	5	**	4	2
	1%	1%	2%	**	**	**	**	**	**	1%	**	2%	1%
REDUCED SERVICES ONLY	1	1	-	**	**	**	**	**	**	1	**	1	-
	*%	*%	-%	**	**	**	**	**	**	*%	**	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	7	6	**	**	**	**	**	**	13	**	6	8
	3%	3%	4%	**	**	**	**	**	**	3%	**	3%	4%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	645	-	645	-	-	-	18	248	265	531	114	39	124	298	223
Effective Weighted Sample	595	-	595	-	-	-	17	240	251	503	111	38	119	282	207
Total	402	-	402	-	-	-	14	185	157	356	45	15	92	200	109
Received a discount	9	**	9	**	**	**	**	3	5	8	1	**	1	4	3
	2%	**	2%	**	**	**	**	1%	3%	2%	2%	**	1%	2%	3%
Added extra or improved services	8	**	8	**	**	**	**	5	3	8	-	**	2	6	-
	2%	**	2%	**	**	**	**	3%	2%	2%	-%	**	2% c	3% c	-%
Reduced or downgraded services	1	**	1	**	**	**	**	1	-	1	-	**	-	1	-
	*%	**	*%	**	**	**	**	*%	-%	*%	-%	**	-%	*%	-%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	15	**	15	**	**	**	**	7	7	14	1	**	3	9	3
	4%	**	4%	**	**	**	**	4%	4%	4%	2%	**	3%	5%	3%
DISCOUNT AND EXTRA SERVICES	2	**	2	**	**	**	**	1	1	2	-	**	1	2	-
	1%	**	1%	**	**	**	**	1%	1%	1%	-%	**	1%	1%	-%
DISCOUNT ONLY	7	**	7	**	**	**	**	1	4	5	1	**	1	3	3
	2%	**	2%	**	**	**	**	1%	3%	2%	2%	**	1%	1%	3%
EXTRA SERVICES ONLY	5	**	5	**	**	**	**	4	2	5	-	**	1	4	-
	1%	**	1%	**	**	**	**	2%	1%	2%	-%	**	2%	2% c	-%
REDUCED SERVICES ONLY	1	**	1	**	**	**	**	1	-	1	-	**	-	1	-
	*%	**	*%	**	**	**	**	*%	-%	*%	-%	**	-%	*%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	**	14	**	**	**	**	8	4	13	1	**	3	8	3
	3%	**	3%	**	**	**	**	4%	3%	4%	2%	**	3%	4%	2%

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

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

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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	645	298	347	158	230	147	110	593	52	541	44	40	20	63	168	112
Effective Weighted Sample	595	275	321	152	217	142	104	548	47	499	40	37	19	59	159	106
Total	402	192	210	127	133	71	71	369	33	339	26	23	13	40	107	83
Received a discount	9	5	4	3	4	2	1	8	**	7	**	**	**	**	3	2
	2%	3%	2%	2%	3%	3%	1%	2%	**	2%	**	**	**	**	3%	3%
Added extra or improved services	8	4	3	2	2	2	2	7	**	7	**	**	**	**	2	1
	2%	2%	2%	1%	2%	2%	3%	2%	**	2%	**	**	**	**	2%	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	15	7	8	3	6	3	3	13	**	13	**	**	**	**	4	3
	4%	4%	4%	3%	4%	4%	4%	4%	**	4%	**	**	**	**	4%	4%
DISCOUNT AND EXTRA SERVICES	2	2	-	1	1	1	-	2	**	2	**	**	**	**	2	1
	1%	1% b	-%	1%	1%	1%	-%	1%	**	1%	**	**	**	**	2%	1%
DISCOUNT ONLY	7	3	4	2	3	1	1	6	**	5	**	**	**	**	2	2
	2%	1%	2%	1%	2%	2%	1%	2%	**	2%	**	**	**	**	1%	2%
EXTRA SERVICES ONLY	5	2	3	1	1	1	2	4	**	5	**	**	**	**	1	1
	1%	1%	2%	1%	1%	1%	3%	1%	**	1%	**	**	**	**	*%	1%
REDUCED SERVICES ONLY	1	-	1	-	1	-	-	1	**	1	**	**	**	**	1	-
	*%	-%	*%	-%	1%	-%	-%	*%	**	*%	**	**	**	**	1%	-%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	6	8	1	5	4	3	12	**	11	**	**	**	**	8	1
	3%	3%	4%	1%	4%	6% a	5% a	3%	**	3%	**	**	**	**	7% c	2%

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	645	91	505
Effective Weighted Sample	595	82	469
Total	402	51	321
Received a discount	9	**	6
	2%	**	2%
Added extra or improved services	8	**	6
	2%	**	2%
Reduced or downgraded services	1	**	1
	*%	**	*%
ANY OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	15	**	11
	4%	**	3%
DISCOUNT AND EXTRA SERVICES	2	**	2
	1%	**	1%
DISCOUNT ONLY	7	**	4
	2%	**	1%
EXTRA SERVICES ONLY	5	**	4
	1%	**	1%
REDUCED SERVICES ONLY	1	**	1
	*%	**	*%
NONE OF THESE CHANGES AS A RESULT OF BEING CONTACTED BY PROVIDER	14	**	9
	3%	**	3%

Columns Tested: a,b

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

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: 95%		~a	b	~a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	626	-	626	-	626	451	175	74	51	598	6	604	-	396	208	60
Effective Weighted Sample	577	-	577	-	577	416	161	69	47	554	5	559	-	368	191	56
Total	390	-	390	-	390	283	108	49	31	377	3	380	-	253	127	36
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	**	51	**	51	49	2	**	**	51	**	51	**	35	16	**
	13%	**	13%	**	13%	17% b	2%	**	**	13%	**	13%	**	14%	12%	**
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	**	33	**	33	33	1	**	**	33	**	33	**	22	11	**
	9%	**	9%	**	9%	12% b	1%	**	**	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.

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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	626	-	626	-	626	404	222	69	49	-	626	-	626
Effective Weighted Sample	577	-	577	-	577	373	204	64	46	-	577	-	577
Total	390	-	390	-	390	254	136	45	31	-	390	-	390
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	**	51	**	51	46	5	**	**	**	51	**	51
	13%	**	13%	**	13%	18%	4%	**	**	**	13%	**	13%
						b							
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	**	33	**	33	32	2	**	**	**	33	**	33
	9%	**	9%	**	9%	12%	1%	**	**	**	9%	**	9%
						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.

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: 95%		a	b	~c	~d	~a	~b	~c	~d	a	~b	a	b
Unweighted total	626	383	243	59	40	-	-	-	-	626	-	320	306
Effective Weighted Sample	577	354	223	55	37	-	-	-	-	577	-	299	280
Total	390	241	149	39	25	-	-	-	-	390	-	210	180
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	42	9	**	**	**	**	**	**	51	**	31	20
	13%	17% b	6%	**	**	**	**	**	**	13%	**	15%	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	27	6	**	**	**	**	**	**	33	**	19	14
	9%	11% b	4%	**	**	**	**	**	**	9%	**	9%	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.

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		~a	b	~c	~d	~e	~a	b	c	d	e	~f	a	b	c
Unweighted total	626	-	620	6	-	-	16	237	259	512	114	41	118	288	220
Effective Weighted Sample	577	-	572	5	-	-	16	229	245	485	111	40	114	272	203
Total	390	-	387	3	-	-	13	177	155	345	45	16	89	193	108
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	**	51	**	**	**	**	26	19	49	2	**	16	28	7
	13%	**	13%	**	**	**	**	15%	12%	14%	4%	**	19%	14%	6%
								e	e	e			c	c	
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	**	33	**	**	**	**	15	16	31	2	**	7	19	7
	9%	**	9%	**	**	**	**	9%	10%	9%	4%	**	8%	10%	6%

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

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

TRIPLE PLAY (REGARD) - SUMMARY OF BEHAVIOUR

Base : Those responsible for the household's Triple Play package (REGARD)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	~a	b	c
Unweighted total	626	291	335	158	220	141	107	575	51	525	43	41	17	64	156	110
Effective Weighted Sample	577	268	309	152	208	137	101	531	46	484	39	38	16	60	147	104
Total	390	187	203	127	127	67	69	357	33	329	25	24	11	40	100	81
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	23	28	16	15	9	10	46	**	47	**	**	**	**	20	11
	13%	12%	14%	13%	12%	14%	14%	13%	**	14%	**	**	**	**	20%	13%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	16	17	8	11	7	7	32	**	31	**	**	**	**	12	7
	9%	9%	9%	6%	8%	11%	11%	9%	**	9%	**	**	**	**	12%	8%

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

Any break column with 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		~a	b
Unweighted total	626	90	492
Effective Weighted Sample	577	81	457
Total	390	49	313
SWITCHED ANY SERVICE IN LAST 12 MONTHS	51	**	36
	13%	**	11%
SWITCHED ANY SERVICE IN LAST 12 MONTHS EXCLUDING MOVERS	33	**	23
	9%	**	7%

Columns Tested: a,b

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

Q34. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
I regularly keep an eye on deals in the market	116	2	70	3	68	55	16	17	10	103	10	106	8	84	30	24
	8%	1%	9%	2%	9%	10%	5%	17%	15%	8%	9%	8%	9%	9%	6%	14%
			a		a	b		ab	b					b		ab
I occasionally look at deals in the market	402	16	212	25	203	160	68	32	21	361	28	366	24	278	112	54
	27%	12%	27%	14%	28%	28%	20%	32%	32%	28%	24%	28%	26%	31%	23%	31%
			a		a	b		b	b					b		b
I only look at deals when my contract is ending	413	14	251	32	233	183	82	33	23	369	34	375	29	278	125	53
	28%	10%	32%	17%	32%	32%	24%	33%	35%	29%	30%	29%	32%	31%	25%	31%
			a		a	b		b	b					b		b
TOTAL EVER LOOK AT DEALS	931	31	533	61	504	398	166	81	55	834	72	846	60	639	267	131
	62%	24%	68%	33%	69%	70%	48%	81%	82%	65%	63%	65%	66%	71%	54%	76%
			a		a	b		ab	ab					b		b
I don't ever look at deals in the market	510	97	210	116	191	150	157	17	11	402	38	413	27	232	208	32
	34%	73%	27%	63%	26%	26%	46%	17%	16%	31%	33%	32%	29%	26%	42%	19%
		b		b		cd	acd							c	ac	
Don't know	59	4	36	8	33	20	20	2	1	46	4	47	4	29	21	8
	4%	3%	5%	4%	5%	4%	6%	2%	2%	4%	4%	4%	4%	3%	4%	5%
							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.

Q34. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
I regularly keep an eye on deals in the market	116	6	76	8	74	63	19	20	13	20	40	20	40
	8%	8%	9%	7%	9%	11% b	6%	18% ab	17% ab	11%	8%	10%	8%
I occasionally look at deals in the market	402	28	228	38	219	169	87	34	21	56	141	62	135
	27%	38% b	27%	29%	28%	30%	26%	31%	28%	32%	27%	30%	27%
I only look at deals when my contract is ending	413	20	271	39	252	187	104	37	27	43	177	52	168
	28%	27%	32%	30%	32%	33%	30%	33%	35%	25%	33% a	25%	34% a
TOTAL EVER LOOK AT DEALS	931	53	576	85	544	419	210	90	60	119	358	134	343
	62%	73%	69%	66%	70%	74% b	62%	81% ab	80% b	68%	68%	65%	69%
I don't ever look at deals in the market	510	17	222	37	202	127	112	19	14	45	142	59	129
	34%	24%	26%	29%	26%	22%	33% acd	17%	18%	26%	27%	28%	26%
Don't know	59	2	40	7	35	23	19	2	1	10	29	14	25
	4%	3%	5%	6%	4%	4%	6% c	2%	2%	6%	5%	7%	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.

Q34. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
I regularly keep an eye on deals in the market	116	38	22	**	**	5	18	**	**	60	23	69	47
	8%	10%	7%	**	**	4%	7%	**	**	8%	6%	10% b	6%
I occasionally look at deals in the market	402	116	80	**	**	33	50	**	**	197	83	220	182
	27%	30%	26%	**	**	26%	20%	**	**	28% b	22%	32% b	23%
I only look at deals when my contract is ending	413	130	91	**	**	27	44	**	**	220	71	228	185
	28%	33%	29%	**	**	21%	17%	**	**	31% b	19%	33% b	23%
TOTAL EVER LOOK AT DEALS	931	284	193	**	**	65	113	**	**	477	177	517	414
	62%	73% b	62%	**	**	51%	44%	**	**	68% b	47%	74% b	52%
I don't ever look at deals in the market	510	87	100	**	**	59	133	**	**	187	192	161	350
	34%	22%	32% a	**	**	47%	53%	**	**	27%	51% a	23%	44% a
Don't know	59	19	20	**	**	2	8	**	**	39	10	22	37
	4%	5%	6%	**	**	2%	3%	**	**	6% b	3%	3%	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.

Q34. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
I regularly keep an eye on deals in the market	116	32	31	**	9	40	22	51	37	110	5	1	48	48	20
	8%	12%	8%	**	7%	6%	9%	9%	9%	9%	2%	1%	9%	9%	5%
		bde					ef	ef	ef	ef			c	c	
I occasionally look at deals in the market	402	78	111	**	30	171	77	177	118	372	30	8	163	166	73
	27%	29%	28%	**	23%	26%	32%	30%	28%	30%	12%	7%	32%	31%	16%
							ef	ef	ef	ef	f		c	c	
I only look at deals when my contract is ending	413	84	138	**	36	139	74	186	113	373	40	15	156	176	81
	28%	31%	34%	**	28%	22%	31%	32%	27%	30%	16%	13%	30%	33%	18%
		e	e		e		ef	cef	ef	ef			c	c	
TOTAL EVER LOOK AT DEALS	931	194	280	**	75	349	174	414	267	855	76	23	367	389	175
	62%	71%	70%	**	57%	54%	72%	71%	63%	69%	30%	20%	71%	72%	39%
		de	de				cef	cef	ef	cef	f		c	c	
I don't ever look at deals in the market	510	69	101	**	49	278	63	142	138	343	166	85	135	125	250
	34%	25%	25%	**	37%	43%	26%	25%	33%	28%	66%	74%	26%	23%	56%
					ab	ab			abd		abcd	abcde			ab
Don't know	59	10	21	**	7	18	6	24	18	48	10	7	16	23	19
	4%	4%	5%	**	6%	3%	2%	4%	4%	4%	4%	6%	3%	4%	4%
			e		e							a			

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

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

Q34. (SHOWCARD) Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
I regularly keep an eye on deals in the market	116	66	50	36	34	22	23	105	11	99	6	10	**	15	21	22
	8%	9%	7%	9%	8%	9%	6%	8%	6%	8%	6%	15%	**	8%	7%	10%
		b		d								ab				
I occasionally look at deals in the market	402	208	194	115	125	70	92	357	45	343	32	20	**	43	102	64
	27%	28%	26%	30%	27%	27%	23%	27%	25%	27%	29%	31%	**	23%	34%	29%
				d											a	
I only look at deals when my contract is ending	413	207	206	131	134	67	80	353	59	366	19	11	**	46	90	81
	28%	28%	27%	34%	29%	26%	20%	27%	32%	29%	17%	16%	**	25%	30%	37%
				cd	d	d			a	bc						ab
TOTAL EVER LOOK AT DEALS	931	481	450	282	294	159	195	815	116	808	57	40	**	103	213	166
	62%	64%	60%	73%	64%	62%	49%	62%	63%	63%	52%	62%	**	56%	71%	76%
		b		bcd	d	d				b					a	a
I don't ever look at deals in the market	510	234	276	88	148	89	186	447	63	428	41	24	**	74	73	45
	34%	31%	37%	23%	32%	34%	47%	34%	34%	33%	37%	37%	**	40%	25%	21%
			a		a	a	abc							bc		
Don't know	59	33	26	17	16	9	17	53	6	42	12	1	**	8	12	7
	4%	4%	3%	4%	4%	4%	4%	4%	3%	3%	11%	1%	**	5%	4%	3%
											ac					

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

Any break column with 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. (SHOWCARD) Generally, which one of these describes your behaviour in terms of communications services such as mobile, landline, broadband and TV?

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
I regularly keep an eye on deals in the market	116 8%	17 7%	88 8%
I occasionally look at deals in the market	402 27%	53 20%	322 29% a
I only look at deals when my contract is ending	413 28%	44 16%	346 31% a
TOTAL EVER LOOK AT DEALS	931 62%	114 43%	756 68% a
I don't ever look at deals in the market	510 34%	144 54% b	322 29%
Don't know	59 4%	8 3%	33 3%

Columns Tested: a,b

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

Q35. (SHOWCARD) 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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b	a	b	c
Unweighted total	1560	60	916	107	869	668	308	138	94	1381	128	1405	104	1054	455	224
Effective Weighted Sample	1326	48	798	90	756	588	259	120	82	1179	108	1197	90	900	386	187
Total	931	31	533	61	504	398	166	81	55	834	72	846	60	639	267	131
Own provider only	114	**	60	4	59	37	26	7	**	101	11	104	8	51	60	9
	12%	**	11%	6%	12%	9%	16% ac	8%	**	12%	15%	12%	13%	8%	23% ac	7%
Other providers only	28	**	10	2	9	8	3	2	**	26	2	26	2	23	5	5
	3%	**	2%	3%	2%	2%	2%	2%	**	3%	2%	3%	3%	4%	2%	4%
Both own provider and others	770	**	456	53	429	349	133	73	**	689	60	699	50	556	193	114
	83%	**	85%	88%	85%	88% b	80%	90% b	**	83%	83%	83%	84%	87% b	72%	87% b
Don't know	19	**	7	2	7	5	4	-	**	17	-	17	-	9	8	3
	2%	**	1%	2%	1%	1%	3%	-%	**	2%	-%	2%	-%	1%	3% a	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. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	1560	101	982	154	929	706	377	155	103	175	555	197	533
Effective Weighted Sample	1326	77	856	124	810	616	318	133	90	162	515	183	495
Total	931	53	576	85	544	419	210	90	60	119	358	134	343
Own provider only	114	3	67	5	65	36	34	7	4	17	44	18	44
	12%	6%	12%	6%	12%	8%	16%	8%	6%	14%	12%	13%	13%
					a		acd						
Other providers only	28	1	11	2	10	10	2	2	2	4	4	4	4
	3%	2%	2%	3%	2%	2%	1%	3%	3%	3%	1%	3%	1%
Both own provider and others	770	44	491	73	462	367	168	79	54	95	307	109	293
	83%	83%	85%	85%	85%	87%	80%	88%	90%	80%	86%	81%	85%
						b		b	b				
Don't know	19	5	7	5	7	7	5	1	1	3	3	3	3
	2%	9%	1%	6%	1%	2%	3%	2%	1%	3%	1%	2%	1%
		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.

Q35. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	1560	435	295	72	47	100	161	12	9	730	261	825	735
Effective Weighted Sample	1326	405	272	68	44	93	148	12	9	677	241	715	612
Total	931	284	193	49	30	65	113	8	6	477	177	517	414
Own provider only	114	28	33	**	**	3	10	**	**	61	13	60	54
	12%	10%	17% a	**	**	5%	9%	**	**	13% b	7%	12%	13%
Other providers only	28	7	2	**	**	4	2	**	**	9	6	17	11
	3%	2%	1%	**	**	7% b	1%	**	**	2%	3%	3%	3%
Both own provider and others	770	247	155	**	**	55	99	**	**	401	154	433	336
	83%	87% b	80%	**	**	85%	88%	**	**	84%	87%	84%	81%
Don't know	19	3	3	**	**	3	2	**	**	6	5	6	13
	2%	1%	2%	**	**	4%	2%	**	**	1%	3%	1%	3% 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.

Q35. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1560	375	437	55	124	571	259	630	478	1367	192	56	566	620	373
Effective Weighted Sample	1326	304	406	50	106	467	221	544	423	1178	174	52	481	541	325
Total	931	194	280	33	75	349	174	414	267	855	76	23	367	389	175
Own provider only	114	20	31	**	9	47	25	48	29	102	12	**	51	38	25
	12%	10%	11%	**	12%	14%	14%	12%	11%	12%	16%	**	14%	10%	14%
											c		b		b
Other providers only	28	5	3	**	2	17	6	12	8	26	2	**	10	13	5
	3%	3%	1%	**	3%	5%	3%	3%	3%	3%	3%	**	3%	3%	3%
						b									
Both own provider and others	770	164	243	**	64	274	138	350	225	713	56	**	299	334	137
	83%	84%	87%	**	85%	78%	80%	84%	84%	83%	74%	**	82%	86%	78%
		e	e					e	e	e				c	
Don't know	19	5	3	**	-	11	5	4	5	14	5	**	7	4	8
	2%	2%	1%	**	-%	3%	3%	1%	2%	2%	6%	**	2%	1%	4%
						bd	b				bcd				ab

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

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

Q35. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	~c	~d	a	b	c
Unweighted total	1560	786	774	368	537	341	314	1358	202	1330	111	69	50	194	353	236
Effective Weighted Sample	1326	661	668	332	464	302	266	1158	168	1143	85	60	39	156	310	214
Total	931	481	450	282	294	159	195	815	116	808	57	40	25	103	213	166
Own provider only	114	50	65	33	35	20	27	96	19	98	8	**	**	15	18	15
	12%	10%	14%	12%	12%	12%	14%	12%	16%	12%	14%	**	**	14%	8%	9%
			a											b		
Other providers only	28	13	15	12	8	3	6	25	3	21	6	**	**	6	5	4
	3%	3%	3%	4%	3%	2%	3%	3%	2%	3%	10%	**	**	6%	3%	3%
											a			b		
Both own provider and others	770	410	360	231	249	133	157	680	90	674	43	**	**	80	189	147
	83%	85%	80%	82%	85%	83%	80%	83%	78%	83%	75%	**	**	78%	89%	88%
		b						b		b					a	a
Don't know	19	9	10	7	2	4	6	14	4	16	1	**	**	2	1	1
	2%	2%	2%	2%	1%	3%	3%	2%	4%	2%	1%	**	**	2%	*%	*%
				b		b	b							b		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1560	193	1254
Effective Weighted Sample	1326	166	1071
Total	931	114	756
Own provider only	114	11	96
	12%	10%	13%
Other providers only	28	6	21
	3%	6%	3%
		b	
Both own provider and others	770	92	627
	83%	81%	83%
Don't know	19	4	12
	2%	4%	2%
		b	

Columns Tested: a,b

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

Q36A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Very confident	576	25	333	48	311	249	110	55	38	511	44	524	32	381	174	78
	38%	19%	43%	26%	43%	44%	32%	55%	57%	40%	39%	40%	35%	42%	35%	45%
			a		a	b		ab	ab					b		b
Fairly confident	595	42	304	60	285	224	122	33	20	521	48	527	42	377	192	71
	40%	32%	39%	33%	39%	39%	35%	33%	30%	41%	42%	40%	47%	42%	39%	42%
			a		a											
Not very confident	190	27	88	32	83	62	53	8	5	158	13	161	9	99	71	13
	13%	21%	11%	18%	11%	11%	15%	8%	7%	12%	11%	12%	10%	11%	14%	8%
		b		b			acd								ac	
Not at all confident	98	31	34	36	30	24	42	3	3	64	5	65	4	32	37	9
	7%	24%	4%	20%	4%	4%	12%	3%	5%	5%	4%	5%	4%	4%	7%	5%
		b		b			acd								a	
Don't know	41	6	20	8	19	10	17	1	*	28	4	29	4	11	21	1
	3%	5%	3%	4%	3%	2%	5%	1%	1%	2%	4%	2%	4%	1%	4%	1%
		b					acd								ac	
TOTAL CONFIDENT	1171	67	637	108	596	473	232	88	58	1032	93	1050	74	758	366	149
	78%	51%	82%	59%	82%	83%	68%	88%	87%	81%	81%	80%	82%	84%	74%	87%
			a		a	b		b	b					b		b
TOTAL NOT CONFIDENT	288	59	122	69	112	86	95	11	8	222	18	226	13	131	108	22
	19%	44%	16%	37%	15%	15%	28%	11%	12%	17%	15%	17%	14%	15%	22%	13%
		b		b			acd								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.

Q36A. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Very confident	576	30	367	59	339	262	136	59	40	69	230	80	219
	38%	42%	44%	45%	43%	46% b	40%	53% b	54% b	40%	43%	38%	44%
Fairly confident	595	30	324	48	307	218	136	38	24	69	205	80	194
	40%	42%	39%	37%	39%	38%	40%	34%	32%	40%	39%	39%	39%
Not very confident	190	8	93	13	87	61	40	9	6	21	58	26	53
	13%	10%	11%	10%	11%	11%	12%	8%	8%	12%	11%	13%	11%
Not at all confident	98	3	32	7	28	17	18	4	4	9	23	13	19
	7%	4%	4%	5%	4%	3%	5% a	3%	5%	5%	4%	6%	4%
Don't know	41	1	21	3	19	10	13	1	*	6	14	9	11
	3%	2%	3%	3%	2%	2%	4% ac	1%	*%	3%	3%	4%	2%
TOTAL CONFIDENT	1171	61	691	106	646	480	271	97	64	138	435	159	414
	78%	84%	83%	82%	83%	85% b	79%	88% b	86%	79%	82%	77%	83% a
TOTAL NOT CONFIDENT	288	11	125	20	116	78	58	13	10	30	81	39	72
	19%	15%	15%	15%	15%	14%	17%	12%	13%	17%	15%	19%	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.

Q36A. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Very confident	576	182	117	**	**	37	91	**	**	299	128	332	244
	38%	47% b	37%	**	**	29%	36%	**	**	43% b	34%	47% b	30%
Fairly confident	595	151	122	**	**	56	84	**	**	274	139	273	322
	40%	39%	39%	**	**	44% b	33%	**	**	39%	37%	39%	40%
Not very confident	190	39	41	**	**	19	42	**	**	79	61	63	128
	13%	10%	13%	**	**	15%	17%	**	**	11%	16% a	9%	16% a
Not at all confident	98	12	20	**	**	10	29	**	**	32	40	21	77
	7%	3%	6% a	**	**	8%	12%	**	**	5%	10% a	3%	10% a
Don't know	41	6	14	**	**	4	8	**	**	19	12	11	30
	3%	1%	4% a	**	**	3%	3%	**	**	3%	3%	2%	4% a
TOTAL CONFIDENT	1171	333	240	**	**	92	175	**	**	573	267	605	566
	78%	85% b	76%	**	**	73%	69%	**	**	81% b	70%	86% b	71%
TOTAL NOT CONFIDENT	288	51	60	**	**	30	71	**	**	111	101	84	204
	19%	13%	19% a	**	**	23%	28%	**	**	16%	27% a	12%	26% 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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Very confident	576	117	182	**	52	207	100	272	159	532	44	14	232	238	106
	38%	43%	45%	**	40%	32%	41%	47%	38%	43%	17%	12%	45%	44%	24%
		e	e		e		ef	cdef	ef	cef	f		c	c	
Fairly confident	595	106	158	**	47	266	115	227	173	514	80	30	216	226	152
	40%	39%	39%	**	36%	41%	47%	39%	41%	41%	32%	26%	42%	42%	34%
							bcdef	ef	ef	ef			c	c	
Not very confident	190	34	39	**	18	93	18	53	61	132	58	28	50	45	95
	13%	12%	10%	**	13%	14%	7%	9%	14%	11%	23%	25%	10%	8%	21%
						b			abd		abcd	abcd			ab
Not at all confident	98	11	15	**	9	61	4	20	22	45	53	31	11	19	67
	7%	4%	4%	**	7%	9%	1%	3%	5%	4%	21%	27%	2%	4%	15%
					b	ab			a	a	abcd	abcde			ab
Don't know	41	6	9	**	6	18	6	9	9	24	17	11	8	9	24
	3%	2%	2%	**	4%	3%	2%	2%	2%	2%	7%	10%	2%	2%	5%
											abcd	abcd			ab
TOTAL CONFIDENT	1171	223	339	**	99	472	215	499	332	1046	123	44	448	464	258
	78%	81%	84%	**	75%	73%	89%	86%	78%	84%	49%	38%	87%	86%	58%
		e	de				cdef	cef	ef	cef	f		c	c	
TOTAL NOT CONFIDENT	288	45	54	**	27	154	22	72	83	177	111	60	61	65	162
	19%	16%	13%	**	20%	24%	9%	12%	20%	14%	44%	52%	12%	12%	37%
					b	ab			abd	a	abcd	abcde			ab

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

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

Q36A. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Very confident	576	327	248	181	189	92	112	513	63	517	31	21	**	55	141	113
	38%	44%	33%	47%	41%	36%	28%	39%	34%	40%	28%	32%	**	30%	47%	52%
		b		cd	cd	d				b					a	a
Fairly confident	595	292	303	144	191	111	150	520	75	496	51	23	**	74	121	81
	40%	39%	40%	37%	42%	43%	38%	40%	41%	39%	47%	36%	**	40%	41%	37%
						a					a					
Not very confident	190	77	113	35	47	35	73	162	28	154	15	15	**	32	27	14
	13%	10%	15%	9%	10%	13%	18%	12%	15%	12%	14%	23%	**	18%	9%	6%
			a			a	abc					ab		bc		
Not at all confident	98	35	63	17	18	12	50	85	13	76	10	5	**	16	8	7
	7%	5%	8%	4%	4%	5%	13%	6%	7%	6%	9%	8%	**	9%	3%	3%
			a				abc							bc		
Don't know	41	16	25	10	12	8	12	35	6	34	2	1	**	7	1	4
	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	2%	1%	**	4%	*%	2%
														b		b
TOTAL CONFIDENT	1171	619	551	325	380	203	263	1033	138	1014	82	44	**	129	262	194
	78%	83%	73%	84%	83%	79%	66%	79%	75%	79%	75%	68%	**	70%	88%	89%
		b		cd	cd	d				c					a	a
TOTAL NOT CONFIDENT	288	112	176	53	66	46	123	247	41	231	25	20	**	49	35	20
	19%	15%	23%	14%	14%	18%	31%	19%	22%	18%	23%	31%	**	26%	12%	9%
			a			a	abc					a		bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Very confident	576	72	457
	38%	27%	41%
			a
Fairly confident	595	84	470
	40%	32%	42%
			a
Not very confident	190	52	121
	13%	20%	11%
		b	
Not at all confident	98	49	40
	7%	18%	4%
		b	
Don't know	41	9	22
	3%	3%	2%
TOTAL CONFIDENT	1171	156	928
	78%	59%	83%
			a
TOTAL NOT CONFIDENT	288	101	161
	19%	38%	15%
		b	

Columns Tested: a,b

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

Q36B. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Very confident	689	40	394	66	368	290	144	52	35	605	56	619	42	438	223	86
	46%	30%	51% a	36%	51% a	51% b	42%	52% b	52% b	47%	49%	47%	46%	49%	45%	50%
Fairly confident	538	40	283	56	268	210	113	35	24	467	42	474	35	340	169	63
	36%	30%	36%	30%	37% a	37%	33%	35%	36%	36%	36%	36%	38%	38%	34%	37%
Not very confident	153	23	66	28	61	48	42	11	6	125	10	127	8	87	49	18
	10%	17% b	9%	15% b	8%	8%	12% a	11%	10%	10%	9%	10%	9%	10%	10%	11%
Not at all confident	85	25	25	29	21	16	33	1	1	56	5	57	5	22	40	3
	6%	19% b	3%	16% b	3%	3%	10% acd	1%	2%	4%	5%	4%	5%	2%	8% ac	2%
Don't know	35	5	11	6	9	4	11	1	-	29	1	29	1	14	15	1
	2%	3% b	1%	3% b	1%	1%	3% acd	1%	-%	2%	1%	2%	1%	2%	3% ac	1%
TOTAL CONFIDENT	1227	80	677	122	635	500	257	87	59	1072	98	1093	77	778	392	149
	82%	60%	87% a	66%	87% a	88% b	75%	87% b	89% b	84%	86%	84%	85%	86% b	79%	87% b
TOTAL NOT CONFIDENT	238	48	91	57	82	64	75	13	8	181	16	184	13	108	88	21
	16%	36% b	12%	31% b	11%	11%	22% acd	13%	11%	14%	14%	14%	14%	12%	18% ac	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.

Q36B. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Very confident	689	36	434	68	401	295	175	58	38	91	269	104	257
	46%	49%	52%	53%	51%	52%	51%	53%	51%	52%	51%	50%	52%
Fairly confident	538	24	300	40	283	206	118	38	28	59	189	70	178
	36%	33%	36%	31%	36%	36%	35%	35%	38%	34%	36%	34%	36%
Not very confident	153	7	70	10	66	52	25	13	8	15	47	18	44
	10%	10%	8%	8%	9%	9%	7%	12%	11%	8%	9%	9%	9%
Not at all confident	85	3	24	7	20	12	15	*	*	7	16	11	13
	6%	5%	3%	6%	3%	2%	4%	*%	1%	4%	3%	5%	3%
				b			acd					b	
Don't know	35	2	11	3	10	5	8	1	-	2	8	4	6
	2%	3%	1%	2%	1%	1%	2%	*%	-%	1%	1%	2%	1%
							a						
TOTAL CONFIDENT	1227	60	734	109	685	500	293	97	66	150	458	174	434
	82%	82%	88%	84%	88%	88%	86%	87%	89%	86%	87%	84%	87%
TOTAL NOT CONFIDENT	238	10	93	18	86	63	41	14	8	22	64	29	57
	16%	14%	11%	14%	11%	11%	12%	12%	11%	13%	12%	14%	11%

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. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Very confident	689	208	152	**	**	44	109	**	**	360	153	382	307
	46%	53%	48%	**	**	35%	43%	**	**	51% b	40%	55% b	38%
Fairly confident	538	139	109	**	**	53	76	**	**	248	129	233	304
	36%	36%	35%	**	**	42% b	30%	**	**	35%	34%	33%	38% a
Not very confident	153	33	29	**	**	13	31	**	**	62	45	52	102
	10%	8%	9%	**	**	11%	12%	**	**	9%	12%	7%	13% a
Not at all confident	85	8	16	**	**	13	28	**	**	24	41	23	62
	6%	2%	5% a	**	**	10%	11%	**	**	3%	11% a	3%	8% a
Don't know	35	2	9	**	**	3	9	**	**	10	12	9	25
	2%	*%	3% a	**	**	2%	4%	**	**	1%	3% a	1%	3% a
TOTAL CONFIDENT	1227	348	260	**	**	97	185	**	**	608	283	616	611
	82%	89% b	83%	**	**	77%	73%	**	**	86% b	74%	88% b	76%
TOTAL NOT CONFIDENT	238	41	45	**	**	26	59	**	**	85	85	74	164
	16%	10%	14%	**	**	21%	23%	**	**	12%	22% a	11%	20% 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.

Q36B. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Very confident	689	140	210	**	64	253	119	310	188	617	73	25	265	273	151
	46%	51%	52%	**	48%	39%	49%	53%	44%	49%	29%	22%	51%	51%	34%
		e	e		e		ef	cef	ef	cef	f		c	c	
Fairly confident	538	99	146	**	43	232	95	197	170	462	74	33	185	204	147
	36%	36%	36%	**	33%	36%	39%	34%	40%	37%	30%	29%	36%	38%	33%
							ef		bef	ef				c	
Not very confident	153	22	33	**	13	80	18	50	39	107	47	25	45	40	69
	10%	8%	8%	**	10%	12%	7%	9%	9%	9%	19%	22%	9%	7%	15%
						ab					abcd	abcd			ab
Not at all confident	85	8	9	**	8	57	5	16	19	39	46	24	13	13	59
	6%	3%	2%	**	6%	9%	2%	3%	5%	3%	18%	21%	3%	2%	13%
					b	ab			ab		abcd	abcd			ab
Don't know	35	4	4	**	4	22	7	8	8	22	12	8	9	7	18
	2%	2%	1%	**	3%	3%	3%	1%	2%	2%	5%	7%	2%	1%	4%
						ab					bcd	abcd			ab
TOTAL CONFIDENT	1227	239	355	**	106	485	213	507	358	1079	147	58	450	478	298
	82%	87%	88%	**	81%	75%	88%	87%	85%	86%	59%	51%	87%	89%	67%
		de	de				ef	ef	ef	ef	f		c	c	
TOTAL NOT CONFIDENT	238	31	42	**	21	137	23	65	58	146	92	48	58	53	127
	16%	11%	11%	**	16%	21%	9%	11%	14%	12%	37%	42%	11%	10%	29%
					b	ab			a		abcd	abcd			ab

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

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

Q36B. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTENTIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Very confident	689	377	313	217	226	105	142	610	79	611	39	32	**	74	151	126
	46%	50%	42%	56%	49%	41%	36%	46%	43%	48%	36%	49%	**	40%	51%	58%
		b		bcd	cd					b		b			a	ab
Fairly confident	538	258	280	125	167	104	142	466	71	445	49	21	**	69	110	72
	36%	35%	37%	32%	36%	40%	36%	35%	39%	35%	45%	32%	**	37%	37%	33%
						a					ac					
Not very confident	153	68	85	25	43	31	54	136	17	130	11	7	**	23	30	10
	10%	9%	11%	6%	9%	12%	14%	10%	9%	10%	10%	11%	**	12%	10%	5%
						a	ab							c	c	
Not at all confident	85	28	57	14	14	12	45	75	11	65	9	5	**	14	4	7
	6%	4%	8%	4%	3%	5%	11%	6%	6%	5%	8%	8%	**	7%	1%	3%
			a				abc				a			bc		
Don't know	35	17	17	7	8	6	14	28	6	27	2	*	**	6	3	4
	2%	2%	2%	2%	2%	2%	3%	2%	4%	2%	1%	*%	**	3%	1%	2%
							b							b		
TOTAL CONFIDENT	1227	635	592	342	392	208	285	1076	151	1056	88	53	**	143	261	198
	82%	85%	79%	88%	86%	81%	72%	82%	81%	83%	80%	82%	**	77%	88%	90%
		b		cd	cd	d									a	a
TOTAL NOT CONFIDENT	238	96	142	39	57	43	100	211	28	195	20	12	**	36	34	17
	16%	13%	19%	10%	12%	17%	25%	16%	15%	15%	19%	18%	**	20%	11%	8%
			a			ab	abc							bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Very confident	689	94	547
	46%	35%	49%
			a
Fairly confident	538	80	419
	36%	30%	38%
			a
Not very confident	153	43	95
	10%	16%	9%
		b	
Not at all confident	85	42	33
	6%	16%	3%
		b	
Don't know	35	7	18
	2%	3%	2%
TOTAL CONFIDENT	1227	174	966
	82%	65%	87%
			a
TOTAL NOT CONFIDENT	238	85	128
	16%	32%	12%
		b	

Columns Tested: a,b

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

Q36C. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Very confident	591	29	338	50	317	254	113	50	34	523	48	535	35	394	176	78
	39%	22%	43% a	27%	44% a	45% b	33%	50% b	51% b	41%	42%	41%	39%	44% b	36%	46% b
Fairly confident	529	29	279	46	262	199	109	35	23	463	41	471	33	335	169	62
	35%	22%	36% a	25%	36% a	35%	32%	35%	35%	36%	36%	36%	37%	37%	34%	36%
Not very confident	219	36	97	43	90	71	62	10	8	182	14	183	13	108	88	21
	15%	27% b	12%	23% b	12%	13%	18% ac	10%	11%	14%	12%	14%	14%	12%	18% ac	12%
Not at all confident	137	34	55	41	48	39	50	4	2	95	10	98	8	54	51	10
	9%	26% b	7%	22% b	7%	7%	15% acd	4%	2%	7%	9%	7%	8%	6%	10% ac	6%
Don't know	24	4	10	5	10	5	10	1	-	19	1	19	1	9	11	-
	2%	3% b	1%	3%	1%	1%	3% a	1%	-%	1%	1%	1%	2%	1%	2% ac	-%
TOTAL CONFIDENT	1120	58	617	96	579	454	221	85	57	986	89	1006	69	730	345	140
	75%	44%	79% a	52%	80% a	80% b	64%	85% b	86% b	77%	78%	77%	76%	81% b	70%	82% b
TOTAL NOT CONFIDENT	356	70	152	84	138	110	112	14	9	277	24	281	20	162	139	31
	24%	53% b	19%	45% b	19%	19%	33% acd	14%	14%	22%	21%	22%	22%	18%	28% ac	18%

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.

Q36C. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Very confident	591	29	368	56	341	260	138	55	37	69	234	79	223
	39%	40%	44%	43%	44%	46%	40%	49%	50%	40%	44%	38%	45%
						b		b	b				a
Fairly confident	529	30	306	50	286	206	131	40	28	64	187	76	175
	35%	42%	37%	39%	37%	36%	38%	36%	38%	37%	35%	37%	35%
Not very confident	219	9	100	14	96	72	38	12	8	23	67	27	62
	15%	13%	12%	10%	12%	13%	11%	11%	11%	13%	13%	13%	13%
Not at all confident	137	4	53	9	48	28	28	4	1	17	34	20	31
	9%	5%	6%	7%	6%	5%	8%	3%	2%	10%	6%	10%	6%
							acd					b	
Don't know	24	-	10	1	9	3	7	1	-	2	7	4	6
	2%	-%	1%	1%	1%	1%	2%	*%	-%	1%	1%	2%	1%
							a						
TOTAL CONFIDENT	1120	59	675	106	628	465	269	95	65	133	421	156	398
	75%	82%	81%	82%	80%	82%	79%	86%	87%	76%	80%	75%	80%
								b	b				
TOTAL NOT CONFIDENT	356	13	153	22	144	100	66	16	9	39	101	47	93
	24%	18%	18%	17%	18%	18%	19%	14%	13%	23%	19%	23%	19%

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.

Q36C. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Very confident	591	185	118	**	**	37	89	**	**	303	126	339	252
	39%	47% b	38%	**	**	29%	35%	**	**	43% b	33%	48% b	32%
Fairly confident	529	134	117	**	**	45	74	**	**	251	119	243	286
	35%	34%	37%	**	**	36%	29%	**	**	36%	31%	35%	36%
Not very confident	219	47	43	**	**	22	49	**	**	89	71	78	140
	15%	12%	14%	**	**	17%	19%	**	**	13%	19% a	11%	18% a
Not at all confident	137	23	28	**	**	18	36	**	**	51	54	31	106
	9%	6%	9% a	**	**	14%	14%	**	**	7%	14% a	4%	13% a
Don't know	24	1	8	**	**	5	6	**	**	9	11	8	16
	2%	*%	3% a	**	**	4%	2%	**	**	1%	3% a	1%	2%
TOTAL CONFIDENT	1120	319	235	**	**	82	163	**	**	554	245	582	538
	75%	82% b	75%	**	**	65%	64%	**	**	79% b	64%	83% b	67%
TOTAL NOT CONFIDENT	356	70	71	**	**	40	85	**	**	140	124	109	246
	24%	18%	23%	**	**	31%	33%	**	**	20%	33% a	16%	31% 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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Very confident	591	112	187	**	52	221	113	283	148	544	47	15	247	239	105
	39%	41%	46%	**	40%	34%	47%	49%	35%	44%	19%	13%	48%	44%	24%
		e	ae				cef	cdef	ef	cef	f		c	c	
Fairly confident	529	106	141	**	48	219	91	205	174	470	59	26	185	214	130
	35%	39%	35%	**	37%	34%	38%	35%	41%	38%	23%	22%	36%	40%	29%
							ef	ef	bef	ef			c	c	
Not very confident	219	35	45	**	17	113	25	64	62	152	66	30	59	55	104
	15%	13%	11%	**	13%	18%	10%	11%	15%	12%	26%	26%	11%	10%	23%
						ab			b		abcd	abcd			ab
Not at all confident	137	19	24	**	11	79	8	23	35	66	71	38	20	24	93
	9%	7%	6%	**	8%	12%	3%	4%	8%	5%	28%	33%	4%	4%	21%
						ab			abd		abcd	abcd			ab
Don't know	24	3	5	**	3	13	5	6	4	15	10	6	6	6	12
	2%	1%	1%	**	2%	2%	2%	1%	1%	1%	4%	5%	1%	1%	3%
											bcd	abcd			ab
TOTAL CONFIDENT	1120	217	328	**	100	440	204	488	322	1014	106	40	432	453	235
	75%	79%	82%	**	76%	68%	84%	84%	76%	81%	42%	35%	84%	84%	53%
		e	e		e		cef	cef	ef	cef			c	c	
TOTAL NOT CONFIDENT	356	54	69	**	28	192	33	87	97	218	136	68	79	79	197
	24%	20%	17%	**	21%	30%	14%	15%	23%	17%	54%	59%	15%	15%	44%
						abd			abd		abcd	abcd			ab

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

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

Q36C. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Very confident	591	341	250	200	183	94	114	524	67	523	30	30	**	58	134	113
	39%	46%	33%	52%	40%	37%	29%	40%	36%	41%	27%	46%	**	31%	45%	52%
		b		bcd	d	d				b		b			a	a
Fairly confident	529	252	277	127	181	90	130	460	69	440	50	17	**	69	121	68
	35%	34%	37%	33%	40%	35%	33%	35%	37%	34%	45%	26%	**	37%	41%	31%
					ad						ac				c	
Not very confident	219	92	127	38	57	44	79	190	29	180	18	11	**	38	27	24
	15%	12%	17%	10%	13%	17%	20%	14%	15%	14%	17%	17%	**	20%	9%	11%
			a			ab	ab							bc		
Not at all confident	137	49	88	18	29	25	65	119	18	113	11	6	**	16	15	11
	9%	7%	12%	5%	6%	10%	16%	9%	10%	9%	10%	9%	**	9%	5%	5%
			a			ab	abc							bc		
Don't know	24	15	10	4	7	5	9	22	2	21	1	1	**	4	1	2
	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	2%	**	2%	*%	1%
														b		
TOTAL CONFIDENT	1120	593	527	327	364	184	245	984	136	963	79	47	**	127	255	181
	75%	79%	70%	84%	80%	72%	62%	75%	74%	75%	72%	72%	**	68%	85%	83%
		b		bcd	cd	d									a	a
TOTAL NOT CONFIDENT	356	141	215	56	86	68	144	309	47	294	30	17	**	54	43	35
	24%	19%	29%	15%	19%	27%	36%	24%	25%	23%	27%	26%	**	29%	14%	16%
			a		a	ab	abc							bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Very confident	591	81	475
	39%	30%	43% a
Fairly confident	529	67	418
	35%	25%	38% a
Not very confident	219	56	142
	15%	21% b	13%
Not at all confident	137	59	64
	9%	22% b	6%
Don't know	24	4	13
	2%	1%	1%
TOTAL CONFIDENT	1120	148	893
	75%	56%	80% a
TOTAL NOT CONFIDENT	356	115	205
	24%	43% b	18%

Columns Tested: a,b

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

Q36D. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Very confident	571	26	331	49	308	239	118	51	33	505	43	516	32	365	183	71
	38%	20%	42%	27%	42%	42%	35%	51%	50%	39%	37%	40%	35%	41%	37%	42%
			a		a	b		ab	b							
Fairly confident	562	33	295	48	280	219	110	36	24	488	50	497	42	367	171	70
	37%	25%	38%	26%	38%	38%	32%	36%	36%	38%	44%	38%	46%	41%	35%	41%
			a		a	b							a	b		
Not very confident	223	35	100	40	94	77	57	11	8	190	12	193	9	119	83	21
	15%	26%	13%	22%	13%	14%	17%	11%	13%	15%	10%	15%	10%	13%	17%	12%
		b		b											a	
Not at all confident	117	34	42	40	36	29	47	2	1	77	8	78	6	39	45	8
	8%	26%	5%	22%	5%	5%	14%	2%	2%	6%	7%	6%	7%	4%	9%	5%
		b		b			acd								ac	
Don't know	27	5	11	7	9	5	11	1	-	21	1	21	1	10	13	2
	2%	3%	1%	4%	1%	1%	3%	1%	-%	2%	1%	2%	2%	1%	3%	1%
		b		b			a								a	
TOTAL CONFIDENT	1133	59	626	97	588	457	228	87	57	993	93	1013	74	732	354	141
	76%	45%	80%	53%	81%	80%	66%	87%	86%	77%	82%	78%	81%	81%	71%	82%
			a		a	b		ab	b					b		b
TOTAL NOT CONFIDENT	340	69	142	80	130	106	104	13	10	267	20	271	16	159	128	29
	23%	52%	18%	44%	18%	19%	30%	13%	14%	21%	17%	21%	17%	18%	26%	17%
		b		b			acd								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.

Q36D. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Very confident	571	27	364	55	336	249	142	57	36	68	226	79	215
	38%	38%	43%	43%	43%	44%	42%	52% ab	48%	39%	43%	38%	43%
Fairly confident	562	34	321	54	302	224	131	38	28	68	206	81	193
	37%	47% b	38%	41%	39%	39%	38%	34%	38%	39%	39%	39%	39%
Not very confident	223	9	104	13	100	74	39	14	10	20	67	23	63
	15%	12%	12%	10%	13%	13%	11%	13%	14%	12%	13%	11%	13%
Not at all confident	117	3	39	7	34	18	23	1	*	15	24	18	20
	8%	3%	5%	6%	4%	3%	7% acd	1%	1%	9% b	4%	9% b	4%
Don't know	27	-	10	1	9	3	7	1	-	3	7	5	5
	2%	-%	1%	1%	1%	1%	2% a	*%	-%	2%	1%	3%	1%
TOTAL CONFIDENT	1133	61	685	109	637	473	273	95	64	136	432	160	408
	76%	85%	82%	84%	82%	83%	80%	86%	85%	78%	82%	77%	82%
TOTAL NOT CONFIDENT	340	11	143	20	134	92	62	15	11	35	90	42	83
	23%	15%	17%	15%	17%	16%	18%	14%	15%	20%	17%	20%	17%

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.

Q36D. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Very confident	571	175	119	**	**	32	94	**	**	294	126	329	242
	38%	45% b	38%	**	**	25%	37% a	**	**	42% b	33%	47% b	30%
Fairly confident	562	151	123	**	**	53	67	**	**	274	120	262	300
	37%	39%	39%	**	**	42% b	26%	**	**	39% b	31%	37%	38%
Not very confident	223	46	40	**	**	21	54	**	**	87	75	78	145
	15%	12%	13%	**	**	17%	21%	**	**	12%	20% a	11%	18% a
Not at all confident	117	15	24	**	**	16	35	**	**	39	52	23	94
	8%	4%	8% a	**	**	13%	14%	**	**	6%	14% a	3%	12% a
Don't know	27	3	8	**	**	4	4	**	**	11	8	8	19
	2%	1%	3% a	**	**	3%	2%	**	**	2%	2%	1%	2% a
TOTAL CONFIDENT	1133	326	242	**	**	85	160	**	**	567	245	591	542
	76%	84% b	77%	**	**	67%	63%	**	**	81% b	64%	84% b	68%
TOTAL NOT CONFIDENT	340	62	64	**	**	37	89	**	**	125	127	101	239
	23%	16%	20% a	**	**	30%	35%	**	**	18%	33% a	14%	30% 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. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Very confident	571	119	179	**	48	206	102	276	150	528	43	12	238	228	105
	38%	43%	44%	**	37%	32%	42%	48%	36%	42%	17%	11%	46%	42%	24%
		e	de				cef	cdef	ef	cef	f		c	c	
Fairly confident	562	99	155	**	54	236	104	216	179	498	64	26	198	229	134
	37%	36%	39%	**	41%	37%	43%	37%	42%	40%	25%	22%	38%	43%	30%
							ef	ef	bef	ef			c	c	
Not very confident	223	36	48	**	15	115	24	65	61	151	71	33	60	55	107
	15%	13%	12%	**	12%	18%	10%	11%	15%	12%	28%	29%	12%	10%	24%
						abd			ab		abcd	abcd			ab
Not at all confident	117	17	15	**	10	73	7	16	29	51	65	36	13	18	85
	8%	6%	4%	**	7%	11%	3%	3%	7%	4%	26%	32%	3%	3%	19%
					b	ab			abd		abcd	abcd			ab
Don't know	27	3	5	**	4	15	6	8	4	18	9	8	8	7	12
	2%	1%	1%	**	3%	2%	2%	1%	1%	1%	4%	7%	2%	1%	3%
							c				bcd	abcd			b
TOTAL CONFIDENT	1133	218	334	**	102	442	206	492	329	1027	106	38	436	457	240
	76%	79%	83%	**	78%	68%	85%	85%	78%	82%	42%	33%	84%	85%	54%
		e	e		e		cef	cef	ef	cef	f		c	c	
TOTAL NOT CONFIDENT	340	53	63	**	25	188	31	81	91	202	136	69	73	73	192
	23%	19%	16%	**	19%	29%	13%	14%	21%	16%	54%	60%	14%	14%	43%
						abd			abd		abcd	abcd			ab

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

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

Q36D. (SHOWCARD) 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

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Very confident	571	325	246	187	180	90	114	503	68	504	30	28	**	60	125	108
	38%	43%	33%	48%	39%	35%	29%	38%	37%	39%	27%	44%	**	33%	42%	49%
		b		bcd	d	d				b		b			a	ab
Fairly confident	562	280	282	137	184	106	135	495	67	472	52	18	**	71	132	77
	37%	37%	38%	35%	40%	41%	34%	38%	36%	37%	48%	28%	**	38%	44%	35%
					d	d					ac				c	
Not very confident	223	90	133	44	63	41	74	193	29	189	13	12	**	32	30	24
	15%	12%	18%	11%	14%	16%	19%	15%	16%	15%	12%	18%	**	17%	10%	11%
			a			a	ab							bc		
Not at all confident	117	42	75	14	23	16	64	101	16	91	14	6	**	17	11	8
	8%	6%	10%	4%	5%	6%	16%	8%	9%	7%	12%	9%	**	9%	4%	4%
			a			a	abc				a			bc		
Don't know	27	12	16	6	8	4	10	23	4	22	1	*	**	5	1	2
	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	**	3%	*%	1%
														b		
TOTAL CONFIDENT	1133	605	528	324	363	196	250	997	136	976	82	47	**	132	257	185
	76%	81%	70%	84%	79%	76%	63%	76%	73%	76%	74%	72%	**	71%	86%	85%
		b		cd	d	d									a	a
TOTAL NOT CONFIDENT	340	132	208	58	86	57	138	294	45	280	27	18	**	49	41	31
	23%	18%	28%	15%	19%	22%	35%	22%	25%	22%	25%	27%	**	26%	14%	14%
			a			a	abc							bc		

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

Any break column with 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. (SHOWCARD) 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Very confident	571	79	453
	38%	30%	41%
			a
Fairly confident	562	69	448
	37%	26%	40%
			a
Not very confident	223	56	146
	15%	21%	13%
		b	
Not at all confident	117	57	51
	8%	22%	5%
		b	
Don't know	27	5	13
	2%	2%	1%
TOTAL CONFIDENT	1133	148	901
	76%	56%	81%
			a
TOTAL NOT CONFIDENT	340	113	197
	23%	43%	18%
		b	

Columns Tested: a,b

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

C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2488	277	1325	364	1238	950	652	161	108	2068	201	2114	155	1443	826	277
Effective Weighted Sample	2092	224	1146	300	1069	825	546	138	93	1749	169	1786	131	1226	691	232
Total	1428	128	742	178	692	542	328	94	62	1218	109	1242	85	855	472	162
A. Hearing? Poor hearing, partial hearing, or are deaf	56	19	25	23	21	14	30	3	1	35	5	36	4	22	18	3
	4%	14%	3%	13%	3%	3%	9%	3%	2%	3%	4%	3%	4%	3%	4%	2%
		b		b			acd								ac	
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	9	11	9	10	7	13	1	1	22	2	23	2	12	13	1
	2%	7%	1%	5%	1%	1%	4%	1%	2%	2%	2%	2%	2%	1%	3%	*%
		b		b			a								ac	
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	31	41	34	39	38	35	6	5	62	6	64	4	42	26	9
	6%	24%	6%	19%	6%	7%	11%	6%	7%	5%	5%	5%	5%	5%	6%	6%
		b		b			a									
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	5	8	6	7	5	8	1	-	14	*	14	*	8	6	2
	1%	4%	1%	4%	1%	1%	3%	1%	-%	1%	*%	1%	1%	1%	1%	1%
		b		b			a									
E. Breathing? Breathlessness or chest pains	36	11	14	11	13	9	16	2	1	25	3	26	2	16	11	3
	3%	9%	2%	6%	2%	2%	5%	2%	2%	2%	3%	2%	2%	2%	2%	2%
		b		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.

C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2488	277	1325	364	1238	950	652	161	108	2068	201	2114	155	1443	826	277
Effective Weighted Sample	2092	224	1146	300	1069	825	546	138	93	1749	169	1786	131	1226	691	232
Total	1428	128	742	178	692	542	328	94	62	1218	109	1242	85	855	472	162
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34	1	16	3	14	12	5	2	1	31	2	31	2	21	11	5
	2%	1%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15	-	4	2	3	4	*	2	1	15	-	15	-	12	3	1
	1%	-%	1%	1%	*%	1% b	*%	2% b	2% b	1%	-%	1%	-%	1%	1%	*%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62	4	31	8	27	20	14	4	4	53	5	54	4	38	20	6
	4%	3%	4%	4%	4%	4%	4%	5%	6%	4%	5%	4%	5%	4%	4%	4%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76	15	40	18	37	29	26	5	3	58	4	59	3	37	24	6
	5%	12% b	5%	10% b	5%	5%	8% a	6%	5%	5%	4%	5%	3%	4%	5%	4%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111	68	600	104	565	443	226	74	48	977	86	996	67	699	364	133
	78%	53%	81% a	59%	82% a	82% b	69%	79% b	78%	80%	79%	80%	79%	82% b	77%	82%
Prefer not to say	43	5	20	9	17	13	12	4	3	34	4	35	3	20	18	6
	3%	4%	3%	5% b	2%	2%	4%	5%	5%	3%	3%	3%	3%	2%	4%	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.

C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2488	277	1325	364	1238	950	652	161	108	2068	201	2114	155	1443	826	277
Effective Weighted Sample	2092	224	1146	300	1069	825	546	138	93	1749	169	1786	131	1226	691	232
Total	1428	128	742	178	692	542	328	94	62	1218	109	1242	85	855	472	162
Don't know	8	1	4	1	4	1	3	-	-	7	-	7	-	4	4	2
	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.

C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2488	131	1407	227	1311	929	609	180	122	255	802	303	754
Effective Weighted Sample	2092	102	1219	185	1135	808	514	153	105	236	739	280	695
Total	1428	69	798	123	743	541	325	105	70	168	501	197	471
A. Hearing? Poor hearing, partial hearing, or are deaf	56	1	25	4	22	12	14	3	2	7	16	9	13
	4%	2%	3%	3%	3%	2%	4% a	3%	3%	4%	3%	5%	3%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	*	11	*	11	6	5	1	1	2	8	2	7
	2%	1%	1%	*%	2%	1%	2%	1%	2%	1%	2%	1%	2%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	2	40	5	38	23	19	5	5	9	23	10	23
	6%	3%	5%	4%	5%	4%	6%	5%	6%	6%	5%	5%	5%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	-	8	1	7	2	5	1	-	5	2	5	2
	1%	-%	1%	1%	1%	*%	2% a	1%	-%	3% b	*%	2% b	*%
E. Breathing? Breathlessness or chest pains	36	1	14	1	13	7	7	3	2	3	6	3	6
	3%	1%	2%	1%	2%	1%	2%	3%	3%	2%	1%	1%	1%

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

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C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2488	131	1407	227	1311	929	609	180	122	255	802	303	754
Effective Weighted Sample	2092	102	1219	185	1135	808	514	153	105	236	739	280	695
Total	1428	69	798	123	743	541	325	105	70	168	501	197	471
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34	2	15	4	13	10	7	2	1	3	8	3	8
	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15	-	4	2	3	4	*	3	2	1	2	2	2
	1%	-%	1%	1%	*%	1%	*%	2% ab	3% ab	1%	*%	1%	*%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62	2	31	5	28	20	13	6	5	8	18	10	16
	4%	3%	4%	4%	4%	4%	4%	5%	7%	5%	4%	5%	3%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76	2	39	4	37	26	15	6	3	11	21	12	19
	5%	3%	5%	3%	5%	5%	5%	5%	4%	6%	4%	6%	4%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111	57	652	99	610	456	253	84	54	132	414	152	394
	78%	83%	82%	80%	82%	84% b	78%	80%	77%	78%	83%	77%	84% a
Prefer not to say	43	3	24	7	19	13	13	4	2	5	17	10	12
	3%	4%	3%	6% b	3%	2%	4%	4%	4%	3%	3%	5%	3%

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

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C1. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2488	131	1407	227	1311	929	609	180	122	255	802	303	754
Effective Weighted Sample	2092	102	1219	185	1135	808	514	153	105	236	739	280	695
Total	1428	69	798	123	743	541	325	105	70	168	501	197	471
Don't know	8	1	4	1	4	2	3	*	*	-	1	-	1
	1%	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.

C1. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2488	581	475	87	55	183	372	17	14	1056	555	1066	1422
Effective Weighted Sample	2092	538	436	82	52	168	341	16	13	974	509	929	1168
Total	1428	371	298	60	36	119	246	11	9	668	364	667	760
A. Hearing? Poor hearing, partial hearing, or are deaf	56	13	10	**	**	7	19	**	**	23	26	12	44
	4%	3%	3%	**	**	6%	8%	**	**	3%	7% a	2%	6% a
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	6	3	**	**	4	11	**	**	10	15	8	23
	2%	2%	1%	**	**	3%	4%	**	**	1%	4% a	1%	3% a
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	19	14	**	**	14	31	**	**	33	45	22	70
	6%	5%	5%	**	**	12%	12%	**	**	5%	12% a	3%	9% a
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	2	4	**	**	3	6	**	**	6	9	4	14
	1%	1%	2%	**	**	3%	2%	**	**	1%	2% a	1%	2% a
E. Breathing? Breathlessness or chest pains	36	4	4	**	**	6	14	**	**	9	19	11	25
	3%	1%	2%	**	**	5%	6%	**	**	1%	5% a	2%	3% 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. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2488	581	475	87	55	183	372	17	14	1056	555	1066	1422
Effective Weighted Sample	2092	538	436	82	52	168	341	16	13	974	509	929	1168
Total	1428	371	298	60	36	119	246	11	9	668	364	667	760
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34	6	6	**	**	4	7	**	**	12	11	14	21
	2%	2%	2%	**	**	4%	3%	**	**	2%	3%	2%	3%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15	1	2	**	**	1	3	**	**	3	4	8	6
	1%	*%	1%	**	**	1%	1%	**	**	*%	1%	1%	1%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62	12	14	**	**	7	13	**	**	26	20	24	38
	4%	3%	5%	**	**	6%	5%	**	**	4%	6%	4%	5%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76	16	16	**	**	10	21	**	**	31	30	21	55
	5%	4%	5%	**	**	8%	8%	**	**	5%	8% a	3%	7% a
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111	310	236	**	**	83	160	**	**	546	242	565	546
	78%	84%	79%	**	**	69%	65%	**	**	82% b	67%	85% b	72%
Prefer not to say	43	10	12	**	**	2	9	**	**	22	11	13	30
	3%	3%	4%	**	**	2%	4%	**	**	3%	3%	2%	4% a

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

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C1. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2488	581	475	87	55	183	372	17	14	1056	555	1066	1422
Effective Weighted Sample	2092	538	436	82	52	168	341	16	13	974	509	929	1168
Total	1428	371	298	60	36	119	246	11	9	668	364	667	760
Don't know	8	-	1	**	**	1	3	**	**	1	4	5	3
	1%	-%	*%	**	**	1%	1%	**	**	*%	1% a	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.

C1. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2488	531	613	79	214	1053	331	833	728	1892	593	265	743	811	931
Effective Weighted Sample	2092	428	566	72	182	853	289	721	638	1633	518	229	640	705	797
Total	1428	263	381	46	125	614	229	554	403	1186	240	111	494	508	424
A. Hearing? Poor hearing, partial hearing, or are deaf	56	8	12	**	5	29	2	8	9	19	37	23	3	8	45
	4%	3%	3%	**	4%	5%	1%	2%	2%	2%	15%	21%	1%	2%	11%
											abcd	abcd			ab
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	4	5	**	4	19	2	8	4	13	18	9	4	6	21
	2%	2%	1%	**	3%	3%	1%	1%	1%	1%	8%	8%	1%	1%	5%
						b					abcd	abcd			ab
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	15	18	**	9	49	2	13	25	41	51	36	7	18	66
	6%	6%	5%	**	7%	8%	1%	2%	6%	3%	21%	32%	1%	4%	16%
						b			abd	a	abcd	abcde		a	ab
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	6	2	**	*	10	1	1	6	8	10	6	1	4	13
	1%	2%	*%	**	*%	2%	*%	*%	2%	1%	4%	5%	*%	1%	3%
		b				b			bd		abcd	abcd		a	ab
E. Breathing? Breathlessness or chest pains	36	6	5	**	2	23	3	7	7	17	19	13	7	6	24
	3%	2%	1%	**	1%	4%	1%	1%	2%	1%	8%	12%	1%	1%	6%
						b					abcd	abcd			ab

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

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C1. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2488	531	613	79	214	1053	331	833	728	1892	593	265	743	811	931
Effective Weighted Sample	2092	428	566	72	182	853	289	721	638	1633	518	229	640	705	797
Total	1428	263	381	46	125	614	229	554	403	1186	240	111	494	508	424
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34	6	6	**	2	19	5	12	13	31	4	2	12	14	9
	2%	2%	2%	**	2%	3%	2%	2%	3%	3%	2%	2%	2%	3%	2%
									e						
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15	2	2	**	-	10	7	5	2	14	*	*	10	3	1
	1%	1%	1%	**	-%	2%	3%	1%	1%	1%	*%	*%	2%	1%	*%
							bcdef			e			bc		
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62	11	15	**	3	31	7	27	22	56	6	3	21	26	15
	4%	4%	4%	**	3%	5%	3%	5%	6%	5%	2%	2%	4%	5%	4%
								e	ef	e					
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76	19	15	**	5	35	4	16	25	45	30	18	10	20	45
	5%	7%	4%	**	4%	6%	2%	3%	6%	4%	13%	16%	2%	4%	10%
		b							abd		abcd	abcd		a	ab
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111	207	321	**	98	451	199	471	314	985	126	43	426	422	262
	78%	79%	84%	**	79%	73%	87%	85%	78%	83%	53%	38%	86%	83%	62%
		e	ae				cef	cef	ef	cef	f		c	c	
Prefer not to say	43	7	10	**	5	19	5	12	15	32	11	6	12	13	17
	3%	3%	3%	**	4%	3%	2%	2%	4%	3%	4%	5%	2%	3%	4%
											bd	abd			

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

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C1. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2488	531	613	79	214	1053	331	833	728	1892	593	265	743	811	931
Effective Weighted Sample	2092	428	566	72	182	853	289	721	638	1633	518	229	640	705	797
Total	1428	263	381	46	125	614	229	554	403	1186	240	111	494	508	424
Don't know	8	4	-	**	1	3	*	5	1	7	1	1	3	3	1
	1%	1%	-%	**	1%	1%	*%	1%	*%	1%	*%	1%	1%	1%	*%
		b													

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

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

C1. (SHOWCARD) 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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2488	1187	1301	492	815	538	643	2161	327	2082	203	119	84	321	465	304
Effective Weighted Sample	2092	992	1104	438	702	473	532	1821	271	1769	157	99	68	259	409	274
Total	1428	704	723	365	439	247	378	1250	178	1216	105	64	43	176	284	212
A. Hearing? Poor hearing, partial hearing, or are deaf	56	31	25	10	15	8	23	48	8	45	6	2	**	7	4	5
	4%	4%	3%	3%	3%	3%	6% abc	4%	5%	4%	6%	3%	**	4% b	2%	3%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	14	18	5	7	2	17	25	6	28	1	2	**	6	1	2
	2%	2%	2%	1%	2%	1%	4% abc	2%	4%	2%	1%	3%	**	4% bc	*%	1%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	41	51	13	21	15	43	82	10	81	6	4	**	17	8	7
	6%	6%	7%	4%	5%	6%	11% abc	7%	5%	7%	5%	7%	**	10% bc	3%	3%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	6	12	3	5	3	8	16	2	17	1	1	**	3	1	1
	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	**	2%	*%	*%
E. Breathing? Breathlessness or chest pains	36	20	16	4	8	6	18	32	4	33	1	2	**	13	4	*
	3%	3%	2%	1%	2%	2%	5% abc	3%	2%	3%	1%	3%	**	7% bc	1%	*%

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

Any break column with 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. (SHOWCARD) 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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST POTEN-TIALLY		LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2488	1187	1301	492	815	538	643	2161	327	2082	203	119	84	321	465	304
Effective Weighted Sample	2092	992	1104	438	702	473	532	1821	271	1769	157	99	68	259	409	274
Total	1428	704	723	365	439	247	378	1250	178	1216	105	64	43	176	284	212
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34	17	17	4	5	6	20	29	5	30	3	1	**	9	7	1
	2%	2%	2%	1%	1%	2%	5%	2%	3%	2%	3%	2%	**	5%	2%	*%
							abc							c	c	
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15	10	4	1	3	2	8	15	-	14	-	1	**	4	2	-
	1%	1%	1%	*%	1%	1%	2%	1%	-%	1%	-%	1%	**	2%	1%	-%
		b					ab	b						c		
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62	27	35	6	15	10	31	53	9	56	3	2	**	18	9	4
	4%	4%	5%	2%	3%	4%	8%	4%	5%	5%	3%	3%	**	10%	3%	2%
						a	abc							bc		
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76	38	39	9	15	13	39	64	12	65	7	4	**	17	8	5
	5%	5%	5%	3%	3%	5%	10%	5%	7%	5%	6%	6%	**	9%	3%	2%
						a	abc							bc		
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111	555	556	316	362	201	232	973	139	956	77	47	**	109	249	190
	78%	79%	77%	87%	82%	82%	61%	78%	78%	79%	73%	74%	**	62%	88%	90%
				bcd	d	d									a	a

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

Any break column with 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. (SHOWCARD) 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)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2488	1187	1301	492	815	538	643	2161	327	2082	203	119	84	321	465	304
Effective Weighted Sample	2092	992	1104	438	702	473	532	1821	271	1769	157	99	68	259	409	274
Total	1428	704	723	365	439	247	378	1250	178	1216	105	64	43	176	284	212
Prefer not to say	43	18	25	10	12	6	16	35	7	29	5	3	**	5	6	5
	3%	3%	3%	3%	3%	2%	4%	3%	4%	2%	5% a	4%	**	3%	2%	2%
Don't know	8	5	2	*	3	1	3	7	1	6	-	1	**	1	2	-
	1%	1%	*%	*%	1%	*%	1%	1%	*%	*%	-%	1%	**	1%	1%	-%

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

Any break column with 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. (SHOWCARD) 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2488	510	1875
Effective Weighted Sample	2092	422	1594
Total	1428	266	1111
A. Hearing? Poor hearing, partial hearing, or are deaf	56	56	-
	4%	21% b	-%
B. Eyesight? Poor vision, colour blindness, partial sight, or are blind	31	31	-
	2%	12% b	-%
C. Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	92	92	-
	6%	35% b	-%
D. Dexterity? Limited ability to reach/ difficulty opening things with your hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	18	18	-
	1%	7% b	-%
E. Breathing? Breathlessness or chest pains	36	36	-
	3%	14% b	-%

Columns Tested: a,b

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

C1. (SHOWCARD) 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2488	510	1875
Effective Weighted Sample	2092	422	1594
Total	1428	266	1111
F. Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration	34 2%	34 13% b	- -%
G. Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger's, etc.	15 1%	15 6% b	- -%
H. Your mental health? Anxiety, depression, or trauma-related conditions, for example	62 4%	62 23% b	- -%
I. Other illnesses/ conditions which impact or limit your daily activities or the work you can do	76 5%	76 29% b	- -%
J. Nothing – no impairments or conditions impact or limit your daily activities or the work you can do	1111 78%	- -%	1111 100% a

Columns Tested: a,b

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

C1. (SHOWCARD) 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)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2488	510	1875
Effective Weighted Sample	2092	422	1594
Total	1428	266	1111
Prefer not to say	43	-	-
	3%	-%	-%
Don't know	8	-	-
	1%	-%	-%

Columns Tested: a,b

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

C2. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2521	277	1345	367	1255	961	661	167	113	2095	205	2141	159	1463	837	282
Effective Weighted Sample	2117	223	1163	301	1084	836	551	144	97	1771	173	1808	135	1244	699	235
Total	1446	127	752	177	702	549	330	98	65	1236	111	1259	87	869	477	164
WHITE																
British	784 54%	70 55%	422 56%	97 55%	395 56%	301 55%	191 58%	60 62%	42 65% a	669 54%	65 59%	682 54%	52 59%	454 52%	280 59% a	93 57%
English	258 18%	29 23%	139 19%	38 21%	130 19%	102 19%	66 20%	15 15%	9 14%	213 17%	21 19%	217 17%	17 20%	158 18% c	76 16%	21 13%
Scottish	90 6%	9 7%	35 5%	11 6%	33 5%	27 5%	17 5%	3 3%	1 2%	77 6% b	3 3%	77 6%	3 3%	54 6%	26 5%	9 5%
Welsh	38 3%	2 1%	25 3%	2 1%	25 4% a	18 3%	8 2%	2 2%	1 2%	30 2%	2 2%	31 2%	1 2%	22 3%	10 2%	2 1%
Irish	25 2%	3 2%	15 2%	5 3%	13 2%	11 2%	7 2%	3 3%	2 3%	21 2%	2 2%	21 2%	2 3%	10 1%	13 3% a	2 1%
Gypsy, Traveller or Irish Traveller	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 *%	- -%	1 1% b
Any other white background	60 4%	2 1%	28 4% a	5 3%	25 4%	22 4%	8 2%	6 6% b	2 4%	53 4%	6 5%	56 4%	3 4%	42 5%	17 4%	9 6%
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	8 1%	1 1%	4 1%	1 *%	4 1%	3 1%	1 *%	* *%	* *%	7 1%	1 1%	8 1%	- -%	5 1%	3 1%	2 2%
White and Black African	5 *%	1 1%	3 *%	1 *%	3 *%	2 *%	1 *%	1 1%	1 1%	4 *%	1 1%	4 *%	1 1%	3 *%	2 *%	1 1%
White and Asian	10 1%	- -%	4 1%	1 *%	4 1%	2 *%	3 1%	- -%	- -%	9 1%	1 *%	9 1%	1 1%	5 1%	4 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. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2521	277	1345	367	1255	961	661	167	113	2095	205	2141	159	1463	837	282
Effective Weighted Sample	2117	223	1163	301	1084	836	551	144	97	1771	173	1808	135	1244	699	235
Total	1446	127	752	177	702	549	330	98	65	1236	111	1259	87	869	477	164
Any other mixed/ multiple ethnic background	8 1%	- -%	3 *%	2 1% b	1 *%	2 *%	1 *%	- -%	- -%	7 1%	1 1%	8 1%	1 1%	3 *%	5 1%	* *%
ASIAN AND BRITISH ASIAN																
Indian	37 3%	3 2%	17 2%	3 2%	17 2%	12 2%	7 2%	3 3%	3 4%	33 3%	1 1%	33 3%	1 1%	24 3%	11 2%	4 3%
Pakistani	28 2%	3 3%	12 2%	4 2%	12 2%	12 2%	4 1%	3 3%	2 3%	23 2%	2 1%	23 2%	2 2%	22 3% b	3 1%	5 3% b
Bangladeshi	11 1%	1 1%	6 1%	1 1%	6 1%	6 1%	1 *%	- -%	- -%	10 1%	1 1%	11 1%	- -%	8 1%	3 1%	3 2%
Any other Asian background	14 1%	1 1%	7 1%	1 1%	6 1%	4 1%	4 1%	1 1%	- -%	13 1%	1 1%	13 1%	1 1%	7 1%	7 1%	1 1%
BLACK AND BLACK BRITISH																
Caribbean	15 1%	2 1%	7 1%	4 2% b	4 1%	5 1%	3 1%	1 1%	- -%	14 1%	- -%	14 1%	- -%	10 1%	5 1%	1 1%
African	33 2%	1 1%	16 2%	2 1%	15 2%	13 2%	4 1%	1 1%	1 1%	30 2%	2 2%	31 2%	2 2%	25 3% b	7 2%	4 2%
Any other black/ African/ Caribbean background	2 *%	- -%	1 *%	- -%	1 *%	1 *%	- -%	* *%	- -%	2 *%	- -%	2 *%	- -%	1 *%	1 *%	1 1%
OTHER ETHNIC GROUP	18 1%	2 1%	6 1%	2 1%	6 1%	5 1%	3 1%	1 1%	1 1%	17 1%	1 1%	17 1%	1 1%	13 1%	5 1%	2 1%
Refused	2 *%	- -%	2 *%	- -%	2 *%	1 *%	1 *%	- -%	- -%	1 *%	1 1% a	1 *%	1 1% a	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. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2521	133	1425	231	1327	939	619	184	126	260	812	307	765
Effective Weighted Sample	2117	104	1234	188	1150	818	520	157	108	241	748	284	705
Total	1446	70	806	125	751	547	329	108	73	171	506	200	477
WHITE													
British	784	42	446	72	416	297	191	66	46	93	284	109	267
	54%	59%	55%	57%	55%	54%	58%	61%	64% a	54%	56%	55%	56%
English	258	7	149	16	140	93	63	17	10	31	94	36	89
	18%	10%	18% a	13%	19% a	17%	19%	15%	14%	18%	19%	18%	19%
Scottish	90	5	41	8	39	27	19	3	2	12	34	15	31
	6%	7%	5%	6%	5%	5%	6%	3%	3%	7%	7%	8%	7%
Welsh	38	2	25	2	25	20	7	1	1	7	14	7	14
	3%	2%	3%	2%	3%	4%	2%	1%	2%	4%	3%	3%	3%
Irish	25	1	17	3	15	10	8	2	1	2	14	5	12
	2%	1%	2%	2%	2%	2%	2%	2%	1%	1%	3%	2%	2%
Gypsy, Traveller or Irish Traveller	1	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%
Any other white background	60	6	31	10	27	27	9	8	4	6	13	8	11
	4%	8% b	4%	8% b	4%	5% b	3%	7% b	5%	4%	2%	4%	2%
MIXED/ MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	8	-	5	*	5	4	1	1	1	1	3	1	3
	1%	-%	1%	*%	1%	1%	*%	1%	1%	1%	1%	1%	1%
White and Black African	5	1	4	1	4	2	2	1	1	1	1	1	1
	*%	1%	*%	1%	*%	*%	1%	1%	1%	*%	*%	*%	*%
White and Asian	10	-	5	1	4	2	2	-	-	-	2	-	2
	1%	-%	1%	*%	1%	*%	1%	-%	-%	-%	*%	-%	*%
Any other mixed/ multiple ethnic background	8	-	5	2	3	3	2	-	-	-	3	1	2
	1%	-%	1%	1% b	*%	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.

C2. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2521	133	1425	231	1327	939	619	184	126	260	812	307	765
Effective Weighted Sample	2117	104	1234	188	1150	818	520	157	108	241	748	284	705
Total	1446	70	806	125	751	547	329	108	73	171	506	200	477
ASIAN AND BRITISH ASIAN													
Indian	37	-	19	-	19	11	8	2	2	3	13	3	13
	3%	-%	2%	-%	2% a	2%	2%	2%	3%	2%	3%	2%	3%
Pakistani	28	4	12	4	12	13	2	4	3	5	5	5	5
	2%	5% b	1%	3%	2%	2% b	1%	4% b	4% b	3% b	1%	3% b	1%
Bangladeshi	11	1	6	1	6	6	1	-	-	1	3	1	3
	1%	1%	1%	1%	1%	1%	*%	-%	-%	1%	1%	1%	1%
Any other Asian background	14	*	8	1	7	5	2	1	-	3	3	3	3
	1%	*%	1%	1%	1%	1%	1%	1%	-%	2%	1%	1%	1%
BLACK AND BLACK BRITISH													
Caribbean	15	-	8	3	5	3	4	-	-	1	3	1	3
	1%	-%	1%	2% b	1%	1%	1%	-%	-%	1%	1%	1%	1%
African	33	1	18	1	18	17	2	2	2	3	12	3	12
	2%	1%	2%	1%	2%	3% b	1%	1%	2%	2%	2%	1%	3%
Any other black/ African/ Caribbean background	2	1	1	1	1	1	-	*	-	-	1	-	1
	*%	1% b	*%	*%	*%	*%	-%	*%	-%	-%	*%	-%	*%
OTHER ETHNIC GROUP	18	2	7	2	7	5	3	1	1	-	3	-	3
	1%	2%	1%	1%	1%	1%	1%	1%	1%	-%	1%	-%	1%
Refused	2	-	2	-	2	1	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.

C2. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2521	590	481	94	61	188	370	16	13	1071	558	1085	1436
Effective Weighted Sample	2117	547	441	89	58	173	339	15	12	988	512	944	1178
Total	1446	376	300	65	40	123	246	11	9	677	368	677	769
WHITE													
British	784	201	175	**	**	65	146	**	**	376	211	397	387
	54%	53%	58%	**	**	53%	59%	**	**	56%	57%	59% b	50%
English	258	72	53	**	**	23	41	**	**	125	64	114	144
	18%	19%	18%	**	**	19%	17%	**	**	18%	17%	17%	19%
Scottish	90	24	23	**	**	4	9	**	**	46	14	41	49
	6%	6%	8%	**	**	4%	4%	**	**	7% b	4%	6%	6%
Welsh	38	11	10	**	**	2	6	**	**	21	8	19	18
	3%	3%	3%	**	**	1%	3%	**	**	3%	2%	3%	2%
Irish	25	8	9	**	**	1	3	**	**	16	4	10	15
	2%	2%	3%	**	**	1%	1%	**	**	2% b	1%	2%	2%
Gypsy, Traveller or Irish Traveller	1	-	-	**	**	-	-	**	**	-	-	1	-
	*%	-%	-%	**	**	-%	-%	**	**	-%	-%	*%	-%
Any other white background	60	14	5	**	**	6	11	**	**	19	17	21	39
	4%	4%	2%	**	**	5%	4%	**	**	3%	5%	3%	5% a
MIXED/ MULTIPLE ETHNIC GROUPS													
White and Black Caribbean	8	2	3	**	**	1	-	**	**	5	1	6	2
	1%	1%	1%	**	**	1%	-%	**	**	1%	*%	1% b	*%
White and Black African	5	2	-	**	**	1	1	**	**	2	2	2	3
	*%	*%	-%	**	**	1%	1%	**	**	*%	1%	*%	*%
White and Asian	10	2	1	**	**	1	2	**	**	2	3	5	5
	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.

C2. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2521	590	481	94	61	188	370	16	13	1071	558	1085	1436
Effective Weighted Sample	2117	547	441	89	58	173	339	15	12	988	512	944	1178
Total	1446	376	300	65	40	123	246	11	9	677	368	677	769
Any other mixed/ multiple ethnic background	8	1	2	**	**	-	2	**	**	3	2	5	3
	1%	*%	1%	**	**	-%	1%	**	**	*%	1%	1%	*%
ASIAN AND BRITISH ASIAN													
Indian	37	10	7	**	**	3	6	**	**	16	9	13	24
	3%	3%	2%	**	**	3%	2%	**	**	2%	2%	2%	3%
Pakistani	28	7	3	**	**	3	4	**	**	10	7	8	21
	2%	2%	1%	**	**	3%	1%	**	**	2%	2%	1%	3% a
Bangladeshi	11	4	-	**	**	2	1	**	**	4	3	3	9
	1%	1% b	-%	**	**	2%	1%	**	**	1%	1%	*%	1% a
Any other Asian background	14	4	2	**	**	2	2	**	**	6	4	4	10
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	1%
BLACK AND BLACK BRITISH													
Caribbean	15	1	4	**	**	3	2	**	**	4	6	6	9
	1%	*%	1% a	**	**	3%	1%	**	**	1%	2%	1%	1%
African	33	13	2	**	**	1	5	**	**	15	6	14	19
	2%	3% b	1%	**	**	1%	2%	**	**	2%	2%	2%	2%
Any other black/ African/ Caribbean background	2	1	-	**	**	-	1	**	**	1	1	1	1
	*%	*%	-%	**	**	-%	*%	**	**	*%	*%	*%	*%
OTHER ETHNIC GROUP	18	1	2	**	**	4	4	**	**	3	8	6	12
	1%	*%	1%	**	**	3%	2%	**	**	*%	2% a	1%	2%
Refused	2	1	1	**	**	-	-	**	**	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.

C2. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2521	538	621	81	216	1067	336	847	731	1914	604	267	753	823	942
Effective Weighted Sample	2117	433	573	74	184	863	293	734	640	1652	526	230	648	717	804
Total	1446	266	386	47	126	623	233	564	404	1201	243	111	501	516	427
WHITE															
British	784	146	217	**	64	328	130	294	217	640	143	68	276	262	245
	54%	55%	56%	**	51%	53%	56%	52%	54%	53%	59% bd	61% bcd	55%	51%	57% b
English	258	49	73	**	23	106	33	84	80	197	61	26	78	82	98
	18%	18%	19%	**	18%	17%	14%	15%	20% abd	16%	25% abcd	24% abd	16%	16%	23% ab
Scottish	90	7	23	**	11	47	18	30	29	77	13	7	32	33	25
	6%	3%	6% a	**	8% a	8% a	8%	5%	7%	6%	5%	6%	6%	6%	6%
Welsh	38	9	14	**	2	12	4	14	16	33	4	1	12	12	14
	3%	4%	4% e	**	1%	2%	2%	2%	4% aef	3%	2%	1%	2%	2%	3%
Irish	25	3	8	**	5	7	3	13	6	21	4	2	9	10	6
	2%	1%	2%	**	4% ae	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%
Gypsy, Traveller or Irish Traveller	1	-	-	**	-	1	1	*	-	1	-	-	1	-	-
	*%	-%	-%	**	-%	*%	*%	*%	-%	*%	-%	-%	*%	-%	-%
Any other white background	60	15	9	**	5	29	11	37	10	57	3	1	29	26	5
	4%	6% b	2%	**	4%	5% b	5% ef	6% cef	2%	5% cef	1%	1%	6% c	5% c	1%
MIXED/ MULTIPLE ETHNIC GROUPS															
White and Black Caribbean	8	1	2	**	2	3	2	4	2	8	*	-	5	2	1
	1%	*%	1%	**	2% ae	*%	1%	1%	1%	1%	*%	-%	1% c	*%	*%
White and Black African	5	2	1	**	1	1	1	2	1	5	-	-	2	1	1
	*%	1%	*%	**	1%	*%	*%	*%	*%	*%	-%	-%	*%	*%	*%
White and Asian	10	2	2	**	1	5	3	3	3	9	1	-	3	5	2
	1%	1%	*%	**	*%	1%	1% e	*%	1%	1%	*%	-%	1%	1%	*%

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

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C2. (SHOWCARD) 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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2521	538	621	81	216	1067	336	847	731	1914	604	267	753	823	942
Effective Weighted Sample	2117	433	573	74	184	863	293	734	640	1652	526	230	648	717	804
Total	1446	266	386	47	126	623	233	564	404	1201	243	111	501	516	427
Any other mixed/ multiple ethnic background	8 1%	2 1%	1 *%	** **	2 1% b	4 1%	2 1% e	4 1% e	2 *%	8 1% e	- -%	- -%	5 1% c	4 1% c	- -%
ASIAN AND BRITISH ASIAN															
Indian	37 3%	5 2%	11 3%	** **	2 2%	18 3%	3 1%	15 3%	14 3% a	33 3%	4 2%	3 2%	6 1%	22 4% ac	9 2%
Pakistani	28 2%	5 2%	5 1%	** **	2 2%	17 3%	5 2%	16 3% ce	5 1%	26 2%	2 1%	2 1%	9 2%	14 3% c	5 1%
Bangladeshi	11 1%	2 1%	3 1%	** **	1 1%	5 1%	1 1%	6 1%	3 1%	10 1%	2 1%	1 1%	3 1%	6 1%	2 1%
Any other Asian background	14 1%	4 2% b	1 *%	** **	1 1%	7 1%	3 1%	5 1%	4 1%	12 1%	2 1%	- -%	3 1%	8 2%	3 1%
BLACK AND BLACK BRITISH															
Caribbean	15 1%	4 2%	2 1%	** **	1 1%	7 1%	4 2%	3 1%	5 1%	13 1%	2 1%	1 1%	5 1%	6 1%	4 1%
African	33 2%	5 2%	9 2%	** **	4 3%	14 2%	6 3% e	19 3% cef	6 1%	31 3% e	2 1%	1 1%	14 3% c	15 3% c	4 1%
Any other black/ African/ Caribbean background	2 *%	* *%	1 *%	** **	- -%	1 *%	* *%	1 *%	- -%	2 *%	- -%	- -%	* *%	1 *%	- -%
OTHER ETHNIC GROUP	18 1%	4 1%	3 1%	** **	1 *%	11 2%	3 1%	12 2% ce	2 *%	17 1% ce	1 *%	1 1%	9 2% c	7 1%	2 1%
Refused	2 *%	1 *%	- -%	** **	- -%	* *%	- -%	2 *%	* *%	2 *%	- -%	- -%	1 *%	1 *%	- -%

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

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

C2. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2521	1212	1309	500	826	543	652	2190	331	2116	209	114	82	320	475	308
Effective Weighted Sample	2117	1011	1109	444	712	476	539	1843	274	1796	160	96	66	259	418	277
Total	1446	718	727	368	446	248	383	1267	179	1234	107	62	43	176	290	213
WHITE																
British	784	380	404	222	232	129	201	664	120	719	14	23	**	88	146	123
	54%	53%	56%	60%	52%	52%	52%	52%	67%	58%	13%	36%	**	50%	50%	57%
				bcd					a	bc		b				
English	258	133	125	55	94	44	65	223	34	253	1	3	**	27	55	42
	18%	19%	17%	15%	21%	18%	17%	18%	19%	21%	1%	5%	**	15%	19%	20%
					ad					bc		b				
Scottish	90	43	47	15	25	18	32	85	5	5	85	-	**	12	21	8
	6%	6%	6%	4%	6%	7%	8%	7%	3%	*%	80%	-%	**	7%	7%	4%
						a	ab	b			ac				c	
Welsh	38	19	18	11	9	8	10	28	10	5	-	33	**	5	9	6
	3%	3%	3%	3%	2%	3%	3%	2%	6%	*%	-%	53%	**	3%	3%	3%
									a			ab				
Irish	25	13	13	2	10	3	11	25	-	12	*	*	**	5	6	3
	2%	2%	2%	1%	2%	1%	3%	2%	-%	1%	*%	*%	**	3%	2%	1%
					a		ac	b								
Gypsy, Traveller or Irish Traveller	1	-	1	-	-	-	1	1	-	1	-	-	**	*	-	-
	*%	-%	*%	-%	-%	-%	*%	*%	-%	*%	-%	-%	**	*%	-%	-%
Any other white background	60	31	29	9	25	14	12	55	5	59	1	1	**	9	17	11
	4%	4%	4%	2%	6%	6%	3%	4%	3%	5%	1%	1%	**	5%	6%	5%
					ad	ad				b						
MIXED/ MULTIPLE ETHNIC GROUPS																
White and Black Caribbean	8	2	5	2	5	1	1	8	*	7	-	1	**	1	1	3
	1%	*%	1%	*%	1%	*%	*%	1%	*%	1%	-%	1%	**	1%	*%	1%
White and Black African	5	2	2	2	2	*	1	3	1	4	1	-	**	*	-	1
	*%	*%	*%	1%	*%	*%	*%	*%	1%	*%	1%	-%	**	*%	-%	*%
White and Asian	10	5	4	2	3	1	4	9	1	9	1	-	**	*	1	1
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	-%	**	*%	*%	*%

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

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C2. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2521	1212	1309	500	826	543	652	2190	331	2116	209	114	82	320	475	308
Effective Weighted Sample	2117	1011	1109	444	712	476	539	1843	274	1796	160	96	66	259	418	277
Total	1446	718	727	368	446	248	383	1267	179	1234	107	62	43	176	290	213
Any other mixed/ multiple ethnic background	8	6	2	3	2	1	2	8	1	8	-	-	**	1	2	2
	1%	1%	*%	1%	*%	*%	1%	1%	*%	1%	-%	-%	**	1%	1%	1%
ASIAN AND BRITISH ASIAN																
Indian	37	21	16	15	9	5	7	36	*	34	3	-	**	2	6	3
	3%	3%	2%	4% bcd	2%	2%	2%	3% b	*%	3%	3%	-%	**	1%	2%	1%
Pakistani	28	17	12	8	4	7	9	28	1	28	-	-	**	3	5	3
	2%	2%	2%	2%	1%	3% b	2% b	2% b	*%	2% b	-%	-%	**	1%	2%	1%
Bangladeshi	11	6	5	4	2	3	3	11	-	11	-	-	**	2	2	2
	1%	1%	1%	1%	*%	1%	1%	1%	-%	1%	-%	-%	**	1%	1%	1%
Any other Asian background	14	6	8	3	4	2	6	14	-	14	-	-	**	4	4	-
	1%	1%	1%	1%	1%	1%	2%	1%	-%	1%	-%	-%	**	2% c	2% c	-%
BLACK AND BLACK BRITISH																
Caribbean	15	10	5	5	4	1	5	15	-	15	-	-	**	4	3	2
	1%	1%	1%	1%	1%	*%	1%	1% b	-%	1%	-%	-%	**	2%	1%	1%
African	33	13	20	7	11	7	8	32	1	32	*	1	**	8	7	2
	2%	2%	3%	2%	2%	3%	2%	2% b	1%	3% b	*%	1%	**	4% c	3%	1%
Any other black/ African/ Caribbean background	2	1	1	*	-	1	*	2	-	2	-	-	**	-	1	*
	*%	*%	*%	*%	-%	*% b	*%	*%	-%	*%	-%	-%	**	-%	*%	*%
OTHER ETHNIC GROUP	18	8	10	3	4	6	4	18	-	17	*	1	**	5	3	4
	1%	1%	1%	1%	1%	3% b	1%	1% b	-%	1%	*%	1%	**	3%	1%	2%

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

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C2. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2521	1212	1309	500	826	543	652	2190	331	2116	209	114	82	320	475	308
Effective Weighted Sample	2117	1011	1109	444	712	476	539	1843	274	1796	160	96	66	259	418	277
Total	1446	718	727	368	446	248	383	1267	179	1234	107	62	43	176	290	213
Refused	2	1	1	-	1	-	1	2	-	1	-	-	**	*	-	-
	*%	*%	*%	-%	*%	-%	*%	*%	-%	*%	-%	-%	**	*%	-%	-%

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

Any break column with 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. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2521	505	1848
Effective Weighted Sample	2117	419	1572
Total	1446	264	1096
WHITE			
British	784	159	572
	54%	60%	52%
		b	
English	258	54	194
	18%	21%	18%
Scottish	90	19	65
	6%	7%	6%
Welsh	38	8	26
	3%	3%	2%
Irish	25	3	18
	2%	1%	2%
Gypsy, Traveller or Irish Traveller	1	-	1
	*%	-%	*%
Any other white background	60	3	55
	4%	1%	5%
			a
MIXED/ MULTIPLE ETHNIC GROUPS			
White and Black Caribbean	8	1	7
	1%	*%	1%
White and Black African	5	-	5
	*%	-%	*%
White and Asian	10	1	8
	1%	1%	1%
Any other mixed/ multiple ethnic background	8	-	7
	1%	-%	1%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C2. (SHOWCARD) Which one of these groups best describes your ethnic group or background?

Base : All respondents (giving their consent to answer this question)

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2521	505	1848
Effective Weighted Sample	2117	419	1572
Total	1446	264	1096
ASIAN AND BRITISH ASIAN			
Indian	37	4	33
	3%	1%	3%
Pakistani	28	1	25
	2%	*%	2%
			a
Bangladeshi	11	1	11
	1%	*%	1%
Any other Asian background	14	1	13
	1%	*%	1%
BLACK AND BLACK BRITISH			
Caribbean	15	4	11
	1%	1%	1%
African	33	4	28
	2%	1%	3%
Any other black/ African/ Caribbean background	2	-	2
	*%	-%	*%
OTHER ETHNIC GROUP	18	2	16
	1%	1%	1%
Refused	2	*	2
	*%	*%	*%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
1	233	56	101	67	91	72	86	13	12	172	16	175	13	113	75	21
	16%	42%	13%	36%	12%	13%	25%	13%	17%	13%	14%	13%	14%	13%	15%	12%
		b		b			ac									
2	474	52	269	70	251	190	131	25	17	391	38	397	32	255	173	44
	32%	40%	35%	38%	35%	33%	38%	25%	25%	30%	33%	30%	35%	28%	35%	26%
						c	acd								ac	
3	298	13	156	22	147	112	57	28	16	264	26	267	23	181	109	40
	20%	9%	20%	12%	20%	20%	16%	28%	23%	21%	23%	20%	25%	20%	22%	23%
			a		a			ab								
4	315	8	171	17	162	137	42	23	16	285	26	294	17	225	86	37
	21%	6%	22%	9%	22%	24%	12%	23%	24%	22%	23%	23%	19%	25%	17%	22%
			a		a	b		b	b					b		
5+	180	3	82	9	77	58	27	10	7	169	9	172	6	126	52	29
	12%	2%	11%	5%	11%	10%	8%	10%	10%	13%	8%	13%	7%	14%	11%	17%
			a		a					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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
1	233	5	102	13	94	57	50	12	10	21	61	27	56
	16%	7%	12%	10%	12%	10%	15% a	11%	14%	12%	12%	13%	11%
2	474	27	287	47	268	175	139	29	18	66	185	77	174
	32%	38%	34%	36%	34%	31%	41% acd	26%	25%	38%	35%	37%	35%
3	298	17	174	28	164	121	70	31	18	30	109	36	103
	20%	24%	21%	21%	21%	21%	21%	28% ab	24%	17%	21%	17%	21%
4	315	12	185	24	172	143	54	25	19	36	121	44	114
	21%	16%	22%	19%	22%	25% b	16%	23% b	25% b	21%	23%	21%	23%
5+	180	11	89	18	82	71	29	14	10	21	53	24	50
	12%	15%	11%	14%	11%	13% b	8%	13%	13%	12%	10%	11%	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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
1	233	38	44	**	**	34	86	**	**	82	119	45	188
	16%	10%	14% a	**	**	27%	34%	**	**	12%	31% a	6%	23% a
2	474	133	118	**	**	47	89	**	**	250	136	187	287
	32%	34%	38%	**	**	37%	35%	**	**	36%	36%	27%	36% a
3	298	72	67	**	**	20	37	**	**	139	57	171	127
	20%	18%	21%	**	**	16%	14%	**	**	20% b	15%	24% b	16%
4	315	106	51	**	**	17	28	**	**	158	44	188	127
	21%	27% b	16%	**	**	13%	11%	**	**	22% b	12%	27% b	16%
5+	180	41	33	**	**	9	16	**	**	74	24	108	72
	12%	11%	10%	**	**	7%	6%	**	**	11% b	6%	15% b	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.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
1	233	41	41	**	23	122	10	42	75	126	105	61	29	51	151
	16%	15%	10%	**	18%	19%	4%	7%	18%	10%	42%	53%	6%	10%	34%
		b			b	b		a	abd	ab	abcd	abcde		a	ab
2	474	93	138	**	45	180	50	129	166	345	129	52	118	137	220
	32%	34%	34%	**	34%	28%	20%	22%	39%	28%	51%	45%	23%	25%	49%
		e	e						abd	ab	abcd	abd			ab
3	298	53	84	**	28	123	65	141	79	285	13	2	147	108	43
	20%	19%	21%	**	22%	19%	27%	24%	19%	23%	5%	1%	28%	20%	10%
							cef	cef	ef	cef	f		bc	c	
4	315	57	94	**	23	130	72	170	69	312	3	*	138	158	20
	21%	21%	23%	**	18%	20%	30%	29%	16%	25%	1%	*%	27%	29%	5%
							cef	cdef	ef	cef			c	c	
5+	180	30	45	**	12	91	46	98	34	179	1	-	86	84	10
	12%	11%	11%	**	9%	14%	19%	17%	8%	14%	*%	-%	17%	16%	2%
						d	cdef	cef	ef	cef			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C3. What is the total number of people in the household (including yourself and any children)?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
1	233	118	114	41	67	33	91	209	24	191	24	11	**	50	25	24
	16%	16%	15%	11%	15% a	13%	23% abc	16%	13%	15%	22% a	16%	**	27% bc	8%	11%
2	474	248	226	136	137	81	121	407	67	402	36	22	**	24	82	89
	32%	33%	30%	35% b	30%	32%	30%	31%	36%	31%	33%	33%	**	13%	27% a	41% ab
3	298	138	160	75	95	48	80	264	34	248	22	15	**	25	94	31
	20%	18%	21%	19%	21%	19%	20%	20%	18%	19%	20%	23%	**	14%	32% ac	14%
4	315	160	155	96	102	60	57	276	39	274	21	12	**	38	78	57
	21%	21%	21%	25% d	22% d	23% d	14%	21%	21%	21%	19%	19%	**	21%	26%	26%
5+	180	84	96	41	57	35	48	159	22	162	6	5	**	48	19	18
	12%	11%	13%	10%	12%	14%	12%	12%	12%	13% b	6%	8%	**	26% bc	6%	8%

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
1	233	91	121
	16%	34% b	11%
2	474	89	344
	32%	33%	31%
3	298	39	231
	20%	15%	21% a
4	315	29	265
	21%	11%	24% a
5+	180	18	149
	12%	7%	13% a

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
None	892	117	420	150	387	300	237	41	31	735	63	748	50	497	301	91
	59%	88% b	54%	81% b	53%	53% c	69% acd	41%	47%	57%	55%	57%	55%	55%	61% ac	53%
1	275	7	145	16	137	105	47	28	15	248	24	251	20	171	101	44
	18%	5%	19% a	8%	19% a	19% b	14%	28% ab	23% b	19%	21%	19%	22%	19%	20%	26% ab
2	223	7	147	15	139	113	41	19	12	199	18	205	13	155	63	22
	15%	5%	19% a	8%	19% a	20% b	12%	19% b	18%	16%	16%	16%	14%	17% b	13%	13%
3	85	2	50	4	48	37	14	8	6	75	9	77	7	60	24	10
	6%	1%	6% a	2%	7% a	7% b	4%	8% b	9% b	6%	7%	6%	8%	7%	5%	6%
4	16	-	11	1	10	8	2	2	2	16	*	16	-	12	4	4
	1%	-%	1% a	*%	1%	1%	1%	2%	2%	1%	*%	1%	-%	1%	1%	2%
5+	9	-	6	-	6	4	1	1	1	8	1	8	1	5	4	1
	1%	-%	1%	-%	1%	1%	*%	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.

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
None	892	42	447	76	412	276	212	45	33	95	286	114	267
	59%	58%	53%	59%	53%	49% c	62% acd	41%	44%	55%	54%	55%	54%
1	275	14	160	23	151	115	59	33	18	29	102	36	94
	18%	19%	19%	18%	19%	20%	17%	29% ab	24%	16%	19%	18%	19%
2	223	9	160	20	149	120	49	18	13	39	98	44	93
	15%	13%	19%	16%	19%	21% b	14%	16%	17%	22%	18%	21%	19%
3	85	6	54	8	53	45	15	13	9	7	34	8	33
	6%	9%	6%	6%	7%	8% b	4%	12% b	13% b	4%	6%	4%	7%
4	16	1	12	2	11	9	4	2	1	2	8	2	8
	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%
5+	9	-	6	-	6	3	2	1	1	3	2	3	2
	1%	-%	1%	-%	1%	1%	1%	1%	1%	2% 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.

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
None	892	197	184	**	**	86	183	**	**	381	269	332	560
	59%	51%	59% a	**	**	68%	72%	**	**	54%	71% a	48%	70% a
1	275	75	55	**	**	16	32	**	**	130	48	170	105
	18%	19%	18%	**	**	13%	12%	**	**	19% b	13%	24% b	13%
2	223	85	51	**	**	14	24	**	**	137	38	130	93
	15%	22% b	16%	**	**	11%	10%	**	**	19% b	10%	19% b	12%
3	85	23	18	**	**	10	12	**	**	41	22	53	31
	6%	6%	6%	**	**	8%	5%	**	**	6%	6%	8% b	4%
4	16	7	3	**	**	1	3	**	**	9	3	8	8
	1%	2%	1%	**	**	*%	1%	**	**	1%	1%	1%	1%
5+	9	3	2	**	**	-	-	**	**	5	-	6	3
	1%	1%	1%	**	**	-%	-%	**	**	1% b	-%	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.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
None	892	149	208	**	76	429	128	208	306	642	249	115	246	225	420
	59%	54%	52%	**	58%	67%	53%	36%	72%	52%	99%	100%	47%	42%	95%
						abd	b		abd	b	abcd	abcd	b		ab
1	275	48	79	**	25	114	73	133	67	273	2	-	143	116	16
	18%	17%	20%	**	19%	18%	30%	23%	16%	22%	1%	-%	28%	22%	4%
							bcdef	cef	ef	cef			bc	c	
2	223	56	79	**	20	63	28	156	38	222	1	-	84	132	7
	15%	20%	20%	**	15%	10%	11%	27%	9%	18%	*%	-%	16%	25%	2%
		e	e		e		ef	acdef	ef	acef			c	ac	
3	85	15	27	**	9	30	9	63	11	84	*	-	34	49	1
	6%	5%	7%	**	7%	5%	4%	11%	3%	7%	*%	-%	7%	9%	*%
							ef	acdef	ef	acef			c	c	
4	16	4	7	**	1	5	2	13	1	16	-	-	6	10	-
	1%	1%	2%	**	1%	1%	1%	2%	*%	1%	-%	-%	1%	2%	-%
							e	cef		ce			c	c	
5+	9	3	2	**	1	3	2	7	-	9	-	-	5	4	-
	1%	1%	1%	**	1%	1%	1%	1%	-%	1%	-%	-%	1%	1%	-%
							ce	ce		ce			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C4. And what is the total number of children aged under 18 in the household?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
None	892	479	413	230	265	150	248	779	114	755	74	38	**	90	138	140
	59%	64%	55%	59%	58%	58%	62%	59%	61%	59%	68%	58%	**	49%	46%	64%
		b									a					ab
1	275	133	142	65	96	44	71	245	30	230	19	16	**	14	88	40
	18%	18%	19%	17%	21%	17%	18%	19%	16%	18%	18%	24%	**	8%	29%	18%
															ac	a
2	223	94	129	71	68	39	46	194	28	196	13	8	**	40	59	33
	15%	13%	17%	18%	15%	15%	12%	15%	15%	15%	12%	13%	**	21%	20%	15%
			a	d										c		
3	85	35	50	19	22	21	23	75	10	76	3	1	**	27	14	4
	6%	5%	7%	5%	5%	8%	6%	6%	5%	6%	3%	1%	**	15%	5%	2%
			a			ab				c				bc	c	
4	16	5	11	3	3	4	6	14	2	14	-	1	**	7	-	1
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	-%	2%	**	4%	-%	1%
												b		bc		
5+	9	2	7	1	4	-	4	8	1	8	-	1	**	7	-	-
	1%	*%	1%	*%	1%	-%	1%	1%	*%	1%	-%	2%	**	4%	-%	-%
			a		c		c					b		bc		

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
None	892	202	616
	59%	76% b	55%
1	275	26	227
	18%	10%	20% a
2	223	26	180
	15%	10%	16% a
3	85	9	68
	6%	3%	6% a
4	16	*	14
	1%	*%	1% a
5+	9	3	6
	1%	1%	1%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		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: 95%		a	b	a	b	a	b	~c	~d	a	~b	a	~b	a	b	~c
Unweighted total	857	108	406	141	373	278	236	35	25	684	70	697	57	441	313	87
Effective Weighted Sample	713	89	346	117	317	237	199	28	20	572	60	583	48	370	261	71
Total	469	48	193	65	177	136	106	18	12	388	34	395	28	249	174	49
Yes, somebody in the household is working	216	12	63	19	56	44	32	**	**	194	**	196	**	120	86	**
	46%	26%	33%	29%	32%	32%	30%	**	**	50%	**	50%	**	48%	49%	**
No members of the household are working	248	36	129	45	119	92	72	**	**	190	**	194	**	127	86	**
	53%	74%	66%	70%	67%	67%	68%	**	**	49%	**	49%	**	51%	49%	**
Refused	5	*	2	*	2	*	2	**	**	5	**	5	**	2	3	**
	1%	1%	1%	1%	1%	*%	2%	**	**	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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		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: 95%		~a	b	~a	b	a	b	~c	~d	~a	b	~a	b
Unweighted total	857	40	415	73	382	238	217	37	29	80	233	93	220
Effective Weighted Sample	713	32	354	60	326	204	182	30	23	73	211	85	200
Total	469	21	200	38	183	121	100	19	14	48	128	55	121
Yes, somebody in the household is working	216	**	69	**	61	48	32	**	**	**	45	**	42
	46%	**	34%	**	34%	40%	32%	**	**	**	35%	**	34%
No members of the household are working	248	**	128	**	120	73	65	**	**	**	81	**	78
	53%	**	64%	**	65%	60%	65%	**	**	**	64%	**	65%
Refused	5	**	3	**	2	*	3	**	**	**	2	**	1
	1%	**	1%	**	1%	*%	3%	**	**	**	1%	**	1%
							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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	857	166	147	23	16	59	121	4	3	313	180	301	556
Effective Weighted Sample	713	152	133	22	15	54	109	4	3	284	163	260	456
Total	469	95	80	16	10	36	75	3	2	176	111	184	285
Yes, somebody in the household is working	216	37	28	**	**	**	15	**	**	65	24	124	92
	46%	39%	34%	**	**	**	19%	**	**	37%	22%	67%	32%
										b		b	
No members of the household are working	248	58	51	**	**	**	60	**	**	109	85	58	190
	53%	61%	64%	**	**	**	80%	**	**	62%	77%	32%	67%
											a		a
Refused	5	-	2	**	**	**	1	**	**	2	1	2	3
	1%	-%	2%	**	**	**	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.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	~d	e	a	b	c	d	e	f	a	b	c
Unweighted total	857	158	174	29	67	429	168	163	179	510	346	125	259	135	462
Effective Weighted Sample	713	127	158	27	57	360	149	143	157	445	306	111	227	120	396
Total	469	62	95	15	36	262	119	111	100	331	138	53	180	87	202
Yes, somebody in the household is working	216	19	34	**	**	145	90	48	54	191	25	6	117	41	58
	46%	31%	36%	**	**	55%	75%	43%	53%	58%	18%	11%	65%	47%	29%
						ab	bcdef	ef	ef	bef			bc	c	
No members of the household are working	248	42	60	**	**	115	27	64	47	138	110	46	60	47	141
	53%	67%	63%	**	**	44%	23%	57%	47%	42%	80%	87%	33%	53%	70%
		e	e					ad	a	a	abcd	abcd		a	ab
Refused	5	1	1	**	**	3	3	-	-	3	3	1	3	-	3
	1%	1%	1%	**	**	1%	2%	-%	-%	1%	2%	2%	1%	-%	1%
							c								

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	~b	a	~b	~c	~d	a	~b	~c
Unweighted total	857	383	474	144	232	147	334	760	97	721	66	40	30	113	72	40
Effective Weighted Sample	713	314	400	125	199	127	279	634	80	607	51	33	23	95	64	35
Total	469	209	260	92	115	60	202	421	48	400	34	21	14	70	42	24
Yes, somebody in the household is working	216	81	135	52	74	34	55	191	**	185	**	**	**	20	**	**
	46%	39%	52%	56%	65%	57%	27%	45%	**	46%	**	**	**	28%	**	**
			a	d	d	d										
No members of the household are working	248	124	124	38	39	26	145	224	**	211	**	**	**	50	**	**
	53%	59%	48%	42%	34%	42%	72%	53%	**	53%	**	**	**	72%	**	**
		b					abc									
Refused	5	4	1	2	1	*	2	5	**	4	**	**	**	-	**	**
	1%	2%	*%	2%	1%	1%	1%	1%	**	1%	**	**	**	-%	**	**
		b														

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C5. Are any of the other adults in the household working either full time or part time?

Base : Those who are not working who live in a household with one or more other adults

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	857	225	552
Effective Weighted Sample	713	188	462
Total	469	116	312
Yes, somebody in the household is working	216	38	162
	46%	32%	52%
			a
No members of the household are working	248	78	148
	53%	67%	47%
		b	
Refused	5	1	2
	1%	1%	1%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
I have no formal qualifications (and I am not still studying)	256	53	93	62	84	70	76	9	7	199	12	202	9	125	86	22
	17%	40%	12%	34%	12%	12%	22%	9%	11%	16%	11%	15%	10%	14%	17%	13%
		b		b			acd								a	
GCSE/ O' Level/ CSE – but not Maths and not English	100	9	44	16	36	28	25	6	5	88	7	92	3	60	34	11
	7%	7%	6%	9%	5%	5%	7%	6%	7%	7%	6%	7%	4%	7%	7%	6%
				b			a									
GCSE/ O' Level/ CSE – including Maths or English	240	16	105	25	96	76	45	13	11	210	19	211	18	135	94	26
	16%	12%	14%	14%	13%	13%	13%	13%	16%	16%	17%	16%	20%	15%	19%	15%
															a	
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260	20	160	27	154	110	71	26	15	224	16	226	14	169	71	31
	17%	15%	21%	14%	21%	19%	21%	26%	22%	17%	14%	17%	15%	19%	14%	18%
			a		a			a						b		
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161	6	70	9	67	53	23	3	3	144	15	146	13	107	52	23
	11%	4%	9%	5%	9%	9%	7%	3%	4%	11%	13%	11%	14%	12%	10%	13%
			a		a	c	c									
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121	3	83	7	79	56	30	12	8	103	14	108	9	75	42	12
	8%	2%	11%	4%	11%	10%	9%	12%	11%	8%	12%	8%	10%	8%	8%	7%
			a		a						a					
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246	13	168	23	157	130	50	24	15	215	21	221	16	159	77	33
	16%	10%	21%	12%	22%	23%	15%	24%	23%	17%	18%	17%	17%	18%	16%	19%
			a		a	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.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
University higher degree (e.g. Masters, PhD or equivalent)	74	9	44	10	44	39	15	7	3	63	7	64	5	51	18	9
	5%	7%	6%	5%	6%	7% b	4%	7%	5%	5%	6%	5%	6%	6% b	4%	5%
Still studying/ still at school	23	-	1	1	-	1	-	-	-	23	-	23	-	10	13	2
	2%	-%	*%	*% b	-%	*%	-%	-%	-%	2%	-%	2%	-%	1%	3% a	1%
Refused	18	3	11	4	10	6	8	*	*	13	3	13	3	7	9	2
	1%	2%	1%	2%	1%	1%	2% a	*%	1%	1%	3% a	1%	4% a	1%	2% 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
I have no formal qualifications (and I am not still studying)	256	7	98	16	89	61	44	10	9	24	60	27	57
	17%	10%	12%	13%	11%	11%	13%	9%	12%	13%	11%	13%	11%
GCSE/ O' Level/ CSE – but not Maths and not English	100	4	48	14	39	28	24	6	5	13	29	16	26
	7%	6%	6%	10% b	5%	5%	7%	5%	6%	7%	5%	8%	5%
GCSE/ O' Level/ CSE – including Maths or English	240	11	114	20	105	76	49	14	12	27	79	37	70
	16%	15%	14%	15%	13%	13%	14%	13%	16%	16%	15%	18%	14%
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260	9	166	14	161	104	71	28	17	35	107	39	103
	17%	13%	20% a	11%	21% a	18%	21%	25% a	23%	20%	20%	19%	21%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161	10	77	15	72	57	29	5	3	15	46	17	43
	11%	14%	9%	11%	9%	10% cd	8%	5%	4%	8%	9%	8%	9%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121	4	89	9	84	58	35	14	8	20	55	23	52
	8%	6%	11%	7%	11%	10%	10%	13%	11%	11%	10%	11%	10%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246	16	185	28	172	137	63	24	15	32	113	38	108
	16%	22%	22%	22%	22%	24% b	19%	22%	21%	18%	21%	18%	22%

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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
University higher degree (e.g. Masters, PhD or equivalent)	74	8	51	10	48	39	20	9	5	8	32	9	31
	5%	11% b	6%	8%	6%	7%	6%	8%	6%	4%	6%	4%	6%
Still studying/ still at school	23	1	1	2	-	1	*	1	-	1	-	1	-
	2%	1%	*%	1% b	-%	*%	*%	1%	-%	*% b	-%	*%	-%
Refused	18	1	11	1	11	6	6	*	*	1	7	1	7
	1%	2%	1%	1%	1%	1%	2%	*%	*%	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.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
I have no formal qualifications (and I am not still studying)	256	42	42	**	**	32	79	**	**	84	112	58	198
	17%	11%	13%	**	**	26%	31%	**	**	12%	29% a	8%	25% a
GCSE/ O' Level/ CSE – but not Maths and not English	100	20	22	**	**	9	16	**	**	42	25	40	60
	7%	5%	7%	**	**	7%	6%	**	**	6%	7%	6%	8%
GCSE/ O' Level/ CSE – including Maths or English	240	55	52	**	**	16	31	**	**	107	47	108	132
	16%	14%	16%	**	**	13%	12%	**	**	15%	12%	15%	16%
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260	77	65	**	**	23	50	**	**	142	73	119	141
	17%	20%	21%	**	**	18%	20%	**	**	20%	19%	17%	18%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161	35	26	**	**	12	17	**	**	60	30	100	62
	11%	9%	8%	**	**	10%	7%	**	**	9%	8%	14% b	8%
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121	40	35	**	**	11	10	**	**	75	21	69	52
	8%	10%	11%	**	**	9% b	4%	**	**	11% b	5%	10% b	6%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246	90	56	**	**	14	35	**	**	146	49	141	105
	16%	23% b	18%	**	**	11%	14%	**	**	21% b	13%	20% b	13%

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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
University higher degree (e.g. Masters, PhD or equivalent)	74	28	11	**	**	7	12	**	**	39	19	41	33
	5%	7% b	4%	**	**	6%	5%	**	**	6%	5%	6%	4%
Still studying/ still at school	23	-	1	**	**	1	-	**	**	1	1	19	4
	2%	-%	*%	**	**	*%	-%	**	**	*%	*%	3% b	1%
Refused	18	3	5	**	**	1	3	**	**	8	4	5	13
	1%	1%	1%	**	**	1%	1%	**	**	1%	1%	1%	2% 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
I have no formal qualifications (and I am not still studying)	256	37	43	**	19	153	17	67	72	156	100	56	51	68	137
	17%	13%	11%	**	15%	24%	7%	12%	17%	13%	40%	49%	10%	13%	31%
						abd		a	abd	a	abcd	abcde			ab
GCSE/ O' Level/ CSE – but not Maths and not English	100	19	21	**	5	51	16	38	34	89	11	2	35	37	28
	7%	7%	5%	**	4%	8%	7%	7%	8%	7%	4%	2%	7%	7%	6%
						bd	f	f	ef	ef					
GCSE/ O' Level/ CSE – including Maths or English	240	30	55	**	25	122	60	80	72	212	27	10	102	78	59
	16%	11%	14%	**	19%	19%	25%	14%	17%	17%	11%	8%	20%	15%	13%
					a	ab	bcdef	f	ef	bef			bc		
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260	57	86	**	21	89	18	109	85	212	47	22	65	103	91
	17%	21%	21%	**	16%	14%	7%	19%	20%	17%	19%	19%	13%	19%	20%
		e	e					a	a	a	a	a		a	a
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161	23	37	**	11	85	60	64	27	150	11	4	93	47	21
	11%	8%	9%	**	9%	13%	25%	11%	6%	12%	4%	4%	18%	9%	5%
						ab	bcdef	cef		cef			bc	c	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121	26	46	**	15	31	15	57	36	108	13	5	39	53	29
	8%	10%	12%	**	11%	5%	6%	10%	9%	9%	5%	5%	8%	10%	6%
		e	e		e			aef	ef	ef				c	
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246	61	88	**	27	61	28	124	68	220	27	10	91	102	54
	16%	22%	22%	**	20%	9%	12%	21%	16%	18%	11%	8%	18%	19%	12%
		e	e		e			acdef	ef	aef			c	c	

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
University higher degree (e.g. Masters, PhD or equivalent)	74	16	22	**	8	23	5	35	24	65	9	3	17	41	16
	5%	6%	5%	**	6%	4%	2%	6%	6%	5%	4%	3%	3%	8%	4%
		e						aef	af	a				ac	
Still studying/ still at school	23	1	-	**	-	22	21	1	1	23	-	-	21	1	-
	2%	*%	-%	**	-%	3%	9%	*%	*%	2%	-%	-%	4%	*%	-%
						abd	bcdef			bcef			bc		
Refused	18	4	4	**	*	7	1	6	5	12	6	3	3	6	9
	1%	1%	1%	**	*%	1%	*%	1%	1%	1%	3%	3%	1%	1%	2%
											abd	ad			a

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
I have no formal qualifications (and I am not still studying)	256	120	137	10	46	41	160	235	22	207	25	16	**	61	32	7
	17%	16%	18%	2%	10%	16%	40%	18%	12%	16%	23%	25%	**	33%	11%	3%
					a	ab	abc	b			a	a		bc	c	
GCSE/ O' Level/ CSE – but not Maths and not English	100	44	56	9	27	19	45	92	8	84	9	4	**	29	18	3
	7%	6%	7%	2%	6%	8%	11%	7%	4%	7%	8%	7%	**	16%	6%	1%
					a	a	abc	b						bc	c	
GCSE/ O' Level/ CSE – including Maths or English	240	98	142	27	73	52	89	205	34	202	16	10	**	33	48	18
	16%	13%	19%	7%	16%	20%	22%	16%	19%	16%	14%	16%	**	18%	16%	8%
			a		a	ab	ab							c	c	
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260	153	107	33	95	81	52	230	30	232	15	8	**	27	69	27
	17%	20%	14%	8%	21%	31%	13%	17%	16%	18%	14%	13%	**	15%	23%	12%
		b			ad	abd	a								ac	
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161	75	86	37	82	22	20	144	17	142	11	6	**	14	42	21
	11%	10%	11%	10%	18%	9%	5%	11%	9%	11%	10%	9%	**	7%	14%	9%
				d	acd	d									ac	
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121	61	60	33	58	20	10	103	17	102	14	4	**	10	28	27
	8%	8%	8%	8%	13%	8%	3%	8%	9%	8%	13%	5%	**	5%	9%	13%
				d	acd	d					ac				a	a

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246	125	121	165	58	14	10	208	39	217	14	12	**	10	51	87
	16%	17%	16%	43%	13%	5%	2%	16%	21%	17%	13%	18%	**	6%	17%	40%
				bcd	cd	d			a						a	ab
University higher degree (e.g. Masters, PhD or equivalent)	74	51	23	64	8	1	1	63	11	64	3	3	**	1	11	28
	5%	7%	3%	16%	2%	*%	*%	5%	6%	5%	3%	5%	**	*%	4%	13%
		b		bcd	cd										a	ab
Still studying/ still at school	23	14	9	9	7	2	5	20	3	18	2	1	**	1	1	-
	2%	2%	1%	2%	2%	1%	1%	2%	2%	1%	2%	1%	**	*%	*%	-%
Refused	18	7	11	3	4	4	8	14	4	10	1	1	**	*	-	-
	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	*%	1%	**	*%	-%	-%

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

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C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
I have no formal qualifications (and I am not still studying)	256 17%	99 37% b	138 12%
GCSE/ O' Level/ CSE – but not Maths and not English	100 7%	18 7%	74 7%
GCSE/ O' Level/ CSE – including Maths or English	240 16%	30 11%	190 17% a
Vocational qualifications (Apprenticeships/ City & Guilds/ NVQ/ SVQ/ IVQ or equivalent)	260 17%	52 20%	179 16%
A' level, Scottish Higher, Welsh Baccalaureate, International Baccalaureate or equivalent	161 11%	12 4%	144 13% a
Diplomas in higher education (HNC/ HND/ BTEC Higher or equivalent)	121 8%	21 8%	88 8%
University first degree (BA/ BSc/ BEd/ PGCE or equivalent)	246 16%	22 8%	208 19% a

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6A. (SHOWCARD) Which one of these – if any – is the highest educational or professional qualification that you have obtained?

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
University higher degree (e.g. Masters, PhD or equivalent)	74	7	62
	5%	3%	6%
			a
Still studying/ still at school	23	2	19
	2%	1%	2%
Refused	18	2	9
	1%	1%	1%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b	a	b	c
Unweighted total	2618	288	1393	381	1300	993	688	171	117	2177	211	2224	164	1519	869	293
Effective Weighted Sample	2196	232	1203	313	1121	863	572	147	101	1838	177	1875	139	1289	725	245
Total	1500	132	779	185	727	569	343	100	67	1282	114	1306	91	900	496	171
Up to £10,399 per year	90	14	30	17	27	22	23	6	5	73	5	74	5	43	36	11
	6%	10%	4%	9%	4%	4%	7%	6%	7%	6%	5%	6%	5%	5%	7%	6%
		b		b			a								a	
From £10,400 to £15,599 per year	129	27	52	32	47	40	38	7	6	101	5	102	3	63	43	12
	9%	20%	7%	17%	6%	7%	11%	7%	9%	8%	4%	8%	4%	7%	9%	7%
		b		b			a									
From £15,600 to £25,999 per year	135	10	81	14	78	60	32	12	8	116	10	118	8	82	44	15
	9%	7%	10%	7%	11%	10%	9%	12%	11%	9%	9%	9%	9%	9%	9%	9%
From £26,000 to £36,399 per year	143	6	96	14	89	76	26	15	10	129	12	131	10	100	42	20
	10%	5%	12%	7%	12%	13%	8%	15%	14%	10%	11%	10%	11%	11%	8%	11%
			a		a	b		b	b					b		
From £36,400 to £51,999 per year	141	10	90	16	84	72	29	17	13	126	13	128	11	100	38	14
	9%	8%	12%	9%	12%	13%	8%	17%	19%	10%	11%	10%	12%	11%	8%	8%
						b		b	b					b		
£52,000 and above per year	162	3	112	5	110	90	25	18	10	146	13	149	9	113	45	25
	11%	2%	14%	3%	15%	16%	7%	18%	15%	11%	11%	11%	10%	13%	9%	15%
			a		a	b		b	b					b		b
Don't know	295	20	78	26	73	54	44	8	4	260	15	262	12	165	110	35
	20%	15%	10%	14%	10%	10%	13%	8%	7%	20%	13%	20%	14%	18%	22%	20%
		b		b			a			b		b			a	
Refused	405	42	239	61	220	155	127	17	12	330	41	341	31	233	138	41
	27%	32%	31%	33%	30%	27%	37%	17%	17%	26%	36%	26%	34%	26%	28%	24%
						cd	acd				a		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.

C6. (SHOWCARD) 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: 95%		a	b	a	b	a	b	c	d	a	b	a	b
Unweighted total	2618	139	1478	240	1377	975	642	190	130	265	846	317	794
Effective Weighted Sample	2196	108	1278	195	1191	848	539	161	112	245	779	293	731
Total	1500	72	838	130	781	568	342	111	75	174	529	207	497
Up to £10,399 per year	90	4	29	8	26	18	15	6	5	8	20	11	18
	6%	6%	3%	6%	3%	3%	4%	5%	6%	5%	4%	5%	4%
From £10,400 to £15,599 per year	129	8	52	12	48	37	23	7	6	15	33	18	29
	9%	11% b	6%	9%	6%	7%	7%	6%	8%	9%	6%	9%	6%
From £15,600 to £25,999 per year	135	3	87	8	82	57	33	14	10	13	48	14	47
	9%	4%	10% a	6%	10% a	10%	10%	13%	13%	8%	9%	7%	9%
From £26,000 to £36,399 per year	143	8	103	14	97	75	36	17	11	17	63	19	60
	10%	10%	12%	10%	12%	13%	10%	15%	14%	10%	12%	9%	12%
From £36,400 to £51,999 per year	141	9	103	18	94	81	31	17	13	22	67	29	60
	9%	13%	12%	14%	12%	14% b	9%	15% b	17% b	12%	13%	14%	12%
£52,000 and above per year	162	8	121	11	118	94	36	23	13	27	78	31	74
	11%	11%	14%	9%	15% a	16% b	10%	20% b	18% b	16%	15%	15%	15%
Don't know	295	9	85	17	77	51	43	8	5	25	53	29	49
	20%	12%	10%	13%	10%	9%	13% acd	7%	6%	14% b	10%	14%	10%
Refused	405	24	257	43	238	156	125	20	13	48	168	55	160
	27%	32%	31%	33%	30%	27% cd	36% acd	18%	18%	27%	32%	27%	32%

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. (SHOWCARD) 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: 95%		a	b	~c	~d	a	b	~c	~d	a	b	a	b
Unweighted total	2618	610	500	97	64	194	383	17	14	1110	577	1120	1498
Effective Weighted Sample	2196	565	458	91	60	179	351	16	13	1023	529	974	1228
Total	1500	390	313	67	42	126	254	11	9	703	380	699	801
Up to £10,399 per year	90	14	15	**	**	12	30	**	**	29	42	17	74
	6%	4%	5%	**	**	9%	12%	**	**	4%	11% a	2%	9% a
From £10,400 to £15,599 per year	129	24	23	**	**	15	39	**	**	47	54	41	88
	9%	6%	7%	**	**	12%	15%	**	**	7%	14% a	6%	11% a
From £15,600 to £25,999 per year	135	39	22	**	**	17	26	**	**	61	43	56	79
	9%	10%	7%	**	**	13%	10%	**	**	9%	11%	8%	10%
From £26,000 to £36,399 per year	143	49	30	**	**	14	23	**	**	79	36	76	66
	10%	13%	10%	**	**	11%	9%	**	**	11%	10%	11% b	8%
From £36,400 to £51,999 per year	141	52	37	**	**	12	18	**	**	89	30	86	55
	9%	13%	12%	**	**	10%	7%	**	**	13% b	8%	12% b	7%
£52,000 and above per year	162	73	32	**	**	5	16	**	**	105	21	110	52
	11%	19% b	10%	**	**	4%	6%	**	**	15% b	6%	16% b	6%
Don't know	295	33	44	**	**	16	31	**	**	78	47	140	155
	20%	8%	14% a	**	**	13%	12%	**	**	11%	12%	20%	19%
Refused	405	105	110	**	**	35	73	**	**	215	108	173	231
	27%	27%	35% a	**	**	28%	29%	**	**	31%	28%	25%	29% 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. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		SIMPLE BUNDLE TYPE					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	f	a	b	c
Unweighted total	2618	556	645	85	224	1110	351	874	763	1988	627	277	779	858	978
Effective Weighted Sample	2196	446	595	77	190	897	305	756	669	1714	545	239	669	746	834
Total	1500	274	402	49	131	645	243	581	424	1247	252	115	517	537	444
Up to £10,399 per year	90	10	14	**	8	57	9	32	23	64	26	15	26	25	39
	6%	4%	3%	**	6%	9%	4%	6%	5%	5%	11%	13%	5%	5%	9%
						ab					abcd	abcd			ab
From £10,400 to £15,599 per year	129	20	25	**	9	73	13	44	31	89	40	21	36	34	58
	9%	7%	6%	**	7%	11%	5%	8%	7%	7%	16%	18%	7%	6%	13%
						abd					abcd	abcd			ab
From £15,600 to £25,999 per year	135	34	39	**	12	47	13	58	40	112	23	9	45	51	39
	9%	12%	10%	**	9%	7%	6%	10%	10%	9%	9%	7%	9%	10%	9%
		e						a	a	a	a				
From £26,000 to £36,399 per year	143	34	50	**	13	40	15	73	45	133	10	3	46	66	31
	10%	13%	13%	**	10%	6%	6%	13%	11%	11%	4%	3%	9%	12%	7%
		e	e				f	aef	aef	aef				ac	
From £36,400 to £51,999 per year	141	33	50	**	16	38	16	74	45	135	6	1	49	71	21
	9%	12%	12%	**	12%	6%	7%	13%	11%	11%	3%	1%	10%	13%	5%
		e	e		e		ef	aef	aef	aef			c	ac	
£52,000 and above per year	162	38	65	**	16	41	17	87	53	157	5	1	56	84	21
	11%	14%	16%	**	12%	6%	7%	15%	12%	13%	2%	1%	11%	16%	5%
		e	e		e		ef	aef	aef	aef			c	ac	
Don't know	295	27	38	**	14	209	132	72	52	256	39	21	176	53	67
	20%	10%	9%	**	11%	32%	54%	12%	12%	21%	16%	18%	34%	10%	15%
						abd	bcdef			bce		bc	bc		b
Refused	405	79	121	**	44	140	27	140	135	302	101	45	82	154	168
	27%	29%	30%	**	34%	22%	11%	24%	32%	24%	40%	39%	16%	29%	38%
		e	e		e			a	abd	a	abcd	abcd		a	ab

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

C6. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	b	c	~d	a	b	c
Unweighted total	2618	1259	1359	524	849	563	682	2276	342	2190	215	121	92	337	489	314
Effective Weighted Sample	2196	1051	1149	466	731	494	562	1914	282	1858	165	101	73	272	430	282
Total	1500	748	752	388	457	257	398	1315	185	1278	110	65	47	185	298	218
Up to £10,399 per year	90	41	50	2	10	9	69	87	3	75	10	4	**	90	-	-
	6%	5%	7%	1%	2%	3%	17%	7%	2%	6%	9%	6%	**	49%	-%	-%
					a	a	abc	b						bc		
From £10,400 to £15,599 per year	129	53	76	2	32	24	71	118	11	107	13	4	**	37	31	-
	9%	7%	10%	1%	7%	9%	18%	9%	6%	8%	12%	6%	**	20%	10%	-%
			a		a	a	abc							bc	c	
From £15,600 to £25,999 per year	135	64	71	18	53	29	35	124	11	111	9	8	**	33	71	-
	9%	9%	9%	5%	12%	11%	9%	9%	6%	9%	8%	13%	**	18%	24%	-%
					a	a	a	b						c	ac	
From £26,000 to £36,399 per year	143	78	65	35	52	36	19	129	14	122	11	7	**	21	105	12
	10%	10%	9%	9%	11%	14%	5%	10%	7%	10%	10%	12%	**	11%	35%	5%
				d	d	ad								c	ac	
From £36,400 to £51,999 per year	141	80	62	46	62	26	8	114	28	128	5	5	**	4	91	45
	9%	11%	8%	12%	14%	10%	2%	9%	15%	10%	5%	7%	**	2%	31%	20%
		b		d	cd	d			a	b					ac	a
£52,000 and above per year	162	93	69	102	49	7	4	141	21	151	7	4	**	-	-	162
	11%	12%	9%	26%	11%	3%	1%	11%	12%	12%	7%	5%	**	-%	-%	74%
		b		bcd	cd	d				bc						ab
Don't know	295	132	163	61	87	48	99	256	39	243	24	15	**	-	-	-
	20%	18%	22%	16%	19%	19%	25%	19%	21%	19%	21%	23%	**	-%	-%	-%
			a				abc									
Refused	405	206	198	120	112	79	93	347	58	341	31	18	**	-	-	-
	27%	28%	26%	31%	25%	31%	23%	26%	31%	27%	28%	28%	**	-%	-%	-%
				bd		bd										

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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. (SHOWCARD) Which one of these bands describes your total household income before tax or any other deductions are made?

Base : All respondents

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	2618	510	1875
Effective Weighted Sample	2196	422	1594
Total	1500	266	1111
Up to £10,399 per year	90	40	43
	6%	15% b	4%
From £10,400 to £15,599 per year	129	44	74
	9%	17% b	7%
From £15,600 to £25,999 per year	135	25	98
	9%	9%	9%
From £26,000 to £36,399 per year	143	15	118
	10%	6%	11% a
From £36,400 to £51,999 per year	141	11	119
	9%	4%	11% a
£52,000 and above per year	162	10	145
	11%	4%	13% a
Don't know	295	55	220
	20%	21%	20%
Refused	405	66	293
	27%	25%	26%

Columns Tested: a,b

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

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: 95%		~a	b	a	b	a	b	c	~d	a	~b	a	~b	a	b	c
Unweighted total	1140	70	686	108	648	512	244	114	77	1005	88	1023	70	747	346	146
Effective Weighted Sample	982	58	608	93	574	461	206	100	68	868	76	882	61	646	297	125
Total	702	39	420	63	396	324	135	70	46	626	51	636	42	461	216	90
Most Financially Vulnerable	185	**	86	24	78	63	38	15	**	159	**	162	**	108	63	23
	26%	**	20%	38% b	20%	20%	28% a	21%	**	25%	**	25%	**	23%	29% a	25%
Potentially Financially Vulnerable	298	**	187	27	175	145	57	32	**	271	**	273	**	204	91	38
	43%	**	44%	43%	44%	45%	42%	46%	**	43%	**	43%	**	44%	42%	43%
Least Financially Vulnerable	218	**	147	12	144	116	40	23	**	197	**	200	**	149	63	29
	31%	**	35%	19%	36% a	36%	30%	33%	**	31%	**	32%	**	32%	29%	32%

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: 95%		~a	b	a	b	a	b	c	~d	a	b	a	b
Unweighted total	1140	72	737	113	696	545	264	126	86	129	429	155	403
Effective Weighted Sample	982	55	655	92	618	487	223	111	77	122	403	147	378
Total	702	38	456	64	430	343	152	79	53	91	288	109	270
Most Financially Vulnerable	185	**	88	20	80	67	32	16	**	21	51	24	48
	26%	**	19%	31% b	18%	20%	21%	21%	**	23%	18%	22%	18%
Potentially Financially Vulnerable	298	**	205	27	194	153	67	37	**	34	134	43	126
	43%	**	45%	42%	45%	45%	44%	47%	**	38%	47%	39%	47%
Least Financially Vulnerable	218	**	163	17	157	122	52	26	**	35	102	41	96
	31%	**	36%	27%	36%	36%	35%	33%	**	39%	35%	38%	36%

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.

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: 95%		a	b	~c	~d	~a	b	~c	~d	a	b	a	b
Unweighted total	1140	346	212	68	44	86	156	10	7	558	242	574	566
Effective Weighted Sample	982	326	199	65	42	80	146	10	7	525	225	509	473
Total	702	235	143	48	29	60	113	7	5	378	173	373	329
Most Financially Vulnerable	185	42	30	**	**	**	42	**	**	72	63	68	117
	26%	18%	21%	**	**	**	37%	**	**	19%	36% a	18%	36% a
Potentially Financially Vulnerable	298	102	66	**	**	**	44	**	**	168	71	162	136
	43%	43%	46%	**	**	**	39%	**	**	45%	41%	44%	41%
Least Financially Vulnerable	218	91	47	**	**	**	28	**	**	138	40	143	75
	31%	39%	33%	**	**	**	24%	**	**	36% b	23%	38% b	23%

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					AGE						AGE (2)		
	Total	DUAL	TRIPLE	QUAD	OTHER	NONE	16-24	25-44	45-64	UNDER 65	65+	75+	16-34	35-54	55+
Significance Level: 95%		a	b	~c	d	e	a	b	c	d	e	~f	a	b	c
Unweighted total	1140	271	343	31	101	396	123	524	380	1027	113	49	385	490	265
Effective Weighted Sample	982	224	323	29	88	322	102	460	340	895	99	42	326	436	230
Total	702	149	230	19	64	241	80	356	219	655	47	20	250	320	132
Most Financially Vulnerable	185	34	40	**	15	93	21	96	39	157	28	**	71	70	45
	26%	22%	17%	**	24%	39%	27%	27%	18%	24%	60%	**	28%	22%	34%
						abd	c	c		c	abcd		b		b
Potentially Financially Vulnerable	298	63	107	**	25	93	38	156	99	293	5	**	111	142	45
	43%	42%	47%	**	39%	38%	47%	44%	45%	45%	11%	**	44%	45%	34%
			e				e	e	e	e			c	c	
Least Financially Vulnerable	218	53	83	**	24	56	21	104	80	205	13	**	69	108	42
	31%	36%	36%	**	37%	23%	26%	29%	37%	31%	29%	**	28%	34%	32%
		e	e		e				ab						

Columns Tested: a,b,c,d,e - a,b,c,d,e,f - a,b,c

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

FINANCIAL VULNERABILITY

Base : Those where it is possible to calculate the Financial Vulnerability Index

		GENDER		SOCIAL GRADE				URBANITY		NATION				FINANCIAL VULNERABILITY INDEX		
	Total	MALE	FEMALE	AB	C1	C2	DE	URBAN	RURAL	ENGLAND	SCOT-LAND	WALES	N IRE-LAND	MOST	POTEN-TIALLY	LEAST
Significance Level: 95%		a	b	a	b	c	d	a	b	a	~b	~c	~d	a	b	c
Unweighted total	1140	558	582	244	391	241	264	1010	130	975	82	52	31	337	489	314
Effective Weighted Sample	982	480	504	224	348	214	219	872	109	850	64	45	24	272	430	282
Total	702	360	342	193	231	117	161	625	77	610	46	31	15	185	298	218
Most Financially Vulnerable	185	77	108	8	38	31	108	175	10	156	**	**	**	185	-	-
	26%	21%	32%	4%	17%	26%	67%	28%	13%	26%	**	**	**	100%	-%	-%
			a		a	ab	abc	b						bc		
Potentially Financially Vulnerable	298	154	144	56	125	70	47	267	32	253	**	**	**	-	298	-
	43%	43%	42%	29%	54%	60%	29%	43%	41%	41%	**	**	**	-%	100%	-%
					ad	ad									ac	
Least Financially Vulnerable	218	129	90	129	68	15	6	183	35	201	**	**	**	-	-	218
	31%	36%	26%	67%	29%	13%	4%	29%	46%	33%	**	**	**	-%	-%	100%
		b		bcd	cd	d			a							ab

Columns Tested: a,b - a,b,c,d - a,b - a,b,c,d - a,b,c

Any break column with 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

		IMPACTING/ LIMITING CONDITIONS	
	Total	YES	NO
Significance Level: 95%		a	b
Unweighted total	1140	178	874
Effective Weighted Sample	982	150	761
Total	702	104	548
Most Financially Vulnerable	185	60	109
	26%	58%	20%
		b	
Potentially Financially Vulnerable	298	27	249
	43%	26%	45%
			a
Least Financially Vulnerable	218	17	190
	31%	16%	35%
			a

Columns Tested: a,b